



#RxEffEffect Project
Stratford Partnership for Youth & Families
Monday, August 31, 2015
Room 228 – Birdseye Municipal Complex

In attendance: Kiyomi Bowen, Malcom Brown, Yvemalya Germain, Michelle Harrison, James Olsen, Mason Pugh, Susan Rubinsky, Nicholas Satta, Shannon Tripodi, Cheree Wright

Call to Order

Nicholas Satta called the meeting to order at 6:05 P.M.

Campaign Brainstorming

Youth Committee members reviewed the latest updates to www.rx-effect.org, as well as the campaign's social media pages (Pinterest, Instagram, Twitter, Facebook and Google+). During the Youth Committee's overnight retreat, Susan Rubinsky photographed members participating to use in the campaign's memes and information postings to the web and social media.

Next Steps

Youth Committee members will follow each social media page and determine which images will attract their peers. They will share memes, information and videos with their peers and family members. Members also recommended creating a rap or song with a music video for the project.

Adjournment

The meeting was adjourned at 6:40 P.M.

Respectfully submitted,

James Olsen