



**#Rx4Disaster Project
Youth and Family Advisory Board (YAFAB)
May 5, 2015
Room 110 – Birdseye Municipal Complex**

In attendance: Raquel Juarez, James Olsen, Susan Rubinsky, Nicholas Satta, Shannon Tripodi, Mark Wright III

Call to Order

Mark Wright III called the meeting to order at 6:32 P.M.

Committee Name

The group has agreed upon the name of the committee to be the #RxEffect. This hashtag will be pushed out with upcoming memes and infographics to show the risks of prescription drug misuse and abuse.

Branding and Campaign Ideas

Susan Rubinsky presented her branding and campaign ideas which were brainstormed at the April 7th meeting. The ideas included a logo to fit the #RxEffect name and some images aimed to capture people's attention. The group all gave their likes and dislikes to each of the images. For the next meeting, Susan will be refining the images as well as including Stratford specific data in the imagery.

Adjournment

The meeting was adjourned at 7:15 P.M.

Respectfully submitted,

James Olsen