



**#RxEffEffect Project
Youth and Family Advisory Board (YAFAB)
Tuesday, June 2, 2015
Room 110 – Birdseye Municipal Complex**

In attendance: Emily Barksdale, Audrey Law, James Olsen, Susan Rubinsky, Nicholas Satta, Shannon Tripodi

Call to Order

Audrey Law called the meeting to order at 6:35 P.M.

Campaign Webpage

Susan Rubinsky presented the structure for a campaign website. The committee decided on potential page ideas to be created. The main page will include graphics and information, and will have links to pages for parents and teens. In addition, the site will include links to other resources. The bottom of the website will have direct links to Facebook, Twitter, Instagram, Pinterest and Google+. The committee discussed options for a webpage URL.

Next Steps

The committee chose stock images, which will be used for the website as well as the different social media venues. Opportunities for the launch of the #RxEffEffect campaign were discussed. A handout will be distributed at Main Street Festival on June 6, 2015. For the launch, handouts will include a QR code which will allow smart phones to link directly to the webpage.

Adjournment

The meeting was adjourned at 7:10 P.M.

Respectfully submitted,

James Olsen