Stratford Partnership for Youth and Families
ALPHA Room 101—Birdseye Municipal Complex
Wednesday, July 8, 2015
Minutes

In attendance: Darin Bershefsky, Greta Broneill, Chris Brown, Malcolm Brown, Jackson Buchanan, Nina Chanana, Doreen Chiccarello, John Daviau, Brianni Davillier, Nancy Dowling, Lucretia Duwel, Winnie Etienne, William Figueroa, Anna Gasinski, Michelle Harrison, Cheryl Hewitt, Jayleen Herrera, Patty Hines, Denise Keegan, Sean Kennedy, Nathan Larsen, Nick Macisco, Hannah McLaughlin, James Olsen, Jodi Palmieri Schumann, Kristi Peña, Mason Pugh, Robert Sampson, Kayla Simon, Ty Sims, Mary Tiernan, Tammy Trojanowski, Daelynne Veloz, Cheree Wright, Mark Wright

Call to Order and Approval of Minutes
Winnie Etienne called the meeting to order at 4:06 p.m. Following introductions, Denise Keegan made a motion to approve the minutes form the May 12 and June 15, 2015 meetings. Patty Hines seconded the motion. The motion passed unanimously.

Proposed By-Laws Revision
The following revision, proposed by Sean Kennedy, was read, Article 1: Name and Purpose, Section 2: Name from *The name of this organization is the Town of Stratford Youth and Family Advisory Board (hereinafter known as the "Coalition").* to ***The name of this organization is the Stratford Partnership for Youth and Families (hereinafter known as the "Coalition").*** Discussion clarifying the purpose of the change followed. It will be further discussed and voted on at the next regular meeting of the Executive Committee in August.

Year 2 Action Planning
John Daviau began the discussion by revisiting the two goals of the Drug Free Communities (DFC) initiative:
1. Increase the capacity of the Coalition
2. Reduce youth substance abuse

He noted that national evaluation demonstrated that communities with a DFC grant had lower rates of youth substance use that those without the funding. Following the grant requirements such as implementing the Strategic Prevention Framework (public health planning model), using data to guide decisions, developing Action Plans and Logic Models will also lead our community to reduced youth substance use.

Goal 1: Increase the capacity of the Coalition
Earlier this year, paid staff and Coalition volunteers participated in a study about the roles and responsibilities associated with the coalition. The largest gaps between staff and member perceptions were noted for the following items:
✓ Lead training for coalition members on key skills

- ✓ Chair committee meetings
- ✓ Write letters to the editor/op-ed pieces for local newspapers about coalition issues
- ✓ Prepare DFC reports for SAMHSA (Substance Abuse and Mental Health Services Administration)
- ✓ Prepare distribution materials for coalition meeting or public events
- ✓ Share information from the coalition website to others via personal social media links.
- ✓ Prioritize risk and protective factors that will be the focus of coalition activities
- ✓ Maintain records of coalition activities
- ✓ Make budget decisions

The full report from the survey is found on www.townofstratford.com/yafab.

Coalition members worked in small groups to discuss strategies to build capacity. *See attached.*

The Strategic Prevention Framework, the planning process required by the DFC grant to guide the work, was quickly reviewed. It consists of the following five discrete but interconnected action-oriented planning steps:

- Assessment
- Capacity building
- Planning strategically
- Implementation of a strategic plan
- Evaluation of work

This process leads to the development of a common set of coalition goals, objectives, strategies, activities and takes. Cultural competency and sustainability are guiding principles.

A draft Logic Model to prevent youth marijuana use was distributed. Coalition members agreed with the problem definition, root causes and the community conditions. Data points were clarified. There is limited school data relevant to marijuana, which could make use appear less pervasive. Availability resonated with many youth members, with one noting that "it is easier to get weed than alcohol." It was noted that information alone does not change behavior. We have to do more than present information.

Coalition members expressed concern about tobacco delivery products being sold to youth, especially in the South End of Stratford. Working in small groups, coalition members discussed strategies to address the community conditions. *See attached.*

Adjournment

The meeting adjourned at 6:59 p.m.

Respectfully submitted,

Anna Gasinski

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Stratford Partnership for Youth and Families

July 8, 2015 Meeting Notes

DFC Goal One Ideas for Year 2 Action Plan	• Identify Partnership strengths and weaknesses – develop a plan to build on strengths to improve weak areas • Advertise and promote the Partnership to increase membership ○ Utilize branding and marketing • Expand peer mentors • Target middle school students • Take advantage of school events to recruit new members • Increase use of social media to promote the Partnership (Instagram was specifically mentioned) • Improve communications (needs to be more clearly defined) • Train youth to talk about/promote the Partnership • Engage alcohol and tobacco merchants to join the Coalition
Addressing the Marijuana Issue	• Youth are not very concerned about getting caught • Peer pressure impacts favorable attitudes and increases availability • Build positive peer influence • Reduce Tobacco sales to minors (Dutch's are used for marijuana blunts) • Reduce access to paraphernalia (vaporizers, bongs, etc.) and other medical marijuana products (edibles, oils, etc) • Advertisements target youth (tobacco & alcohol product placement) • Need to increase actual and perception of parental disapproval • Missing data involving students not in the Stratford Public School district (i.e. home school, tech schools, and private schools)

DFC Goal Two Ideas for Year 2 Action Plan	• Put PSA's/anti-drug messages on tests/quizzes • Put PSA's/anti-drug messages on anything going home to parents • Need elevator speech everyone can use • Pop-ups on school websites and where parents check grades, school calendar, etc. • "Did You Know" anti-drug messages in local media, including Stratford PATCH • Expand freshman forum to 6th-12th grade annually – Entice or make mandatory youth participation • Create conversation starters for youth to talk to their parents about drugs • Have "Movin on up" type programs more often (youth to parent scenarios) • Police patrol of before and after school locations where youth are smoking marijuana – SRO as well – enforcement • PTA meeting outreach – marketing/promotion w/ scripting – build parents skills, teach them the right way to talk to their kids • Supporting kids to decide for themselves not to smoke – assets development. Support conscious decision making not to use drugs • Build positive peer influence, activities to promote this instead of partying • Build public awareness • Conduct canine searches more often • Promote/advertise the Tip-Line, that can accept texts too! • Conduct more compliance check operations – every other month? Conduct these strategically, e.g. prom, graduation New Years, Christmas, school events, etc. • Conduct an environmental scan of all stores that sell tobacco products (including e-cigarettes) and accessories • Decide what we want to ask them to change • Location of schools (Team – not sure what is meant here. Perhaps how many of these stores are close to schools?) • Availability of drugs, including nicotine products) through the Internet • Conduct DUI checks during major school events to prevent youth drinking and driving • Consider private funding/sponsors for DUI checks • Programs showing the consequences of drinking (what you can lose), not just saying don't drink. • Build personal resistance skills – I have Assets! • Information packet on Assets when people register for programs
Parking Lot	• Alternate activities/jobs for youth – there's too much free time • Drug testing program discussions – perhaps in another year or two