#RxEffect Project
Stratford Partnership for Youth & Families
Tuesday, July 28, 2015
Room 228 – Birdseye Municipal Complex
Minutes

In attendance: William Figueroa, Yvemalya Germain, Michelle Harrison, Raquel Juarez, James Olsen, Mason Pugh, Nicholas Satta, Shannon Tripodi, Sarah Williams, Cheree Wright

Call to Order
Raquel Juarez called the meeting to order at 6:38 P.M.

Campaign Brainstorming
Youth Committee members reviewed the latest updates to www.rx-effect.org and the campaign's social media pages (Pinterest, Instagram, Twitter, Facebook and Google+). Suggestions were made regarding age groups to target by each social media outlet. Members suggested that Instagram and Twitter be used more for youth targeting while the others will be seen more by adults. The members determined that Tumblr should be included in the list of social media accounts used during for the campaign.

Next Steps
In order for the campaign to be a success, Youth Committee members will follow each social media page and determine what images will attract their peers. They will share memes, information and videos with their peers and family members. Time will be set aside at the upcoming Youth Committee Retreat for photography and PSA planning. Members have requested information on prescription drug use, both local and national, to be available for their use in creating memes. Video production as well as creating Vines has been discussed as potential ways for Stratford teens to become aware of the campaign.

Adjournment
The meeting was adjourned at 7:26 P.M.

Respectfully submitted,

James Olsen