#RxEffect Project
Stratford Partnership for Youth & Families
Tuesday, June 30, 2015
Room 110 – Birdseye Municipal Complex
Minutes

In attendance: Emily Barksdale, William Figueroa, Michelle Harrison, Mason Pugh, James Olsen, Susan Rubinsky

Call to Order
Michelle Harrison called the meeting to order at 6:35 P.M.

Campaign Brainstorming
The committee discussed ideas for eye catching items and print materials for the general public to be distributed at future events. The idea of using pill bottles with custom disclaimers and warnings were discussed and approved. On the empty pill bottles, stickers with information about side-effects and potential negative consequences of misusing prescription drugs will be used. The bottles may be used include information on the outside but also hold information to be read on the inside.

Next Steps
The committee discussed a detailed campaign schedule draft, which showed when certain aspects will be highlighted and launched during the campaign. Also, the committee discussed how and when the social media accounts linked to www.rx-effect.org will begin to be utilized. Memes, infographics, and links will be shared regularly to increase the popularity of #RxEffect.

At the next meeting, the committee will work on creating the imagery for the memes and photos. Emily Barksdale, Community Services Multimedia Intern, will assist in creating images, as well as, directing a youth and adult PSA for the campaign.

Adjournment
The meeting was adjourned at 7:22 P.M.

Respectfully submitted,

James Olsen