

c/o United Way of Greater Nashua
20 Broad Street, Nashua, NH 03064



(603) 882-4011
Nashua Prevention Coalition

www.NashuaCares.org



Project Director, Janet Valuk
Jvaluk@unitedwaynashua.org

Coordinator, Kameo LeLievre
Klelievre@unitedwaynashua.org

Consultant, Betsy Houde
[bhoud@theyouthcouncil.org](mailto:bhoude@theyouthcouncil.org)

Nashua Prevention Coalition
October 4, 2017

Welcome

Janet Valuk, Kameo Chasse, Albee Budnitz, Christie Torlitis, Mike Apfelberg, Laurie Gentile, Dee Gingras, Jen Miller, Tara, Frank, Maddy and Kim (Albee's med students), Shayana Owen, Susan Haas, LaKingdria Smith, Kurt Norris, Nancy Keyslay, Rosemarie Dykeman, and Betsy Houde.

Minutes of September 6, 2017 were approved unanimously with those abstaining that weren't present.

Next meeting: Wednesday, November 1, 2017 will be facilitated by Susan Haas. Thanks Sue!

Announcements

Jan mentioned that the Middle School YRBS results have been provided to us. Kami will review and pull out the significant data points for us. Next week Kami will be meeting with Keith Richard and Superintendent Mosley and will share the data with them. Please do NOT release it to the general public until we have a chance to review and understand the implications of the data.

Jan also has separate results from the two high schools, but needs to have the combined results before we can share any of the information. Stay tuned.

SADD Club Update -- participants/advisors have requested that they be allowed to change their name to better reflect their school culture -- School Mascots + Care -- Panthers Care, etc. Their advisors are referred to as "Care Club" advisors.

Please complete your in-kind log forms to track hours devoted to coalition-related work. You can complete them by hand or online. We need to report this level of community engagement to our funding source.

October 17th Dinner with a Doc at St. Joseph Hospital -- How to talk with your kid about drugs. Lisa Vasquez and Jan will be presenting. Fliers were shared with coalition members.

DEA Take Back is Saturday, October 28th from 10am to 2pm at the Public Works Garage. Please note that Nashua PD also has a 24-hour drop box in the lobby -- no questions asked.

Sanford Temperature Control has featured us as one of three nonprofits to win \$500. You can vote once every 24 hours. See our FB page for details.

Strategic Planning/Sustainability:

Red Ribbon Week

In 2017, Red Ribbon Week is slated for October 23-31. This year we are amplifying our impact through the following:

Schools: all schools are participating, with the Care Clubs serving as the point of contact. We are adding an article in the school's E-News offering a Prevention Corner.

Social Media: Kami created a coalition Instagram page and hashtags to feature us. Please use #nashuacares and #NashuaRedRibbonWeek when you post to FB, twitter or Instagram. If you use #RedRibbonWeek2017, it will also go into the national Red Ribbon Week campaign.

Business & Faith Community: Kami prepared red folders for all members packed with scripts for the Business Community to ask them about putting a message on their reader board of a poster in their lobby. There is an intro letter for businesses that fully explains what to do.

In addition, Kami prepared a packet for the faith community to give members a script to read aloud at the end of a service or to ask the faith leader to share with the congregation. A sign up sheet was circulate to involve members in either/both initiatives for Red Ribbon Week 2017.

Youth PSA Challenge

Chunky's will host up to 200 of us on Wednesday, May 16th from 6:00pm to 8:00pm to roll out the finalists for the Youth PSA Challenge. The subcommittee met last week to brainstorm themes identifying 16 options. The group roamed around the room to pick 12 of the 16 themes and then highlighted our favorite quotes to help the subcommittee identify the favorites. Kami will compile and share results.

Guidelines -- there will be two categories of entries -- Middle School (2-3 minute video) and High School (1-minute PSA). The prize for the High School will be working with Pearl Marketing and Amanda Schneck to professionalize their video. We still need a Middle School prize. Teams will be two or more people. Teams will submit an entry application which Kami is currently working on.

Kami will be recruiting a panel of judges. Christie reached out to DEA Agent John Delena (sp?) who may be willing to be a judge. We'll be putting together a slideshow about the project for the first part of the red carpet event, and will then show videos.

Jan explained that Chunky's is free to use their venue, but in order to do our part, could recruit a sponsor to cover soda and popcorn for each table. Guests would be on their own ordering food. No beer or wine would be offered during our event.

Tara (med student) has been involved in youth films in CT and they have an "Ask the Director" component where members of the audience are able to ask questions of the youth filmmakers. This has been well-received by the youth involved and is very empowering.

Everyone who does a video will be recognized in social media (with parental consent). A limited number of videos will be shown at Chunky's (It was recommended that we don't specify a number to be shown since we won't know early on how many submissions we'll get). Each team should also have an adult advisor.

Our goal is to roll out the project during Red Ribbon Week. It will be open to any youth in the community including youth groups, Care Clubs, home schooled students and any group of 2+ youth with an adult advisor.

Nancy offered to provide salon services as the prize for middle school students videos.

Meeting Satisfaction survey

Betsy shared the results of last month's meeting: 65% indicated they were extremely satisfied, 33% somewhat satisfied and one person reporting they were not adequately prepared for the meeting. Comments included, "Well facilitated, stayed on topic, great attendance, good to learn how business owners can spread awareness, new faces and input, inclusiveness."

We can improve next month's meeting if: we leave more time for group input, post the results for this survey, stay on task because our discussions always go over, be very specific about needs for various campaigns and assign measurable actions for the ideas that are presented.

Betsy pointed out how Kami took this feedback to heart in preparing for the robust meeting we had today which included lots of discussion, a birthday celebration, Red Ribbon toolkit and moving around the room to vote on our key themes for the PSA Challenge. Great job Kami!

Homework -- Amplify Graphic for 2018 Planning

Kami and Betsy shared a graphic that was created to give us a visual depiction of all of our past work and goals for the coming year(s) as we attempt to amplify our impact. This is intended to serve as the basis for our DFC grant for the next 5 years. Please review and consider what edits or additions we may want to make before next month's meeting.

See you next month!

Meeting ended 4:29pm