

MEETING SUMMARY

COMMITTEE: Prevention Work Group

DATE: Tuesday, April 7, 2009

TIME BEGAN: 9:05am **TIME ENDED:** 10:35 **FACILITATED BY:** Micheline Roy **SUMMARY BY:** Judy Buswell

PRESENT: Emily Clement, Dan Kusch, Micheline Roy, Ruth O'Hara, Jena Vincent, Laurie Belanger

STAFF: Alan Robichaud, Judy Buswell

1. The Consumer Survey – *Micheline Roy*

Ruth and Micheline were guests on a recent Judi Taggart United Way LR Public Access TV show where they promoted this Consumer Survey. Micheline also submitted a letter to the Editor at the Laconia Sun inviting readers to participate. However, after the initial response in January, there has been no further activity. To date, there have only been nine respondents, a much smaller number than originally hoped. Reasons for this slow response include: duplication of similar efforts by other agencies; generalized immunity to surveys; people wanting to put their experiences “behind them” and not revisit the issues that brought them to needing services; time constraints; and privacy concerns.

Numerous promotion and communication strategies, including workplace newsletters, distribution of flyers, print and electronic media releases, display advertising, personal invitations have been used during the past 3-4 months to invite appropriate people to participate. As this “survey” is a strategy, we should remember what the original goal for this survey was and determine if another strategy could or should be used to accomplish this goal. It is possible that the Systems Integration Initiative might incorporate a consumer satisfaction component into its current research.

ACTION: The Prevention Work Group will summarize findings from the existing completed surveys and share as appropriate. The Work Group will not make any further efforts to gather additional responses.

2. “Rays of Light” The last meeting of the Prevention Work Group generated interest in finding ways to highlight the positive contributions to society made everyday by many unrecognized people. This would be a way to counter the current economic slump and the general depressed ambience we all have been experiencing. This effort could begin by focusing on the accomplishments and contribution made by youth. Jena introduced the idea of using the CoRe monthly advertising space to highlight accomplishments of youth.

It would be more effective if this Rays of Light campaign could be a collaborative effort with churches, service clubs, the media, and others, rather than a single effort by the Citizens Council and the Prevention Work Group. The Schmitt UnSung Hero Award has some potential to be a part of a larger effort.

ACTION: (1) Jena will incorporate stories of youth “doing good things” within their monthly display ads running in three Salmon Press weeklies and the Laconia Sun. Jena can start by using the existing connections she has with Gilford, Prospect Mountain High School, Winnisquam Regional Schools, Belmont, and Meredith schools. (2) Judy and Mich will talk with key opinion leaders, including the local print media and leaders in service clubs to share this “Rays of Light” idea and determine if there is adequate interest to sustain a wider focused community effort on highlighting the positives in our communities. (3) Interested committee members will explore the potential of the Kohl’s Kids Who Care initiative.

<http://www.kohlscorporation.com/communityrelations/scholarship/index.asp>

3. Prevention Awareness Calendar Committee members reviewed the CoRe Coalition 2008-2009 Prevention Calendar as an opportunity to promote certain pro-social efforts. Included were Teen Pregnancy Prevention, Eat Dinner With Your Children Day, World Kindness Day. No specific action steps were identified.

4. **Helping Kids To Hope (HKTH)** Alan, Dan, and Judy met recently with Laconia Schools Sup't Bob Champlin and Fran Prentice, his Administrative Assistant, to identify specific follow-up activities for this recent Issue Brief of the Citizens Council. Bob was very positive about this project and suggested that participants in the HKTH focus groups meet with identified school staff and personnel to discuss the outcomes of each focus group with the potential of implementing some of the ideas that emerge.

Bob suggested May 5th as a possible date and the venue at the new cafeteria in the Laconia Middle School. Bob offered to check on the May 5th date, the availability of the cafeteria, and possibility of Commissioner Lyonel Tracey and Dr. Russ Quaglia participating. To date, Fran has not yet confirmed these details with Judy.

ACTION: We will continue to hold the May 5th date for this event, pending further communications with Fran and Bob.

5. **Partners in Prevention – Youth Leadership Institute Proposal** Jena recently completed a proposal to the Belknap Carroll Partners in Prevention Coalition for funds to support a norm and policy changing project around alcohol sales. They should know by the end of April if the proposal was accepted and then will be able to start some of the project activities by Motorcycle Week in June. Some of the current “beliefs” that will be challenged by this project include: the use of alcohol as an acceptable rite of passage for teens; that youth have ready access to alcohol in the Lakes Region; and that there is an inevitable and necessary connection between successful tourism and alcohol sales and use. The proposal includes a Youth Leadership Institute that will involve 20 or so youth who will learn legislative and advocacy processes.

NEXT MEETING

WHEN: Tuesday, May 5, 2009 – 9-10:30am

WHERE: Belknap County Complex