



# Social Marketing Committee

Cambridge Prevention Coalition

November 30, 2005

3:00-4:30

51 Inman Street

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**Meeting called by:** Chuck Klevgaard      **Type of meeting:** Subcommittee  
**Facilitator:** Chuck Klevgaard      **Note taker:** Chuck Klevgaard

**Attendees:** Kim DeAndrade, Chuck Klevgaard, Isabel Giraud, Alison Abrahamson, Kimmel Yeager, Ryan Travia, Saul Saldarriaga, Jill Block

## Minutes

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**Agenda item:** Target Audience      **Presenter:** Chuck

**Discussion:** The committee reviewed data from the Cambridge Health Survey, a summary of the 170 One-on-one interviews and two nationwide polls on youth access.

The committee identified the following target populations:

- Conclusions:**
- Parents, who knowingly purchase and parents who unknowingly provide
  - Young Adults over 21 who purchase for underage users

Action items	Person responsible	Deadline
✓ Discuss methods for getting more specific data regarding youth who report that they obtain from friends (SSRE)	Chuck	1/09/2005

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**Agenda item:** Consensus on Social Marketing Terms      **Presenter:** Chuck

**Discussion:** A discussion was held on the various perspectives of committee members on the term social marketing and the potential focus of the committee

- Conclusions:** The following terms were accepted
- Messages to change behavior
  - Messages that provide opportunities for behavior change
  - Advertising for behavior change

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**Agenda item:** Membership      **Presenter:**

**Discussion:** There was a discussion on groups or segments of the community to target for involvement on the social marketing committee

- Conclusions:** The group agreed that the following groups should be targeted
- Parents
  - Law Enforcement

<b>Action items</b>	<b>Person responsible</b>	<b>Deadline</b>
✓ Law Enforcement – Chuck will meet with Kathy Murphy To brainstorm about involvement	Chuck	1/09/2006
✓ Meeting with parent liaisons to conduct outreach	Chuck	12/2/2006

**Agenda item:** Committee Education **Presenter:** All

**Discussion:** The committee discussed various options for getting trained on social marketing theory and strategy.

**Conclusions:** The group made a decision to wait until a social marketing specialist firm would be on board to look at training

<b>Action items</b>	<b>Person responsible</b>	<b>Deadline</b>
✓ Have the committee review the Social marketing orientation materials	Kim	1/09/2006
✓ Hire an advertising firm	Chuck	1/03/2006
✓ Hire a part-time staff to design the dissemination plan	Chuck	1/03/2006

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### ***Other Information***

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**Next Meetings:** Second Monday of each month  
January 9, February 13, March 13, April 10, May 8, June 12

**Resources:** Social Marketing Orientation



"Social Marketing  
Overview.doc"

Be prepared to discuss a chair or co-chairs for this committee

**Special Notes:**

