



**Meeting called** CPC **Type of** Monthly Meeting  
**Facilitator:** Christine Giraud **Note taker:** Christine  
**Attendees:** Traci Brooks, Christine Giraud, Jill Block, Kim DeAndrade, Clodagh Rule, Gisela Rots

**Minutes**

**Agenda** Review messages and visuals Dinah sent **Facilitator:** Christine

The three main concepts of our campaign have been modified to:

**Discussion:**

- 1) Know where your child is and what they are doing: Parents think they always or often know where their child is (94%) but kids say they are often left alone for an hour or more on an average day (52%).
- 2) Learn to talk to your kids effectively: Parents think they are talking to their kids (88%) but they are monologuing, not dialoguing. (51%).
- 3) Talk now because it will only get harder later

**Conclusions:** They are very good overall but some modifications will be needed

**Agenda item:** Recommended Modifications

Increase the size of the data print on the bottom of each poster to ensure that folks are taking away from this what we intend. Please put CPC's contact info (phone and new Director's email- grots@cambridgema.gov) next to CPC logo.

1) Concept: Talk now because it will only get harder later

Message: Talking to your kids about alcohol now will be easier than talking to them later.

Data: Middle School kids are 10% more likely to listen to their parents than are older teens. Help them develop their own values before peer pressure does it for you. (something like that)

**Discussion:**

Image possibilities:

- father with child playing video game. We want father to be with a white son, not daughter. If video game pic is not found then another activity would work.
- the stock photo of white Mom and latino girl where the girl is piggy backing. It's in the CPC brochure.

2) Concept: Try to have a dialogue with your kids about drugs and alcohol. They do not respond to lecturing.

Possible Messages:

- When my dad's talked to me about drinking it's like "Don't do this. Don't do that."
- When my dad's talked to me about drinking he just says "Don't do this. Don't do that." It doesn't seem like he's got real reasons.

-When my dad's talked to me about drinking he just says "Don't do this. Don't do that." But why not?

Data: Over 80% of Cambridge parents surveyed report talking to their children about underage drinking- 50% of children disagree. Start a dialogue. OR It's time to try something new.

Image: middle kid

3) Concept: Get your kids involved in extra-curricular activities so they don't have so much idle time. (And therefore won't drink or do drugs)

Message: Can you come back with ideas for us?

Possible: Busy children stay out of trouble.

Data: Cambridge youth who participate in after-school activities are 1.5 times less likely to use alcohol or drugs. (Middle Grades Survey, 2005).

Image: none of those given.

A child doing an activity like sports, art class, science fair.

**Pre-Test** Confirmed Pre-test date March 28<sup>th</sup>, Baldwin School, 6-7pm. Need 4-5 committee volunteers to interview parents.

**Web** Group discussed that we need a website we can refer people to for tips and tools, resources. The anti-drug is problematic

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**Tasks** Christine will continue to look for mid-march pre-tests, find websites that may be good to use on posters, finalize Harvard as communication channel, check out Watertown Youth Coalition campaign for after-school activity promotion, start to investigate getting national materials and local printers, investigating possibility of buying url for CPC website to put on google.

Dinah will come back March 12 with modifications.

**Next Meeting:** March 12

**Special** Thanks!