Social Marketing Committee

Cambridge Prevention Coalition

February 27, 2006

3:00-4:30

51 Inman Steet

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

Attendees: Kim DeAndrade, Chuck Klevgaard, Marianna Islam, Christine Giraud, Dinah Olanoff, Merrill Friehely-Bursack, Jenny Marcelin, Ralph Beleus

Minutes

Agenda item: Review and finalize Social Marketing process **Presenter:** Dinah

Discussion: Dinah presented her social marketing process.

Conclusions: It showed relations between goals, tasks and stages well. She also defines secondary target group as important to keep in mind.

Action items	**Person responsible**	**Deadline**
It was approved.	Committee	2/27/06

Agenda item: Finalize goal of campaign **Presenter:** Kim

Discussion: What is our goal?

Conclusions: The following goal was reached: **To reduce underage drinking by reducing access to alcohol.**

Agenda item: Finalize target audiences **Presenter:** Kim

Discussion: Parents who intentionally or unintentionally provide access to alcohol to youth. It was decided we would focus on middle school parents to achieve greater impact. Secondary target would be other parents and teachers…

Conclusions: We need to develop a research plan to understand this group. We will look at quantitative data (demographics, etc.) We will also be doing qualitative research with focus groups and possibly one-on-one interviews with parents of both high school and middle school parents.

Action items	**Person responsible**	**Deadline**
✓ Parent Survey questions will be reviewed on March 7th 3pm.	Kim, Dinah, Marianna and Jenny	3/7/2006
✓ Schedule room, arrange for food, for the next meeting	Christine, Chuck	3/13/2006

Other Information

Next Meetings: Second Monday of each month

March 13, April 10, May 8, June 12

Be prepared to discuss the target audience research plan with more detail.

Special Notes: