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<b>Meeting called by:</b>	CPC	<b>Type of meeting:</b>	Monthly Meeting
<b>Facilitator:</b>	Christine Giraud	<b>Note taker:</b>	Christine
<b>Attendees:</b>	Traci Brooks, Christine Giraud, Kim DeAndrade, Stacy Carruth, Gisela Rots, Nejet, Selvin Chambers. Vladimir Mazarin		

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## **Minutes**

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**Agenda**      Reviewed messages and visuals.      **Facilitator:** Kim

We made further modifications to ads that will be ready for the pre-test event.

**Ad #1:**  
We liked the third picture most. We changed “kid’s” to “**children’s**”. We added “**Research shows...**” to the beginning of the bottom message and took out 10% because it wasn’t that impressive a stat.

**Ad #2:**  
We changed the above message to:  
**To me, when my Mom talks about drinking, it just sounds like “Don’t do this”, “Don’t do that”. I wonder why drinking is such a big deal.**

In the stat below we modified to:

**Over 80% of Cambridge parents report talking to their children about underage drinking while 50% of Cambridge youth say it just isn’t happening.**  
**Start talking...and listening.** [this is in white, large bold letters, replacing the start talking before you start drinking line.]

**Ad #3:**  
We like format of the bottom 2 images.

Message:  
**Top “Get your kids involved in after-school activities and help them stay out of trouble.”**  
Bottom-side square: “**Get your kids involved.**” as bolded tagline.  
**Research shows that Cambridge youth who participate in after-school activities are less likely to use alcohol or drugs.**

**Note:** We have gotten rid of the national Start Talking tag line in ads 2 and 3. We could go back to it in the second for better consistency, but it doesn't make sense in the third. Consistency may also be improved if the CPC logo is emphasized more in all. I recall hearing that the CPC logo can be put onto national campaign posters, etc.

**Pre-Test Survey** Was reviewed and modifications were made (also by SSRE's Scott Formica). It was agreed that the parents would write their answers and not be interviewed. The challenge will be having each of the 3 ads reviewed by 25 parents- a total of 75 surveys in one hour! It won't be important if they are the same parent for all three.

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- Tasks**
- Christine will make final modifications to pre-test survey, finalize Harvard as a communication channel, investigate possibility of buying url for campaign website.
  - Kim and Stacy and 3 other volunteers will distribute and explain our pre-test activity to Middle School parents at Baldwin School, March 28<sup>th</sup>, 6-7pm.
  - Pre-test surveys will be assessed by SSRE
  - Assessment will be reviewed April 9th
  - Dinah will come back May 14<sup>th</sup> with requested modifications.

**Next Meeting:** April 9th

**Special Notes:** Thanks!