



Social Marketing Committee

Cambridge Prevention Coalition

May 8, 2006

3:00-4:30

51 Inman Street

Meeting called by: Chuck Klevgaard **Type of meeting:** Committee
Facilitator: Kim DeAndrade **Note taker:** Christine Giraud
Attendees: Kim DeAndrade, Chuck Klevgaard, Marianna Islam, Christine Giraud, Dinah Olanoff, Desiree de la Torre, Julie Cushing, Ryan Travia

Minutes

Agenda item: Review Latest Draft of Parent Survey **Presenter:** Desiree
Discussion: The group was very happy with the great job Desiree has done in integrating our comments and developing the survey. Feedback included some rewording of some questions but overall it is almost finished.

Agenda item: Develop plan of execution **Presenter:**
Discussion: Kim mentioned there will be an event coming up May 17 where 100 middle school parents will be attending. That would be a good test group but perhaps a bit too large.
It was also mentioned that we could put the survey online with surveymonkey.com or SSRE. The problem would be getting people to do it and not just ignore it. But even with incentive, how are sure our target group is doing it?
The group also reviewed a draft of a card that will be given to surveyed parents that offers information about underage drinking.

Conclusions: It was decided that after Desiree finishes a final draft by Wednesday, we will each survey 2 middle school parents and send it back to her by Friday. This will be considered a test run. Any questions the parents have will be taken into account.
Christine will take the final survey and survey the 100 parents at the event the 17th. She will also give Dinah edits for the Did You Know card.
Kim will get together a list of events for possible survey dates.

Action items	Person responsible	Deadline
✓ Next meeting we will have a final survey and will discuss logistical steps of implementing the survey.	Kim	

Other Information

Next Meetings: Second Monday of each month
June 12, July 10th, August 14th