



Meeting called by:	CPC	Type of meeting:	Monthly Meeting
Facilitator:	Kim DeAndrade	Note taker:	Christine
Attendees:	Traci Brooks, Christine Giraud, Kim DeAndrade, Stacy Carruth, Gisela Rots, Vladimir Mazarin, Lovelee Heller, Stephanie Adouazin, Aaron Dottin, Isaiah Bullock, Scott Formica		

Minutes

Agenda item:	Parent Pre-test Formative Assessment	Presenter:	Scott
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Scott presented his assessment of the 58 surveys that had been taken by middle school parents on March 28th at the Baldwin Middle School. (doc attached) His comparative summary is on pages 19-20. In summary:

- Parents mostly understood the main ideas the ads are trying to get across. They also mostly understood what the ads are asking them to do.
- As far as what they may have liked about each ad, nothing stood out for parents in Ad#1. Ads #2 & 3's photos and messages were liked. Some said Ad#2's beach scene may not be easy to relate to for some urban parents.
- As for what they didn't like, Ads #1 and 2 were considered too wordy. These ads photos were also not liked by a third of those surveyed. Some parents didn't like how Ad#3 didn't have contact information for after-school activities.
- A few parents considered Ad#1's data somewhat confusing because of the use of "it isn't happening". They weren't sure if we meant drinking isn't happening or the talking isn't happening. Ad #2 & #3 were not considered confusing. But parents did want to know where data was taken from for Ad #2.
- Most parents understood what "Start Talking Before They Start Drinking" means.
- Most parents could tell who was responsible for the ads.
- A summary of ad characteristics:
-Ad #1 was considered believable, not scary, somewhat hard to read (by half), not interesting (by slightly more than half), teaches something (3/5), is relevant (3/5).

Pre-test Assessment

-Ad#2 was very believable, not scary, not very hard to read by (4/5), very interesting, teaches something, and very relevant.

-Ad #3 was very believable, not at all scary, not very hard to read by (4/5), very interesting, teaches something (only 2/5), and is relevant (4/5).

- Out of 10 categories, the most effective delivery methods recommended by parents for the three ads combined were: MBTA (69%), Doctor's office (46%), tv and radio (40%), school website/parent newsletter (34%), Bank, grocery store, pharmacy (31%), and newspaper (20%).

The committee discussed Scott's assessment and came up with the following modifications for the ads. **Ad #1** still needs a lot of work. Kim, Stacy, Christine and one youth leader will meet the 26th to finalize this. **Ad #2's** requested modifications are mostly complete. We are just waiting on choosing from pictures that Dinah will find and send us. **Ad #3's** requested modifications are also mostly complete. We just need a new picture and are still looking for a good after-school programs website to use.

Ad #2: We like the spirit of the picture. However, we may want to have an urban scene since the beach may not be as easy to relate to for some parents and does not look local. Some committee members liked the beach scene. Therefore, we would like to see the two options- one urban, and the current beach picture- just to compare. The urban picture could be of a parent and child in a park, backyard, etc. A father and daughter would also work. We like having a father.

Some committee members questioned whether the boy was too young for middle school; others liked it because it more strongly emphasized that talking about these issues early is better than later. Therefore, if the urban pic can have a child that looks a couple of years older, we can better compare the age effect.

Discussion:

As far as message: Please put "children's" instead of "child's" in top text. In bottom text, please put "Our research..." instead of just "Research...". Please put an asterisk after "...teens." And then another one by "Contact CPC..." so they know where the research is coming from. Also, we may want to change the antidrug url. We'll get back to you on that.

Ad #3: please get rid of pictures. We like the diversity of the first but they aren't doing anything. We don't want to promote any sedentary activity either so the other doesn't work. We would like a racially diverse picture with kids doing something active- dance, other sports, painting, , etc. Please put "Our research..." in bottom text and also asterisks as in Ad#2. Tentatively- in very bottom text after CPC info, please put in "For more information about local after-school activities go to www.cambridgesomervilleresourceguide.org and click Programs." This seems to be a site where all are listed but our youth are doing some research on this. I'm meeting with them Thursday, so this url might change. Also, please underline the web address so it stands out more. Do this for all three actually.

Ad #1: this is still in the works but some things are ready to change. Please find a new picture. Seen as too negative by parents. It may be best to hold off on looking until we are more definite about what we want. In bottom text please put "According to our research, 50% of Cambridge teens say their parents have not talked to them about drugs and alcohol." Put an asterisk after this and before the CPC contact info. We may take out the antidrug web url.

Tasks

- Dinah will begin making final modifications to ads and will send a variety of pics for us to review by email. We will get in touch with her as soon as some of our remaining questions are resolved.
- Kim, Stacy, Christine and a youth leader will meet to finalize Ad#1 on the 26th.
- Christine will start to research logistics of various media. She will also confer with Dinah to see whether photos can be used for more than one medium and, if not, what to do.
- Dinah will meet with committee May 14th with requested modifications.

May 14th

Next Meeting:

On May 14, the committee will meet to finalize ads and communication channels.

Special Notes:

Thanks!