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<b>Meeting called by:</b>	CPC	<b>Type of meeting:</b>	Monthly Meeting
<b>Facilitator:</b>	Kim DeAndrade	<b>Note taker:</b>	Christine
<b>Attendees:</b>	Traci Brooks, Christine Giraud, Kim DeAndrade, Stacy Carruth, Gisela Rots, Lovelee Heller		

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### ***Minutes***

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**Agenda item:** Finalize Ads **Facilitator:** Kim

For all three ads there were adjustments. It was decided that these modifications will be approved by email.

The following changes go for all ads:

In the contact information the website will be on top and will be close to the same size as the bottom black square text.

It will read:

Visit [www.placeholder.org](http://www.placeholder.org)

For More Information *oooooooook*

Cambridge Prevention Coalition 617-349-6293

**Discussion:** The italicized part will change according to the ad.

**Ad #1-** We decided to keep the picture and text. We would like to see the data that was there before put back so we can compare the two versions. "Research shows middle school children are more likely to listen to their parents than are older teens.\*" It was mentioned that it may be possible to use both versions depending on the medium. For example, posters in a T car or bus shelter would have more space for text than would a banner. Bottom text should read:

Visit [www.placeholder.org](http://www.placeholder.org)

for more information including conversation starters and parenting tips.

[put asterisk here with data version] Cambridge Prevention Coalition 617-349-6293

**Ad #2:** We like the first picture. We want the bottom square's text changed to "Start talking before your kids start drinking." Like Ad#1, we would like to see the data there to compare the two versions. "Research shows that 50% of parents have talked with other parents about underage drinking.\*" We like the size and spacing of the logo. Bottom text should read:

Visit [www.placeholder.org](http://www.placeholder.org)

for more information about underage drinking and parenting tips.

[put asterisk here with data version] Cambridge Prevention Coalition 617-349-6293

**Ad #3-** We like the 3<sup>rd</sup> photo. We want the bottom square's text changed to "...and help keep them out of trouble." Like Ad#1, we would like to see the data that was there before put back so we can compare the two versions. "Research shows that Cambridge youth that participate in after-school activities are less likely to use alcohol or drugs.\*" We like the size and spacing of the logo. Bottom text should read:

Visit [www.placeholder.org](http://www.placeholder.org)

for more information about after-school activities in Cambridge.

[put asterisk here with data version] Cambridge Prevention Coalition 617-349-6293

There was also talk about doing a brain development ad but we decided to not rush into this. It may be strategic to launch such a campaign in the spring with prom season.

**Agenda item:** Distribution

**Facilitator:** Kim

According to our research, we listed the following potential distribution points as valuable:

- Discussion:**
- MBTA: tear off posters in T cars, bus shelters
  - Radio/tv (but only with national campaign which we are not sure we are doing simultaneously)
  - Newspaper ads- Globe, Metro, Cambridge Chronicle if affordable
  - Pediatric doctor's offices with help from Dr. David Link's admin staff- Jo Redden and Nancy Silvati-Smith 617-665-1497
  - Harvard Vanguard
  - CHA health centers
  - Employer websites, newsletters: MIT, Harvard (could jump onto new employee orientation material)
  - Banners at fire stations, police stations, health centers, schools
  - Schools: Big and cheap dissemination point. Website, parent newsletter, parent liaison network, mail-outs (hire students to stuff envelopes)
  - Flyers on pizza boxes on Friday-Sat nights at family pizzerias
  - Soccer fields
  - Top 3 grocery stores (cart signs, drop in flyers or bookmarks)
  - Our website (new and current) make sure local and national info is well-differentiated
  - Camb Housing Authority Housing projects- flyers, bills
  - Occupant mailers (may be too pricy)
  - Fresh Pond movie theatre

**Agenda item:** Evaluation **Facilitator:** Kim

- With Scott from SSRE we will develop a pre-launch survey in September. We will launch in late Sept or early October, and will do a post-launch survey in November. [This may be slightly adjusted and needs committee approval.] Starting 4 weeks prior to the launch would be best. Then follow-up at around 3 months from the time of launch.
- Discussion:**
- The committee will approve the surveys beforehand.
  - It may be good to use a raffle as an incentive to get back surveys.
  - We can also use a self-addressed stamped fold out survey to make it easier for parents to return them.
  - It may be possible to use our youth leaders to work with us on mailings.

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- Tasks**
- Dinah will make final modifications to ads and we will review by email. We will get in touch with her as soon as some of our remaining questions are resolved.
  - Christine will arrange a pre-test for Ad#2.
  - Christine will start to research logistics and costs of various distribution points and media
  - Christine, Gisela, and Scott of SSRE will get pre-launch and post-launch survey ready for August meeting

Only by email until August 9<sup>th</sup> meeting

**Next  
Meeting:**

**Special  
Notes:**

Thanks!