



Social Marketing Committee

Cambridge Prevention Coalition

June 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, Scott Formica, Ryan Travia

Minutes

Agenda item: Tally of surveys so far: 52 in person, 57 online. **Presenter:** Christine, Scott

Discussion: Christine will be conducting more surveys at Parent Council meeting 6/7 and River Festival 6/17. MAPS and Concilio will hopefully do 100 surveys. Marianna will help Christine get African parents.

Agenda item: Time Frame **Presenter:** Christine, Scott

Discussion: Christine said we should have all the surveys we need by end of July. Scott believes the assessment should take 2 weeks.

Conclusions: Scott said we should not worry about evaluation while developing the message. Ryan and Marianna will contribute similar surveys and evaluations they have conducted.

Action items	Person responsible	Deadline
Finish surveys, get them assessed.	Christine, Marianna, Scott	August 31

Other Information

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