

2) CPSD: Another idea was putting the national PSA (and CPC/CCTV PSAs?) on the CPSD website. Also, pdf files of tips for talking, etc could be there. There is a general CPSD newsletter that is put out quarterly. According to Justin Martin, their Comm Director, it is strictly for CPS news. Maybe with Kim's pull this could work.

Newsletters or Internet groups: Amigos, Baldwin, Graham & Parks, Haggerty, Morse, Peabody all have them.

[Haggerty has a monthly parent coffee from 8-9 am. If parents are given notice of our project it can be added to that. This and PTO meetings may also be great places to pre-test.]

Traci also mentioned that Lesley University has a good education program and that students often go to classrooms. Maybe they would be able to communicate to teachers or parents about this?

3) Parent Contact: Work, banks, grocery stores, bills- Parents are at work or running errands much of the time so we are considering approaching some of the banks, grocery stores and big firms in town (manufacturing as well as high tech) to see how that could work. Materials could include: counter signs, company newsletter, key chains, posters in lunch room, check stuffer, pens, calendars (with a tip for talking each month), inserts into utility bills (Jill has seen social service announcements distributed in this way).

4) Libraries: Jill had the idea of the librarian giving people bookmarks with our information when people check books out. Madeleine Amarossi is the Asst Director of public services. She will let me know how we can work with the libraries.

5) TV, Radio: Dinah told us about spotrunner.com, an internet company that lets you personalize already prepared adds or upload your own. They get you air time. It would cost a minimum of \$500 to get an add and it's not yet clear to me how much for air time. But this is much cheaper than paying the stations. I also thought about Youtube.com. They don't seem to have PSAs, however, and it also seems as though most of their spots are humorous. If your youth group were to create a humorous PSA, great. CCTV will very likely run the start talking PSAs. They have in the past. Radio spots would involve production work. Maybe we can have CCTV do radio spots for us that we can then try to broadcast on the more mainstream channels.

6) Signage: bus stops, buses, T stations, T cars, liquor stores.

7) Movie theater: Before screening put a spot up for captive audience. Not sure how much choice we would have but try to target films that parents of young kids would go to.

8) Faith based Orgs: church newsletters, websites. How well trained are these priests, ministers, etc to answer the questions we are encouraging parents to ask? It's likely that priests who are interested in our material are also familiar with the problem.

Misc:

Mass DPH has a great teen proof brochure they are distributing. They said they are willing for us to use it and put the CPC logo sticker on it.

Conclusions: There are lots of local communication channels to use that will effectively localize the national campaign. We will use our local data and some original images to complement.

Action items

Deadline

- 1) **Dinah will also come back January 8th with 3 message ideas for three of the concepts above.**
- 2) **Christine will ask Justin Martin, the CPSD Communication Director about putting ads and a PSA on their website. She will also find out about movie theater spots, Lesley University students, workplaces and libraries, and will adjust the timeline.**
- 3) Traci Brooks will find out about who creates the Anticipatory Guidance materials and will give their contact info to Christine. She will also find out more about how CESAR informs doctors and parents of their research.

Jan 8th

Other Information

Next Meeting: November 20th, 2006

Special Notes: Thanks!
