



May 5, 2017 Meeting

Attendees: Angie Leduc, Jacqui Baker, Matt Herbert, Courtney Vorachak, Lyndsay Porreca, Bob Sherman, Patrick Christie

Notes:

1. Icebreaker Activity
2. Coalition Updates
 - a. PUSH: Forum on May 11th at Lebanon Middle School. Sharing data, stories, accompanied with professionals on a panel to have a discussion around how parents can talk to their kids around teen trends.
Lebanon Middle School will be administering YRBS on May 22nd at 1:30pm. Alice looking for help in administering it.
 - b. HCC: Pre-Prom assembly with Hartford PD. Will share a message of care and data. Fire Chief and Police Chief will be there. Doing a take a bite out of hunger program as well. Their block party will be on June 1st.
 - c. Circle Up: Just had a stakeholder lunch. Narrowed down topics of what they will focus on by getting community stakeholders involved. Number 1 focus for right now will be mental health. Wednesday May 24th/ June 1st at 7pm (Norwich): showing Losing Ourselves.
 - d. Mascoma VPN: Drop sleeves in public restrooms so flyers/ resources can be advertised. #2: YRBS-going to give out to middle school in Indian River. Big picture item #3 transportation for students for after school, creating healthy options for after school.
3. Public Relations

Looking at capacity building. Discussion around what is working, what is not, and what is missing from the brochure/website.

 - a. What's not working: How we do it section. Logo/images. Have logo be image on front.
 - b. What's missing:
 - i. local coalition info (visual standout- logos)
 - ii. explain our approach and philosophy, and how we accomplish things
 1. environmental strategies, collaboration and symbiotic relationships with local coalitions (local groups boots on the ground)
 - iii. mission and vision
 - iv. solid description and examples of what we do (environmental strategies, trainings, tech assistance, support of local strategies, leadership)
 - v. What's in it for someone who may want to join coalition
 - c. Ideas: clip art/image of people together on front, catalyst and facilitator organization, logo fill entire front page (so can see that ALL Together is a link between the two states), "Are you concerned about...?", why do people get involved?
 - d. Other:
 - i. How do we recruit more folks from city council, law enforcement, etc.
 - ii. Research if networking luncheons will still happen
 - iii. Let's work on creating a mission here is a start: is: healthy and resilient communities in the Upper Valley – see Google Drive link in email to contribute to the creation.
 1. We do this by: leadership, education, resources, networking
 2. Problems to solve: lessen impact, unintended consequences send a ripple effect through the whole community
4. Marijuana work group update: All agreed on original messaging and gave Angie more ideas to finalize language/message for print campaign. Angie is to put final thoughts together, send to designer and will come back to the group when there is a draft of the print ads/digital ads for viewing.
5. **Next Meeting: June 7th: 2-3pm**