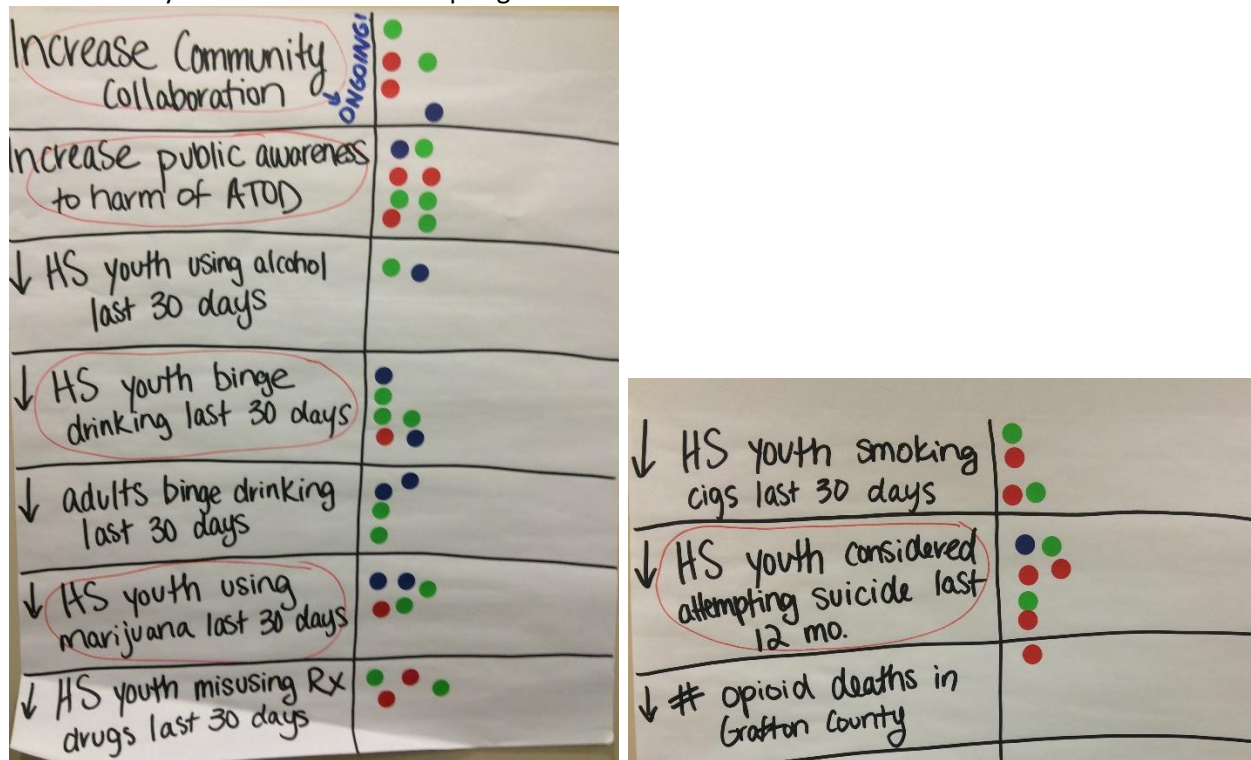


Attendees: Courtney Vorachak, Wayne Miller, Barbara Farnsworth, Nancy DuMont, Kim Knowlton-Young, Donlon Wade, Bob Sherman, Lyndsay Porreca, Jacqui Baker, Angie Leduc, Aita Romain

Discussion of Strategic Goals: We have 10 overall, need to identify top 2 to prioritize. We will work on all of these goals over the next year, our discussion is around what to tackle first.

Voted and selected these TOP 5 goals:

- Increased Community Collaboration
- Increase public awareness to harm of ATOD
- Decrease HS youth using alcohol last 30 days
- Decrease HS youth using marijuana last 30 days
- Decrease HS youth considered attempting suicide last 12 months.



We will always work on community collaboration, so let's focus in on two other goals.

Benefit to focus on each of the following:

- Decrease binge drinking: seen ways to do this at Dartmouth
- Decrease marijuana: mental health tie, connection to suicide
- Suicide: substance use driven by depression/anxiety, poverty drives, see high prevalence
- Public awareness: possibility of broad engagement

Strategies to reach goals:

↑ Public Awareness to harm of ATOD

Strategies

1. Develop Media Campaign / social marketing PSA's relevant to young adult population

↑ Community Collaboration

Strategies

1. Build Organization + Leadership Structures w/in AT+LC's
2. Increase coalition membership by 20% each sector + retain members.
3. Provide training opportunities to increase the ability of AT + LC partners to use SPF model ...

↓ HS Binge Drinking

- * 1. Community mobilizing for change on alcohol by supporting positive substance free activities for youth to socialize w/in community.
 - Green Key
2. Increase enforcement activities + visibility of enforcement efforts.
3. Provide trainings to local businesses that sell or serve ...

Youth Engagement!

↓ % of HS youth using marijuana

1. Use mass media to increase public concern @ use + change normative perceptions *
2. Provide training + educational materials to parents on risks associated w/ marijuana
3. Advocacy

↓ % of HS age youth who seriously considered attempting suicide in last 12 mos

1. Support school in establishing sudden death plan
2. Community forum on Mkt Stigma

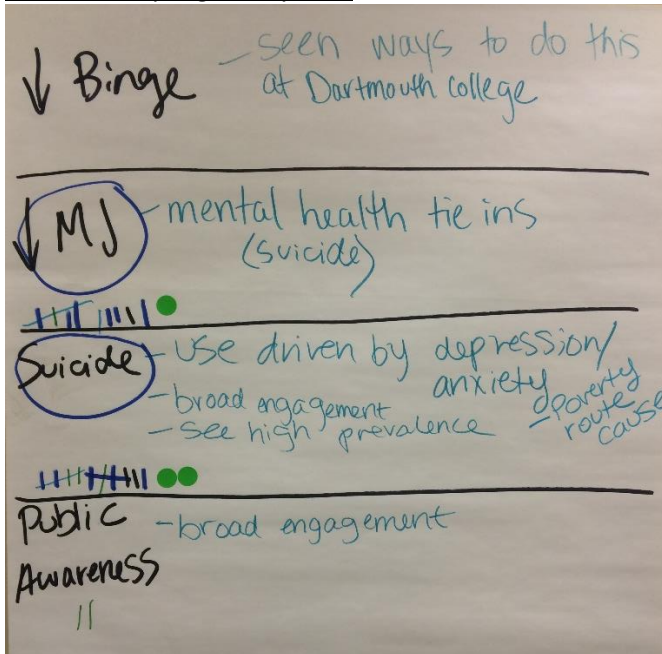
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Are there events coming down the pike that we could jump on that align with any of these goals?

- Green Key Weekend at DC and how it relates to decreasing binge drinking
- Legislation in regards to marijuana. Continue to work on it.
- Suicide
 - support school in developing establish a plan in case there is a sudden death (postvention)
 - All SAPs are trained in prevention and postvention

- There is a SPEAK mental health group at Mascoma
- We can also use other strategies to reach this goal
- Community forum discussing severe MH/Suicide Risk and stigma
- Activities can be flexible.
- Involvement of youth important- youth engagement is more powerful than adults.
- PUSH group working on marijuana, as well as a media campaign.
- Suicide and Marijuana- most prevalent, ongoing.

Identified top 2 goals by vote:




Decrease Marijuana and Decrease youth considering attempting suicide. Incorporate public awareness. It is important to educate ourselves around suicide- safe way to talk about it, developing messages around it, designated places the message needs to go.

Need a work group to work on a mass media campaign.

Move these top 2 goals into the next meeting and discuss our next action steps.

Update from Angie about Twin State Safe Meds:

- We have expanded into NH and VT, through the relationships that were built through the campaign, coalitions in VT and NY want to adopt the Twin State campaign.
- We need to decide to go ahead with the partnership? Potentially pushing into 4 states. They have said that it is culturally relevant in their communities.
- What does this mean? What work do we need to do?
 - Anyone on AT can join the conversation can meet with folks to decide what next steps are.
 - Message is created, so that does not need to be re-done.
 - Develop communications plan, maybe re-do logo?
 - Reservation: difficulty with getting through to people, limited resources. It can take a long time and a lot of concentration to change attitudes. Is spreading ourselves out with other groups the best way to be effective?

 **April 6, 2016 Meeting Notes**

- Still room for us to add on to this, and discussion and awareness. Nancy happy to help!
- We would not be paying for anything outside our region. Unsure about design changes. Brand confusion?
- Possibly not changing the logo/branding, but sharing info on how we created it.
- Increase dropbox locators. Less trafficking with expanding dropbox.
- Final Decision: Ok with sharing. Too many questions left unanswered, so we can gather more information first.

**Next meeting – Friday, May 13th, 1-2:30 PM,
Dartmouth-Hitchcock Evergreen Building, Mt. Everest Conference Room**