



Social Marketing Committee Meeting Minutes

September 20, 2006

3:00 p.m. – 5:00 p.m.

Participants:

Tina Clark-Co-Chair, Brianne Masselli-Youth Coordinator, Paula Masselli, Co-Chair, Chris -Youth Representative, Shawn- Youth Representative, Melanie Swift, THRIVE, Pat Proulx-Locke, TCMHS, Eddita Felt- Parent, Sharon Harbin- Parent.

Issue	Discussion	Person(s) Responsible
1. Introductions/Check In		All
2. Review of last meeting	Distribution of minutes & review	All
3. Today's Business	<p>Publications</p> <ul style="list-style-type: none"> - Evaluation brochure is completed and going to printer -Provider information packet –under discussion -Family information packet including evaluation brochure -Developing a shared language, definitions & ABC's <p>-Logic model discussion, review, no guests in attendance</p> <p>Public Service Announcement. We discussed key themes, including stigma reduction and encouraging conversation. Youth and staff will have additional brainstorming meeting with FOX and report back to the group.</p> <p>Social Marketing Plan – still in development, Paula & Tina will confer and distribute draft for committee review.</p> <p>Logo/ tagline - Brainstormed taglines, recommended "Working together for a brighter tomorrow". Subsequently endorsed by the Governing Council.</p> <p>-Evaluation Site visit</p>	<p>Brie to get NY family Packet</p> <p>No guests</p> <p>Tina, Brie, Arabella</p> <p>Tina, Paula</p> <p>Sharon to present to Gov. Council</p>

	<p>-Newsletter – reviewed draft, continue development - Web Site Development, Web Calendar. Reviewed model site, recommended a different name for ‘glossary’ tab.</p> <p>-Discussed participating in Women’s Health Fair –CMMC, October 21, 2006</p>	<p>Tina Tina Melanie, Tina</p>
4. Wrap-Up		
5. NEXT MEETING (s):	<p>October 11, 2006 3:00-5:00 pm TCMHS offices at Rodman Road, Auburn</p>	