



Social Marketing Committee Meeting Minutes
October 11, 2006

Participants:

Tina Clark-Co-Chair, Brianne Masselli-Youth Coordinator, Paula Masselli, Co-Chair, Andrew -Youth Representative, Adam - Youth Representative, Melanie Swift, THRIVE, Sharon Harbin- Parent.

Issue	Discussion	Person(s) Responsible
1.Introductions/Check In		All
2. Review of last meeting	Distribution of minutes & review – no minutes to review	All
3. Today’s Business	<p>Update: IRB for evaluation was not approved, so we will not be able to enroll families in the evaluation until it is resolved, possibly December. In the meantime we have family evaluators on staff, perhaps we can utilize their expertise in developing social marketing projects, especially family information packet, provider information, etc.</p> <p>Discussed family outreach, and how we might be able to help.</p> <p>Discussed giveaways. Tina to look into Oriental Trading.</p> <p>Public Service Announcement. A team including youth reps (Adam & Andrew met with Fox TV to explore themes and develop script. The concept of filming youths in a school setting, with diagnoses being superimposed on the screen (but not to indentifiable individuals) is being developed. A script will be circulated to committee members next week and production planned for the next month or so as Fox is available. Actions: ID youth to participate, ID Cultural reps, ID location</p> <p>Social Marketing Plan still in development.</p> <p>Kingsbridge Theater Production- a local group is staging “Sister Calling</p>	<p>Tina/Brie to follow up</p> <p>Tina to follow up with Tonya</p> <p>Adam/Andrew/Tina</p> <p>Tina, Paula</p> <p>Tina to follow up</p>

	<p>My Name” about a person with DD and her brother. Looking to partner with us on the issues, perhaps a panel discussion, also free tickets. Committee suggested approaching SLC, perhaps providing informational handouts for the program.</p> <p>Quick updates: -Newsletter – 3rd issue is complete-going to print and web - Web Site Development, Web Calendar – ongoing development, send content & feedback. Add tab for ethnograms & eval.</p> <p>- Women’s Health Fair –CMMC- Committee voted to spend \$100 on gift certificates for door prizes.</p> <p>-Business Showcase Oxford – opportunity to display & staff booth. Contact Tina to take a shift. -Holiday Parade- Oxford. No interest in participating</p> <p>Each committee has a budget of \$750 for the year. Discussed how to use it, and decided to throw a volunteer recognition/anniversary event in February (anniversary of launch event).</p>	<p>All</p> <p>Melanie/Tina</p>
4. Wrap-Up	Meeting was family/youth friendly, culturally competent, trauma-informed.	
5. NEXT MEETING (s):	November 8 3:00-5:00 pm Canal Street	