



Ridgefield Prevention Council

MINUTES

December 14, 2016

2nd Wednesday of each month

Town Hall Annex 6:30 PM

Mission: The Ridgefield Prevention Council supports a safe and healthy environment for all of Ridgefield's families through awareness, education and positive alternatives to alcohol and other substance use and to reduce high-risk youth behaviors.

Paul Lukaszewski, Alan Eskenazi, Karen Facini, LuAnn Duprato, Margaret Stamatis

Guests: Nicole Rose, Brigitta Stone, Kathy Hanley (HVCASA), Laura Cleary, Allison Fulton (HVCASA)

- **Approval of November 2016 Meeting Minutes**
- **Treasurer's report:**
 - Signed up for Carnival dates again next fall
- **Presentation**
 - HVCASA overview (Allison Fulton)
 - 1 of 13 regional action councils in CT – every community in CT has a local council that get funding through HVCASA (501c3). HVCASA works with 12 local councils (in 22 towns).
 - Consider
 - Find hard data (ie survey), combine with anecdotal (ie psychologist, law enforcement...) and then determine priorities in our local area
 - And come up with questions based on those observations – look for root causes of the issue... (will differ from community to community even if issue is the same, root causes will be different)
 - Brainstorm about strategies we can do
 - Then message out the issue and the consequences (ie underage drinking is a problem and do you know social hosting laws)
 - Set evidence based goals and measure against them
 - Set up support network from community – ie “Friends of RPC”
 - “Visioning”
 - 3 hour process for all coalition members to establish and agree on basic fundamentals of the coalition (when we meet, ...) and create what types of programs we'd like to provide and a 5 year vision
 - Next step: send Allison date options – Wednesday night in XXX month
 - Local Social Media (Birgitta Stone) presentation – local social media company in Ridgefield (social media, press releases, designers) – has worked with other non profits
 - She can help set up something for us and then train us to do it or she can maintain (budget options)

- Need a social media strategy set up – including defined goals and targets and then determine the execution
 - Possible approach: Facebook and twitter for parents; instagram videos and photos for MS youth (must be creative and engaging) and snapchat (more for HS)
 - Next step: Brigitta to provide proposal
- **Old/New Business**
 - “Eyes Wide Open” forum – Feb 1
 - flyer and draft of speaking points
 - for Jan meeting, each member to come up with some questions we might want to be asked
 - SAMSA grant used for this (\$500)
 - Need marketing plan
 - Strategic Plan 2017
 - Confirm plan elements and assignment of roles – Tabled due to agreement re: next steps with visioning
 - Rezoning West Mt for treatment facility – discussion
 - Voted not to take a position on the issue
 - Need more resources and marketing materials for tables – get from HVCASA and SAMSA
 - “Bullied to Silence” movie
 - tie to the Names program at RHS
 - Partner with Youth Commission? Or Ridgefield Chorale Being Human Being Kind
- **Other Initiatives/ Committee Reports**
 - Grant Committee
 - School Outreach
 - Ridgefield Press – weekly column – potential topics:
 - Cough medicine
 - Social norming campaign – graphic artist, data from Search Institute, distribution
 - Sober roommates and sober dorms - in college
- **Other**



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