

RECEIVED
VERNON TOWN CLERK
Approved meeting minutes
20 SEP 14 PM 3:31

1. Welcome

Participants: Michelle Hill, Holly Hansen, Kim McTighe, Cassandra Schend, Kaitlin Carafa, Phil Bunick, Robin Kohler, Steven Jackson, Kim McTighe, Amani Clemons, Cynthia Zingler and Emily Guerrero.

2. Review of 5/20/20 minutes:

A motion to accept the 5/20/20 draft minutes as presented was made, seconded, and passed unanimously.

3. Real Talk Vernon Updates

- a. Social Advertising Campaign: Real Talk members have been working with a design company to create new campaign materials. The newly designed campaign was launched on Instagram as sponsored posts targeting individuals in Vernon 13+. More recently, the engagement has decreased, so the posts have been paused and will be re-launched later this summer.
- b. Sticker Shock: Vernon ROCKS and Real Talk is looking to partner with local liquor stores in Vernon to do a sticker shock campaign in July. The stickers will be placed on beer boxes and other products with messaging discouraging underage drinking and providing to those who are underage.
- c. Graduation Goody-Bags: To celebrate the class of 2020, small goodie bags were distributed on behalf of Vernon ROCKS and Real Talk at cap and gown distribution. The goodie bags included a card with a message to seniors to celebrate safe and sober.

4. MVPP COVID-19 Survey Results

MVPP conducted a survey for Manchester and Vernon residents to see how the pandemic is affecting each community. The majority of the results were from Vernon, and overall the survey found that individuals are not using substances to cope with the pandemic, however, there have been slight increases in mental health concerns such as depression and anxiety.

5. Annual Report/Luncheon

The annual report is almost completed, and the group discussed the possibility of holding an in-person luncheon. Should there be an in-person luncheon, it would take place in July, outdoors, and all CDC guidelines for masks and social distancing would be followed. Further details and a finalized plan will be discussed and communicated to coalition members.

6. Website Updates

Holly discussed multiple updates that are being made to the Vernon ROCKS website to make it more user-friendly and up to date. New additions include resources and information for mental health, COVID-19, PRIDE survey results, and new Real Talk campaign designs.

7. Social Media Improvement Project Review

Vernon ROCKS began a social media improvement project with The Village in January to increase following and engagement on Instagram and Facebook. Since January, Vernon ROCKS has surpassed its goals on Instagram and Facebook for a 15% increase in both followers and engagement. The data

also showed that posting quality content helped us achieve our goals over posting sub-par content more frequently.

8. LPC Grant Funds

A recent webinar informed coalition staff that LPC funds moving forward will be more focused on vaping. The group discussed possible new ideas for using these funds for next year, and ways we can adjust the way the funds have previously been used to focus on/include vaping specific information. Michelle will draft the application and will reach out if she needs additional ideas.

9. Other Announcements

10. Next Meeting: July 15th

are currently doing with the Coalition or in the community. Example post was shown to Coalition for feedback, including a photo of the person, their name, what year they became a member, what agency they're a part of, and a small blurb about what they do for the community. The design of the post was well received by members, and each post will be confirmed by the member being featured prior to being posted. There is the option of tagging the agency and personal accounts if desired as well.

In addition, in the following weeks will be posts on tips for students and parents dealing with remote learning. On Monday, August 31st there will be a post for International Overdose Awareness day, and following awareness days will be posted about as well. If you have any ideas for other posts, send them to Cassie.

6. LPC grant application

Michelle Hill appeared at the Town Council meeting last night, Tuesday, August 18th seeking approval from the council and Mayor on the LPC grant application. In this grant, there is an emphasis on education concerning vaping. As vapes are now allowed to be taken back as part of the DEA's Take Back Day, Michelle included in the proposal that paying for police officer would be beneficial, as well as tobacco/vape compliance checks. This year, there are more requirements concerning data collection and evaluation. We hope to hear from Michelle at our next meeting any more details about the grant, and that it got accepted!

7. Upcoming School Year Discussion

Information regarding how school will progress this year is understandably lacking and conflicting with new guidance continuously arising. We are uncertain if extra curriculums are allowed yet, but if so, meetings will likely be held virtually. About 20-30% of students will opt for completely online. Attendance at town meetings is up virtually.

- a. Real Talk Recruitment: We need to think about how to engage students differently from previous years. However, it is noteworthy that attendance at town meetings has increased since they went virtual.
- b. Student Surveys: The surveys are supposed to be performed this academic year, but may be pushed to the Spring when everyone is more acclimated to virtual learning. A link could potentially be sent through google classrooms.
- c. Life Skills Curriculum: Vernon ROCKS staff are trained to offer the high school curriculum, but there isn't an online version of this. Thinking on how to do this virtually, perhaps with a smaller group of students such as those in the TALC program at RHS. In addition, the CHANGE Collaborative of Manchester has a group of students that they could likely teach this curriculum to. The goal is to reach about 20 students (aged 12-17) this academic year. In addition, the Vernon ROCKS staff can train for providing the curriculum to middle school students in the new grant year, for which there is an online curriculum in existence.

8. Other Announcements

Draft meeting minutes

1. Welcome

Participants: Holly Hansen, Kim McTighe, Cassandra Schend, Kaitlin Carafa, Rebecca Webber, Robin Kohler, Steven Jackson, Cynthia Zingler, Kim Manganella, Mckena Clemons, and Phil Bunick.

2. Review of 6/17/20 minutes

A motion to accept the 6/17/20 draft minutes as presented was made, seconded, and passed unanimously.

3. Real Talk Vernon updates

- a. Lawn signs: Lawn signs of the campaign were distributed throughout Vernon (Middle School, High School Senior Parking Lot, Center Road School, Police Station, Henry Park Lookout and baseball fields, Town Green, Talcottville Park, and the CHANGE Collaborative of Manchester distributed signs throughout Manchester on Monday, August 17th. The signs will be left up for about 2 weeks, after they will be taken down to be reused in the future. There will be a social media campaign with the same images aligning with the lawn signs.
- b. Sticker Shock: The stickers that have messaging discouraging providing alcohol to those who are underage arrived. Vernon ROCKS and Real Talk are partnering with 3-4 liquor stores who will place these stickers on beer boxes and other products. Stickers will be distributed the week before Labor Day, coinciding with the CHANGE Collaborative of Manchester's distribution of stickers. Steve Smith from the Courant reached out interested in writing an article about the campaign.
- c. Billboard: The billboard is reserved during the fall months, and images will be posted highlighting the collaboration between Vernon and Manchester in both towns.

4. Recap of Annual Report/Meeting

On Thursday, July 30th, an informal meeting happened at Henry Park. The Annual Report was discussed which is available on the Vernon ROCKS Coalition website for anyone interested in looking it over. In it is the Coalition member of the year, senior spotlights of graduating Real Talk members, events that happened prior to the shut-down, etc.

5. Coalition Corner social media posts

Due to the fact that Vernon ROCKS cannot hold their events as normally planned this year, the focus has primarily been on improving our social media. Users engaged with senior spotlight posts frequently on Facebook and Instagram, as do most posts involving photos of people. For that reason, the Coalition Corner social media post idea came to mind in which once a week or once every other week we will highlight a Coalition member on social media, sharing what they

Robin suggested having a drive-in movie (of protective factors) at Henry Park or the Manchester Parkade under the MVPP in order for protective factors to be taught to the community.

Discussed changing the meeting time from Wednesday as school staff will have a meeting at our current Coalition meeting time.

9. Next Meeting: September 16th

Respectfully
Submitted by:
Michelle Hill

