VERNON ROCKS COALITION

Vernon ROCKS Coalition
April 22, 2020
2:15pm, virtual

Approved meeting minutes

1. **Welcome**

Participants: Kaitlin Carafa, Cassandra Schend, Holly Hansen, Rebecca Webber, Phil Bunick, Michelle Hill, Robin Kohler, Joanna Keyes, Kim McTighe, Saher Ashraf, Emily Guerrero.

2. **Review of 4/22/20 minutes:**

A motion to accept the 4/22/20 draft minutes as presented was made, seconded, and passed unanimously.

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VERNON TOWN CLERK
20 JUN 15 PM 3:00

1. **Real Talk Vernon updates**
   a. Vaping PSA progress: The Real Talk vaping PSA is temporarily on hold due to the school closure. Planning and filming of the PSA will resume when students are able to go back to school.
   b. Netflix Parties with Manchester: To keep Manchester and Vernon youth connected there have been several Netflix Parties and discussions over the past month. The group has watched movies that are motivational with strong messages, and in the future plans are to watch more educational movies/shows that focus on different substances.
   c. Instagram posts & challenges: On Instagram and Facebook, the coalition has had several different "challenges" to keep followers engaged. There has been a "Pet Positivity" challenge, an Instagram story "Quarantine Challenge," and an art contest.
   d. Real Talk campaign new designs coming soon: Coalition members and Real Talk members have been in touch with a new marketing agency that's working on designing a new version of the Real Talk campaign. The messaging is similar to the last version of the campaign, but it focused on students making the right choice.
   e. Real Talk CADCA Vlog: The CADCA vlog has been completed and is available for viewing on YouTube and the coalition website. The vlog is focused around Real Talk members' experiences at CADCA and what they learned while attending the conference.

2. **MVPP updates**
   a. MVPP Youth Advisory Board: MVPP Youth Advisory board members had a virtual meeting on 4/7/20. The focus of the meeting was to discuss the designs and messaging for the digital billboards which will be on I-84 for several weeks in May, including National Prevention Week. The billboard will incorporate both the Real Talk and FACTS logos.
   b. MVPP Adult Advisory Board: The last scheduled MVPP Adult Advisory Board meeting has been postponed and is currently being rescheduled.

3. **National Prevention Week - May 10-16**
   a. Rockville ROCKS block party: In lieu of the annual block party, coalition members will hand out resources to families who are in line for the drive-up meal service at VCMS. Details TBD.
   b. Prevention Walk with MVPP: The MVPP Prevention Walk during National prevention week has been cancelled, however MVPP is considering different ways to make the event virtual. Details TBD.

c. Billboard and social media messages: MVPP will have messages displayed on a virtual billboard on I-84 for several weeks in May including National Prevention week. The billboard will have messaging tailored to each day during National Prevention week.

4. DMHAS End of Year Project

Vernon ROCKS was required to complete the end-of-grant PFS 2015 Coalition Success Story project highlighting the prevention work done in the Vernon community over the past five years. A video was created which included clips from coalition members, Real Talk members, CVC interviews, the Real Talk CADCA vlog, and pictures from various events over the past few years. The video can be viewed on YouTube as "Vernon ROCKS Coalition Success Story."

5. LPC grant fund spending

Some ideas were discussed on ways to potentially spend our funding that was earmarked for spring activities that typically occur in-person and can't happen this year. This include ordering printed materials of new marketing campaign, ordering giveaways for our NPW activity and potentially requesting an extension.

6. Annual Luncheon

a. Annual Report in draft form
b. Coalition Member of the Year: Nominations for Coalition Member of the Year are currently open. Please submit your nominations to Kaitlin or Cassie.
c. Annual Luncheon: The annual luncheon is currently on hold due to COVID-19.

7. Evaluation updates

Coalition member surveys and annual interviews have been combined in the form of an online form. Forms with instructions have been emailed to coalition members and must be completed by May 1st.

8. Other Announcements

a. March RHS Parent Advisory Meeting – 3/11 6pm - cancelled
b. RHS Peer Advocates Volleyball Lock-In – 3/13 - cancelled
c. DEA Drug Take Back event – 4/25 – cancelled – currently attempting to make virtual/no-contact.

9. Next Meeting: May 20th

Respectfully Submitted by:
Michelle Hall