

Education Committee Minutes

Thursday, February 18, 2021 – 1:00pm
Blair Drug and Alcohol Partnerships, Altoona, PA

Minutes

1. Welcome: *Jessica Vanoutryve; Sarah Lane; Chris Farrell; Margie Yon; Jamie Strohmeyer; Sarah Neely; Sarah Davinsizer; Donna Gority*
2. Review of Minutes from January 21, 2021: *Approved*
3. Additions to the agenda
 - a. New 2021 Membership forms (fillable pdf attached)
4. Marketing/Media
 - a. Newsletter: edits/approval
 - i. Spring (December-February)
 1. Approval at Partnership Meeting
 2. *Donna suggested to add times to the coalition meetings*
 - b. BRANDbyte (full-page digital ad) in the Chamber's NETworks Digital News email newsletter
 - i. March 1st publication – ad attached
 - c. Website Review
 - i. "Join Us"/Coalition Tab
 - ii. Overall website feedback
 1. *Sarah D. suggested to have the tab say "Coalition"*
 2. *All approved of the location of the tabs*
 3. *Donna suggested to add more descriptive information (i.e. anyone can join; a collaboration of professionals and concerned citizens working together for the betterment of the community)*
 - d. Membership Drive PSA
 - i. March 2nd
 - ii. *Chris suggested to add a hook line at the beginning*
 - iii. *Donna suggested changing the phrasing of "business"*
5. DFC (Drug Free Communities)
 - a. Town Hall
 - i. Coalition focus
 - ii. March 1st
 - iii. *Still editing*
 - b. Billboards
 - i. Coalition/Membership focus
 1. *Billboards created based on coalition focused brochures*
 2. *"Engage. Empower. Believe" and "Help be the solution" were integrated into the billboards*
 3. *"Join Our Coalition" made as an action statement on the billboards*
 4. *All billboards have same slogans, different pictures: faith based; professional; schools/teachers*
 5. *Feedback:*

- a. *Suggestion to have Donna’s previous suggestion of “anyone can join” and being more descriptive message added to the billboard to reach those who may not feel they are qualified to join*
 - b. *Margie stated she can add “anyone can join” to the billboard and resent the draft to Jessica for review*
 - c. *Once added, will take to Partnership meeting for approval*
 - ii. Drafts attached

6. Partnership Presentations for the Partnership meetings

a. Suggestions/Approval:

- i. *Recent Presentations: Sublocade, BDAP Annual Report, Scope Grant, FASD, Drug Recognition Expert, and Strengthening Families*
 - 1. February: Dave Beach – Art for Recovery
 - 2. March: Cindy Pharris (Evaluator) – DFC Annual Report

7. Update on recent BDAP presentations

a. Prevention Presentations:

- i. Community Presentations minimal due to Covid-19
- ii. Presentation overviews uploaded to website; available for in person
- iii. School presentations and groups

8. Website Review

- a. Blair DAP Facebook Page - @blairdap
- b. BDAP Prevention - @blairdapprevention
- c. Rise for Recovery - @riseforrecovery
- d. Website – www.blairdap.org
- e. Tik Tok- @blairdap

9. School District Updates

- i. *Altoona Area School District has reached out to Prevention and will have groups starting soon*

10. Other Updates:

11. Open Forum

Next meeting – Thursday, March 18th, 2021 at 1:00pm at Blair Drug and Alcohol Partnerships, Altoona, PA, 16602 as well as a Zoom option available