

Education Committee Minutes

Thursday, April 8, 2021 – 1:00pm
Blair Drug and Alcohol Partnerships, Altoona, PA

Minutes

1. Welcome: *Jessica Vanoutryve; Sarah Lane; Taylor Scoran; Tammy Lundgren; Margie Yon; Jamie Strohmeyer*
2. Review of Minutes from March 18, 2021: *Approved*
3. Additions to the agenda
4. Marketing/Media
 - a. Newsletter
 - i. *Approved*
5. DFC (Drug Free Communities)
 - a. Town Hall
 - i. *Virtual videos approved*
 - ii. *Waiting on updated media release to post*
 - b. Social Hosting – aiming for May
 - i. Billboard
 1. *Drafts attached*
 2. *“Be Our Parents” on all*
 3. *New sticker – bigger and easier to read*
 4. *New stickers available for Sticker Shock campaign*
 - a. *Will reach out to Sheetz to place stickers on alcohol*
 - b. *Will be orange in color*
 - c. *Same stickers as on billboards*
 - d. *Less lines than last year to be easier to read, removed consequences since different police departments handle social hosting differently*
 - ii. Radio Ad
 1. *Using last year’s radio ad*
 - iii. Letter Home
 1. *Drafts attached*
 - a. *Two versions: Dear Students and Dear Parents*
 - i. *Dear Students – College students*
 - ii. *Dear Parents – High School student parents*
 - c. “Dosage Form” – Cindy Pharis
 - i. *Dosage Form is a fillable Google document that can track activities that are the coalition members are doing*
 - ii. *Request for feedback on form from Education committee*
 6. Partnership Presentations for the Partnership meetings
 - a. Suggestions/Approval:

