

**RISE: Otsego Substance Free Youth
Meeting Minutes**

April 26th 1:00 pm – 2:30 pm

Meeting Participants: Christina Pudvan (NMRE), Susan Pulaski (HDNW), Nichole Flickema (HDNW), Donna Hardies (Up North Prevention), Pat Bryne (HDNW)

1. Agenda Item: Introductions	
<u>N/A</u>	<u>Action Items</u> N/A
2. Agenda Item: Youth Update	
<u>Summary of Discussion</u> Nichole F and Susan P are meeting with the Otsego YAC on May 20 th . At this meeting youth will select a final logo, create prevention message for fall bracelets, discuss fall recruitment ideas, and discuss sticker shock activities. Coalition members discussed ideas for further youth recruitment. Christie suggested setting up meetings with students through school administration. Christie volunteered to help Nichole get scheduled in the schools and present with her.	<u>Action Items</u> Christie P and Nichole F to schedule and present at local schools re: youth recruitment
3. Agenda Item: Talk Sooner Update-Up North Prevention	
<u>Summary of Discussion</u> Tabled until May 21 st meeting.	<u>Action Items</u> N/A
4. Agenda Item: Logo design	
<u>Summary of Discussion</u> A local graphic designer, through Haus of Adams, created basic logo shapes for our coalition to review. She asked that we select 3 shapes and she would expand on each of them. Once she expands on each shape the youth will review the logos and select the final. Coalition also discussed new TV show Rise and if this was concern with our name. Coalition members decided to continue to proceed with the coalition name of RISE as they did not feel it was a concern at this time.	<u>Action Items</u> Nichole F to send graphic designer selected logos that coalition would like to see further developed
5. Agenda Item: Webpage Design	
<u>Summary of Discussion</u> Coalition members liked the layout and design of the webpage. Discussion about a different picture/graphic in the background.	<u>Action Items</u> Nichole F to add content and change background on webpage

6. Agenda Item: Prom Project	
<u>Summary of Discussion</u> Coalition members discussed distributed substance use prevention cards to flower shops for placement on corsage and boutonniere containers for prom. Sample messages include “ Yes, I’m going to have the best prom night ever. No, that does not include drugs or alcohol.” Christie is going to add RISE information and any funding statements needed to the cards and have them printed. Christie will also distribute cards to floral shops prior to prom.	<u>Action Items</u> Christie P to revise prom project cards as needed and distribute to floral shops
7. Agenda Item: SAFE in Northern Michigan Media Campaign Presentation & RISE: Media Campaign Proposal- “Escape the Vape”	
Coalition members discussed the “Escape the Vape” proposal. All coalition members agree with moving forward with campaign. Revisions to the Campaign prior to moving forward include: <ul style="list-style-type: none"> • Geofencing Campaign Edits <ol style="list-style-type: none"> 1. Removing “Otsego Christian School” from the geofencing locations 2. Adding “E-Free church Gaylord Campus” at 1649 M-32 Gaylord, MI 49735 to the geofencing locations • Escape the Vape Digital Ad edits <ol style="list-style-type: none"> 1. Adding next to the SAFE logo at the bottom “RISE: Otsego Substance Free Youth” • Radio PSA and Campaign edits <ol style="list-style-type: none"> 1. Using 30 second “Escape the Vape” PSA 2. After the PSA says “for more information visit SAFEinNM.com” adding “this message brought to you by RISE: Otsego Substance Free Youth”. Pat B will also work with Gaylord Blue Devil Wellness Center to have the “Escape the Vape” PSA playing in the waiting room.	<u>Action Items</u> Nichole F to work with media contacts to implement media campaign Pat B to work with Gaylord Blue Devil Wellness Center to have the “Escape the Vape” PSA playing in the waiting room
8. Agenda Item: Next Meeting	
<ul style="list-style-type: none"> • Monday, May 21st, 9 am- 10:30 am Meeting will be located at United Way of Otsego County	<u>N/A</u>

Adjourn: 2:14 pm