



Stakeholder Meeting Minutes  
Thursday, March 26, 2009  
1:00-3:00PM

- **Welcome**
- **Social Marketing Campaign**- *Anne Stains*
  - o *Three Main Themes:*
    - **Enforcement**
    - **Partnerships:** grassroots- working with schools, community groups, and the media. Capitol Weekly is on board with editorial coverage.
    - **Outreach:** we want to be clear and solidly grounded on who we are first as well as avoid focusing on the enforcement side of things. We would like parents to take ownership.
      - o Logo: “parents who host lose the most” is good, yet it needs change. We need to decide if we want to keep the slogan and lose the logo. We want a focus on changing lives, rather than hitting someone over the head with the information.
      - o Magnet: some aspect of the Parent Pledge can be given to parents to place on their refrigerator.
  - o *Key Points:*
    - **POSITIVITY:** Slogan needs to be more positive, not just the logo.
    - **TARGET:** We are targeting entire communities- parents and those who aren’t parents.
    - **GOAL** for coalition: WE want it to be a NORM that teens don’t drink.
    - Parent Involvement Issues
      - o College students claim parents have a big influence on their decision-making, yet parents don’t think so. Also, many parents don’t want to talk about or think that their teens are drinking.
      - o Some parents have the mindset, “well I did it at their age...” (Rite of passage concept) and there’s an attitude with some parents who think, “The government can’t tell me what to do in my home.”
    - Teen Involvement
      - o One of the concepts we solidified at the last meeting was not using this campaign to target teens since they already get the information in school.
      - o Fresno has a campaign in which teens tell the community, “Help us not to have these consequences.”
        - We can talk to youth and get their feedback, use *their* slogan and possibly get it created in different languages. An idea: “**Parents who Pledge give Teens the Edge.**”
- **Responsible Host Parent Pledge**- *Joelle Orrock*
  - o *Key Points:*
    - **PDF AVAILABILITY:** This will be available online in a PDF format so that schools can access it as well as teens, who can hand it to their parents.



- We want teens to be able to take ownership of this and give them out at events at school such as Open House.
  - **BROCHURE** Idea: parents can take home the Safe Host Tips that they can put on their refrigerator as a visual reminder of their pledge.
    - We can place the tips on the top part of the brochure's interior, tear off the bottom section with the pledge (we end up keeping this part), and the parents keep the rest of the brochure.
  - **FUTURE TALLYING:** we would like to get a headcount of parents who signed the pledge and see which ones had the higher percentages of return.
    - Schools we can target: Valley High School, Encina High School, Hiram Johnson, Franklin High School, West Campus, Jackman High School, & Greer High School.
    - We are piloting it this spring and looking for responses so that we get an idea of how it is working.
- *Revision Ideas for the Parent Pledge:*
  - **STATS:** Add a brain-bullet link statistic AND a positive fact such as "Parents who eat three times a week with their children..."
  - **ROLE MODEL** tip: We should add a component that urges parents to show an example for their children, such as drinking responsibly themselves. The behaviors that their child observes from them will to some aspect reflect that child's actions. Ex: "I acknowledge that I am a role model /example/ influence for my child and I will do my best to uphold/honor that."
- **Social Host Ordinance PowerPoint Presentation-** Dana Covington
  - *Final comments:*
    - As far as scientific research, there isn't much. Part of it is because it is so new. We are hoping to see where the problems are, using the zip code data that we are collecting. Hopefully, we will have a social host ordinance enacted in one of them and can observe what happens in that zip code.
    - We are also looking for health outcomes for alcohol policy implementation.
    - We can give communities the tools they need in order to act. Pledge cards can help! Mobilizing communities around any policy has been shown to help. However, it's not the Social Host Ordinance alone, but the community that mobilizes around it, that allows it to work.
  - **MEETING RECAP:**
    - Magnets for social marketing
    - Final Parent Pledge- sent back your ideas via e-mail
    - Campaign Slogan- please let Joelle know if you have any teens that you would like to use this with. We would like the message to be from the teens to their parents depicting that this is not a "rite of passage."



- **Progress on Strategic Plan**(completed & ongoing action items)- *Christy Adams*
  - o *Will be sent via e-mail.*

**NEXT COALITION MEETING:**

Thursday May 21, 2009

1:00 – 3:00 pm

Kaiser South MedicalCenter

MOBII

6600 Bruceville Road

Sacramento, CA 95823

**NEXT SOCIAL HOST WORKGROUP MEETING:**

Thursday April 22, 2009

1:00 – 2:30

Sacramento Police Department

300 Richards Blvd

Sacramento, CA 95811