

Waterbury Prevention Policy Board
Community Advocacy Committee
Wednesday, January 13th, 2009
2:30-4:00 PM

Minutes

Present: JoAnn Reynolds Balanda, Kathie Lang, Elaine Skoronski, Laurie Reisman

Staff Present: Lori Hart

Absent: Louise Allen Brown, Dorothy Adams, Dan Rezende, Carol O'Donnell, Yoellie Iglesias

JoAnn Reynolds Balanda, Chair, called the meeting to order at approximately 2:50.

Discussion Highlights:

- Follow up to Tony Pinto's visit at the last meeting was discussed. Whether the community would be allowed to participate in some of the in-school trainings is still unknown.
- Lori reviewed discussions she has had with Anne Marie Cullinan and Patty Frageau about incorporating some of the 40 Developmental Assets into the Positive Behavior Support (PBS) program at the Public Schools. There appears to be a natural link between the two, and Anne Marie and Patty have been interested in including a program that would teach the PBS District Team and the PBS School Teams about 40 DA, and then start training parents in the schools about the 40 DA and how they can reinforce each of the schools' PBS program. The main challenges are when and how the PBS District Team and the PBS School Teams will be trained, and how they will be compensated for their time. A question of providing CEUs to the teachers for the 40 DA training was brought up.
- As a result of a suggestion at the PPB meeting earlier that day, the team suggested that we work on a positive potential response to the recent articles in the Waterbury newspaper relating to non-profits. Some suggestions follow:
 - Create a generic PPB media kit
 - Meet with the Board of Aldermen to introduce the PPB and the work it does for youth - and its relationship with the Bridge to Success initiatives. One goal would be to create a bridge to others in their political party. It would be important to hear what they think since they have a good idea of what the people of Waterbury want and need. It was suggested that we consolidate the data we've compiled through PPB, CMHG, and BTS to create a report indicating what the people have told us they want to see for Waterbury's youth.
 - Create a 40 DA campaign including (it was recommended that we pass this suggestion on to the Positive Youth Development Committee):
 - Promote the 40 DA in the newspaper
 - Create signs that advertize the 40 DA
 - Create a billboard that posts the asset of the week or asset of the month. Welcome to Waterbury sign on the highway or the green – we support kids & the 40 DA. Use the Just 10 More information, or conferring with Anne Marie Cullinan who attended a conference in 2009 that made several suggestions about a monthly campaign focusing on one asset at a time.
 - Work with local businesses to spread the news and message about the 40 DA

Priorities and Actions:

The CAC requested a report by the end of March about the priority items each of the other Committees are addressing. The committee will develop its advocacy agenda based on the overall priorities.

Follow up Items

- Lori will follow up with Donna Perreault about sharing buses and expenses with the TPTA and/or Century 21 program at Sprague School
- Lori will investigate 40 DA sheets to see if there is one that addresses politicians
- Elaine will touch base with Terry Caldarone to find out how to get on the schedule for the Board of Aldermen
- JoAnn will call Carl Rosa to find out his thoughts about enlisting local businesses to spread the news about the 40 DA
- JoAnn will check with Scott S. at WAMS to find out about potential projects for youth especially relating to 40 DA
- Laurie R. will follow up with Nancy Vaughn about getting some visibility on local cable
- Lori will bring the suggestions relating to the 40DA to the Positive Youth Development Committee
- Laurie R. will provide some information about the efficacy of After School and youth prevention programs
- Lori will speak with her committees and ask Nicole to speak with her committees about getting an update by the end of March about priority items each committee plans to address

Next Meeting Date

The next meeting is scheduled for *February 24th 2:30 PM – 4:00 PM* – location TBD – future meetings will be held the fourth Wednesday of each month from 2:30-4:00 PM.

Meeting adjourned at approximately 4:00 PM