**TNP Alcohol Committee 1/12/22**

**Present:** Diamond, Anthony, Nicole, Diana R, Margaret

1. Education / Activities for spring
   1. Parent newsletter
   2. Parent presentations coming up – please share them out. BUT: no one is coming!
   3. Digital signage - continue to try to work with Common Council, NCC, schools, mall, other places with digital signs
   4. Can we get an ad to run on local TV that would show up at pubs?
2. How do we counteract messages to kids online / entertainment, music and social media?
   1. Anthony: kids are being fed messages online / Hulu show *Euphoria* as example – glorifying
   2. Nicole – how to sell ecstasy on Netflix
   3. Diamond – to reach young parents, better to have conversations
   4. Can we offer incentives like free prom tickets to the schools that have the most parents come to a Zoom? Or raffle off donations of gift certificates
      1. Schools need fundraisers for prom – capitalize on that
   5. Kids who are in sports
   6. Do we need to do more focus groups?
      1. With kids around media
      2. With parents
   7. People questioning the media they’re consuming – can we give them conversation starters
   8. **Family dinner model ?** gyms – Oak Hill?
   9. **Also parent night away from kids, AND kid night away from parents**
3. How to reach parents?
   1. Rite aid, stop & shop…
   2. Host a table at a pub?
   3. New club coming to Washington Street – can we work with the promoters / managers?
   4. Do the clubs have signs that under 21 are not allowed?
   5. **Teen night at the clubs – floam party – once a month…**

**Substance: Alcohol**

**Root Causes prioritized: (1) Favorable community norms; (2) social availability**

* Objective 1: % of Norwalk juniors who report low peer disapproval of alcohol use will decrease from 36% (baseline 11/2018)
* Objective 2: % of Norwalk residents who feel that drinking alcohol is a normal part of growing up will decrease from 28% (baseline 3/21)
* Objective 3: % Norwalk high schoolers reporting alcohol is very or somewhat easy to access will decrease from 41% (baseline 10/2020)
* Objective 4: % of Norwalk parents who feel it would be easy for a teen to get alcohol from their own home or a friend’s home will decrease from 56% (baseline 3/21)

**Educational strategies to change perceptions**

* Parent education (parent talks, freshman forum, etc.)
* Digital signage (in conjunction with marijuana committee)
* Mentioned 2 campaign options:
  + Previewed SAMHSA’s “[Talk. They Hear You](https://www.samhsa.gov/talk-they-hear-you)” campaign – many social media materials in English and Spanish (posters, TV and radio PSAs, social media posts, mobile app) – can be primarily done online
  + [Not In My House](https://prevention.nd.gov/notinmyhouse) campaign would work best if we have lots of parent volunteers
  + Could do the Talk campaign this year and Not In My House later, when more events (eg PTO meetings) are happening in person
* Working in specific cultural communities / neighborhoods:
  + Need many supporters as a workforce. Could be focus for spring – recruit interested volunteers

**Environmental strategies to change ease of access**

* Bag checks
* Patrols at beaches
* Lighting
* Safe storage / lock it up campaign (postcards?)