**TNP Alcohol Committee**

**Meeting Summary**

**6/15/22**

**Present:** Marilyn Moreau, Diamond Sead, Daniella Arias, Anthony DiLauro, Rebecca Oliveira, Margaret Watt

1. Reviewed purpose and history of campaign
   1. Goal is raising awareness + also reducing access as described in the original blog post: <https://www.thenorwalkpartnership.org/post/liquor-stickers-raise-awareness-around-underage-drinking-in-norwalk>
   2. We are focusing on holiday times of year when people buy alcohol for at-home celebrations: winter holidays (Thanksgiving through New Year’s) and summer holidays (graduations / 4th of July). At other times (eg St Pat’s) people drink at bars so then we have a different type of campaign
   3. When we first developed this campaign, we went to all the package stores (about 40 of them) in person. Later also sent them all a mailing including our alcohol infographic, resources, stickers, etc.) We went back to visit again for a subsequent holiday and Laila called them all last summer to follow up and get their feedback, answer questions, find out how they feel about continuing the campaign, etc. The last time we did this was this past winter for the Thanksgiving through NYE.
   4. *Also provided retail stores with package inserts that they could put in bags/boxes when customers buy a lot or were doing curbside pickup*
2. Discussed updates to campaign content before rolling it out again
   1. We will make the signage for the store countertops more colorful and visible (can’t be large or they won’t put it near checkout)
   2. Add a QR code
   3. Bookmark option? Sticker?
      1. *After meeting ended, Margaret thought about window clings which are reusable and you only need one per store vs one per checkout lane!*
   4. Diamond is looking into advertising on ShopRite shopping carts & Stop&Shop digital screen
      1. If a supermarket is carrying the Liquor Stickers messaging, then they would need Liquor Stickers too
      2. Supermarket messaging might be broader messaging, not liquor stickers
3. Discussed how to encourage press coverage
   1. Shared Katie’s suggestion of press release focusing on preventing underage drinking & MJ use (provided list of key points)
      1. This is the last press release that was picked up: <https://www.thenorwalkpartnership.org/post/safe-sober-for-the-4th>
   2. Group agreed with Katie’s ideas
   3. Anthony suggested could include alternatives to drinking
   4. Diamond: we need short messages too – people don’t read much
   5. Margaret: we can do a social media series like the top 10 facts about marijuana
      1. Include Social Host Law which is part of our alcohol logic model due to low levels of awareness
4. New idea: Have a prevention table at a liquor store the way they have tasting tables
   1. BevMax and both Old Post Rd stores are very supportive of our efforts and might allow this
   2. Total Wine has tasting tables, so does Stew’s Wines & Liquors – they both refused liquor stickers as part of their corporate policy but maybe we could have prevention tables instead
   3. Diamond & Marilyn are available to staff a prevention table on the weekend leading up to the 4th (July 1st/2nd/3rd Friday through Sunday) – depends on time of day
   4. Ask first about a prevention table and then if they say no, ask about liquor stickers!
5. Visibility of campaign
   1. Press: work with City and Chamber
   2. Goal is to get enough community involvement / recognition that it becomes self sustaining, where people are asking for / talking about the liquor stickers
   3. We recognize participating retailers on social media and by providing them with a sign to hang on their door publicly acknowledging them for their participation so that their customers can thank them
   4. Provide another visible recognition – maybe the longer they participate they get a star or extra recognition
   5. Call them all and find out when manager is in – then connect with the managers and get their agreement to participate – that way we can have their logos on our materials from the beginning, we’ll know they’re participating before we drop materials off, etc.
   6. Good for our business!! Get to where they have a star showing what they do
6. Next steps
   1. **TOMORROW: Diamond** will call to find out when the manager is in - TOMORROW
   2. **THIS WEEK:** 
      1. City support – **Margaret and Katie** to talk with Michelle (City communications officer)
      2. Chamber support – **Margaret** to connect with Brian
      3. Health Dept – **Margaret** will follow up – they couldn’t attend today
   3. Update the signage (including will look into window clings) – **Margaret &/or Rebecca**
   4. **Katie** to work on press release
   5. **Rebecca / Margaret** can start on series of social posts
   6. Parent support – get the community talking about it
      1. Can we use Community Advocates? **Margaret** to ask MJ or Anamilena at Norwalk ACTS
      2. Can we use Family Navigators? **Margaret** to ask AnaVivian
   7. **NEXT WEEK:** 
      1. Divide up list of retailers and start visiting
         1. **Marilyn** will do same list as Eve last time
         2. **Diana** will take similar ones to last time – Post Rd
         3. Nail down the other helpers – Rebecca, et al.
   8. **Diamond** will cover the printing cost