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Social Marketing Subcommittee

Date: April 26, 2011
Time: Noon to 1PM
Location: Prevention Works

Agenda

- I. **Brief Task Force Update**
- II. **Social Marketing Strategy**
 - Meeting schedule
 - Internal communication plan
 - Effectively promoting Task Force initiatives and engaging key stakeholders
 - PR strategies
- III. **Engaging Local Communication Professionals**
 - Contact List
 - Engagement strategy
- IV. **SMART SUMMER**
 - Campaign toolkits
 - Communication Plan
 - Rachael Hone (Summer Intern with the Task Force from WMU)
- V. **Set Date for Next Meeting**

Mission

To reduce youth alcohol and substance abuse issues in our community through the development of strategies that will reduce access to substances, prevent high-risk behaviors, connect community resources, and provide educational opportunities.

