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Youth & Family Services/Access to ATOD Subcommittee

Date: May 17, 2011
Time: Noon to 1PM
Location: Prevention Works

Agenda

I. Task Force Update Meeting: *Synthetic Marijuana*

- a. Follow-up
- b. Thoughts and opinions
- c. Review evaluations

II. Parents Who Host Lose the Most Campaign Progress

- a. Media blitz
- b. Alcohol vender education and compliance checks
- c. School mailings
- d. Project Sticker Shock

III. SMART SUMMER Campaign

- a. Campaign time line
- b. Media/Promotion
 - i. Press kits
 - ii. Radio
 - iii. Electronic billboards
 - iv. Newspaper
- c. Communication strategy
 - i. Email, facebook, twitter, websites
- d. Smart Summer Toolkits

IV. June 21 Task Force Update Meeting: *Medical Marijuana Training*

