

Twin Beaches Opioid Abuse Awareness Committee

Meeting Minutes

March 1, 2017

Attendees: Keith Pardieck (Committee Chair), Cheryl Greene (Committee Co-Chair), Ricky Cress, Kristen DePhillip, Anthony Greene, Cathy Letteney, Ashley Staples (absent: Mike Benton, Cathy Clune, Mike Colburn, Candice D'Agostino, Mike Shisler)

Location: Chesapeake Beach Town Hall

Summary: The Twin Beaches Opioid Abuse Awareness Committee met on Wednesday, March 1, 2017 to continue planning outreach and awareness activities. Photo of group was postponed due to low attendance.

Minutes:

I. Outreach & Educational Forums

The outreach and educational forum schedule flyer was reviewed. Several updates regarding format and content were made and adopted. The first forum is currently scheduled for late March at NECC. Anticipate one forum at NECC per quarter scheduled around existing County-sponsored forums. C. Greene to update flyer.

II. Vision & Mission Statements

Vision and mission statements were reviewed and finalized. Numerous suggestions were made. K. Pardieck to update.

III. Web & Facebook Pages

Web and Facebook pages reviewed. Draft sites look very good. Several suggestions were made. A. Greene to update. Tentative soft release date is March 13. Need to coordinate with Mayor and Town staff to link both to town web site. Concern expressed that links need to be easy to find on Town web site.

IV. Door Hangar Handout

Door hangar layout discussed. Two-sided version preferred. A. and C. Greene to develop draft for group review.

V. Marketing & Advertising

Advertising and outreach needs to occur before first forum to help ensure attendance. Timing of door hangar availability discussed and need for volunteers to distribute door-to-door. Timing of hard release of web page discussed and need to coordinate with staff of both CB and NB discussed. Distribution of flyers via school folders discussed (Beach ES, Windy Hill ES, Windy Hill MS); need to coordinate with principals; Pardieck to contact Dr. Shisler to discuss timeline.