

## Coalition for Asian Substance Abuse Prevention (CASAP) - Meeting Minutes

March 4<sup>th</sup>, 2011

<b>Coalition Members Present</b>	<b>Sector</b>	<b>Organization</b>	<b>Email</b>
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David Lee	Civic or Volunteer Group	Chicago Alternative Policing Strategy (CAPS)	<a href="mailto:dlee@ico.edu"><u>dlee@ico.edu</u></a>
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Connie Liu	Healthcare Professional	Henry Booth House	<a href="mailto:cliu@henryboothhouse.org"><u>cliu@henryboothhouse.org</u></a>
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Sharon Silberg	Media	Emmis Community Outreach	<a href="mailto:ssilberg@emmischicago.com">ssilberg@emmischicago.com</a>
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<b>Agenda Item</b>	<b>Discussion</b>	<b>Action Items</b>
Introduction s	<ul style="list-style-type: none"> <li>• Jaime Woods and Sharon Silberg presented their revised drafts of campaign materials for the upcoming launch.</li> <li>• The three target audiences that we hope to address through CASAP's media campaign include (1) Youth: to promote awareness of consequences of alcohol and tobacco use and to change their misperceptions of peer substance usage rates, (2) Parents: to promote positive communication between parents and youth, to encourage increased monitoring of youth, and to encourage the establishment of clear rules and guideline on substance use with their youth, and (3) the Community: to encourage smoking cessation, increase awareness of the consequences of second-hand smoke exposure, and to educate business retailers regarding alcohol and tobacco laws and policies.</li> <li>• Handouts were distributed to the coalition including an overview of CASAP's media campaign strategy, a flier regarding CASAP and a save-the-date for our upcoming Town Hall, scheduled for April 29th from 2:30pm - 4:30pm at the Chinese American Service</li> </ul>	

	<p>League (CASL). Please contact <a href="mailto:casap@asianhealth.org">casap@asianhealth.org</a> if you would like to obtain additional copies of these handouts.</p>	
Community Campaign	<ul style="list-style-type: none"> <li>• Better Health, Better Wealth - Leave A Tobacco Free Legacy is the top tagline for this campaign material. The Chinese symbol behind this message is legacy.</li> <li>• Coalition members expressed concern regarding the picture. Members would have liked to see grandparents included in the family picture, however due to the use of stock images, Emmis was limited to this picture.</li> <li>• The bottom of the material says "Don't risk another day. Quit Now. Call Tabitha Mui at (312) 891 - 0418 ext. 1184. - CASL requested Tabitha's name be removed and replaced with call CASL's Program.</li> <li>• Members would like a line added to the material saying that smoking will cause the father to disappear or he will be missed.</li> <li>• Members would like to see these materials in Supermarkets and Community Agencies. Also could be placed in local newspapers.</li> <li>• This material was recommended to be translated into Traditional Chinese.</li> </ul>	<p>Please provide us with additional comments and recommendations for placement throughout the community.</p>
Youth Campaign	<ul style="list-style-type: none"> <li>• Be in Control of your Future - Don't Let Tobacco Control your Life. The Chinese symbol in this material is for Strength.</li> <li>• CASAP members recommended this material be used in the summer when youth are out around the community the most.</li> <li>• These materials will be produced in both English and Traditional Chinese.</li> <li>• It was recommended to change the call information at the bottom of the material to remove 'for help' and to again remove an individual's name and replace it was the program name.</li> <li>• Recommended places of distribution: Karaoke Bars, Trendy Restaurants, Cell Phone Stores, High Schools, Churches, and Youth Agencies.</li> </ul>	<p>Please provide us with additional comments and recommendations for placement throughout the community.</p>
Parent Campaign	<ul style="list-style-type: none"> <li>• Three different materials were developed for the parent education messaging. All materials contained the message "Don't Let Them Fight Problems with Bigger Problems - Talk to Your Teen About the</li> </ul>	<p>Please provide us with additional</p>

	<p>Dangers of Alcohol and Tobacco."</p> <ul style="list-style-type: none"> <li>• The coalition recommended switching the top and the bottom messaging to start with "Talk to your teen about the dangers of alcohol and tobacco."</li> <li>• The background Chinese symbol represents Strength. The coalition did not like this symbol for these materials and recommended using a word like love or caring instead.</li> <li>• The coalition voted on what image to use for the campaign. CASAP members liked all three of the materials; therefore each of them will be used at some time during our campaign.</li> <li>• These materials will be translated into Traditional Chinese</li> <li>• Once again the individual contact information will be replaced with program information at the bottom of this material.</li> </ul>	<p>comments and recommendations for placement throughout the community.</p>
<p>Other Comments</p>	<ul style="list-style-type: none"> <li>• Emmis informed the community that the CTA allows non-for-profits to place materials in trains for 1 month at no cost. Emmis recommended working together as a coalition to increase the number of free months we could distribute materials for CASAP's campaign through the CTA.</li> <li>• In general, the coalition recommended using local ethnic media to reach parents and grandparents in the community and using other modes for youth.</li> <li>• Information was distributed announcing our upcoming Town Hall - Free to Soar: Preventing and Treating Substance Abuse in Our Community. This event will highlight our community's strengths and let community members and leaders advocate for greater resources in preventing and treating substance abuse. This event will take place on Friday, April 29th, from 2:30pm - 4:30pm at the Chinese American Service League (CASL).</li> <li>• Please provide feedback regarding materials and distribution to <a href="mailto:casap@asianhealth.org">casap@asianhealth.org</a> or 312-372-7070 x228 by the end of Monday, March 7th. Additional feedback can be submitted after March 7th for future campaign materials and distribution.</li> </ul>	