

## **2C4C/LemonA/D Additional Subgroup Meeting- 24<sup>th</sup> May 2010**

### **Present:**

Rhiannon- MYEA  
Alecs- MYEA  
Arren- MYEA  
Tasha- MYEA  
Catherine- YEA Team  
Ruth- YEA Team  
Jo-Police

### **Apologies:**

Nnebs, Alix, Ashley, Nicole, Kurt, Amy-Jo

### **i. Introduction**

Following the last subgroup meeting, this meeting was organised to discuss thoughts on the two subgroups, 2C4C and LemonA/D working together on their next projects to hopefully combat issues of attendance- or lack of!

Everyone present agreed this was the best way forward and there have been no email or verbal objections from those not at the meeting.

### **ii. Ideas to work on:**

Ways in which to bring together the two subgroup focuses were discussed and Arren told the group about an idea he had at the last meeting to start a campaign on tackling underage drinking/drug use and how this leads to crime.

To avoid duplication of looking at how it affects young people now, the idea is to see how it will affect your lives in the future.

### **Campaign ideas were as follows:-**

1. Short advert- to be created and shown across schools/youth provisions in Essex, youth websites and other organisations.
2. Poster Campaign- series of scenario posters, looking at the question- which of these paths would you choose?
3. Leaflets/Postcards- Fact files on each card about each consequence

Which of the above is the way forward will depend a lot on funding. The theme will remain the same, as decided by those present, to look at a group scenario of young people drinking and using drugs at a party and demonstrating the consequences of each as an adult.

### **Possible consequences discussed were:**

1. Mental Health issues
2. Disability due to injury
3. Domestic Abuse
4. Homelessness
5. Drug/Alcohol induced illnesses
6. Criminal Record/ Imprisonment
7. Obesity
8. Pregnancy
9. Loss of job due to drink driving
10. Death
11. Alcohol then leading to other addictions
12. Loss of friends/family relationships

Posters were decided on as the main focus and depending on funding, the advert and leaflets if possible.

One catchphrase was suggested- 'Drugs and Alcohol- that's "so old!"' Using the play on words for the idea of showing young people as old people and the affects drugs/alcohol have had on them.

**AP-** MYEA to send any other catchphrase ideas to Catherine/Ruth

Posters could also have true life testimonies and will give contact details of support agencies.

**AP-** Catherine to look into working with EYPDAS- Drug and Alcohol Service

Jo mentioned we may be able to be involved in the 2SMART fun-day on 19<sup>th</sup> September- we could maybe use this as a time line to get materials produced by.

**AP-** MYEA to take these ideas forward to local Youth councils for feedback. Those who are not meeting before 13<sup>th</sup> June (our next subgroup meeting). Please email local youth workers ideas and ask them to send out to your youth councils. Please copy in [Catherine.roberts2@essex.gov.uk](mailto:Catherine.roberts2@essex.gov.uk) and [ruth.morton@essex.gov.uk](mailto:ruth.morton@essex.gov.uk)

### **iii. Funding**

It was identified that there may be some restrictions with funding this year and so the group came up with some ideas if this is the case.

To cut costs, an art workshop could be held in which you design the posters yourselves. A competition could also be held to get young people from across Essex to design posters for each scenario.

If there is no funding at all- it was suggested that the competition could still go ahead, with a prize for the winner and the message will have been spread through the competition alone without posters needing to be produced.

It was realised that this isn't the best option but could be used if there is no funding.

**AP-** Please think of other ideas for how we could work on this campaign without funding. Send ideas to Catherine/ Ruth.

Jo will speak to the camera people in the police media department about producing the advert but this is very unlikely to be able to be produced by them.

#### **iv. AOB**

There was no AOB raised.

**Next meeting:** 13<sup>th</sup> June 2010