

2C4C and LemonAID Minutes of meeting- 13th June 2010

Present:

Ashley (LemonAID)
Rhiannon (LemonAID)
Amy-Jo (LemonAID)
Dan- Police
Catherine- YEA Team
Ruth- YEA Team
Sally- (Essex DAAT)

Apologies:

Nnebs, Kurt, Nicole, Tasha, Alecs

Absent: Fayaz, Arren, Alix

1. Minutes of last meeting

Reviewed and agreed

2. Local Youth Council Meeting

None of the group present had had local youth council meetings yet to be able to discuss the new project ideas within their areas.

AP- this is to be done and fed back at next subgroups

3. Ideas for Funding

AP- Ashley is going to speak to his college to promote the idea of the advert campaign and to see if their media students would be interested in being a part of this.

There was a suggestion of holding EYPDAS and police workshops for input into the advert.

It was confirmed with those present who hadn't heard the idea before that everyone would like to go ahead with the idea of using mirror images of young people as older people to see that they can have the same lifestyles and through the older person be able to see the consequences.

Facebook- facebook was discussed and the problems with using this as ECC does not support YP using this social networking site.
Possibilities to look in to were to create groups that were closed and managed by adults.

Amy-Jo suggested using 'you tube' pod casts for people to create their own adverts and to hold a competition this way.

Continued from ideas for posters if we had no funding, a prize was suggested. Maybe an ipod shuffle and the winner would have their poster used for the campaign.

The posters will be showing a series of scenarios showing the mirror image of a young person and a middle aged person and the consequences from their particular addiction- leading to illness, crime etc.

4. Funding- Draft Letter

Those present drafted a letter to go out to schools and youth provisions to ask young people to come up with poster designs for the campaign.

It was decided that these letters should go out with the LemonAiD safe house party packs so that it is a continuation from this project.

AOB

Ruth advised the group that this would be her last meeting supporting the YEA subgroups. Catherine will be supporting until Clare is back from her maternity leave.

Suggestions for facebook campaigns were discussed.

Next meeting- 3.07.2010