

ARCH Minutes

September 12, 2007

8:30 - 10:00 a.m., ESC

Attendees at Meeting:

P. Littlewood* (TESD)	J. Braun* (parent)
J. Videlock* (TESD)	B. Lyon* (parent)
A. Meisinger* (CHS)	S. Davis* (parent)
E. Moeller* (co-chair, parent)	J. Lemco* (parent)
M. Tannenbaum* (co-chair, parent)	L. Leff* (parent)
P. Clark* (treasurer)	J. Webster* (parent)
M. Murphy* (secretary, parent)	N. Clegg* (The COAD Group)
L. Boyle* (parent)	

* Denotes active ARCH member

Welcome, Introductions, Review of Membership Options

E. Moeller welcomed everyone and began introductions. She reviewed the Active Membership form and encouraged everyone to become active, voting members.

Secretary's Report

M. Murphy briefly reviewed the previous meeting. All previous minutes are on the ARCH website. (www.ARCHcares.org)

Treasurer's Report

P. Clark noted there were some donations as a result of the summer letter-writing campaign and some donations. There is \$5, 982.77 in the ARCH account.

As a reminder, ARCH can receive funds from United Way. The number is on our brochures, #03901.

Updates: Current ARCH projects

Social Norming Campaign

A. Meisinger of Conestoga High School started the discussion by asking where ARCH was with the Social Norming Campaign. M. Tannenbaum reported that students met with Kristine Parkes of Krisp Communications in June and talked to them to get their thoughts on many different ideas and styles for possible campaigns. Kristine has sent some Concept Messages to ARCH and the T/E School District.

Discussions centered on the 70% figure in the messages and the fact that it is a combined data number. There will be an asterisk next to the 70% figure that will show it is from combined data from the PA Youth Survey of 6th, 8th, 10th, and 12th graders in T/E schools.

A. Meisinger has been invited to attend a Social Norming conference on October 29.

ARCH Brochure/Party Guideline Checklist

M. Murphy reported that the ARCH Brochure and the ARCH Party Guideline Checklist were updated and printed this summer. They were delivered to all of the T/E public schools for distribution in either their first day of school information or their first Friday folder information.

ARCH Ads for Student Directories

M. Murphy reviewed that new ARCH ads were sent to all of the Elementary Schools, Middle Schools, and Conestoga High School for placement in their Student Directories.

Fundraising Letter-Writing Campaign

E. Moeller announced that some funds were sent to ARCH as a result of the initial letter-writing campaign to local small businesses, however, concentrated effort will be focused on larger businesses in the area. Additionally, ARCH needs to be more vocal about asking for donations/United Way contributions.

Townhall Meeting – October 24

E. Moeller reviewed the October 24, 2007 Townhall Meeting with Officer Jim Mutter, 7:30 – 9:00 p.m. at the Easttown Library. The title of the meeting is “Addressing Substance Abuse in Tredyffrin & Easttown.” This meeting, held in an open-discussion format, will be moderated by M. Tannenbaum.

Speaker – November 5

E. Moeller also informed everyone about the November 5th meeting to be facilitated by Thom Stecher, a nationally recognized motivational speaker and educational consultant. This meeting will be advertised as more of a “parenting discussion” rather than a “drug and alcohol” talk. There will be a September 26 Planning Meeting at 8:30 a.m. at the CHS Main Office Board Room for interested ARCH members.

15-minute Meeting Highlight: Discussion on the role of parenting in preventing risk behaviors

N. Clegg of COAD reinforced the need for coalitions like ARCH in the community and mentioned that ARCH is recognized as one of the most effective coalitions. She stated that, as a community, it is unacceptable to lose one child to addiction and stressed the need to "Gossip Good News".

She discussed Family Day – A day to eat dinner with your children. This is being held September 24. A handout was given on the "Ten Benefits of Frequent Family Dinners" and the first one was a 70% lower risk for substance abuse. This handout was requested for sending out to PTOs. Further discussion centered on the negative effects of alcohol on the growing teen's brain and how alcohol alters memory and decision-making.

October 15-Minute Meeting Highlight

The speaker for October will be Meg Polvino, Chester Co., Dept. of Drug and Alcohol Services. The meeting will be October 3, 2007, 8:30 – 10:00 AM at the ESC Building, Berwyn.

The meeting concluded at 10:00 a.m.

Respectfully submitted,
Michele Murphy