

**Attendees:** Carmetrus, Elizabeth, Toby, Tony.

**Absent:** Carrie, Patricia, Muriel, Janis.

### Updates

- Youth Media Survey data complete and shared with the committee and other participants.

### Youth Media Survey

As a reminder, we will use this information to purchase targeted ad space for the YouCanWA campaign. The messages of the YouCan campaign are that you can achieve, but marijuana can't. For example, You Can pass that test. Marijuana Can't; You Can win the game. Marijuana Can't; You Can excel in school. Marijuana Can't, etc.

The questions we asked are listed below in **black** and the top three responses to each question are listed below in **purple**.

- Where do you like to hang out with your friends?
  1. Home.
  2. Mall.
  3. School.
- Where do you see advertisements of commercials?
  1. YouTube.
  2. Instagram.
  3. Facebook.
- If you could make an advertisement or commercial, where would you put it?
  1. Social Media.
  2. School.
  3. Movies.
- Tutrecia will purchase youth-targeted ads on YouTube.
- We may be able to expand our reach as YouTube is planning on or doing a collaboration with Hulu or Amazon.

### Discussion

- We discussed a proposal for funding scholarships for memberships at youth-focused locations with safe and healthy environments.
- After school or during summer when they are unsupervised, have nowhere else to go or during an emergency.
- Some questions and concerns that were raised included:
  - Where does it feel like home?
  - Everyone has a different definition of safety. Where is YOUR safe place?
  - Where do parents feel like their kids are safe?
  - What is safety from various perspectives? Mental, spiritual and physical.
  - We need to use a trauma-informed lens.

- How can we also use funds to build community and ensure the funds stay within the community?
- What are some alternatives and parallels?
- Ideas for safe spaces include:
  - Boys and Girls Clubs
  - YMCA
  - Medicine
  - Canoe Journey
  - Dance groups
- Connection to the community where youth feel strong enough to resist risky or problematic behaviors.
- Can we get sponsorships from local businesses?
- Could we use a participatory budgeting process to increase access to safe spaces for youth?
- Inclusive strength and value-based environments.
- Universal language and healthy messaging.
- How can we best use funds to reach and target the most affected population's youth?
- Can find an established location and use funds to enhance existing programs.
- Can create a new program in an established location for you.
- Connect a trauma-informed lens to perceptions of safety.
- Safe, connected, resilient places.
- Walkability. Where are the youth walking? What kinds of messaging are they seeing? Are their unintended messages such as vape, tobacco, alcohol or marijuana advertising on their routes or nearby?
- Does this intervention fall in line with our contract? With DOH's goals and objectives?
- Do school districts offer after-school transportation such as an activity bus or van for:
  - Tutoring, homework help?
  - Activities such as sports or clubs?
  - Detention?
  - Tacoma Public School District offers an after-school activity bus.
- Are there other funding sources such as Medicaid to promote "Culture of Prevention" work?
- Molina may have funding to educate communities about how to use Medicaid funding.
- We may set our sights outside of MCOs (Managed Care Organizations) for potential funding sources.
- We should aim to engage communities while also retaining ownership. This may be a slippery slope.

#### **Next steps/Action Items**

- Make YMPEP contract available to members of the Collaborative.

#### **Next meeting**

- **To be announced.**