

# IT'S WORTH IT.

**DAY Executive Committee Meeting**  
**4/28/15**

***Project Purple Wrap-Up and purple flags to continue promotion :*** It was agreed that Chris Herren and Project Purple was a HUGE success that made a great impact on the Guilford community. Members estimated that over 1,200 people attended the presentation, and that it impacted both adults and youth alike. In addition, 670 Guilford High School students took the Project Purple pledge to be substance free. It was also estimated that 2,000 or more bracelets and over 500 lanyards were distributed. In an effort to continue momentum of Project Purple within the community, DAY Co-Chair Peter Palumbo suggested purchasing purple IT'S WORTH IT flags that could be hung around the community. GHS Principal Rick Misenti also suggested that they could be hung at all Guilford schools so that Guilford's youth continue to see the Project Purple message. Other suggestions where purple flags could be hung were Town Hall and Guilford Police Department. It was agreed that DAY should move forward with pursuing the flags and identify which community groups would be interested in purchasing and hanging them.

***DAY Member Betsy Gehan Event:*** DAY was asked to participate in an fundraiser hosted by a Guilford parent (and DAY member) who lost her child to a drug overdose. The fundraiser will raise awareness of the epidemic that is drug addiction in and around the Guilford community. The event will be a substance-free night of Music, Food & Dancing and fun for all July 31st at Firemen's Field. Speakers and resources will be available including community agencies and sober living for both men and women. DAY unanimously agreed to make a donation to help rent Firemen's Field, and also to provide a table with information on addiction and where to go for help.

***LifeLynx Race for Recovery (5/17):*** DAY members unanimously agreed to co-sponsor the 8th Annual Lifelinx 5k Race For Recovery and will provide purple bracelets for runners. It was also suggested to provide purple t-shirts to runner to further promote the Project Purple initiative. It was agreed that Lifelinx and DAY share the message of living substance free, which makes it a fitting partnership. The race will also serve as a potential funding source for future sustainability if Lifelynx agrees to split the proceeds, which at present seems to be of interest to them.

## **Action Committees:**

### **Community Values Youth/AC1 -**

No activity report due to time limitations.

### **Peer & Adult Role Models/AC2 –**

DAY's Peer and Adult Role Model Chair, Kim Beckett, reported that the Positive Coaching Alliance is currently conducting a study on the effectiveness of the Positive Coaching workshop. It was agreed that the data from the study would be important to include in the sustainability presentation that we make to community groups when identifying potential donors, so that they can see the importance of keeping positive coaching workshops in our community. In addition,

PCA graduates have supplied personal quotes that showcase the impact the workshops have had on their coaching which should also be utilized in the sustainability presentation.

**Family Boundaries/AC3 –**

No activity report due to time limitations.

**Communications-**

The Communications Committee—and Executive Committee as a whole--has agreed that their new focus will be on addressing the issue of “Prom Houses,” which are unique to Guilford culture and involve Guilford youth renting houses to stay overnight after prom. It was agreed that a first step in tackling the issue could be writing a Letter to the Editor from a Guilford Law Enforcement source that highlights the liability for parents who allow their kids to go to Prom Houses.

**Sustainability-**

With potentially just one year left of DFC funding, it was agreed that DAY should identify a Sustainability Committee as soon as possible to begin planning actions for the coming year. The committee should also identify ways to stay active on the chance that DAY is not re-funded for year six immediately. It was also identified that DAY’s new data from the Search Institute Survey be utilized in the sustainability presentation to community groups, to showcase our coalition’s achievements including the improvements in youth substance use data over the course of the past four years.