



Substance Abuse Prevention Collaborative (SAPC)

Gloucester, Rockport, Essex, Manchester, Beverly, Ipswich Cluster

Core Planning Meeting & Sticker Shock Work Group

July 18, 2018

9:30-11:00

3 Pond Road, Gloucester, MA

---Agenda ---

2018 JUL 13 PM 12: 02
CITY CLERK
GLOUCESTER, MA

1. **Welcome & Introductions** – Rachel Alexis

2. **MORE Advertising Presentation and Discussion** – Judi Haber, Managing Partner/President
 - **Overview of Scope of Work and Process**

 - **Environmental Scan of Sticker Shock Campaigns**
 - Approaches, Messaging and Results
 - Rank and Rate Messaging to Test in Focus Groups

 - **Social Marketing Research Questions – Coalition input**

3. **Next Steps and What MORE Advertising Needs from Us** – Rachel Alexis & Judi Haber

4. **Wrap Up and Next Meetings** – Rachel Alexis

SAPC Core Planning Group – August 15th @ 9:30

Sticker Shock Work Group – August date TBD – Doodle Poll in process

Thank you!