

Town Hall Meetings

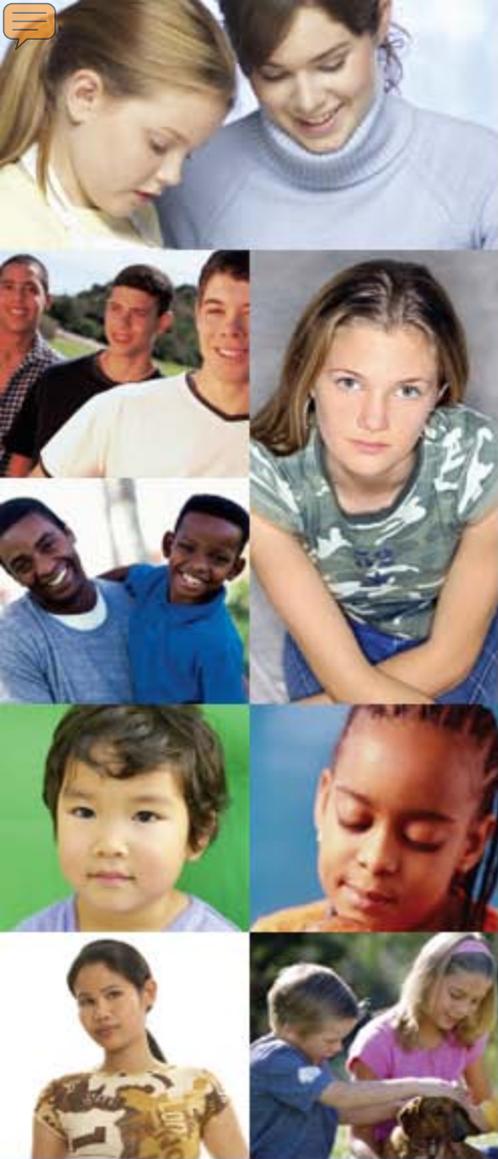
*Sponsored by the
Substance Abuse and Mental Health Services Administration*

*With support from the
Interagency Coordinating Committee on the Prevention of Underage Drinking*



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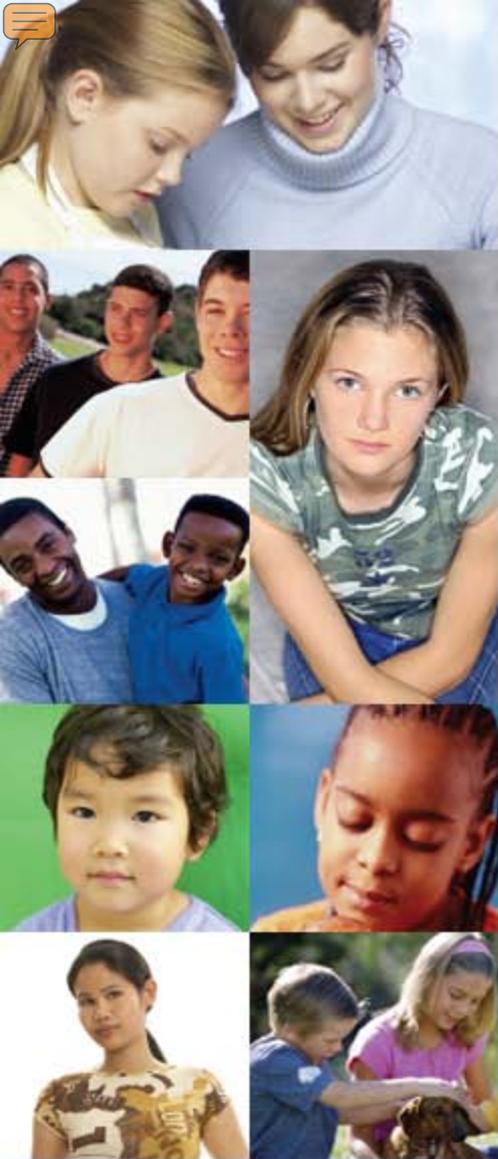
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State of the Problem

- Alcohol use among children and adolescents starts early and increases rapidly with age.
- Alcohol use by middle- and high-school students is significant.
- Parental disapproval is a powerful influence.





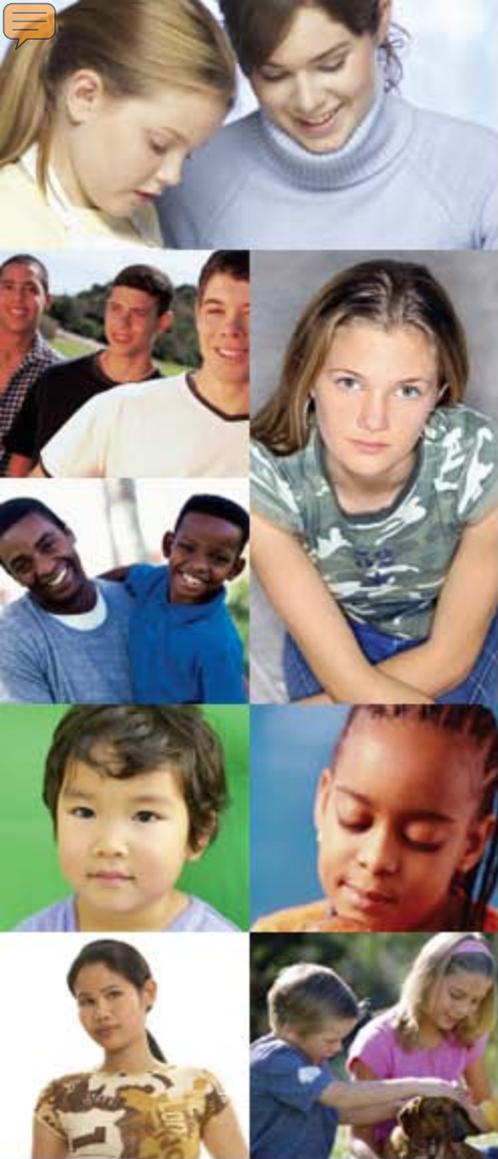
Town Hall Meetings

- **Town Hall Meetings will take place all over America to raise awareness and talk about the issue of underage drinking.**



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What Is a Town Hall Meeting?

- An opportunity for a community to discuss, educate, and encourage action.
- A gathering of key community stakeholders.
- A venue to focus attention on underage drinking.

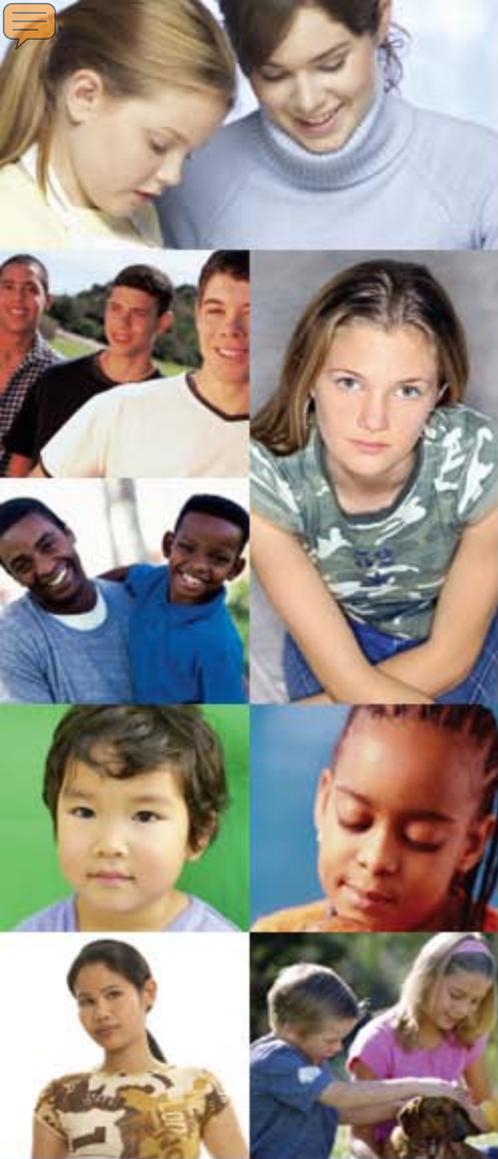


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Why Hold a Town Hall Meeting?

- To raise community awareness about underage drinking and its risks.
- To encourage community involvement.
- To encourage community members to work together.
- To generate media interest.

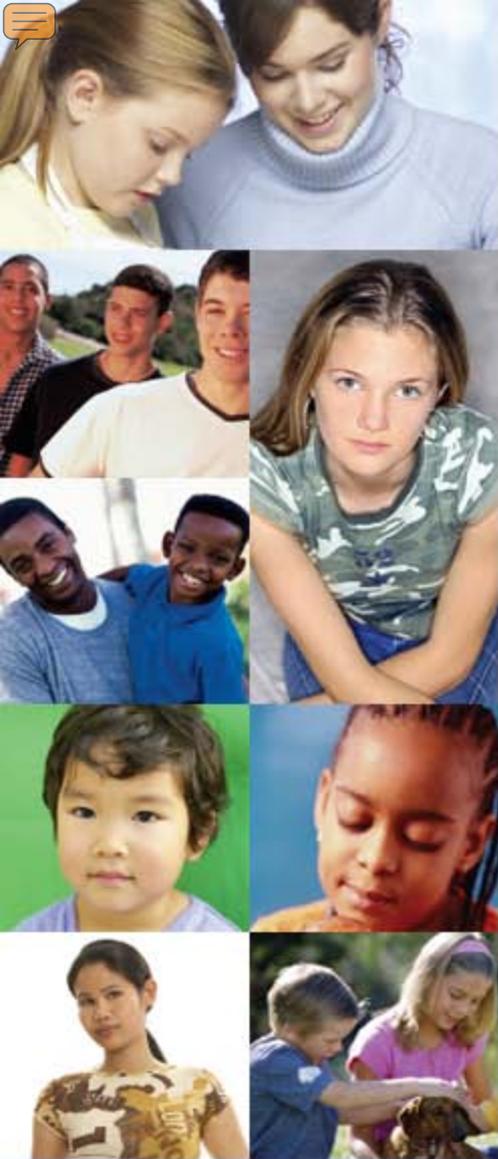


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Why Hold a Town Hall Meeting? (cont.)

- **To educate the community about:**
 - The dangers of underage drinking.
 - The impacts of underage drinking.
 - The importance of prevention.
 - The value of parent-child communication.
 - The value of changing the community environment within which underage drinking takes place.

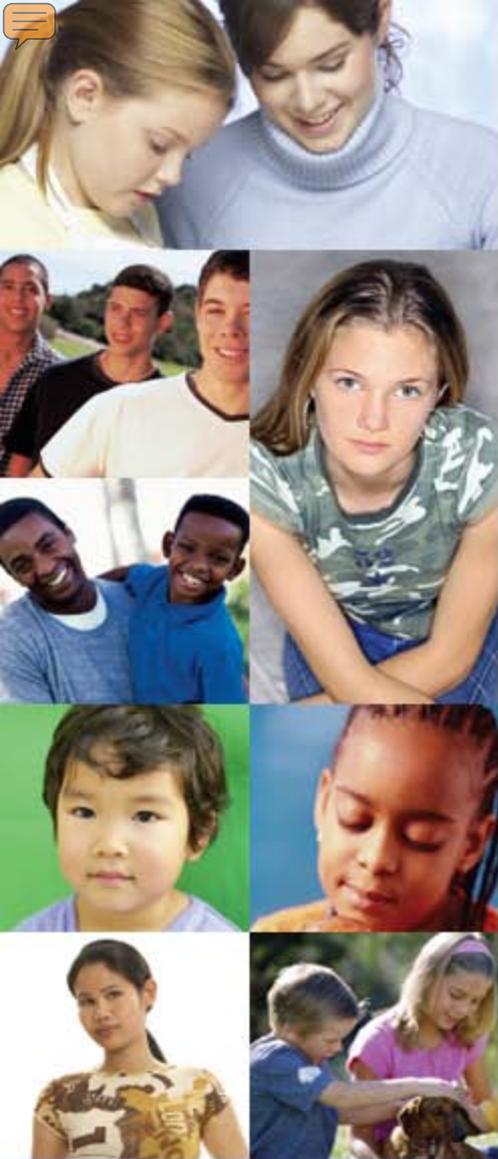


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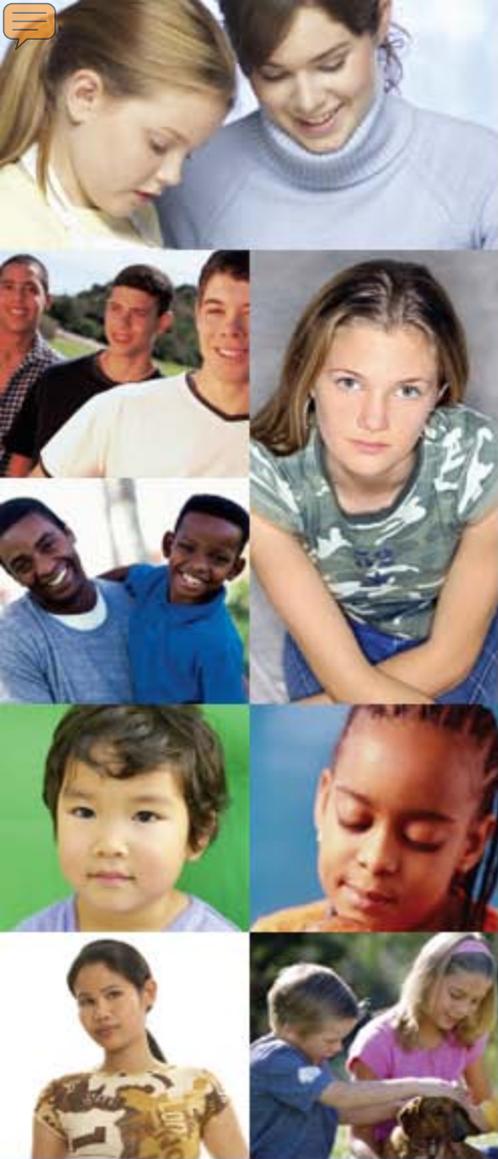
Getting Started: Step One

- **Determine what type of Town Hall Meeting to host:**
 - Simple Event
 - Complex Event



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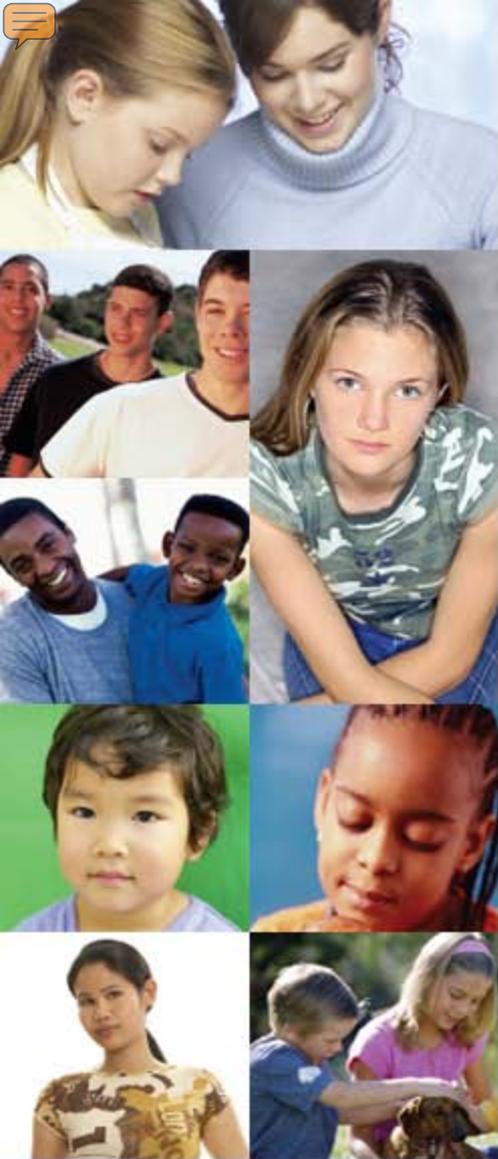
Simple Event

- **You can:**
 - Piggyback on another community event.
 - Include adults and youth.
 - Use school auditorium.
 - Limit to 60–90 minutes.
 - Prepare news release.
 - Involve community leaders.



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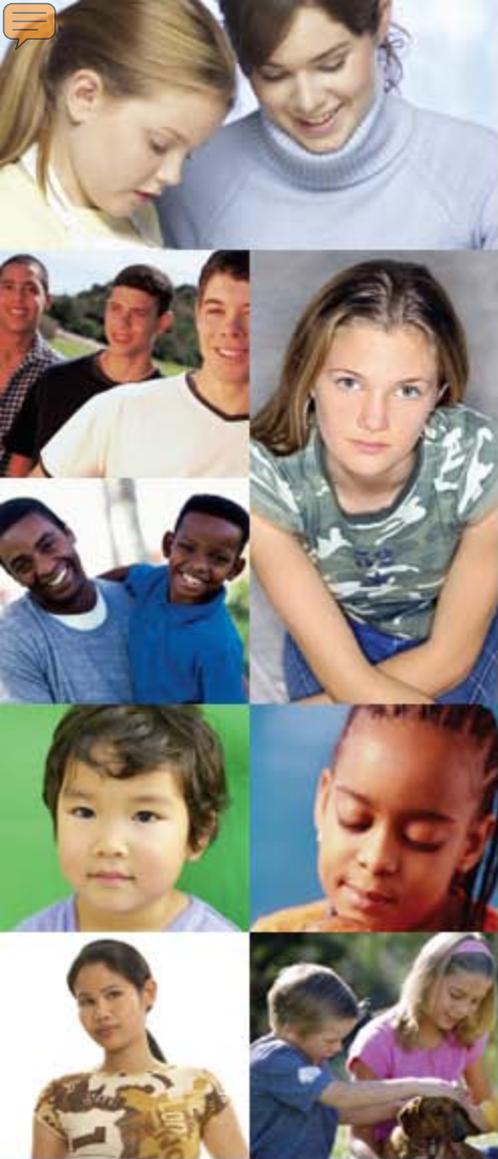
Complex Event

- **You can:**
 - Create a stand-alone event.
 - Prepare flyers/mailers.
 - Use media kit to encourage coverage.
 - Videotape your event.
 - Involve community leaders.
 - Offer light refreshments.
 - Conduct follow-up.
 - Organize a post-meeting reception.



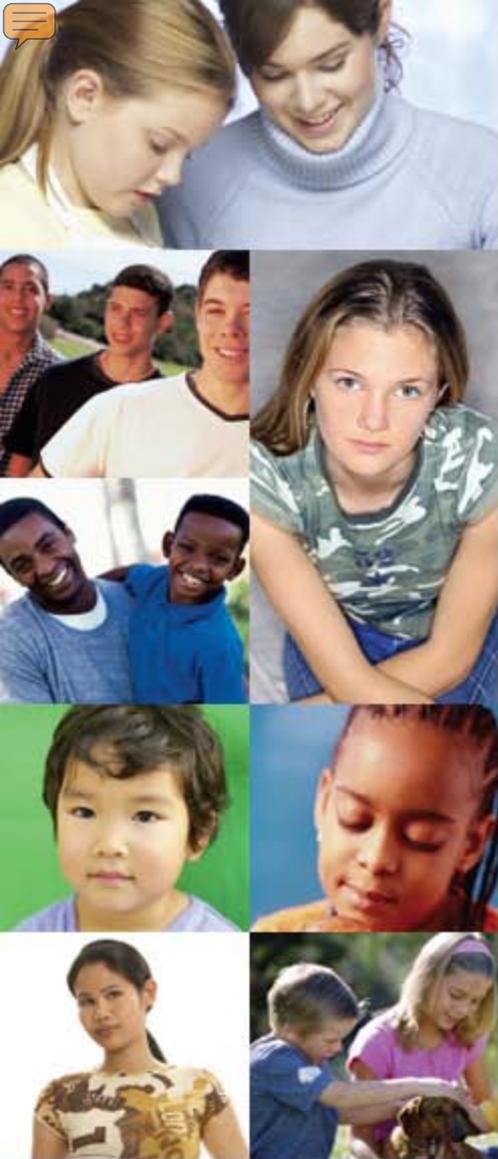
Getting Started: Next Steps

- **Identify and enlist planning committee members.**
- **Form partnerships with local organizations or businesses.**
- **Convene the planning committee.**



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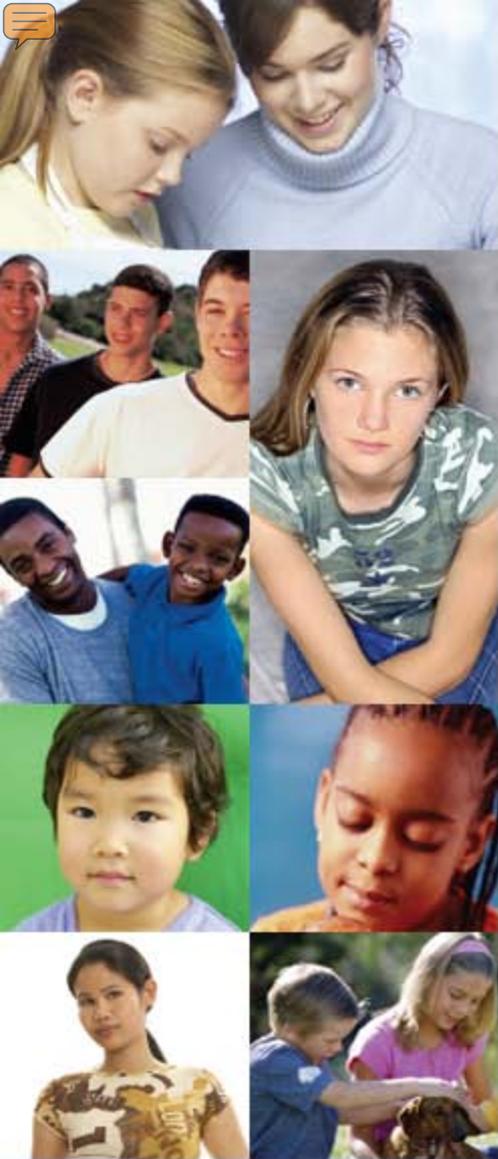
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Key Planning Decisions

- **When and where?**
- **Who will present?**
- **What media coverage is desired?**
- **Who will participate?**
- **What materials will be provided?**





Advance Preparations

- **Select a moderator.**
- **Identify sponsors, VIPs, and speakers.**
- **Create sign-in sheets.**
- **Develop formal agenda.**
- **Determine if format will be interactive.**

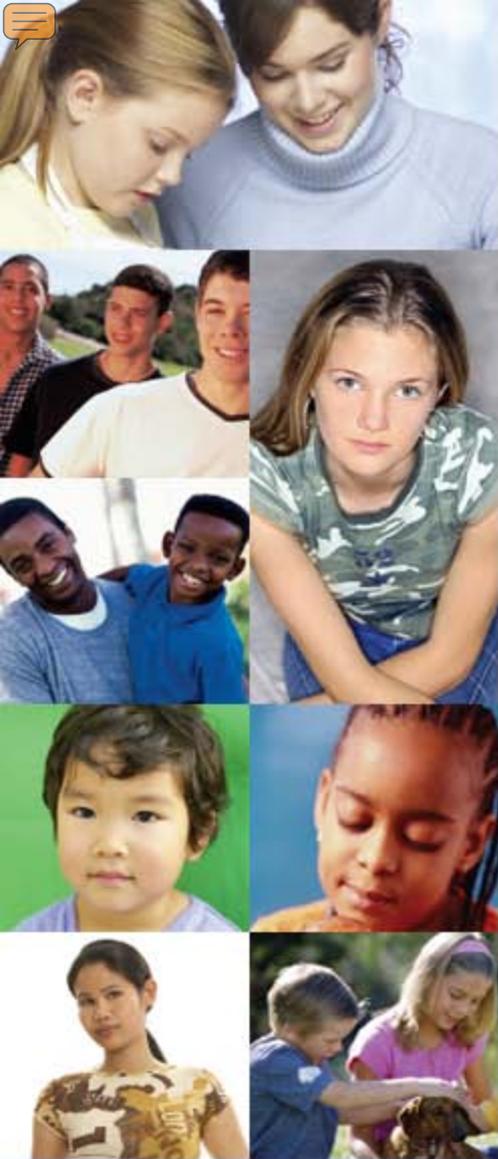


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Advance Preparations (cont.)

- Obtain releases.
- Plan to show video clip.
- Plan for post-meeting cleanup.
- Send media advisory and make follow-up calls.
- Enroll VIPs and stakeholders.
- Use the toolkit.

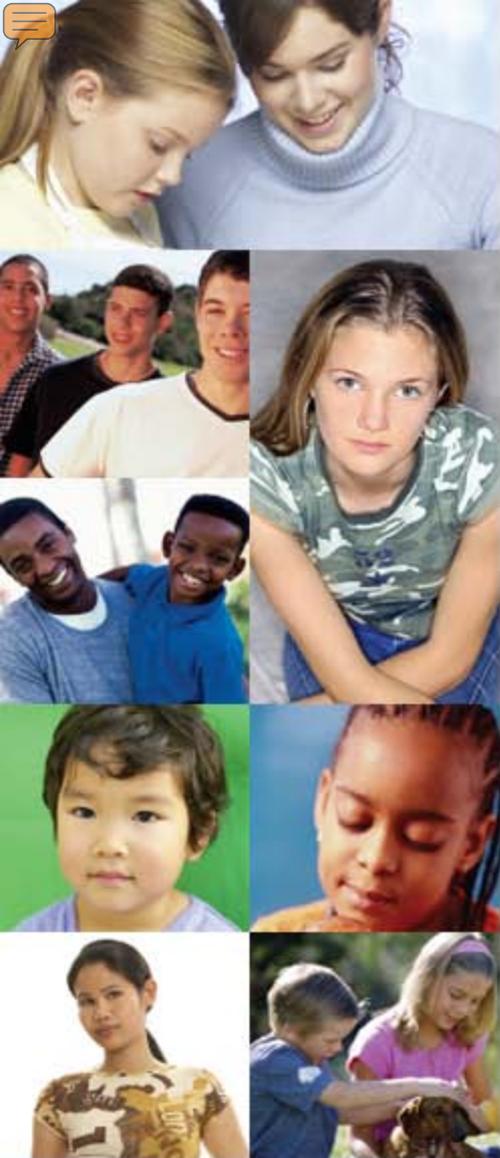


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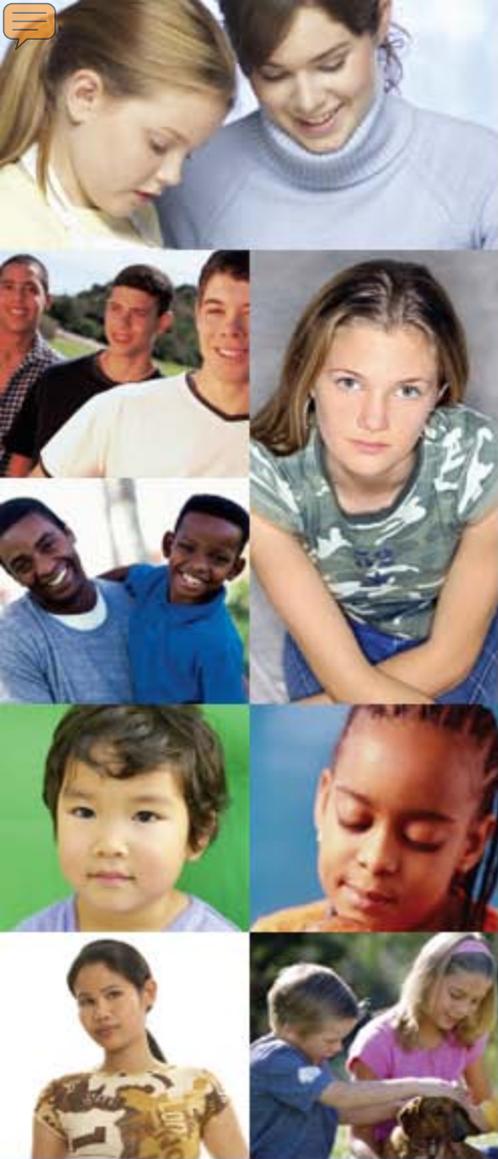
Day-of Activities

- Arrive early to set up the room.
- Greet participants.
- Assist and support media representatives.
- Start on time.
- Facilitate the meeting.



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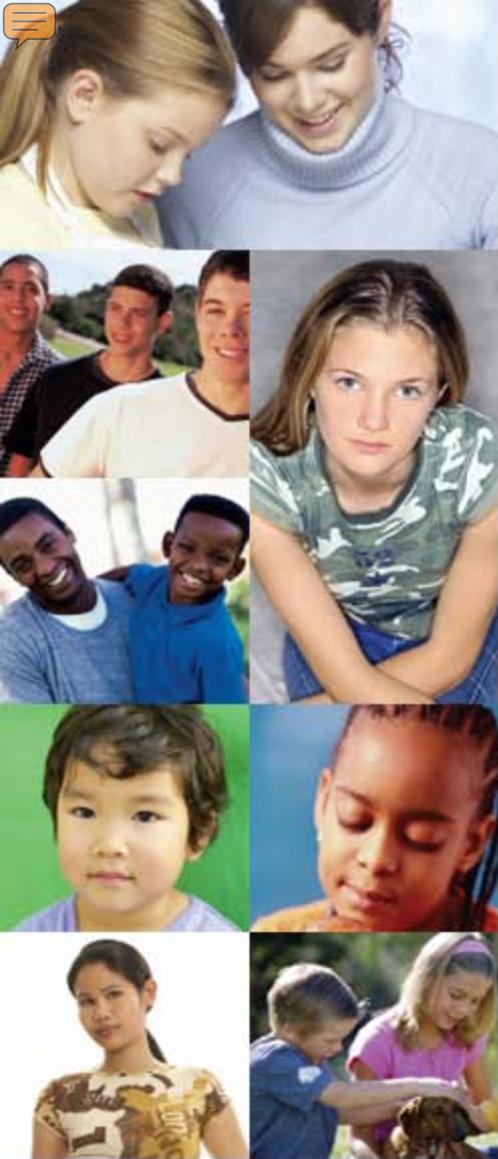
Immediate Follow-Up

- **Send news release.**
- **Call to thank and support media that attended.**
- **Write thank-you notes to the VIPs.**
- **Distribute meeting report.**
- **Invite feedback from participating agencies.**



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Long-Term Follow-Up

Ensure the Town Hall Meeting is not a one-time event:

- Identify community members to work on a follow-up plan.
- Use the *Strategic Prevention Framework*:



<http://prevention.samhsa.gov/about/spf.aspx>



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