

Sarasota Youth Tobacco and Alcohol Prevention Project
Community-Based Prevention Marketing
Community Advisory Committee
Guiding Principles

PRINCIPLE I: NAME

The name shall be the Community-Based Prevention Marketing Community Advisory Committee (CAC).

PRINCIPLE II: STATEMENT OF PURPOSE

To promote healthy behavior/change behavior in a measurable way.

Section 1: Roles & Responsibilities

a) USF Sarasota Prevention Research Center

The University of South Florida will train in the CBPM process. This training will give members a solid understanding of their roles and tasks that they will be directing to include the skills needed to select appropriate target behaviors and audiences, hire community researchers, and translate formative research findings into marketing plan, and evaluate the effectiveness of the intervention.

b) Community Advisory Committee

The Community Advisory Committee will serve as the planning group for the USF/Sarasota Prevention Research Center project. The CAC will use social marketing principles as a social change process with the long-term goal of promoting healthy behavior. A demo project is being established to address tobacco use initiation among middle school age students. The roles the CAC will assume in this process include: Identifying individuals from diverse segments of the community who should be involved in the Community Based Social Marketing planning process; selecting target audience; approving research design and data collection instruments and implementing the strategies identified in the marketing plan.

PRINCIPLE III: MEMBERSHIP

Section 1. Composition of Members

The membership of the CBPM Community Advisory Committee shall be comprised of the diverse geographic representation from throughout Sarasota County in include:

- a) Professional/Organizational Representatives: This shall include but not limited to governmental bodies, local media, public and private schools, health provider organizations, the local health department, hospitals, religious organizations, chamber of commerce, civic groups, human service organizations and grass-roots advocacy groups.
- b) Community Member: Shall include students, parents, teachers, and businesses.
- c) Community Marketing Coordinator shall be responsible for the coordination and liaison activities with USF College of Public Health for the Prevention Marketing Research Center for the Sarasota County Health Department.
- d) USF/Sarasota County Project Director(s) and the USF academic partners shall be responsible for training to the Community Advisory Committee in the CBPM process.

Section 2: Membership Requirements

Members are encouraged to attend/participate in all functions and serve on one workgroup.

Section 3: Voting Privilege

Each member shall have voting privilege. However, an organization or agency may have only one vote. A person is considered to represent if that person is designated by the agency while attending the CBPM Community Advisory Committee meeting.

People attending the meeting who are not members are considered participants. An agency/organization may have multiple participants.

PRINCIPLE IV: FUNCTIONAL ROLES

Section 1: Roles

- a) The Prevention Research Center Marketing Coordinator and a member of the CAC will serve as the co-chairs/co-conveners meetings. They will run meetings, secure agenda items from people (everyone can provide topics for agenda) and appoint chairperson(s) to workgroups.

- b) The Sarasota County CBPM Center's secretary will serve as the recorder taking minutes at the meetings, maintain a database of members, handle distribution of minutes, and handle room arrangements for meeting.

PRINCIPLE V: MEETINGS

- a) The co-chairs/co-conveners shall preside at all meetings. In the absence of one, the other will assume responsibility for leading meetings, and conducting business usually incident to the position.
- b) Robert's Rules of Order shall be followed at all meetings.
- c) The Ground rules established at our initial training will be followed. (Refer to attachment)
- d) The meetings will be held monthly.
- e) The date, place and hour of the following meeting will be established at each preceding meeting.
- f) All matters coming before the Community Based Prevention Marketing, Community Advisory Committee shall be decided by the majority of the members present.

PRINCIPLE VII: WORKGROUPS

Section 1: Creation of Workgroups

The chairperson and vice chairperson can appoint a chair and one member if there are no volunteers.

Section 2: Responsibilities of Workgroup Member. Make a serious effort to participate actively in the work of committee utilizing professional and personal expertise and resources.

PRINCIPLE VI: AMENDMENTS

Amending the by-laws of CAC may occur when an amendment is presented in writing and sent to all members 30 days prior to vote. An amendment can be passed by 2/3rds vote of members present.

PRINCIPLE VII: The by-laws are effective immediately.