Outcomes:

- To share good news and progress on women’s health issues that are the focus of the Coalition
- To update the Coalition on Communications Subcommittee
- To discuss the future of the Coalition

Welcome

- Introductions and Good News Round

Progress and Coalition Action

- Communications Subcommittee Update

At our December 2015 meeting the Coalition brainstormed ideas for our 2016 Communications Campaign. At our February 2016 meeting Coalition members discussed and then voted on their top two picks for communications. The top two projects selected for this year were: 1) Developing a campaign on the root causes of violence in society (this includes developing a common language); and 2) Developing infographics/memes with local data that can be shared in social media.

The subcommittee has begun work on this project. Coalition members gave their thoughts about the root causes of violence in a recent poll. The top vote getters were 1) Witnessing violence as a child (7 respondents) 2) Experiencing violence as a child (7 respondents) 3) Poverty or inadequate income (6 respondents) 4) Addiction (5 respondents)

Causes that respondents believe the community is not aware of include: witnessing violence as a child, lack of hope, gender roles, limited education, poverty, sexism/racism, lack of secure attachment to a healthy caregiver, and underused resources.

The Coalition then discussed these results. Main concerns voiced by the Coalition around these topics included: being unsure of clear evidence that the causes were actually documented causes of violence and being careful of stigmatizing people. Members expressed support for witnessing violence and experiencing violence as a child as a good focus for consistent messages to
spread with the community, as these were readily agreed to a factors in violence. Additional discussion focused on asking who is the audience? What are we trying to reach them about? Is there a way we can reach younger at risk people through our partners or by messaging in another channel?

The subcommittee will be meeting in May to look at relevant data and start work on creation of messages. Next steps after that will be asking the Coalition for feedback (most likely via email) on the drafts created.

Please consider attending (or sending an interested staff person) the next Communications subcommittee meeting. Look for polling dates coming out soon.

- **Girls Circle Update**

Girls Circle continues in fourteen middle schools in Thurston County. This year the study is comparing results between Girls Circle and an enhanced model being tested called Girls Circle Plus. Groups meet weekly and attendance has been good.

**Meeting Evaluation**

**Adjourn**

| Next Meeting: June 14th 10:30 AM – 12:00 PM |