



Hampden-Wilbraham Partners for Youth

Meeting Minutes - January 25th, 2018

Thornton W. Burgess School 85 Wilbraham Road Hampden

I. **Welcome** was given by Ruth to attendees.

Present: Tom Brennan, Bethlehem Church, Peter Salerno, Wilbraham Hampden Rotary, Mike Roy, HWRSD Athletic Director/Schools Sector Rep, SRO Dan Menard, Wilbraham PD/Law Enforcement Sector Rep, Gina Kahn, Director HWP4Y and HWRSD Safe Schools Healthy Students, Sherrill Caruana, HWRSD School Committee, Ruth DiCristoforo, HWP4Y Coordinator, Gail Gramarossa, Public Health Technical Assistant, Jennifer Elkas, BHN/Community Substance Use "other" Organization/ Sector Rep, Doria Porcella, Hampden Public Library, Katie Manual, HWRSD counselor, Cindy Milner, Realtor

A. Member Introductions and updates followed, with Ruth asking members to share "**What's happening in your sector and what can we do together to support safe, healthy, drug-free youth in Hampden-Wilbraham**"?

Gail noted that the issue of vaping and electronic devices has emerged as a significant issue among all coalitions, and what we can do about it. **Jen** described BHN services including support to youth. There is a much shorter waiting list for individual assistance, and Mass Health has no waitlist at all. Open Access, now accepting walk-ins so that individuals can receive help quickly when needed. **Doria** has been part of our youth initiative and continues to help make materials available with an entire table dedicated to teens and relevant issues, including resources for where people can go for help. She noted how Ruth had met with director last year and established a resource flow to the community at the library. She noted that having something to physically hand information to people seems to work well at the library. Books can be ordered if we recommend something that would be useful to the community. **Tom** talked about the role of faith-based communities to connect with issues that are important to youth. **Peter** looks forward to continuing to develop the role of Rotary, around supporting children and families. **Mike** also acknowledged the challenges of the current vaping trend, and the problem-solving that is going on to increase presence for added monitoring of this issue. Consequences are not necessarily deterrents. If athletes get caught, they forfeit 25% of their season the first time and 60% on subsequent incidence. Also, as a handbook violation they do go into the cessation class. First offenders seem to be down among athletes, not necessarily indicative of the scope of the problem. Kids are getting a little savvier about ways in which they can avoid detection. Challenges also in a zero-consequence approach. Mike went to MIAA conference this year with Al Ganem and Gina Kahn. Question about vaping detectors came up. (Raising the age has been helpful to make it harder to get nicotine and products.) **Dan** talked about the progression over time since he has been involved. Talked about the concerns of THC oil in the vaping device, and the disconnect between the messages that society is giving around legalization, the legal consequences are not as high, kids are addicted to nicotine, and when the THC oil is in such high concentration it is also going to have long term effects. There is always a chasing and trying to keep up with technology. **Cindy** asked about the culture of use in our communities. **Gina** stated that we have some confidence in our YRBS data, although students continue to have the perception that "everyone" is doing it, and that unfortunately reinforces the acceptance of use. We also see the use of vaping products and marijuana among parents. Gina shared the takeaway from the MIAA workshop form Cannabis Control: do not use the word "recreational" marijuana, instead "commercial" marijuana. Members also prefer the term, "retail". Sherrill shared an ad in a recent magazine: a tube of make-up that looks like a JUUL and could actually, subconsciously, encourage acceptance of these devices. Question about DAB pen-- these are being produced to be attractive, making these "fashion accessories." **Cindy** shared about her transition from Pathways for Parents, now working in real estate. **Katie**, from the middle school perspective, stated juuling is a "hot topic" even at the middle school level. **Ruth** mentioned a program that had been developed by Serenity Greenwood at WMS to pair an educational experience to a consequence when students are found with these devices. **Cindy** noted that in opportunities like CADCA national conferences we are able to learn what trends are occurring in other areas, and perhaps learn about what might be around the corner.

II. Coalition Discussion

- A. Ruth handed out the **Dr. Potee Community Event flyer: Understanding the Adolescent Brain and Risk Taking, to be held on February 28th, 2019** flyer (see Addendum I) and went over the details for the marketing and promotion plan in place for the event, and asked for additional ways to promote the program and get people in the seats on the 28th. Wilbraham Public Access will be videoing the program for replay, also.

- Peter expressed the importance of parents getting the message, and continuing the communication after the program
- Mike's empathized about the struggles of getting parents to attend, noted experience last night with a youth hockey program but results were disappointing.
- Could the program could count as confirmation or community service hours?
- Doria will bring flyer and info this to St Mary's confirmation class
- Peter will bring this to the St. Cecelia's CCD classes
- Doria will connect with girl scouts organization and boy scouts
- Dan will bring it to the PD Facebook
- Cindy will reach out to boy scouts also
- Mike will have flyer at MRHS Open House
- Gina will reach out to Rick's Place
- Katie--going outside of the community, reach out to previous colleagues who are now working in other districts. Katie will make sure that this goes into Tom Mazza's Sunday message
- Katie asked about the Admin Plus student Portal and will investigate
- Al will do a Connect Ed and an email Connect Ed
- Walk ins will be welcome, also. Not all people register.
- Jenn will put flyer on BHN Intranet and reach out to her marketing people; Facebook page (already sent to all staff at ICC); Systems of Care group; and school psych ELPS
- Gina: sends info to All Users HWRSD-- PDPs
- Doria will bring this to the 566 Facebook and the library tweet #DRPOTEE228MRHS
- Peter's suggested marketing to New England Public Television, do some interviews in advance. Peter will reach out to Carolee McGrath if she might like to do a Connecting Point on that.
- Gina will contact Kim Lee Facebook for MHC Inc networking

B. Positive Community Norms Campaign Messages (See Addendum II)

Ruth discussed the action taken to date on the campaign, sharing the developing messages in progress. Next steps will be to finalize the selections for the messages and engage youth in discussion about what is most effective. Gail noted that this is about correcting the misperception of higher rates of teen use, and to normalize the healthy decisions that MOST kids are making. She noted, if the message resonates with grownups, it might not necessarily resonate with kids! :)

C. HELPSTEPS App, Website (See Addendum III)

Ruth shared this newly launched state-wide resource that links users to wide variety of services and resources, from a 24/7 Phone APP and Website. This APP was the brain child of a Boston Children's Hospital doctor who saw the need for one resource that would provide connections to all different types of resources for his patients. The APP is a collaboration between Boston Children's Hospital, United Way Mass 211, Greater Boston Food Bank, and Boston Public Health Commission. Local providers in our area may verify their services are part of this network, as they should be, and this will help strengthen access to services in our area.

III. Coalition Business

- A. Gina stated outreach to the proposed **Steering Committee Outreach** is still on-going.
- B. Gina stated the final **CADCA Roster** has been completed and trip considerations about the impact, if any, on the current Government Shutdown are being monitored and communicated with parents.
- C. Gina informed members about the **revised temporary contract** for Tracy and **proposed new temporary contract** for Special Projects coordinator.

- D. Gina talked about the **Year 6 – 10 DFC Grant requirements** around matched efforts in the community. The matched community effort will increase substantially throughout this grant cycle. Efforts to better understand how we can meet this requirement are underway and will be further communicated.
- E. **A 4th Substance (Tobacco/Nicotine)** was not discussed, tabled for a future agenda by Gina.
- E. Gina reported the **report for Stop Act Continuation Grant** was submitted and the **DFC Mid-year Progress report** is under way for the February deadline.

IV. Coalition Updates

- A. **HWP4Y T-Shirts** (CADCA and Beyond) were ordered by Dan and presented for members to see. Discussion about a second printing order and the best way to distribute them to members will continue.
- B. **Vaping Booklet** Ruth recommended printing a Guide from Partnership for Drug-free Kids ‘How to Talk to your Kids about Vaping’ and distribute as a Community Resource in print. Members supported this idea. Tracy was to look into printing costs, and Gina was to contact the DA to see if their donation could be applied to this project. (The guide is also found on HWP4Y website as a printable or e-resource.)
- C. Ruth suggested an idea for an activity to **provide coalition bags**, along with our **Meds in the Bin, We all Win** (Rx Safe Disposal Site information) flyer to customers visiting the local **Big Y pharmacy**. This activity would be in line with our strategy to prevent Rx Med abuse by getting meds out of the cabinets, as well as promote visibility for Coalition resources in the community. Members agreed this was a good idea. This activity will be planned soon.
- D. In Tracy’s absence, Ruth reported for **Tracy on the Youth Initiative** informing members: during this week’s National Drug and Alcohol Facts week, Coalition youth participated in a NIDA National Webinar Chat, learning more about this topic by listening to questions asked to scientists and proposing a few of their own; students are making posters for the middle school grades at WMS and GM, with some facts on vaping as well as positive notes from peers that should be up by next week; and we are in 12th hour prep with both students and parents for our CADCA Leadership forum and looking forward to this opportunity.
- E. Ruth shared the **HWP4Y Website Traffic report**. From **January 1 – December 31, 2018**, there were 4,779 unique visitors to the website, 7,368 number of visits, 18,656 pages were looked at, including 64,155 topic hits. To date, **this year from January 1 – January 25, 2019** there have been 521 unique visitors, 713 visits, and 1,741 pages visited, and 8,983 hits topic hits.
- F. Tracy provided information that, last week, the **HWP4Y Facebook page** had 5 new likes, has 55 followers, zero clicks to the website, and 9 shares.
- G. Gina reported there will be a 2nd Annual **Know Before You Go** program for high school seniors and their parents, on April 3rd.
- H. Ultimate Party – tabled for next meeting
- I. Mini-Chaug- tabled for next meeting

V. Ruth thanked members for their time today, and asked everyone to fill out their Meeting Feedback survey before leaving.

VI. Ruth announced Upcoming Meetings dates and locations were announced – (1:00 p.m. – 2:30 p.m.)

- A. Friday, February 22nd, 2019 Bethlehem Church 123 Allen Street Hampden
- B. Friday, March 22nd, 2019 Wilbraham Police Department 2780 Boston Rd Wilbraham

Notes taken by Gina Kahn, updated by Ruth DiCristoforo 2/21/2018

Hampden-Wilbraham Partners for Youth *United for Safe, Healthy, and Drug-free Communities*

In collaboration with schools, community partners, and parents, the Hampden-Wilbraham Partners for Youth strives to implement a coordinated, comprehensive, and sustainable plan of evidence-based activities and services to prevent and reduce youth substance abuse and promote healthy childhood development.