

## Hampden-Wilbraham Partners for Youth - Minutes

Thornton Burgess School 85 Wilbraham Road Hampden, MA

April 26, 2019 (1:00 p.m. – 2:30 p.m.)

Name	Agency and Sector
Officer Dan Menard, School Resource Officer	Wilbraham PD – Law Enforcement
Debbie Kelder, Executive Director	YMCA – Youth-Serving Organization
Peter Salerno	Rotary – Fraternal Organization
Brad Sperry	Rotary – Fraternal Organization
Teri Brand, R.N., Nurse Leader	Hampden-Wilbraham Regional Schools/Wilbraham Health Department Advisory
Tracey Plantier	Civic/Volunteer Town of Wilbraham
Peter Babineau	Learn to Cope- Other Organization w/expertise
Reverend Ralph Clark	Evangel Assembly Church – Religious Organization
Magda Color	District Attorney’s Office/Hampden County Addiction task Force/Community Safety & Outreach
Joe Kielczewski	Rotary – Fraternal Organization
Mike Roy	HWRSD - Athletic Director
Catherine Brooks	CES – Consultant
Cindy Milner	HWP4Y Special Projects
Gina Kahn	HWP4Y Director
Tracy Bauduccio	HWP4Y Youth Liaison
Ruth DiCristoforo	HWP4Y Coalition Coordinator
Jen Elkis	BHN

### I. Welcome

#### 1. Introductions – Round Table Introductions

2. **Staffing** – Gina proposed to the coalition that Cindy is available remain on the staff throughout the summer 2019 to add value and work on Youth Mental Health First Aid. Tracy will be slowly returning to her schedule and Cindy would be a great asset to the coalition with her experience and time available in the summer months.

Staff, would like to keep Cindy beyond the original 5/1 date – there will be a short time where Tracy’s hours will increase and Cindy is going on vacation. More to come at the next meeting.

Tracey – how much is the funding – \$125,000 – matching is what will change for 6-10. Yr 6 100% match, then it gradually increases

Gina, I will be retiring 6/30 however I will not be leaving until the grants are fulfilled, school district announcement has been made, need to communicate to grant officer. A year 6-10 would have less role for the director.

### II. DFC/Stop Act Grants updates

#### 1. Staffing and Year 6 – 10 DFC Grant Updates – Gina

- a. 6-10 year grant – in year 5 as of 9/30 funding is completed, what wasn’t spent in the 5 years, will help fill the gap. There is not an RFP available yet. We are not sure when they are coming out, due, when will we be notified. We need to maximize resources and talk about

sustainability. Renewal of CIA's – Bylaws have been adopted, sector reps, the formal CIA signature group – become the formal steering committee, voting membership.

## 2. Budget discussion

- a. Ultimate Party – Gina Paid for the busses 2018 graduation – in our budget – we would like to do it again for 2019.
- b. Purchase of promotional materials - Gina, Tracy, Ruth – cell phone card carrier, more grocery bags, beach balls, Frisbee, lunch bags. Mike Roy would like to see the investment in items that you will see constantly – water bottle, cell phone card carrier, grocery bags, and beach balls.
- c. Graphic Designer contract (PCN messages, Logo color correction)  
Changing the shading of the logo – and PCN messaging. Contracted with Dawn Machado who worked on the color shading updates to the logo and is helping us finalize the PCN messaging posters as we prepare for the campaign.

## III. Data Discussion - Catherine Brooks, Gina

- a. Focus on alcohol – we used the data from 2018 – the alcohol percentage didn't change from 2018-2019 – increase in vaping look at this in terms of preliminary reaction to it, time to engage in thinking through for problem solving, are there other questions that we want our data to answer. We missed a question in skip logic – we asked 1-2 times in past 30 days and didn't do 0. This may have caused some confusion with the data, Catherine confirmed that they treated those that skipped the question as 0 however there are some that may have just elected something and thought they couldn't skip this question may have just elected something. We didn't ask why they are using – are they trying to quit smoking – why are they using it. The statistic of the data is "squishy". This data was recently shared at a principal meeting as well.  
**Social access** – how are they obtaining the devices, there are a lot of shops popping up. Does that make the numbers increase? What is the strategy, retail access or peer purchasing – where do you point your energy.  
Look at neighboring communities and what they have done, if people are vaping and purchasing underage – where are they getting it? Are they getting this from surrounding communities? Age of the kids that bought them themselves. Is there a problem for a retailer that is caught? There is a market for THC concentrate and retailers are selling it with the vaping products. Contacted the sheriff department for place in Springfield – health department – they did not respond. If there is a licensure issue, are we working with that? If the kids are buying and we need to do something to these retailers. Where do we go with the licensure issue, do we go to our board of health.  
Stop access coalition – works with health department – Gandara is a great resource  
Magda can pass the information on the retailers that are suspected of selling to minors as well as selling products that are not appropriate for retail sale in town and in surrounding towns. The DA and YAB – completed PSA on vaping.

## Implementation notes 2019

- a. 2019 Youth Risk Behavior Survey preliminary data (*Screen*) the group can write down any questions that they would like our data to tell us. There are a lot of perception questions on the survey. Extracurricular activities. How do you calm yourself down – new question this year?

## IV. Changing Community Norms

1. High School Underage Drinking Prevention Messaging (*Screen*) – PCN Work Group with ATI students to find favorable language and message that resonates with students.

a. Ready to go to the printers PCN clarify the hashtag and confirm that it is not associated with something negative, the kids need to feel comfortable coming to adults, owning the message, reporting this to adults when message is not aligning with what the message is intended for How are we going to tie the parents into this hashtag?

The coalition discussed the need for these messages to be printed, – these need to be marketed – printed and distributed all over the community. Banners should be printed and displayed on athletic fields and in community areas.

2. A Community Approach to the Youth Vaping Issue - what can we do together (*Hand-out*)

## V. Youth Engagement

A. Stop the Swerve Event (ATI Club PSA) – Congratulation to MRHS – (Dalessio ATI team leader) - \$7500 awarded to the school for the PSI created by ATI for the DA's Stop the Swerve event.

b. Hampden County District Attorney Youth Advisory Board Recognition and PSA Project – Magda Colon, Alex Karpinski represented HWRSD. This PSA project highlighted the vaping issue and the magnitude of the problem. This is an issue throughout many communities and the YAB wants to do something about it and educate parents and teens about the dangers of vaping.

c. WH Rotary Club CADCA Youth Dinner presentation/WH Times article (*Screen*) – Alex Karpinski and Mike Talaia spoke to the Rotary club and shared their experience at the CADCA conference as well as their perspective on the greatness within the community as well as the areas that have opportunity for more attention.

d. HWP4Y Youth PSA – Alex, Tracy – working on creating a PSA to utilize at the school committee meeting as well as utilizing this throughout the community – potentially YMCA/Library/Schools.

## VI. Community Support and Outreach – very brief reporting

1. Dr. Potee Follow up campaign – Jen Elkas, Dr. Amy Kasper, Gina

2. CVS Meds in the Bin, We all Win flyers – Cindy

3. Scantic Valley YMCA Healthy Kids Day and Pro-shred Race (April 27<sup>th</sup>) – Deb Kelder, Tracy

4. WH Rotary Club Tour de Chaug Bike Run (May 5<sup>th</sup>) – Joe Kielczewski, Brad Sperry

5. Eastfield Mall HWP4Y Kiosk Photos (*Screen*) - Tracey Plantier, Cindy

6. Wilbraham Community Fest (May 13<sup>th</sup>) - Tracey Plantier

7. Things to Know, Before You Go program video, Anthony Aube, Gina,

## VII. Up Ahead:

1. National Prevention Awareness Week (May 12 – 18) – Ruth

a. Community Fest – Students will represent the youth sector and talk through strategic model to patrons.

2. Pre-School Connection / HWP4Y Youth Collaboration, Lisa Person

## VIII. Meeting Schedule (1:00 p.m. – 2:30 p.m.)

1. May/June combined meeting proposed: June 7, 2019

## IX. Feedback Forms – Please fill out before you leave!



TB May 2019