



**Executive Committee Meeting**  
**MINUTES**  
**July 19, 2017**  
**WBMS Guidance Office 5:00-7:00 pm**



<b>Topic/Goal/Strategies</b>	<b>Description/Action</b>	<b>Next steps by whom</b>
Welcome and Minutes Review	<p><i><b>Present:</b> Cherry Sullivan, Ruth Ever, Julie Anne Levin, Shannon Hicks, Lois Levin, Stephen Linsky, Laurie Loisel, Albie Park,</i></p> <p><i><b>Regrets:</b> Susan Welson, Al Schadel Tammy Kaleta, Gail Cannon, Corinne Briggs</i></p> <p><i><b>Chair:</b> Ruth <b>Minutes by:</b> Ruth</i></p> <p>June EC minutes were approved, pending changing wording that Tricia is stepping down from EC (not taking a break/leave).</p>	Ruth will fix June minutes.
Building Capacity	<p>1. <b>Recruiting</b> new members: Ruth updated that Tricia has reached out to Tom Connor at bank about joining Finance Comm, but we will still need at least one more person on that committee plus at least one new person for EC, along with hopefully 2 students. FC is only a quarterly commitment, although person should be familiar/supportive of our mission and work. We will invite the new nursing leader for the district to join the EC, as that is a logical affiliation to pursue (she starts in Aug). We discussed various city council candidates and their possible interest including members who are stepping off the council this year too.</p> <p>Suggestion to look for youth EC members through church youth groups, not just at high school.</p> <p>Ruth also updated she is meeting with graphic design teacher at EHS in August to discuss collaborations for next year (such as a social norms marketing campaign); Julie Anne suggested also talking with new business teacher there.</p> <p>2. <b>Debrief</b> about meeting with medical marijuana grow facility at last EC meeting: overall, everyone felt very positive about this as a constructive step to take in building good partnerships and thus opportunities to help ensure youth continue to be protected from exposure or access to marijuana. Although we all recognize that this is ultimately a for-profit business, we mostly all agreed that Mark seems driven by a sincere passion for this work, and also seems sincerely interested in collaborating with us and protecting youth and educating adults about safe storage. Key take away: it's important that we follow up, and use this opportunity to create educational materials and think creatively about how to offer lock boxes to parents buying marijuana from him. We discussed the challenge of the law that only allows products that contain marijuana on-site so lock boxes cannot be sold there. And also how important it is that we have clear talking points to address things like the Colorado data (our understanding of the data being different</p>	<p>Ruth and Tricia plan to meet with Mr. Connor; Ruth will put out feelers to others. Anyone involved in a church with youth group? Ruth will ask Sue Welson when the activities fair is at EHS for recruitment purposes.</p> <p>Julie Anne to get name to Ruth or make introduction.</p> <p>A smaller sub group should meet soon to start creating materials about safe storage, possibly with some final input from our graphic designer, and also to research lock boxes and options.</p>

from theirs for example), not to persuade the staff there, but rather to be sure parents understand the possible risks for their children.

**3. Tobacco 21** hearings at Board of Health: Lois, Cherry, Stephen, Melinda and Ruth, from our coalition attended, and overall there were about a dozen people there. There were several excellent presentations including from Cheryl Sbarra (attorney with MA Assoc of Health Boards, who wrote the regulations) and Dr. Lester Hartmann from the Tobacco21 statewide group from Harvard. Cheryl shared video mining information from the package store association that shows that the vast majority of smokers only come in to stores to buy tobacco and not other products too, so moving some products out doesn't mean a huge loss in revenue on other fronts for the businesses. Dr. Hartmann shared how only about 2% of tobacco shoppers are 18-21, but ultimately they become the lifelong addicted smokers so the implications of raising age to 21 are dramatic. There was general disappointment expressed that more business owners did not attend and we again discussed the importance of building relationships with local business owners who might be interested in this work. Ruth wasn't sure which (if any) tobacco sellers or package store owners might be open to collaborating with us, but said there were other businesses that are.

**4. Compliance Checks:** Ruth reported that local police are planning to do another round of alcohol compliance checks before the end of the year in collaboration with the coalition as usual.

**5. Parent Survey:** the 2017 anonymous parent survey is live! It's posted on facebook, and will be sent out through our e-newsletter shortly. Ruth has also requested the school website and facebook page post it.

**6. Talk, They Hear You** Campaign: Ruth reported a successful meeting with 6 area coalitions who are all interested in supporting a regional campaign on TTHY next year. We would share our already created images and materials for free, and they would all chip in some funds so we can expand the radio and TV ads, which are the most expensive part of the outreach. They also discussed ways to help expand (go deeper) with the message beyond "talk" to how to really do it by encouraging the use of the mobile app and other info and resources and linking this much more directly to the Strengthening Families Program.

**7. Parent Engagement** Committee and Parent Café: There is a list of people that Ruth is collecting to invite to join the reconstituted PEC this fall, including all the parents who participated in the SFP10-14 programs. The first Parent Café has been set with WB principal Meredith Balise on Social Media 101: What parents need to know, tentatively set for Sept. 14. Ideas for locations include: Riverside with their catering, city arts building, Treehouse and at White Brook.

The training for facilitators for the SFP10-14 program is being planned for late fall. Most likely location is the Safety Complex.

Written comments may be submitted by email until July 27 to: [health@easthampton.org](mailto:health@easthampton.org)

Ruth is looking for 19-20 year olds to participate. Let her know if you have someone in mind who isn't from Easthampton. Laurie and Stephen were open to helping with the checks if dates work out.

Please share widely and help get parents to take it.

Ruth and Susan LaPointe will create a proposal and f/u with coalitions in region.

<p>Preventing Underage Use</p>	<p><b>Presentation by Cherry and Albie on Opioid Crisis, Harm Reduction and coalition can do:</b>  Cherry reviewed the latest county and Easthampton stats she collects at Hampshire HOPE (Heroin/Opioid Prevention &amp; Education) on opioid overdose deaths, etc.  She showed us data on drug use trends, where in 2005 the primary drug at admission into rehab was alcohol, but by 2015 it was heroin. She talked about doing more evaluation of LifeSkills program such as a 6<sup>th</sup> mth or year later follow up questionnaire. Cherry explained that trauma informed training for school staff is critical in prevention, and something they are requesting according to Julie Anne. It's expensive to make happen however, so if the coalition can offer this or support it she thinks there would be a lot of interest. We also need to continue to work on destigmatizing the issue, changing the language and making it easier for anyone to seek treatment.</p> <p>We reviewed the prevention strategies being employed and discussed what we could do to support them. They include:</p> <ul style="list-style-type: none"> <li>• Sending home a postcard HHOPE created with basic info about safely storing meds (and other drugs); we could focus on the high school and help pay for postage or find creative way to get them out to the families, including through doctor offices and other medical facilities (such as CHD).</li> <li>• Posting relevant info on our facebook page and other venues.</li> <li>• Support the nurses as they do SBIRT by possibly paying for printing of color cards to hand out to students.</li> <li>• Alert Cherry of upcoming school related events that will have playbills she can advertise in.</li> </ul> <p>Albie focused more on harm reduction and shared data from a local activist who runs an underground needle exchange program. According to her, about 5% of her clients are high school students and she said there is definitely heroin being used at EHS. Furthermore, there is definitely heroin at Williston, according to Albie, and he said it's "rampant" at colleges. We discussed the idea of safe injection sites (and safe consumption sites). Cherry invited anyone to participate in a webinar she has signed on to on Aug. 21 from 1-3 pm about safe injection sites in Vancouver and Seattle.</p>	<p>Thank you to both Cherry and Albie for a very informative and useful presentation. We will continue to discuss and take action in this area.</p>
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