



Executive Committee Meeting
MINUTES
September 13, 2017
Easthampton High School 3rd floor
5:00-6:30 pm



Topic/Goal/ Strategies	Description/Action	Next steps by whom
Welcome and Minutes Review	<p>Present: <i>Tammy Kaleta, Gail Canon, Sue Welson, Lois Levin, Albie Park, Cherry Sullivan, Stephen Linsky, Ruth Ever, Corinne Briggs</i></p> <p>Regrets: <i>Shannon Hicks, Laurie Loisel, Julie Anne Levin</i></p> <p>Minutes by: <i>Corinne</i></p> <p>July and August EC minutes were approved</p> <p>Julie Anne has been appointed the new Diversity and Inclusion Officer at EHS and must step down as Project Director for the Coalition. Nancy Follansbee will step back in to this role. Julie Anne will continue to partner with the Coalition with regards to data and other projects at EHS.</p>	
Building Capacity	<p>UPDATES:</p> <ol style="list-style-type: none"> 1. An Alcohol Compliance Check was conducted on August 17 with Tammy and Dennis at the EPD. Four students participated; Two establishments sold. The Coalition has it in the budget to issue \$5.00 gift cards to all compliant stores and restaurants for the “rewards and responsibilities” project (purchase surveys using decoys over 21 years), however it was decided to draft a letter of thanks that will be sent out jointly by the Easthampton Police Department and the Coalition. Future compliance checks will be organized with Rick and Tammy. 2. PNAS data was released to Nancy this week. Both Ruth and the Data team need to review the data more closely, however it appears that there are encouraging trends, even though the marijuana data is not as encouraging. 3. The Parent Survey deadline was extended by one week to 9/15. A \$50 Visa gift card will be awarded as an incentive to increase participation. Two Facebook boosts, notices in back to school paperwork, mentions in E-newsletter are some of the ways the survey has been advertised. It is expected that over 100 responses will be received. The hope had been 200, like the 2015 survey, but this one was done later in the summer. 	<p>Corinne/Ruth will draft letter for review by Tammy & Cherry. Ruth/Corinne will place notice in paper re: the Compliance Check results</p>

	<ol style="list-style-type: none"> 4. A Parent Engagement Team meeting will be held Sept. 27 at EHS. Personal invites have been extended and a good core group plans to attend. The Parent Engagement Team meeting is the same night as the White Brook Middle School open house. 5. SFP10-14: next session starts Sept. 28. If more families do not register, then this session may be postponed until October 19 (will have to skip Thanksgiving week). A 3-day facilitator training has been tentatively scheduled for November 8-10. 6. Parent Café on Social Media 101 will be held Sept. 14 at Eastworks. WBMS Principal Meredith Balise, WBMS Vice Principal Jill Pasquini-Torchia and Katelyn Parzych (college student) will present on the topic. This is the same night as the EHS open house. 7. Ruth, Corinne and Susan LaPointe met the first week of September to discuss a <i>Talk. They Hear You</i> Fall media campaign. Two postcards will be created along with an updated sandwich board and Facebook ads. A regional campaign will be organized starting in January 2018 where resources from surrounding communities will be pooled for television, radio, billboards, etc. 8. Applications are being accepted for presentations at CADCA in 2018. Deadline is September 15. Ruth is interested in submitting an application for a poster presentation with Susan LaPointe highlighting the work done to customize the Talk. They Hear You Campaign in Spring 2017. Ruth is also considering a workshop presentation on effective ways Coalitions may recover following setbacks. If selected for a poster presentation and/or workshop presentation, registration discounts are awarded. 	<p>Stephen will table at WBMS open house</p> <p>Ruth will check with facilitators re: postponing Cherry will see if coordinated visits at jail can be arranged for interested families & will look into holding SFP10-14 at Treehouse for foster families</p> <p>Cherry will table at EHS open house</p> <p>Ruth will submit application(s) to present at CADCA</p>
<p>Preventing Underage Use</p>	<ol style="list-style-type: none"> 1. The Easthampton Planning Board is moving forward with regulations on marijuana. We need to act swiftly if we are going to create a letter for the Planning Board on best practices and recommendations. Ruth spoke with Kat Allen from Communities that Care Coalition in Franklin County who recently attended an organized presentation with Martha Hurley. JP (Easthampton City Council) also attended, but no one from the Easthampton Planning Board was in attendance. It was agreed that before a letter may be drafted for the Planning Board, additional information is needed (such as number of tobacco and alcohol licenses in the City). It was also agreed that the Coalition should present itself as a resource. The Policy Team is currently meeting through SPIFFY and may 	<p>Ruth will write up minutes from Aug. PB meeting</p> <p>Stephen will extend meeting invites to Salem Derby, JP, Tamara Smith</p>

	<p>be able to help gather helpful information for the Coalition and assist with the recommendations. Next Planning Board meetings are: 9/19, 10/3, 10/17</p> <p>2. With the recent overdoses in Easthampton, Fentanyl showing up in cocaine and ecstasy in the area and with opioids now one of our focuses, what can we do to address addiction and opioid prevention? What new focus/work/outreach needs to happen? What can we do that is sustainable?</p> <ul style="list-style-type: none"> a. A training on Narcan and safe needle storage was piloted in Northampton that we may be able to bring to Easthampton so that we may offer trainings to businesses who may have employees that use b. Continue Safe Storage campaign <ul style="list-style-type: none"> i. Safe storage information at marijuana shops ii. Send safe storage postcard out to WBMS and EHS families and tie-in drug take back day on Oct.28 iii. Reverse call 911 campaign (coming from Hampshire Hope) c. Hold another Motivational Interviewing Workshop for professionals, church leaders, coaches d. Work with Easthampton businesses to create a scavenger hunt type event that would encourage youth to have conversations with local adults and feel heard <ul style="list-style-type: none"> i. Focus would be healthy messages ii. Possibly give out free item (such as a soda) if teen engages in a quick conversation with an employee about healthy decisions iii. Message could be “You matter in Easthampton” e. Organize a community outreach event with police department, college students, young parents using a clear and consistent message <ul style="list-style-type: none"> i. Family Dollar parking lot and bike path area ii. Bring pizza (Village Pizza?) and cookies iii. Have a Wheel of Fortune game with prizes or interactive video game <p>3. Stephen reported that the Board of Health recently took up tobacco again, but there was no final action. There was a generalized agreement except for the language on cigars. With the help of an attorney, a new draft will be available for the next meeting on Oct. 2, with expected adoption Dec. 1 or Jan. 1.</p>	<p>Staff will prepare mailing for safe storage</p> <p>Staff will contact John Brelsford again about the MI workshop</p> <p>Ruth will contact Tyanna from Community Action Youth programs for help. Tammy thought police would be interested and she could recruit several to help</p>
	<p>Next meetings at EHS (3rd FL):</p> <p>Wed. October 18 at 5:00 pm Wed. November 15 at 5:00 pm (Ruth away) Wed. December 20 at 5:00 pm Wed. January 17 at 5:00 pm</p>	