



Hudson Youth Substance Abuse Prevention Coalition
Meeting Minutes
Monday, August 26, 2013
2:00-3:30 PM
Hudson Town Hall
Third Floor Conference Room B
78 Main Street
Hudson, MA 01749

I. Call to Order

- a. **Meeting convened:** Monday, August 26 at 2:00 p.m.
- b. **Coordinators present:** Tammy Calise, Katelyn Flaherty, Michael O'Brien
- c. **Community partners present:** Kevin Lyons, Jenny Gormley, Mikenna Doherty, Jodi Fortuna, Mike Correa, Jenna Johnson, Courtney Cray, Jim Saart, Shelley Francolini, Laurie Curley.

II. Community Awareness

- a. Substance Free Summer Fest
 - i. On Friday, August 2nd the Youth Workgroup led a summer event designed to promote healthy decision-making among Hudson youth. Youth Workgroup representative Mikenna Doherty described the details of the event which included live music and food from local vendors. In preparation for the event, Youth Workgroup members held multiple meetings over the summer, wrote an event proposal, and presented in front of the Hudson Board of Selectman to receive approval. With between 50-75 attendees, the Substance Free Summer Fest was hailed as a great success in engaging Hudson youth and providing community members with opportunities to promote and support healthy behaviors.
- b. Wellness Newsletter
 - i. The coordination team presented a list of topics for the upcoming Fall 2013 Wellness Newsletter. Proposed topics include highlighting the upcoming Pumpkin Fest, HEFfer Fest festival, and Cook-Off event. Coalition member Shelley Francolini suggested that Hudson YSAP host a table at HEFfer Fest to raise awareness on substance abuse prevention efforts. Coalition members also expressed great interest in highlighting efforts within the school system that promote the health and wellness of students and staff. Upcoming highlights may include the new Peer Mentor Program at Hudson High School and teachers championing the launch of the new Health and Wellness curriculum.
 - ii. Coalition members discussed the importance of assessing whether or not those reading the newsletter find the content to be helpful. Ideas to assess the effectiveness of these newsletters include using a web-based survey to collect parent/guardian feedback. Coalition members expressed concern in overwhelming parents/guardians with more surveys and discussed opportunities to include these questions in surveys that are currently scheduled.

- iii. Coalition members are encouraged to provide topic suggestions and content for upcoming newsletters (Fall Newsletter is set to be presented to members of the School Health & Safety Advisory Council on Friday, October 4th).

c. New Media

i. Website Analytics:

- 1. The coordination team reported on the <http://preventhudsonsa.org/> traffic since website launch on March 4, 2013. Since increasing awareness efforts (with events such as Substance Free Summer Fest 2013), web site traffic has increased. Through June and July 2013, there was a significant rise in visits and page views, which demonstrates that community members are continuing to utilize the website as a resource.

ii. Twitter

- 1. The Hudson YSAP Twitter account (@PreventHudsonSA), which will soon be managed by the youth partners in collaboration with the coordination team, has also proven a vital tool in engaging the with community members.
- 2. Since its launch on May 28, 2013, the @PreventHudsonSA Twitter has gained 25 followers, followed 60 accounts, and 'tweeted' 38 messages to the general public. The coordination team presented a New Media Report, which included a list of tweets that have been composed by the initiative in the past few months.
- 3. Strategies for the @PreventHudsonSA Twitter include raising awareness; engaging the community; providing substance abuse prevention information; providing links to resources for youth, families, and the community; and supporting positive decision-making and healthy youth development.
- 4. Coalition members are encouraged to follow @PreventHudsonSA and provide suggestions for content.

d. In the Press

- i. The coordination team shared an updated on the Community Advocate and MetroWest Daily News articles featuring the Hudson YSAP Initiative.
- ii. Links to the articles can be found here:
 - 1. <http://www.communityadvocate.com/2013/07/18/youth-substance-abuse-prevention-group-formed-in-hudson/>
 - 2. <http://www.metrowestdailynews.com/photos/x853701307/PHOTOS-Summer-Fest-at-Wood-Park-in-Hudson>

III. Environmental Strategies

a. Take-Back Kiosk

- i. The Hudson Police Department continues to host a Drug Take-Back Kiosk where Hudson citizens can properly dispose of unused or expired prescription medication, with no questions asked.
- ii. Accepted drop-off item can be found on the Hudson Police Department website:
<http://hudsonpd.org/communityprograms/drugtakebackkiosk.html>.

- b. Tobacco Regulation Revision
 - i. The Hudson Board of Health is currently working with health departments from nine other Massachusetts communities to form a unified tobacco control district that will create consistent revisions to current tobacco regulations.
 - 1. Led by Natick, these communities are currently working together to apply for a three-year grant from the MetroWest Health Foundation. Tentative proposal submission date is August 2013.
 - ii. Tammy further emphasized the goal of this regionalization, which is to create consistent tobacco regulation revisions across different communities through a new grant that will include a larger region to work on these joint collaboration regulations. The proposal will also include opportunities to engage large landowners to increase smoke-free housing.
- c. Medical Marijuana Dispensaries
 - i. Each county in Massachusetts is allowed at least one, but no more than five, medical marijuana dispensaries.
 - ii. In August, 181 applications were submitted to the Massachusetts Department of Public Health (DPH) for 35 medical marijuana dispensary slots in Massachusetts. 47 applications were submitted from Middlesex County.
 - iii. Zero applications were submitted from Hudson as Hudson has passed a one-year moratorium allowing a temporary ban on medical marijuana facilities until June 2014.
 - iv. Attorney General Martha Coakley announced in March 2013 that Massachusetts towns/cities cannot ban medical marijuana treatment centers within communities but can enact zoning bylaws to regulate location, size, and other characteristics.
 - 1. Hudson Board of Health is now working with Hudson Zoning Board to restrict potential medical marijuana facilities to certain areas in town (tentative locations include small areas of land off Route 62 between the town borders of Hudson and Berlin) should any slots be left for Middlesex County.
- d. American Medicine Chest Challenge (AMCC)
 - i. Ongoing education and awareness campaign focusing on prevention efforts for the misuse of prescription drugs.
 - ii. AMCC Flyers
 - 1. Flyers were developed to raise awareness of the AMCC campaign, Hudson Police Department Take-Back Kiosk, and Hudson YSAP website.
 - 2. Flyers are available in both English and Portuguese and can be downloaded from the Hudson YSAP Website: <http://preventhudsonsa.org/community/community-resources/>.
 - 3. Coalition partners are encouraged to post flyers on community bulletin boards and through new media (e.g. e-mail, Facebook, Twitter, etc.).
 - 4. The coordination team is awaiting additional flyers from AMCC featuring older citizens.

IV. School-Based Programs

- a. Guest Speaker 2013-2014 School Year (Chris Herren)
 - i. Plans are being discussed for former-NBA player, Chris Herren, to speak to Hudson High School students (and possibly parents) about positive decision-making. Herren uses his own experience with addiction as a means to connect with the audience and raise awareness about substance use prevention. Currently, a date is being finalized to host Chris Herren at Hudson High School.
- b. Screening, Brief Intervention, Referral to Treatment (SBIRT)
 - i. The SBIRT model is a comprehensive, integrated, public health approach to prevent and/or delay onset of substance use and to identify students who may be at risk for substance use or currently using.
 - ii. Jenny Gormley provided a brief description of SBIRT at JFK Middle School, which was piloted during the past school year (2012-2013) in an effort to keep students mentally and physically healthy by reinforcing healthy behaviors and providing the appropriate prevention and intervention as necessary.
 - iii. Coalition members discussed expanding SBIRT at the high school level. Resources will be needed to accommodate a larger student population, more students that may require brief intervention and referral to treatment, and the possibility of students voicing concern for peers. While SBIRT at JFK Middle School included both nurses and guidance staff, Jenny detailed that SBIRT at Hudson High School would only utilize nursing staff in the screening process.
 1. Coalition members expressed concerns from other Hudson parents/guardians that middle school student may not be mature enough to respond to questions asked during the screening. Laurie Curley and Jenny Gormley emphasized that the screening process is an opportunity for students to speak honestly and for school staff to build positive, trusting relationships with the participating students.
 2. Courtney Cray suggested complementing SBIRT with the new by including take-home assignments on substance use to increase communication between students and their parents/guardians.
 3. The coordination team will reach out to DPH with the request to provide language that supports a passive consent process for SBIRT, requiring parents/guardians to actively opt their student out of the screening.
 4. Laurie Curley and Jenny Gormley suggested including an informational letter on SBIRT in the packet of forms that middle school students receive on the first day of school.

- c. Parent Workgroup
 - i. The Parent Workgroup has met twice (April 25th and August 6th) to discuss ways to support other parents/guardians and promote healthy decision-making among Hudson youth. Proposed Workgroup activities include inviting a guest speaker (i.e. Chris Herren) to Hudson Public Schools as well as developing partnerships with community businesses to support volunteer/employment opportunities for youth.
 - 1. Kristin Lembo has volunteered to host an event for new middle school students that would include an informal opportunity to share information with parents. Laurie Curley showed continued interest in collaborating with Kristin on this event.
 - 2. Laurie Curley suggested organizing a workshop/training for Hudson parents/guardians on topics ranging from improving communication and building healthy relationships. The coordination team will work with Laurie and the Parent Workgroup to move forward with this activity.
 - 3. Coalition members voiced support for creating a catalog of volunteer and service-learning opportunities at Hudson High School for students to stay updated on opportunities and to support community engagement.
- b. Youth Workgroup
 - i. The Youth Workgroup has met multiple times over the past summer to discuss ways to support healthy decision-making among Hudson youth. These meetings helped to develop the Substance Free Summer Fest event and have led to new discussions on organizing future events to support healthy decision-making among their peers.
 - ii. Proposed ideas include engaging community members at Pumpkin Fest, raising awareness of myths surrounding substance use through a quiz show, hosting a sports tournament, and organizing a scavenger hunt using new media such as Twitter or Instagram to support positive social norms and healthy decision-making.
 - iii. The Youth Workgroup will meet again in September to discuss plans for future activities and collaboration with the Parent Workgroup.
- c. School Staff Collaboration
 - i. Coalition members discussed increasing and strengthening collaboration between art school sectors including art teachers, guidance counselors, and health and wellness teachers.
 - ii. Hudson High School art teacher Jenna Johnson shared her experiences facilitating student creation of a stopmotion film on bullying titled, 'A Story About A Girl'. Jenna expressed interest in supporting the student creation of a similar video this focused on substance abuse prevention.
 - 1. Coalition members may view the bullying video here:
http://www.youtube.com/watch?v=H_adznst1kE

V. Next Meeting

- a. Tentative date is set for late September 2013.
- b. The coordination team will send out specific date, time, location, and agenda prior to the next coalition meeting.