

# Hudson Youth Substance Abuse Prevention Coalition

## Meeting Minutes

Friday, June 14, 2013

8:00-9:30 AM

Hudson High School, Room G101

69 Brigham Street

Hudson, MA 01749

### I. Call to Order

- a. **Meeting convened:** Friday, June 14 at 8:00 a.m.
- b. **Coordinators present:** Katelyn Flaherty, Michael O'Brien
- c. **Community partners present:** Sam Wong, Jenny Gormley, Kevin Lyons, Jim Saart, Mikenna Doherty, Leia Owen, Pat Emmons, Natalie Coffey, Meredith Coffey, Lynne Johnson, Ernie Kapopoulos, Michaela Savell, Mike Correa, Dan McAnespie, Laurie Curley, Kristin Lembo.

### II. Community Awareness

- a. Hudson Fest
  - i. Sam Wong, Debbie Craig, and 8 youth partners from the Hudson YSAP Youth Workgroup volunteered to help raise awareness of the initiative at Hudson Fest on June 1<sup>st</sup>, 2013. Working in two-hour shifts from 9:00-3:00 p.m., youth partners wore and handed-out custom made American Medicine Chest Challenge (AMCC) t-shirts to community members interested in receiving more information on the initiative, coalition, and youth or parent workgroups. Volunteers collected 146 signatures from community members and reported that the event was a positive and valuable experience. Pictures taken at Hudson Fest will be posted on the Hudson YSAP website ([www.preventhudsonsa.org](http://www.preventhudsonsa.org)) and Twitter (@PreventHudsonSA).

#### b. Coalition Logo

- i. Mike Correa, Hudson High School Art Director, worked with two Hudson High School students, Meredith Coffey and Michaela Savell, to design a logo for the Hudson YSAP Initiative.
- ii. This original student artwork (seen right) will be featured through Hudson YSAP new media and displayed at the Hudson Public Schools.
- iii. Coalition members were given ballots with 6 different variations of the logo and instructed to vote on their top three choices. The logo (seen lower left) received the majority of votes.
- iv. Coalition suggestions included incorporating bright colors such as red (to reflect Hudson High School colors) and moving the character to the right side, stepping toward the initiative title. These comments have been taken back to the graphic designer for further discussion.



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Substance Abuse Prevention

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- c. 2012 MetroWest Adolescent Health Survey (MWAHS) Results
  - i. Funded by the MetroWest Health Foundation and conducted by Education Development Center, Inc., the 2012 MWAHS included 25 communities and surveyed over 40,000 students. Within the Hudson Public School system, 608 students in grades 6-8 (92% of youth) and 699 students in grades 9-12 (86% of youth) were surveyed.
  - ii. Consistent with previous years, the MWAHS reported an upward trend of current substance use (defined as using one or more times in the past 30 days) amongst Hudson youth by grade. Hudson youth (grades 9-12) also report higher rates of marijuana use when compared to youth in MetroWest and Nationally.
  - iii. Among youth (grades 9-12) who reported misusing prescription drugs in their lifetime, the majority reported gaining access to prescription drugs from a friend, taking them from parents without their knowledge, or taking them from somebody else without their knowledge. Initiatives such as the Take-Back Kiosk and American Medicine Chest Challenge campaign work to engage community members to secure prescription medications and talk to youth about the dangers of prescription drug misuse.
- d. Wellness Newsletter
  - i. This is a seasonal wellness newsletter distributed by members of the School Health & Safety Advisory Council to inform community members about health and safety issues that impact student learning.
  - ii. The Summer Newsletter was shared with coalition partners with positive reviews. 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 tool such as SurveyMonkey to assess if parents find the newsletter and topics to be relevant and/or informative.
  - iii. Coalition members are encouraged to provide topic suggestions and content for upcoming newsletters (Fall Newsletter set to be published by late September or early October 2013).
- e. 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 (including Hudson Fest), web site traffic has increased.

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#### ii. Twitter

1. The Hudson YSAP initiative has a new Twitter account (@PreventHudsonSA), which will be managed by the youth partners in collaboration with the coordination team. Youth partners are encouraged to use information from the Hudson YSAP website to compose tweets that promote positive behaviors and increase knowledge on substance use prevention.
2. Since its launch on May 28, 2013, the @PreventHudsonSA Twitter has gained 9 followers, followed 20 accounts, and 'tweeted' 6 messages to the general public.
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.

#### f. Dissemination of Coalition Information to Local Medical Offices/Providers

- i. The coordination team reported that they will be disseminating coalition information to local medical offices and community resource centers.
  1. Medical offices include: Charles River Medical Associates, Concord Hillside Medical Associates, Marlborough Hospital, Marlborough Pediatrics, Northborough Pediatrics, Post Road Pediatrics, UMass Memorial Health Center, and Millbrook Pediatrics.
  2. Community Resource Centers include: The Addiction Referral Center, Hudson Portuguese Club, Hudson Senior Center, and Massachusetts Al-Anon and Alateen.
- ii. Coalition members suggested including local pharmacies. These will be added to the dissemination list.

### III. Environmental Strategies

#### a. Take-Back Kiosk

- i. The Hudson Police Department is hosting an on-going Drug Take-Back Kiosk in an effort to encourage Hudson citizens to properly dispose of unused or expired prescription medicines. Community members are encouraged to dispose of their unused or expired medications, with no questions asked. The Hudson Police Department has consistently reported that community members are disposing of unused or expired medications and the kiosk is emptied regularly.
- ii. Accepted drop-off item can be found on the Hudson Police Department website <http://hudsonpd.org/communityprograms/drugtakebackkiosk.html>.

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- 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. The tentative submission date for this proposal is August 2013.
  - ii. Goal 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. On May 8, 2013 The Public Health Council unanimously approved the Massachusetts Medical Marijuana Regulations which are now in effect. Press release available online: <http://www.mass.gov/eohhs/gov/newsroom/press-releases/dph/dph-approves-medical-marijuana-regs.html>.
  - ii. 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.
  - iii. Each county in Massachusetts is allowed at least one, but no more than five, medical marijuana dispensaries.
  - iv. Hudson has passed a one-year moratorium allowing a temporary ban on medical marijuana facilities until June 2014. 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).
- 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
    - 2. Flyers were developed to raise awareness of the AMCC campaign, Hudson Police Department Take-Back Kiosk, and Hudson YSAP website.
    - 3. Now available in both English and Portuguese and can be downloaded from the Hudson YSAP Website: <http://preventhudsonsa.org/community/community-resources/>.

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4. Coalition partners are encouraged to post flyers on community bulletin boards and through new media (e.g. e-mail, Facebook, Twitter, etc.).
5. The coordination team is awaiting additional flyers from AMCC featuring older citizens.
- iii. A letter to the Hudson Sun was distributed to coalition members for feedback.
  6. The first two sentences of the letter will be modified to reflect regional levels of prescription drug misuse to provide context for Hudson levels.

#### 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.
- 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. JFK Middle School piloted SBIRT during the 2012-2013 school year in an effort to keep students mentally and physically healthy by reinforcing healthy behaviors and providing the appropriate prevention and intervention as necessary.
  - iii. Meetings will be held to discuss implementation of SBIRT at the high school level (with potential for an opt-out consent process). 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.
- c. Student Assistance Program
  - i. Coalition members discussed the importance of support systems to provide assistance to student mental health and substance use.
  - ii. This will be discussed more in conjunction with SBIRT.
- d. Parent Workgroup
  - i. The first meeting of the Parent Workgroup met on April 25, 2013, at Hudson Town Hall. 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. Kristin Lembo has volunteered to host an event and informal information session for parents of new middle school students at her Hudson home.

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- ii. Parent Workgroup members reviewed tools and resources such as the National Institute on Drug Abuse Family Check-Up to help parents present youth substance abuse prevention information at community/school meetings and talk socially about youth substance abuse prevention.
  - iii. The coordination team will schedule the next Parent Workgroup meeting for early August.
- e. Youth Workgroup
- i. The Youth Workgroup has met twice (May 23<sup>rd</sup> and June 14<sup>th</sup>) to discuss ways to support healthy decision-making among Hudson youth.
  - ii. Recently, 8 members from the Youth Workgroup volunteered at Hudson Fest to raise community awareness of the initiative.
  - iii. Future activities include:
    - 1. "Substance Free Summer Fest", a youth-led event to promote healthy decision-making youth and provide opportunities for positive self-expression.
    - 2. Collaboration with the High School Peer Mentor Program.

#### V. Next Meeting

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