



Decisions at Every Turn Coalition

Meeting Minutes

January 12, 2021

ZOOM 5:30 – 7:00 PM

1. Welcome & Intros

Attendance: Talia Seavey, Kristin French, Amy Turncliff, Dave DiGirolamo, Jen Pavia-Shiels, Ray Kitayimbwa, Kelley St. Coeur, Diane Mortensen, Dave Muri, Chief Vincent Alfano, Johany Juene, Ron Etskovitz, Kathy Silva, Barbra Sekesodungu, Ed Burman, Sean Em Rufo-Curran, Kathy Silva

2. DAET Calendar updates

Kristin- Our annual calendar is developed around themes focusing on National prevention months/weeks to align and the work with Search Institute's Developmental Assets/Developmental Relationships. Recap since October meeting: In November we hosted a vaping presentation which is still available on our website to view <https://youtu.be/myiqDoyLxY8>. We also had social media campaigns around building connections with young people which included a Gratitude Week around Thanksgiving, a video week to showcase Developmental Relationships. In December, to highlight impaired/drugged driving prevention, we partnered with the Ashland Police Department on a letter to the community and a tip sheet both around community responsibility for celebrating safely (COVID and social host), a Say No to Tech Week, a social media campaign with messaging that anyone can be a caring adult. In January and February we will have a Back to Basics prevention campaign and a Developmental Assets campaign with action steps for the home, community and school. Looking ahead, in February Linda Price will come back for a webinar on anticipated and ambiguous loss (February 8th) and in March we are planning to launch a virtual version of Hidden in Plain Sight.

Amy- What is the social media reach?

Talia- Depends on resharing. Our page only receives between 10-30 per post, but with a reshare, it can be hundreds. Reshares are the important part and stakeholders and members are encouraged to follow us, like posts and share posts to increase reach.

3. Stakeholder Priorities & Concerns

*Based on the Large & Small Group Priority/Concern list from October meeting:

*Concern: Race and Equity

Kristin- DAET Connected with AREA (Ashland Residents for Equity & Action).

Ray and Barbra are with us tonight to learn about our work and how DAET/AREA may have overlapping areas of interest regarding youth. DAET will be invited to present at a future AREA meeting.

Ray- AREA=Ashland Residents for Equity and Action. Started last year out of parent concern following racially motivated incidents around the country. How can we help kids cope with these ongoing racial issues? Been working mostly with the school community, talking with principals. Trying to get voice out into the community, local/civic government. Had success in schools. If anyone would like to learn more about AREA, the website is. www.ashlandequity.org

Kistin- Next step is to share DAETs work with AREA and see if there is a collaborative interest.

Barbara- Can click on the section of the website to get on mailing list/how to get involved.

*Concern: Covid Impacts on Family Systems

Kristin- DAET has compiled COVID/Mental Health resources online at: <https://www.ashlanddecisions.org/wp-content/uploads/2020/10/Mental-Health-COVID-19-Resources.pdf>

Kathy- Families continue to have stress. Ashland has been fortunate with the positive school supports, which is helpful. Having the resources in one spot on the resource document is helpful, so people do not have to go searching.

Kristin- Have you heard of any ideas from families that could be helpful?

Kathy- Families just want to get back to the physical connections they had before COVID. They do not want to not feel so isolated. The current resources available are primarily done remotely, which can be a challenge.

Jen- Trying to enforce conversations that there is a light at the end of the tunnel for students who may be getting sick of virtual resources. That dialogue is very important.

*Concern: Youth Relationships & personal connections

Talia- DAET is still working to form a youth coalition. We received a good response from our fall middle and high school surveys regarding interest in starting a coalition. I have been doing outreach via the schools, social media, am avidly meeting with student groups like SADD. I am working with a few students for volunteer hours to host a student led trivia. Dave sent an outreach email for me at AMS to hopefully set up a virtual meeting with interested students.

*Concern: Student access to mental health support

Talia-Instead of the positive social norms STAND campaign at AHS which focuses on substance use prevention, DAET is putting out a mental health campaign, done in collaboration with the counselors. There will be 5 Mental Health posters/social media posts from January – May:

- Seeking support
- There are People who Care about You/Want to Help
- Normalizing Mental Health Needs
- Empowerment
- Importance of Mental Health.

The messages and image themes were pilot tested with students. The graphic theme will be “nature”. They will start to roll out next week via in person, social media, and through wellness classes.

Kristin- Minding Your Mind – Young Adult Speaker Program @ AHS in Wellness and PE classes. YASP is a live virtual presentation featuring young adults who share their mental health stories to help normalize mental health and seeking support. The first program will start this week in 4 classes. A counselor and H&W staff will attend each session to give students information on how to access resources or where to seek additional support if needed. We will gather student feedback through a short program evaluation to see how it is received and use the responses for planning in Q3 and Q4.

Jen-We get to reach so many students using this format and they get to see all the speakers which wouldn't be able to happen in a normal school year. Such a positive message for students to hear. It will be highlighted for ways of students to seek help if they need it and how they can do that.

*Concern: Youth mental health

Kristin- Daet has tipsheets Online at: <https://www.ashlanddecisions.org/resources/tip-sheets/>

Online at: <https://www.ashlanddecisions.org/wp-content/uploads/2020/10/Mental-Health-COVID-19-Resources.pdf>

Upcoming webinar: Surviving to Thriving: Anticipated & Ambiguous Loss – Linda Price – February 8th (9:30AM/6:30PM). In partnership with APS and the Human Services Department.

Important to help oneself first in order to provide support to others

Developing parent knowledge & skills

Kristin-2 programs. Appropriate for all parents/caregivers for adolescents K-12.

Intention/goal to make sure adults are taking care of themselves and how to do that because you cannot take care of kids without taking care of yourself first. This will be a skill building workshop.

Dave-Can send out the flyer via his weekly emails.

Will also send to Kelley for her blog, DAET social media, this group, the Town Manager's Newsletter

*Concern: Family and individual responses to covid

Kristin- What has been happening in the community?

Johany- Having students in SADD doing presentations on COVID which goes into details on what you should be doing and how to stay safe, including a demo on the proper way to wash hands. Will try to do a video presentation and share out. 2 other members will be working on one for the vaccine.

Kelley-Could put them in Google classrooms.

Sean- SADD is hoping to coordinate a presentation in wellness classes with impairment goggles. May need to push off if unable to do at this time.

Dave M- Have done that at middle school level

Dave D-For 8th graders

Kelley- Good for 11th/12th grade PE classes and do outside

Sean- Sticker Shock will be able to happen towards the end of the school year. We are also trying to do a poster campaign on a monthly basis on topics such as mental health, self care, and highlights on the negative effects of certain substances.

Kristin- DAET is happy to re-supply the SS stickers if the levels run low. DAET is due to run an environmental scan this spring. If SADD students are interested in participating, they can connect with Talia.

Sean-Will connect about that and relay info to students.

Other current concerns in the community?

Amy-Sat in on the last Board of Health meeting where several tobacco compliance check failures were reported. What did those failures look like? There is a big move to put quit resources at point of sale.

Ron- There were no issues with products. It is all just sale of tobacco to underage kids due to clerks not checking IDs. Town is trying to stress the universal mandate that individuals intending to purchase must have a license on them to get cigarettes no matter what their age. Retailers are fined \$300 for each violation. If 3 or more violations in a 2 year period, the BOH can revoke licenses of those retailers. We need to give employees better training to make sure they are following protocols. There are a lot of new employees that are not familiar with the regulations. We do have a tobacco compliance officer trying to increase the frequency of the compliance checks. Will make sure to bring point of sale quitting info to the next meeting. We are trying to reinforce the education standpoint when people reapply for licenses.

Ron- How do we get the message out to kids to be more vigilant about social gatherings?

Kelley-Need to get the message out to parents because it is adult modeling telling them it is okay. Need to work as a community to get the issue of large gatherings under control. The vast majority are doing the right things, but there are a few who are not following the rules causing all to suffer.

Ed-We are now issuing fines for non-compliant gatherings.

Chief Alfano - It has been frustrating for police and schools. Frequent offenders are crippling the town and putting police, town employees and school staff at risk. Police are supportive of fines, so people follow the rules. There is an underground network of tips coming in about parties. There is a core group of parents that are not getting it.

Amy- Were the police called for the NYE party? Was there substance use with parental knowledge? Could use Social Host law enforcement beyond COVID be a strategy to discourage large gatherings?

Vincent- There has not been blatant substance use at these gatherings.

Dave M-One challenge is that police are getting tips about gatherings well after the fact, not in the moment.

Ed- In some cases, police were given the incorrect addresses, so immediate response was difficult.

Ron- Is there notice that you could be fined for breaking these rules?

Ed-Yes.

Kristin- Are there any other concerns that we should be thinking about?

Vincent-Positive: There has been a decline in drunk driving arrests. Negative: However, criminal activity has picked up.

Group Discussion - Social Media

Faces of the Coalition campaign

Talia- The goal of the campaign is to recognize all of the people in the community doing prevention work and to put faces to the coalition. An email will follow with information and steps for those who want to be involved.

Ideas for outreach

Talia- Let us know if you have any ideas on how we can increase outreach.

Resharing our content is really important and we are happy to also promote your events/programs/posts on our end.

Budget/Action Plan

Training/Capacity-building needs

Kristin- If there are any prevention-related/youth support trainings or conferences that people want to attend, please reach out to Kristin.

Community Campaign

Kristin- We may be circling back to about what this may look like to create a community effort around substance use prevention/behavioral health.

Positive shares!

Barbara-Thank you to Ed and the school system for all you are doing to keep our kids safe.

Dave D-AMS STAND campaign just launched its second poster with the message around "Responsibility". Deb and Dana came in for a virtual training for students and a lot of great ideas were generated as a result.

Ron- DAET so important to town. Thanks Ed!

Ed-Narcan use is down 60% since last year. Can now do referrals for mental health on SIMS.

Vincent- The alcohol compliance trainings for the liquor stores have been great. Can we do a virtual one with stores for tobacco?

Kristin- Will contact the trainer to inquire.

Kelley- Equity team has come together. Would love to put together Courageous Conversations with all these groups.

Next Meeting: April 6th