



Decisions at Every Turn Coalition

Meeting Minutes

Apr. 9th, 2019

Ashland Middle School Library, 5:30 – 7:00 PM

Welcome & Introductions

Judy Margulies, Diane Mortensen, Ron Eskovitz, Neha Shabeer, Dave Muri, Ed Burman, Amy Turncliff, Saumya Sankhavaram, Kristin French

Acceptance of Mar. 12th meeting minutes

Attendees were asked if they had any changes to the March minutes. No changes were recommended. A motion was made to accept the minutes. A second motion was made. The minutes were accepted. Copies of all Coalition meeting minutes are available on the website for review.

PCF Training Follow Up + Coalition Framing Discussion

A brief overview of the March 25 & 26 Positive Culture Framework training was given to recap the training's learning objectives and as a background for anyone not present at the training. Staff shared that the main takeaways for DAET from the training and subsequent discussions were 1) The understanding of how values impact community norms, 2) How to reframe public health/social issues, and 3) how the "messenger" can impact the acceptance/response to messages.

Feedback from attendees was positive and included that the information was helpful in understanding community norms and how it applies to the Coalition's work. It was suggested that we increase public awareness about "values – attitudes – behaviors" through our website, town's website, social media, etc. This also applies to STAND within AHS, particularly the challenge for teachers/coaches to have a solid grasp on the data because the campaign is only one of the many competing priorities for staff.

There are opportunities to explore (on the posters) the effectiveness of using "MOST" vs. a percentage (%) vs. the "number" of students being used to define student perceptions and how to have those conversations.

There may be opportunities to expand prevention in the Health & Wellness classes at the high school. 9th and 10th graders currently get information on all substances, opioid specific, and

vaping specific (this spring). We are looking into CATCH my Breath, a curriculum currently funded by the state which can provide training module in a train the trainer model.

Youth stated that health education is still important in 11th and 12th grade, particularly as they graduate and many are heading to college.

We talked about what we have learned from the Frameworks Institute and the high receptivity that communities have when youth substance use prevention is framed as a community responsibility. It gives everyone the opportunity to be part of a supportive network for all youth. This aligns with the individual, peer/family, school/work, and community “social ecology” or “prevention domains” within each of which we seek to increase protective factors and decrease risk factors.

One of the barriers that members face when addressing youth substance use issues is the minimal awareness/information that parents have to start/maintain conversation with their kids about risk of use and how to talk together about setting rules, expectations and consequences of use. Ideas for reaching parents include working with the Athletic Department on mandatory sports meetings, hosting Community Conversations, increasing volunteerism to share prevention information which can be further shares, and hosting an education program in the fall which combines the AAHS date and Dr. Ruth Potee.

Strategies to reach students have been successful through the H&W classes, but we are hoping to expand those efforts and align what the students are learning with parent education. The education intervention for students caught vaping on school premises happened at the first offense. Not all students or parents comply with the consequences. The 84.org may be an opportunity for peer to peer education around tobacco and vaping education.

The Board of Health is looking into increasing the number of compliance checks conducted throughout the year.

Follow up

DAET plans for moving forward which include:

- April 23 meeting with parents who attended the Day 2 training to talk more about identifying perceptions of DAET and the culture of substance use through focus groups, interviews, and the National Community Survey. The information will be used to work with Montana State University on efforts to address DAET perceptions and a messaging campaign, perhaps simultaneously.
- April 23 Volunteerism Event. Getting back to basics with parents and the community by increasing volunteerism and public interactions with DAET. This event will give us the opportunity to share information about DAET, recruit volunteers, and network with other community organization.

- May 11 Project ABC Family Fair. From 10-12 DAET will be at the Ashland Public Library at this event designed to support and provide information for parents of children ages 0-8.

Announcements

POWER event: May 2 - College...Next Stop helps parents think about how to cope with their student's growing maturity and the new relationship that lies ahead. Parents of students who are transitioning to college will have an opportunity to hear from and speak with Janice Kassman, former Dean of Students at Colby College and founder of Kassman Consulting, Bev Madden, a parent and chair of SPAN-DS, a community substance prevention coalition.

Ideas for next meeting

- A conversation about trends (if the 2018 MetroWest Adolescent Health Survey data is available)
- Brainstorming with Dave DiGirolamo and Kelley St. Coeur about increasing substance use prevention education in the health & wellness classes early in the school year. Other opportunities for school education.
- The new BTB Board should be in place and could attend to share information about the CADCA conference and upcoming plans

Next Meeting: May 14th 5:30-7 PM AMS Library