



## **Decisions at Every Turn Coalition**

### **November 2019 Meeting Minutes**

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

1. Attendees
  - a. Amy Turncliff, DAET Chair
  - b. Dave DiGirolamo, AMS Principal
  - c. Dave Muri, APD School Resource Officer
  - d. Kristin French, DAET Director
  - e. Shreeya Patel, AHS Senior & Breaking the Barriers Treasurer
  - f. Lili Hellerman, AHS Senior & Breaking the Barriers President
  - g. Serena Lillie, SNWG Member and Parent
  - h. Betsy Emberley, SNWG Chair
  - i. Kelly Roy, AMS Adjustment Counselor
  - j. Kathy Silva, APS Director of Student Services
  - k. Jill Vernes, SNWG Member and Parent
2. Acceptance of October meeting minutes
  - a. Kristin passed around copies of the October meeting minutes for review by the group. Amy made a motion to accept the minutes, and Saumya seconded the motion. Minutes were accepted without edits.
3. Coalition Mission & Vision
  - a. Kristin read the coalition mission, explaining that the Coalition is thinking about revising the wording to include more language around behavioral health promotion and Developmental Assets. She explained that we would be revisiting the mission and vision at a later date.
4. Our Framework
  - a. Putting it all together & DAET Strategies
    - i. Kristin and Amy reviewed the Behavioral Health Promotion Continuum, the 40 Developmental Assets, and DAET'S current strategies. Please find PowerPoint attached at the end of these minutes for more details.
    - ii. Amy reviewed the Behavioral Health Promotion Continuum, and explained the spectrum from promotion of behavioral health, to prevention of negative health outcomes, and along to treatment and recovery. She explained that the Coalition primarily works at the prevention and promotion end of the spectrum, but supports work across

the continuum. She also reviewed a visual showing the structure of the coalition's work, and how Social Emotional Learning and the Positive Culture Framework are the base on which the coalition carries out prevention strategies.

- iii. Amy explained the 40 Developmental Assets, a set of 40 positive supports and strengths young people need to succeed, as identified by the Search Institute through extensive surveying of youth. Amy explained that this is the evidence-based foundation that we want to move towards integrating more, as research shows that enhancing and increasing assets in young people can reduce risky behaviors across the board.
- iv. Kristin reviewed our current strategies, and explained how they affect different levels of the social ecology, and target different groups of people. She also explained how we are planning to further integrate behavioral health promotion and the Developmental Assets in the future.

#### 5. Community messaging activity

- a. Saumya led the messaging activity. She explained that as messaging is one of the coalition's most visible strategies, it was a useful tool through which to look at how we implement the frameworks of Developmental Assets and the behavioral health promotion.
- b. Developmental Assets – long term
  - i. Saumya led the group in reviewing and discussing messages based on the Developmental Assets. She explained that the plan is NOT to use messaging about the Developmental Assets in the short term, but instead to start looking at some messages now to see how we might use Developmental Assets in the future. She explained we would also look at some more general behavioral health promotion messages that would be used in the short term. The group reviewed messages based on several identified Developmental Assets, and discussed. The group generally liked the messages, and enjoyed that they used encouraging language.
  - ii. However, Lili, Shreeya, and Jill all suggested that many of the messages should be backed up by resources for how parents and community members could implement them, especially messages that encouraged adults generally to support or encourage youth in their lives. Kristin also asked that a note be made about translations for Developmental Assets materials in the future.
- c. Community and Parent Messaging – short term
  - i. Saumya led the group in reviewing and discussing a list of other behavioral health promotion messages. She explained that Coalition messaging has consisted to date of the STAND campaign at AHS, which has been going on for 5 years. The campaign is being expanded out into AMS, where it will focus less on positive norms about substance-use and

more on messaging about shared positive values at AMS. Saumya explained that the next step is to message in the community, with social media messages via Twitter from Superintendent Adams targeting parents and messages from Town Manager Michael Herbert targeting the community more generally. Tonight, the group would review a few possible messages, and provide feedback on what worked, what didn't, and what they would like to change. Saumya asked if there was a message from the list that the group would like to use on a Snow Day, when more youth might be looking at Superintendent Adams' Twitter feed.

- ii. The group reviewed and discussed the messages. The group felt that the messages that might be seen by youth should be friendlier in phrasing, though still creditable. The group also ruled out several messages for using as a Snow Day message, either because they felt they weren't appropriate to use or because youth indicated that youth would not pay attention to them. The group also suggested providing additional resources to support the parent and community messages as well.

## 6. General Updates & Celebrations

### a. Updates

- i. Kristin updated the group on a POWER event coming up Dec. 5<sup>th</sup>. Jen Cutler, Director of Guidance & SEL for APS, ASPHAC, and DAET are the program co-hosts. This will be a showing of Screenagers: Next Chapter, followed by a panel focusing on mental health. The panel will feature a pediatrician (TBD), a student (TBD), Jennifer Wuelfing, Director of Human Services for the Town of Ashland, and Jen Pavia-Shiels, Adjustment Counselor at AHS. Anyone over the age of 12 is welcome and encouraged to attend.

### b. Celebrations

- i. Betsy celebrated that the STAND campaign at AHS is in its 6<sup>th</sup> year
- ii. Shreeya and Lili celebrated that they had set a date and time for their annual Breaking the Barriers Street Store, where the club distributes clothing donations at a store in Worcester to homeless individuals or others who may need warm clothing. The club can provide materials for the coalition to promote this event.

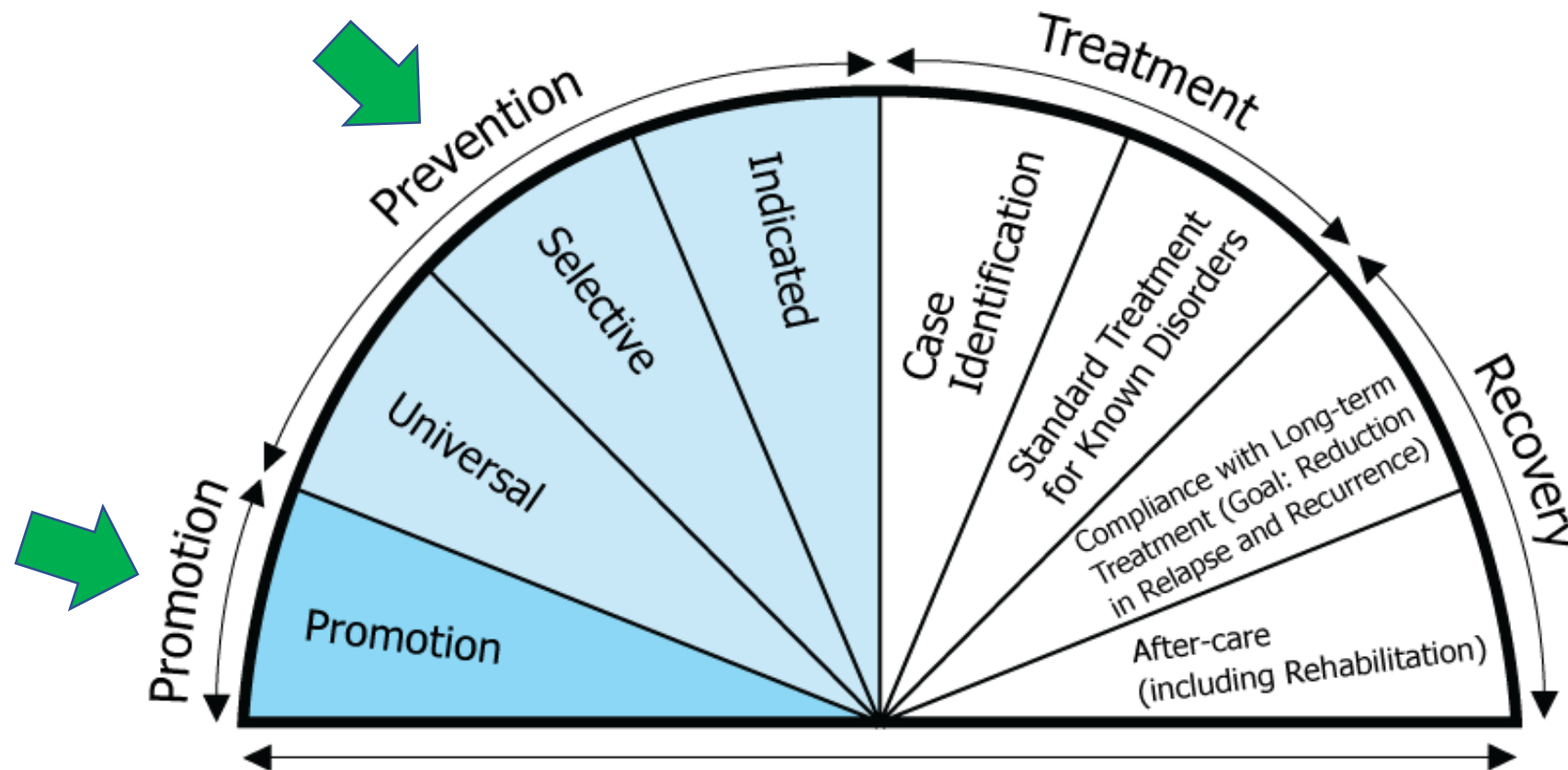
## 7. Next Meeting December 10

- a. This meeting will be a wrap up the year so far, and a look ahead at the next year.



COALITION MEETING  
NOVEMBER 19, 2019

# BEHAVIORAL HEALTH CONTINUUM OF CARE MODEL



Substance Abuse and Mental Health Services Administration (SAMHSA)

**DAET ACTION PLAN STRATEGIES TO 1) INCREASE COMMUNITY COLLABORATION AND 2) REDUCE YOUTH SUBSTANCE USE**

7 Strategies for Community Level Change	Individual Change Strategies	Providing Information
		Building Skills
		Providing Support
	Community Change Strategies	Enhancing Access/Reducing Barriers
		Changing Consequences (incentives/disincentives)
		Physical Design
		Modifying/Changing Policy

**SEARCH INSTITUTE'S Developmental Assets & Developmental Relationships**

Social-Emotional Learning (SEL)

**Primary Prevention of Youth Substance Use**

**Behavioral Health Promotion**

Positive Culture Framework

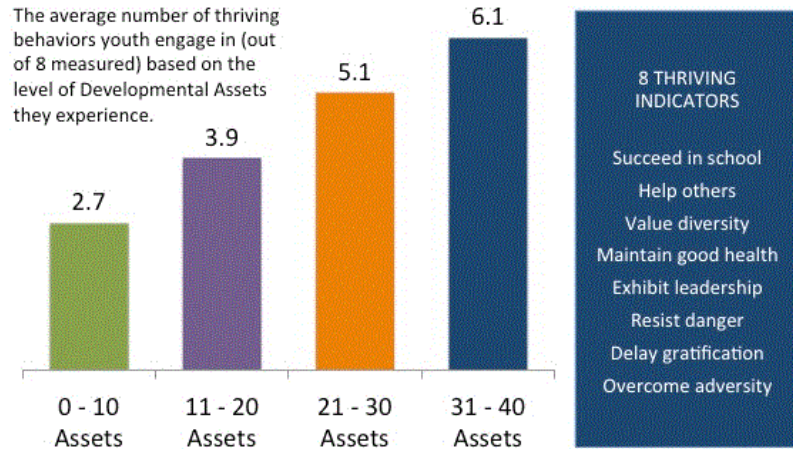
# More Developmental Assets Associated with Thriving Indicators & Reduction in Risky Behaviors

## RESEARCH INSIGHTS

### Assets and Thriving among US Youth

Youth who have higher levels of Developmental Assets are much more likely to engage in thriving behaviors.

The average number of thriving behaviors youth engage in (out of 8 measured) based on the level of Developmental Assets they experience.



DATA SOURCE Search Institute surveys of 121,157 U.S. youth, grades 6 -12, between 2012 and 2015.

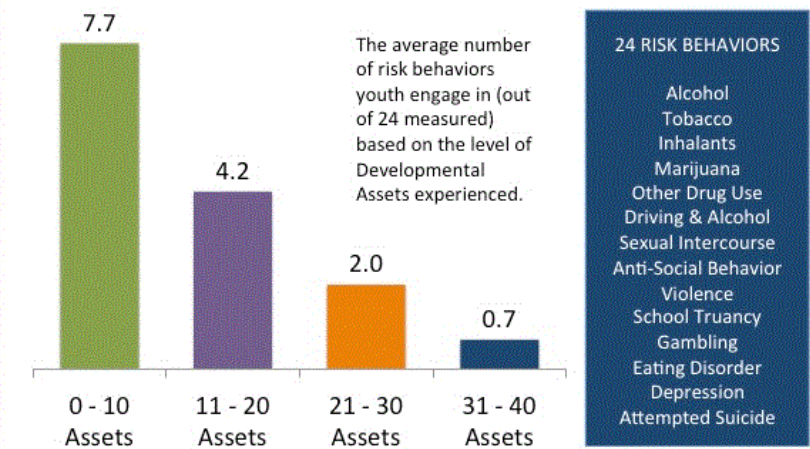


VISIT: [www.search-institute.org/developmental-assets](http://www.search-institute.org/developmental-assets)

## RESEARCH INSIGHTS

### Assets and Risky Behaviors among US Youth

Youth who have higher levels of Developmental Assets are much less likely to engage in a wide range of high-risk behaviors.






DATA SOURCE Search Institute surveys of 121,157 U.S. youth, grades 6 -12, between 2012 and 2015.




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# PUTTING IT ALL TOGETHER

## LEVELS OF PREVENTION

-  **Universal**  
General population
-  **Selective**  
Higher-than-average risk
-  **Indicated**  
Already exhibiting risky behavior

## BEHAVIORAL HEALTH PROMOTION

-  Optimizing health by growing protective factors



## SOCIAL ECOLOGIES

### **Individual**

Curricula/Programs to change skills, attitudes, beliefs, behaviors

### **Family & Peer**

Family training or education

### **School / Workplaces**

Policies, programs, trainings for all staff

### **Community**

Ordinances, laws, taxes, policies