

# DAET COALITION NEWSLETTER

*A community resource to help prevent youth substance use in Ashland*



WINTER 2019

## A LETTER FROM THE COALITION

Dear Ashland Community,

I am extremely grateful for the opportunity to write this Welcome message as part of this season's newsletter.

Many of you know about my passion for Ashland, especially as it relates to its people, finances, and land use. But although it does not get much in the way of "air time", my proudest act as Town Manager has been initiating the creation of a comprehensive Human Services department that can act as a resource for all Ashland Stakeholders. Both social problems and social supports are interrelated. For example, families where parents have trouble finding and maintaining employment also end up stressing children which can affect their behavior and performance in school. The veteran returning from active duty could be dealing with PTSD which inhibits his or her ability to integrate back into civilian life. Although our department does not offer direct services for these and other issues, we now have the ability to see the big picture and connect with other important resources in the Town. The Decisions at Every Turn Coalition is one of those important resources.

From my perspective, substance abuse is one of the more damaging and community-eroding issues, as its impacts are so pronounced and widespread. My own experience with these impacts are well-documented, so those that know me also know that this is a very personal issue and one of the things that drives me to do this work. But while talking about the impacts is important, it is even more important to talk about how to prevent them.

One of the more proven ways to reduce chronic alcoholism and drug abuse in adults is working to prevent underage consumption. According to recent statistics, among those who started drinking before age 14, 47% became alcoholics at some point in their life. Whereas only 9% of people who waited to be of age before drinking became alcoholic. This is one of many studies that have shown that utilizing substances at a less-than-legal age is a predictor of a higher chance of problems in the future.

Talking about preventing early substance use is one thing, but putting together an effective strategy to achieve that outcome is an entirely different challenge. Part of this challenge is overcoming the perception that the vast majority of youth in Ashland are using, which creates unnecessary peer pressure among kids. While that's the perception, the long-term data that we have show that a much smaller number of our kids engage in this type of risky behavior, and more importantly that their peers support them.

I hope that you will work with both myself and organizations like Decisions at Every Turn to reinforce this message, and help support all of us in making the right decisions for the health of ourselves, our families, and our town.



*Michael Herbert*  
Town Manager

## HIDDEN IN PLAIN SIGHT IS COMING TO ASHLAND!

**FEBRUARY 4, 2020 \* AHS LIBRARY  
EXHIBIT OPEN 5:30PM - 8PM**



**Hidden in Plain Sight** helps parents and other caring adults identify opportunities & learn strategies to start meaningful conversations with their tweens and teens to prevent substance use.

**Informational posters** provide education about adolescent brain development, substance use risk factors, warning signs of potential use, and how to start a family conversation.

An **interactive display** of a staged teen bedroom is used to help adults spot warning signs of potential risky behaviors.

**Adults 21+** are invited to visit the exhibit between 5:30 PM – 8 PM

**DAET** prevention resources & guided poster tour  
**Ashland Police Department** exhibit hosts and Q&A  
**Human Services Department** resources & support

**PLEASE NOTE:** This is an adult only (21+) exhibit. All adults are welcome. Parents and caregivers of middle and high school students are highly encouraged to attend.



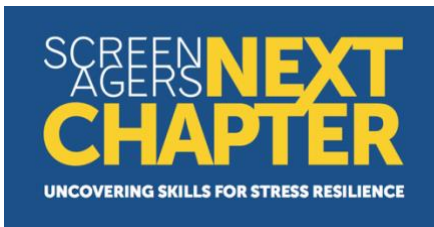
## COMMUNITY-BASED PREVENTION IN ACTION

### Policy and Education:

Alcohol Liquor Licensee training for Ashland businesses who sell and serve alcohol help to limit youth access to alcohol and keep all of our residents safe.

### Positive Community norms:

Town Manager Michael Herbert's Tweets raise awareness about important youth issues and communicate community values, beliefs, and norms.



There were many valuable take-aways from Screenagers NEXT CHAPTER: Uncovering Skills for Stress Resilience. Here are just a few to help support tween & teen positive mental health and healthy social media use.

### Building Skills for Stress Resilience

- **Validate Feelings:** Tell and show your child that you see and appreciate the challenge of what they are feeling.
- **Empower Problem Solvers:** Resist jumping in to fix their problems. Ask, "Do you have a solution in mind?" or "Let me know if you want any input from me."
- **Prioritize Sleep:** The American Academy of Sleep Medicine recommends that children ages 6–12 get 9-12 hours of sleep and teens ages 13–18 get 8–10 hours of sleep of a night.

### Seeking Support

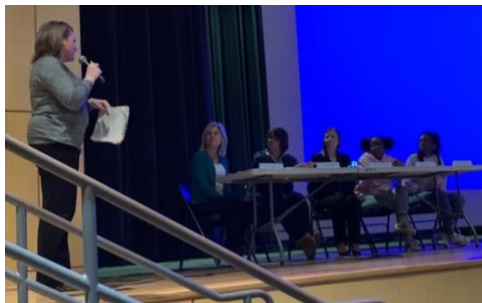
*Fostering open conversations and encouraging help-seeking are important skills that adults can model for children/teens.*

- **Share examples** of when and how you have reached out for help.
- **Ask your teens** whether they know where to go for support.
- **Get support yourself** when you are facing the emotional challenges of your teens or screen time issues.

### Communicating Expectations & Setting Social Media Guidelines

*In conversations with your teens, determine guidelines and expectations together based on your family's values. Examples include:*

- **Car rides** without devices (except for directions)
- **Phones and other electronics** out of the bedroom at night
- **Family meals** without devices



On December 5th, APS, the Town of Ashland, ASHPAC, and DAET presented Screenagers: Next Chapter, a look at youth mental health and the intersection of social media.

### RESOURCES

**SCREENAGERS: NEXT CHAPTER**  
[www.screenagersmovie.com](http://www.screenagersmovie.com)

**TECH TALK TUESDAYS**  
[www.screenagersmovie.com/tech-talk-tuesdays](http://www.screenagersmovie.com/tech-talk-tuesdays)

**SCREENAGERS PARENT PACKET**  
<https://www.ashlanddecisions.org/wp-content/uploads/2019/12/Screenagers-Parent-Guide-DAET-Resources.pdf>

## COALITION REWIND

### September

- Held our first-ever DAET Open House at the Ashland Public Library
- Distributed more than 7,300 DAET Fall newsletters in the September issue of Ashland Town Pages
- Participated in The Corner Spot showcase of Ashland's non-profit organizations and community groups
- Co-hosted Hidden in Plain Sight with regional prevention partners at the Natick Mall
- Held the 5<sup>th</sup> annual DAET Coalition Retreat
- Presented the AMS Positive Community Norms data to the Ashland School Committee
- Hosted DAET information tables at Ashland Day and the Ashland Farmers Market
- Launched Year 6 of the STAND campaign at AHS

### October

- Published "POWER: Programs for the Ashland Community" in Ashland Town Pages
- Hosted the Town-Hall style discussion "Prevention Priorities to Support Ashland Youth" with APD Police Chief Vincent Alfano, Assistant Superintendent of Schools Paul Vieira, and Dr. Safdar Medina
- Sent two DAET members to the Search Institute's "Essentials of Asset Building" training
- Co-Hosted "Courageous Conversations: Social Media Communication" with AHS students
- Promoted the Ashland Police Department's National Prescription Drug Take-Back Day
- Presented the AMS Positive Community Norms data to the Ashland Wellness Committee
- Launched the POWER Series webpage at <https://www.ashlandmass.com/720/POWER-Programs>

### November

- Presented the AMS Positive Community Norms data to the AMS Site Council
- Sent two staff and 2 volunteers to the Search Institute's Developmental Relationships & SPARKS training
- Hosted a Community Conversation for 7<sup>th</sup> grade parents

### December

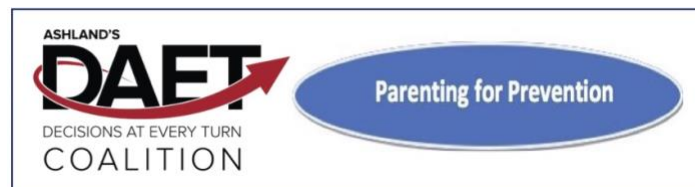
- Co-hosted the POWER Program *Screenagers: Next Chapter* with the Ashland Public Schools, the Town of Ashland, and ASHPAC
- Launched a parent & community messaging campaign with Town Manager Michael Herbert and Superintendent Jim Adams



## PHOTO OP

### DAET Annual Retreat

It was a busy day and we thank our stakeholders that were able to stay until the very end of the Retreat for our annual photo.



We have added seven NEW tip sheets to the *Parenting for Prevention* series. All tip sheets are available in English, Portuguese, Spanish, and Russian.

<http://www.ashlanddecisions.org/resources/tip-sheets>

- Anxiety
- Depression
- Media Literacy
- Primary Prevention
- Social Media
- Substance Use & Misuse: Boys
- Substance Use & Misuse: Girls

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## DAET COALITION MEETING CALENDAR

SEPTEMBER 2019 - JUNE 2020

We are excited to announce a new format to the monthly coalition meetings. We have added special events, activities, guest speakers, trainings & community discussions. Take a look! Please note that meeting locations vary. Topics are subject to change. To stay informed of changes, join our email list at [www.ashlanddecisions.org/contact-us](http://www.ashlanddecisions.org/contact-us)

<b>SEPTEMBER 10</b> 5:30 - 7 pm <b>DAET OPEN HOUSE</b> Want to learn more about DAET? Meet staff & volunteers. Visit our resource table. Enjoy refreshments & conversation! Ashland Public Library	<b>OCTOBER 17</b> 5:30 - 7 pm <b>PREVENTION PRIORITIES</b> Our official Coalition meeting kick-off! A review the 2018 MWAHS data & key stakeholder priorities regarding Ashland youth Ashland Public Library	<b>NOVEMBER 19</b> 5:30 - 7 pm <b>COMMUNITY, CULTURE &amp; ASSETS: An Interactive Discussion on Community Messaging</b> Everyone welcome! Parents & caregivers of children in Grades Pre K-12 are highly encouraged to attend. We are looking for your feedback on potential campaign messages. Ashland Middle School Library	<b>DECEMBER 10</b> 5:30 - 7 pm <b>COALITION REWIND &amp; LOOKING AHEAD</b> Let's celebrate a successful 2019 with refreshments, a recap of the past year, and a peek into 2020. Ashland Middle School Library	<b>JANUARY 21 NEW DATE!</b> 5:30 - 7 pm <b>RING IN THE NEW YEAR!</b> Join us for event planning activities and updates Ashland Middle School Library
<b>FEBRUARY 4</b> 5:30 - 8 pm <b>HIDDEN IN PLAIN SIGHT</b> An educational exhibit to help parents identify risky behaviors <b>NEW LOCATION!!!</b> Ashland High School Library	<b>MARCH 12</b> 6:30 - 8 pm <b>POWER PROGRAM</b> The Physiology of Addiction Dr. Ruth Potee Ashland High School Auditorium	<b>APRIL 7</b> 5:30 - 7 pm <b>DEVELOPMENTAL RELATIONSHIPS &amp; THE 40 DEVELOPMENTAL ASSETS</b> Ashland Middle School Library	<b>MAY 12</b> 5:30 - 7 pm <b>SUPPORTING POSITIVE MENTAL HEALTH IN CHILDREN &amp; TEENS</b> Ashland Middle School Library	<b>JUNE 9</b> 5:30-7PM <b>END-OF-THE-YEAR CELEBRATION!</b> Ashland Public Library

New members are always welcome! One-on-one orientation meetings can also be made by prior arrangement at [CoalitionInfo@AshlandDecisions.org](mailto:CoalitionInfo@AshlandDecisions.org).



### The Physiology of Addiction

featuring

Dr. Ruth Potee



Dr. Potee engages the audience with an overview of how substances and addictive behaviors impact the brain and how the brain is injured by prolonged exposure to these substances and behaviors.

She will focus on the three predisposing factors that put individuals at risk for addiction: genetics, early exposure during brain development and history of childhood trauma.

Dr. Potee is the Medical Director for the Franklin County House of Corrections, the Director of Addiction Services for Behavioral Health Network, and the medical director for the Pioneer Valley Regional School District.

**SAVE THE DATE!**

**March 12, 2020**

**Ashland High School**



Find us at:  
Decisions at Every Turn



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[@AshlandDAET](https://twitter.com/AshlandDAET)



Check us out at:  
[AshlandDecisions.org](http://AshlandDecisions.org)