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Nashua Prevention Coalition

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Meeting Minutes February 1, 2017

Welcome

Leah Elliott, Brion Carroll, Susan Haas, Oscar Villaces, Monica Gallant, Mike Apfelberg, Albee Budnitz, Marissa Carlson, Ross Desmet, Stephanie Wolf-Rosenblum, Jen Miller, Kristie Torlitis, Laurie Gentile, Justin Monroe, Nancy Keyslay, Tom Mandra, Donna Smith and Betsy Houde.

Minutes of January 4, 2017 were approved unanimously with those abstaining that weren't present.

Next meeting: Wednesday, March 1, 2017 will be facilitated by Susan Haas. Thanks Sue! (NARCAN training will be on the agenda, so please tell your friends, but let Jan know so we have enough kits available.)

Announcements

Jan and Betsy will be meeting with Nashua School District officials tomorrow to discuss the idea of holding a teacher workshop on February 20th. Many teachers don't live in Nashua or are not aware of what's available for help in the community. Stay tuned for more information. We will also be discussing scheduling of the Middle School YRBS. High School is scheduled for March 14th.

In-kind forms -- Monica shared that we need to have them filled out every month, so we can track coalition hours in prevention. We have to match 100% of the grant amount right now.

Beyond Influence Leadership Team meets every second Monday. We are seeking a volunteer to attend on behalf of Nashua Prevention Coalition. Next meeting on Monday, Feb 13th, 3-4:30pm will include the director of the NH Providers Association. Let Jan know if you're interested.

Silver Knights have earmarked "Princess Night" -- Friday, August 4th -- as Nashua Prevention Coalition night for us this coming year. Since they won the championship, there's been a demand for increased season ticket sales. They have a Jumbotron for video messages.

Youth Summit Planning -- Saturday, May 6th is the target date for a day-long program for a Youth Summit in partnership with NH Teen Institute. More information to follow.

House Bill 279 has been introduced in the NH legislature to repeal banning smoking in public places -- restaurants, lounges, grocery stores, boats, vans, taxis, etc. Please call your rep or state senator if you have a personal opinion about this bill. It has been said that Governor Sununu will not sign it into law.

House Bill 291 has been introduced to absolve veterinarians from participating in the Prescription Drug Monitoring Program (PDMP) when they prescribe opioids for animals. They are currently supposed to look up whether the pet owner has a personal relationship with prescribers him/herself to weigh the risk/benefit ratio. If you have a personal opinion about it, please contact your elected officials.

#NOMORE Campaign (@newhampshireha)

Brion shared information about NH Helping Addicts (NHHA) and a recent event at the Monarchs game to bring awareness to #NOMORE. No more bullying, no more suffering, no more abuse... no more missed family opportunities... (fill in the blank). He indicated that 1.7 billion people have a Facebook account. Social Media is more influential than parents. It is also more damning than physical content. NHAA is using social media as the largest tool to leverage a positive influence.



The campaign asks youth to use #NOMORE on photos, statements and other posts and NHHA will repost to help youth feel that their voice is heard. It's simple: log on, take a picture, get passionate about something, tag them and they will try to get the message trending.

They are trying to create workshops, and intend to reach out to "influencers" to say what is their preferred event, and then NHHA will help them put it together.

Members had great feedback and discussion ensued around how we can incorporate promoting this into our Youth Summit. Social media channels with most influence include Facebook, Instagram and Twitter. NHHA can pay \$38 to sponsor different posts to promote them outside the influencers circle to gain more traction. Brion indicated that it's 100% monitored, with their 10 board members all having administrative privileges to remove inappropriate tags. The most popular NO MORE thus far has been around bullying. They are not targeting any specific youth demographic.

Coalition Decision Making Process -- Visual

Monica shared a graphic Betsy created to help us visualize our "project life cycle" as we have so many small initiatives going on. It's important to identify and measure our goals, and then determine whether we are on the right track.

Stephanie indicated that a visual cycle is helpful. However, we need to revisit the purple step "expand project to new audiences" in case we don't actually want to expand something. We need to add refine/ design before we should consider expanding. Creating a time line for each project would be helpful since we have so much going on it's sometimes hard to tell where we are. Could we have a dashboard to share each month to show timeline and progress? More to follow.



2016 Initiatives and Next Steps

Red Ribbon Week/Lock It Up! Campaign

In keeping with the goal of reviewing and measuring our progress with our initiatives, members split into two groups to review the results of our two biggest campaigns thus far: Red Ribbon Week and Lock It Up! The chart of on the following page captures the group's feedback:

RED RIBBON WEEK CAMPAIGN

Who Cares?	What do they care about?	Where is the information	How will we get it?	How will we share it?
Audience	Questions	Data	Collection Method	Report
Students, parents, siblings, grandparents, educators, law enforcement, families, health care workers, businesses, local and state government	Prevention, support, safety, healthy lifestyle, education, general well - being, community	Number of students who participated and/or were exposed. Number of businesses that participated. Number of youth that got involved with SADD Clubs	Registry, surveys (survey monkeys), data & in-kind reports	Flyers, charts, create an axis, social media, print media, hairdressers 😊

LOCK IT UP CAMPAIGN				
Who Cares?	What do they care about?	Where is the information	How will we get it?	How will we share it?
Audience	Questions	Data	Collection Method	Report
Parents, doctors, pharmacists, caregivers, health care providers, families – all generations,	Keeping kids safe, kids giving their meds to others or misusing themselves, theft of medications, drug diversion, drug initiation, protecting grandchildren	# of pounds collected at police Rx dropbox, # of senior citizens and homes with lockboxes, YRBS data – if youth say it's less easy to get, doctor's offices	Conduct YRBS survey, request takeback data from PD and DEA, # of people promoting safe storage (physician surveys?), # of pharmacies promoting safe storage/disposal, focus groups,	Coalition website, mobile van, schools, social and print media, word of mouth, PCP's education, newsletter, website, school board presentation, therapists and counselors

Other

Ross indicated that Five Star Furniture has hotel safes for \$40-\$50 that are programmable each time you open it. NPD recommended them for officers' home gun safes. They could easily be used as Lock Boxes.

Meeting ended at 4:35pm.

Next meeting, Wednesday, March 1, 2017