

c/o United Way of Greater Nashua  
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Nashua Prevention Coalition

[www.NashuaCares.org](http://www.NashuaCares.org)



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## Meeting Minutes September 6, 2017

### Attended

Janet Valuk, Kameo LeLievre, Albee Budnitz, Christie Torlitis, Marissa Carlson, Julie Yerkes (NH Teen Institute) Shaun Nelson, Mike Apfelberg, Elyssa Clairmont, Shayana Owen, Leah Elliot, Ross Desmet, Fran Grady (Nashua School District), Rosemarie Dykeman (Salvation Army), Larry Harding, Nicole Viau (Nashua Public Health Department), Paula Powers (resident), Kathy Kirby (retired teacher) Sumitha Raman (Med Student with Albee), Susan Haas, Donna Smith and Betsy Houde.

**Welcome** Julie, Fran, Rosemarie, Paula, Kathy and Sumitha! Thank you for joining us.

**Minutes** of August 2, 2017 were approved unanimously with those abstaining that weren't present.

**Next meeting:** Wednesday, October 4, 2017 will be facilitated by Jen Miller, as volunteered by Shaun Nelson. Thanks Jen!

### Announcements

Jan will make sure that we will have enough **new member packets** for all of the new members that attended today. She will also make sure we have updated name plates to include everyone new.

Please complete **your in-kind log forms** to track hours devoted to coalition-related work. You can complete them by hand or online. We need to report this level of community engagement to our funding source.

**Over the Edge Fundraiser** -- Ashley from Fancy Nancy's Elite Hair Salon raised over \$1800 to support Nashua Prevention Coalition by rappelling 24 stories through this United Way event. Funds are still coming in to Nancy! Next year the event will be held June 28th and 29<sup>th</sup>, so mark your calendars.

October 17th **Dinner with a Doc** at St. Joseph Hospital – The theme is *How to talk with your kid about drugs*. Lisa Vasquez and Jan will be presenting. See Jan or Lisa for details.

October 4th -- **Nashua Public Health** is hosting an insurance parity event at Hunt Building along with Narcan and language training. See Elyssa for details. Narcan kits will be available to participants.

### Strategic Planning/Sustainability:

Jan and Betsy updated members about the Steering Committee discussion focused on ensuring we are sustainable as we are about to launch Year 5. Engaging the broader community beyond schools and nonprofits will be critical to our continued success. The group agreed to focus on amplifying our impact by growing our successful pilot projects to benefit the entire community. Brainstorming ensued below.

## **Red Ribbon Week -- Amplifying our Impact**

In 2017, Red Ribbon Week is October 23-31. Last year, we engaged teachers and students at all levels and involved small pockets of business leaders and nonprofits. Kami facilitated discussion around:

### **What worked well?**

PAL liked broadening discussion beyond drugs to making healthy choices. They tweaked existing program to engage kids more through social media -- take a selfie doing something healthy, etc.

High and Seek program for parents showcasing hidden paraphernalia in a standard teen's bedroom was well received. It's unclear whether the facilitator is continuing this presentation but will investigate further. If we move forward, a sponsor will be needed for the approximate \$1500 cost.

Elm Street conducted week long events with themes the whole school participates in. Included door decorating contests, lots of talk about healthy choices with 6th grade and more detailed info about drugs with 7th and 8th. There's a video series called "Natural Highs" that they showed several during assemblies. "Chasing the Dragon" was showed to 8th grade which is more "in your face" around substance misuse. Also held a panel presentation with a person in recovery, ER nurse and treatment provider centered around making choices -- not necessarily specifically around drugs. After, it was processed in small groups as a powerful educational experience. Students also decorated Elm Street trees similar to downtown Nashua.

Decorated downtown light poles with red ribbons (NOT for Christmas although some citizens inquired).

Asked businesses to put messages on their readerboards throughout the City.

Video from Media Power Youth was shown at Chunky's

## **This year's theme, Your Future is Key... So Stay Drug Free...**

**Elementary schools are adapting to ... So Be Healthy...**

**Moving forward...** Schools have a large presence, but what about businesses and community?

The following ideas were brainstormed and need follow-up:

1. Can we create PSA's from student athletes, police officers, fire rescue personnel? Teachers most likely would show them during Red Ribbon Week and have discussion. If there are restrictions about videotaping students (as previously indicated), "Natural High" links may be an option.
2. Morning announcements -- can we have a *message of the day* to share about healthy choices at all schools over the public address system? Featured announcers could include Life of an Athlete student leaders (two Nashua student athletes sit on their statewide council that may be willing to participate), Nashua PD's Ross Desmet, elementary SRO, students involved with arts, chorus, debate team, etc. ensuring that a diverse group of students is identified for maximum reach.
3. Christie indicated that John from the DEA offers workshops or outreach to parents. She agreed to reach out to see what options exist.
4. Work with local radio stations to put Red Ribbon Week messages on the radio.
5. Link with Faith homes through offering a short presentation during faith services. We could also ask to have a stack of our "hairstylist resource" cards for people. Interfaith meets first Wednesday in October at noon. Rosemarie offered to link Jan with Alanna via sending out a short write up that would ask faith leaders to participate. Choir members could be asked to wear red ribbons. If a script is developed coalition members could ask to speak at their respective faith homes.
6. Partnering with other agencies such as Bridges to help raise awareness.
7. Highlighting some successes to help raise awareness sharing PSA's of things that have gone well.

8. Police Officers were allowed to wear red ribbons on their uniforms last year, so we can request again. They have 25-30 marked cruisers that could have magnetic red ribbons.
9. On September 20th several small business owners from downtown Nashua are all meeting at Jaja Belles for a planning meeting. If we have a vision for how to involve them in Red Ribbon Week, we can work with Christie to get details and attend. For example, Main Street Gyro can have a basket of red ribbons, we can ask them to hang posters or other ideas.
10. Leah mentioned the idea of having a coupon book of incentives that are valid for Red Ribbon Week if youth sign a pledge. It may be too late for this year but should be considered.
11. Is there a Red Ribbon Week hashtag that we can use to promote our effort? If we can create a Snapchat filter for Red Ribbon Week, local people can be part of the broader story. Kami will explore options. Discussion also included whether Nashua should have its own hashtag, just use national or have both. More to follow.
12. New Telegraph editor may be open to articles around Red Ribbon Week. Lisa does a monthly column, but we could offer something with a different slant in collaboration with Lisa's effort.
13. Create a side campaign for parents about "Have you asked your child about Red Ribbon Week?" This could be a great way to engage the business community. If every school is participating, we can foster communication with parents/children as a conversation starter.
14. Back to school/Open House nights would also be great places to set up a table to share information but don't fall within the Red Ribbon Week time frame.

### **Youth Initiative**

The Steering Committee discussed the idea of having a cohesive, structured vision for how we want to engage youth in the coming year and pitched the idea of creating a Youth PSA Challenge to culminate in a contest during May's National Prevention Week. We also have lots of equipment for youth to use

Early discussion indicated that we need to bring a small group together to develop guidelines of who would be invited to submit a video, what the focus/theme? How can they access equipment? What other aspects do we want to include? Students could pair up to work together, and then have voting at Chunky's. Jan has already reached out to the Chunky's manager who is open to the idea.

Several people expressed interest in the planning subcommittee including Christie, Shaun, Sue, Donna, Rosemarie, Kathy, Leah, Julie, etc. Given the level of interest, Betsy offered to create a Doodle Poll to capture people's availability for a subcommittee meeting and it will be sent out to the whole group. All that are interested are welcome to attend. At this time, the structure will likely be to meet for 1-2 meetings to *organize* the initiative, with a follow-up subcommittee formed to help *launch* the initiative. Next steps will be shared with the full coalition so members can determine their interest/availability.

### **Member Satisfaction Survey**

In an effort to collect feedback about members' experience and engagement with coalition meetings, a Meeting Satisfaction Survey was handed out today and expected to be used after each meeting collecting comments and suggestions on how to improve. Please be honest! The Steering Committee want to make sure that you're having fun while helping guide meaningful work in the community. Meeting ended 4:33pm

**NEXT MEETING: Wednesday, October 4, 3pm-4:30pm at  
United Way of Greater Nashua, 20 Broad Street, Nashua, NH**