Effectively Engaging the Community

- Knowing the resources to direct community members
- Visiting the sites of each partner or potential partner
- Prioritizing spaces to engage based upon logic model
- Formal relationships with schools and informal (survey results as a door to prevention)
- Knowing prevention strategies in each school
- Rec departments e.g. Sports prevention; wellness
- Local Family Resource Center
- Engage local media instruct on language used in prevention work
- People don't want to go to a meeting
  - how do we have community members engaged in the work outside of meetings, programs?
  - Youth lead in engagement
    - youth canvas teams
    - youth peer leaders sharing information at informal style dinners.
  - Allowing community to define "next steps" in work

- Struggle of Families in great need, to have basic needs met and prevented:
  - have smaller gatherings where people are already gathering
  - troubles getting into school.
  - Messaging campaign for parental dissapointment

- Go with what works, when there is readiness
- Make the unusual level - pediatrics
Youth Vaping Trends

- Policy for schools to not release vapes/juuls etc. if parents want it back

- Resources for kids addicted to vaping?
  - Program in Billerica might not include vaping includes drug testing

- All day long in class

- Tobacco control video

- Meeting with Juul makers and public health professionals able to ask questions
  - Juul says that they are not making flavors directed at youth + only basic flavors

Talking to Youth:
- How quickly nicotine takes a hold of someone
- Would you want your kids using this in 20 yrs?
- Talking to them about worth, self concepts (mental health perspective), mindfulness
- Grossing students out, Big Tobacco, luring generations

What are Groups Doing:
- Brookline sent home letter to parents about vaping, will share
- Martha's Vineyard got film group with students
  - Tobacco control person created video/presentation, will share around
- SARC, UMass, news clip
- YouTube, youth vaping prevention
- PBSA, maybe Wakefield
- Put vaping with marijuana and edibles
- Belmont 5 week program, diversion program, can share
  - Education program after getting caught at school
  - Working on building better into and expanding/modifying
- Videos on YouTube coming up with creative ways to destroy vapes (from kids)
- Youth Engagement Model from Lynn
  - With Application
- Who makes the poster with all the tobacco products
Building Eval. Capacity locally

- 10% set aside for evaluator
- epi interns for data collection

- Eval training
  - DICK Roy - MassTAPP consultant

- Capacity building retreat in summer to nurture some of the needs that are missing

- Leadership team ‒ regional team set up
Educating Policy Makers

Educ Policy Makers - Who are they?
- Town Council
- School Admins - school chemical use Policies
  - MIAA Trainings
  - MIAA Superintendents
  - Drug Recognition Expert + Recovery H.S. Model Policy
  - Heather also Model Tobacco, e-cig, vaping Policy
  - MTCP Lawyers

Alcohol + Marijuana Local Regulation

Mason presented to select board privately
SBirksline, PNAS Youth Rates + Effects on Develop Brains

Talk to Policy makers about bigger picture:
- Outlet density vs just checking ID
- Lot of power in shaping the community
- Enforcement:

Present to BOTH: Board of Selectmen + School Cttee
- Youth Data to.... every year
State Rep + Senator + school Cttee Comes to Coalition meetings
* Engage youth voice

Your role as SARC council - How to get message out about Alcohol, My
Effective Messaging for Marijuana Prevention

- Messaging for youth and families
  - Plus messaging around public policy
  - Prevention experts may sound like they are against legalization, really just want to bring perspective to zoning
  - Minor alcohol laws and restrictions
  - Temporary moratorium to buy time while waiting for CCL
    - Risk: industry push back
  - Stoughton: made educational video with community leaders voices (police, fire, etc.)
    - Will send to MassTAPP
  - Establish difference between retail and medical legislation/ legalization

- Williamstown allocating to prevention through host agreement - option for other communities
Effective Messengers
FinL Prevention

- would retailer outreach be helpful?
  - wanting the age to be 18 vs. 21 (among retailers)
  - build stakeholder support
- local retail marijuana vs. state legalization - "not in my back yard"
- Find key people to be community champions