



**Awareness & Education  
Action Team Meeting  
May 16, 2023 9:00-10:30 AM  
Virtual via Zoom**

**Total Attendees (6)**

Attendee	Sector Membership	Agency / Organization
Lizzy Chalfin	Local Government	Natick 180 / Natick Health Dept.
Scott Davis	Parent	Community member
Astrid Dretler	Local Government	Natick 180 / Natick Health Dept.
Sarallyn Keller	Religious / Fraternal	Natick Interfaith Leaders Association / First Congregational Church
Michele Marotta	Civic / Volunteer Organization	SPARK Kindness
Shirley Toumayan Miller	Parent	Community member



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**Meeting Minutes:**

Agenda Item	Discussion
1. Citizens' Concerns	None.
2. Approve past meeting minutes	A vote on meeting minutes from <b>Feb. 13th, Mar. 14th, and April 11th 2023</b> was tabled due to a small number of attendees. These meeting minutes will be presented and voted on at the June A&E meeting.
3. Updates & announcements	<b>Natick 180 Full Coalition Meeting</b> - will be held on 5/25/23 at the Community Senior Center from 5:30-7 pm. This meeting will be a celebration of Natick 180's

	<p>accomplishments over the past year, and will include a presentation of the Community Champion award. Graduating NATI members will also be recognized. N180 plans to invite local political representatives (Karen Spilka). 15 people have rsvp'd to date.</p>
<p>3. Recap of Past Month's Events</p>	<p><b>a. Growing Up in Public with Dr. Devorah Heitner</b> - on April 13th - <a href="#">Growing Up in Public</a>: Navigating Reputation and Social Media in the Digital Age. This event focused on character building and creating the right digital footprint. Devorah Heitner's new book is coming out this fall. Natick 180 was a Spotlight Partner; it was hosted by SPARK Kindness. The event was recorded and was sent out to all registrants (300+); feedback was positive; Dr. Heitner conducted another session with NPS staff on May 15th.</p> <p><b>b. Natick 180 Booth at Boston Marathon</b> - on April 17th - N180 set up a tent and resource table on the Natick Common. The location was good, but it was difficult to attract the attention of people. There were a few people who took information and lock bags. We will re-think a plan for next year, if we decide to have a table. The one positive outcome was that a Fox News reporter, who happened to be doing a story on youth vaping, saw the booth and interviewed Katie re: the work of Natick 180.</p> <p><b>c. Prescription Drug Take Back Day</b> - on April 22nd - The total amount of medication collected was approximately 220 pounds, which is the most ever recorded since Natick began participating. There was one collection site behind the NPD as well as one in the Wegmans' parking garage. N180 provided lock bags to be distributed as well.</p> <p><b>d. NHS Step Up Night</b> - on April 26th -NATI students hosted a table at the event, promoting the club and giving away swag. There was a ring toss game to attract the attention of students. The NATI students did a great job, and 20 incoming freshmen signed up to participate next year. An introductory email will be sent out to them prior to the end of the school year.</p> <p><b>e. Family Caregiver Toolkit Webinar with Families For Depression Awareness</b> - on April 27th - this topic of this webinar was how to care for loved ones who struggle with mental health and/or depression. Despite promoting it through various channels, unfortunately no attendees showed up. A dozen or so people had pre-registered. We are not sure what happened but we may offer the event again, at the start of the school year (Sept).</p> <p><b>f. Middle School (WMS 6, 7, 8th, KMS, Riverbend) Health Class Presentations</b> - Lizzy and Katie visited middle school health classes to present to students on the topics of substance use, stress, mental health and peer influences. Deceptive marketing and advertising practices will also be examined. The sessions are going well; they will be visiting classes at Kennedy Middle School again next week.</p> <p><b>g. Sticker Shock</b> - on May 8th - 2 NATI students joined Natick 180 staff to visit all the liquor stores in Natick (except Total Wine &amp; Tilly's, who place stickers themselves) to adhere stickers reminding patrons not to purchase alcohol for</p>

	<p>underage youth. 1000 stickers in total were placed. There was an article in the Natick Report:  <a href="https://www.natickreport.com/2023/05/natick-sticker-shock-campaign-reminds-adults-not-to-supply-booze-to-minors/?fbclid=IwAR06KerwN9fInn0O7SBojEfJU7UkjRseCE1RAGEJtmfvbbaKNQo0M7UNtE&amp;mibextid=Zxz2cZ">https://www.natickreport.com/2023/05/natick-sticker-shock-campaign-reminds-adults-not-to-supply-booze-to-minors/?fbclid=IwAR06KerwN9fInn0O7SBojEfJU7UkjRseCE1RAGEJtmfvbbaKNQo0M7UNtE&amp;mibextid=Zxz2cZ</a></p> <p><b>h. YMHFA Training</b> - Katie and Lizzy trained 23 staff members at the YMCA last week. This was the first in-person training since Covid, and it went well. The YMCA would like to continue to partner w/ Natick 180 so that all incoming staff are fully trained (including in Narcan administration).</p> <p><b>i. After Prom Party</b> - on May 12th - Katie attended the APP, and reported that it went well. NPS staff mentioned having found some nips in the bathroom during prom, but no students were found to be under the influence.</p> <p><b>j. Mental Health Awareness event during the Natick Farmers Market</b> - on May 13th - Health Dept. staff were on hand to promote mental health awareness month. Most people who stopped to talk were either in the field or who have experience with the topic. It is hard to start a conversation with individuals who are just there for the market. The youth activity attracted several young families and the green ribbons were also an effective way to interact with people.</p>
<p>4. Upcoming Events</p>	<p><b>a. Mental Health Awareness Month</b> - month of May - This is a new, townwide campaign with multiple town partners. A banner has been hung in town center on Rte. 27, announcing May as Mental Health awareness month. Green ribbons are being distributed and worn as part of this campaign. A new QR code with information and resources is being developed and will be promoted throughout town buildings and other local businesses. A specific Facebook page has been created with posts and information that are shareable by other town organizations. FB tracking data will be interesting. Additional ways to spread the word and help raise awareness are welcome. The library has a creative display (a tree with written messages of support on the leaves) as well as a table with resources at the entrance.  Visits to the FB page can be tracked; other organizations could/should share the page link. SPARK, NPD, NFD, Health Dept, Town of Natick have all shared.</p> <p><b>-Marketing/Advertising:</b></p> <ul style="list-style-type: none"> <li>• Banners &amp; Flyers on town buildings</li> <li>• Green ribbons for individuals to wear</li> <li>• Newsletters, newspaper ads</li> <li>• Facebook page and social media</li> </ul> <p><b>-Upcoming Events:</b></p> <ul style="list-style-type: none"> <li>• Youth Discuss Living Through A Mental Health Crisis (5/17) - FFDA</li> <li>• QPR Suicide Prevention Training (5/24) - Natick 180 will host this event.</li> </ul> <p><b>b. NHS Wellness Fair</b> - on May 17th - Natick 180 will have a table, with information and resources on the topic of mental health and substance misuse.</p>

	<p><b>c. Natick 180 booth at Farmers Market</b> - the question was posed whether Natick 180 would want to host a booth at an upcoming market day. Consensus was yes, it is a good way to raise our visibility. Deb Sayre proposed some available dates; highlighting one non-profit each week is the goal. It was suggested N180 aim for a date in late Aug (8/26) to coincide with the Purple Flag project, RedHawk Fest, and Recovery month. We could also distribute medication lock bags.</p> <p><b>d. Natick Nights</b> - upcoming Thursday evenings in June &amp; July - this is another good avenue for raising visibility and sharing resources. There is a Google form to sign up, which Michele Marotta will forward. Bubbles are a good giveaway item to draw youth. SPARK will be there in June (6/8) &amp; July (7/27), and have invited Natick 180 to join their table.</p> <p><b>e. Other events:</b> OUT Metrowest is hosting an upcoming public event in May in partnership with the faith community and its leaders. FCC will share this information.</p>
<p>5. Discussion</p>	<p><b>Programming Ideas for Fall 2023:</b></p> <ul style="list-style-type: none"> <li>-Screening of "Recovery City" - follow up with Lisa Olivieiri to see if she plans to show the final cut. Also we may want to do a screening of "Screenagers."</li> <li>-FFDA Family Caregiver Toolkit Webinar - after Labor Day (aim for the 13th or 14th of Sept);this will be a re-scheduling of the webinar offered this past May.</li> <li>-Natick Days - Sept. 9th - Natick 180 will need to register for the event; we would like to have the obstacle course again if available. We raise a lot of money for NATI because the obstacle course is popular amongst young kids. We need a better hook to engage the adults and have a conversation. We could talk to people while they are in line for the obstacle course. We could streamline the entrance - possibly have people enter under the tent. Maybe also limit kids to one time through (two times holds up the line).</li> <li>-Dr. Miriam Schizer - N180 would like to invite Dr. Schizer to be part of a panel event in late Sept. on youth substance use. She has previously expressed an interest in doing a presentation in Natick. Her area of expertise is adolescent substance use and mental health; youth brain development; having conversations with your youth.</li> <li>-SPARK's upcoming plans: No programming set for Sept. except for an event at the Connor Heffler Park, which will include a storytime pop-up, developing an art and reading room at the facility, and setting up a free library which will house diverse children's books. Aug &amp; Oct are particularly busy months, including hosting Lisa Damour on 10/18 to address the emotional health of teens. SPARK will be hosting a back-to-school Aug. event (date TBD) with Caroline Maguire on friendship/social skills development and impact on youth loneliness. There will be a cyberbullying event on 10/3.</li> <li>-2nd Act - artists in this company are people in recovery or who have been affected by addiction; they use drama therapy to address the impact of substance use. They offer performances as well as workshops. N180 would like to bring 2nd Act in to</li> </ul>

	<p>either do a community event or a school-based event (need to decide which). There is a performance in May that N180 has been invited to attend.</p> <p>-Mental Health Collaborative - this organization provides mental health literacy programming. They have developed a curriculum for coaches, entitled "Mental Health Essentials for Coaches" as well as a train-the-trainers curriculum. Natick 180 would like to partner with the Mental Health Collaborative, and discussions are being held.</p> <p>-Natick Housing Authority staff expressed an interest in distributing lock bags to some of its residents. Lock bags were also given out at the prescription drug take back day.</p>
<p>7. Set next meeting date &amp; adjourn</p>	<p>June 13, 2023 proposed time of 11:00 AM - 12:30 AM EST (exact time tbd)</p> <p>*There was agreement to change the standing A&amp;E meeting time to 10 am so that people who cannot make the 9 am meeting can join.</p>