

Joint Natick Opioid Task Force & Natick Together for Youth

Leonard Morse Hospital
HELM Auditorium, 2nd Floor
67 Union St.
Natick, MA 01760
Wednesday, June 5, 2019, 5pm

AGENDA

1. Citizens' Concerns: A period not exceeding 15 minutes during which time any individual may voice an opinion or concern on any Natick Together for Youth or Natick Opioid Task Force related issue that is not on the agenda.
2. Introductions
3. Announcements
4. Year in Review
5. Organizational development of Natick's coalition to address the prevention of, treatment of, and recovery from addiction
 - a. Presentation and discussion of recommended Coalition name and branding
 - b. Vote on name and branding
 - c. Updates on action team membership and leadership
 - d. Presentation to Board of Selectmen, Board of Health and School Committee: June 10th, 7:00 PM at Town Hall (Board of Selectmen Meeting Room, 2nd floor)
6. Upcoming events: June 2019-December 2019
7. 2019 Community Champion Award

Agenda items will be addressed in an order determined by meeting facilitator.

Attendees (28):

Name	Organization	Sector Represented
Mark Canegallo	Initial Design Group	Marketing consultant to coalition
Scott Davis	Community member	Natick resident
Astrid Dretler	Staff	Natick 180
Caroline Dunlap	JRI	Other organization involved in substance abuse reduction
Daniel Graham	Intern - Natick Police Dept.	Law enforcement
Rev. Vicky Guest	First Congregational Church	Religious organization
Christine Guthery	SPARK Kindness	Civic / volunteer group
Officer Beth Heffler	Natick Police Department	Law enforcement

Chief Jim Hicks	Natick Police Department	Law enforcement
Lisa Keefe	SOAR Natick	Other organization involved in substance abuse reduction
Sarallyn Keller	First Congregational Church	Religious organization
Chief Michael Lentini	Natick Fire Department	Local government agency
Frank Lombardo	Food and Drug Administration	Federal government agency
Cheryle Lucenta	SOAR Natick	Other organization involved in substance abuse reduction
Lauren Meurer	Natick Recreation and Parks Dept.	Local government agency
Shirley Tourmayan Miller	Community member	Natick resident
Supt. Anna Nolin	Natick Public Schools	Schools
Jacqui Peak	SMOC	Other organization involved in substance abuse reduction
Lt. Cara Rossi	Natick Police Department	Law enforcement
Sue Salamoff	Natick Board of Selectmen	Local government agency
Deb Sayre	Kids Connect	Youth-serving organization
Katie Sugarman	Staff	Natick 180
Amelia Twiss	Student intern	Natick 180
Denise Twiss	Natick Public Schools	Schools
Sonja Wagner	Natick Police Department / Advocates	Law enforcement
Jim White	Natick Health Department	Local government agency
Ian Wong	Board of Health	Local government agency
Annette Ziegler	Natick Public Schools	Schools

Citizens' Concerns:

None.

Introductions:

Names and organizations were given by everyone in attendance.

Announcements:

Sonja Wagner of Advocates Inc, is a recently hired a full-time clinician at the Natick Police Department. Advocates (a local social service agency) partnered with the NPD to have a social worker position embedded in the police department. Sonja brings a clinical expertise coupled with a desire to work in a police setting. She was hired in April and works during hours that were identified as “most needed.” She goes on ride-alongs and also works in the office. She already has a caseload of several individuals. The goal is to divert people from jail and ERs and to provide them with the most relevant support services. To date, Sonja has conducted one post-OD visit and believes the interaction was positive. Besides OD’s and substance-related issues, Sonja will address domestic violence and other mental health crises. She provides on-scene assessments of possible mental health crises and provides counseling for outpatient referrals.

The After Prom Party (**APP**) was held on Friday night, 5/31/19. The coalition acknowledged Shirley Miller and all of the efforts of the APP committee. Over 500 kids attended. It was a fantastic event, and is envied by other local communities.

The full time **Associate Project Coordinator** position for the coalition has been filled. We are awaiting approval from our federal grant officer, and expect the start date to be in early July. This new hire, Nina Levine, has both MSW and MPH degrees.

The **RedHawk Fest** will be held on Aug. 25th from 4:30-7 pm. The event is organized by SPARK, Natick Police Department and Natick Public Schools, with monies donated by Cognex. It is a great way to bring all high schoolers together before the start of school. There will be food, music and games.

Hidden in Plain Sight is confirmed for Sept. 2019 (awaiting confirmation of specific dates from the Natick Mall). There is interest from other neighboring communities to help staff the event. A training event will need to occur prior to staffing it; there is a sign up sheet being passed around for anyone who is interested in helping out. We will begin planning over the summer.

Community Run and Rally for addiction prevention & recovery is in the early stages of planning for Oct. 2019. We are looking at a tentative date of 10/6/19. The Boston Bulldogs running organization will partner with us; a local Natick resident would like to start a metrowest chapter in this area. Lt. Rossi will help to determine the running route, and we will partner with other organizations who want to host tables at a resource fair. There will be a 5K & Family Fun Run scheduled at some point later in the year.

Year in Review - Highlights:

- Mental health clinician staff person embedded at Natick Police Department
- Narcan training and distribution has increased - 75 kits, 200 people trained
- Two sessions of the communications workshop “Learn A Better Way” have been held
- We have new funding streams, including DFC, state legislative earmark, local organizations
- New staff and interns working with the coalition
- Multiple community education events have been held, including marijuana, vaping and opioid forums
- Collaboration between NPS and Health Dept on vaping prevention, diversion and cessation
- New coalition development - merging of NTY and Opioid Task Force

Coalition Organizational Development:

The main priority for tonight is to discuss next steps in our organizational development, including the merging of NTY & OTF and re-branding of the coalition. We will be giving our formal request to the selectmen to dissolve the OTF and its current existence but to integrate that work under a newly branded coalition. We will be integrating our social media and website presence over the summer. The coalition will be housed within the Natick Board of Health and will operate under the advisement of a Steering Committee. Natick Above The Influence (NATI) will remain the youth component of the coalition.

The Organizational Chart was presented. It includes the Board of Health, Steering Committee, the Education & Awareness Action Group, the Access to Services Action Group, NATI, and the Community at Large.

Steering Committee Members:

Christine Guthery, SPARK Kindness
Chief James Hicks, Natick Police Department
Chief Michael Lentini, Natick Fire Department
Cheryle Lucenta, SOAR Natick
Dr. Anna Nolin, Natick Public Schools
Karen Rufo, Natick Public Schools & Newton Wellesley Hospital
Sue Salamoff, Natick Board of Selectmen
Jim White, Natick Health Department
Ian Wong, Natick Board of Health

Pending additions:

- 2 at-large community members (
- Clergy representative

Action Teams:

Michele Marotta and Lauren Meurer have agreed to co-chair the Education & Awareness Action Team. Upcoming meeting next Wednesday 6/12 at 8:00 AM @ the Community Senior Center.

The Access to Services Action Team is being chaired by Jess Cliff. Upcoming meeting next Thursday 6/13 at 1:00 pm in the training room, 3rd floor, Town Hall.

Priority Areas:

As the coalition moves forward, these are some of the priority areas of focus:

- Continue to build a sustainable, coordinated **organizational structure** to address substance use prevention, treatment and recovery needs in Natick.
- Engage and educate Natick community members in best practices of **youth substance use prevention**.
- Improve access to short and long term, culturally appropriate **substance use treatment and recovery support services** for the Natick community.
- **Ensure sustainability** and growth of financial and human resources necessary to support the mission of the Coalition and address the needs of the Natick community.
- Provide clear, **regularly updated communications** to Coalition members and the general public about Coalition initiatives and resources.
- **Engage youth and young adults** in Coalition decision-making, planning, implementation and evaluation.

Name and Branding Discussion: “Natick 180”

A subcommittee met multiple times recently with our marketing consultant to develop new coalition name, logo, tagline and mission statement. It was important that the tagline reflect the fact that it is not just our organization doing the work; it is a community effort, and that we are here for Natick and want residents to be engaged. Natick “180” reflects both the idea of the continuum of support, that people can make a 180* change, and that change is possible. It lends itself to asking the phrase “what do you want to do a 180 on?”

We acknowledge and have discussed that in the past there has been a strategic planning process called “Natick 360” and hope that there is no confusion between that and Natick 180. There was consensus in the room that people didn’t know what Natick 360 was; the new strategic planning process is now referred to as “Natick 2030.”

There is still time and opportunity to talk about what alternatives there may be if Natick 180 doesn’t work for everyone. Questions posed to the group:

- Do you think this name is good for what we are trying to accomplish with this group?
- Does the mission statement reflect what we want the coalition to be for Natick?

Comments from members about the name and branding discussion:

- **Majority of the attendees agree with renaming the coalition “Natick 180”**
- Don’t forget about young adults and elder population.
- “Natick 180” may come up as a street address when Googled.
- The mission statement seems to be focused on addiction (not broader health issues including mental health). However, it builds empathy which is important.
- Don’t bury the Opioid Task Force - maybe make specific reference to it in the mission statement
- “Addiction” is currently a more acceptable term than “substance abuse” or “substance misuse” as it is more accurate and reflects a disease model.
- Community members didn’t recognize what Natick Together for Youth was in the beginning either, so we will need to build recognition of the new brand.
- Messaging is important: all encompassing
- Make the community aware that Natick 180 is the unifying of previous groups(NTY/OTF)
- It would be helpful to eliminate the first paragraph of the mission statement or move it; moving the second paragraph is a less restrictive message
- The introductory statement is intended to tug on the emotions of people who are reading it in the hopes of making an impact; it sets the tone.
- Reference to “addiction” is needed at the beginning of the statement because this is why a lot of people are in the room today.
- We don’t want to lose the identity of the Opioid Task Force; the task force was created in response to issues of the community.
- This new statement is a thoughtful way to address all addictions, not just opioid addiction.
- Perhaps spell out addiction in the burst graphic logo.
- People recognize shapes easier than reading
- It is important to have the logo without the word addiction in it.

- When presented to the Board of Selectmen, School Committee or Board of Health (or any municipal department), it is important that this group says we are unanimously supportive of the re-branding.
- A motion was made to approve the new name “Natick 180.” The motion was seconded, and **unanimously approved by verbal vote!!!!**

A presentation to the Board of Selectmen is scheduled for June 10th at 7 pm. This is a joint meeting between the School Committee, BOS and the Health Department. During this meeting, we will ask to have the Board officially dissolve the Opioid Task Force and integrate its work into a newly branded coalition. The work of the OTF will continue. Please attend this meeting if you are available, as support is needed.

Upcoming events:

- ❖ Onboarding of new Associate Project Coordinator (Summer 2019)
- ❖ Integration of new social media and website (Summer 2019)
- ❖ Launch of NPS vaping cessation program (Fall 2019)
- ❖ Natick Days (Fall 2019)
- ❖ Hidden in Plain Sight display at Natick Mall (Fall 2019)
- ❖ Community rally & run for addiction prevention and recovery (Fall 2019)
- ❖ Annual vigil to remember those who lost their lives to addiction (Winter 2019)

2019 Community Champion Award: Rev. Vicky Guest

The Community Champion Award is an award that NTY developed several years ago to acknowledge the important work that one of our coalition members has done to both support prevention and recovery efforts in the community. The recipient has traditionally gone above and beyond to make a positive impact on the community. This year’s recipient is **Reverend Vicky Guest**. She received several nominations. Some of Vicky’s contributions include:

- Hosting and speaking at the annual Candlelight Vigil
- Offering strong advice, wisdom and support
- Helping NTY connect to the interfaith clergy group
- Working on and advocating for a common sense policy in Natick regarding medical and recreational retail of marijuana
- Coordinating the yearly Martin Luther King Jr. event to bring the community together and increase volunteerism

Vicky is retiring in August and loves to garden. A plaque and outdoor plant was presented to this worthy recipient.