

Dedham Organization for Substance Awareness
Meeting Minutes
March 9, 2021

In Attendance:

Krissy King – DFC Program Director
Takeya Faison – Youth Engagement Coordinator
Megan Palame – MORE Advertising
Nadia Mahrez – MORE Advertising
Mike Butler – Coalition Chair
Michael Buckley – Dedham Police
Sarah MacDonald – Select Board Member
Michael D'Entremont – Chief of Police
Kathy Reda – Vice Chair Board of Health
Monica DeWinter – Parent Action Team
Maria Antonuccio – Dedham High School Nurse
Lisa Laprade – Dedham School Committee
Jessica Goldberg – Education Development Center
Ann Stephens – Parent Action Team
Peter Kane – Calvary Baptist Church

Meeting called to order at 6:00 PM

Coalition Updates

- DOSA is looking to elect a Vice Chair for a 1-year term (tentative election date April 13, 2021) to assist with agenda-setting and meeting facilitation (April 8-9 application deadline).
- DOSA Mental Health Campaign update: The coalition contracted with MORE Advertising in the fall to create a social media campaign for youth and parents in Dedham. The goal of the mental health campaign was to increase mental health service utilization during the pandemic.

Announcements:

- *Parent Action Team event*-Tuesday, March 16, 2021 at 7 PM. The Parent Action Team will facilitate a speaker event on how to create balance in our lives as parents and caregivers and give us tips on how to connect with our youth.
- *Vision Board Event for Teens*-will be held March 22, 2021 at 6 PM. This virtual event will teach youth how to set goals and aspirations for their futures using vision boards. Students can pick up art supplies (poster board, markers, stickers, and magazines) from the Dedham Public Library.

Social Media Campaign Presentation

The group reviewed the status of DOSA's recent social media campaign. The goal is to target audiences through social media to promote DOSA's website. The campaign utilized Facebook to target parents and other social media platforms (Instagram and Snapchat) to target students. The campaign began in the middle of November and lasted until the first week of January.

Key points:

- The ad campaign had 28,453 impressions on Facebook, 21,114 on Instagram, and 176,332 on Snapchat. (Impressions = seen at all)
- Of those impressions, there were 4,156 video completions on Facebook and 894 on Instagram. There were also 56 click-throughs to the website via Facebook and 30 via Instagram.
- On Snapchat, there were 3,273 story opens and 358 story completions.
- There was consistent weekly engagement on Parent FB ads and Youth Snapchat throughout campaign.
- Because of the narrow targeting of the ad to a relatively small population size, the campaign saw diminishing returns halfway through.
- If there are future funds, the Coalition has many opportunities to highlight:
 - A specific offering, e.g., school services, vape quit services
 - One mental health or substance use behavior
 - The quiz tool as inspiration for an ad

The group is considering revisiting the social media campaign in the summer or fall. Targeted populations and funding will be examined at a later date.

Health Equity Partnership

Jessica Goldberg of Education Development Center presented on a new DOSA initiative focused on promoting health equity in substance use prevention. Jessica spoke about the health equity process and what that will look like for DOSA, its purpose, what it means to be working towards health equity. She also facilitated a group discussion among coalition members.

Group Discussion on Health Equity

The group discussed strengths and barriers to achieving health equity in Dedham.

Strengths

- The town is future oriented and working towards building a healthier more affordable community.
- The staff is community oriented and always looking to improve.

Challenges

- Political division within the community.
- It has been difficult to get people (community) involved during the pandemic.
- It can be a challenge reaching the individuals in the community that need support.

The next steps for the coalition would be to assemble a working group of coalition and community members to support this process. Coalition members were invited to join the Health Equity Partnership to assist with data evaluation and problem solving, as well as to implement structures that promote racial and health equity within the town.

Meeting ended at 7:30 PM