

Dedham Organization for Substance Awareness
December Meeting Minutes
December 8, 2020

In Attendance:

Krissy King – DFC Program Director
Jason Sullivan – School Resource Officer
Cassandra Bigness – DFC Program Coordinator
Fiona Flynn – Youth Representative
Mike Butler – Coalition Chair
Michael Buckley – Dedham Police
Melissa Pearrow – Dedham School Committee
Sarah MacDonald – Select Board Member
Michael D'Entremont – Chief of Police
Kelly Celata – Brockton Neighborhood Health Center, DOSA Harm Reduction Team
Kim Rutherford – Dedham Parent
Ann Stephens – Dedham Parent
Michael Welch – Superintendent, Dedham Public Schools
Laura Hickson – Dedham Savings Bank
Carol Read – Needham Public Health
Josephine Ngama – Dedham Resident
Pete Kane – Calvary Baptist Church
Elsbeth Simoni – Walden Behavioral Health
Sunshine Millea – Dedham Parent

Meeting called to order at 6:00 PM

Coalition Updates

CADCA Got Outcomes! Award

- DOSA has received the prestigious CADCA Got Outcomes! Coalition in Focus Award for demonstrating sustainable reductions in alcohol use among youth through evidence-based methods. The Coalition in Focus Award is bestowed on coalitions who demonstrate short term (2-3 years) reductions in youth substance use through their logic model and community data.
- The coalition's application focused on the period between 2016 and 2018, demonstrating a reduction in youth retail access to alcohol through implementing compliance checks in partnership with the Dedham Police Department.
- Mike Buckley and Krissy King will be attending the CADCA National Leadership Forum in February 2021 in order to present on the coalition's compliance check process. Mike Butler and Krissy King will also be leading a policy meeting of Massachusetts prevention coalitions, and they will present MA coalitions' top policy concerns to our national representative and senators.
- For the awards ceremony, CADCA is requesting short testimonial videos from coalition members and partners speaking to how DOSA has made an impact in the community.

Mental Health Ad Campaign

- The grant is partnering with MORE Advertising to put out a mental health ad campaign through Facebook, Instagram, and Snapchat. The goal of the mental health campaign is to increase awareness and utilization of existing mental health services in the Town.
- At about the halfway point, the campaign has served 112,486 impressions, with impressions being defined as anyone who viewed the ad.
 - 22,721 Impressions served on FB/IG (Parents and Youth)
 - 89,765 Impressions served on Snapchat (Youth)

Facebook/Instagram

- On Facebook/Instagram, the campaign has generated 42 link clicks with an overall click through rate of 0.37%.
- FB/IG ads have 2,205 completed views with about an 85% video completion rate.
- Seeing more activity from the Facebook ad targeting parents compared to the Instagram ad targeting youth (to be expected).

Snapchat

- Snapchat's Story Ad has generated 1,700 story opens with a *high* story open rate of 1.89%.
- The ad also generated 197 completions with a 11.59% completed story view rate.
- Finding female users to be more likely to open and complete viewing the story ad compared to male users.

Additional Updates

- Cassandra and Krissy are working with Ashley Dube to offer resources to youth struggling with substance use through the DOSA website.
- DFC staff are finding it challenging to engage youth during the pandemic.
- Krissy and Cassandra have been working to onboard DOSA's new youth engagement coordinator, Takeya Faison.
- Lisa Laprade will be replacing Melissa Pearrow as the School Committee representative to DOSA. We are grateful for Melissa's many contributions to DOSA and are looking forward to welcoming Lisa to the coalition.
- Photovoice – DFC Staff presented the results of the PhotoVoice youth engagement project at the Needham farmer's market in October, and Krissy presented it to the Dedham Board of Health
 - Melissa suggested that the coalition air the Photovoice PowerPoint Dedham TV

Group Discussion: Youth Engagement Plan

- The coalition reviewed the Youth Engagement Plan put together by Youth Engagement Coordinator Takeya Faison. Takeya's suggested youth engagement activities included: reaching out through athletics and sports teams, hosting engaging online activities for youth, and partnering with other youth-serving organizations to create a youth coalition.
- Fiona agreed with doing a virtual vision board and other online activities. She also suggested bringing youth into the city or on field trips (e.g., Treetop Adventures).

- Jason Sullivan offered to introduce Takeya to youth sports leagues coaches.
- Melissa Pearrow suggested paying youth a stipend in order to make volunteering for the coalition more accessible to low-income youth. Krissy agreed that that was a good idea. The stipends could come from a grant or from the \$5,000 that the Select Board allots to the coalition every year.

Parent Action Team—Kim Rutherford

- The parent team is thinking of doing a virtual parent coffee hour. So, taking a spin-off of some of the webinar topics and maybe doing a panel series.
- Due to the request of support for parents with children going into the ninth grade, Kim thought it would be helpful to connect parents to the Link Crew.
- The idea behind the panel would be promoting mental health and substance use resources for parents. The parent team agreed that they wanted to keep it light and motivational.
- Local speakers suggested by coalition members were Ashley Dube, Robert Blaney, and Angela Osei-Mensah.

Data Team—Mike Butler (Coalition Chair)

- The data team would like to expand and focus on key informant interviews with currently underrepresented groups in the coalition.

Youth Team

- The youth action team plans to hold a focus group with youth on December 29th in order to gain high schoolers' perspectives on effective ways to recruit their peers to the coalition. Officer Sullivan, Fiona and Rob Blaney will recruit 2 High School students each for the focus group. Due to coronavirus restrictions the focus group will be socially distant and will be capped out at 10 participants.
- The 3rd week of January, the youth action team is hosting a trivia night for youth. The trivia will be educational but also fun, with trivia ranging from local history to Tiktok trends to drug and alcohol facts.
- Additionally, Takeya is planning a virtual vision board event for teens, to be implemented in early spring.

Harm Reduction Team

- The Harm Reduction Team is planning to buy Narcan and offer virtual training to residents.
- Elsbeth Simoni suggested hosting a vape buy-back.

Meeting ended at 7:30 PM