



**Natick 180 Awareness & Education
 Action Team Meeting
 June 14, 2022 9:00-10:30 AM
 Virtual via Zoom**

Total Attendees (9)

Attendee	Sector Membership	Agency / Organization
Rabab Adel	Local Government Intern / Student	Natick 180 / Regis College
Lizzy Chalfin	Local Government	Natick 180 / Natick Health Dept.
Astrid Dretler	Local Government	Natick 180 / Natick Health Dept.
Sarallyn Keller	Religious / Fraternal Organization	First Congregational Church / Natick Interfaith Leader Association
Michele Marotta	Civic / Volunteer Organization	SPARK Kindness
Lauren Meurer	Youth-Serving Organization	Natick Rec and Parks Dept.
Shirley Toumayan Miller	Parent	Natick community member
Denise Passaretti	Parent	Natick community member
Katie Sugarman	Local Government	Natick 180 / Natick Health Dept.



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Meeting Minutes:

Agenda Item	Discussion
1. Citizens' Concerns	None.
2. Approve past meeting minutes	Meeting minutes from May 10, 2022 were approved by a unanimous vote. These official meeting minutes will be posted to the Town of Natick website.



<p>3. Updates and announcements</p>	<p>a. Summer Strategic Planning Process - N180 will host a strategic planning process for the coalition with regard to its final year of DFC funding. We have not had a strategic planning meeting since 2018. The target date will be in early Aug, specific date TBA. An email will be sent in advance.</p> <p>b. Opioid Settlement Monies Conversation - Natick will be receiving settlement money for 16+ years for a total sum of \$719,439. In 2022, the town will receive an initial sum of \$80,906; the amount lessens each subsequent year. The amount is based on a formula developed by the state. The town & Natick 180 are starting to discuss how we might use these funds. A decision will be made as to which Town department will receive and manage the funds. The MA DA's office has set forth a guidance document that outlines what types of activities the monies can be spent on; this may possibly include staffing. Katie is trying to meet with the Natick Town Administrator to get clarity on the parameters around spending the monies and whether they carry over from year to year.</p>
<p>4. Recap of past months' events</p>	<p>a. Jessica Lahey Event - Jessica Lahey, author and person in recovery, presented to the Natick and Dover-Sherborn communities on May 11th. The presentation was co-sponsored by N180, Dover-Sherborn's Challenge Success Program, and SPARK Kindness. There were 320 registrants; 130 attended. Feedback was very positive.</p> <p>b. Pilot of Teen Mental Health Speaker with Families for Depression Awareness – A teen speaker with lived mental health experience and a staff person from FFDA visited NHS on 5/16 at 7:30 am, and spoke with 10 students (NATI & the new Mental Health club) at NHS. Positive feedback was given by the students.</p> <p>The high school administration wanted to start with a small group pilot program to make sure content is manageable and that youth can be supported if needed. It may be that it makes sense to have smaller events throughout the year rather than large assemblies. Jason Hoyer will be contacted in order to discuss continuing small group assemblies in the fall.</p> <p>c. Sticker Shock - this campaign was conducted on May 16th with 6 NATI students (the last Sticker Shock event was in 2019). An orange sticker with the phrase "<i>Natick youth want to remind you that it is ILLEGAL to buy alcohol for minors</i>" was placed on large-pack alcohol items that appeal to youth. The students visited 6 local liquor stores (except for Total Wine, which does not allow youth in their stores) and placed 2000 stickers total. The event was covered by the local news outlets.</p> <p>d. NATI visits to the ASAP Programs - NATI students visited middle school students at both Kennedy and Wilson's after school programs (ASAP) and ran a Jeopardy-type vaping quiz. A total of 53 middle schoolers were involved in these visits. It went well and the students were very engaged. N180 plans to develop new content for future visits.</p>



	<p>e. Farmer’s Market Tabling - N180 had a table at the 6/4 Farmer’s Market. Thank you to the volunteers who joined us. We connected with community members around the work of N180, Narcan training, and YMHFA training.</p> <p>f. Coalition Wide Meeting - the quarterly coalition meeting was held on Thurs. June 9th from 5:30-7 pm. There were 28 attendees (both in person & virtually). The Community Champion awards were given to Lt. Cara Rossi and Nick Loscocco.</p>
5. Upcoming events	<p>a. Narcan Training - N180 will conduct a Narcan training on 6/16 at the Natick Community Organic Farm.</p> <p>b. Natick Nights - July 7th theme will be “health and wellness” and we are looking into whether the Natick Health Dept. and N180 can have a presence, since it is relevant. Saralyn and Denise can volunteer to help on that date. An idea for the event would be to give out a phone number for a resource line (e.g. the Crisis Text Line) and have people put the number into their phones.</p> <p>c. Spoon Project at July Art Walk - on 7/21. The project is an art installation of a giant spoon, representing opioid addiction. The goal is to raise awareness about the opioid crisis. N180 has reached out to the artist who is in Westwood as well as the Cultural District Director (Athena Pandolf) to see if we can move forward with installing the spoon in Natick. We are still determining the placement of the spoon.</p> <p>d. Redhawk Fest - Sunday 8/28 from 4-7 pm. There will be a planning meeting this Fri; Details for food and events are being discussed. The event will take place on the NHS practice field. N180 will plan to have a presence.</p> <p>e. “Recovery City” Screening - There will be a local screening of this documentary on Sept. 14th at TCAN. It was created by NHS teacher Lisa Olivieri, who documented the stories of four women, each reflecting different facets of addiction and recovery. The documentary is set in Worcester, and follows these women who have lived experience with addiction. For more information, see: https://www.wmm.com/sponsored-project/recovery-city/ There will be a meet and greet prior to the screening; then a panel discussion following it. The Rise On van will have a presence as well and N180 is seeking event sponsors.</p>
6. Discussion	<p>a. Billboard Messaging - N180 has confirmed dates with the company that manages the billboard on Route 135 (near Wendy’s) on the Natick / Framingham border, facing Natick. We will rent the billboard for the month of Aug (8/1-8/28) and then again in mid-Nov to mid-Dec. Need a month’s lead time to print the billboard, which would be early July.</p> <p>N180 found examples of two other coalitions that have done billboard messaging: one was focused on vaping - they borrowed a pre-existing design. The other asked youth in their community for positive messaging and</p>



	<p>strengths-based wording. N180 has previously discussed ideas for messaging including back-to-school-themed messages, and the importance of conversations & communicating with your kids about substance use (i.e. that it is just as important as the rest of the back to school shopping that is done; there is no room in your backpack for a vape). It would be good to include strong imagery with messaging that everyone can understand, including non-English speakers, that appeal to a broad range of people. Vaping and alcohol use seem to be the most prominent issues of concern. We could also make banners that correspond with the same messaging, which could be hung at the middle schools and the high school. The N180 logo and website would be included at the bottom. N180 will develop some graphics and language to share with the A&E team.</p> <p>Possible quote: “Back to School, Back to Healthy Living”</p> <p>In Nov. messages may focus on holidays (i.e. “Give your child the gift of knowledge”). We will continue to brainstorm imagery and messages; it needs to be completed a month in advance of the billboard display. Alcohol would be a good focus for this time of the year.</p> <p>b. Event: Mini Golf at the Morse Institute Library - on Sat. 6/25 - the event is part of the Natick Concerts on the Common. Natick 180 will be sponsoring hole #9 (different community non-profits can sponsor holes). The audience is primarily parents of younger kids. Various themes and decorating ideas were discussed, including having questions / thought-provoking items (Q&A). Shirley offered a 3x9 rolling divider with informational items & pictures on them, as well as community partners. It could involve a fun quiz at the end and distribution of N180 swag too. Themes may focus on resilience, prevention and recovery. Pool noodles could be designed to be an analogy for risk and protective factors. N180 staff will not be available to run the event but library staff have offered to help. Given that people and youth may move through the holes quickly, we may need to streamline the amount of information we intend to display. Another idea is to come up with a play on words or put mini facts onto flags. Another idea is to have a “bridge to recovery” with community partners listed along the arc and serves as the obstacle; could add flags and integrate the N180 logo. Shirley & Denise will spearhead the design and construction. N180 can fund the purchasing of items. We may be able to borrow some purple flags from SOAR Natick. This subgroup will meet this Thursday to begin working on the project.</p> <p>From Natick Rec and Parks: Director Karen Partanen resigned as of June 1, so Dan O’Keefe is acting as the interim director.</p>
7. Set next meeting date & adjourn	July 2022 from 9-10:30 AM ET (exact date tbd)