

# **Dedham Coalition for Drug and Alcohol Awareness**

2019 Update and Proposed Coalition Structure

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# Recap: History of the Coalition

- Formed by the Board of Selectmen in 2014 in response to alarming uptick in Dedham overdose deaths
- Brought together concerned community members, recovery organizations, law enforcement, medical and public health professionals
- Coalition successes:
  - Naloxone (Narcan) now carried by all first responders
  - Overdose aftercare visits by public health nurse, police, and Norfolk county DA's office
  - Educated community on public health effects of marijuana legalization
  - Provided resources at community events such as Flag Day and Dedham Day
  - Worked with Learn to Cope to hold weekly meetings at MBACC

# Drug Free Communities Grant

- Awarded to Coalition in August 2018
- Federal grant of \$625,000 over five years to:
  - increase community collaboration around prevention
  - reduce substance use among Dedham youth
  - Continuation of funding possible for years 6-10
- Selected grant activities since August 2018:
  - Hire of full-time Program Director and part-time Program Coordinator
  - Outreach to key stakeholders (e.g., schools, DPD, churches, Youth Commission)
  - Youth Vaping Forum to elicit youth perspective on e-cigarette use
  - Plan for recruitment of Youth Action Team against substance misuse



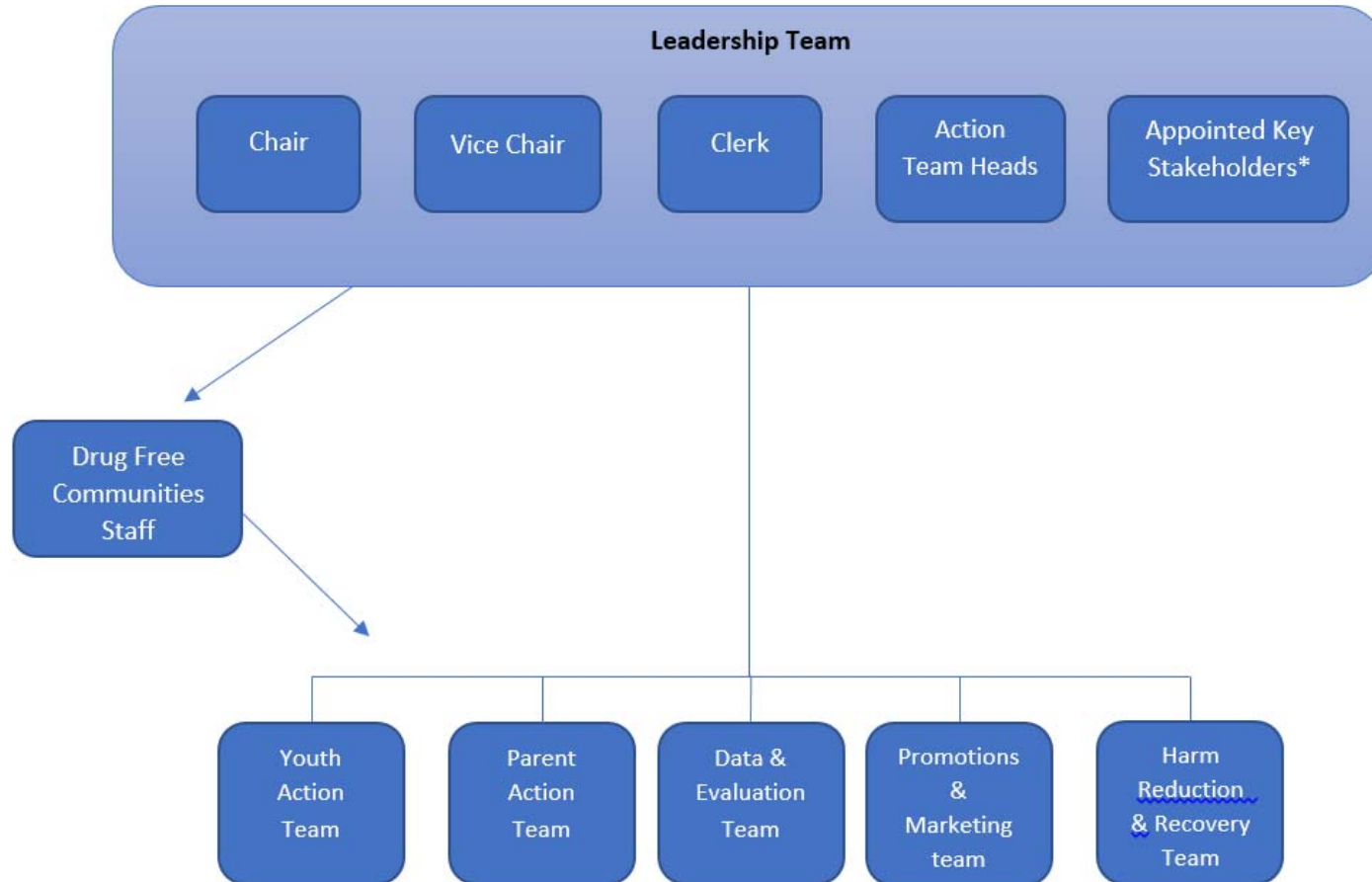
Gathering in support of DFC grant,  
August 2018

# Why Restructure?

- With new grant comes broadened focus on youth, prevention, and the schools
- Important to have as many key stakeholders at the table as possible, including:
  - Board of Selectmen
  - Board of Health
  - School Committee
  - PTOs
- Allow for leadership roles from community members (e.g., parents, youth)
- Create formalized oversight mechanisms



# Proposed Organizational Chart



# Key Stakeholders on Leadership Team

1. Local business representative
2. Healthcare Practitioner
3. Board of Selectmen representative
4. Board of Health representative
5. School Committee representative
6. Superintendent or his designee
7. Representative of a youth-serving organization (e.g., Parks and Rec)
8. Local media representative
9. Chief of police or his designee
10. Civic organization representative (e.g., Rotary Club)
11. Parent
12. Youth
13. Faith community representative
14. Treatment/recovery organization representative

# Role of Action Teams

- Carry out specific segments of the coalition's Action Plan
- Examples of Action Team Activities:
  - **Youth Action Team** – organize substance free youth activities such as barbecues before home football games; create social media campaign to change social norms around drinking
  - **Parent Action Team** – organize Parent Coffee Hour to share tips on talking to your child about drugs & alcohol; create parent educational materials on how to spot the effects of vaping
  - **Promotions and Marketing Team** – Design promotional items for the coalition; advertise for coalition events via the Dedham Times
  - **Data and Evaluation Team** – collect local data about youth substance use from surveys, interviews, archival data, and focus groups in order to track our progress
  - **Harm Reduction and Recovery Team** – provide treatment and recovery resources to community members; organize a Narcan training; support Learn to Cope



# Youth Prevention Goals

- **Increase community capacity** by:
  - training coalition members in Strategic Prevention Framework
  - increasing membership, youth participation, governance, and media communication
- **Decrease alcohol and marijuana use among Dedham students** by:
  - changing teens' risk perception of alcohol and marijuana
  - enhance parent skills in talking to their children about alcohol/drug use
  - providing substance free event alternatives
  - providing incentives/disincentives to local alcohol retailers
  - changing the environment where teens are most likely to use substances
  - advocating for local alcohol and marijuana policies that reduce risk of harming youth

# Metrics of Success

## Alcohol

- According to 2016 MetroWest Adolescent Health Survey\*, **35%** of Dedham High Schoolers currently use **alcohol**
  - This is higher than the regional rates (35% vs. 32%)
- 56% of DHS students **do not think there is great harm** in having one or two drinks of alcohol **every day**
- **42%** of 12<sup>th</sup> graders report **binge drinking** in the past 30 days
- **Key Stakeholder:** *“Parents give the wrong message. Just about every event serves alcohol, road races, and fundraisers, even Dedham Day. People even ‘tailgate’ at youth sports practices on the weekend.”*

\*2018 data to be made available in the fall

# Metrics of Success

## Marijuana

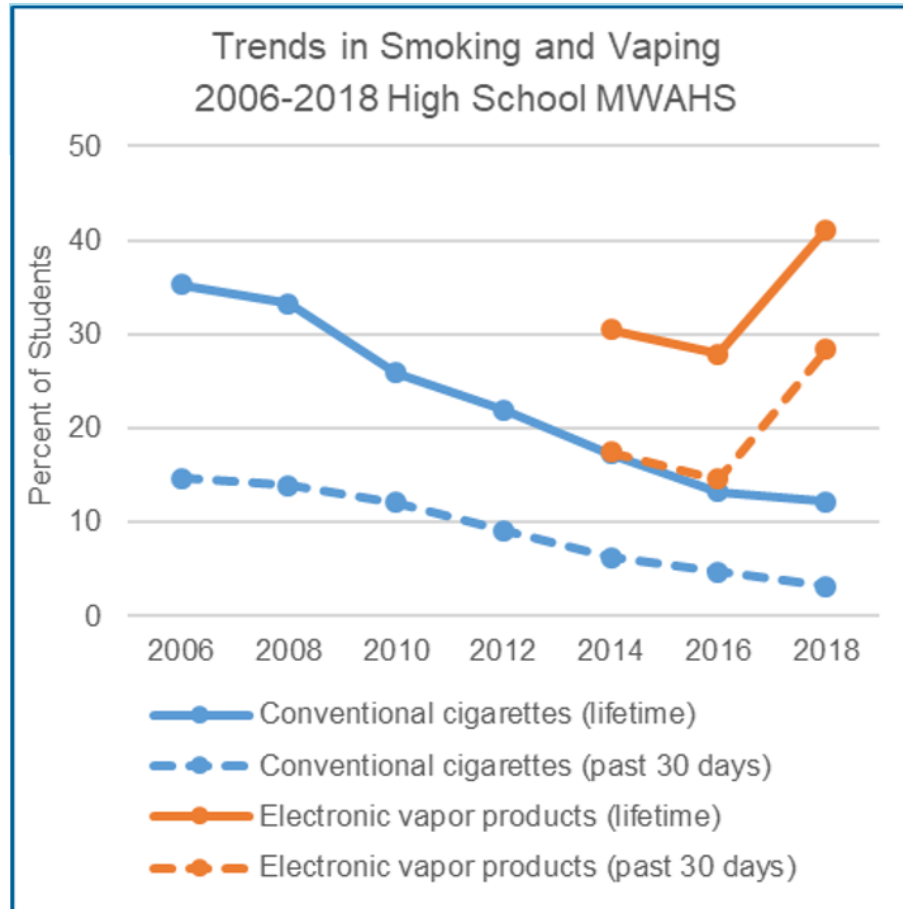
- According to 2016 MetroWest data, **23%** of Dedham High Schoolers currently use **marijuana**
  - This is higher than the regional rates (23% vs. 19%)
- 83% of DHS students **do not think there is great harm** in trying marijuana
- 30 Day marijuana use rates jump from 21% in 11th grade to **46%** in 12th grade
- **Youth focus groups:** one youth said *“marijuana is not a big deal, not a problem”* and another noted *“marijuana is huge and isn’t seen as a big deal at all”*.

# Metrics of Success

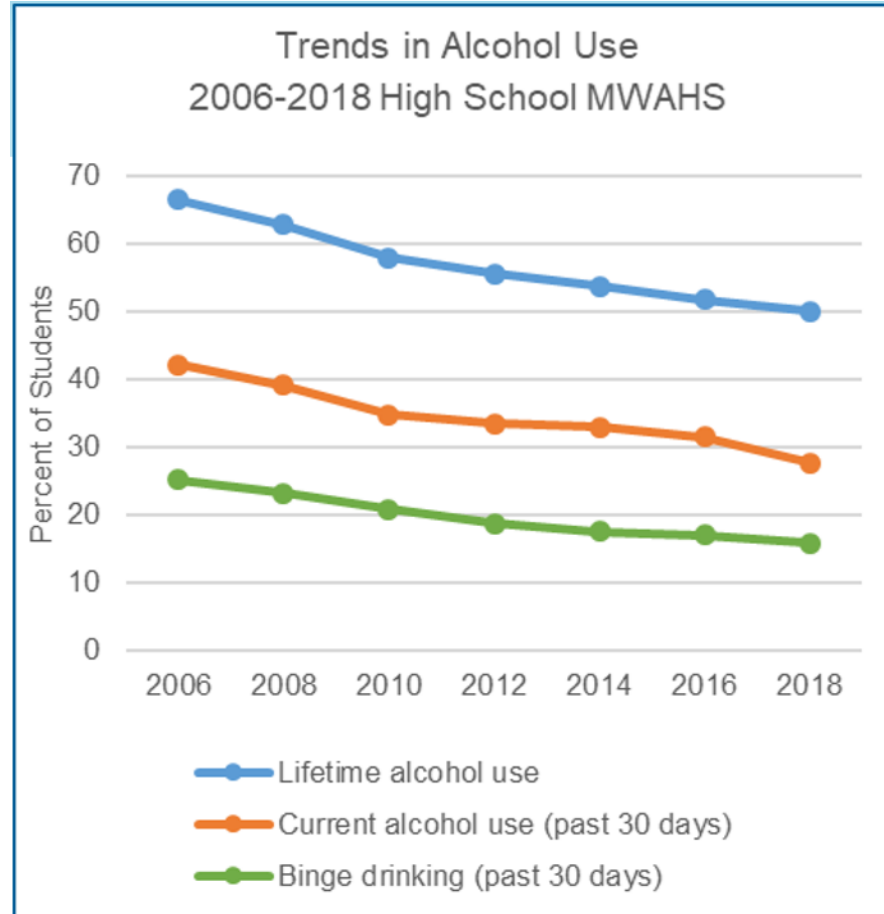
## E-Cigarette Use (Vaping)

- In 2016, 11% of Dedham high school students reported currently vaping
- However, based on regional and national trends as well as key stakeholder interviews, **we expect this number to increase significantly**
- Youth focus group: *“It’s so easy to hide [vaping]. Kids will blow the vapor into their locker, or into a Gatorade bottle.” One participant noted, “Kids use vapes to fill a hole. It’s a coping mechanism for stress.”*

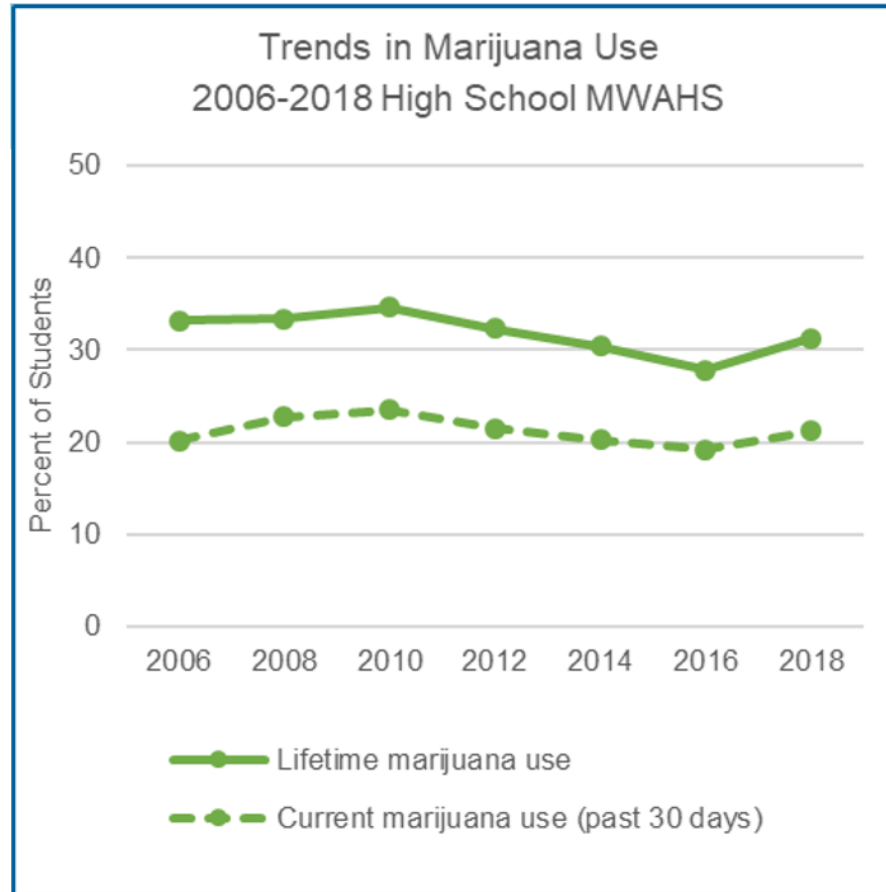
# Data Trends - Regional



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# Next Steps

- Review and provide input on bylaws and proposed coalition structure
- Appoint School Committee representative to serve on Leadership Team and attend quarterly meetings
- If approved, we plan to hold elections for Chair, Vice Chair, Clerk, and Action Team Leads in August and have our first quarterly meeting in September





**Thank you!**

For additional questions please contact:

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