



PREVENTION TASK FORCE

Governor's Commission on Alcohol and Drug Abuse, Prevention, Intervention, Treatment & Recovery

Task Force Chair: [Tim Lena](#), Timothy.Lena@timberlane.net Co-Chair: [Shannon Bresaw](#), Shannon.Bresaw@graniteuw.org

Prevention Task Force February 2, 2018

Attendees: Tim Lena, Celeste Clark, Sarah Shanahan, Laura Milliken, Marty Boldin, Betsy Houde, Katie Kachavos, Marissa Carlson, Kate Frey, Jill Burke, Karyn Madore, Melissa Schoemmell, Anni Stanley-Smith, Susan McKeown, Dave Mara, Donna Arias, Aly McKnight, Traci Fowler, Carrie McFadden (phone) and Sandra Kiplagat

Minutes from December 2nd were approved.

Young Adult Binge Drinking Campaign Prevention Campaign Presentation-CHI

Karyn Madore from CHI presented an overview of the Young Adult (YA) Binge Prevention Media Campaign that was recently launched in the state. The project aims to create a statewide culturally competent campaign through creative key messaging that targets NH YA (ages 21-25) in order to prevent high risk alcohol use.

- The campaign was developed as a follow-up to the Young Adult Assessment Report. It was noted that a higher percentage of Young Adults in New Hampshire reported alcohol binge drinking and low perception of risk of binge drinking, compared to other states and the US.
- The focus of the campaign is a harm-reduction approach targeted at young adults to discuss and inform real-life consequences of binge drinking from fellow peers from NH.
- The CHI staff incorporated research from conducting an environmental scan, formative research, and completed a social media strategic plan.
 - Compared to all peer groups in NH, a significantly higher proportion of young adults in the “Country-Local” group reported binge drinking.
 - Therefore, the selected target audience for this campaign is “Country-Local” young adults aged 21-25 years in the state.
- The communication platforms for this BingeFree603 campaign are currently in the testing and piloting phase. These platforms include:
 - BingeFree603 Website
 - Facebook
 - YouTube
 - Instagram
- These platforms will be reviewed by the Bureau of Drug and Alcohol Services for final approval.
- Karyn indicated that the videos (What’s Your Reason) have been a powerful sharing tool, as these videos have New Hampshire YAs who provide reasons why they do not binge drink and incorporate tips and tricks in the messaging.
 - The videos range from 1 minute to 30 seconds to 15 seconds with an emphasis of informing YAs to know their limits.
- The project team hopes to engage target audience through:
 - What’s Your Reason video
 - Social media i.e. Instagram posts and Facebook posts
- The team will conduct a second phase on additional focus groups etc.

Questions/ Comments

- Majority of task force members liked that the videos and photography are outdoorsy and representative of New Hampshire. They felt the snapshot represented the area well.
- Traci inquired if there are any mental health resources incorporated in the BingeFree603 website. **Traci will connect with Jill regarding incorporation of mental health resources.**
- In addition, there was discussion to incorporate unintended consequences of binge drinking consequences including possibility of arrest and high insurance premiums that may resonate with Young Adults.
- It was suggested that there is a need to explore additional social media platforms that are beyond Facebook and Instagram.
 - Karyn mentioned that there is discussion to incorporate Snapchat in phase II.
- There was also discussion to understand the distribution of ads reaching the target audience in New Hampshire.
 - Karyn responded that the Google Ads are geo-tagged to specific target age groups throughout the state.
- Task force members reiterated the importance of collaboration with diverse sectors and networks. The members also suggested that some potential partners in the campaign include:
 - Partnership for Drug Free NH (PDFNH) - **Jill indicated that she will connect with PDFNH.**
 - Local Craft Breweries- Aly McKnight mentioned that the BingeFree 603 has a similar look and feel with craft breweries in the state and Karyn mentioned she will connect with craft brewery companies around the state.
 - College Campuses- Phase II of the project
 - Stay Work Play- Phase II of the project

Legislative Plan Updates

- **HB656:** This bill relates to the legalization and regulation of Marijuana. The bill passed the house, and currently permits adults to cultivate up to 6 marijuana plants at home in a secure location.
 - The bill will proceed to the Ways and Means Committee on February 13, 2018.
 - Kate Frey mentioned that there needs to be writing letters to editors, calling the legislators, testifying in the hearings as well as writing to legislators.
 - The Legislative study committee will examine the bill closely.
 - However, the amendment never got a public hearing.
 - For those who work in prevention, please prepare to submit your prevention work.
 - If you know parents who have lost children during the opioid epidemic, encourage these parents to reach out to legislators.
- **SB431:** This bill relates to non-academic surveys required to be filed by school districts to maintain state and federal funding.
 - The current status is a vote of 3-2 in Senate Education Committee.
 - Task force members are encouraged to reach out to Senator Ward.
 - On the house floor, two members to vote: Senator Innis, and Senator Bradley
 - **Kate Frey will share an amendment of the bill with everyone.**
- **SB590:** This omnibus senate bill aims to expand home visiting, middle-tier services DCYF, and expand state loaner payment for the workforce.
 - Hearing will be scheduled next week Thursday, February 8, 2018.
- **Medicaid expansion** is currently being reauthorized. New Futures is currently working on communications, lobbying. Letters to editors, and story-telling.

- No bill number yet.
- There has been discussion to move the qualification from 135% below the federal poverty level to 100%.
- In addition, it was suggested that it has been difficult to link prevention work and Medicaid expansion and how they inter-relate.
- Julie Anderson coalition coordinator from Bridging the Gaps is working on building healthy services for families and emphasizes it is integral to have prevention.
- **Family and Medical Leave:** currently pending, but Kate Frey encouraged task force members to contact their representatives.
- **HB1369:** The bill relates to limiting educational assessments to academic skills and knowledge. The statewide assessment will focus on core subjects but excluding behavioral health (ruling out empathy, attitudes etc.).
 - Children Behavioral Health Collaborative is currently reviewing this.
- The bills below have been shut down:
 - Future conversation of changing drinking age
 - Legalization of huffing inhalants etc.

Work Group Updates

Task force members discussed any updates from their specific work groups.

Priority Areas	Updates
Changes in systematic level	<ul style="list-style-type: none"> ● Tim and Shannon have yet not convened a meeting but will reach out to their sub-committee.
Based around the age groups: early childhood	<ul style="list-style-type: none"> ● Laura and Sarah will be planning a meeting ● <i>Sarah will send out a meeting invite this afternoon (02/02/2018)</i>
Children & Youth	<ul style="list-style-type: none"> ● Children Behavioral Health Collaborative to reach out to community members to relate to the state's plan. ● Prevention task force plan as the guiding plan (using a public health approach) ● <i>Traci will share Back to Our Roots: Catalyzing Community Action Health and Mental Well-being. By Prevention Institute: September 2017.</i> ● <i>Traci will send out an email to her sub-committee.</i>
Emerging and Young Adults	<ul style="list-style-type: none"> ● Devin and Aly convened the meeting on YA sub-committee on Wednesday, January 31, 2018. ● The meeting was a basic overview of the landscape of what it means to be a YA in New Hampshire. ● Majority of those who attended were women, and prevention professionals. ● The team is interested in diverse representations from Males, LGBTQ, and People of Color (POC). ● It was suggested that they include individuals from: City Planning, Governor's Millennial Sub-Group and Stay Work Play. ● <i>If anyone is interested or if you can refer someone please email: Aly McKnight.</i>

Adults	<ul style="list-style-type: none"> • <i>Sandra will reach out to Amy Pepin.</i> Amy can also reach out to Lynne Fuller, and Donna
Older Adults	<ul style="list-style-type: none"> • Reach out to either Jill Burke and the REAP Program.

Office of the Governor

- There have been meetings held with a research company who have successfully conducted research in a variety of projects in Massachusetts including Chapter 55 piece of legislation, mandated open access communication between MCOs, Research Entities pertaining to matters regarding opioid description.
 - The team created an All Payers Claim Database
 - MIDA determined through data analysis that 67% of all persons who died of an overdose, had accessed prescription medication 6 months prior to their death.
 - This warrants further research on doctor practices and prescribing patterns in the state.
 - Using complex statistical methods including structural equational modeling, the Governor had been able to identify a doctor associated with over 30 people who recently died of an overdose.
 - ***Dave Mara sent out the links and Tim will share this other members of the prevention task force.***
- Marty Boldin emphasized that there needs to be clear and concise information to illustrate why SB431 should be passed.
 - Marty is interested in learning how many prevention programs, and students will be affected.
 - It is also important to understand how funding will be impacted.
 - Jill indicated that SAMHSA has not weighed on this option since it is considered a legal condition.
 - However, it was mentioned that this bill is not impacting only substance use, but accounted for other factors etc.

Frameworks

- Frameworks has recently wrapped their research on perception of adolescent substance use in New Hampshire.
- There will be a mini-release presentation to the funder, Hilton Foundation.
- Frameworks is planning to return to NH to present the final findings to the staff.
- More information to come. Stay tuned!

Therapeutic Cannabis

- The Therapeutic Cannabis Program is finally housed under the Health, Human and Services.
- Traci mentioned that the documents have been adopted in the Division of Public Health.
- It is worth noting that materials mailed to qualifying patient will include the child safety agreement.

Juvenile Court Diversion

- Currently working on reviewing 1 and 3 Year Recidivism data.
 - 1 year- 83% of the participants have not been in a court
 - 3 year- 66% have not been court as either juvenile or adults
- Launched restorative panels in Manchester.

- Town of Hillsborough hired a new board for the program.
- There were 229 youth screened in SBIRT. Almost 100% of students have been screened in SBIRT in the programs.

Life of an Athlete (LOA)

- The Life of an Athlete Conference has 400 people registered throughout 56 schools.
- The LOA Staff will be presenting to the softball group coaches in their annual meeting
- Worked with PDFNH to create an ad for each programs: created winter ad for finals
- On Social Media, LOA is close to 5,000 Twitter followers, 300 Instagram followers, and 700 likes on Facebook.
- The program Started implementation 5 years ago has successfully reached 5500 students and 550 coaches

Governor's Commission Strategic Planning

- The CHI team has been working on an outline and draft for the GC Strategic Planning in preparation for the Governor's Commission Retreat.
 - The retreat will be scheduled in March.
 - The taskforce will be given ample time to provide feedback prior to the retreat.

Other Updates

- Currier Art Gallery: Connect parents with children with substance use disorder. Partnering with drug Free. Every Monday from 6:00-7:30 in February. For more information, see the Currier Website

See you next time!

Next meeting: **Friday, April 6, 2018, 9:30am – 11:30am**
at **Community Health Institute, 501 South Street, Bow, NH.**