

MAYOR JOSEPH A. CURTATONE,  
SOMERVILLE HEALTH AND HUMAN SERVICES DEPARTMENT,  
& SOMERVILLE PREVENTION SERVICES,  
PRESENT:

# SOMERVILLE PREVENTION NEWSLETTER

## Prevention Works!

Welcome to Somerville Prevention's  
Summer 2019 Newsletter!

This summer has been filled with many  
prevention activities.

Please read to find out more!



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**SOMERVILLE**  
**Public Health**  
Prevent. Promote. Protect.





# SUMMER HAPPENINGS



POLICE • COMMUNITY PARTNERSHIPS

# This year's event was bigger & better than ever!



# 2 0 1 9



## SUMMER HAPPENINGS

# National Night Out 2019



**Speakers, performances, & demonstrations!**



## SUMMER HAPPENINGS

### *Overdose Memorial & Awareness Turn Somerville Purple!*



For *International Overdose Awareness Day* and to kickoff *Recovery Month* in September, the City of Somerville hosted this special memorial gathering and awareness event in front of City Hall on Thursday, August 29th at 5:07 p.m.

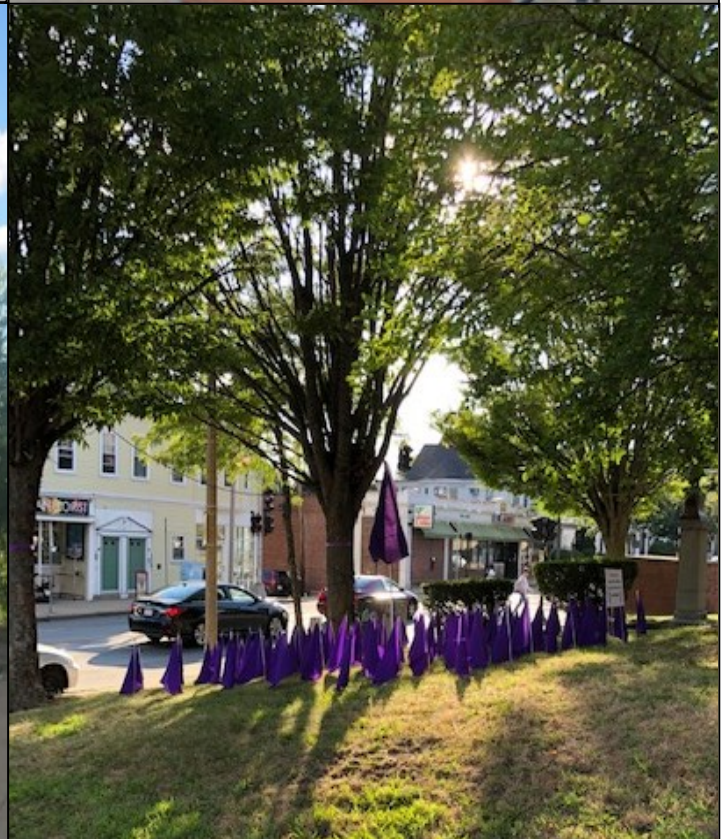
78 purple flags were placed in front of City Hall; 77 for the confirmed number of lives lost to overdose between 2014-2018 & 1 larger flag for those lost in previous years.

City Hall will be also lit up **purple** for the first week of September to recognize September as *Recovery Month*.



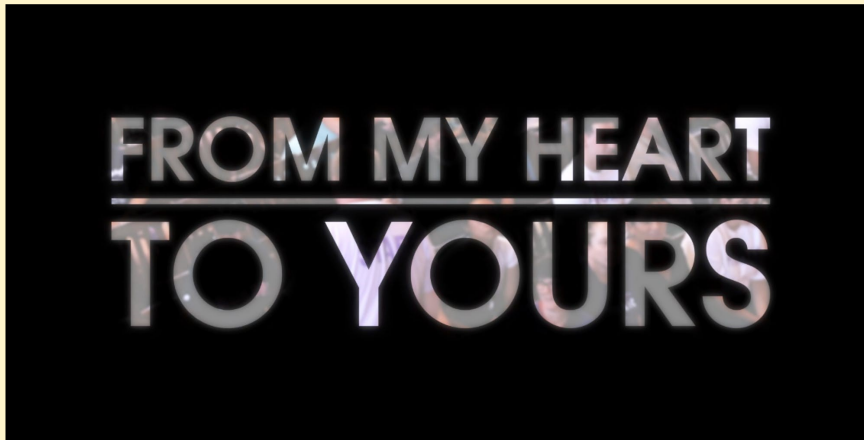
## SUMMER HAPPENINGS

# *Overdose Memorial & Awareness Turn Somerville Purple!*





## SUMMER HAPPENINGS



The City of Somerville in partnership with the Somerville Media Center (SMC) announced the release of a short documentary entitled, "From My Heart to Yours."

"From My Heart to Yours" provides an intimate look at how the availability and use of opioids have impacted the lives of many individuals, especially here locally," said

Somerville's Prevention Services Manager Matthew Mitchell. "It offers an opportunity for folks to see how the City of Somerville is working to stamp out stigma and support individuals in recovery as well as their families/friends and the community as a whole."

"It has been our mission as an organization for nearly forty years to share the stories often unheard or not represented in mainstream media with our community through educational videos," adds Erica Jones, Director of Institutional Advancement at Somerville Media Center. "The opioid epidemic is one that hits home for many people and to be able to try to convey the stories of those who were at their most vulnerable state and their journey to recovery was an incredibly powerful and moving experience for our team."

Both organizations plan to determine ways to best incorporate this short documentary into city trainings and offer it as a community resource.

**Additional screenings will be announced soon!**



# SUMMER HAPPENINGS

**RETHINK  
YOUR  
DISPOSAL**



**YOU can help,  
THROW NIPS  
AWAY!**



Children are frequently exposed to small alcohol bottles in:

- Parks •Playgrounds
- Schools •Sidewalks •Streets

#NIPIT






Follow us on Instagram: @PreventionACES

**Reconsidere  
donde desechar  
las botellas  
vacías de licor**



**USTED puede  
ayudar,  
depositandolos en  
un recipiente de  
basura!**



Los niños están expuestos frecuentemente a pequeñas botellas de alcohol en:

- Parques • Parques infantiles
- Escuelas • Aceras • Calles

#NIPIT






Síguenos en Instagram: @PreventionACES



## *A busy summer for #PreventionACES!*

After meeting with liquor store owners, prevention stakeholders, etc., the team developed #NipIt posters to display in liquor stores. Look for them this Fall!

In addition, #PreventionACES met with State Senator Sal DiDomenico's office to educate them on our #NipIt work.

Please be sure to give us your feedback/input by taking our survey:

English - <http://bit.ly/ACCESSurvey> • Spanish - <http://bit.ly/2Ef1ZLH>,

Portuguese - <http://bit.ly/2LZrFCy> • Haitian Creole - <http://bit.ly/kreyòlavisyen>.



# SUMMER HAPPENINGS

## Youth Marijuana Prevention

On June 11th & July 25th, Somerville Prevention Services gathered a group of prevention stakeholders including community members, caregivers, school representatives, etc. to identify concerns related to the onset of adult-use marijuana & youth. This is part of a planning process that will inform the City's plan to address youth marijuana use & provide accurate information to community members.



## Overdose Prevention & Naloxone Trainings

The Overdose Prevention & Naloxone Administration training team rolls on! To date, since September 2018, the City's Health & Human Services Department has trained 219 Somerville residents, businesses, staff, etc. while distributing 128 doses of Naloxone (a.k.a. Narcan). Partnerships this summer included:

*If interested in a training, please inquire at [mmitchell@somervillema.gov](mailto:mmitchell@somervillema.gov)*







## SOMERVILLE POSITIVE FORCES UPDATES



### **SPF100 & SPFJR. leaders worked on various prevention initiatives that reached hundreds of youth and adults this summer.**

- Highlanders Rule: A Guide for Incoming Students:** SPFJr. & SPF100 youth teamed up to make a guide to Somerville High School created by youth for youth. This guide includes various information about all the ins and outs that incoming students want to know (e.g.: Lunches, getting around, ID's, making new friends, conversation starters, classes, the building, etc.) in addition to important resources around teen depression, peer pressure, bullying, etc.). The goal of this guide is to help ease the transition from middle school to high school as this is a time of possible increased risk for teens around substance use. Every year *Highlanders Rule* is updated by SPF youth leaders with important new information (e.g. Most SHS Students DON'T Vape, 87% Don't) and distributed to incoming freshman during Freshman Orientation BBQ, thanks to our fantastic partnerships with the SHS Parent Teacher Student Association and SHS Principal. SPF helped to make 200 information bags to distribute to incoming freshman that included their guide and other important health and wellness information.
- National Night Out:** SPF100 and SPFJr. Leaders set up a table at National Night Out to share their We R Somerville campaign with event attendees. This project was created by SPF youth to prevent bullying by reducing judgement, increasing positive self-identity, and creating community connections. Youth feel that there were some of the greatest factors fueling bullying among youth. Youth invited community members to decorate one of their stickers, write at least 3 positive things about themselves, & then wear and share it.
- Financial Literacy:** SPF Youth Leaders piloted a financial literacy game to help build youth financial literacy around budgeting, careers, investments, and charity. Youth found the game to be an exciting way to learn about finances in ways they had never considered before or heard of previously. Their goal is to offer financial literacy opportunities to their peers as poverty is a significant risk factor for substance use.
- College Essay Writing Workshop:** SPF/SCAP partnered with SHS Guidance and Volunteer Program to offer a college essay writing workshop for the second year in a row aimed at providing support to at risk youth to increase college access. After an informative workshop, students are paired with adult volunteers who provide one-on-one support to write their college essay.
- Youth Marijuana Prevention:** SPF leaders worked together to review and provide important feedback around the development of SCAP's logic model and strategic plan for youth marijuana prevention which will guide youth marijuana prevention in Somerville for years to come.

**For more information about SPF100 and SPFJr., please contact  
Lovelee Heller-Bottari at [lheller@somervillema.gov](mailto:lheller@somervillema.gov)**



## SPF100 Reflections

Alexis-Marie Brainard



My name is Alexis-Marie Brainard. I am 15 years old and a freshman at Somerville High School. The reason I joined SPF100 is because I wanted to help my community. My stepdad is in a motorcycle club that rides to raise money for families who have someone battling an illnesses and I wanted to help like that too. Through not just raising money for people in need but by raising awareness about tobacco products and nicotine products like e-cigarettes.

By working with SPF100, I learned that vaping can be just as bad or worse than smoking cigarettes. I also learned that most people don't vape or smoke. In fact, 87% of Somerville High School students DON'T Vape!

By being part of SPF, I had the opportunity to help my community to fight back against Big Tobacco companies & help change laws to help prevent teens from using these harmful products.



## SPF100 Reflections

Genelle Vieira



My name is Genelle Vieira and I am a sophomore at Somerville High School. I learned about SPF 100 from a few friends who have been in the program before me. I see youth substance abuse prevention as an essential factor in improving our community. So that, in turn, caused me to find interest in this program right away. We get to do many fun projects and help create actual change throughout our city and state.



My favorite project that we have done so far is Kick Butts Day. Talking to our legislators is a big step in fighting back against the tobacco industry's targeting of youth and people of color in all communities. I am extremely grateful to be able to educate our state representatives and their aids on what student see and are exposed to every day.



## SPFJr. Reflections VIVIEN SCOTT



My name is Vivien Scott, and I'm an SPFJr. Leader! This is my first year as a Junior Leader, and I'm really enjoying making a change in the community. My favorite projects so far have been Sticker Shock and Kick Butts Day.



I really enjoyed Sticker Shock because we made a big difference letting people know that it's illegal to give alcohol to minors. We put *A LOT* of stickers promoting our cause at Sav-Mor. Additionally, I loved Kick Butts Day because it was our first time really talking to the community about our work. One of the many facts that I learned was that **MOST DON'T SMOKE**.

I gained lots from being an SPFJr. Leader and something I gained was education about prevention.

I learned so many things during the 2018-2019 year that I can use in my life!



## SPF Jr. Reflections Silvie Lore



Hi! My name is Silvie Lore and I just finished 6th grade. Some of my hobbies are drawing, painting, and listening and playing music. I play the cello, ukulele, drums, and had played the trumpet.

This is my first year of being an SPF junior leader. I decided to give this a go because I've always loved helping my community and I see a need to help my school. There have been some issues with vaping, and when I saw the chance to change that, I jumped at the opportunity.

My favorite projects we've done are Kick Butt's Day and Sticker Shock. On Kick Butt's Day we wrote messages like '1-800-Quit-Now' and 'MOST DON'T SMOKE' on the sidewalk outside the SHS. During Sticker Shock we went to Sav-Mor and put stickers on boxes and bags that talked about the legal alcohol age (21+). I really liked these activities because it made me feel proud and happy that I am participating in a movement that helps others. I hope to teach others what I've learned as well as finding new ways to help my community.



# Six City Tobacco Updates

The summer afforded a transition time to the new Massachusetts Tobacco Cessation Program Point of Sale database system designed to make retail inspections of tobacco/nicotine products and youth buyer compliance checks quicker and smoother. This system will also capture data in a more useful format.

Retail inspections took place in all six cities over the summer with encouraging results. For example, most Somerville retailers are in compliance with the new regulations for e-cigarette & menthol/wintergreen/mint flavored tobacco sales which was changed in December 2018, but effective April 2019.

A useful tool for inspections is the availability of the City's **Language Line**. Owners whose first language is not English can sometimes have trouble with the complex regulations, putting them in jeopardy of violations that could result in fines and/or suspensions of permits for a period of time.

This resource was used recently when a store owner was helped in understanding the nuances of the sales regulations through a three way call between the owner, a translator, & Six City Tobacco Initiative Program Director, Bonny Carroll.



## INTERESTING READS



First death reported from lung illness linked to vaping, officials say.

- <http://wapo.st/2U6k3hP>

Doug the Pug Protests E-Cigarettes in Commercial to Air at VMAs

- <http://bit.ly/342f0U7>

Kentucky Supreme Court Clears Way For Release of Purdue OxyContin Files

- <http://bit.ly/2L9EmqF>

Juul Doesn't Need to Advertise to Young People. Everyone Else is Doing It For Them

- <https://n.pr/2Zi1qgJ>

Nicotine Content in E-Cigarettes More Than Doubled in 5 Years

- <http://bit.ly/328ycy0>

Johnson & Johnson Must Pay Over \$572 Million For Its Role in Oklahoma Opioid Crisis, Judge Rules

- <https://nbcnews.to/2LeOEWJ>



## CONTACT US



**SOMERVILLE CARES  
ABOUT PREVENTION**

Together we can make a difference

# Six City Tobacco

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#### **Writer**

*Do you have a literary knack?*

Help SCAP write articles, interest pieces, or editorials for the SCAP newsletter or local newspapers. Time commitment varies depending on length of writing sample.

#### **Youth In Action Project Participant**

Adult volunteers are partnered with youth and law enforcement in efforts to promote zero tolerance enforcement, legislative advocacy and eliminate the current retail and social availability of alcohol for minors via the various YIA programs.

Current volunteer opportunities are available with the Compliance Checks, Shoulder Tap Surveys, & Sticker Shock.

#### **Somerville Positive Forces (SPF)**

Now accepting SPF100 and SPF Jr. applications for the 2019-2020 school year, email [lheller@somervillema.gov](mailto:lheller@somervillema.gov) for details.

## GET INVOLVED!



#### **SCAP Community Activist**

Friendly, outgoing volunteers are needed to reach out to residents, storekeepers, non-profit groups, community groups, etc. to promote the SCAP mission and to encourage involvement. Duties may include distributing informational or upcoming event fliers, and making phone calls to various businesses and residents.

**Please visit us at:**

[www.somervillema.gov/  
PreventionServices](http://www.somervillema.gov/PreventionServices)

**or**

[www.facebook.com/  
SomervilleCares](https://www.facebook.com/SomervilleCares)