

SOMERVILLE PREVENTION NEWSLETTER

2020-2021 Fall/Winter Edition



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**Somerville
Prevention Services**



**SOMERVILLE CARES
ABOUT PREVENTION**

Together we can make a difference



Public Health
Prevent. Promote. Protect.
Somerville Health and
Human Services Department

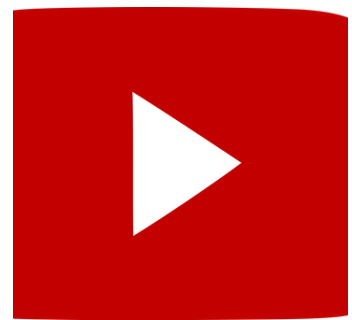
**WANT TO WIN A \$20
TARGET GIFT CARD?
CHECK OUT PAGE 27!**

SOCIAL MEDIA EXPANSION



Somerville Prevention increased its social media efforts and presence in its aim to reach more and more Somerville community members. Not only do we want to make content that is more timely, we also hope to create a library of resources through these platforms so that individuals can access the educational/information posts, videos, etc. on demand whenever and wherever.

Check out some of the amazing progress we've made on the following pages and be on the lookout for more social media projects in the near future!



BE SURE TO FOLLOW US!

INSTAGRAM: @SOMERVILLEPREVENTION

FACEBOOK: @SOMERVILLECARES

YOUTUBE: CITY OF SOMERVILLE PREVENTION SERVICES

SOCIAL MEDIA

APRIL 2021

Instagram

462

FOLLOWERS

623

ACCOUNTS REACHED

325

INTERACTIONS

4,379

IMPRESSIONS

@SOMERVILLEPREVENTION

BE SURE TO FOLLOW US!

INSTAGRAM: @SOMERVILLEPREVENTION

FACEBOOK: @SOMERVILLECARES

YOUTUBE: CITY OF SOMERVILLE PREVENTION SERVICES

SOCIAL MEDIA

facebook

JULY 2018

MAY 2021

599 → **759**

FOLLOWERS

FOLLOWERS

@SOMERVILLECARES

YouTube

JULY 2020

MAY 2021

0 → **177**

VIDEO VIEWS

VIDEO VIEWS

BE SURE TO FOLLOW US!

INSTAGRAM: @SOMERVILLEPREVENTION

FACEBOOK: @SOMERVILLECARES

YOUTUBE: CITY OF SOMERVILLE PREVENTION SERVICES

SOCIAL MEDIA INTERNS

Our social media expansion would not have been possible without the support and expertise from our interns who rounded out our Somerville Prevention social media team. We cannot thank both Georgia & Caroline enough for helping us with this effort!

To learn more about them, please see their bios below.



Georgia Bank
Tufts University

My name is Georgia Bank. I am a junior at Tufts University on the pre-med track pursuing a degree in public health. For the future I hope to continue working collaboratively to improve communities and help strengthen the quality of life for others.

While I was born and raised in NYC, being a member of the Tufts community has made Somerville my second home. Outside of interning at Somerville Prevention, I tutor NYC public school students and enjoy getting active by going on runs around Mystic Lake.



Caroline Gingold
Tufts University

My name is Caroline Gingold & I am a current junior at Tufts University studying Community Health with minors in both Economics & Entrepreneurial studies. I am originally from West Hartford, Connecticut but am currently living in Somerville near the Tufts campus (I am a true, Dunkin' obsessed New Englander)!

I joined Somerville Prevention because I am passionate about providing accurate information to youth about substances & problem gambling and LOVED the idea of using social media to reach our community. My favorite part of running our social media is being able to connect & interact with Somerville youth through Instagram polling. Some facts about me include that I fundraise for a Guatemalan nonprofit called 32 Volcanoes, love to run and be outdoors, & heavy weight lift!

PROBLEM GAMBLING AWARENESS

EDUCATING THE COMMUNITY ON ITS IMPACTS ON YOUTH

We also expanded the scope of our work this Fall/Winter to include problem gambling prevention education. In the month of January 2021, we posted this content on our social media accounts.

Check out some of our content below!

What is Problem Gambling?

A progressive addiction characterized by increased involvement with gambling, which causes disruptions in many areas of life.

MA COUNCIL ON COMPULSIVE GAMBLING

SOMERVILLE PREVENTION SERVICES

PROBLEM GAMBLING RESOURCES

Integrated Problem Gambling and Substance Use Hotline
1-800-327-5050

Massachusetts Council on Compulsive Gambling Hotline
1-800-426-1234

Massachusetts Office of Problem Gambling Services
<https://www.mass.gov/problem-gambling>

Signs of Problem Gambling

- Preoccupied with Gambling
- Hiding or Lying About Gambling
- "Chasing" Losses with More Gambling
- Restlessness or Irritable When not Gambling
- Repeated Unsuccessful Attempts to Stop
- Borrowing Money to Gamble
- Gambling to Escape Problems
- Increasing Bets
- Interfering Relationships and Job Opportunities

SOMERVILLE PREVENTION SERVICES

8:00

GAMBLING RECOVERY PHONE APPS

- BETBLOCKER
- GAM BAN
- GAMBLER'S ANONYMOUS TOOLKIT (GAT)

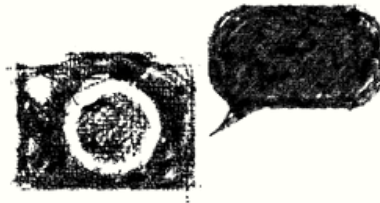
CONSEQUENCES OF PROBLEM GAMBLING

SOCIETAL

BECAUSE GAMBLING IS A SOCIALLY ACCEPTABLE ACTIVITY, PEOPLE CAN HAVE LESS AWARENESS OF IT AS A SERIOUS PROBLEM.

Did you know?

In 2020, 88% of Somerville High School students surveyed reported that they have never gambled. Examples of gambling included lottery, sports events, bingo, casino games, cards, or racing.



YOUTH PROBLEM GAMBLING PREVENTION PHOTOVOICE PROJECT

PROBLEM GAMBLING EXPOSURE IN THE COMMUNITY

On January 28, 2021, a talented group of 11 Somerville youth photographers virtually presented their work in our first Problem Gambling Prevention Photovoice Exhibition, a project funded by the Department of Public Health's Office of Problem Gambling Services.

Each youth photographer submitted two photos and captions, with each photo focusing on a different aspect of problem gambling and its potential impacts on the community, especially for youth.

Pictures will be posted in different physical locations throughout Somerville: follow us on our social media platforms to learn more!

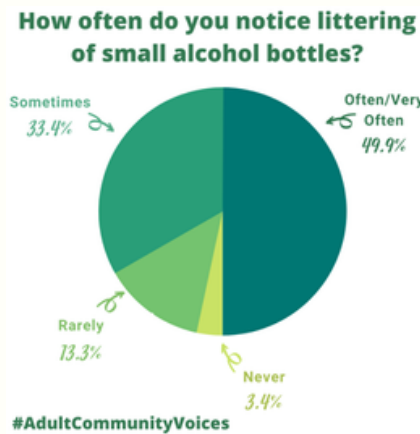
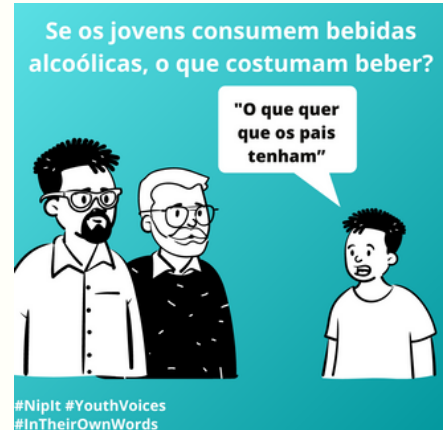
Interested in watching the entire exhibition?

Go to: <https://bit.ly/Youthphotovoiceexhibit>



ALCOHOL AWARENESS MONTH

APRIL 2021



The #PreventionACES collaborative, comprised of the cities/towns of Arlington, Cambridge, Everett, & Somerville, launched its #NipIt community awareness campaign on underage drinking prevention & littered small alcohol bottles in English, Spanish, Portuguese, & Haitian Creole. This campaign was driven by youth and adult community members feedback!

Did you know?

86% of Somerville High School students surveyed in 2020 & 96% of Somerville Middle School students surveyed in 2019 reported that they did not drink any alcohol in the last 30 days.

ALCOHOL AWARENESS MONTH

#NIPIT



A HUGE shoutout to our Social Media Coordinator, Nikayla Lampkins, for creating such engaging content for this campaign! Nikayla worked diligently over the last year to compile all the feedback and put her creative skills to work. These colorful and informative graphics helped reached SO many community members across our four cities/towns.

How many exactly? Check out the next page!



Did you know?

"Impressions" on Instagram measures the total number of times users saw your posts or stories.

ALCOHOL AWARENESS MONTH
APRIL 2021

Instagram 

281

FOLLOWERS

6,283

ACCOUNTS REACHED

350

INTERACTIONS

15,173

IMPRESSIONS

@PREVENTIONACES

Did you know?

We manage **TWO** Instagram accounts! @SomervillePrevention for all Somerville specific content & @PreventionACES for our regional prevention work with Arlington, Cambridge, and Everett. Be sure to follow both!

COMING SOON...

SMALL ALCOHOL BOTTLE FORUM

#NIPIT

Help Keep Our Community Clean and Litter-Free



Small Alcohol Bottles Forum

May 6th 2021

6:00pm - 7:30pm

Zoom - <http://bit.ly/NIPIT2021>

We invite you to attend a forum to discuss and hear about our work on underage drinking prevention and small alcohol bottle awareness

The PreventionACES collaborative will also be hosting a Small Alcohol Bottles Forum to review our work on underage drinking prevention and small alcohol bottle littering awareness.

Youth and adult community members will be presenting!



Did you know?

49.9% of adult community members reported noticing littered small alcohol bottles often/very often in 2019.

OVERDOSE PREVENTION

We continue to work towards reducing overdoses in our community through education & increasing Narcan availability. The OD2A grant focuses on training individuals experiencing homelessness and housing instability on overdose prevention. We also offer monthly virtual overdose prevention trainings in partnership with the Cambridge Public Health Department that are open to all.



FROM JULY 2020

TO APRIL 2021

50+

INDIVIDUALS
TRAINED

138


DOSES OF NARCAN
DISTRIBUTED




SOMERVILLE
Public Health
Prevent. Promote. Protect.



Cambridge
Public Health
Department


Cambridge
Public Health
Department



VIRTUAL OVERDOSE PREVENTION TRAINING

**YOU CAN SAVE A LIFE
WITH A SPRAY**

Learn how to
prevent, recognize & respond
to an opioid overdose.



RSVP FOR THESE FREE VIRTUAL TRAININGS:

- 3:00PM Monday, January 11th: <http://bit.ly/jan21registration>
- 3:00PM Tuesday, February 16th: <http://bit.ly/feb23registration>
- 3:00PM Monday, March 15th: <http://bit.ly/march23registration>
- 3:00PM Tuesday, April 13th: <http://bit.ly/april3registration>
- 3:00PM Monday, May 10th: <http://bit.ly/may10registration>
- 3:00PM Tuesday, June 15th: <http://bit.ly/june15registration>

Need Narcan? E-mail
mmitchell@somervillema.gov
No questions asked!

Did you know?

Narcan can still be used after it has expired. While the efficacy is weakened, administering expired Narcan is better than not administering any at all!

OVERDOSE PREVENTION & CULTURAL HUMILITY



Public Health
Prevent. Promote. Protect.

**Somerville Health and
Human Services Department**

**Promoting Cultural Humility in
Opioid Use Disorder Treatment Grant**



The City of Somerville's Health & Human Services Department also secured a grant from the Office of the Massachusetts Attorney General Maura Healey. The Promoting Cultural Humility in Opioid Use Disorder Treatment Grant aims to strengthen cultural humility & culturally & linguistically appropriate services in opioid use disorder treatment to better serve racially, ethnically, and socioeconomically diverse communities.

Somerville HHS, in partnership with Column Health, is actively looking to hire two full-time Recovery Navigators who speak Spanish, Portuguese, and/or Haitian Creole. They will be tasked with increasing outreach and support to underserved populations in our community.

Did you know?

The number of opioid-related overdose deaths in Somerville increased from 2018 to 2019. The ethnicities experiencing this increase were exclusively Black non-Hispanic males, Hispanic males, and Black non-Hispanic females.

Somerville Prevention Ambassadors

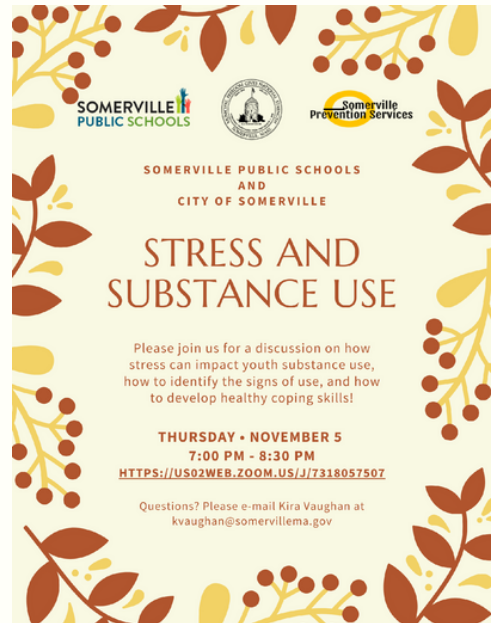
STRESS & SUBSTANCE USE

On November 2, 2020 Somerville Prevention Services collaborated with the Somerville Public Schools to hold a presentation and community discussion entitled "Stress Management and Substance Use."

During this joint presentation, Substance Use Prevention Coordinator Kira Vaughan and Prevention Ambassadors Francesca Broekman and Lee-Anne King talked about the impact of stress on decisions to use substances, especially within the context of the COVID-19 pandemic.

Check out the video:

<http://bit.ly/stressmgmtandsubuse>



A huge thanks to
Francesca & Lee-
Anne for their
participation and
collaboration on
this program!



Did you know?

In 2019, only 55% of Somerville Middle School students surveyed reported that they talked with parents or other family adults about the risks involved with drug use.

VIRTUAL COMMUNITY TRAININGS

Somerville Prevention's Substance Use Prevention Coordinator continued to provide virtual community trainings on various substance misuse prevention and other behavioral addiction topics, following a successful 2020 Summer series.

FEB 4, 2021

BEHAVIORAL ADDICTIONS & YOUTH EXPOSURE

YouTube

<http://bit.ly/youthbehavioraladdictions>



MARCH 4, 2021

SOCIAL MEDIA & ADDICTION

YouTube

<https://bit.ly/socialmediaaddictiontraining>



APRIL 15, 2021

INTRO TO PSYCHEDELICS

YouTube

<http://bit.ly/Introtopsychedelics>

PSYCHEDELICS

JUNE 17, 2021

INTRO TO METHAMPHETAMINE

Zoom

[Coming Soon](#)

METH

Did you know?

We record all of our community presentations & trainings!
If you can't make it to an event, check out our YouTube channel
City of Somerville Prevention Services

PREVENTION HAPPENINGS



Check out our appearance on the March run of the Somerville Council on Aging's Senior Circuit!

<http://bit.ly/SeniorCircuitPrevention>

The poster features a yellow background. At the top left is the "Public Health" logo with the tagline "Prevent. Promote. Protect." and "Somerville Health and Human Services Department". At the top center is the Somerville Municipal seal. At the top right is the "Somerville Prevention Services" logo. The main title is "EMERGING FROM COVID-19: STRESS, ANXIETY, & SUBSTANCE USE" in large, bold, red letters. Below the title are two icons: a profile of a human head with three spiral lines inside representing the brain, and a red, spiky virus particle. Below the icons, it says "PRESENTATIONS WITH MCLEAN HOSPITAL PSYCHIATRIST DR. MARNI CHANOFF". At the bottom left is a photograph of Dr. Marni Chanoff. To the right of the photo, there are two columns of text: "Youth Session June 9th 4p-5p" and "Adult Session June 16th 6p-7p". Below each column is a corresponding URL: <http://bit.ly/youthjune9> and <http://bit.ly/adultjune16>. At the very bottom, a red banner contains the text: "PANEL DISCUSSION TO FOLLOW AFTERWARDS FEATURING SOMERVILLE YOUTH & MENTAL HEALTH PROFESSIONALS".

Check out our upcoming June 2021 training with Dr. Marni Chanoff, psychiatrist with McLean Hospital!

Dr. Chanoff and a panel of Somerville youth & mental health professionals will discuss stress & substance use as the world slowly emerges from the COVID-19 pandemic.

There will be two sessions specifically tailored for youth and adult community members!

NATIONAL PRESCRIPTION DRUG TAKE BACK DAY

Somerville Prevention and the Somerville Police Department partner each April and October to host National Prescription Drug Take Back Day. This DEA-sponsored event provides an opportunity for community members to dispose of their unused or expired medications properly to prevent drug addiction and opioid-related overdose deaths.



DID YOU KNOW?

ACCORDING TO THE 2019 NATIONAL SURVEY ON DRUG USE AND HEALTH, 9.7 MILLION PEOPLE MISUSED PRESCRIPTION PAIN RELIEVERS, 4.9 MILLION PEOPLE MISUSED PRESCRIPTION STIMULANTS, AND 5.9 MILLION PEOPLE MISUSED PRESCRIPTION TRANQUILIZERS OR SEDATIVES IN 2019.

SOMERVILLE POSITIVE FORCES



Both SPFJR & SPF100 groups joined The 84 as the Somerville chapters of the statewide youth movement to fight big tobacco and vape industries. Members learned the truth about the tobacco and vaping industries' tactics and spread the word to others. Members led other youth and adults to make positive changes in their community and reduce the influence of the tobacco and vaping industries.

SPF youth leaders participated in the *2021 Virtual Kick Butts Day* joining The 84 and hundreds of youth from across the state in a day of youth action.

Following an impressive display of youth leadership around tobacco prevention from each chapters, SPFJR. & SPF100 youth met with State Legislators to highlight their prevention work over the last year and share why their work is important to them along with the top issues teens are facing in Somerville including: stress, anxiety, depression, body image issues and substance use.



To learn more about The 84, visit
<https://the84.org/>
& connect on social media:
@The84Movement

SOMERVILLE POSITIVE FORCES

SPF leaders would like to thank Senator Jehlen, Representative Connelly, Representative Barber and Representative Uytterhoeven for taking the time to meet with them during the Kick Butts Day legislative visits!

They were so excited for the opportunity to speak with each of them about important teen issues in our community and to have commenced a wonderful relationship to support youth health and wellness in Somerville!



Representative
Christine Barber



Representative
Mike Connolly



Representative
Erika Uytterhoeven



Senator
Pat Jehlen



State Senator Jehlen was so inspired by her discussion with SPFJR. Leaders that she decided to do a TV show highlighting the impacts (negative & positive) of COVID-19 on youth education and learning.

One of our AMAZING SPF100 Leaders, Kate Johnson, is featured in the show! You can watch it at:

<https://bit.ly/SHSandSantorJehlen>

Did you know?

Somerville Positive Forces (SPF) youth groups include SPFJr. (grades 6-8) and SPF 100 (grades 9-12). Each school year, SCAP engages 20-25 Somerville youth in substance misuse prevention efforts.

SOMERVILLE POSITIVE FORCES

Through our partnership, SPF100 youth leaders were invited to participate in the SPARKSHARE Summit on Racial Justice to learn new ways to address racial inequality and other equity issues through their prevention work.



The various workshops that leaders attended included:

- Boston Public Schools (BPS)/Teacher Cadet Program – “Growing Up Black” - Shared their “Growing Up Black” curriculum which aims to create a more equitable school environment.
- Brookline Teen Center/Speak Ur Mind – “Color Blindness” - Highlighted trainings to help students interact with people of different backgrounds to increase their understanding and sensitivity.
- I Have A Future (IHAF, Dorchester) Delivered a session on how juvenile justice and youth employment are tied to racial justice, from a systems-level perspective with ideas for policy change.
- Lexington High School/Diversify our Narrative –“The Ideal Feed: Representation in the Media” Highlighted ways to educate people on how to diversify their media narratives and why it’s important.
- Needham High School – “Courageous Conversations on Race” - Shared their work with schools on changing response practices to racial incidents, disciplinary protocols, and curriculum.
- Quincy Asian Resources (QARI) – Presented a “train the trainer” model on racism and hate crimes to help people to elevate their voices and advocate for action.

Did you know?

SparkShare works to empower young people to be change agents in their communities and in their own lives.

For more information, please visit: <https://www.sparkshare.org>

SOMERVILLE POSITIVE FORCES

Due to the pandemic, SPF leaders moved education & awareness efforts to social media platforms to continue to reach peers with their prevention messages. In the process, they have worked to develop new marketing and media skills to design health communications posts for both Facebook and Instagram.

Their graphics & video posts cover a range of prevention topics including: Bullying, Small Alcohol Bottles, No Menthol Know Why, Harms of Alcohol and Mental Health Wellness.

Check out some examples below!



STAY HAPPY AND ACTIVE

Mental Health

Giving the youth a source for help like a hotline or therapist will provide for better treatment for serious issues like depression or anxiety




Ways to Improve Mental Health

- Meditate/relax your mind
- Socialize/talk with someone you are comfortable with
- Keep active physically by exercising
- Stay off social media/disconnect
- Sleep or take rest consistently
- If needing additional support look for a possible therapist to get further help

Give Your Lungs a Fighting Chance

Need Help?

Visit teen.smokefree.gov for tools and tips.
For more information, young people can visit mass.gov/vaping.
text "VapeFreeMass" to 88709
Call or text "Start My Quit" to 855-891-9989 or visit mylifemyquit.com to sign up online.



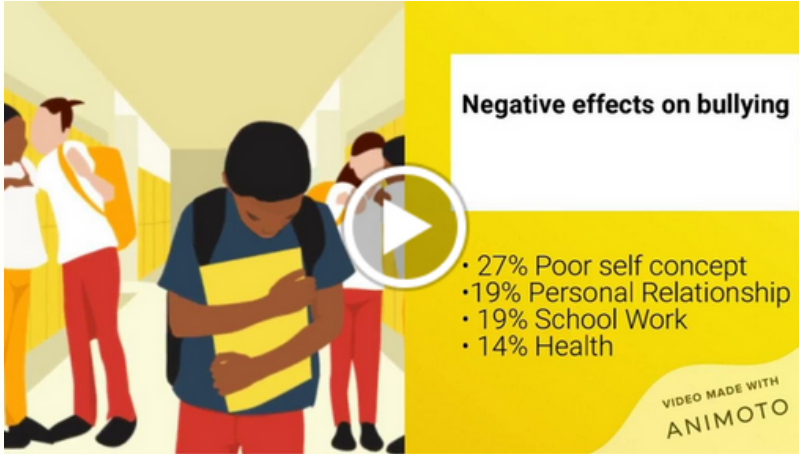
Why?: If you don't quit vaping/ smoking your lungs could be seriously effected and you could be at high rick for the current coronavirus,

underage drinking can lead to social problems such as...



FIGHTING or LACK OF PARTICIPATION

SOMERVILLE POSITIVE FORCES



NANCY NIMAKO: "BULLYING IS A BIG ISSUE AMONG MY PEERS. TO HELP BRING AWARENESS TO THIS ISSUE, I CREATED THIS VIDEO TO SHARE WITH OUR COMMUNITY OVER SOCIAL MEDIA."



SHREEYA MUSYAJU: "I HOPE THAT FROM MY VIDEO MANY PEOPLE WILL BE ABLE TO UNDERSTAND THAT NIPS CAN BE DANGEROUS IN OUR COMMUNITY AND CAUSE CHANGE IN HOW WE VIEW AND HANDLE NIPS."

Did you know?

12% of Somerville High School students surveyed in 2020 & 9% of Somerville Middle School students surveyed in 2019 reported that they were bullied electronically.

WHY IS THIS WORK IMPORTANT TO SPF YOUTH?

“Our work in SPF includes many different leadership skills and projects in which we spread awareness and work to prevent youth substance use and different problems youth face.”

“We want to spread awareness to our peers so they are healthy, safe and informed.”

“We see the effect of substance abuse in our community and don’t want the cycle to continue.”

“We want to decrease substance abuse amongst our peers and community members.”

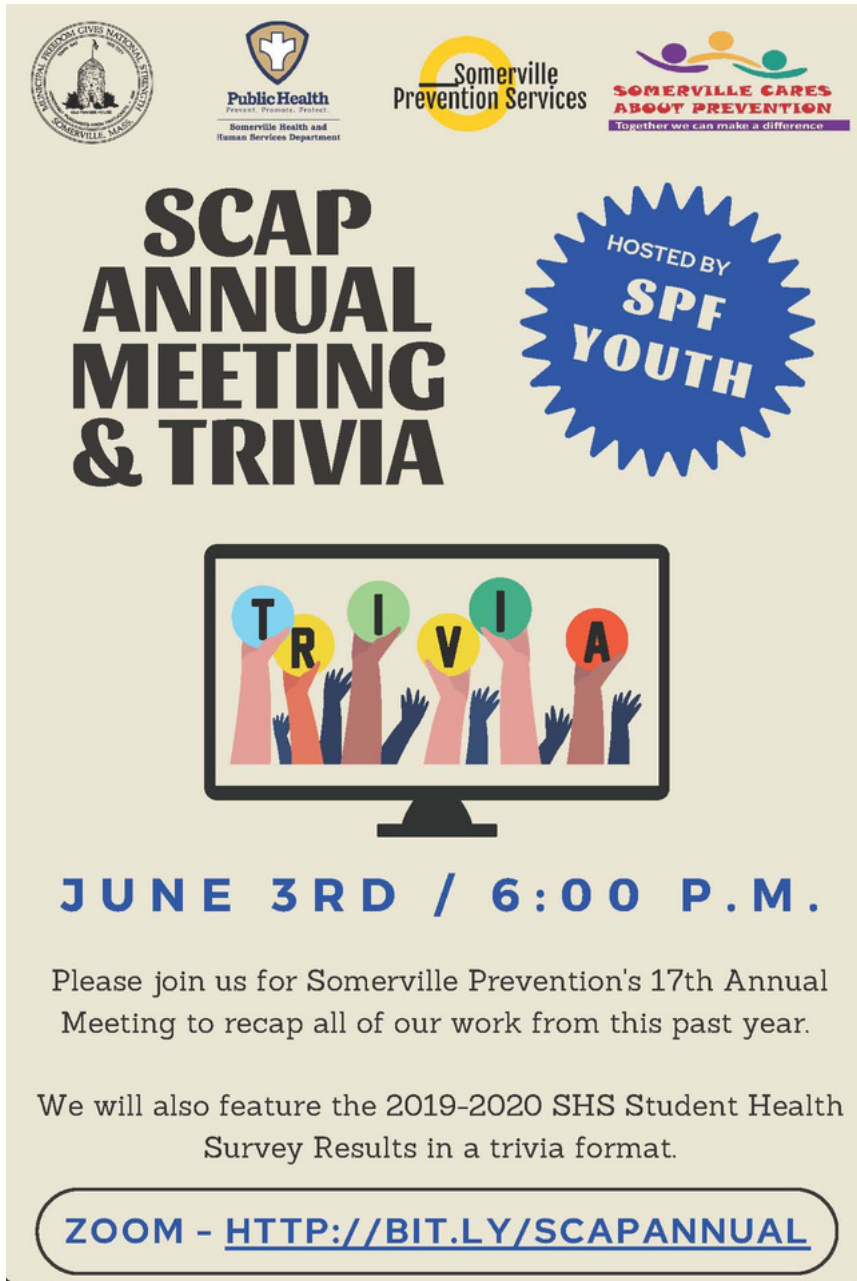
“Advocating for community issues such as substance abuse, mental health is extremely important to show that we care and support our community.”

“From this work, we acquired useful new tech skills such as Canva, WeVideo & Final Cut Pro to make media for social change and we learned to create public health messages.”



COMING SOON...

SCAP ANNUAL MEETING & TRIVIA



The poster features several logos at the top: the City of Somerville seal, the Somerville Public Health logo, the Somerville Prevention Services logo, and the Somerville Cares About Prevention logo. The main text reads "SCAP ANNUAL MEETING & TRIVIA" in large, bold, black letters. To the right is a blue starburst graphic that says "HOSTED BY SPF YOUTH". Below this is an illustration of a computer monitor displaying the word "TRIVIA" in large letters, with hands holding up the letters. At the bottom, the date and time "JUNE 3RD / 6:00 P.M." are displayed in blue. Below that, there is text inviting people to join for the 17th Annual Meeting and mentioning the 2019-2020 SHS Student Health Survey Results. A rounded rectangular box at the bottom contains the text "ZOOM - [HTTP://BIT.LY/SCAPANNUAL](http://bit.ly/SCAPANNUAL)".

SCAP ANNUAL MEETING & TRIVIA

HOSTED BY
SPF YOUTH

JUNE 3RD / 6:00 P.M.

Please join us for Somerville Prevention's 17th Annual Meeting to recap all of our work from this past year.

We will also feature the 2019-2020 SHS Student Health Survey Results in a trivia format.

ZOOM - [HTTP://BIT.LY/SCAPANNUAL](http://bit.ly/SCAPANNUAL)

Somerville Prevention will host its SCAP Annual Meeting via Zoom on Thursday, June 3rd from 6:00 p.m. - 7:00 p.m. <http://bit.ly/SCAPANNUAL>.

It will look a little different this year as we combined it with our Student Health Survey Trivia Event! Participants will now be able to not only hear about the highlights from the past year of Somerville Prevention's work but also participate in the Student Health Survey Trivia based off of the results from the Somerville High School Student Health Survey administered in February 2020.

Somerville was fortunate enough to be able to squeeze in our administration of the Student Health Survey before the COVID-19 shutdown last year which impacted many other cities/towns ability to gather this important student data!

Did you know?

All of our Student Health Survey results are available on our main City of Somerville website as well as all of our previous newsletters!

<https://bit.ly/SOMPREVENT>

SIX-CITY TOBACCO UPDATE



CAMBRIDGE
CHELSEA
EVERETT
REVERE
SOMERVILLE
WINTHROP

Despite COVID-19 impacts, the Six-City Tobacco Initiative worked with local tobacco retailers and convenience stores to ensure compliance with new tobacco laws including educational visits and store inspections.

As of March 2021, we are happy to report that most of these retailers remain in compliance with the new tobacco laws that went into effect on July 1, 2020.

Did you know?

89% of Somerville High School students surveyed in 2020 & 97% of Somerville Middle School surveyed in 2019 reported that they did not use an electronic vapor product in the last 30 days.

COVID-19: A YEAR LATER SOMERVILLE PREVENTION STEPS UP



As we surpass the one year anniversary of the beginning of the COVID-19 pandemic, members of the Somerville Prevention team continue to assist with the City's COVID-19 emergency response work.

Prevention staff assist with the COVID test scheduling phone line, aiding Somerville residents to register for free testing at our mobile testing site locations, as well as helping with the school reopening pool testing efforts.

For more information regarding
COVID-19, please go to

<https://www.somervillema.gov/covid19>

TRIVIA TIME!

The first **FIVE** individuals to e-mail mmitchell@somervillema.gov the correct answers will win a \$20 Target gift card!

QUESTIONS

- 1.) What percentage of individuals surveyed in the @PreventionACES #NipIt community survey reported noticing littered small alcohol bottles often/very often?
- 2.) In 2020, how many Somerville High School students surveyed reported they did NOT drink alcohol in the last 30 days?
- 3.) Name two ways youth are exposed to substances or other behavioral addictions featured in the City of Somerville Prevention's Behavioral Addictions and Youth Exposure training on YouTube.

HINT:  THIS NEWSLETTER
& OUR SOCIAL MEDIA!



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