

Somerville Prevention Newsletter

Spring/Summer 2021 Edition

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**Somerville
Prevention Services**



**SOMERVILLE CARES
ABOUT PREVENTION**

Together we can make a difference

Staff Departure



Somerville Prevention said good-bye (more like see you later!) to our first ever Substance Misuse Prevention Coordinator, Kira Vaughan, in June 2021. Kira's contributions to the advancement of Somerville Prevention's goals were invaluable. From hosting virtual community trainings to creating social media content to completing substance misuse assessments with Somerville Public School students, Kira's presence will be missed and she leaves big shoes to fill for her successor.

Best of luck in all of your future endeavors, Kira!

Now Hiring!

Check out, <https://bit.ly/sompreventionjob>, to apply for the Substance Misuse Prevention Coordinator position today!



SCAP 17th ANNUAL MEETING & Trivia Event



Somerville Positive Forces

Somerville Prevention hosted its 17th Annual Meeting in June 2021 virtually via Zoom. This year, we also combined it with our annual trivia event which led to a jam-packed session of prevention information.



Organized by Somerville Prevention staff and SPF youth, the event was a resounding success with 40 individuals in attendance with another 13 views on YouTube. Guest speaker Senator Pat Jehlen talked about the importance of youth-led campaigns. Check it out here - <https://bit.ly/37U0m4K>.



Did You Know?

All of the City of Somerville's Student Health Survey results are available on the Somerville Prevention Services webpage - <https://bit.ly/SOMPREVENT>.

Emerging from COVID Sessions

Facilitated by Dr. Marni Chanoff

Dr. Marni Chanoff, Psychiatrist with McLean Hospital, facilitated two Emerging from COVID: Stress, Anxiety, & Substance Use discussions with Somerville youth & adults.

Each conversation featured a review of how to recognize stress and worry as well as suggestions to help manage anxiety such as breathing techniques and eating well. In addition, each session featured opportunities for participants to share their worries and learn from each other.

If you were not able to attend, please give each a watch on YouTube:

- Youth - <https://bit.ly/2WbpUrd>
- Adults - <https://bit.ly/3zeJh1a>

Public Health
Somerville Health and Human Services Department

Somerville Prevention Services

EMERGING FROM COVID-19: STRESS, ANXIETY, & SUBSTANCE USE

PRESENTATIONS WITH MCLEAN HOSPITAL PSYCHIATRIST DR. MARNI CHANOFF

	<u>Youth Session</u>	<u>Adult Session</u>
	June 9th	June 16th
	4p-5p	6p-7p
	http://bit.ly/youthJune9	http://bit.ly/adultJune16

PANEL DISCUSSION TO FOLLOW AFTERWARDS FEATURING SOMERVILLE YOUTH & MENTAL HEALTH PROFESSIONALS



Did You Know?

The City of Somerville provides a comprehensive website in four different languages for COVID-related information, resources, etc. Please check it out at www.somervillema.gov/COVID.

Meth Assessment

A collaborative effort
with Medford,
Cambridge, &
Framingham.

Somerville Prevention partnered with the Health Departments in the cities of Medford, Cambridge, & Framingham to complete a methamphetamine assessment to get a better understanding of what use looks like in the greater Boston area.

Each city interviewed key stakeholders including active & former users, healthcare professionals, law enforcement, etc. to figure out how to address this emerging issue.

After completing 25+ interviews, the working group recruited the assistance of the Institute for Community Health (ICH) to analyze, organize, and write a summary report for the cities to use to educate policy makers on a local & state level about what needs to improve to best help individuals using meth. This report is scheduled to be completed by November 2021.



Cambridge
Public Health
Department



INSTITUTE FOR
**COMMUNITY
HEALTH**

Did You Know?

34% of admissions to the Bureau of Substance Addiction Services (BSAS) funded treatment programs in 2020 reported having used stimulants in the past year.



MASSCALL3

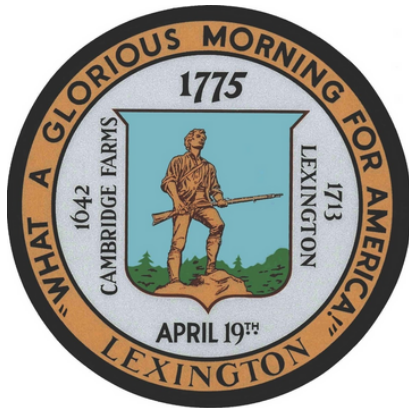
A regional prevention grant with Arlington, Everett, & Lexington.



Somerville Prevention wrapped up two BSAS-funded grants this past fiscal year, SAPC (underage drinking prevention) & MOAPC (opioid overdose prevention).



MassCALL3 is the next iteration of BSAS grants that aims to fund regional youth substance misuse prevention work with an enhanced focus on racial & health equity.



Somerville will be the lead on the grant and will work with old friends in Arlington & Everett while welcoming a new town to the cluster, Lexington.



The group is excited to begin the assessment phase with our grant evaluator, ICH, working with each city/town's stakeholders to identify how to best meet the needs of our diverse communities.

Did You Know?

The best way to keep informed about Somerville Prevention's efforts is on our Instagram page: @somervilleprevention. Follow us today!

OD2A

A collaborative effort
with partners in
Somerville &
Cambridge serving
individuals experiencing
homelessness &
housing insecurity



JULY 2020 - JUNE 2021

89

INDIVIDUALS TRAINED IN
OVERDOSE PREVENTION



Cambridge
Public Health
Department

88%

REPORTED FEELING VERY
CONFIDENT IN HELPING
SOMEONE WHO IS
OVERDOSING AFTER
RECEIVING THE TRAINING



82%

REPORTED LEARNING
ABOUT RISK FACTORS

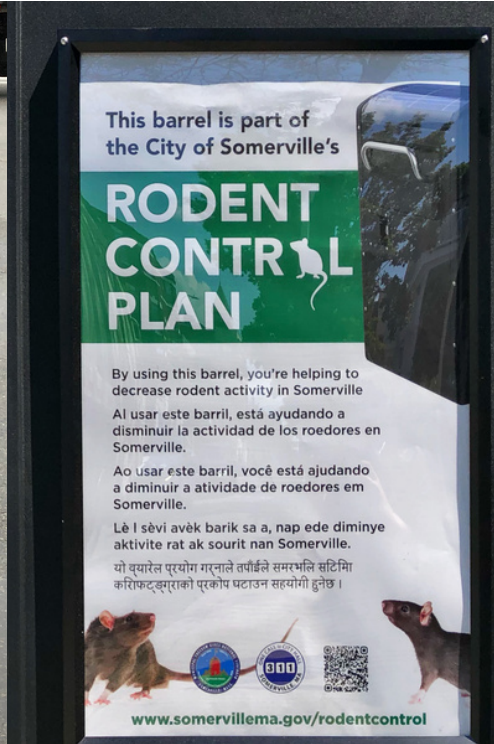


INSTITUTE FOR
COMMUNITY
HEALTH

Did You Know?

Somerville residents can receive FREE Narcan from the Somerville Health and Human Services Department. E-mail mmitchell@somervillema.gov to learn more!

#NipIt



Somerville Prevention partnered with the City of Somerville's Environmental Health Coordinator & DPW to install **55** #NipIt posters on Big Belly barrels across the City in addition to Rodent Control Plan posters.

Did You Know?

@preventionaces, made up of the cities/towns of Arlington, Cambridge, Everett, & Somerville, testified at the State House to educate legislators on our data collection efforts in Jan. 2020.

Small Alcohol Bottle Forum



Small Alcohol
Bottles Forum

May 6, 2021
6:00 p.m. – 7:30 p.m.
Zoom – <http://bit.ly/NIPIT2021>

Arlington Youth Health & Safety Coalition
Cambridge Public Health Department
CHA
ECHP
Somerville Prevention Services
SOMERVILLE GAPS ABOUT PREVENTION



120+ youth

The @preventionaces collaboratives small alcohol bottle work culminated in a Small Alcohol Bottle Forum to share our work and hear from key stakeholders about efforts moving forward. 47 community members were in attendance with an additional 29 views on YouTube. Watch here - <https://bit.ly/2Wb2jXD>

Did You Know?

Over the course of the #NipIt project, the @preventionaces cluster engaged over 120 youth across the cities/towns of Arlington, Cambridge, Everett, & Somerville. Youth-led efforts work!



CITY OF SOMERVILLE'S MAYOR'S SUMMER JOBS PROGRAM



Somerville Prevention Services

*The people that tell us e-cigs are safe....
...are the same ones that told us cigarettes were safe.*

MA Lottery says it's The State of Winning...

#FACTS

- Mega Millions: 1 in 302,500,000
- Powerball: 1 in 292,201,338
- Slots: 1 in 49,836,032
- Blackjack: 49%
- Roulette: 50%

BUT HOW MUCH ARE YOU ACTUALLY WINNING?

Does this feel like winning?

RECOVERY REQUIRES EMOTIONAL HEALING.

Somerville Prevention expanded this Summer! In collaboration with the Mayor's Summer Jobs Program, Lily Fitzgerald, a Somerville youth, coordinated our social media efforts for the summer. Lily did an amazing job, increasing our followers, accounts reached, content interactions, impressions, profile visits, likes, & comments. Check out examples of her work above!

Did You Know?

Since the pandemic started in March 2020, Somerville Prevention has increased its social media efforts with content created by young adult contributors & posted daily.

Youth Social Media Prevention Ambassadors



Somerville Prevention got into the influencer game this summer! We hired 6 Somerville Youth Social Media Prevention Ambassadors to create social media content for Instagram. Youth did a #takeover of the main Somerville Prevention page & posted substance misuse prevention messaging that was important to them & in their own words. HUGE shout out to Nancy, Maria Clara, Lia, Maya, Shreeya, & Aryanna for their efforts!

BE SURE TO FOLLOW US!

INSTAGRAM: @SOMERVILLEPREVENTION

YOUTUBE: CITY OF SOMERVILLE PREVENTION SERVICES

Social Media Analytics

MAY 2021

AUGUST 2021

15,940

IMPRESSIONS



22,492

IMPRESSIONS

4,980

ACCOUNTS REACHED



6,328

ACCOUNTS REACHED

519

FOLLOWERS



690

FOLLOWERS



@somervilleprevention on Instagram continues to gain in popularity as the go-to spot for all things Somerville Prevention with increased number of impressions, accounts reached, and followers since May 2021. Check out some highlights above!

Did You Know?

"Impressions" measures the total number of times users saw your posts or stories on Instagram. It's the best metric to show how many people we are reaching with our messaging!

Public Service Announcements



Somerville Media Center



SPF100 joined with Somerville Media Center's Kat Powers & Brian Zipp to learn VIRTUAL media production skills. Youth learned effective media techniques & messaging to reach their peers as well as received tutorials and guidance for production edits using popular audio and video platforms. SPF100 youth created various radio & video productions which you can experience on social media and local channels.

Did You Know?

Each year, Somerville Prevention partners with the Somerville Media Center to create substance misuse prevention content made and produced by youth!

C4 Innovations Partnership



SCAP is partnering with C4 Innovations to engage our SPF leaders in youth-led participatory research. This new initiative will teach SPF Leaders research methods to carry out a study to identify issues of gender and/or racial disparities connected to youth substance misuse.

C4 Innovations develops and implements approaches that advance person-centered care, support recovery and stable housing, achieve health and wellness, and effect lasting social change.

Visit their webpage to learn more: www.c4innovates.com

Did You Know?

Somerville Cares About Prevention (SCAP) youth are the foundation of our substance misuse prevention efforts in the City of Somerville.

C4 Innovations Staff



Caty Wilkey, MSW, MPH is the Deputy Director of Research and Evaluation at C4 Innovations and has over nine years of research and evaluation experience. Caty has designed & led pilot, feasibility, & evaluation studies as well as randomized controlled trials & has skills in both quantitative & qualitative research. She is interested in using community-based participatory research methods & equity-driven data analyses to empower communities to address social problems & is so excited to begin working with Somerville Cares About Prevention & Somerville Positive Forces in the Fall!



Adrienne Kasmally, BA, is a Research Coordinator at C4 Innovations. Adrienne has supported mixed method research & evaluation projects in adolescent substance misuse prevention & early intervention, intimate partner violence, & statewide collegiate recovery programs & services. Her research interests include substance misuse prevention & early intervention for adolescents, understanding the impact of interpersonal violence & trauma on individuals, & the development of person-centered treatment options. Adrienne is looking forward to meeting and working closely with the Somerville Positive Forces team!

Did You Know?

Somerville Prevention looks forward to continuing our enhanced efforts in racial and health equity as it relates to youth substance misuse prevention.

Community Prevention Resources



SCAP works to connect with various community organizations to support youth substance misuse prevention in Somerville. With Back-to-School around the corner, we connected with the Somerville High School PTSO to get important prevention information out to students and parents through the Freshmen Orientation nights on August 15th & 16th.

SCAP connected with both new & veteran PTSO members to share various prevention guides for both parents and students around youth substance misuse harms and prevention.

Did You Know?

You can find electronic versions of this information at the MA Public Health Clearing at <https://massclearinghouse.ehs.state.ma.us/category/ALCH.html>

SPF Mindfulness Project



This summer, a team of SPFJr. & SPF100 youth leaders joined together to learn various mindfulness practices. Through weekly meetings & numerous practices, they learned the benefits of mindfulness to address some of the top issues they see their peers struggling with, like stress and anxiety. In the end, each youth created their own mini mindfulness practice for social media to help promote positive coping skills among their peers. Check out their post on our @somervilleprevention Instagram page in early October for a mini moment of tranquility.

Be sure to follow @somervilleprevention!

Thank You, SPF Youth.

We wish to express our gratitude to our AMAZING youth leaders for all their wonderful work and dedication to prevention in Somerville during such an extraordinary time. A great big shout out to our SPF100, SPFJr. and Photovoice teams! Your many creative prevention initiatives this year will work to promote well-being and prevent substance misuse among youth in Somerville for years to come. Together we ARE making a difference. Thank You!

SPF Youth Recruitment Make a Difference!

SPF is currently recruiting for their 2021-2022 program year! We are looking for energetic Somerville youth leaders, in grades 9-12, to work as part of a team to address issues related to destructive decisions, especially those linked to mental health, vaping, marijuana and underage drinking. Youth will can earn 50+ volunteer hours and up to a \$700 stipend. This year SPF100 youth will also have the opportunity to engage in youth-led research, for an additional stipend of up to \$800.

For more information & to apply

High School (SPF100) - <https://forms.gle/wnb3uo9NRUqvFPVe9>

Middle School (SPFJr.) - <https://forms.gle/9rN1U1kdykVvCKFt5>

Six-City Tobacco

CAMBRIDGE
CHELSEA
EVERETT
REVERE
SOMERVILLE
WINTHROP

The Six-City Tobacco team, consisting of one adult supervisor & one underage buyer, are back out in the field checking the prevention of sales to minors at local stores. Since COVID-19 stay at home restrictions began at approximately the same time as an “Act to Modernize Tobacco Control” went into effect, we had a lot to catch up on in regards to compliance checks as regular education, inspections, and compliance visits ensure retailers & their employees remain attentive to the age restrictions for sale of tobacco & vape products. For example, with the new regulations, the fine for a first violation is now \$1,000.00, and includes a one (1) to thirty (30) day suspension, making lack of compliance costly for retailers.

We also implemented a new adult compliance check designed to measure whether or not retailers are violating the menthol tobacco ban. Luckily, the fail number was very low! Somerville retailers are complying well to this new law.

We look forward to continuing work with Boards of Health to stay in tune with tobacco marketing practices & trends that may affect youth initiation to tobacco and/or nicotine use.

Did You Know?

97% of Somerville High School students surveyed in 2020 reported that they did not smoke cigarettes in the last 30 days, an increase of 10% from 2010 (87%).

Trivia Time!

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

Questions

- 1.) What percentage of individuals trained in overdose Prevention through the OD2a grant reported feeling very confident in helping someone experiencing an overdose after receiving training?
- 2.) How many big belly barrels in Somerville now have #NipIT posters encouraging individuals to rethink their disposal of small alcohol bottles?
- 3.) Name one way substance use impacts health per Youth Social Media Prevention Ambassador Maria Clara's The Office themed post on @somervilleprevention Instagram page.

HINT:  THIS NEWSLETTER
& @SOMERVILLEPREVENTION

Contact Us



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