



Mission: Prevent and reduce youth substance use and abuse in the communities of Madison, Chatham Borough and Chatham Township through collaboration, education and community-wide change.

Madison Chatham Coalition Membership Meeting

January 23, 2024- 9:30 am In-Person/Hybrid Meeting

Meeting Minutes/Summary

Attendees:

Allison Bardon (MCC director), Vicky Bukey (PCP), Rozella Clyde (citizen), Kelli Keck (Epiphany), Amy Lewis (MACC), Diane Mann (YMCA CEO), Christine McIntyre (PCP), John Miscia (Madison PD), Diana Russo (MHS SAC), Gabe Suarez (MCC intern)

9:30 Meeting called to order

- Allison calls the meeting to order and thanks everyone for being there.

9:31 MCC Updates (Allison Bardon)

- Allison and Christine explain how they were tabling at Madison High School, and all the students were eager to see them during the lunch period.
- Allison adds they during the MHS support period in December they had a table showing the fatal vision goggles ranging from low to high BAC and marijuana goggles. Students stopped at the table and did simple tasks with the goggles, then we led conversations about how that would impair their abilities in real life scenarios. She thinks about 20-25 kids stopped and used goggles.
- Allison and Gabe were also at MHS yesterday to show the new sour candy initiative. She provides an example for people at the meeting. Gabe and Christine walked around and encouraged the kids to stop at the table. Students were taking anxiety and depression materials from the table.
- She thanks the law enforcement for everything they do and how they help strengthen the efforts of the coalition for last week's law enforcement appreciation day. Christine and Allison dropped off baskets to the local law enforcement agencies to say thank you. This was also good to meet new people who aren't coalition members.
- She continues that last week they were at CMS for Hidden in Plain Sight. 49 parents were there, which she thinks is the highest turnout they've ever had for the event. Attendance is always higher for parents who live in the host town, so they alternate every year between Madison and Chatham. Tim McMann from the DEA ran it for the 5th year. Last year, there weren't very many questions, but this year it became a bit of a conversation among parents and law enforcement with a lot of thoughtful questions. Allison explains how this gives good insight into what parents are concerned about or feel uninformed on. There were a lot of questions last week about signs of substance use in teens and general things parents should be looking for. They asked some insightful and specific questions. Tim explained to these parents that they are in control, and they can handle it how they see fit.

- Allison explains how many parents do not want their child to drink but are not sure about how to best handle it when they are in the minority or parents who think this. They want their children to be included and feel like in this town drinking is a part of that. She argues that many parents feel this way in Madison and Chatham, and it is just about empowering them to speak about it and feel supported.
- Allison thanks Epiphany for helping them put a parent survey together for the event. 35-40 surveys were submitted which will be helpful to gather new information to update logic models. She thanks all the law enforcement and volunteers there for helping with the event.
- Allison adds that last month they hosted another Teen Topics event which was a binge-drinking workshop. There were 8 kids, and it is similar to the vaping workshop. They show a clip of a documentary and then have a presentation and conversation with the teens. It gives new information, and they think it would be good to share it with seniors before they leave for college. *Christine mentions that they shared lots of information that even older students were not aware of.*

9:42 Upcoming MCC Events (Allison Bardon, Christine McIntyre)

- She moves onto to speak about upcoming MCC events.
- Christine speaks about their Teen Topics next week which focuses on ocean conservation. This will talk to teens about what they can be doing to help protect the environment. The speaker leads scuba diving excursions for youth. She shares that the Teen Topics on the 15th will be hosted by the YMCA nutritionist who is also a dietician for the Jets. Allison adds that the March Teen Topics will be hosted by EDGE and is rescheduled from the fall, and they are going to push it to the GSA clubs.
- Allison adds that most of the Teen Topics focus on healthy minds and bodies. They wanted to add a component of focusing on service and how to help the community. The science teachers in the middle school are going to give extra credit if the students come to the event. Allison explains it is difficult to convince the schools to offer an incentive, so this is exciting.
- Allison explains that Christine is sponsoring an event at MJS. Christine explains that on the 31st at 7PM there will be a speaker on wellbeing. The presentation will be about informing teens about their children being on social media and screen time. The principal is helping spread the word about the event. *Members ask if they run presentations for youth specifically.* Christine explains that she isn't sure, but the organization does run youth groups.
- Allison moves on to speak about the next Basketball at the Y event with law enforcement on February 9th. They last hosted one in December, and it was successful. It is on a Friday which is intentional to serve as a safe alternative event. They will start pushing that out with the Y marketing team soon and all program areas at the Y.
- Allison mentions that Sue Heffernan is not here, but she wants to shout her out. At the December meeting they spoke about a partnership with the Harding Public Library. We typically do not work with Harding, but we should because most students go to MHS. Sue volunteers there once a week and they spoke about the partnership with libraries in Madison and Chatham. She helped form the relationship and our materials are now

available at the Harding Library. There are rack cards with our information and also about MCC contacts and involvement. We are very thankful to Sue for helping to spread our reach.

- The Y has identified another person to be trained in Teen Mental Health First Aid in two weeks. The first group will be the Rosette's Gymnastics Team and that information will be finalized soon.
- Allison explains that for Night of Conversation they will be showing the film, Screenagers Under the Influence. The original goal was to do it at Chatham Cinema, but now we have decided to try and host it at the Y. They want to host teens and parents separately and show the movie and lead separate workshops and discussions. They hope to do it in February, but finding Y space may push it back.

9:52 Sector Updates

- **Christine McIntyre (Project Community Pride):** PCP has been working a lot with MCC, which has been very helpful. PCP will be leading groups during lunch at Madison schools. They are continuing their counseling at the schools as well as doing general tabling with MCC.
- **Amy Lewis (MACC):** The health department is starting services in Madison. She was appointed as the coordinator for the municipal alliance in Madison, so she will be busy making Madison connections. In Chatham, she is implementing Footprints at St. Patrick's School and is planning to do Sticker Shock around the Super Bowl. They are also hoping to collaborate with Mending Minds or SADD-TATU to host a random acts of kindness table in February.
- **Diana Russo (MHS SAC):** She explains how the MCC/PCP tables have been really great, and it has been good to get the kids familiar with the resources. She thanks them for starting this monthly tabling. Next month, they have 30 providers coming for the Game of Life. It is a huge resource fair, and each student is given a problem scenario. They must go to each provider to determine which would be helpful for their scenario. It is an all-day event and the whole school will be involved. NJ Recovery and Wellness is coming March 11th to present for staff, and they have counseling and trainers with a wide array of backgrounds.

9:57 Year End Review (Allison Bardon)

- Allison explains that before they move on to Kelli's presentation, she wants to highlight some major things from the year.
- First, she mentions that social media impressions and followers saw a 29% increase and 10% on Facebook. Elyse started to post more regularly which helped us expand our reach. Instagram is great because analytics can be very specific and helps us tailor our posts to have the widest reach. Gabe will work on launching our myth v. fact campaigns. We have found this is the most effective method of spreading our information around the community.
- Next, she shares we had a 646-hour increase in volunteer hours through coming to meetings, working at tablings, etc. This is a significant number as we must quantify

efforts for the match of the grant, and it also signals sustainability. It proves that we have people involved even when the grant expires.

- Allison mentions that Elyse pulled data from social media engagement. She found that 1525 minutes were spent watching our reels. These take time to make, and it is exciting to see they have an impact.
- Another thing she shares is that we provided 40 Narcan kits with the help of Hope One. They were at a MCC meeting and tabled at the Y.
- She adds that they prioritize making MCC specific information and in-house graphics. She wants to do this to save money, especially when the grant is over. This is helpful in creating graphics that are most relevant to our community.
- There were 19 information tables which included Fishawack, Bottle Hill Day, and other tabling events. They hope to grow that every single year. There were also a wide number of interactive things with the high schools, like the art contest, and several new initiatives, like Draw the Line.
- She explains that sometimes reporting this information can be tedious, but it is helpful to see these metrics every year and understand the progress we have made. Allison asks if anyone has questions or any suggestions for the upcoming year to let her know.

10:05 Epiphany Evaluation Review (Kelli Keck)

- Kelli starts by complimenting MCC's year-end infographic always looks amazing.
- She explains how she was here last year and went over survey data and the efforts of the coalition and is here to do the same this year.
- Kelli explains that these evaluations are important in seeing the impact of our efforts and what is not working. This helps determine how to spend time and resources to be as effective as possible. It also helps in coordination with groups that are beneficial. These outputs are good to hold ourselves accountable. In general, it is good to celebrate these outcomes and show off how helpful we are to the community.
- Kelli is going to lead us through the annual evaluation report and tells everyone to ask as many questions as they have throughout the presentation and if they read over the report later. This data spans from October 1st, 2022, to September 31st, 2023.
- There were 593 outputs throughout the year. 30 were community actions, which are steps that had to be taken to lead to community change through meetings, efforts, etc. that lead to community partnerships and initiatives. Kelli explains that she worked with a coalition in Massachusetts that spent a year dedicating all their efforts to stopping recreational marijuana. They didn't track their community action, so it did not look like they did anything. There were 16 community changes which were very successful for the year. There were 223 media outputs with 231,513 media impressions. There were 284 entries for resources generated, which goes toward our match for the grant funds. *Allison adds that in past years the match requirement was \$125,000, and this year it increases to \$156,000 for years 7 and 8.* There were 40 services for 305 hours of service for 2308 people. Kelli explains that 305 hours may seem low, but it is the small conversations that last 5 minutes that add up.
- Kelli shares that of the 593 outputs, 533 of them were general ATOD (alcohol, tobacco, and other drug) efforts, 41 were youth alcohol use, and youth marijuana use. *Allison*

explains that if there is a table with alcohol and marijuana resources that is general ATOD unless she does two separate entries. They provide examples of how that occurs and what things are counted as general ATOD.

- Kelli recaps some activities and events that contributed to the general ATOD- teen task force meetings, teen talks, and vape take back. She compliments the vape take back event as she works with around 35 coalitions and only 3 coalitions did this. Allison explains that although we did not gather any vapes, we were able to spread lots of information and put the thought out there to students.
- 7% of our work was spent focused on alcohol with events like senior prom cards, translating sticker shock, draw the line, and more.
- 3% of our work was focused on marijuana. She feels this may be underreported as many efforts around vapes are often concentrated in vapes with THC, but we consider them more about tobacco. She asked present law enforcement if they saw the majority of vapes having THC, and they answered that it was a mix. Efforts included dangers of vaping workshop, vaping cessation cards, and more.
- She moves on to explain that there are 7 strategies for community change. There are individual strategies- providing information, providing support, enhancing skills. The environmental strategies are changes that you may not personally lead but will impact the community; these include modifying policies, enhancing access/reducing barriers, changing consequences, and physical design changes. 5% of the output this year was environmental, which is an increase from last year. She expects that marijuana outputs were underreported, especially with the marijuana dispensary voting.
- *Allison adds that individual strategies typically cost money, but environmental strategies do not cost as much but take more time. When we report to DFC, we have to show which strategy we spend the most time around. Every time, providing information is our highest, but this year this switched to providing support.*
- Kelli explains that for the last 5 years general ATOD was the highest priority in our efforts, and marijuana and alcohol have fluctuated.
- Kelli recaps some final successes of the year. Many of our efforts are unique and special to the coalition.
- She recommends that we establish more community changes, diversify the strategies being used and the substances being focused on, update logic models with new survey data, expand training opportunities, and more.

10:32 Logic Model (Allison Bardon, Kelli Keck)

- Allison explains that we have a logic model for alcohol and marijuana. We make changes to these each year. There is a problem statement (why), root causes (how), local conditions (why here.) The qualitative and quantitative data from surveys and key informant interviews come together to form these information points. Not much has changed since the 2021-2022 year and we notice some gaps in the marijuana logic model. Our logic model drives everything that we do every year.
- Allison explains how in the interviews she wants to gather more specific information. Gabe will do listening sessions with youth, and we will be able to build the marijuana

logic model around that and the student survey data. The new Madison data will be combined with Chatham's data from last year.

- Allison talks about how she wants to create a logic model for mental health because a large portion of the general ATOD has to do with mental health, but we aren't able to capture it in as meaningful of a way. We want to be able to show the specific efforts, especially in collaboration with PCP, because mental health and substance abuse do have a direct correlation.
- Kelli reiterates Allison's points and the benefit of the logic models and their structure. She explains how the logic model should be developed upon the reasons why something matters. She asks the group why MCC cares about mental health should. Kathi Martini answers that are affecting so many youths. Christine replies that there is a strong connection between anxiety and depression with substance use, and she adds the lack of education. Allison adds that if we are interacting with parents only one time, we should try and give them the widest range of info they may need.
- *Rozella Clyde adds that law enforcement reports their interactions based on substance abuse but asks if medical professionals report that data. Vicky answers that she feels like that be difficult to separate. Allison feels like HIPPA may prohibit that type of reporting. Rozella wonders if discussions of mental health are based on data or our general impression of it. Allison replies that much of this data will be supported by qualitative information. It is difficult to collect data from law enforcement and substance use, but she feels it would be even more difficult to collect data about mental health from law enforcement. However, that information can be gathered in other ways, like through youth interviews or through student surveys. The mental health component was not added to this year's parent survey but can be added in the broader survey in the future. Vicky explains it is hard to even get people to talk about mental health struggles because it is a very personal thing.*
- *A member explains that she has heard a lot of high schools have established mental health clubs and wonders if MCC could visit to discuss with them. Kids engaging could show the generation wants to remove the stigma and recognize the struggles more openly.*
- *Vicky adds that it is refreshing to hear more open-mindedness, but as clinicians they do not hear that much. She explains that one of her favorite roles is meeting with families and understanding their needs and referring them to organizations and people that have more capacity.*
- *A law enforcement member share that they are a part of a pilot program where they have a mental health professional present to handle cases involving mental health.*
- Allison explains that these clubs are becoming more prevalent, and she has seen a lot more teens willing to engage at the tables and take materials that they need. Parents are more interested and understanding but they aren't receiving the same information that the kids are. Kids are being taught a lot of information that updates them, but parents aren't being updated in the same way. She wonders how we must think of effective strategies to fill the information gap and inform the parents so that they are aware of what they need to be looking for. She thinks this needs to be a big part of the consideration when forming the mental health logic model.

- Allison asks Kelli what she would recommend for our next steps be in forming this logic model.
- Kelli explains that there has already been discussion today of what some root causes are. The next step would be pull be to pull together local conditions and discover if there is a stigma and what is driving many mental health problems as a unique community. As there are discussions, then we can discuss where we need more data to better understand the issue. From there, we can find ways to collect it, or we can find it elsewhere.
- Allison says that the next meeting will be more focused on working through potential root causes and local conditions. Then, we can work on collecting data around it and making sure that it is worded properly.
- Allison thanks everyone for coming and being involved in the conversation. She shares information about the next meeting. Kelli thanks everyone for letting her come and for creating innovative ideas that help her work with other coalitions. Kathi thanks Kelli for reminding us to celebrate the efforts and hard work of the coalition and all that Allison does to lead the coalition.
- **The meeting closes at 11AM.**

Next Meeting:

February 13th, 2024

9:30 – 11:00 AM

Hubbard Conference Room

Madison Area YMCA