



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**

**June 25, 2024- 9:30 am** In-Person/Hybrid Meeting

Meeting Minutes/Summary

#### **Attendees:**

Allison Bardon (MCC director), Vicky Bukey (PCP), Rozella Clyde (member), Sue Heffernan (parent), Kathy Martini (HR), Christine McIntyre (PCP), Jordan Parella (staff), Gabe Suarez (staff), Elyse Wheatley (staff)

#### **9:30 Meeting is called to order (Allison Bardon)**

- Allison opens the meeting and thanks everyone for coming even with the start of summer.
- She says the summer staff will give updates and she will share MCC updates and a 9-month check-in. This check-in helps see what we have accomplished and what to focus on for the rest of the grant year. There is a presentation, but it won't take long.
- Updates from MACC/MAASA on table next to sign in

#### **9:32 MCC Summer Staff Updates (Gabe Suarez, Jordan Parella, Elyse Wheatley)**

##### *Gabe Suarez*

- Gabe starts by introducing himself and explaining he is excited to be back after graduating from Rutgers last month. He is focusing on building outreach for the fall and working with the Y on getting more familiar with the community. He explains that after the meeting, he and Jordan will be getting trained in listening sessions to talk to students and key personnel to inform us. He is excited about this because it connects to what he is interested in public health and that type of community outreach.
- Gabe adds he thinks there is a lot of room for action this summer and he is excited to work on it. He shares that yesterday he did environmental scans in Madison locations that have been identified as potential hotspots for substance use. He did not find much at any of the locations but adds that it is the beginning of summer, so he is cautiously hopeful. He also plans to do it in Chatham.
- He explains that he is excited to have a summer staff where we can all work on our own areas and focus on what are interests are. It is also nice to be able to work together on certain aspects. We are all working on social media and being more consistent in posting, and he adds that we have over 1000 followers now.
- *Allison asks Gabe to mention what locations he went to for the environmental scan.* He explains he went to MRC, Sonny Vitale Baseball Field, Dodge Field, Summerhill Park and the path connecting it to Central Avenue. He adds that he found one vape on the ground on that path. He also went to the path behind the Madison Public Library.
- *Law enforcement asks if he walked the entire path behind Sonny Vitale Field to Delbarton.* He shares that there would be things back further down the path. Gabe answers that he didn't go all the way down the path and is glad to hear from law enforcement on some areas he might've missed so he will check that out. *Allison adds that they looked back at the listening sessions to find new places, which made them go to Summerhill Park.*

- Allison asks Chatham law enforcement for places Gabe should go in Chatham. *He responds that Gabe should go to the tri-borough bridge. He adds that now he only occasionally will see kids there and there is also a new path to Sheppard Kollock Park.* Allison wants Gabe to go back to the bridge. She explains that around 2018/2019 the bridge was a hotspot for leaving vapes. It tends to go through a cycle of being a place for teens, then people forget about it or get caught.

#### *Jordan Parella*

- Jordan introduces herself and shares she is a junior at TCU in Fort Worth, Texas. She grew up in Summit and now lives in Chatham. Her time will be split between working with PCP and MCC.
- She shares that she will be focusing most on social media this summer. She worked for the Refinery, a pilates studio, last year in Summit on their social media. Doing that, she learned when the best hours to post are, what interests people, and how to best optimize the account.
- Jordan explains that we have learned for MCC, faces and actual photos often do better than Canva graphics. We have been trying to make it a mixture of all those posts. The Fishawack reel did really well. She explains that we have over 1000 followers and that we gained a few followers at Fishawack.
- She also adds that we had a coalition reach out and was interested in learning about our prom cards.
- She adds that her major is social work. She has become very interested in social work and psychology and has been learning a lot about child psychology, human behavioral science, and more. This all correlates with the work of MCC, and she wanted a hands-on and involved job.
- Allison shares the social media calendar that they work on to plan, which Elyse started a few years ago. She reiterates that they try to mix up the types of posts going up and that it seems like everyone always has it pulled up on their computer. It is built out into early August and we know what type of posts we need.

#### *Elyse Wheatley*

- Elyse introduces herself and that she is a rising sophomore at the University of Kentucky where she is a public policy and economics major. She went to Chatham High School and was a Teen Task Force member sophomore through senior year. She also has been a MCC intern for about three years whenever she is available to help Allison.
- She is focusing on the administrative side of the coalition this summer. She explains that Kelli Keck came to speak about the accomplishments of the coalition, which is organized through Reach. Elyse enters all of the data and efforts into Reach so that it can be quantified and reported for the grant. She is also working on the meeting minutes and having a record of all of the monthly meetings. This is also helpful to make sure she doesn't miss any coalition events that should be inputted into Reach.
- Elyse continues by explaining how the Teen Task Force has been on a break for the past year, but they are working on rebuilding it for the fall. She is contacting some previously interested students and brainstorming new ways to find members. She also developed a one-pager with basic information for students to better understand the coalition's efforts. They are also working on developing ideas for new ways to run the Teen Task Force.
- She adds that she is excited to have a team to work with to bounce ideas off. Jordan has been working the most on our social media, but Elyse is doing the Now You Know campaign. This will be posted every Friday, last week was Zyns and this week will be a Pride post.
- Allison thanks them all for sharing and explains that each person has a different main area to focus on. We have staff meetings weekly to come together and update each other. They all came to Fishawack which was a good opportunity for everyone to meet. Elyse is working remote but is able to come to the office if she is needed.

- Allison adds that Elyse understands the data entry side well and does most of that work. She explains that Elyse has talked about wanting to work on grant admin side of things which goes along with her major. They will take the data from Reach and move it into the progress report which is required for the grant. Allison adds that Jordan and Gabe are getting trained in listening sessions and starting to collect some qualitative data.

### 9:52 MCC Updates (Allison Bardon)

- Allison explains that the survey was administered at Madison schools in 7<sup>th</sup>-12<sup>th</sup> grade. Typically, it takes 3 months for the survey report to be completed. There were 1001 responses before the data is cleaned, but Kelli told them it is 10-20 surveys that normally get cut. In 2019, 6<sup>th</sup> grade was included in the survey, but this year they are not because of stricter regulations on collecting online data for 12-year-olds. Passive consent has also started in New Jersey, which only requires parents to opt out so that increased the response rate. There will be around a 70% response rate and Chatham is around 80%.
- She continues that we are likely a month out from getting the survey data back now and that will be shared with the schools. MCC has always let the schools decide how they share the information with the parents. This will help in updating the logic models and knowing the state of the community. She thanks Madison Public Schools for allowing them to administer the data.
- Allison shares that with the end of the school year, they did the senior prom cards, and the project graduation bags again this year in Madison and Chatham. She thanks the high school SACs for helping with that and taking the cards to the prom and taking pictures which will be posted on Instagram. She adds that a year-five coalition was interested in this idea. We met with them to tell them about our initiatives, and they shared some of theirs that could benefit us. Gabe adds that she had said she would come to speak at a meeting, which is good because it can help gain perception.
- *Sue Heffernan asks what emerging trend Elyse had mentioned.* Allison responds that it was Zyns. She explains that at a staff meeting, they talked about things parents may not know much about. She feels like Zyns are following a similar trend to Juuls because they are more discreet. This week is LGBTQ+ risk factors. Other topics include alcohol overdose, vaping, mental health, binge drinking, and more. Allison adds that they want to dive into things that are known among kids, but less with parents.
- *Sue mentions binge drinking is especially relevant with the upcoming graduation parties.* Gabe explains that yesterday he posted graduation party safety tips for parents and teens. This gives tips and conversation starters to have with children. He knows that graduation parties are a big thing in this area and we want people to enjoy these events safely.
- Allison moves on to talk about PCP and MCC being at Madison Junior School starting the week after 4<sup>th</sup> of July before lunch. Since MHS is being worked on a lot of events will be at MJS this year. They will be bringing a modified mindfulness tables curriculum to MJS once a week for a 6-week program. This will also be rolled into a monthly table at MJS during the fall.
- She says that they met the head of the R&R room at CHS and she also helps students with various levels of difficulties and school refusal. It is a drop-in program for students that need assistance. There are students with mental health problems, substance use problems, and students who have been suspended. It started as a post-COVID school refusal assistance program and has been expanded. Allison and Christine were telling her more about MCC and PCP and talking about ways they could collaborate throughout the year. They will go into this room once a month next year. They are excited because it has always been easier to get into MHS than CHS and they are excited for the partnership. They have the curriculum and just need to adjust it to fit the classroom setting.

- Allison adds that they will also be starting at the Y camps at Drew soon. *Vicky started it yesterday with the leaders in training. They will be going in twice a week for five weeks. They will be presenting different coping skills that are appropriate for the age group. They are still working on finalizing the details of all they will be talking about.*
- *Vicky also shares that they completed the first cohort of Teen Mental Health First Aid with the Rosettes. We have gotten really good feedback from all of the parents. They were all very involved and seemed to enjoy it.* Allison adds that they all worked together very well since they are a team and were comfortable with each other. She wants to sit with the other trainers to debrief on how everything went to update it for the next group they can administer it to.
- Allison continues with announcing the next basketball at the Y will be on July 25<sup>th</sup> at 5:15. Allison and Christine met with the sports staff last week and talked about how to make it more inclusive. The gym will not be closed at all which will make it more inclusive and increase the number of people. The Y staff had really good ideas to incentivize coming, like a punch card. There is also a volleyball clinic this summer, so the open gym will start right after the clinic so kids can keep playing. They are starting to work on promoting that soon.
- Allison shares MCC and PCP, and hopefully, law enforcement will be working with Madison Electric to provide information on their electric bill. There are still 7000 residents who receive a paper electric bill. Non-profits can include information in the electric bill to share more about the coalition and provide a call to action. Christine was told it would be good to include information about the 988 number. This will be an opportunity to share information about MCC, PCP, and law enforcement. The highlight will be on 988 and then connecting resources from MCC and PCP. This will be included in the August electric bill.

#### **10:10 Sector Updates**

- *Law enforcement:* They share that National Night Out is August 6<sup>th</sup>. Chatham Borough hosts it at Memorial Park. There are food trucks, free swimming, and games which make for a fun night. Madison hosts it on Central Avenue with free food and games. Allison shares that they will be in all three towns with the Y and PCP. It is right before Lea and Elyse's last day so that will be good to have them there.
- *YMCA:* Kathy Martini shares that the Madison Y has started a partnership with Madison High School Athletics for the summer. They are doing construction at MHS and their weightroom is shut down, so athletes had nowhere to work out. The Y president met with the MHS principal, and three teams will be able to come here for the summer. Many of the athletes are members at the Y, while others are not so it is a good opportunity for the Y and the kids.

#### **10:14 12-Month Action Plan Progress Report (Allison Bardon)**

- Allison explains that we will go over our progress report briefly for the rest of the meeting. This is beneficial because different things will stand out to different people about what we need to work on.
- She shares that the two DFC goals are to establish and strengthen community collaboration and to reduce youth substance abuse. Every year we submit an action plan to the CDC around these goals which then guides our efforts for the year. They must have a mixture of individual and environmental strategies, and individual changes are typically easier for coalitions to complete.
- Within each goal, there are objectives which have the 7 strategies under them. Strengthening community collaboration means building capacity, which means things like tabling events or sharing information. With it being year 7, we have shifted more toward sustainability and cultural sensitivity.

- She is sharing her screen with a presentation showing activities, outcomes, and next steps. One example she shares is administering MCC member survey. This will be done in September and given to all coalition members at the end of the grant year. We have established community partnerships like with the Harding Library.
- She moves onto objective 2 which is growing the number of coalition members who report they are knowledgeable. This is done through sending coalition members to trainings, and she explains that she always provides links to registrations for various trainings relevant to the coalition. There are different trainings offered throughout the entire year, like Gabe and Jordan being trained after this meeting in listening sessions. The last objective of goal 1 is related to data collection, which was done with surveys being given to students at MHS.
- She adds that there are many things we do every year not included in the action plan, like this year with MCC in ESL classes.
- She continues to talk about goal 2, which is reducing youth substance use and the bulk of our action plan. The first objective is to increase the percentage of youth who perceive risk in marijuana use, and the second objective is to increase the percentage of youth who perceive parental disapproval of alcohol. She explains that we know that parent disapproval of alcohol in Madison and Chatham is low so that is a priority to the coalition.
- Allison goes over some things we have done for objective 1 is the delta-8 rack card and we plan to develop a rack card on safe storage of marijuana. Hidden in plain sight, lecturing to graduating seniors, teen mental health first aid. One thing we still need to work on is getting involved with the athletic teams to talk to them about marijuana. They hope to work on that for the fall, especially with MHS teams being at the Y this summer. She continues that we hosted Bagels and Brainstorming and Basketball at the Y. We also still need to develop a calendar of conversation starters for parents. We will also create a hotspot map after Gabe finishes the environmental scan.
- Allison starts talking about objective 2 and teen alcohol use. They want to use their relationship with Madison Athletics over the summer to start planning a parent presentation to talk about athletic stressors and more. We also started Mindfulness Mondays which alternated between substance use and mental health every month. We provided over 600 materials to project graduation and prom cards for seniors. They also want to add a Teen Scene takeover to next year's action plan. We did this a few years ago and Teen Task Force members worked with middle schoolers on an activity. Gabe translated most of our resources into Spanish. She also noticed a possible future effort could be ID checking at the liquor stores. They have gotten conflicting information about this issue, but she hopes to get clarity in these listening sessions. The campaign could be focused on reminding people to check IDs and inform the public that IDs are being checked.
- Allison explains that it was a quick recap of efforts and asks Gabe if there is anything he wants to share after reviewing the action plan. *Gabe says he thinks it has gone very well and that he likes that there were many events not originally included on the action plan but can now be expanded upon next year. He is glad he and the summer staff can work together on finishing some of the action plan items that haven't been completed yet.*
- Allison explains that summer has down time and not as many events, but she sees it as an opportunity to plan things and finish some last-minute goals. Having 3 new summer staff, there is plenty of capacity to get lots of things done.
- Allison asks if anyone has anything to share before wrapping up. She also adds that we could create a smaller group that works on adjusting the action plan for next year and finish up goals from this year
- *Rozella Clyde asks if we ever market MCC on the Y screens or share information about MCC and the Teen Task Force in the church bulletins.* Allison explains that church bulletins are extremely

expensive, but it is worth reaching out to see if there is a potential partnership there. Vicky adds that there is often MCC stuff on the Y screens.

- Allison explains that the Y marketing department is working on making a bulletin board that everyone can share information on and MCC resources will be available there. PCP also has a bulletin board downstairs with brochure holders and information is switched out often. *Vicky says she is constantly adding new information and providing new resources for parents and children. Allison adds that our MCC and TTF rack cards and resources are present there.*
- *Rozella also asks if we are planning anything for the back to fall events.* Allison explains they'll be at Back-to-School Night at MHS and different various events with information.
- Allison explains that the next two months will be all about finishing last minute things and prepping for the fall. It is a good time to brainstorm on a new campaign to focus on and reassess the Draw the Line campaign.
- Allison says the next meeting is scheduled for July 23<sup>rd</sup> which she knows is a busy time so she will send out a poll to find the best time and date.
- Allison adds that often summer meetings are not well attended, but that this one had many people show up. She thanks everyone for coming and the meeting closes at 10:40AM.

**Next Meeting (subject to change):**

July 23<sup>rd</sup> @9:30AM

Hubbard Conference Room

Madison Area YMCA