



PARTNERSHIP MEMBER MEETING FEBRUARY 19, 2021



Partnership Meeting Agenda

February 19, 2021 - 10:00-11:30 am

- Introductions
- Overview of Partnership Planned Activities
- Ways to get involved and inform Partnership Activities
- Meeting Schedule
- Other

Today's Agenda

Introductions:

- Name:
- Title/Organization
- What brought you here today?

Overview of Partnership Activities

Overview of Partnership Planned Activities

– **BDAS Funded Activities:**

- Training Series
- Prevention Messaging
- Prevention Campaigns
- Create a partner engagement toolkit to engage NH partners in the Partnership conversations - digitally and otherwise.
- Maintain and update drugfreeNH.org website

– **CORE Funding Activities:**

- Public Relations Related Activities

– **UNH Funded Activities**

- Two Prevention Videos
- Conference, October 4th
- Partner Survey - complete.

Current NH Prevention Campaigns

BDAS Funded Prevention Campaigns

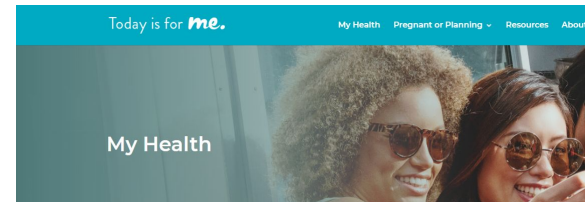
BingeFree 603: What's your reason?



Sober Curious



NHCF & BDAS Funded:
Today is for me.



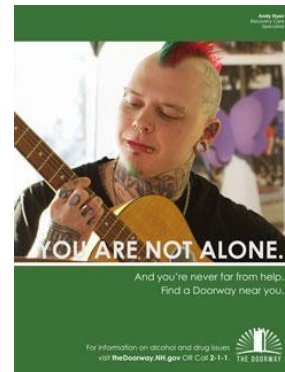
Current NH Prevention Campaigns

BDAS Funded Prevention Campaigns

Save Your Breath: Vaping Prevention



SOR Funded: Doorway-NH



Ways to get involved and inform Partnership Activities:

- Support the mission and vision of the Partnership by:
 - Participating in monthly and/or quarterly Partnership meetings
 - Assisting in identifying new partners
 - Providing input on the Partnership's current and future activities
- Identifying resources, content, and experts that would further our vision and mission
- Promoting prevention activities

Ways to get involved and inform Partnership Activities:

- Support and inform the content featured in the Partnership Conference in 2021
 - Join the conference via partner conference subcommittee
- Support and inform the training series
 - Join the training series subcommittee
- Provide ideas and projects to highlight in the upcoming Partnership videos and social media content (via email group)
- Collaborate on funding opportunities

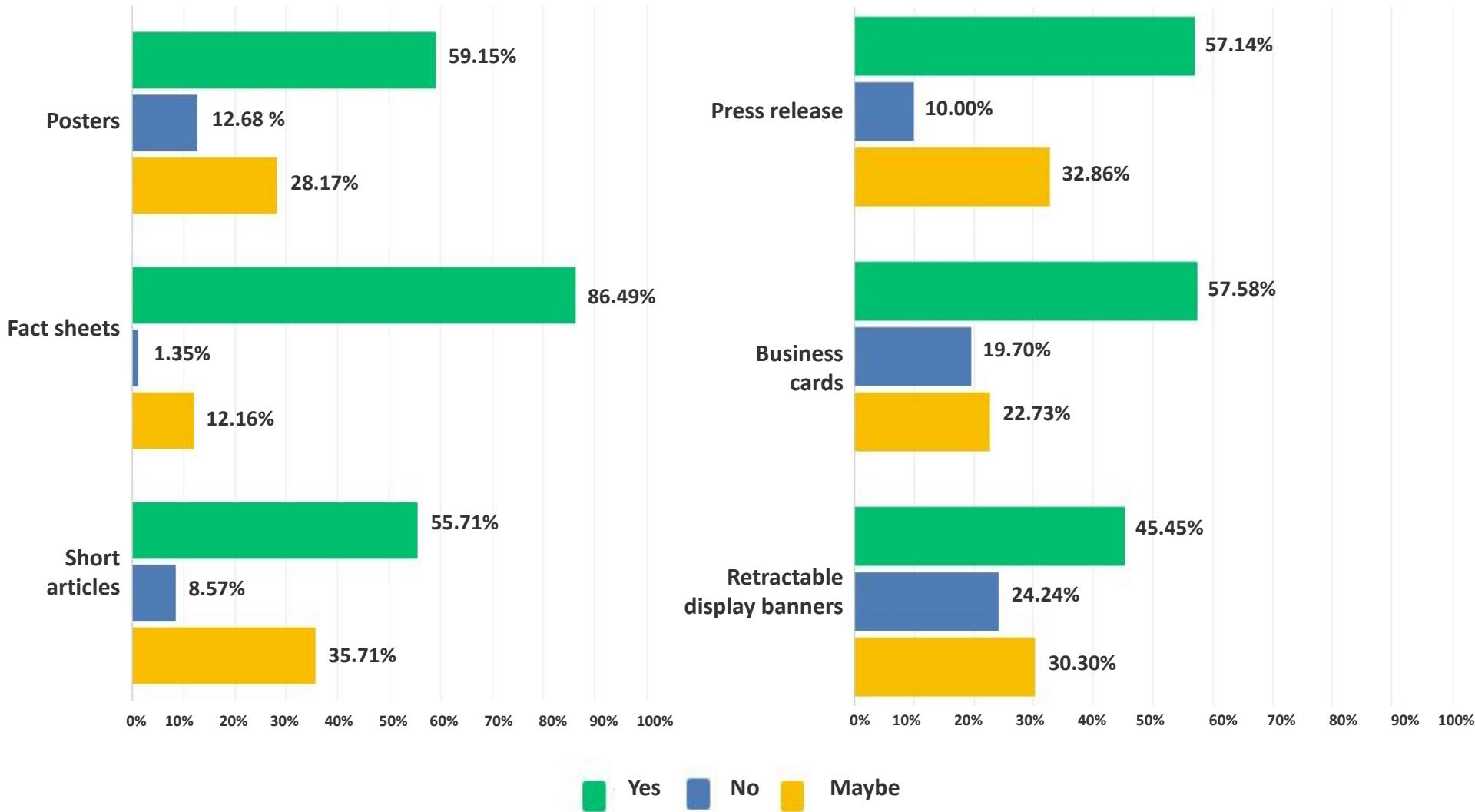
What you've told us

Survey #1:

- How likely you are to use promotional materials to promote The Partnership resources among your partners and priority audiences.
- What role you see the Partnership having in substance misuse prevention, treatment and recovery messaging?
- What role you see the Partnership having in substance misuse prevention, treatment and recovery partner engagement?

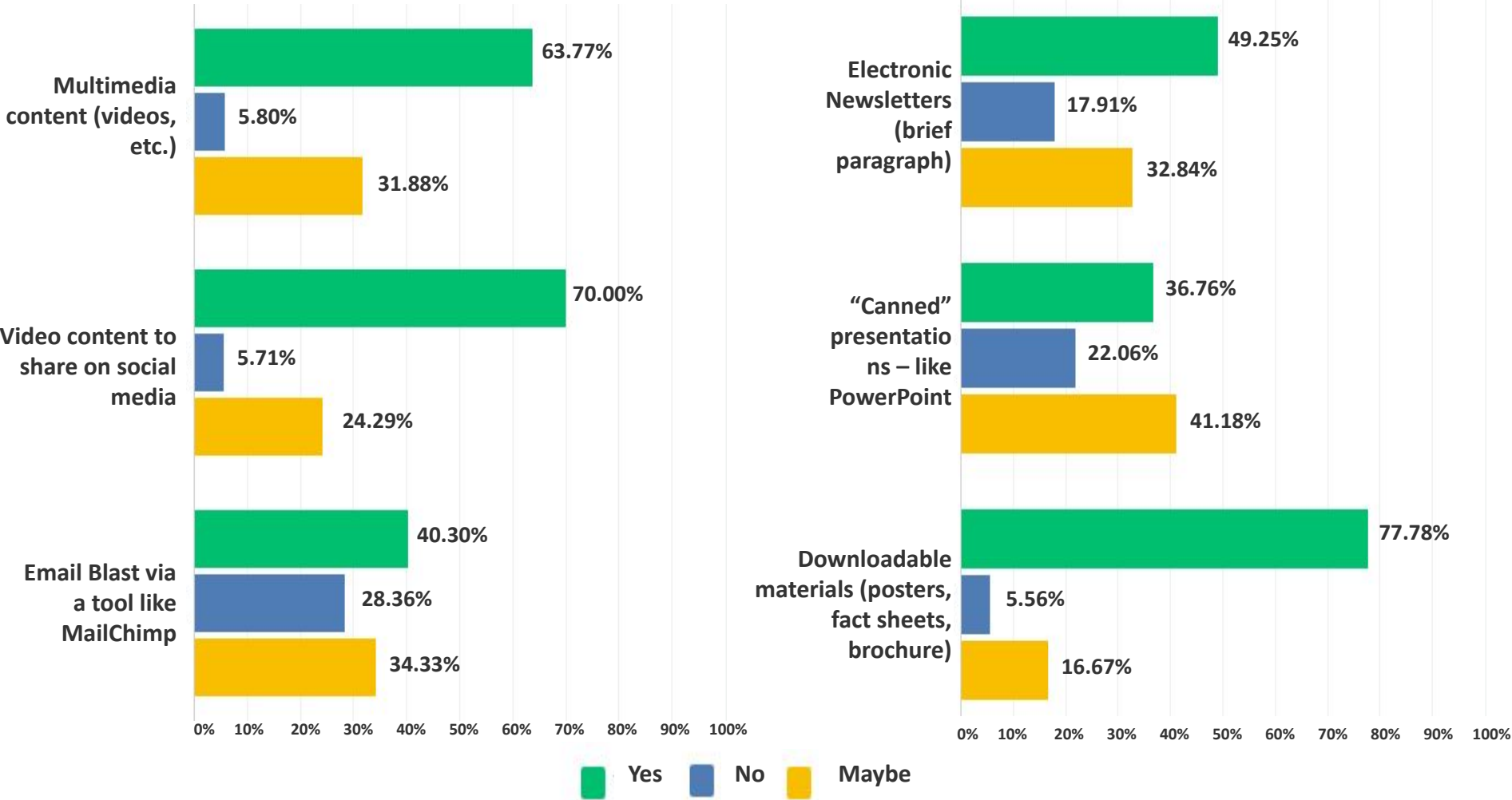
Q17: Please tell us how likely you are to use the following materials to promote The Partnership resources among your partners and priority audiences.

Answered: 76 Skipped: 53



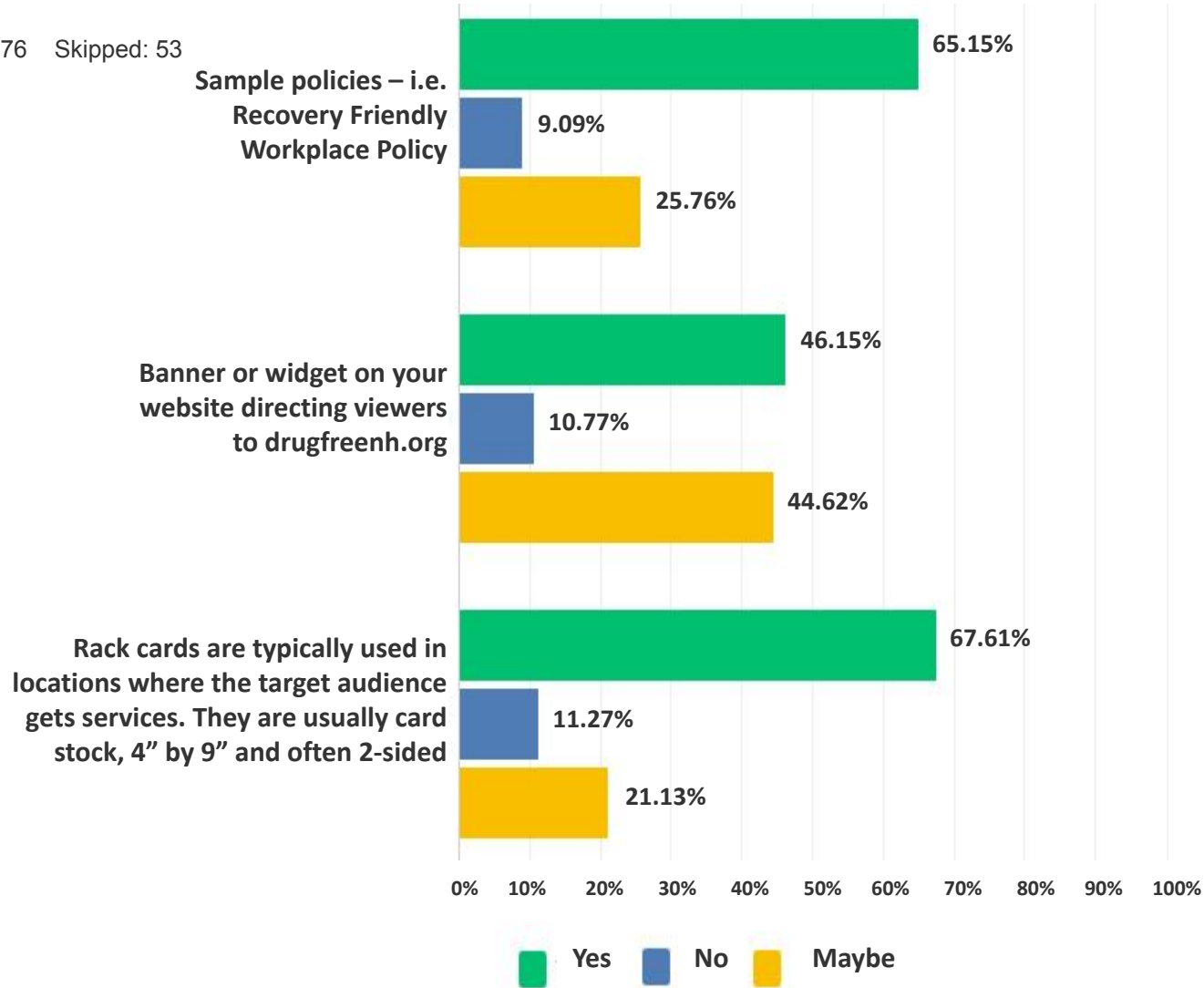
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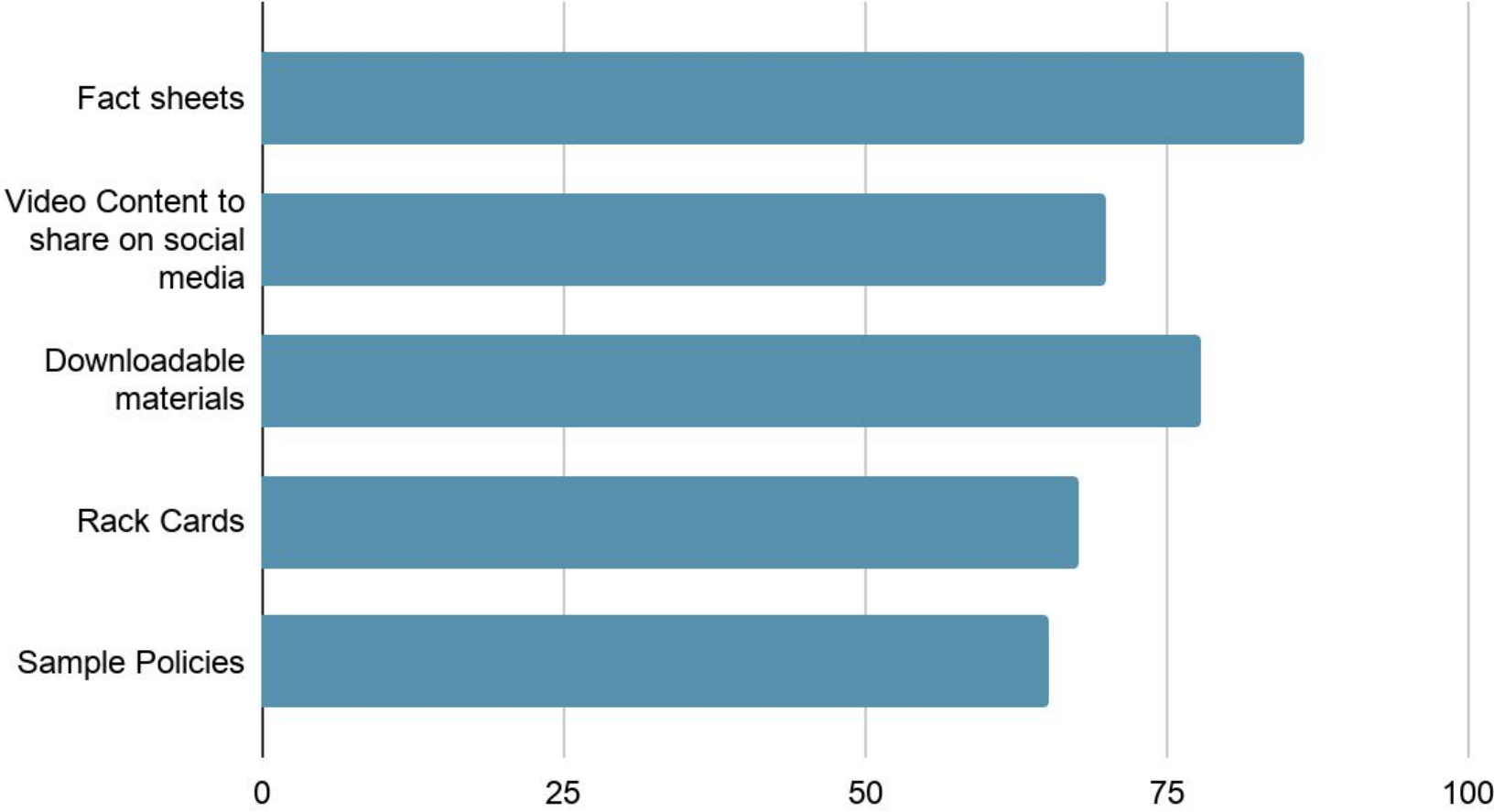


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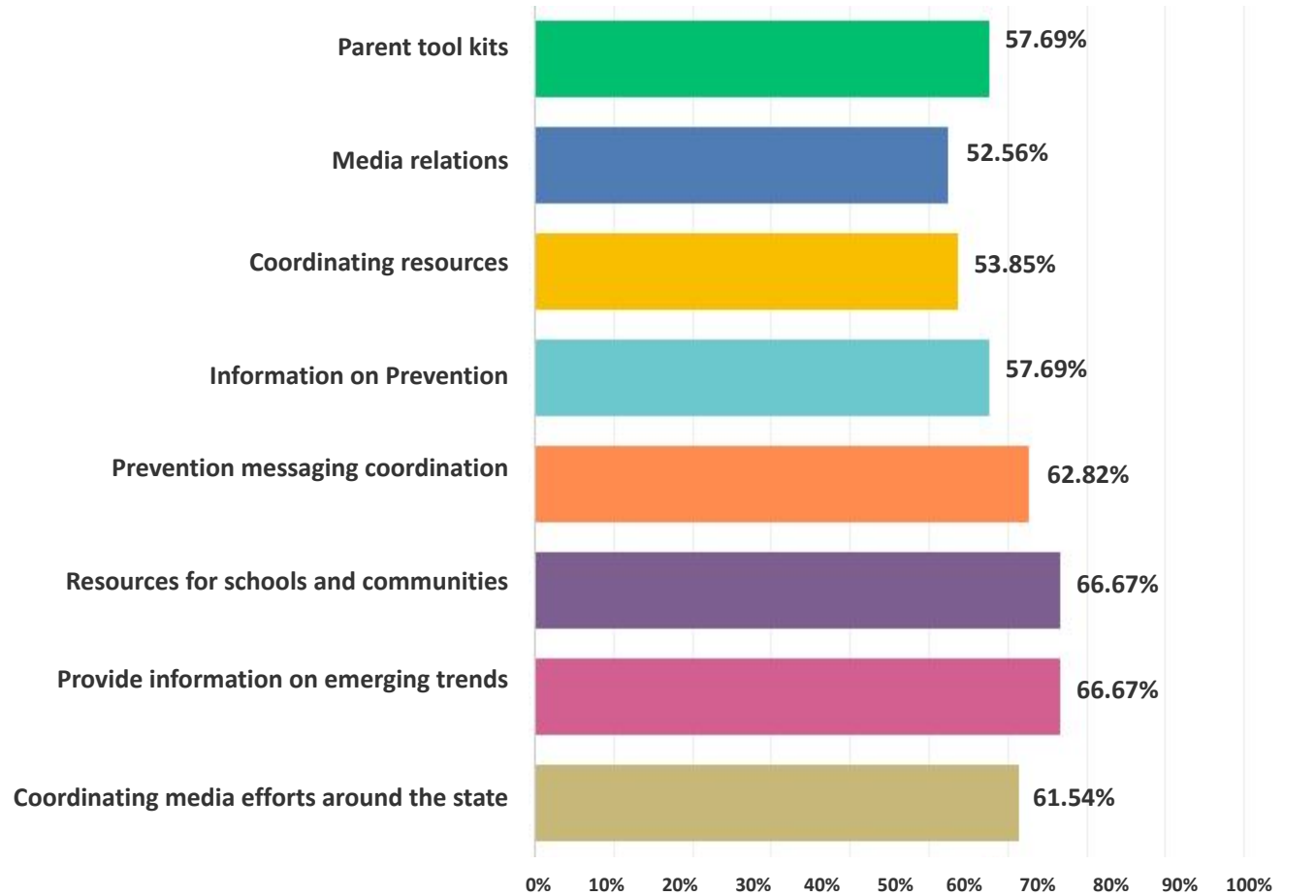


Materials to promote The Partnership resources - top 5



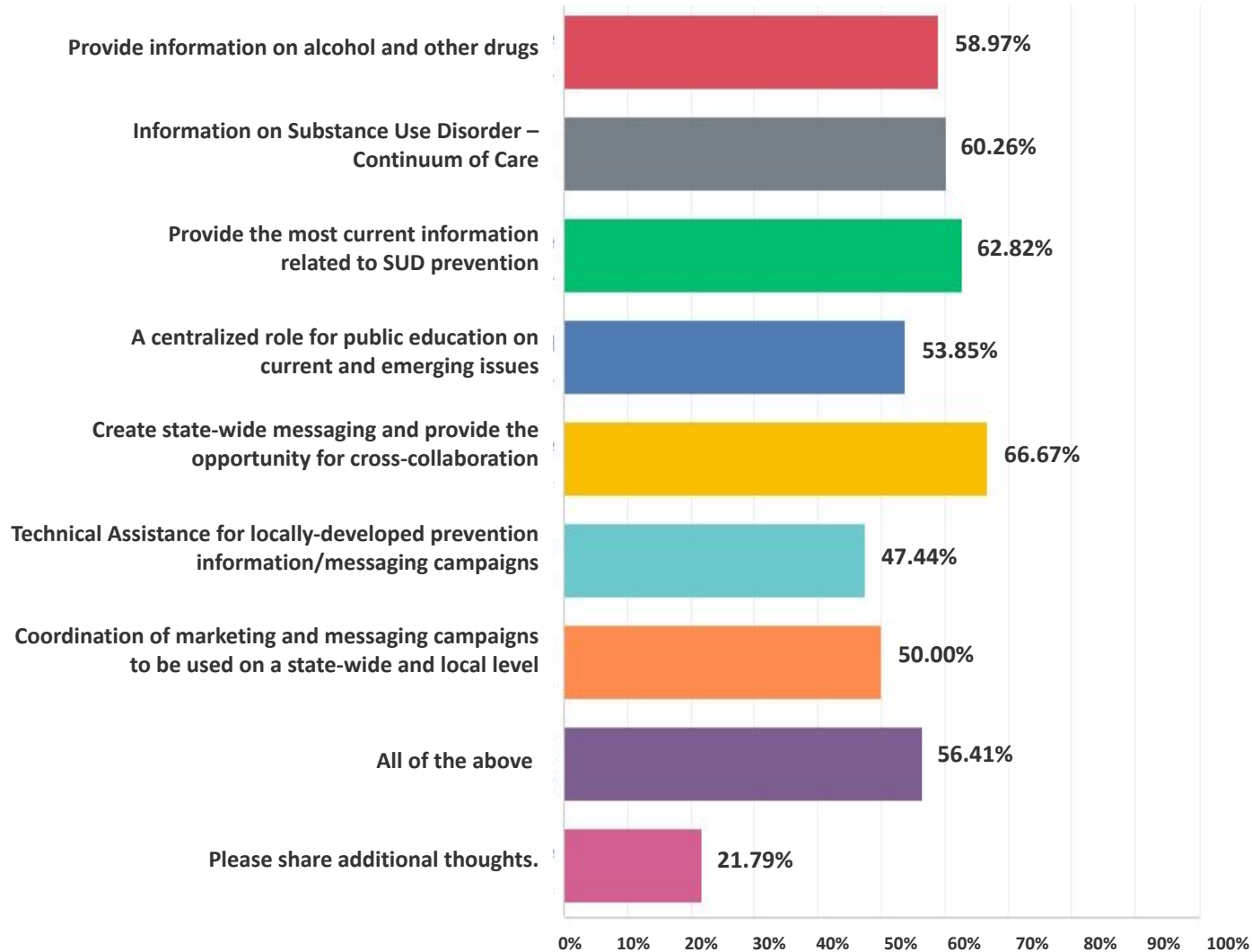
Q18: What role do you see the Partnership having in substance misuse prevention, treatment and recovery messaging?

Answered: 78 Skipped: 51

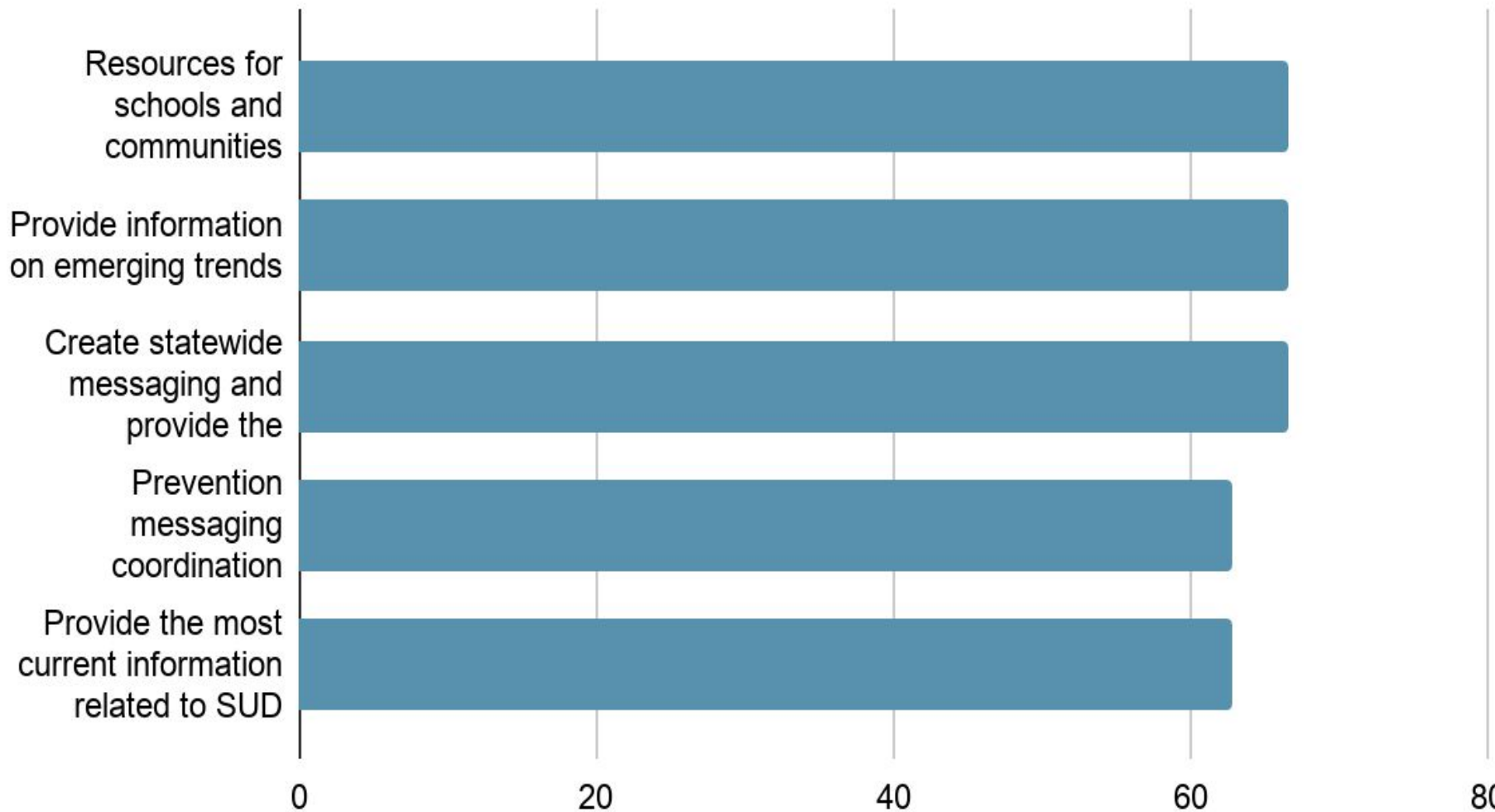


Q18: What role do you see the Partnership having in substance misuse prevention, treatment and recovery messaging?

Answered: 78 Skipped: 51



What role do you see the Partnership having in substance misuse prevention messaging - top 5

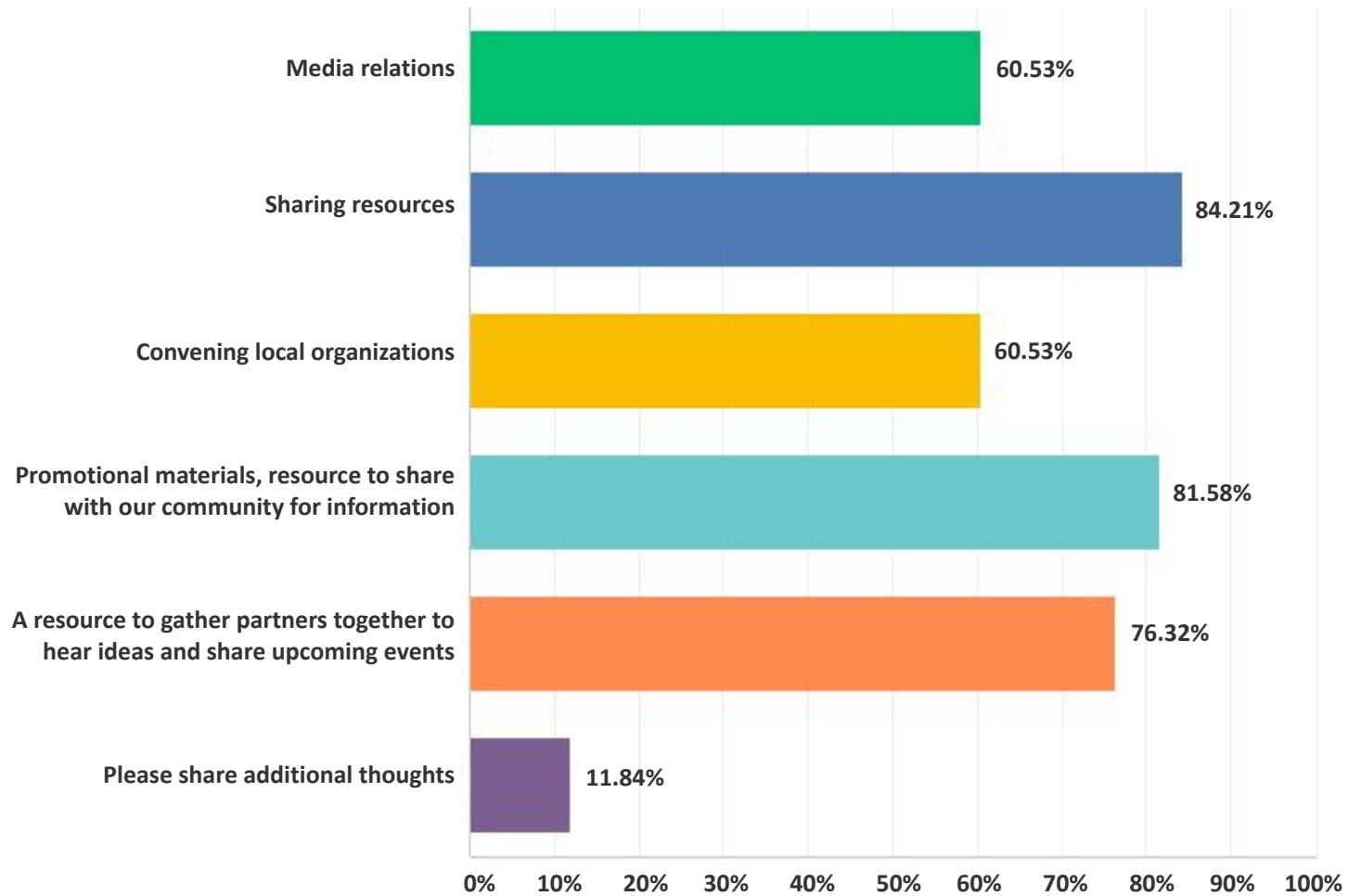


Additional Thoughts

- A platform for existing services and programs statewide to post their programs for access to all
- Consistent messaging coordinated statewide that can be implemented locally.
- Providing content and messaging that Coalitions can then immediately insert into their own communications - negating the need for everyone to have the graphic and message developing skills and the time to do it correctly. This insures a cohesive messaging on these issues .
- Being **a convener of prevention, treatment and recovery providers** to allow for collaboration and networking
- Toolkit on safe messaging/stigma/language to get the field **AND THE MEDIA to use appropriate language - monitor the media** and approach them when appropriate language isn't being used
- Coordinating the **development of state-wide messaging and campaigns regarding substance use prevention, treatment and recovery in an informed way.**
- Provide **toolkits and TA** to help organizations and partners across the state to develop their own messaging as there is currently no resource available in NH.

Q19: What role do you see the Partnership having in substance misuse prevention, treatment and recovery partner engagement?

Answered: 76 Skipped: 53



What Else?

Open Forum discussion.

Partnership Meeting Schedule

- When should we meet?
- How often should we meet?
- How long should our meetings be?

Thank You

The Partnership: thepartnership@jsi.com

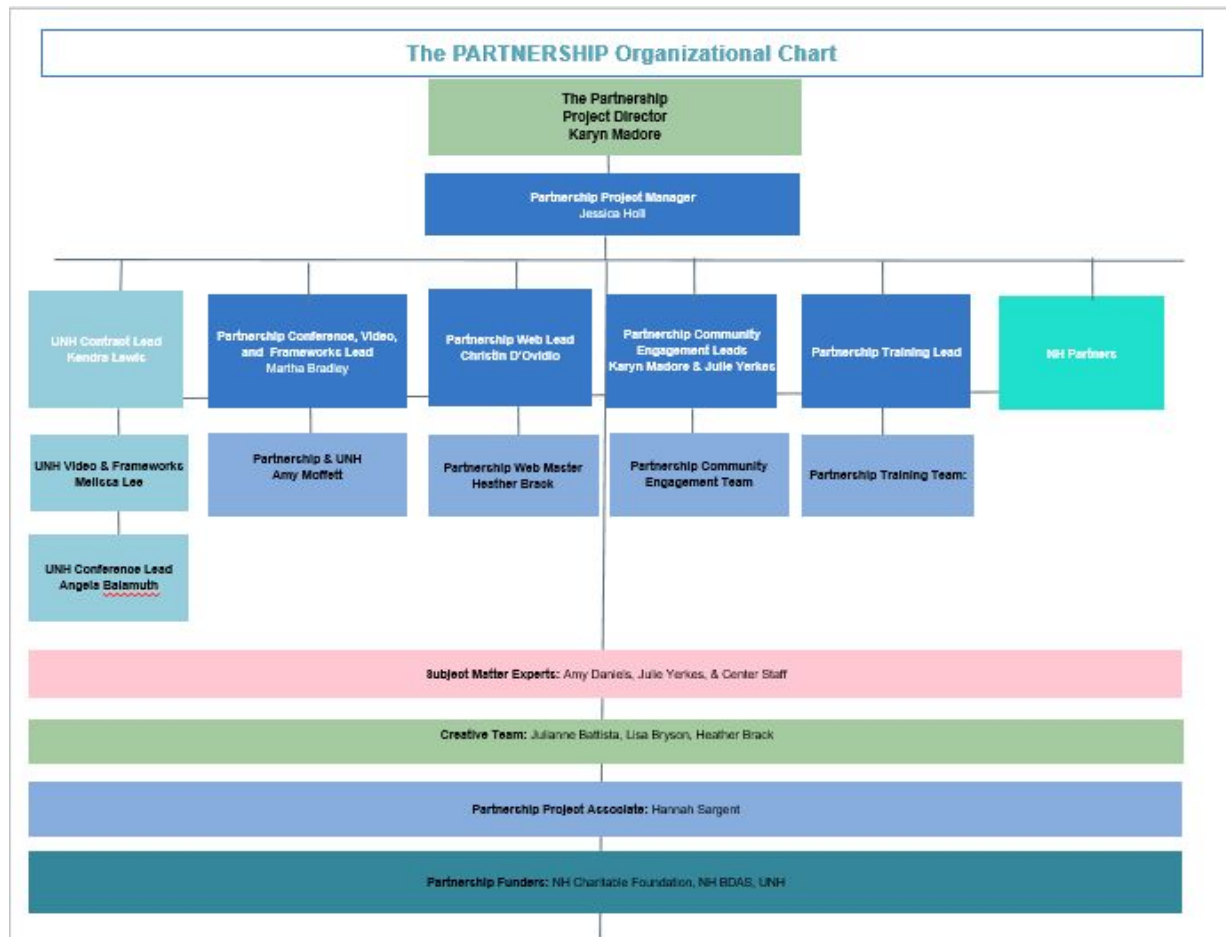
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Overview of the Partnership



The Partnership Mission & Vision

Our **mission** is to create and promote consistent statewide messages about the problems, resources, and solutions of substance misuse in New Hampshire through the engagement of partners and champions.

The Partnership Mission & Vision

The Partnership will continue to work with diverse stakeholders across the state to **develop, enhance, and promote effective prevention messaging** to address the issues related to substance misuse affecting individuals, families, and communities across the state of NH.

Partnership@drugfreeNH (The Partnership)

Who and What is the Partnership?

- ❖ 12 CHI Staff - 1.5 FTE
- ❖ Community & Prevention Partners – (reconvening)
- ❖ Funding Sources
 - ❖ Bureau of Drug and Alcohol Services (BDAS) – includes Governor's Commission Funds
 - ❖ University of New Hampshire – Funded Collaboration
 - ❖ Core funding from the original Partnership

Partnership Engagement and Activities

What is the Partnership doing in 2021?

- ❖ Revamped Website: drugfreenh.org
- ❖ Survey #1
- ❖ Survey #2 – Due January 27, 2021
- ❖ Material and Content Creation
- ❖ Supporting Current BDAS Funded Prevention Campaigns
- ❖ Communication Trainings
 - Partner Engagement Toolkit
 - Communication Training Series – Launching 2021
 - SAVE THE DATE: Prevention Conference, October 4, 2021

Partnership: Ways to get involved

The Partnership invites you to Join us to:

- ❖ Support the mission and vision of the Partnership by Participating in monthly and/or quarterly Partnership meetings
- ❖ Providing input on the Partnership's current and future activities
- ❖ Assisting in identifying new partners
- ❖ Identifying resources, content, and experts that would further our vision and mission
- ❖ Support and inform the UNH - Partnership Conference in 2021
- ❖ Participate in Partnership Surveys
- ❖ Collaborate in promotion of prevention activities
- ❖ Collaborate in funding opportunities

Questions

- ❖ How can the Partnership best support and promote your work?
- ❖ What do you want NH citizens to know?
- ❖ What do you think they want to know?
- ❖ What can you offer them?
- ❖ What are you doing/ resources do you have that is of interest to other professionals in the field.
- ❖ What are you doing/ resources do you have that is of interest to citizens directly?
- ❖ What are you doing/ resources do you have to connect with other sectors?

Questions

- kmadore@jsi.com
- thepartnership@jsi.com