

Partnership Convening
Friday, March 3, 2023
10:00 - 11:30 AM ET



Meeting Minutes

This convening provides an update on a local fentanyl prevention campaign, a local youth empowerment campaign, and statewide prevention programs from UNH Cooperative Extension.

Attendees: Andrea Smith (DHMC/ALL Together/UVRPHN), Tracy Bachert (Makin It Happen), Charlotte Scott (SoRock Coalition for Healthy Youth), Liz Brochu (SMPC Central NH), Hannah Martuscello (Dover Coalition for Youth), Emily Carrara (CRSW Amoskeag Health MAT), Lisa Spurrell (Elliot Hospital MOM Grant), Jennifer Vallier (Elliot Hospital MOM Grant Program), Stephanie Wolff (Franklin Mayor's Drug Task Force), Hilary Stark (Archways), Sarah Roberts (CADY, Inc.), Lauren Chambers (Dartmouth Health - Community Health Team, UV and GSC public health networks), Heather Morris (Community Action for Safe Teens & BGCSV), Chelsea Lemke (Lakes Region Mental Health Center), Melissa Lee (UNH Extension), Eliza Zarka (NH Governor's Office), Janet Valuk (Nashua Prevention Coalition), Kate MacDonald (Public Health Network Specialist for the South Central PHN), Samantha Areson (SPHN), Marissa Carlson (NH Teen Institute)

CHI/JSI: Christin D'Ovidio, Emma Kane, Nikki Chute, Amy Daniels

Presenters:

- Eliza Zarka - Addiction & Behavioral Health Coordinator at the NH Office of Governor
- Jen Graham - Marketing Account Manager at Cookson Communications
- Melissa Lee - Health & Wellbeing Field Specialist at UNH Cooperative Extension

[Please complete our meeting evaluation!](#)

[Watch the recording here.](#) **PLEASE NOTE:** There is a presentation in this meeting whom which its data and concepts are in draft format and are not final or to be share with the

general public. The slides and their content will be updated and shared by The Governor's Youth Advisory Council (GYAC) through The Partnership when finalized.

1. Welcome and Introductions

2. Fentanyl Awareness Campaigns in New Hampshire (Presented by: Eliza Zarka, Addiction & Behavioral Health Coordinator at Office of Governor and Jen Graham, Cookson Communications)

- Two parallel campaigns running with the NH Governor's office and Cookson communications.
- Overdose deaths have been increasing since the start of the COVID-19 pandemic.
 - In 2021, there were 436 overdose deaths in NH. In 2022, we're looking at 473 overdose deaths. We're increasing similar to our highest year in 2018 with 490 overdose deaths.
 - 293 were fentanyl.
 - Uptick in overdose deaths from meth and cocaine. Usually, they involve opioids as well which are mostly fentanyl.
 - Fentanyl is being made to look like many mainstream medications targeted to youth.
 - In 2022, the DEA seized over 50.6 million fentanyl-laced fake prescription pills and more than 10,000 pounds of fentanyl powder in the United States.
- **No Safe Experience campaign** is a comprehensive statewide awareness initiative to make the public aware of the dangers of substance use with the prevalence of fentanyl in our communities.
 - This messaging would target 2 primary audiences: parents (~35-55) and youth in middle and high school (~11-18).
 - The purpose of this campaign is to inform citizens that no matter the substance they may be using, there is a possibility that it could contain fentanyl in it, and fentanyl is deadly.
 - In particular, there are counterfeit pills in NH that are designed to look like OxyContin, Xanax, Percocet, etc., that actually contain fentanyl, and there are fake pills that look like Adderall that contain methamphetamine.

- The campaign focuses on counterfeit pills, methamphetamine, and cocaine, but also includes marijuana and vaping because there has been a cross-contamination of fentanyl in marijuana and vaping outside of NH.
- Targeting parent audiences to have conversations with their children about the presence of fentanyl in other substances.
- Targeting youth in middle school and high school who may be inclined to use medications but not seeking fentanyl. Making youth aware that all it takes is one pill with fentanyl to be deadly.
- Fentanyl is here, it's deadly, and just a tiny amount is enough to end a life prematurely. There is no safe experience without a prescription.
- Coming from the angle of informed consent and fact-based, NOT fear-based.
- Funding is 100% federal. \$500k from the American Rescue Plan Act
- The New Hampshire State Police will serve as the "face" of the campaign.
- It will be a comprehensive media campaign that will focus on individuals that may not have substance use disorder, but are using substances recreationally and have no idea that they may contain a lethal dose of fentanyl.
- Members of the Governor's Youth Advisory Council on Substance Misuse and Prevention are playing a role in the design and development of the campaign's content.
- Campaign assets: logo/branding, press conference/press release, website, PSAs (radio, tv, and social media platforms popular with youth and parents), social media, digital ads, print materials, billboards, transit ads, and schools (lesson plans, toolkit).
- Campaign will also put an emphasis on naloxone.
- Soft launch of the campaign at the end of March.
- Sending information about the campaign to recovery friendly workplaces.
- Parallel campaign focusing on the fact that not all youth are using substances = **NH VOICES**

- The State is hearing from youth that they aren't being listened to. Parents are saying that the generation has a bad reputation (lazy, all uses substances). The NH VOICES campaign was created to promote the positive things that youth are doing in NH.
- Grant-funded effort to engage youth (grades 7 to 12) in positive ways to help them overcome the negative behavioral health issues.
- Hosting workshop sessions gathering 10 to 15 youth. These are being held at local youth community coalitions.
 - Workshops consist of introductions, ice breaker (what are you tired of hearing about from their peers? What do you like hearing about from their peers (positive messages)?), then youth have the chance to record videos to have their voices being heard.
 - After the workshop, the youth become "influencers" where they have the ability to share positivity and messages on social media to show adults and other youth the positive things that youth are doing.
 - Website: nhvoices.org
 - Tagline: Be informed. Shatter myths. Ready to be heard.
 - Social media presence: instagram, facebook, snapchat, YouTube, spotify, giphys
- To receive monthly updates, contact kim.k.fallon@nh.dhhs.gov

3. **UNH Cooperative Extension** (Presented by: Melissa Lee, Health & Wellbeing Field Specialist)

- [NH Opioid Prevention Project](#) (funded by SAMHSA) is in its third, and final, year of funding. Goal is to collaborate with statewide partners to build upon state infrastructure. During its funding period, they have been able to create resources and enhance programing in NH.
 - Approach 1: Deliver the Chronic Pain Self-Management Program (CPSMP) in rural communities through workshops to teach alternative pain management.
 - Approach 2: Increase healthcare provider knowledge about the benefits of CPSMP and alternative pain management strategies.

- Approach 3: Strengthen online opioid education and information for youth, parents, teachers, seniors, community coalitions, and healthcare professionals through videos and tools (fact sheets, podcasts, etc.). All available at drugfreenh.org.
- New funding stream from SAMHSA for four years to offer leader trainings for Adult Mental Health First Aid (AMHFA). UNH Cooperative Extension offers [free courses](#) monthly!
- New funding stream from SAMHSA for two years for the Community First Responder Program. Online education regarding how to use naloxone, overdose response information, and at the end of the video the individuals can complete a form to receive a free naloxone kit. This program will increase education and access to naloxone and reduce barriers to accessing life saving treatment. Launch on Friday, April 21 (live event - save the date).
- Questions? Contact melissa.lee@unh.edu.

4. Partner Updates

- **Nashua Prevention Coalition:** Upcoming event - What's Wrong With Vaping? March 21st from 6:30 - 8 PM at Nashua High School North (in-person).
- **Makin It Happen:** Held a youth training in February where 7 high schools were represented, there were teens from each high school in the region. 6 out of 7 high schools said vaping was their schools biggest issue. After school vacation there will be prevention trainings and events throughout the summer. Advisors and students were excited at the event and ready to make change.
- **SoRock Coalition:** Just completed a Life of an Athlete training. Focusing on mental health and basic communication skills. For elementary schools, they are conducting readings of Gizmo's Pawesome Guide to Mental Health. Power Pack program is distributing targeted resources to parents (substance use prevention and mental health resources). Always looking for printed resources to include in the packs.
- **Franklin Mayor's Drug Task Force:** Annual event on March 24th to highlight next year's focuses, as well as YRBS and community survey data. [Learn more and register here!](#)

- **Elliot MOM Grant Program:** Care coordination and peer recovery support services for people who are pregnant or new mothers with substance use disorder. Incentives are offered (pack and play) and mothers can receive diapers through a raffle. Serves Greater Manchester, but for the program the individual just needs to live in NH and receive a service in Manchester to qualify.
- **CADY:** First Drug Take Back Day event in Bristol happening in April.
- **Governor's Youth Advisory Council:** Meeting open to the public every third saturday. On March 18th, there will be a free naloxone training. 11 AM - 1 PM at the State House. Youth and adults are welcome. [Learn more here.](#)

5. Partnership Updates

- Social media mini toolkit to enhance partner communication for National Drug and Alcohol Facts Week is now online [here](#).
- Coming soon is a video for how to post materials to social media.
- Check out our recent [blog posts](#) and [podcast episodes](#).
- Hosting an event? We can help you promote it! Let us know by [connecting with us on our website](#).

6. Complete the Partnership Convening Evaluation!

<https://forms.gle/hfbGmdJeG43jKfKP8>