



Georgetown Substance Abuse Advisory Panel

Town Hall
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Douglas Dawes, Chairman
Pamela Lundquist, Clerk
Police Chief Donald Cudmore
Fire Chief Fred Mitchell
Superintendent Carol Jacobs

Georgetown Substance Abuse Advisory Panel **(the SAAP)**

Meeting Minutes
Thursday, May 11, 2017
The Perley School

In attendance: Selectman Doug Dawes, Police Chief Donald Cudmore, Fire Chief Fred Mitchell, School Committee Vice Chair/GeorgetownCARES Pam Lundquist, Superintendent Carol Jacobs, (guest) Andrea Egmont, Director of Youth Services, Newburyport.

Meeting called to order at 10:15 A.M.

Re: Previous meeting's minutes were approved by the Committee.

Re: SAAP Webpage – The town pays Virtual Town Hall.com to maintain the town website, www.georgetownma.gov, thus keeping the town in archiving compliance. The question is who can/should design the page that links to our Board/Committee. Town Hall is the contract holder. Carol thinks inviting Mike Farrell to the next meeting to confer about the website will help us figure out where to begin. Doug will invite Mike Farrell to an upcoming meeting. We want a presence on the town site, an understanding of how the page would be developed, and how we would get a FB or twitter page going. Pam brought some print-outs of sample website pages from other similar groups. Fred & others liked websites from the towns of Needham & Weymouth, MA, to use as models.

Re: The Tower Foundation Grant - Andrea Egmont, Director of Youth Services from Newburyport, came to explain how the Tower Foundation Grant, intended to bring regional substance abuse prevention services to the North Shore of MA, will work and how Georgetown can benefit from participating.

Good prevention works effectively to reduce substance use in a community, generally better than intervention or treatment. One central aim of good prevention is raising the age of first use, because the later a person starts using or drinking, the less likely they are to become addicted. Our hope is to provide support to build a strong prevention coalition in Georgetown.

Social norm marketing works well, focusing on the fact that most kids don't drink or drug. Kids don't come in and say what a great sober weekend they had, but they might boast about a weekend of drinking, which makes youth substance abuse sound more common than it is. A positive focus built on the majority making healthy choices & how/why they do that has been proven to effectively raise the age of first use with teenagers.

Newburyport has built their prevention program, which has seen great success, around

the 40 Developmental Assets, a positive youth development approach which views the community's youth not as a problem that needs to be fixed but rather a resource to be valued. Evidence-based research shows that as Assets go up in the lives of young people, risky behaviors go down. **The Tower Foundation seeks to share the benefits of the 40 Assets/Support YA approach to nearby communities with regionally shared campaigns & youth surveys.** The grant funds a regional director, annual youth surveys, grants for asset-related projects (usually by teachers) and social norms marketing initiatives to share the 40 Assets language. We talk about protecting a developing brain, which is fragile.

The Newburyport schools are going to start up again with All Stars, a wellness curriculum designed to help middle & high school students build bright futures through character development, to 5th-8th graders. One of the first steps Georgetown could take might be to convene a community "Call to Action" meeting to introduce the benefits of looking at basic prevention & and environmental strategies. Pam has agreed to participate in the hiring/interviewing process for our Regional Director.

Re: Future Agenda Items (before the end of the year): website development, SAAP goals & strategies, committee membership growth/composition, speaker series plans.

Re: Upcoming Meetings Scheduled – Future meetings will include:

Friday, May 26th, 11:00-12:00am, at Perley

Meeting Adjourned at 11:10 am.

Respectfully Submitted, *Pam Lundquist*

Helpful Tower Foundation Websites:

<http://www.thetowerfoundation.org>

<http://newburyportyouthservices.com>

<http://www.allstarsprevention.com/new/index2.html> All Stars Prevention LLC, Greensboro, NC.

Helpful Town Model Websites

<http://needhamma.gov/index.aspx?NID=2124>

<http://www.needhamma.gov/index.aspx?nid=2489>

<http://www.weymouth.ma.us/substance-abuse-prevention-team-o>