

Coalition Meeting September 13, 2017

Topic: Bill Neary presentation

- Keep Middlesex Moving: a nonprofit, transportation management association
 - o <http://www.kmm.org/>
- Discussed the social aspects of transportations and potential obstacles
 - o Ex: not having access to a car
- Solutions: carpools, mass transit
- Works with bicycle and pedestrian safety
- Ride sharing options to reduce traffic congestion and improve the air quality
- Rapidly changing transportation could mean a child born today will not know how to drive a car
- Use of mass transit is rising but support of mass transit is declining
- Casino revenue is a part of funding for mass transit, and the funds are declining
- Gasoline cars will become obsolete in the future
- Carpool program: Ride. Better. Together.
 - o Registered carpools and ride sharing
 - o The free service connects people to rides with New Jersey's largest commuter network
 - Allows people to spend less money on gas, reduce vehicle wear and tear and put fewer miles on your car while improving traffic congestion and air quality
 - Offers free emergency ride program or leaving work early or late (entitled to 3 emergency rides home when you sign up)
 - o KMM provides programs on distracted driving and distracted pedestrian safety
 - o Promotes Walk to School Day in East Brunswick to help combat child obesity

Topic: Be Smart About Medicine Display

- Brainstorming locations to place the Be Smart About Medicine Display board
- Sent around sign-up sheet for potential ideas
 - o Going to place it in the Barnes and Noble at Brunswick Square Mall
- Spreading awareness about prescription drugs and promoting the contest to students for this year
- Include contact information for Wellspring and the Coalition and attach a brochure holder to provide information and resources to passerby
- Use most recent winners of the past year's conference

Topic: Community Survey

- bring community surveys to any community events to collect data
 - o important for monitoring changes on the community level

Topic: Generation Found Screening

- Generation Found was screened at Kean University at 7pm
- There was a great turnout with a panel discussion at the conclusion of the film
- More screenings at other locations are in the works (Middlesex County College, Dunellen)
- Possibly show the shorter version of the film to sororities, hospitals

Topic: PSA at AMC Movie Theaters

- SUDS students at Carteret High School created a PSA using emojis
- The idea is “drinking equals danger” and will advertise 911 legislation law
- The PSA will be brought to life in a short clip and screenings will be in certain AMC theaters in Middlesex County depending on funding

New Opioid and Women Grant

- Wellspring was one of 16 agencies across the country to receive a grant that is meant to target opioid use in women
- Wellspring will target women ages 10-17 and women 50+
- The grant is mostly outreach based (education, programming) and is prevention specific
- Potential groups to reach out to – Women’s Health Institute, women-based nonprofits, women and leadership program at RWJ
 - o Helen will reach out to coalition members for collaboration ideas

CADCA Got Outcomes Awards

- Wellspring applied for the CADCA Got Outcomes Awards
 - o The awards recognize exceptional coalition work in alcohol, tobacco and drug prevention
 - o Wellspring’s focus for Phase 1 was underage drinking
 - o We will hear back from CADCA the week of Sept. 20th to learn if we have advanced
 - o If we advance to Phase 2, a second problem may be reported on – will most likely be opioids
 - o If we do not advance, CADCA will provide feedback for future applications to improve

Topic: Tree of Hope

- 2017 Tree of Hope Ceremony will be held on September 19th at 6pm at Rutgers Counseling Center, 17 Senior Street, New Brunswick, NJ 08901
 - o This year’s designee is Rutgers Recovery Housing
 - o Event parking will be provided across the street from the counseling center in the parking lot behind the Rutgers Student Center on College Avenue Campus
 - o Two “Recovery Champions” will also be recognized and their identities will be revealed at the event

Topic: Recovery Walk

- The Recovery Walk will be held on September 16th at Liberty State Park Freedom Field in Jersey City
- The walk will begin at 10am rain or shine
- Free parking will be provided at the event

Topic: New Drop Box cards and Resource cards

- new drop box cards were ordered (a single pamphlet instead of a trifold)
- will be given to coalition members to have and distribute
- new resource cards (Project HOPE) will be ordered by next week and given to coalition members once we receive them
- include cards in discharge papers for same day surgery patients
- RWJ in New Brunswick and Somerset are distributing safe disposal information, etc. for same day patient discharges
- The Project HOPE resource cards are a more compact resource for police/EMTs to distribute after a Narcan reversal

Topic: Barnes and Noble Partnership, 13 Reasons Why

- Wellspring is partnering with the Barnes and Noble in Brunswick Square Mall
- Use them to display the Be Smart About Medicine poster display
- Host a program about 13 Reasons Why for parents and educators and provide them with books and resources about what to look for in students (bullying, suicide)
- The program is on October 12th at 6:30pm at the Barnes and Noble in Brunswick Square Mall in East Brunswick

Topic: Knock Out Opiate Abuse Day

- Knock Out Opiate Abuse Day is Friday, October 6th
- Materials were ordered from the Partnership for a Drug-Free NJ (doorknockers, resources for doctors' offices)
- Wellspring has permission to place doorknockers on doctor's offices doors in the office building, Rutgers dorms and libraries in Middlesex County (Sayreville Library is definite) as well as recreation departments
- Coalition members are welcome to take materials and pass them out
- October is Medicine Abuse Awareness Month
- Ideas for the future locations for the Be Smart mobile billboard → currently in Fords Park in Woodbridge

Topic: Red Ribbon Week

- Red Ribbon Week is October 23-October 31 this year

- Red Ribbon Week has become a symbol of drug prevention in memory of DEA Agent Enrique Camarena who died in the line of duty trying to shut down an illegal drug trade
- Ideas discussed included targeting students at HS football games (hosting a table, having football players wear red ribbons during the day, having cheerleaders wear red ribbons)
 - o Have players wear red sweatbands/wristbands on the field
 - o Have an announcement made during halftime proclaiming that week Red Ribbon Week
 - o Barnes and Noble will have the Be Smart display and offer book recommendations
 - o Provide tabling events at schools, use activities with Fatal Vision and marijuana goggles

Upcoming tabling event at RWJ in New Brunswick – collaborate with coalition members (date to come)

- o For the Opioid Overdose Response Program

Task Force Meetings: did not break out this month

Next Meeting: October 11, 2017 at 5pm

Wellspring Center for Prevention