

## FY 2020 ANNUAL REPORT

CHNA 15 activities and programs are membership driven and developed under the direction of the Steering Committee (SC) who meet six times during the year, including a full-day retreat each August to review the past year and plan for the upcoming year, and consult regularly via email. Feedback, input, and direction from members are the basis for all activities, opportunities, and efforts initiated and supported by the Steering Committee.

2019-2020 was a busy and productive year for CHNA 15. Activities included ever evolving response to community needs through new projects and member involvement as well as ongoing and expanded services and support to members.

### Special CHNA-wide Projects

**Facilitated Learning Community Symposiums:** This year, CHNA 15 introduced one new Facilitated Learning Community Symposium on Youth Mental Health. This represents the fifth Learning Community Symposium offered by CHNA 15. This was introduced as a direct result of member feedback that they would like follow-up and/or in-depth exploration of topics introduced at CHNA 15 forums and trainings, and/or issues that come about as a result of a CHNA 15 Grant. The goal of all Learning Community Symposiums is to bring together a group of 8-15 individuals interested in addressing a common issue within their community (ies) in order to strengthen healthy communities through facilitative leadership and continuous learning by adults and youth working together for sustainable change.

Our Learning Community Symposium focused on **Youth Mental Health** – *34 participants from six different communities participated.* This Learning Community Symposium was scheduled to meet four times for 2-hour interactive meetings in which participants discussed the issues and factors that shape youth mental health, heard what communities are currently doing and could be doing, learned about protective factors, and explored approaches for their communities to model healthy behaviors and positive mental health for youth. Participants also learned about funding opportunities from CHNA 15. Each community cohort has the opportunity to apply for a Community Cohort Grant of up to \$7,500 to engage in a collaborative project to address youth mental health that emerged from the assignments and/or from discussion. To date, two cohorts have received grants, and the others can apply through FY 2021. The *Facilitated Learning Community Symposium on Youth Mental Health* was facilitated by Jon Mattleman, MS. Session 4 was postponed due to the pandemic, but participants were able to reach out to Jon directly for support.

**Trainings:** Selection of special CHNA 15 trainings is a direct result of member suggestions/requests. This year opportunities focused on elder health training and programming, open to each community served by CHNA 15.

A **four-part series of Elder Health Trainings** were offered to COA staff and other elder health professionals led by Ellen Birchander, MS, Co-Director, Management of Aging Services, UMASS Boston Gerontology Department, McCormack School of Policy and Global Studies. Workshops were held at both the Lexington Community Center and Minuteman Senior Services, and each were attended by more than 20 elder health professionals.

- *Serving Older Adults with Mental Health Issues*
- *Addiction in Older Adults*
- *Managing Behaviors Associated With Cognitive Change in Public Settings*
- *Harnessing Volunteers*

This year, to further support COAs, CHNA 15 offered **\$1,000 Programming Grants** to each COA in the 12 communities we serve to pilot a new program or class. To date, seven COAs have received a CHNA 15 Programming Grants. The additional five COAs will have the opportunity to receive a Programming Grant in FY 2021.

### Healthy Community Resource Forums

CHNA 15 Healthy Community Resource Forums, formerly referred to as General Meetings, provide an opportunity for representatives from our member agencies to come together to network, share resources, discuss challenges, problem solve together, hear timely presentations, and plan. Members are encouraged to invite colleagues to general meetings.

**September 2019 Healthy Community Resource Forum:**

In September, CHNA 15 invited Andrea Freeman, Field Director, MA Public Health Association to our meeting.

- shared information about the new DoN regulations as they pertain to funding opportunities for community health initiatives and hospital community benefits
- provided a policy update on MPHA's priorities; and
- shared ways we can get involved to help advance community health & health equity.

**November 2019 Healthy Community Resource Forum:**

The November Forum featured a panel on e-Cigarette/Tobacco Prevention

- Mary Cole, Program Coordinator, Greater Boston Tobacco-Free Community Partnership
- Cheryl Sbarra, Sr. Staff Attorney/Director of Policy and Law, MA Association of Health Boards
- Shaun McAuliffe, Health Director, Town of Hopkinton
- Karen Zaleski, Director of Student Services, Town of Hopkinton

Some highlights of the panel:

**Karen Zaleski / Shaun McAuliffe from Hopkinton:**

- Hopkinton uses a three-tiered system of substance intervention in schools
- Because there is a chance that kids are vaping both tobacco and other substances, they took a substance use prevention approach to addressing vape prevention.
- Hopkinton has a Prevention Board
- Medical model is important because it takes a holistic approach that reflects a continuum of care
  - Early intervention
  - Outpatient services
  - Inpatient services
  - Partial hospitalization
  - MA DOE and Secondary education modes
  - Tier 1 = Universal support
  - Tier 2 = Targeted support
  - Tier 3 = Intensive support
- Substance abuse is not recognized as a special need on an IEP so they needed to join the medical model and DOE model
  - Tier 1 – ASAM Early Intervention
    - Counseling at high school
    - Freshman and Junior seminars - exposure to one-hour guidance seminars
    - Formed a Nicotine Cessation Club that now includes all substances
  - Tier 2 – ASAM Outpatient Services
    - Mandatory vape diversion program
    - Monthly relapse prevention groups with licensed clinical support from Genesis added to high school handbook as a stipulation
    - Counseling through Genesis may occur as the need is identified
  - Tier 3 – ASA Outpatient/Intensive Outpatient Services
    - Two half-day on site individual treatment sessions with a counselor
    - Increased intensive outpatient services as recommended by genesis offsite
- Beyond Tier 3 – Town is working with Genesis and other programs for more extensive treatment.
- Family Involvement – Families are involved with Genesis and ongoing as needed. Also offering families who meet criteria an opportunity to meet with counselors as well.
- Hopkinton received a \$20,000 grant from Metrowest Health Foundation to get going. In Year-One less than \$2,000 was spent to get partners together.
- Data Collection/Funding:
  - Barrier is stigma – students struggle to admit that they have an issue

- This requires a lot of education of adults to try to educate community, talk about and celebrate recovery, and come out to tell us and get help.
- School has seen an increase in students confiding in guidance counseling staff.
- One adjustment counselor is the point person in schools for this work.
- Eliminating barriers is so important!
- As kids age out of school staff finds they continue their involvement with genesis?
- Reminder: Don't forget about the adult population.
- Both Dr. Zaleski and Shaun encourage CHNA 15 members to email them with ideas and questions and reminded us that "there's no competition in this grant!"

#### **Mary Cole:**

- What is most effective is a multi-pronged approach - one strategy is not enough.
- Use media. Share facts about vaping with your community! Use all media channels! Find out where your community gets media from. Partner with your Tobacco Free Community Partnership Program
  - Newsletters
  - Email blasts
  - Social media
  - Newspapers
  - Radio
  - Podcasts
  - Community access TV
  - Magazines
  - Blogs
  - Reach out to Mary – she has access to images on statewide campaign
- Statewide Effort
  - Launched the new look of Nicotine Addiction
  - DPH youth campaign launched in April and then relaunched it on social media
  - MA Clearinghouse materials are available
    - Updated the double sided brochure with vaping cessation information
    - New signs and stickers
  - GET OUTRAGED.ORG
    - Get the facts! Send the videos out. Links are on the website. Share on social media
    - The "For Schools" tab has best practice curriculums and ideas for youth campaigns and ideas on how to implement them
    - There is a new tab for "Quit Resources"
  - What can health care providers do?
    - Talk to kids and ask questions
    - Use the language that kids are using
    - List all tobacco products
    - Make recommendations for quitting
    - Follow up with patients
  - How do you know the prevention programs are quality programs?
    - Ask vendors where they get programming!
    - Some programs are funded by tobacco or vape industry
  - CATCH my BREATHE is a best practice curriculum at [www.getoutraged.org](http://www.getoutraged.org)
  - DIVERSION:
    - Diversion and prevention programs are recommended over suspension from school
    - INDEPTH is recommended by DPH for diversion as alternative to Teen Nicotine suspension
  - THE 84 Project is a statewide movement of youth fighting tobacco in MA
    - Encourage schools to start a chapter
    - Register: [www.The84.org](http://www.The84.org)
    - 84 uses a racial justice lens
  - What can parents do?
    - Need to education parents
    - Provide facts
    - Dispel myths

- Let them know kids are being targeted by tobacco products
- Let them know ingredients are not regulated
- Remind them to talk to kids early and often – just like with other drugs and behaviors
- Support kids that are addicted, need to be a support and help them with their addiction
- Cessation:
  - My Life My Quit Program – under AM 1-800-Quit Now: [www.mylifemyquit.com](http://www.mylifemyquit.com)
  - This is quitting by Truth TEXT: vapefreemass to 88709
  - Visit teen somefree.gov
  - Mass.gov/vaping
- Upcoming Cessation Resources
  - School nurse booklet called Calling it Quit: Vaping (14-page booklet program) Piloting in Natick and hopefully will be released soon after. School nurse training will be offered when booklet is available.
  - Coming in December:
    - Providers Guide
    - Quitting Vaping- Information for Youth brochure
    - MA Resource Card
  - All going to be available on the MA Clearinghouse when it's available
- Additional resources for parents
  - Text QUIT to 202-899-7550
  - Encourage youth to talk to trusted adults
  - Adults: MA smokers helpline: call 1-800-Quit-Now
  - Nicotine replacement therapy will be covered by insurance
  - Makesmokinghistory.org
- Stay up to date
  - [www.mass.gov/vapingemergency](http://www.mass.gov/vapingemergency)
  - [ma.gov/quitvaping](http://ma.gov/quitvaping)
  - CDC

**Cheryl Sbarra:**

- We got the use of cigarettes rate down. Now we are seeing the work we have done on policy systems and environmental change that we've done for 25 years being reversed.
- What we have been doing locally is creating templates of local policy regulations that cities and towns can adopt – been doing this for 25 year. They have morphed and changed. They allow local boards of health to be able to enforce things. Currently:
  - New statement of purpose to sections to include menthol
  - New definition of tobacco product
  - New definition of adult only retail tobacco store
  - New option to cap number of “adult-only” retail tobacco stores
- Nationally, 6% of kids are getting products online, but there is not MA specific data yet.
- MA House voted to ban the sale of all flavored tobacco produces
- Bill also limits the amount of nicotine contained in not flavored products left in the stores and increases the excise tax
- Remember that smokers are not addicted to flavors, they are addicted to nicotine. They will still able to get them if bill passes.
- It will be heard in senate next week
- The intent is to get his wrapped up before the vaping ban expires on 12/24
- What we are looking at locally is doing is to restrict the sale of flavored products to adult only stores
  - Some towns are trying to restrict sale of ALL tobacco products to adult only stores and some towns are trying to ban ALL tobacco sales as a way of decreasing use of these starter products.

**January 2020 Healthy Community Resource Forum:**

The January Forum featured a presentation of Community Health Needs Assessment Findings and Implementation Strategies from Lahey Hospital and Medical Center and Winchester Hospital.

- Christine Healy, Director of Community Relations, Lahey Health
- Michelle Snyder, Manager of Community Relations, Lahey Hospital and Medical Center

- Marylou Hardy, Manager of Community Relations, Winchester Hospital

Lahey Hospital and Medical Center's Community Health Needs Assessment and Implementation Strategies Report can be found at <https://www.lahey.org/lhmc/lahey-promise/in-the-community/health-needs-assessments-and-implementation-strategies/>.

Winchester Hospital's Community Health Needs Assessment and Implementation Strategies Report can be found at <https://www.winchesterhospital.org/our-promise/supporting-our-community>.

Reminder: Emerson Hospital presented their Community Health Needs Assessment (CHNA) Findings and Implementation Strategies at our March, 2019 Healthy Community Resource Forum. Their CHNA can be found here:

<https://www.emersonhospital.org/community-programs/community-needs-assessment>.

### **March, 2020 Healthy Community Resource Forum:**

In March, Julie O'Brien, Executive Director of Look up Live spoke about Social Media's Impact on Mental Health. Highlights of the presentation:

- Look Up Live's is a youth focused program helping kids find balance. We don't design programs for kids, we ask kids to come up with the ideas. We get behind kids' ideas for tech-life balance.
- Kid's all know it's a problem, and it's not their fault. Tech is so much a part of their culture. It's a part of their cultural language if they miss out their missing out on connections
- Youth's relationship with technology is complicated.
- Parents are partially to blame. We are role modelling for them. It's not entirely parent's fault either.
- Social Media has shifted from being a tool to help us to a tool to make money. "Attention Economy"
- We hope to help them figure out what their giving up by being on the tech - what they could be embracing
- So many good ways kids are using social media – artists are able to share, social movements like Greta Thunberg, etc.
- Yet unfettered access also presents challenges.
- There is no expectation of privacy
- Three S's – sleep, study and social interactions
  - The mere physical presence of a phone when studying creates a cognitive brain drain – adding to academic stress
  - Poor sleep leads to a number of negative mental and physical health problems
  - Relationship quality decreases when a phone is present.
  - NOMOPHOBIA – anxiety in a digital age – no mobile phone phobia
- Ways to help youth find balance!
- Lots of great organizations:
  - Screenagers and Screenagers 2
  - Look up Live
  - Common Sense Media
  - Textless, Live More
  - Center for Humane Technology
  - Turning Life On (started in Concord)
- Support communities that bring people together, brain-storm ways to help kids, share resources, etc.
- Start with the end in mind!
  - Define what you are ultimately trying to achieve
- The scope is big and complicated, but so are the opportunities and solutions
  - Scope of the problem
    - Porn
    - Sexting
    - Gaming
    - Social media
    - Cyber bullying
    - 24/7 connectivity
    - YouTube/Netflix
  - Youth Designed Solutions
    - Advocacy campaigns
    - Performances

- Applications
  - Art exhibits
  - Activities
  - Products
  - Experts
- Tech/Life Balance
  - Joy
  - Calm
  - Sleep
  - Productivity
  - Family and friends
  - Personal connections
  - Presence
- What we have done
  - Look Up Challenge
  - Students have formed clubs to raise awareness and unite around tech-life balance
  - Designathon (Ideathon: 2020 Unplugged) – getting kids to design a solution. Piloting at Concord Carlisle High
  - Must involve interviews with peers - Youth designed and led ideas have more credibility with peers
- Kids want data and information, they just don't want you to tell them what to do with it. "Let me have agency over my decision on what to do with it!"

**Book Recommendation:** *iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happy--and Completely Unprepared for Adulthood--and What That Means for the Rest of Us* Kindle Edition by [Jean M. Twenge](#). She also wrote an article for the New Yorker.

## CHNA 15 Funding

Funding from local hospitals is the primary source of income for CHNA15. The Steering Committee is judicious in its responsibility as fiscal managers for CHNA 15. Their focus is on due diligence, thoughtful allocation of funds, and careful long-term planning.

**DoN Funding to CHNA 15:** Funding for CHNA 15 2019-2020 projects was provided by Lahey Hospital and Medical Center and Winchester Hospital Determination of Need (DoN) Funds. We are appreciative of all of these grants as they enable CHNA 15 to continue its work in the twelve communities we serve.

### **CHNA 15 funding provided/allocated to agencies and individuals in FY 2020**

- **Collaborative Grants:** \$50,061 awarded for four Collaborative Grants to Center for Parents and Teachers, Fostering Racial Justice Group, Open Table, and Town of Acton.
- **Multi-Year Grants:** \$20,000 awarded for year 2 of Multiyear Impact Implementation Grant to Minuteman Senior Services. \$39,984 awarded for year 1 of Multiyear Impact Implementation Grant to Domestic Violence Services Network and Town of Lexington.
- **MiniGrants:** \$53,912.56 was awarded for nine (9) MiniGrants to: Center for Parents and Teachers, Acton Discovery Museum, Grow a Strong Family, Ivy Child International, Minuteman Senior Services, and Social Capital, Inc. for Fiscal Year Projects and Town of Acton, Brio Integrated Theatre, and Saheli for Calendar Year Projects.
- **Training and Capacity Building Grants:** Training and Capacity Building Grants provide awards of up to \$500 for individuals attend trainings or conferences, awards of up to \$2,000 to agencies to train their staffs, provide community trainings or to build capacity or to respond to a community health need. The broad definition of capacity building may include development of small projects, marketing, fund raising, consultant support, etc. Communities/organizations are eligible to receive up to \$2,500 per year. Thus far this year 25 Training and Capacity Building Grants totaling \$28,034 have been awarded.
- **COA Programming Grants:** \$7,000 was awarded for seven COA Programming Grants to Acton, Boxborough, Burlington, Carlisle, Concord, Lincoln and Littleton COAs.
- **Covid 19 Response Grants to Communities:** \$29,485.70 in community grants was awarded to: Acton/Boxborough (Neighbor Brigade), Bedford (Health and Human Services), Concord/Carlisle (Regional Schools), Lincoln (COA), Winchester (Ivy Child International and Network for Social Justice), Woburn (Social Capital, Inc.)
- **Covid 19 Relief Grants to Non-Profits:** \$21,250 in grants to non-profits was awarded to: Domestic Violence Services Network, REACH Beyond Domestic Violence, SAHELI, Winchester Farmer's Market Community Hub, Woburn YMCA International Learning Center.

- **Facilitated Learning Community Symposium on Youth Mental Health Community Cohort Grants:** \$15,000 to the cohorts from Burlington and Woburn.

### Action Teams, Special Projects

In an effort to respond to member and community needs and to strengthen and enhance the effectiveness of administration and leadership, CHNA 15 has undertaken several new projects and organizational tasks this year. Appreciation is expressed to all those who participated and gave their time to make these efforts possible. Their work has created a better, more well-managed and planful CHNA 15.

- **Training, Outreach and Education Team:** A Training Outreach and Education Committee worked to help plan Healthy Community Resource Forums, Community Trainings, Showcase and Annual Meeting. The team strives to develop CHNA programming that is relevant, educational and that engages additional members.
- **Grants Action Team:** As part of our continued effort to support members in the development of proposals re projects that will succeed as well as to improve grant writing skills, a Grants Action Team worked throughout the year. Their work included a review of the MiniGrant RFPs and score sheets, Collaborative Grant RFP and score sheet, development of new RFPs and scoresheets for Covid relief and response grants, Facilitated Learning Community Symposium Cohort Grants, and COA Programming Grants, revision of the Training AND Capacity Building application and score sheet, advisement on grant review processes, and more.
- **Messaging and Marketing Action Team:** The Messaging and Marketing Action Team continues to help develop messaging for CHNA 15. This year the Messaging and Marketing Action Team also worked on outreach efforts to increase CHNA 15 membership and to support the work of the Nominating Committee.
- **Finance Committee:** The Finance Committee meets to plan the CHNA 15 budget that is presented at the September General Meeting, and reviews budget throughout the year.

### Ongoing Networking and Member Agency Support

Regularly published ListServ emails and the **CHNA 15 website, [www.CHNA15.org](http://www.CHNA15.org)**, promote a wide variety of CHNA 15 and member agency activities.

CHNA 15 work is supported by a variety of people and organizations important to our success. They provide us with many valuable resources, meeting spaces, and collaborative opportunities. We appreciate all their support. They include the following:

- Our funders: Lahey Hospital and Medical Center and Winchester Hospital
- Our fiscal sponsor, Minuteman Senior Services
- Lahey Hospital Community Relations Department
- Grant reviewers
- Providers of Meeting Space: Minuteman Senior Services, Town of Burlington: Grandview Farm, Lexington Community Center, and Town of Lincoln
- ROMP Web Services