

BROCKTON AREA PREVENTION COLLABORATIVE *Quick Guide*



Brockton Area Prevention Collaborative
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History of the Brockton Area Prevention Collaborative:

In 2008, the City of Brockton in partnership with High Point Treatment Center was awarded the MassCALL2 grant with the primary objective of saving the lives of those in the community of Brockton suffering from opiate addiction and to create awareness about opioid overdose prevention.

Today, the city of Brockton's coalition has expanded to become a part of the Brockton Area Prevention Collaborative, encompassing the towns of Bridgewater, Brockton, East Bridgewater, Hanson, Rockland, and Whitman as a regional approach. The BAPC was the first funded cluster on the south shore to address the issue of opioid abuse and overdose.

Strategies and interventions for our state grants must be consistent with the Substance Abuse and Mental Health Services Administration (SAMHSA), Strategic Prevention Framework (SPF) model, consistent with any available evidence-based practices or local best practices.

The Collaborative focuses on education, trainings, and outreach for individuals in active use, bystanders, and the community at large.

What does the Collaborative do?

The objective of the Brockton Area Prevention Collaborative is to provide primary, secondary and tertiary prevention resources including education, awareness and support to the communities that we serve. The grant provides technical assistance to volunteers across twelve sectors in addition to promoting advocacy and working effortlessly to reduce the stigma associated with substance use disorders.

What towns/cities receive funding/preventative initiatives from the BAPC?

Currently we work with 6 different grants that allow us to provide preventative strategies in the following towns/cities:

Brockton (Brockton Mayor's Opioid Overdose Prevention Coalition)

Bridgewater (Bridging LIVES)

East Bridgewater (EB HOPE)

Hanson (Whitman-Hanson WILL)

Rockland (Rockland CARES)

Whitman (Whitman-Hanson WILL)

GRANTS THAT FUND THE COLLABORATIVE:

MA Opioid Abuse Prevention Collaborative (MOAPC)

The MOAPC Grant Program is funded by the Massachusetts Department of Public Health (MADPH) Bureau of Substance Abuse Services (BSAS) to address the issue of opioid use and fatal/non-fatal opioid overdoses in Massachusetts. The purpose of the grant is to implement local policy, practice, systems and environmental change to prevent the use of opioids, prevent/reduce fatal and non-fatal opioid overdoses, and increase both the number and capacity of municipalities across the Commonwealth addressing these issues. Additionally, this grant seeks to provide financial support for groups of municipalities to enter into formal, long term agreements to share resources and coordinate activities in order to increase the scope of this work and capacity of municipalities to address these issues among their combined populations.

Partnership for Success 2015

The purpose of the Substance Abuse and Mental Health Services Administration's (SAMHSA) Partnerships for Success 2015 (PFS 2015) grant program is to prevent prescription drug misuse and abuse among high school aged youth across the Commonwealth.

This grant program will target prescription drug misuse and abuse among high school aged youth (14 to 18) in 16 Massachusetts communities of high need. Together, these communities are home to nearly two million residents, approximately 30% of the total Massachusetts population of 6.7 million. They also include the state's ten largest cities. The City of Brockton has been funded through the PFS 2015 grant. We will use the Substance Abuse and Mental Health Services Administration's (SAMHSA) Strategic Prevention Framework (SPF) to implement evidence-based prevention strategies within the city.

Substance Abuse Prevention Collaborative (SAPC)

The BAPC was awarded the SAPC grant July 1 2015, funded by BSAS, as part of a comprehensive approach to reduce the use and misuse of substances throughout the state. The SAPC grant specifically addresses underage drinking from a regional approach. The collaborative towns, with the addition of Bridgewater, home to Bridgewater State University, will work to implement strategies that will have a sustained effect on prevention and reducing underage drinking and the devastating consequences that can ensue. Through primary prevention strategies, SAPC aims to promote and enforce the Social Host Liability Law, implement a social marketing campaign, and streamline the school alcohol and substance use policies within the local school districts.

Drug Free Communities (DFC) Grant

The BAPC was awarded the DFC grant in October 2014 in partnership with the Plymouth County District Attorney's Office under a federal grant sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA).

The primary goals of this grant are to: Establish and strengthen collaboration among communities, public and private non-profit agencies; as well as federal, state, local, and tribal governments to support the efforts of community coalitions working to prevent and reduce prescription opioid and heroin use among youth (18 years and younger). In addition, we aim to reduce prescription opioid and heroin use among youth and, over time, reduce prescription opioid and heroin use among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance use.

Problem Gambling Prevention: Youth and Parents

The Department of Public Health's Office of Problem Gambling Services recently launched a prevention initiative utilizing Photovoice as a mechanism to raise awareness about underage gambling in Southeastern, MA. Prevention Services of High Point Treatment Center was awarded this opportunity.

The Photovoice project uses a youth-centered, participatory approach to engage local youth in using Photovoice to help prevent problem gambling. The goals of the project are to prevent or reduce underage gambling and problem gambling among youth, as well as help youth develop and maintain the healthy lifestyle needed to ensure that they won't develop problems with gambling. Over the course of the past five years, Prevention Services has conducted 11 other Photovoice projects on substance use prevention, but this will be the first of many projects where the focus is on underage gambling.

United Way of Greater Plymouth County

The United Way of Greater Plymouth County has provided funding to High Point Treatment Center's Prevention Services' community coalitions to address the following initiatives: youth substance use prevention through an annual youth conference; substance use prevention for trades workers through a series of workshops; and development of vaping prevention for youth.

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RESOURCES/PROGRAMS/TRAININGS

Community Coalitions: The Collaborative oversees a total of 5 coalitions (Bridging Lives, Brockton Mayor's Opioid Overdose Prevention Coalition, EB HOPE, Rockland Cares, and Whitman Hanson WILL). All of these coalitions consist of key stakeholders in each city/town including: city/town municipalities, school districts, local businesses, law enforcement, faith-based community, elderly population, businesses/organizations, and youth.

Opioid Prevention Trainings: The BAPC offers an engaging presentation to help inform a variety of audiences about opioids and the brain, signs and symptoms of opioid use, risk factors for an overdose, information pertaining to myths about OD, overdose management skills, naloxone, and resources available in the local area.

Naloxone Trainings: The BAPC provides trainings to educate the public on naloxone, a medication that reverses an opioid overdose.

Photovoice Projects: Photovoice is a qualitative research method that puts cameras in the hands of its participants. The project offers youth the opportunity to utilize their voice through a creative lens by capturing photographs and sharing stories through small group facilitation. The Collaborative's ultimate objective of this project is to increase awareness of prescription drug



misuse in the community. Information gathered from this project is used to display the creative voice of the community's youth and to spread education in an innovative way.

Throughout each week of the project, participants are asked a series of questions that they are expected to answer through their photography. Upon return, students reflect on their photography and their thoughts related to the questions in a focus group setting. Quotes are then derived from these reflection groups to go along with the photography. This not only gives young people an opportunity for non-traditional drug education, but also a chance to share their voice in issues where they are not often heard. PhotoVoice Projects have been used for a variety of different purposes including, the creation of local billboards, magazine advertisements, as well as displays at conferences and events as a tool to educate the community from a youth's perspective.

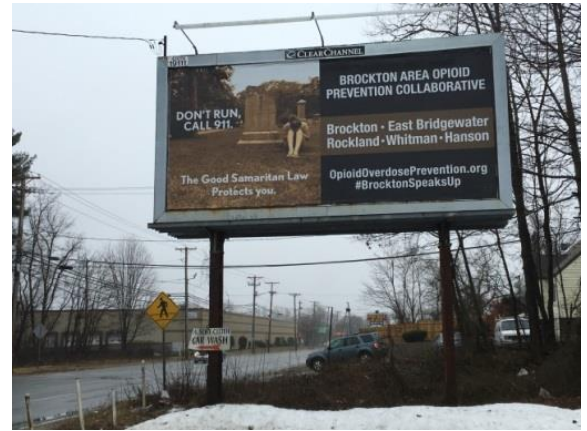
PhotoVoice Documentary: During the summer of 2016, the Collaborative partnered with Noubé Productions, the Plymouth County DA's Office, and the Brockton Mayor's Office to create a documentary of the PhotoVoice project. The documentary includes information regarding the current state of the opioid crisis, the process of conducting a PhotoVoice project, student reflections regarding their experience completing the project and what can be done to address substance use within their community. The documentary can be used within a classroom setting or as part of a school assembly as an educational tool for students.

EB Hope Drop-In Center: The EB HOPE Substance Abuse Outreach and Intervention Program provides a gateway to professional resources for persons with Substance Use Disorders (SUDs) and family members of persons with SUDs. The Drop-In Center offers substance use assistance and resources, a bi-monthly outreach center at the Community Covenant Church, information on the availability of mental health services, training on the use of nasal Naloxone, referral and access to inpatient and outpatient services, family education and support, as well as faith-based intervention and support.

Champion Plan: The Champion Plan is a police-assisted outreach program in Brockton that helps place individuals with substance use disorders who want support into addiction treatment facilities. Modeled after a similar program in Gloucester, addicts asking for help will receive it. Brockton's police headquarters serves as the drop-in center. A designated specialist assists any individual who enters the police station with a substance use disorder and or their family. From there, Brockton-based addiction resource group, Stairway to Recovery, provides volunteers who are in recovery themselves, to support the people entering into the program. They are then taken to the Stairway to Recovery office, which serves as a safe haven while they are waiting to get into a treatment facility. Once a bed at one of the six area treatment centers participating in the program is available, Brewster Ambulance takes the person to the facility to begin their treatment.

SportSmart: The BAPC, in collaboration with the Plymouth County DA's Office and Dr. Dan Muse of Signature Healthcare, offers substance use prevention education for high school aged youth, parents, coaching staff and trainers. The presentation coincides with mandatory concussion training for high school students and covers topics such as managing pain from acute injuries and surgery, recognizing the signs of withdrawal, substances of abuse, as well as symptoms of concussions, etc.

Social Marketing Campaigns: The BAPC utilizes current student survey data, PhotoVoice photography, recent trends as well as a youth perspective to create a unique social marketing campaign to promote prevention and change within the community. The campaign has come in the form of public service announcements, local billboards, advertisements, informational brochures, flyers, quarterly newsletters, etc.



Hidden in Plain Sight: Hidden in Plain Sight simulates a mock teenage bedroom that allows caregivers to learn more about signs and specific objects that may indicate their child is involved in risky behaviors such as substance use.

Open House/Parent Conferences: The BAPC frequently attends open houses and parent teacher conferences as a way to build awareness, share knowledge and offer support to parents and families in regards to substance use. The collaborative displays PhotoVoice as well as Hidden in Plain Sight at these events for parents and families to explore.

Candlelight Vigils: Every year, coalitions host an overdose vigil by candlelight to commemorate those who've lost their lives to an overdose. Partnering organizations attend to share resources and offer support for those affected by substance use, speakers share their stories, and a slideshow is shown to share photographs of those who've passed away from an overdose.

Community Events/Resource Tables: The BAPC offers their support and expertise at a variety of different community events each year by displaying a resource table that is filled with valuable information for students, parents and families in regards to substance use prevention.