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SOUTH CENTRAL PUBLIC HEALTH NETWORK

SUBSTANCE MISUSE
3 - YEAR STRATEGIC PLAN
July 1, 2019 – June 30, 2022



Acknowledgement

The South Central Public Health Network acknowledges the hard work and commitment to substance misuse prevention by so many in our region. Stakeholders and citizens have come together with a collective vision to address these complex issues and to make a difference in the lives of those who work, live, play and attend school in the 10 communities we serve and support. These are truly heroic, selfless, and dedicated individuals of all ages and backgrounds and we are honored to celebrate their efforts each and every day.

Thank you to our host agency and sponsors



Thank you to our leadership team members

- Bob Sag, Derry Friendship Center
- Carol Bowden, Derry Friendship Center
- Craig Barnaby, Parkland Medical Center Behavioral Health Unit
- Jess Wojenski, New Futures
- Lisa Fitzgerald, Greater Londonderry YMCA
- Londonderry Police Department
- Nancy Sag, Derry Friendship Center
- Neil Moore, Parkland Medical Center
- Peter Burke, Farnum Center
- Peter Janelle, Integrated Delivery Network (IDN)
- Representative from Granite Pathways/Doorway
- SCPHN scopes of work coordinators and leads

Who We Are

The South Central Public Health Network (SCPHN) is one of 13 public health networks in NH and a unique collaborative of partner agencies that are working to enhance and improve community health and public health services across the 10 communities of Atkinson, Chester, Danville, Derry, Hampstead, Londonderry, Plaistow, Sandown, Salem and Windham in the southern NH.

The collaborative is comprised of the following agencies which support the 5 scopes of work identified as priorities by the state: The Public Health Advisory Council is supported by the Greater Derry Community Health Services; the Substance Misuse Prevention work is supported by the Community Alliance for Teen Safety; the Young Adult Strategies work is supported by the Upper Room; the Continuum of Care for Substance Use Disorders work is supported by the Center for Life Management; and the Public Health Emergency Preparedness and Response work is supported by Parkland Medical Center.

The South Central PHN's host agency, Granite United Way, convenes, coordinates, and facilitates these partner agencies that are contributing to the health of the region.

The Substance Misuse Prevention Coordinator and Lead provide leadership and coordination to impact substance misuse and related health promotion activities by implementing, promoting and advancing evidence-based primary prevention approaches, programs, policies, and services.

ABOUT US - South Central PHN

South Central PHN

Supporters

Addiction Recovery Services
Aware Recovery Care, Inc
Boys & Girls Club of Greater Salem
Center for Life Management
Church of the Transfiguration
Community Alliance for Teen Safety
Danville Police Department
Derry Fire/EMS
Derry Friendship Center
Derry Police Department
Derry School District
Derry State Representatives
Farnum Center
F.A.S.T.E.R.
Granite Pathways/The Doorways
Granite United Way
Greater Derry Community Health Services
Injury Prevention Center at CHaD
Londonderry Police Department
Londonderry YMCA
Network 4 Health
New Futures
Northern NE Poison Center
Parkland Medical Center
Plaistow Health Department
Recovery Friendly Workplace Initiative
Salem Fire Department
Salem Police Department
Salem School District
Salem State Representatives
Sandown Police Department
Southern Rockingham Coalition for Healthy Youth
St. Christopher's Episcopal Church, Hampstead
Stand Up Salem Coalition
The Upper Room
Timberlane School District
Windham School District

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South Central Public Health Network
an initiative of Granite United Way
Serving: Atkinson, Chester, Danville, Derry, Hampstead,
Londonderry, Plaistow, Salem, Sandown and Windham

<http://www.southcentralphn.org>
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PURPOSE - South Central PHN

VISION	Our vision is to become the healthiest and safest communities in New Hampshire by identifying public health priorities and developing solutions to improve community health and safety.
MISSION	Our mission is to collaborate with partner agencies to identify public health priorities including those related to substance misuse across the ages and to implement solutions that improve health and safety in our communities through an ongoing process of outreach, engagement, and information sharing.
CORE FUNCTIONS	The Substance Misuse Prevention (SMP) Team will work towards their mission by: <ul style="list-style-type: none">• Engaging the six core sectors in prevention which are: business, community supports, education, government, health/ medical and law enforcement/safety.• Raising awareness and providing community-level information with the long-term aim of changing social and cultural norms.• Building community capacity to address substance misuse.• Accessing new and leveraging existing funds.• Compiling, sharing and using data and research for decision-making.• Fulfilling the grant administration requirements associated with the SMP portion of the Regional Public Health Network contract.
VALUES	The following principles guide the substance misuse prevention work in the South Central PHN. <i>We value:</i> <ul style="list-style-type: none">• Diversity in the communities we serve and commit to reflecting that diversity in our work;• Partnerships among community sectors and pledge to conduct our work in a way that recognizes the strengths and contributions of each;• Professionalism and pledge to conduct our work in the most proficient and competent way possible;• Practices and procedures that are evidence informed, pragmatic, non-discriminatory and continuously improved and updated through collection and review of data;• A cultural competence approach to our work and the implementation of effective practices, policies and programs that appreciate and respect all cultures. <i>We believe:</i> <ul style="list-style-type: none">• Every individual in a community deserves respect and dignity regardless of the challenges he or she faces;• Successful prevention strategies should include the essential qualities of accountability, capacity, and effectiveness and impact the various levels of the social ecological model;• Substance misuse is one of the most prevalent and problematic of public health issues but together with our partners, stakeholders, and community members we can find solutions to address this complex matter.

SNAPSHOT

of Current Alcohol & Other Drug Misuse in South Central PHN

Through our collaboration with stakeholders, partners and community members we have learned much about the substance misuse issues that are impacting the 10 communities in our region. The 10 communities in SCPHN are all located in Rockingham County which has 36 communities in total. The following substances are identified as those having the greatest impact on youth and adults and will therefore be the focus of our prevention efforts in the coming years.

• Marijuana

Our law enforcement, high school, and EMS partners see through their health or safety related calls and interactions with high school aged youth that marijuana is widely used. School administration and guidance counselors report that marijuana is often used and sold on school campuses. Youth report that smoking marijuana helps them relax and focus on work and they see little harm in using it because it has been legalized for recreational and medical use in many states, including in NH for therapeutic use. There is an increase in the sale of CBD and hemp products which contributes to the confusion around the safety of marijuana. Youth report that marijuana is easily obtainable. An incident occurred in late 2018 at one of our local middle schools where 4 students overdosed on therapeutic marijuana chocolates. 2017 data from a youth risk behavior survey on substance use, perceptions, and attitudes conducted in 2 middle schools in the region indicates the following- (*Note-these middle school students would now be in high school*):

- Example: *“Students in higher grades, those who spend more than 5 hours per week participating in organized activities, and those who spend more than 5 hours per week volunteering are more likely than their younger peers to say the given substances would be easy to obtain in the community. Alcohol, marijuana, and electronic cigarettes in particular are perceived by older students to be much more easily obtainable.”*
 - 8th graders 51% marijuana
- Example: *“Students' intentions to use substances decreased for some substance but slightly increased for alcohol, electronic cigarettes, and marijuana for the forthcoming year (2018). Students ascribe less risk to using these three substances than others and in addition are less likely to see using them as wrong or to believe their friends see using them as wrong”*

• Alcohol

Similarly, alcohol is still a substance widely used by high school youth. Youth report they know of underage drinking parties that occur regularly, that their peers who are of driving age often drink and drive, and some report easy access to alcohol in their homes. In one community in our region there are a growing number of “family friendly” micro-breweries. Adults still report they feel underage drinking is a rite of passage. 2017 data from a youth risk behavior survey on substance use, perceptions, and attitudes conducted in 2 middle schools in the region indicates the following- (*Note- these middle school students would now be in high school*):

- Example: *“Students in higher grades, those who spend more than 5 hours per week participating in organized activities, and those who spend more than 5 hours per week volunteering are more likely than their younger peers to say the given substances would be easy to obtain in the community. Alcohol, marijuana, and electronic cigarettes in particular are perceived by older students to be much more easily obtainable.”*
 - 8th graders 57% alcohol

• Prescription Drugs

School guidance counselors and nurses also report that students are using prescription drugs and often come to school under the influence. Some students don't know what they have taken or have taken a combination of drugs. Rx drugs are exchanged among youth who may have prescriptions or who may have accessed them from a home medicine cabinet. Experimentation is common at parties. Rockingham County has been designated as is a High Intensity Drug Trafficking Area (HIDTA) which means there is high level of drug trafficking activity in the county as well as availability of drugs. There are 2 counties in NH that have this designation. 2017 data from a youth risk behavior survey on substance use, perceptions, and attitudes conducted in 2 middle schools in the region indicates the following- (*Note-these middle school students would now be in high school*):

- Example: *"Students in higher grades, those who spend more than 5 hours per week participating in organized activities, and those who spend more than 5 hours per week volunteering are more likely than their younger peers to say the given substances would be easy to obtain in the community. Alcohol, marijuana, and electronic cigarettes in particular are perceived by older students to be much more easily obtainable."*
 - 8th graders 40% Rx drugs without prescription
- Example: *"If you wanted to get some, how easy would it be to get each of these things outside of school (at home or in the community)."*
 - 13% very easy to get

• Vaping and Tobacco

Vaping is a problem in all 5 school districts in our region as reported by law enforcement, school nurses and counselors, a local pediatrician and the Northern New England Poison Control Center. Schools have closed their rest rooms in order to control the use on school campuses. There is a low perception of risk of use of these products among youth who report they think it is safer than smoking cigarettes. The CDC has recently reported illnesses and deaths from using vaping products. 2017 YRBS data from 1 high school in our region indicated an increase in vaping. There is an increase in vape shops and vaping products are displayed prominently in convenience stores. 2017 data from a youth risk behavior survey on substance use, perceptions, and attitudes conducted in 2 middle schools in the region indicates the following- (*Note-these middle school students would now be in high school*):

- Example: *"Students in higher grades, those who spend more than 5 hours per week participating in organized activities, and those who spend more than 5 hours per week volunteering are more likely than their younger peers to say the given substances would be easy to obtain in the community. Alcohol, marijuana, and electronic cigarettes in particular are perceived by older students to be much more easily obtainable."*
 - 8th graders 60% e-cigarettes

The NH SYNAR data just released indicates an increase in underage sales from approximately 8% to 18%. In Rockingham County there were 12 of the 69 stores surveyed (or 17.4%) that sold to underage youth. In accordance with the tobacco regulations, states are required to provide detailed information on progress made in enforcing youth tobacco access laws.

Research indicates that a preference for cigarettes may develop once nicotine addiction takes hold among youth who use vape products.

• Past 30 Day Use and Parental Influence

The 2019 New Hampshire Kids Count Data Book (<https://new-futures.org/news/blog/2019-new-hampshire-kids-count-data-book>) examines key child wellbeing indicators, statewide and by county. The 2019 Kids Count Data report for Rockingham County indicates the following:

Youth Past 30 Days Substance Use, 2017

Youth response to the question “During the past 30 days, on how many days did you have at least one drink of alcohol, use an electronic vaping product, smoke at least one cigarette, or use marijuana.?”

	Alcohol	Vaping	Smoking	Marijuana	Prescription Drug
#	488	400	131	367	222
%	33.9%	27.5%	9.4%	24.7%	15%

Parental Discussion about Substance Use, 2017

Youth response to the question “During the past 12 months, have you talked to at least one of your parents about the dangers of alcohol, tobacco, or drug use?”

	Yes	No	Not Sure
Number	792	581	70
Percentage	54.8%	40.4%	4.8%

“One of the most influential factors during a child’s adolescence is maintaining a strong, open relationship with a parent. When parents create supportive and nurturing environments, children make better decisions. Though it may not always seem like it, children really hear their parents’ concerns, which is why it’s important that parents discuss the risks of using alcohol & other drugs.”

-SAMHSA – Talk. They Hear You

HOW WE PLAN TO ADDRESS THE ISSUES

- Continue to engage community partners and subject matter experts in examining the data and collaboratively working towards developing solutions.
- Encourage YRBS participation by the region’s high schools in order to achieve weighted data for the region that will inform prevention efforts. 3 of the 5 school districts participated in the 2019 YRBS. Facilitate the collection of data and information on SUD from other sources in the region and state.
- Utilize evidence-informed substance misuse prevention programs to promote adolescent wellbeing.
- Promote Life of an Athlete (Life of a Student) in the 5 high schools in our region.
- Support Red Ribbon Week (RRW) activities of the region’s coalitions and schools
- Promote the Buyer Beware message to raise awareness of the importance of removing access to alcohol in the home and of monitoring all youth gatherings.
- Promote implementation of youth led community/school forums about the dangers of underage drinking.
- Promote alcohol retailer training workshops in the region and the capacity of communities to merchant conduct compliance checks.
- Support regional high schools in implementing safe prom/graduation celebrations.
- Encourage discussion about the importance of early education to help develop children’s social-emotional skills and self-regulation.
- Raise awareness among youth and their parents about the dangers of vaping and provide merchant education around sales and displays of products.
- Encourage participation in each National Prescription Drug Take Back day and the installment of permanent drug collection boxes for easy access to safely dispose of unwanted medicines. Educate communities about safe disposal as well as safe storage.
- Promote DHHS “My Life, My Quit” teen tobacco cessation tool
- Celebrate the efforts of those working to make our communities safer.

GOALS & OBJECTIVES • SOUTH CENTRAL PHN

GOAL 1: STRENGTHEN THE CAPACITY OF THE SOUTH CENTRAL PUBLIC HEALTH NETWORK TO ADDRESS SUBSTANCE MISUSE

OBJECTIVE 1.1

Increase business sector representatives that are engaged in SMP leadership team/substance misuse prevention from 0 to 2 by 2021 (as measured by increased attendance at bi-monthly leadership team meetings and PWITS entries)

Baseline: 5 of 6 sectors currently represented (community supports, education, government, health/medical, and law enforcement/safety)

Year 1: begin outreach to recruit 2 businesses to leadership team

Year 2: 0 active businesses to 1 active business engaged in leadership team/substance misuse prevention in 2020

Year 3: 1 active business to 2 active businesses engaged in leadership team/substance misuse prevention in 2021

OBJECTIVE 2.1:

Increase partner participation in SMPC scope of work by 2 annually (as measured by # of active leadership team members and PWITS entries)

Baseline: 35 network supporters from 2018-2019

Year 1: 35 active members to 37 in 2019

Year 2: 37 active members to 39 in 2020

Year 3: 39 active members to 41 in 2021

OBJECTIVE 3.1

Increase the development of advocacy skills of key stakeholders, sector representatives, network and community members to take action around policies and law related to substance misuse by 1 annually (as measured by # of trainings held in the regions, # attendees at statewide trainings, and PWITS entries)

Baseline: 2 advocacy trainings held from 2018-2019

Year 1: 2 advocacy trainings to 3 in 2019

Year 2: 3 advocacy trainings to 4 in 2020

Year 3: 4 advocacy trainings to 5 in 2021

OBJECTIVE 4.1

Increase access to professional development trainings for key stakeholders, sector representatives, network and community members by 2 annually (as measured by # of trainings attended and PWITS entries)

Baseline: 4 trainings from 2018 to 2019

Year 1: increase from 4 to 6 in 2019

Year 2: increase from 6 to 8 in 2020

Year 3: increase from 8 to 10 in 2021

OBJECTIVE 5.1:

Increase social and other media message outreach related to substance misuse by 3 quarterly by 2021 (as measured by posts, blogs, newsletters, community access media, printed materials, and PWITS entries)

Baseline: 6 quarterly social and other media message outreach from 2018-2019

Year 1: increase from 6 quarterly to 9 quarterly social and other media message outreach in 2019

Year 2: increase from 9 quarterly to 12 quarterly social and other media message outreach in 2020

Year 3: increase from 12 quarterly to 15 quarterly social and other media message outreach in 2021

GOAL 2: INCREASE DATA COLLECTION IN THE SOUTH CENTRAL REGION

OBJECTIVE 2.1:

Increase participation in the 2021 high school YRBS from 3 to 4 school districts (as measured by # of high schools participating in 2021)

Baseline: 3 out of 5 high schools participated in the 2019 YRBS

Year 1: Provide data review, technical assistance, and support to the 3 schools who participated in the 2019 YRBS and plan outreach strategies to region's 5 districts

Year 2: Begin outreach to region's 5 school districts to encourage participation and provide support for the 2021 YRBS

Year 3: 4 regional school districts have the tools and support to participate in the 2021 YRBS and have important data to further guide prevention efforts

GOAL 3: REDUCE ALCOHOL MISUSE AMONG HIGH SCHOOL AGED YOUTH IN THE SOUTH CENTRAL REGION FROM % TO % BY 2021 (AS MEASURED BY PAST 30-DAY USE FROM 2019 YRBS)

OBJECTIVE 3.1

Decrease access to alcohol among underage youth

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

OBJECTIVE 3.2:

Increase peer perception of risk

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

GOAL 4: REDUCE PRESCRIPTION DRUG MISUSE AMONG HIGH SCHOOL AGED YOUTH IN THE SOUTH CENTRAL REGION FROM % TO % BY 2021 (AS MEASURED BY PAST 30-DAY USE FROM 2019 YRBS)

OBJECTIVE 4.1

Decrease access to prescription drugs among underage youth

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

OBJECTIVE 4.2:

Increase awareness and education

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

GOAL 5: REDUCE MARIJUANA MISUSE AMONG HIGH SCHOOL AGED YOUTH IN THE SOUTH CENTRAL REGION FROM % TO % BY 2021 (AS MEASURED BY PAST 30-DAY USE FROM 2019 YRBS)

OBJECTIVE 5.1:

Increase perception of harm/risk

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

GOAL 6: REDUCE ELECTRONIC CIGARETTE MISUSE AMONG HIGH SCHOOL AGED YOUTH IN THE SOUTH CENTRAL REGION FROM % TO % BY 2021 (AS MEASURED BY PAST 30-DAY USE FROM 2019 YRBS)

OBJECTIVE 6.1:

Increase perception of harm/risk

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

GOAL 7: REDUCE THE # OF DRUG-RELATED OVERDOSE DEATHS ACROSS THE LIFESPAN IN THE SOUTH CENTRAL REGION BY 2021

OBJECTIVE 7.1

Increase network collaboration to offer educational opportunities regarding use of Naloxone and what to do in an overdose emergency by 1 annually

Baseline: 1 educational opportunity offered 2018-2019

Year 1: 1 educational opportunity to 2 in 2019

Year 2: 2 educational opportunity to 3 in 2020

Year 3: 3 educational opportunity to 4 in 2021

OBJECTIVE 7.2:

Increase knowledge among key stakeholders, sector representatives, network and community members in collaboration with the CoC Coordinator on how to access services/support and available resources for substance misuse across the continuum of care (prevention, intervention, treatment, recovery) by distributing information about NH's 211, the Doorway, Recovery Friendly Workplace, The Upper Room's Transitions Program and others (as measured by # of locations where materials are available).

Baseline: # of locations in 2018-2019 @ 7

Year 1: increase from x to 9 locations by 2019

Year 2: increase from 9 to 11 locations by 2020

Year 3: increase from 11 to 13 locations by 2020

GOAL 8: RESPOND TO HARMS ASSOCIATED WITH EMERGING DRUG TRENDS IN THE SOUTH CENTRAL REGION

OBJECTIVE 8.1

Increase data collection and monitoring efforts among key stakeholders, sector representatives, network and community members to identify and track emerging issues related to substance misuse.

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

OBJECTIVE 8.2:

Follow the Strategic Prevention Framework to address and develop evidence-based strategies as emerging trends appear in region

**Baseline and year 1, 2, & 3 targets to be determined based on regional 2019 YRBS data*

STRATEGIES • SOUTH CENTRAL PHN

CSAP STRATEGY	ACTIVITIES	SECTOR	GOALS/OBJECTIVES ADDRESSED BY THIS STRATEGY	RISK/PROTECTIVE FACTOR TARGETED
Community-based process Education Information dissemination	<ul style="list-style-type: none"> • Bi-monthly SMP/COC Leadership Team meeting • On-going recruitment of business sector to Leadership Team meeting • Attend PHAC meetings • Attend regional coalition meetings • Coordinate advocacy trainings • Hold a legislative forum • Access to professional development trainings • Social media visibility • Quarterly newsletter • Partner with regional community access media 	All	Goal 1, Objective 1.1, 1.2, 1.3, 1.4, and 1.5	Community readiness Exposure to prevention messages Positive partnering between network and sectors Exposure to evidence-based programs/strategies
Education Information dissemination	<ul style="list-style-type: none"> • Provide data review and technical assistance to 3 schools who participated in the 2019 YRBS • Outreach to 5 school districts to encourage participation/ provide support in the 2021 YRBS 	Education	Goal 2, Objective 2.1	Community readiness
Community-based process Education Information dissemination	<ul style="list-style-type: none"> • Support Sticker Shock Campaign • Promote Red Ribbon Week • Alcohol retailer training workshop • Promote Life on an Athlete • Promote safe messaging around youth access to alcohol during holiday/prom/graduation/vacations • Youth led town hall forum 	Education	Goal 3, Objective 3.1. 3.2	Low Perception of harm Very easy access Exposure to prevention messages

Community-based process Education Environmental Information dissemination	<ul style="list-style-type: none"> Rx Safe storage/disposal presentation at senior (65+) focused group DEA Rx Take Back Day events Promote/increase use of permanent drop boxes 	Law enforcement Community and family support Businesses/pharmacies	Goal 4, Objective 4.1, 4.2	Accessibility/availability Positive norms
Education Information dissemination	<ul style="list-style-type: none"> Focus groups Forums On-going information and research sharing regarding risks 	All	Goal 5, Objective 5.1	Low perception of harm (very easy social access) Social norms favorable to marijuana use (not as harmful as alcohol) Exposure to prevention messages
Environmental Education Information dissemination	<ul style="list-style-type: none"> Promote DHHS vaping survey for youth (October 2019) Promote DHHS <i>“My Life, My Quit”</i> teen tobacco cessation tool 	All	Goal 6, Objective 6.1	Low perception of harm Exposure to prevention messages
Community-based process Education Information dissemination	<ul style="list-style-type: none"> Naloxone trainings 	Community and family supports Health and medical Law enforcement	Goal 7, Objective 7.1	Exposure to prevention messages Community readiness
Problem identification	<ul style="list-style-type: none"> Convene stakeholders, sector representatives, network, and community members 	All	Goal 8, Objective 8.1, 8.2	Community readiness

*Never doubt that a small group of thoughtful, committed,
citizens can change the world.
Indeed, it is the only thing that ever has.*

- Margaret Mead

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