

# Cambridge Prevention Coalition

## E-Newsletter

June  
2010

Creating Change  
Through Collaboration



CAMBRIDGE  
PREVENTION  
COALITION

Join Us!

### Alcohol-Related Violence:

#### MIT's Response

June 10<sup>th</sup> 3:30-5:00

344 Broadway, Cambridge

Follow our *RealityCheck*  
campaign!



### CPC Member Spotlight: Greta Hardina

## In this Issue

-Save The Date: Alcohol Related  
Violence: MIT's Response, June  
10th

-CPC Member Spotlight:  
Greta Hardina

-Director's Desk Update

-Environmental Strategies  
Update

-RealityCheck Update

-TADAA Update

-OPEN Update

-News: TJ Maxx Takes Drinking  
Games off Shelves

**Q. What do you do in your role as parent liaison at Cambridge Rindge and Latin School?** *My main role as the parent liaison is communicating with parents. I give tours of the school, publish an e-newsletter, run events and encourage parental involvement.*

**Q. Why did you become a member of the CPC, and how does it relate to what you do?** *I used to work at the Public Health Department where I became familiar with CPC.*

**Q. What are some of your interests outside of work?** *I like to walk. I walk for fitness with my friends. It is both exercise and social. I also like to garden in my community plot and cooking is my all time favorite past time.*

**Q. What are some things you would like to see the CPC accomplish?** *I would like to see CPC continue to support parents. I think it is scary having a teenager. We try so hard to keep our kids on the right path and I think parents need support with that.*



**Greta Hardina**  
Parent Liaison at Cambridge  
Rindge and Latin

# CPC Subcommittees

## Environmental Strategies

Contact: Frank Connelly  
(617) 349.6334

[fconnelly@cambridgema.gov](mailto:fconnelly@cambridgema.gov)

## Social Marketing

Contact: Gisela Rots  
(617) 349.6283

[grots@cambridgema.gov](mailto:grots@cambridgema.gov)

## OPEN Project

Shannon Kelly

(617) 349.6346

[open@cambridgema.gov](mailto:open@cambridgema.gov)

## Teens Against Drug and Alcohol Abuse (TADAA)

Youth Advisor: Lovelee Heller  
[tadaaleaders@gmail.com](mailto:tadaaleaders@gmail.com)

## Parent Navigators

Contact: Lamos Paul  
[lpaul@challiance.org](mailto:lpaul@challiance.org)

## CPC Intern

Contact: Nikki Lam  
[cpcintern@cambridgema.gov](mailto:cpcintern@cambridgema.gov)

## Director's Desk

Dear Coalition Members,

As always, we are incredibly grateful for your support. Frank, Shannon, Lovelee, Lamos and I could not do our work without you!

As you may have noticed, since the early part of 2010, OPEN (Overdose Prevention & Education Network) has shifted its focus. OPEN's main mission is to reduce opioid overdoses within Cambridge, by educating and working with bystanders and social service providers (such as domestic violence organizations, homeless service agencies, etc). Bystanders, for us, are very loosely defined. In an OPEN committee meeting earlier this year, members described what they thought of when they heard the word bystanders. The list was quite impressive – everyone from friends and family to neighbors and strangers. What it highlighted for OPEN was the importance of sharing overdose prevention information to as many people as possible.

We realized that with such a large population to reach out to, we would need some help. And so we began developing the idea for a cadre of outreach workers. And I am so excited to say that we now have seven outreach workers who will be working with us for the coming months. We hope these partnerships will last much longer.

One of the most interesting aspects of working with the outreach workers (who you'll meet right here in our newsletter), is how they came to us. Each one of them ended up being referred by either a Coalition member or a partnering organization.

This has led to a really wonderful partnership with Cambridge Works, a transitional jobs program for Cambridge residents 18 – 35. Although it is also a program of the Department of Human Service Programs (our 'parent' organization), Cambridge Works and the CPC hadn't had the opportunity to work together before. But, by us looking for people to reach and teach a diverse cross-section of Cambridge residents, and by their looking to help support their participants with 'real-life' work experience, we realized we had a great opportunity.

We'll also be launching our new website, [www.odprevention.org](http://www.odprevention.org) by the end of June, where anyone who is interested can learn how to prevent and respond to an overdose. We hope it will be an important resource for our whole community.

Shannon and OPEN will continue to provide trainings to service providers on overdose prevention. And we will continue to look for new ways of partnering with other organizations and individuals to increase awareness and education around opioid overdoses.

In the meantime, check out an article from the Boston Globe Metro Section on Saturday, May 22, which highlighted our partnership with Pro-Ambulance, which gives us amazing information about overdoses within the City:

[http://www.boston.com/news/local/massachusetts/articles/2010/05/22/in\\_cambridge\\_data\\_entry\\_work\\_can\\_help\\_save\\_lives/](http://www.boston.com/news/local/massachusetts/articles/2010/05/22/in_cambridge_data_entry_work_can_help_save_lives/).

Enjoy your June!

Gisela

# Meetings:

**Upcoming  
Quarterly  
Meetings:**

**Oct 14, 2010**

**Quarterly Meetings**

**are held at:**

**City Hall Annex**

**344 Broadway**

**2nd Floor**

**Cambridge**

**New Time for 2010**

**Meetings:**

**3:30-5:00**

## Environmental Strategies Update

The Environmental Strategies Subcommittee focuses on the prevention of underage drinking, primarily through reduction of commercial access, and increasing enforcement and education.

The ESSC met on its usual first Tuesday of the month. The group reviewed the current draft of the High Risk Drinking Calendar. The calendar's target "at risk" group is 12 to 18 year olds. It will be distributed for comments (through June) then in place for our partners to use. We expect to tweak the calendar bi-annually as data, such as 911 calls and Pro Am responses, is processed.

On Thursday, May 20 the CPC hosted Campbell, Campbell, Edwards & Conroy to present their "Be a Parent Not a Pal." This program addresses the social host laws regarding the crime of furnishing alcohol to minors. Case after case of recent incidents in Massachusetts illustrated the losses associated with this crime and the cost to everyone involved. In one civil case the total damages awarded was \$8,694,162.00.

## Social Marketing Committee (Reality Check) Update

The Social Marketing Committee develops and promotes campaigns which encourage adult engagement in preventing underage drinking.

As mentioned last month, Reality Check is beginning to gear up for Phase 2, which will address the monitoring of alcohol in our community. The Parent Survey has been completed, and we'll have a report soon.

The Cambridge Public Health Department will be hosting an intern to work on Reality Check this summer. We welcome James Tang to the Reality Check team! James will be interviewing people around Cambridge, from coaches to doctors to youth center staff, to determine how we can best work with them on reducing tween access to alcohol.

The Committee will next meet on June 28, 2010 at 3:00PM at 119 Windsor St. We will begin reviewing messages for Phase 2 of the campaign. All are welcome to attend!

# Teens Against Drugs & Alcohol Abuse Update

TADAA is a project of the CPC, in cooperation with the Moore Youth Center, which empowers youth to reduce drinking and drug use among their peers.

Over the last month, TADAA has been hard at work to finish three prevention public service announcements. The video subjects include: Policy - School and Family; Tips for Parents; and the TADAA Program. TADAA members have been meeting at CCTV to edit over 60 minutes of footage utilizing one of our local cable station's fully loaded editing suites. TADAA Youth Leader Sharmaine Council said she enjoys editing and working with the Final Cut Edition Suite software so much that she might consider it as a career. TADAA will be finishing the editing process this month and plans to air the videos on CCTV, SMARTV, and the Reality Check website.

## OPEN Project Update

The Overdose Prevention and Education Network is a CPC initiative to reduce the number of fatal and non-fatal opioid overdoses in Cambridge.

The opioid overdose prevention training OPEN will be hosting on June 22nd & 23<sup>rd</sup> is full and waitlisted! This training, which is free to the public, will cover why overdoses occur, how to prevent them, and how to respond to an overdose. In addition, we'll delve into how to best incorporate this information into everyday conversations. We are very excited to be providing this training to a diverse group of 20+ Cambridge residents and service providers, including police officers, social workers, and outreach workers.

We are also excited to announce that we have filled our OPEN Outreach Worker positions. Look for interviews with our new team over the next few months!

Finally, we are hard at work on our new website, [odprevention.org](http://odprevention.org), which will make its debut in late June, and will feature overdose prevention information and resources for Cambridge opioid users, friends and family of opioid users, service providers, and interested community members.

## TJ Maxx Pulls Drinking Games Off Shelves

TJ Maxx stores, who own Marshalls, Home Goods and A.J Wright as well, have pledged to take drinking games off their shelves. Globe reporter Beverly Beckham reported last week that after seeing drinking games in two TJ Maxx stores, she called the Framingham-based TJ Maxx store to complain. Without much trouble at all, they agreed that taking games such as Drink Like a Fish, Drink 'Til You Drop and Battle Drinks off their shelves was the best decision. The collection at TJ Maxx even included common children's games such as Bingo, Tic-Tac-Toe and Checkers that had been made and marketed as drinking games. Founder and director of Join Together, a Boston University public health project, told the Globe, "All drinking games do is promote underage drinking. There is no reason for them. Responsible companies shouldn't have them on their shelves." Sherry Land, Senior Vice President of Global Communications for TJX Companies Inc, told the Globe, "We believe our decision reflects our values of integrity and respect for our customers." Stores such as Kohl's and Target stopped selling such games in 2007, but unlike TJX Companies Inc., it took protests and campaigns by The Community Anti-Drug Coalitions of America and Join Together to get them to do it.

For the full article click [HERE](#).

## Teen Headaches Tied to Alcohol, Smoking & Coffee

A new German study published in the journal *Headache*, links higher rates of migraine and tension headaches among teens and young adults to alcohol, smoking and coffee. Astrid Milde-Bush, a researcher at Ludwig-Maximilians University in Munich, says that adolescents with any type of headache might benefit from regular physical activity and low consumption of alcohol. She also suggests that adolescents with migraines would benefit from less coffee consumption.

To read the full article click [HERE](#).