



Creating Change
Through Collaboration



CAMBRIDGE
PREVENTION
COALITION

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campaign!



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2011 Quarterly Meetings 3:30-5:00pm
344 Broadway, 2nd-Floor Conference Rm, Cambridge
January 27 · April 7 · June 9 · October 13

CPC Member Spotlight: Benjamin Greene, OPEN Outreach Worker

We'd like you to get to know Ben and his work as an OPEN
Outreach Worker a little better!

Q. What do you do in your role as an outreach worker? *As an outreach worker, I try to bridge the gap between the community and the services/information that is needed to support one another with opioid affliction.*

Q. What is your favorite part of the job? *My favorite part of the job is talking to people. There is nothing like feeling the connection with others when we open up to address shared pain caused by addiction, and what we want to do to stop the hurt for generations to come.*

Q. What are your hopes for the people you serve? *I hope the people I serve take my message of harm reduction and community support to heart, and understand that it's not a bad thing to try to help each other out.*

Q. Any interesting insight into your field: *Nothing specific comes to mind, except the fact that most days there is at least one person that I talk to that expresses their gratitude for the work I do, and my usual response is, "Thank you for understanding the cause. Please share this message because I can't wait for the day when my job is no longer necessary!"*



Meet Benjamin Greene!

Subcommittees

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Director's Desk

As we near the end of 2010, at the CPC, we find ourselves wondering where the year went!

In addition to saying farewell to 2010, we also have to bid adieu to one of our Executive Committee members, and an important ally in the work to reduce underage drinking - Danny Trujillo. Danny has left his post at MIT's Community Development and Substance Abuse Programs. Danny was the first recipient of our Leader in Prevention Award in 2006 for his leadership in creating so many important programs on the MIT campus, while also helping to guide the city of Cambridge and the CPC in its programs and priorities. We have valued working with him so much and wish him the best of luck in his future endeavors. But we will miss him greatly nonetheless!

Nikki Lam, who has been CPC's Communications Intern for the past year, is also moving on. She has been the mastermind behind the newsletter and has been such an asset to the Coalition. We are grateful for her commitment to the CPC and wish her all the best!

As we all get ready for the holidays, the CPC would like to wish you a wonderful holiday season. And best wishes for a great 2011!

Stay Warm,

Gisela

The CPC is Seeking Interns!

The Cambridge Prevention Coalition is looking for two interns to assist with its communications strategy. Both internships include a small stipend. One will focus on the Coalition's social media, while the other will assist with the newsletter, press releases and other media opportunities.

Interested candidates should send any inquiries, a resume, cover letter and a writing sample to Gisela at grots@cambridgema.gov.



Meetings:

**Quarterly Meetings
are held at:**

City Hall Annex
344 Broadway
2nd Floor
Cambridge

**The 2011 Quarterly
Meetings are on:**

January 27

April 7

June 9

October 13

Working With Youth: Fall Updates

Over the last month, we have been working with Sharon Lozada and her STARs (Students Teaching and Advocating Respect) students at CRLS to offer technical support to her two student action groups working on substance abuse related issues.

Additionally, STARs students have signed on to participate in some community awareness campaigns aimed at reducing youth access to alcohol during the holiday season. The campaigns include, Holiday Celebration Tips, Sticker Shock and Shoulder Taps Surveys.

For more information about these initiatives please contact Lovelee Heller at lheller@cambridgema.gov.

Social Marketing Committee (Reality Check) Update

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

The Reality Check campaign continues to roll out. Look for Op-Eds in the Chronicle, Facebook and Google ads - all in the coming weeks!

In January, we'll begin planning for our evaluation. We're grateful for the help of Jason & Ketki, as they finish up their internship with the campaign!



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.

OPEN is currently looking for a part-time Outreach Worker. The ideal candidate will be a Cambridge resident who has a passion for overdose prevention.

OPEN hosted SPHERE for a half-day Harm Reduction training at the Cambridge Police Department. Participants included OPEN Outreach workers, workers from other Cambridge agencies (such as CASPAR), and three Cambridge police officers.

The OPEN Committee met to discuss goals for 2011. Some of the areas of focus for the Committee will include: working with Cambridge Hospital and Mount Auburn Hospital emergency departments to ensure that overdose prevention information gets to those at greatest risk and enhancing current collaborations that are working (such as between OPEN and First Step Street Outreach) to create even more collaborations.

Please contact Shannon Kelly at skelly@cambridgema.gov for more information.

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.

In 2011, the environmental strategies subcommittee will focus on three areas:

- Reducing marijuana use among adolescence,
- Reducing binge drinking at poring establishments, off-campus events & parties,
- And enhance enforcement efforts.

The group will continue to meet on the first Tuesday of each month and will continue to collect and analyze existing data.

The statewide ban on energy drinks that contained alcohol (such as Four Loko) was a small but significant victory. The committee hopes this will also make the general public aware of other alcohol products that seem to be marketed towards young people.

On a statewide level, Stacy Carruth reports that "Safe MASS" (aiming to ban alcohol ads from the MBTA) continues to meet with the key members of the MBTA and will put forth recommendations to address ending alcohol advertisements on state (MBTA) property.

Ryan Travia pointed out the current ads on the Redline for Captain Morgan's Rum are over-the-top. Look for them and feel free to share your comments with the MBTA!

Come join us on Tuesday January 4th at 3:30 at 51 Inman St for our next meeting.

NEWS: Four Loko and Similar Alcoholic Drinks Now Banned in Mass

The Boston Globe recently reported that the State of Massachusetts Alcoholic Beverages Control Commission (ABCC) is banning alcoholic drinks which contain caffeine as an added ingredient. The concern was raised from a multitude of concerns regarding the popular beverage, Four Loko, which college students often refer to as “blackout in a can.”

The ABCC issued an emergency regulation in mid-November barring the sale of such beverages. Specialists have raised concerns that beverages such as Four Loko could mask the sensory cues that people rely on to know how intoxicated someone is. The Food and Drug Administration also warned manufacturers of the dangers of producing alcoholic beverages with added caffeine saying caffeine was an “unsafe food additive.” Luckily such beverages are no longer available, and hopefully this ban will shed light onto other alcoholic beverages which are targeted to youth.

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

9 Tips For A Safe Holiday For You & Your Family

While the upcoming holidays bring lots of excitement, family fun and holiday cheer, statistically, they also tend to increase the amount of drunk drivers on the road.

Here are 9 tips to help you and your loved ones avoid being affected by drunk driving this holiday!

- ❖ Monitor your family and friends’ intake to ensure no one is driving while impaired.
- ❖ Decide on a Designated Driver (DD) before heading to any holiday celebrations.
 - ❖ Offer rides home to people who appear too impaired to be driving.
 - ❖ If you’re hosting a party, offer non-alcoholic beverages and consider putting a DD reminder on your invitations.
- ❖ While driving, stay aware of any cars which seem to be driving erratically or suspiciously.
- ❖ Maintain a larger than normal distance between yourself and any cars driving erratically.
 - ❖ Follow all traffic laws and always use your seat belt.
- ❖ Monitor yourself. If you’re too impaired to drive, call a taxi, find a ride home, or ask about a guest room.

