



Decisions at Every Turn Coalition and Collaborator Accomplishments: 10/1/13-12/31/15

Programming, Outreach & Events

Coalition	
Coalition Meetings (28) Youth-Focused Coalition Meeting (1)	~ 15-20 participants/meeting
Community Conversations (11)	~ 75 participants
Community Programming 2014-2015(5) <i>Raising Resilient Children & Adolescents: Bob Brooks</i> <i>Positive Approaches to Avoid Power Struggles: Jane Greenstein, PhD</i> <i>The Digital Age: Positive Parenting for Tech Savvy Clockers</i> <i>The Anonymous People: Movie Showing</i> <i>'Ready, Set, Go!' Using Unstructured time: How to Support Learning in Young Children</i> 2015-2016 (1) <i>Medication Safety: Dr.s John and Elizabeth and Byrnes</i>	~115 attendees ~ 10 attendees
Community Events (2) Youth Marijuana Event Parent Marijuana Event	~ 35 attendees
Community Discussion <i>Diversion - What Will Work in Ashland?</i> <i>Social, Emotional, Mental Health – How to Support your Child Through the School Years</i>	~30 attendees ~35 attendees
DAET Coalition Retreat	~ 40 attendees
Quarterly DAET Coalition Newsletters <i>Fall 2014, Winter 2015, Spring 2015, Summer 2015, Fall 2015, Winter 2016</i>	~ 6,600 homes, community events, online each issue
STAND (Social Norms Kickoff, Year 1) <i>Round 1,2,3, 4 and 5 Posters, Teasers, 2 Lucky Tray Days, Letter sent home to parents</i>	reached ~735 students & ~735 parents/guardians
STAND Year 1: Focus Groups/Pilot Testing (9 rounds of testing)	~100 AHS students/round
STAND Year 1: Snowball Survey at Peer Leadership Meetings(2)	~20 students/round
STAND: Year 2 rollout of parent messages via AHS Principal's Blog	reached ~ 735 parents/guardians
STAND Year 2: Focus Groups/Pilot testing (3 rounds to date)	~ 100 AHS students/round

STAND Year 2: <i>Round 1,2,3 Posters, 3 Lucky Tray Days</i>	Reached ~735 students
Parenting for Prevention Tip Sheets (10) <i>Alcohol, Marijuana, How to Talk to Your Kids at Any Age, Tobacco, Opioids, Risk & Protective Factors, Communication, The Teen Brain, Sleep, Stress</i>	Distributed at community events, online, sent out via school principals to all families
Ashland Directions Articles (23)	~ 6,600 homes/issue
MetroWest Daily News Article (5)	Anyone accessing MetroWest daily news across the region
Ashland Town Pages Article (2)	~6,600 homes
Ashland Farmer's Market (2 years)	~40 people
Ashland Day (2 years)	~100 adults and ~100 youth
Coalition Brochure	Community events and posted on website
Coalition Table <ul style="list-style-type: none"> • Ashland Day • Farmer's Market • Evening Bullying program at AMS • Curriculum night at the Warren School (9/28 and 9/29) • Parent night at AHS (10/15) • Fun Run around Town at APL (10/17) • MHAHS data presentation (2012 Data presented Fall 2013 and 2014 Data presented Fall 2015) 	~500 people - update
8 th grade Step Up day presentation	~ 300 8 th grade parents and students
Coalition Website	5000+ page views
World Café/Town Hall Meeting	~80
Collaborators	
Alcohol EDU- AHS 9th and 10th graders	~350 students
AMS ASAP Meetings	12 meetings (approx. 5 students)
Red Ribbon Week (ASAP)	~650 AMS youth - red ribbons attached to student cars in parking lot; distribution of red ribbons before school and at lunch; Homecoming Football game Oct 24 pregame and halftime PR announcements; and distribution of ribbons, wristbands, and red ribbon swag at homecoming game
ASAP Red Ribbon Week subcommittee meeting –9/30	1 meeting
Glow-in-the-Dark Social (ASAP) - 11/14/2014	~100 AMS students
Red Ribbon Week (SADD)—see below	~750 AHS students

Project Purple (SADD)—see below	~300 AHS students - celebrated at girls' and boys' varsity basketball games Oct 30 and Feb 6, respectively; players wear the "Project Purple" jerseys during pregame and halftime; pregame/halftime PR announcements; halftime competitions for Project Purple swag; and students wear purple shirts to demonstrate their solidarity in the bleachers
Holiday Lollipop Sales - members attached various "healthy choices" messages to lollipops sold during the holidays	~400 AHS students
Taped Cable show with Drug Facts and BOS Taped Cable show with Adolescent Health Survey Results Taped Cable Show (Fall 2015) Discussion of Coalition Efforts	
Scouts health badge	
Prescription Drug Drop Box (and sharps container) with APD	~ available to all Ashland residents at all times
Drug Take Back Day (2x/yr: 2013, 2014, 2015) with APD and Ashland Lions Club	~available to all Ashland residents
SADD Sticker Shock Campaign	~ sticker distribution at 5 outlets
Anonymous People screening with HEROinU	~200 attendees

Trainings

Coalition	
STAND (Social Norms) Training for Coalition Members	~8 members
STAND (Social Norms) Training for AHS Faculty	~60 staff
MAPA Event—JFK Center (Marijuana Forum)	5 from Ashland
MWHS administration training - October 1st	3 APS staff members
New England School of Prevention Studies	1 staff
Ounce of Prevention	2 staff
Sustaining Community Processes and Positive Outcomes for Prevention	3 staff/members
CADCA NYNG1 (Feb, May, July 2015)	3 staff/members
CADCA Mid-Year (Aug 2015)	1 member
Make Prevention Work Webinar	1 staff
Campaign for Change: Harnessing the Power of Effective Communication	2 staff/1 member
Words Can Work: Engaging Youth in Preventing Opioid Addiction	1 staff/1 member
CADCA National Leadership Forum (Feb 2016)	2 staff/5 youth
Collaboration with APD on Diversion Program training (Nov 2015)	26 attendees including APD staff, Coalition staff, APS Superintendent and Ashland Town Manager
Co-Sponsored Alcohol Retailer Training with APD (June 2014 and Sept 2015)	~ 60 attendees including Liquor License owners, Town

	Manager/assistant, town selectmen, police and staff
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Policy

Coalition	
Diversions: Five Working Group meetings (Community Discussions held in May 2014 and November 2014 were part of this policy development process) Roll out of Intervention & Education (Diversions) Program December 2015	6 meetings x 15 members
Health & wellness Committee	2 members
Collaborators	
BOH Tobacco Regulations: ban on all flavored tobacco products; age to purchase tobacco products set at 21 (includes e-cigarettes); e-cigarettes treated like other tobacco products –no public smoking; increased minimum price of mini-cigar packs	Impacts all ~16,500 Ashland residents

Capacity

Collaborators	
Regional Nurse (BOH)	1
Tobacco Compliance Official (BOH)	1
Opioid Working Group	8
Mental Health Working Group	
ASHPAC (Ashland Parent Advisory Council) - new partnership	
Ashland PTO – new partnership	
MetroWest Substance Abuse Prevention Alliance (Start Date: Sept 2015)	~ 10 coalitions/15 members
Hudson SAPC cohort (Start Date: Nov 2015)	~ 6 communities

Assessment

Coalition	
Ashland Parent Survey 2014	~332
AHS Positive Community Norms Survey 2014	~700 students

Evaluation

Coalition	
Ashland Adolescent Health Survey in 2012 and 2014	~560 students grades 6-8 ~ 735 students Grades 9-12
Coalition Member Survey 2014	~ 23 participants