ULSTER COUNTY COMMUNITY FORUM:
THE FIGHT AGAINST THE OPIOID AND HEROIN CRISIS

SPECIAL COMMUNICATIONS/PROJECT CAMPAIGN

SUBMISSION DETAILS:

Education Service Agency/
Intermediate Unit/BOCES

Number of PR/
Communication Staff: 2

Holly Brooker
Community Relations Coordinator
Ulster BOCES

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www.ulsterboces.org

Please also consider for Golden Achievement Recognition
SYNOPSIS

In response to evidence of increasing opioid and heroin abuse and deaths of young adults in his community, Wallkill School District Superintendent Kevin Castle felt compelled to action. After extensive discussion and collaboration with his colleagues in neighboring school districts, along with health, prevention, and legal professionals, he spearheaded the organization of the first-ever countywide Task Force. Its charge was to proactively address the heroin and opioid problem, which was quickly rising to the level of an epidemic.

Collectively, the group agreed that reaching parents and educators with strong messaging around vulnerability for all student demographics was paramount. According to these experienced representatives, raising awareness was essential to early prevention and decided a face-to-face forum with involvement from all agencies was their first order of business.

Scheduling and logistical concerns made for a tight timeframe. While the Task Force possessed the resources to organize the program, they lacked public relations and marketing expertise to reach parents and educators, and they had no budget. Being familiar with the reputation of the Ulster BOCES Communications Service, they requested support through District Superintendent Dr. Charles Khoury, who immediately lent Community Relations Coordinator Holly Brooker to the cause.

A veteran school public relations professional, Holly applied her experience, knowledge and expertise to develop and deploy a marketing and communications plan that resulted in the Forum exceeding attendance goals by over 300% and achieving their overall goal of raising awareness and hope among parents and educators.

Veteran service providers on the Task Force assert that the standing-room-only attendance to the Forum wildly exceeded other similar events they had held throughout the years and attribute Holly's involvement as the primary reason. They express a renewed energy throughout the many organizations working to address the problem based on this collective success. Most importantly, they report increases in the number of families seeking support and community groups seeking information and resources.
BACKGROUND AND RESEARCH

After the deaths of two graduates in his community in the 2015-2016 school year, Kevin Castle, superintendent of the Wallkill Central School District in Ulster County, New York (located in the Hudson Valley approximately halfway between New York City and Albany) knew his growing concern about substance abuse needed to be addressed. He set out to learn as much as he could about abuse and addiction among youth and how educators could best support prevention.

After initial outreach to the Ulster County Department of Health, he then brought his concern to colleagues on the Ulster County Superintendent’s Council. Comprised of the superintendents of the eight school districts in Ulster County, together with Dr. Charles Khoury, the district superintendent of Ulster Board of Cooperative Educational Services (BOCES), the Council agreed there was an immediate need to proactively address the growing opioid and heroin epidemic in their communities. Mr. Castle was charged with leading the effort on the Council’s behalf.

To gain a deeper understanding of the issue and related concerns, representatives from all involved agencies - health, mental health, law enforcement including police and the district attorney, justice department, hospitals, community agencies, alcohol and drug dependency programs – were invited to an initial meeting. From that meeting, the Ulster County Interagency Task Force on Substance Abuse Prevention was formed.

As an organized group working together, one of the first goals the Task Force identified was to heighten awareness among parents and educators, the adults who interact most with youth. Insights from professionals knowledgeable about addiction revealed a major challenge in the “not my kid” mentality, an inaccurate stereotype around the typical young addict. They acknowledged a stigma and shame associated with a family member abusing and the associated barriers to seeking help. They shared key warning signs that family members may not be aware of as gateways to early prevention, as well as many other critical facts around opioid and heroin abuse and overdose.

They also acknowledged that individually, the agencies and service providers had limited ability to reach parents unless a child was already in need of services.

Based on these challenges, the Task Force organized the Ulster County Community Forum on the Fight Against the Opioid and Heroin Crisis, comprised of three main components: tables for participating agencies to share information in a “trade show” style format; keynote address providing an overview of the crisis; and a panel of agency representatives (including a recovering addict and the parent of a recovering addict) to answer audience questions.

It already being early March, the window for scheduling was narrowing as testing, statewide school budget votes and end of year school activities begin in early May. They slated April 28 for the Forum, allowing approximately seven weeks for planning to execution.

As the planning ensued, the Task Force realized the need for a professional and comprehensive marketing campaign. One of the school superintendents on the Task Force recommended bringing in Holly Brooker, community relations coordinator in the Ulster BOCES Communications Service, to lead the effort.

Holly joined the planning team and led the campaign with support from one of the graphic artists in her department. Upon taking up the challenge, Holly attended planning meetings and conducted phone discussions with Task Force members to clarify the overall goal and objectives for the Forum to guide her Communications Plan for reaching parents and educators.
GOAL: To raise awareness and hope among Ulster County educators and parents on the opioid and heroin abuse epidemic and its devastating impact on young lives.

OBJECTIVES:

1. Ulster County districts proactively and publicly address epidemic in a leadership role.
2. Bring together key county agencies and organizations working with youth to work together towards a common goal.
3. Inform educators and parents of the extent of opioid and heroin abuse among Ulster County youth, how to recognize abuse, and how to access available tools and resources.
4. Reduce the stigma and shame accompanied with addiction that creates barriers to treatment.
5. Provide the clear message that help is available and recovery can and does happen.

ANALYSIS/PLANNING

KEY AUDIENCES: After full review of the background, overall goal and objectives of the Forum, the Task Force identified two key audiences for Holly to focus her efforts:

- Parents of school-aged children
- Teachers, counselors and others school personnel interacting directly with students

According to Mr. Castle, Holly listened carefully to the need, creatively developed the plan, and then circled it back to the Task Force for input. “She got it right from the start and her invaluable expertise and creativity was a huge piece in the success of the Forum,” he explains.

BUDGET: As a brand-new outgrowth of the Ulster County Superintendent’s Council and in its infancy stages, the Task Force had no budget to support the campaign. Ulster BOCES agreed to provide the Communications Services at no cost to the Task Force, however no additional funds were available for paid promotions. Photocopying of handouts and stuffing of materials into small bags for participants was shared among Task Force members. Refreshments were donated by a local grocery store.

TIMELINE: Seven weeks (March 8 – April 28)

Based on all of these variables – school-based key audiences, limited budget, and condensed timeline – Holly determined that leveraging the full participation of the participating agencies and the county’s eight school districts on the Task Force and tapping into their communication pipelines with a unified voice and consistent messaging was their best viable option.

As a county-wide educational service agency, Ulster BOCES provides high quality shared educational, administrative, and technical services to component school districts to help them develop the capacity in their students and adults to achieve higher standards of performance. A statewide initiative, BOCES emphasizes economic efficiency for schools through cooperative programming. One of the many services Ulster BOCES offers to its component districts is the Communications Service.

Districts contract with the service on an annual prorated schedule (e.g. three days per week) or for specific projects (e.g. district calendar, newsletters, etc.). With six of the eight districts in the county utilizing the service, Holly had full knowledge of the existing communication channels available that could be co-opted for the campaign.
STRATEGY: As a result, the plan evolved to include a three-pronged approach:

- Provide turnkey communications that each of the eight districts and the various participating agencies could quickly and easily deploy to their staff and parents.
- Ulster BOCES would lead and deploy messaging at the county-wide level.
- Develop a dedicated page on the Ulster BOCES website as a comprehensive resource.

KEY MESSAGES: Based on the goals, objectives and challenges identified by the Task Force, key messages included:

- Opioid and heroin addiction can and does happen to people of all backgrounds.
- Most addiction starts in the home.
- Addiction can start as early as the age of 12-13.
- To protect children, parents and educators need to become informed.

GOAL: 65-70 attendees, based on attendance to similar community Forums in the region and the acknowledged perception that addiction only happens to “those kids.”

COMMUNICATION/IMPLEMENTATION

LOGO: To support the sense of urgency identified by the Task Force to mobilize the key audiences, the Communications Team decided on a compelling logo that featured a photograph of “anyone’s son” in a dark and dirty staircase with bright green-yellow lettering. The supporting flyer also included close-up photographs of a common prescription bottle and of drug paraphernalia with the messaging, “Don’t wait….Learn NOW.”

TOOLKIT: Recognizing the need for quick and easy turnkey of communications by the component districts and participating agencies, Holly developed and released a 12-page booklet of a Forum Toolkit in early April. It was reinforced through follow-up messaging from the Ulster BOCES district superintendent two weeks prior to the event. The 12-page downloadable resource and attachments, which can be viewed here, included:

- Background and details on the Forum
- Website announcement each district and agency could cut and paste onto their webpages
- Feature article each district and agency could cut and paste into an agency, district or building newsletter or adapt as a letter from the superintendent or building principal
- Initial Facebook post and several additional posts to use in reminders
- Twitter posts and hashtags
- Robocall script for districts/agencies to record and send via their automated messaging services
- Flyer (pdf)
- Poster (pdf)
- Image files for web and social media (jpeg)
- Links to resources on abuse and prevention
- List of licensed human services agencies and provider with program descriptions and contact information

BOCES-INITIATED: In addition to the tools provided to the component districts and agencies, Ulster BOCES coordinated and deployed the following tools and tactics:

- Press releases and pitches to local media
• Messaging to BOCES staff via email, staff meetings, phone calls, etc.
• Social media posts on BOCES-branded platforms
• Flyers and posters throughout BOCES campus and satellite programs

WEBPAGE: Lastly, BOCES also hosted and continues to maintain a dedicated resource page on their website in support of the Task Force and the Forum (http://www.ulsterboces.org/nomore)

Posted on the site are:

• List of participating Task Force agencies
• Keynote presentation PowerPoint (Dr. Carol Smith, Commissioner of Health and Mental Health for Ulster County)
• Forum handouts
• Responses to questions during the Q&A portion of the program, including those that were left unanswered due to running overtime
• Photos of the event

EVALUATION

TOOLKIT DEPLOYMENT: All of the component districts placed the logo and announcement on their website. All districts with social media accounts incorporated the posts, several used the backpack flyers and at least one placed automated phone calls. All of the participating agencies also posted information about the Forum on their websites and many used other components of the kit.

MEDIA: Both county-wide daily newspapers, the Times Herald Record and the Kingston Freeman, ran feature articles publicizing the event.

A number of the many weeklies throughout the county also ran promotional stories including the New Paltz Times which included a comprehensive front page feature on addiction that ended with a paragraph on the Forum. While media was invited to the event, they were asked to restrict photos and video so as to protect anonymity of participants and promote free flow of questions and answers. All complied.

SOCIAL MEDIA: Given the wide breadth of school districts and agencies posting across multiple platforms, obtaining comprehensive metrics becomes challenging. A sampling of three of the component school districts and Ulster BOCES metrics reveals a total of 10,381 people reached for just these four accounts.

ATTENDANCE: 250 (Exceeding goal by more than 300%)

Attendees to the Forum were asked to complete an evaluation at the close of the event. A total of 79 responses were submitted, representing approximately 32% of the audience and a +/-9% margin of error. Results of the evaluation revealed:

• Participants came from 18 different municipalities across the county.
• 58% of attendees were parents and 25% of attendees were educators, revealing success in meeting the overall goal to raise awareness and hope among Ulster County educators and parents.
• Participants reported learning about the event most through community-based programs, school communications, newspapers/flyers, parent/colleague, and email, all components of the Forum Toolkit.
• When asked for three things they learned during the event, the top five responses (listed below) reveal success in the Forum meeting the overall goal to raise awareness and hope among Ulster County educators and parents:
In addition, the survey provided insight into suggestions for future programming and also asked for general feedback. Some of the responses included:

- “This epidemic is really bad and we need to help our community before it gets too late.”
- “Thank you for putting together this informative, excellent program.”
- “Very well organized and presented. Eye opener. What a community we live in. Great speakers and moderator.”
- “Forum needs to be repeated at community centers to reach more people.”

DEBRIEF MEETING: Following the Forum, the Task Force held a meeting to debrief on all aspects of the program. While suggestions were made to modify some of the program structure and content, there was full agreement that the communications and marketing plan was effective and resulted in the Forum exceeding its attendance goal by over 300%.

PARTICIPATING AGENCIES: Since the Forum, service providers in the county report an increase in the number and breadth of family members reaching out for referral and support. One of the panelists, the parent of an abuser, has personally assisted multiple families with referrals. Agencies also report an increase in program requests from community groups and school districts and greater responsiveness from organizations for offers of support and outreach. Lastly, providers are responding more quickly and positively to invitations to subsequent Forums and events, strengthening the service provider community. Additionally, participants attending the Forum who provided an email address are now compiled into a database and sent information and notices of resources and future events.

PROGRAM REPLICATION: A most significant endorsement of the value of the program is the follow-up replication in two of the component school districts, as was requested by the district leaders and recommended through the participant feedback. The Ellenville School District hosted a similar Forum on October 19, 2016, attended by approximately 100 parents and staff and also included a separate program for middle school and high school students. The need for addressing this crisis was reinforced when the town’s police chief, who was representing law enforcement on the panel, was called away to investigate an emergency – a death due to overdose just down the road from the event. The Highland School District will hold their Forum on May 18, 2017. Both programs are adjusted from the original Forum based on feedback and evaluation, e.g. allowing more time for Q&A, revising content of the program overview in the keynote address, etc.

PROGRAM EXTENSION: Based on the success of Holly’s communication plan, BOCES services were called upon for similar successive programming.

- The Ulster County Mental Health Department recognized the powerful reach that occurred with BOCES involvement, and recommended them to a local foundation working on publicizing a suicide prevention event.
- The superintendent of the Ellenville School District requested that a similar Toolkit to promote a Child Sexual Abuse Prevention workshop.
EMERGENCY DRUG OVERDOSE CALLS IN ULSTER COUNTY

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<th>YEAR</th>
<th>ULSTER COUNTY 911 CALLS (all drug overdoses)</th>
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<td>358</td>
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<tr>
<td>2014</td>
<td>373</td>
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Health Alliance ED Patients with Diagnosis of:

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<tr>
<td>Opiate overdose</td>
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<td>18</td>
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<tr>
<td>Opioid overdose</td>
<td>7</td>
<td>6</td>
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<tr>
<td>Heroin</td>
<td>31</td>
<td>58</td>
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<tr>
<td>Total</td>
<td>57</td>
<td>82</td>
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DRUG USE BY YOUTH IN U.S.

Nearly half of young people who inject heroin report abusing prescription pain killers before starting heroin.
**PRESCRIPTION OPIOIDS IN U.S.**

- United States is the biggest consumer globally
- 76 million opioid prescriptions were written in 1991
- 207 million opioid prescriptions were written in 2013
- 100 percent of the world total for hydrocodone (Vicodin) and 81 percent for oxycodone (OxyContin)

Nearby 2 million Americans abused or were dependent on prescription opioids in 2014.

**ULSTER COUNTY YOUTH DEVELOPMENT SURVEY RESULTS 2014 - 2015**

- 15% of middle school students report it was easy to obtain prescription opiates
- 30% of high school students report it is easy to obtain prescription opiates
- 6% of respondents report using prescription opiates in the past 30 days, an increase from 2012
- 6% have used heroin

In total, 2,265 students in grades 7-12 completed this survey.
## Ulster County: Opioid overdoses and rates per 100,000 population (Data as of August, 2016)

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<tr>
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<td></td>
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<td>Number</td>
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<td>All Opioid Overdoses</td>
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<td>Overdoses Involving Opioid Pain Relievers</td>
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<td>Opioid Overdoses Excluding Heroin</td>
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<td>158</td>
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<tr>
<td>Opioid Overdoses Excluding Heroin</td>
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<td>8</td>
<td>4.4</td>
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<td>353</td>
<td>3.1</td>
<td>352</td>
<td>3.1</td>
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1. Indicators are not mutually exclusive. Decedents and patients may have multiple substances in their system. Thus, overdoses involving heroin and overdoses involving prescription opioid pain relievers will not add up to the overdoses involving all opioids.

2. This indicator includes pharmaceutically and illicitly produced opioids such as fentanyl.

3. Data for indicators related to hospitalizations and emergency departments are suppressed for confidentiality purposes if there are less than 6 discharges.

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**NSPRA 2017 Gold Medallion Application: Ulster County Community Forum on the Opioid and Heroin Crisis\nPage 10 of 25**
Dear Inter-Agency Opiate Prevention Task Force Members,

The panel planning team has secured the panelists for the community forum on April 28th. Juanita Hotchkiss from Ulster Prevention Council is in the process of reaching out to service providers to see who is able to attend and set up an informational table, as well. Please see page 3 & 4 for these different lists.

We also discussed a number of items related to the community forum. Here are the notes from our recent meetings and conversations.

**Goals & Objectives:** As per the conversation at the last interagency task force meeting and previous community-based opiate prevention outreach efforts, we wrote down the following goals & objectives as reflected by those conversations/meetings:

A. Acknowledgment of the problem in Ulster County (Brief)
B. Provide information pertaining to effective prevention, diverse treatment options (i.e., medically assisted treatment, outpatient, inpatient, self-help, etc.), and supports for family members and others impacted by this issue
C. Help the community connect with the numerous agencies, providers & organizations working together
D. Enhance community understanding about opiate addiction while fostering compassion and reducing the shame that often accompanies addiction, creating barriers to seeking treatment.
E. Provide the clear message that help is available, and recovery can & does happen.

**Opening Remarks:** In addition, we spent time discussing Dr. Smith’s request for input regarding her opening remarks and believe that the following points may be important for attendees to hear:

- We are all here because we are concerned about the issue/crisis
- We are working extremely hard to prevent further tragedy
- While Ulster County is not experiencing the crisis at the same level as other neighboring counties, tragedies are happening here… (Numerous opiate/heroin overdose deaths, especially within the past 4 weeks). In addition, as presented at the recent UCAN meeting, there were 338 overdose-specific EMS calls, and 268 Nalaxone administrations in 2015. This figure does **not** include Narcan administrations by law enforcement officers.
- There are multiple efforts underway throughout communities across Ulster County
- Highlight local efforts & organizations who are working within communities and throughout the county to meet the needs:
  - Community Coalitions & County Task Forces
  - First Responders
  - Treatment Providers
  - Innovative approaches like UPC’s new family advocate position funded by Ulster County
- Help is available. Please reach out to us. Join us.

We believe these points would help set the stage for the upcoming speakers and content, as well as work for the time allotted...

We are seeking your thoughts and feedback. Please reply all.
Here is the proposed timeline as discussed at the last interagency task force meeting on Tuesday, March 1, 2016:

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 6:05</td>
<td>Kevin Castle</td>
<td>Welcoming remarks</td>
</tr>
<tr>
<td>6:05 – 6:15</td>
<td>Dr. Carolyn Smith</td>
<td>Content to Be Determined</td>
</tr>
<tr>
<td>6:15 – 7:00</td>
<td>Speakers &amp; Panel</td>
<td>Recovery stories, experience, and Panel member introductions</td>
</tr>
<tr>
<td>7:00 – 7:45</td>
<td>Phoenix Kawamoto</td>
<td>Q &amp; A session using cards with questions from audience. If time allows we will open questions up for the last 10 minutes and encourage folks to stay and speak directly with the panel members and agency representatives at their tables.</td>
</tr>
<tr>
<td>7:45</td>
<td>Phoenix Kawamoto?</td>
<td>Closing – Thank you for attending. Please Be sure to visit tables and reach out if you have unanswered questions. Identify volunteers from the recovery community (recovering addicts &amp; family members in recovery) who are present as additional support in the event someone would like to speak with someone directly. Announce the upcoming community Naloxone training in, New Paltz (May 12th), at the New Paltz Community Center. Additional announcements?</td>
</tr>
<tr>
<td>7:50 – 8:15</td>
<td></td>
<td>Info tables, outreach and clean-up</td>
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</tbody>
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We have received confirmation from the following panelists:

<table>
<thead>
<tr>
<th>Panelist</th>
<th>Agency/Organization</th>
<th>Topic(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tamara Cooper</td>
<td>Family of Woodstock</td>
<td>Community resources &amp; talking with your child/teen/young adult.</td>
</tr>
<tr>
<td>Chris Dennehy</td>
<td>Step One</td>
<td>Outpatient Treatment</td>
</tr>
<tr>
<td>Dr. Ray Harvey</td>
<td>IFH &amp; Step One</td>
<td>Outreach efforts to physicians regarding prescription writing &amp; medically assisted treatment</td>
</tr>
<tr>
<td>Michael Kavanagh</td>
<td>UC District Attorney’s Office</td>
<td>Ulster County law enforcement efforts &amp; experience</td>
</tr>
<tr>
<td>Lou Klein (Awaiting confirmation)</td>
<td>UCAN</td>
<td>UCAN’s efforts</td>
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<tr>
<td>Kasandra Quednau</td>
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<td>Person in Recovery from heroin &amp; opiate addiction</td>
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<tr>
<td>Chief Joseph Snyder</td>
<td>New Paltz Police Department</td>
<td>Local law enforcement efforts &amp; experience</td>
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<td>Lilyan Spool</td>
<td></td>
<td>Parent perspective (i.e., impact on the family, intervention, treatment and the recovery journey from heroin &amp; opiate addiction)</td>
</tr>
<tr>
<td>Jim Tinger</td>
<td>GNPCP</td>
<td>Local community coalition efforts, including its Opiate Prevention Team</td>
</tr>
<tr>
<td>Earl Wiggins</td>
<td>Arms Acres</td>
<td>Inpatient Treatment</td>
</tr>
</tbody>
</table>

Phoenix Kawamoto is working with the panelists and is the contact person for this component.

The following substance abuse organizations & providers, as well as mental health providers will be invited to share tables at the forum (depending on what the space allows for):

<table>
<thead>
<tr>
<th>Agency/Organization</th>
<th>Area of Expertise</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Step Resource Table &amp; Friends of Recovery</td>
<td>Self-Help resources, supports and advocacy</td>
</tr>
<tr>
<td>Access: Supports for Living: Ulster County Mobile Mental Health Team</td>
<td>Emergency Mental Health Support &amp; Response</td>
</tr>
<tr>
<td>Arms Acres</td>
<td>Inpatient Treatment</td>
</tr>
<tr>
<td>Astor Services for Children &amp; Families</td>
<td>Mental Health Services</td>
</tr>
<tr>
<td>Awareness</td>
<td>Alcohol Awareness Program</td>
</tr>
<tr>
<td>Bridge Back</td>
<td>Outpatient Treatment</td>
</tr>
<tr>
<td>Family of New Paltz</td>
<td>Prevention, Intervention, &amp; Support Services</td>
</tr>
<tr>
<td>Greater New Paltz Community Partnership</td>
<td>Prevention &amp; Local Community Resources</td>
</tr>
<tr>
<td>Hudson Valley Health Alliance</td>
<td>Detox Program</td>
</tr>
<tr>
<td>Institute for Family Health</td>
<td>Primary care, behavioral health, and social services</td>
</tr>
<tr>
<td>Mental Health Association of Ulster County</td>
<td>Mental Health Services &amp; Support</td>
</tr>
<tr>
<td>Mid-Hudson Regional Prevention Center</td>
<td>Prevention &amp; Regional Resources</td>
</tr>
<tr>
<td>NAMI Mid-Hudson</td>
<td>Peer-based support for individuals and families living with mental illness</td>
</tr>
<tr>
<td>Organization</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>PEOPLE, Inc.</td>
<td>Recovery-oriented services to people living with mental health issues</td>
</tr>
<tr>
<td>Rte. 212 Coalition</td>
<td>Grass Roots Coalition serving the Rte. 212 corridor</td>
</tr>
<tr>
<td>Step One</td>
<td>Outpatient Treatment</td>
</tr>
<tr>
<td>UCAN – Ulster County Against Narcotics</td>
<td>Legislative efforts and recommendations in UC</td>
</tr>
<tr>
<td>Ulster County SPEAK Committee</td>
<td>Suicide Prevention Committee</td>
</tr>
<tr>
<td>Ulster Prevention Council</td>
<td>Prevention &amp; County Resources</td>
</tr>
</tbody>
</table>

Juanita Hotchkiss and Ulster Prevention Council are coordinating the provider tables, and are the point of contact for them.

Some people are away this week, but we will confirm those who are participating via e-mail, or at the upcoming interagency task force meeting (Wednesday, April 6th, 2:30 @ B.O.C.E.S. satellite location - Mary’s Avenue in Kingston).
Dear Superintendents,

Our Community Relations team has created a variety of turn-key materials for you to use in promoting our Superintendents Council’s initiative on the opioid and heroin crisis.

Please use these materials, or revise them to fit your community’s needs. Please share with parents and your faculty/staff. Be sure to include your school wellness committee, your PTAs, and any other stakeholder groups that you believe would be an asset in getting the word out.

The event is scheduled for Thursday, April 28 from 6-8 PM at Ulster BOCES Conference Center. Kevin Castle and a team of professionals from various county and human service agencies have assembled an impressive array of expert panelists and community resource organizations to participate in the event. It should be a very valuable experience for all. We hope you will be able to attend.

At this Thursday’s Superintendents’ Council Meeting, Kevin will have a printed copy of the Communications Tool Kit for each of you, as well as a sample of the two-page flyer and 25 copies of the poster.

Here’s what is attached:

A Communications Toolkit, which is being sent as a MS Word Document so you can easily cut and paste the content to your website and social media. The Toolkit contains:

**Website Resources**
1. Website Announcement
2. Feature article for building newsletter and website news (can easily be adapted as a letter home to parents)
3. Links to valuable online resources
4. List of local licensed human services agencies and providers  (text for website)

**Social media**
1. Facebook posts and text to use in reminder posts
2. Twitter post and hashtags

**Robocall Script**

The following PDFs/Images are also attached:

1. **Image file** for web and social media (Attached JPEG)
2. **11 X 17 poster** for building display (Attached PDF)
3. **Flyer** to distribute to families (2-Sided, Side 1 Event Details/Side 2 Provider List Attached as PDFs)

We hope this material is useful. Should you have any questions about the event, please contact Kevin.

*Charles V. Khoury, Ed.D.*
District Superintendent & Chief Executive Officer, Ulster BOCES
175 Route 32 North, New Paltz, NY 12561
Interim District Superintendent & Chief Executive Officer, Sullivan BOCES
6 Wierk Avenue, Liberty, NY 12754
Robocall Script:

The devastating impact of opioid drug abuse is being felt all across Ulster County. Parents are encouraged to attend a countywide event being held at Ulster BOCES on Route 32 in New Paltz on Thursday, April 28 from 6-8 PM. It is important for parents to understand that this epidemic can happen to anyone, and prevention is essential to the solution. For more details, visit our District website. We hope to see you there.
ATTENTION: Parents & Educators

Please attend an

ULSTER COUNTY COMMUNITY FORUM:
THE FIGHT AGAINST THE OPIOID AND HEROIN CRISIS

THURSDAY, APRIL 28 · 6-8 PM
Ulster BOCES Conference Center
175 Route 32 North, New Paltz, NY

TOPICS COVERED INCLUDE:
• Risk
• Prevention
• Awareness
• Identification
• Consequences
• Getting Help
• Ongoing Support

Don’t wait until you suspect abuse. Learn how to protect your child and family from the devastating impact of prescriptions, over-the-counter medications, and heroin abuse NOW.

Sponsored by the Ulster County Interagency Task Force on Substance Abuse Prevention
PRESS RELEASE/MEDIA INVITE:
For Immediate Release: April 18, 2016

Media Contacts:
Kevin Castle, Superintendent
Wallkill Central School District
19 Main Street, PO Box 310
Wallkill, NY 12589
PH: 845-895-7101
kcastle@wallkillcsd.k12.ny.us

Phoenix R. Kawamoto, MSW, Project Director
Greater New Paltz Community Partnership
Post Office Box 550
New Paltz, NY 12561
PH: (845) 419-3678
pkawamoto@gnpcp.org

Countywide Forum on the Opioid & Heroin Crisis
Scheduled for April 28

NEW PALTZ--To address the increasing dangers of opioid drug abuse in the region, several agencies have joined forces to form the Ulster County Interagency Task Force on Substance Abuse Prevention. The group is hosting a countywide community event to raise awareness of and seek solutions to the local crisis. The event will take place at the Ulster BOCES Conference Center in New Paltz on Thursday, April 28 from 6-8 PM.

During the forum, participants will be introduced to the realities of the local epidemic and provided with tools necessary to help prevent abuse, recognize its signs, understand the consequences (from both the health and legal perspectives), get help, and find support to cope with an abuse problem or loss of a loved one.

A panel of experts from across the county has been assembled to speak at the event. Representatives from various community organizations and agencies will be set up at tables throughout the room with additional resources.

“This event is about prevention and solutions,” explains Wallkill Central School District Superintendent Kevin Castle, who is representing school districts on the Task Force. “The more parents know, the more they can protect their children.”

Ulster County Commissioner of Health/Mental Heath, Dr. Carol Smith is slated to open the forum and offer local insight into the epidemic. Kasandra Quednau, a recovering addict and co-founder of Rt. 212 Coalition, will offer a first-hand account of the struggles of addiction, and Lilyan Spool will share experiences from the parent perspective.

Other panel members include Ulster County District Attorney, Michael J. Kavanagh; New Paltz Police Chief, Joseph Snyder; and several representatives from human services organizations and agencies, including Tamara Cooper, Family of Woodstock; Chris Dennehy, Step One; Dr. Ray...
Harvey, Institute for Family Health and Step One; Lou Klein, Ulster Coalition Against Narcotics; Jim Tinger, Greater New Paltz Community Partnership; and Earl Wiggins, Arms Acres. Phoenix Kawamoto from the Greater New Paltz Community Partnership will moderate the event.

The Ulster County Interagency Task Force on Substance Abuse Prevention includes representatives from the Ulster County School Superintendents Council; the Ulster County Police Chiefs Association; the Ulster County Department of Health and Mental Health; the Ulster County Prevention Council; the Ulster County District Attorney’s Office; and the Greater New Paltz Community Partnership.

Ulster BOCES is located at 175 Route 32 North, New Paltz, New York.

# # #
Social Media

Parents and educators are encouraged to attend the Ulster County Community Forum on the Opioid and Heroin Crisis on Thursday, April 28 from 6-8 PM at the Ulster BOCES Conference Center, 196 Food St, New Paltz, NY.

This is a chance to learn from experts, including healthcare and law enforcement professionals, who will share tips, tools, and insight into the systemic issues to help families and loved ones identify and get help. The event will be held at the Ulster BOCES Conference Center in New Paltz on Thursday, April 28 from 6-8 PM.中有：

Ulster County Community Forum on the Opioid & Heroin Crisis

Thursday, April 28 • 6-8 PM

Ulster BOCES in New Paltz

Lisa Ramirez > Ellenville Parents Ensuring the Safety and Security of Our Children

Parents and educators are encouraged to attend an Ulster County Community Forum: The Fight Against the Opioid and Heroin Crisis on Wednesday, October 19 at Ellenville Elementary School. Representatives from local resource providers will be available and refreshments will be provided starting at 5:30 PM. The forum begins at 6 PM. Childcare will be available.

- Learn from the experts, including healthcare and law enforcement professionals, who will share tips, tools, and insight into the systemic issues to help families and loved ones identify and get help.

Fern Quaza > shared Ulster BOCES’s photo.

This is TONIGHT! 6pm. IF YOUR IN ULSTER COUNTY YOU NEED TO BE HERE!!!

Lloyd Police

April 13, 2016

ULSTER BOCES RELEASE:

Countywide Event on Opioid & Heroin Crisis Scheduled for April 28, 2016.

Parents and educators are encouraged to attend a countywide community event focused on the local opioid and heroin crisis. The event will be held at the Ulster BOCES Conference Center in New Paltz on Thursday, April 28 from 6-8 PM. See More
Survey Results

Attendees

How Attendees Heard About Event
Parents and educators are encouraged to attend an Ulster County Community Forum on the Fight Against Opioid and Heroin Crisis on Thursday, April 28 from 6-8 PM at the Ulster BOCES Conference Center, 175 Route 32 North, New Paltz, NY.

- Learn from the experts, including healthcare and law enforcement professionals, who will share tips, tools, and insight into the epidemic.
- Discover the harms resulting from a recovering addict.
- Understand the potential devastating loss it... See More

NSPRA 2017 Gold Medallion Application: Ulster County Community Forum on the Opioid and Heroin Crisis
Page 23 of 25
News Clips

**Times Herald Record:**

http://www.recordonline.com/article/20160424/NEWS/160429642

**Kingston Freeman:**


**New Paltz Times:**

“In all of my 30+ years in the field of prevention, I have never seen a turnout to an event like this - over 200 people from 18 different municipalities and standing room only. For other forums, we’d get excited to have 30-40 parents in the room – like we had hit a home run. Without a doubt, it was Holly’s keen approach to leveraging all of our communication capabilities with an extremely high-end professional Toolkit that was very easy for all of us to use that made the difference. The Forum was truly one of my proudest professional moments.”

*Phoenix R. Kawamoto, MSW, Community Education Specialist*

*Town of New Paltz*

———

“Formation of the Task Force and holding the Forum where so many school staff attended helped to break down barriers between service providers and school district personnel. The walls between the agencies and the school districts have become much more permeable. Additionally, people are more aware now of what resources and services are available and how to access them.”

*Judith M. Dagirmanjian, LSW-R, LGU Program Supervisor*

*Children’s Services, Ulster County Mental Health Department*

———

“Without a doubt, the expertise and professionalism of Holly Brooker were huge factors in the success of the Forum. The Toolkit she created made it so easy for all of us to spread the word to our constituencies with a unified voice. We were all saying the same thing in the same way and it made a huge difference. Forums we had held prior without the support of a planned campaign had a fraction of the turnout. We consider ourselves very fortunate to have the support of Ulster BOCES on our team.”

*Juanita Hotchkiss, LMSW, Community Prevention Specialist*

*Ulster Prevention Council, Family Services*

———

“The strong turnout was a validation for me – a validation that our concerns as educators, service providers, public agencies and parents were real and that we could come together as a community to address this serious problem.”

*Kevin Castle, Superintendent*

*Walkill School District*