



# Advisory Board

May 27, 2020

## OUR MISSION

Reading Coalition's mission is to strategically address our substance abuse problem that local youth abuse alcohol, prescription drugs, tobacco, and other illegal drugs at unacceptably high rates that emerge early in adolescence, happen frequently, and indicate heavy use. To realize our mission, we will promote a healthy community environment using the strategic prevention framework to ensure everyone who lives, works, or goes to school in Reading can enjoy an optimum quality of life."

## ABOUT OUR BOARD

The **Advisory Board** is made up of stakeholders, appointed by the Coalition Director, from our community and region that serve in an advisory capacity to:

- Exchange and share information that will enhance our community approach to substance abuse prevention and mental health promotion.
- Supply Reading Coalition staff with feedback on activities, projects and emerging initiatives.
- Spread the word about coalition resources and events

## SPOTLIGHT

As a result of input from the Coalition/Reading Public Schools YRBS Data Action Team, the Coalition developed a vaping prevention and cessation education opportunity for families. The [Reading Coalition for Prevention & Support](#) and Lotus Health Education LLC, in partnership with [Reading Public Schools](#), hosted a live webinar on May 13, 2020 on **Vaping Trends & Cessation Support**. This webinar helped parents understand the current trends in e-cigarette/vape product use among teenagers, explored the most recent health data on the risks of vaping, and discussed vaping cessation support strategies and resources. You can view a recording of the webinar and slides using the links below. The live webinar reached 23 attendees and an additional 45+ have viewed the recording. We have been invited to present this material again for the Winchester Coalition and Beth Israel/Lahey Health.

*Webinar Recording:* <https://us02web.zoom.us/rec/share/6YsrEp371kxJULPizlnddPMxPZbHX6a81yhM-EPnRtFBX9dBPMiDA1MlwY8iMte>

*Webinar Slides:* [Slides for Vaping Trends Cessation Support Webinar 5.13.20.pdf](#)

Special thanks to Sammy Salkin and Kathleen O'Leary for presenting. We appreciate the support of YRBS Action Team Members that were able to attend online including Tom Zaya and Mary Giuliana.

## MEETING FOCUS

Staff Updates-

- [Coalition Resource Guide During COVID-19](#)
- **Data Action Team Update** by Erica McNamara- The next webinar hosted by the Coalition will focus on Healthy Relationships. Coalition staff are collaborating with School Nurses and Wellness Staff as well as RESPOND Inc. to prepare for this webinar.

- **Crisis Intervention Team (CIT)** Monthly Update by Sammy Salkin
- An Overview of the **“Dear Mysty”** Campaign developed by the Mystic Valley Public Health Coalition <https://www.reading.k12.ma.us/community/readingcoalition> by Erica McNamara

**Upcoming Professional Development for Staff-** The Director and Outreach Coordinator will participate in the **New England School of Prevention Studies** (4-day online program). The cost to attend has been sponsored by the Mystic Valley Public Health Coalition (\$990). Courses like the New England allow Prevention Specialists to earn CEUs towards their MA Certified Prevention Specialist Credential Program.

#### NEW TOBACCO LAW NEWS



## New Massachusetts Tobacco Law

Effective June 1, 2020



A new state tobacco law affects where people can buy tobacco & vaping products. Currently, **all flavored vapes have been removed from regular stores.**

Beginning June 1, 2020, **all flavored tobacco products** including menthol cigarettes; mint, menthol and wintergreen products like cigars; & flavored chewing tobacco **will only be available in smoking bars.**

This law is designed to reduce youth vaping in Massachusetts & stop tobacco companies from targeting & addicting young people, LGBTQ+ populations, & communities of color.

Help for those who want to quit vaping, smoking or using other tobacco products is available for FREE at 1-800-QUIT-NOW (1-800-784-8669) and KeepTryingMA.org.

For questions on quit support, contact Reading Coalition for Prevention & Support Outreach Coordinator Samantha Salkin at [ssalkin@ci.reading.ma.us](mailto:ssalkin@ci.reading.ma.us).

For more quit resources visit: [mass.gov/service-details/quit-nicotinetobacco-or-support-someone-in-their-quit-attempt](https://mass.gov/service-details/quit-nicotinetobacco-or-support-someone-in-their-quit-attempt)  
For more information on the New Tobacco Law visit: [mass.gov/NewTobaccoLaw](https://mass.gov/NewTobaccoLaw)

**Next meeting will be online on June 24, 2020 at 5:30 pm.**