

RCASA Board of Directors Meeting-October 25, 2018



**Reading
Coalition
Against
Substance
Abuse**

RCASA's mission is to strategically address our substance abuse problem that youth in Reading, Massachusetts 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."

SPOTLIGHTS

The Town of Reading accepted the \$10,000 legislative earmark for the Reading Coalition Against Substance Abuse. Last spring Rep. James Dwyer advocated for this earmark under House bill no. 4512-0205 to support RCASA's efforts substance abuse and addiction awareness and education efforts. The funds will be used to support a percentage of staffing costs for the Director to work with the Student-Led Outreach Team at Reading Memorial High School.

FOCUS

1. Board Updates

- a. **Board Membership/Vacancies** - Please review the board appointments list for renewals.
- b. **Board Officers** needed for President and Vice-President

2. RCASA: What in a name?

- a. Erica met with Jen Hillery and Kate Grant to discuss the naming project in October. Taking in the feedback from the Aug. meeting, the small group will continue to flesh out ideas for a potential revamping of our name/logo and rollout strategy. To expand our circle of knowledge, Erica reached out to Northeastern University's Nonprofit Leadership Program for assistance from the organizational branding class of graduate students. Erica will also involve youth to gather more input. We will provide a formal proposal to the Board by March of 2019. If this project moves forward, we hope to roll out the newly designed logo in the fall of 2019.

3. RCASA Planning & Event Outlook for 2018-2019

- a. Chemical Health Education Program meets monthly
- b. SBIRT in fall 2018/spring 2019
- c. Student-Led Outreach Team will launch in November 2019
- d. Board Priorities Review at our January 2019 meeting
- e. Community education spring calendar for parents
- f. Committees: Mystic Valley Public Health Coalition, MVPHC Subcommittee on Women & Alcohol, Parent University Planning, DA Ryan's Eastern Middlesex Opioid Task Force

ANNOUNCEMENTS/UPDATES:

- The Beat Heart Foundation is hosting their SPOOKY HOWL-OWEEN FALL COFFEHOUSE with featured performers, open mic & jam session at Birch Meadow School in Reading on November 2, 2018 from 7-10:30pm www.facebook.com/events/262677047924479 or Event Brite
- RCASA is offering Youth Mental Health First Aid on Nov. 8 and Mental Health First Aid on Nov. 9 in Reading. Learn more at www.reading.k12.ma.us/community/rcasa

Our next RCASA Board Meeting is Nov. 29, 2018 from 5:30-6:30 pm