Substance Abuse Prevention

Presented by:
Erica McNamara, MPH, Certified Prevention Specialist
RCASA Director
The Reading Board of Selectmen appointed a committee in early 2006 to recommend strategies to address the town’s substance abuse problem.

RCASA was formed in August 2006 as a sustainable, collaborative community approach to substance abuse prevention.
GOALS

Establish and strengthen local collaboration in support of local efforts to prevent youth substance use.

LEADERSHIP

The RCASA Board meets monthly and includes 26 members representing 12-plus sectors who live, work, or attend school in Reading. The Town Manager, School Supt, and Police Chief all serve on the board. The Board provides overall governance & strategic plan guidance.

REGIONAL COLLABORATIONS

- Mystic Valley Public Health Coalition
- Eastern Middlesex District Attorney’s Opioid Task Force
- Regional Police Risk Assessment Team (Woburn, Winchester, Stoneham, Reading and other partners)
FUNDING HISTORY

The RCASA Director raised $1,567,000 since 2008 in grant funds and successfully implemented projects through federal & state funders. The Town provided direct financial support for 2 full-time staff for 15 months in between grants. Since 2006, the Town provided extensive in-kind support = $817,000.

We are continually seeking additional support to enhance our sustainability. Grants do increase work for the Finance Department and require grant-funded staff to develop or create additional services in short time spans, so cost/benefit must be weighed given current financial climate.

Currently, we are funded under a 5-yr $625K grant substance abuse prevention, $125K expires 9/29/19).
FY17 STAFF WORKFLOW

1 FTE Grant funded

% Time Spent by Director

- Planning/Coordination: 13%
- Public Speaking/Education: 50%
- Data Collection/Analysis: 25%
- Policies/Programs/Mgmt: 13%

.60 FTE Grant funded

% Time Spent - Outreach Coord.

- Case Management/Education: 40%
- Outreach Projects: 40%
- Resource/Referrals: 20%

In FY17, the RCASA staff included 1.64 full time employees with strong prevention & addiction expertise. We are Town employees and maintain an office at the RPD.
Social Norms

+ Protective

OPPORTUNITY
MOST
CONNECTED
PAUSE

- Negative & Pervasive

ACCESS
GENERATIONAL AMNESIA
FALSE SENSE OF PROTECTION
STYLE OF USE
200 dissolvable pouches disseminated

ACCESS

# Rx bottles collected by year
2009-2016

29 1,778 1,997 2,681 3,915 4,900 5,072 6,690
Where can you learn about Mental Health Resources in or near your community?

How can you access Mental Health Services?

Find answers at the William James College INTERFACE Referral Service website: interface.williamjames.edu

Or call the INTERFACE® Helpline at 1-888-244-6843 Monday–Friday 9:00 am–5:00 pm.
Interface Referral Service: 60 local cases (Nov 2016-June 2017)

Anxiety

Substance Abuse

Bullying

Social Issues

Family related

6-12 years 32%

13-17 years 47%

25-59 years 12%

60+ years 2%

Abuse/Neglect

Chronic Absenteeism

Relationship Violence

Trauma

Bipolar

Personality Disorders

Suicidal Ideation

Veterans Issues

GLBT Support

End of Life issues

Personality Disorders

Self injury

Grief
To address substance use, our staff operates a juvenile diversion program with Reading Police/DA and a Chemical Health Education Program with Reading Memorial High School.
GENERATIONAL AMNESIA

HIDDEN IN \( \emptyset \) PLAIN SIGHT

Don’t Miss Warning Signs of Substance Misuse

130 adults in Reading toured the exhibit from 10/17/16-10/19-16

Sponsored by

the YMCA

Reading Coalition Against Substance Abuse

TOWN OF READING POLICE

http://ymcaboston.org/burbank

/www.reading.k12.ma.us/community/rcasa/parents/

/www.readingma.gov/police-department
Mystic Valley Public Health Coalition: Death Records Review (151 deaths)
Medford, Malden, Melrose, Reading, Stoneham, Wakefield, & Winchester

Deaths Involving Fentanyl Doubled from 2014-2016

Regional Death Records: % of Fentanyl Involved Deaths

- 2014, 42%
- 2015, 65%
- 2016, 85%
Jams for Jake, 11-12-17

"Friends of Jake" Organizers & Volunteers
Questions

Erica McNamara, MPH, Director
emcnamara@ci.reading.ma.us
Ph. 781.942.6793
Fax 781.944.2893

Office Location:
Reading Police Department
15 Union St
Reading, MA 01867

Website
www.reading.k12.ma.us/community/rcasa