

Belchertown Opioid Awareness Task Force
Meeting Notes – June 1, 2017



Present: Kevin Pacunas, Judy Metcalf, Phyllis Ducomb, Craig Bodamer, Jill Panto, Kim Dion
Guest: Cherry Sullivan, Hampshire HOPE

The draft PSA video on The Good Samaritan Law was reviewed. There were a few comments:

- Beginning and ending voice over were hard to hear.
- There was discussion about the accuracy of the slide which talked about the timeline of Narcan's effectiveness. Some of the suggestions were "Narcan's effects last only for a short period of time;" "Even if you have used Narcan to revive the victim, it will be effective for a short time;" or list: "use Narcan" "Call 911" "Save a life" "Reversal lasts only a short time."
- Add a slide at the end with the BOAT website/logo

Changes will need to be sent to Peg & Lew for revision.

When finished, the PSA will be aired by BCTV, placed on the PD and BOAT website, blasted on FB. It will also be sent to local TV stations, asking them to do a story about it. Maybe churches would put it on their website?

The next PSA will cover Narcan. Craig will begin putting the script together. Cherry mentioned that the State has come out with a new set of talking points on Narcan, so we will likely be able to use some variation of those. Having a mom or a wife in the PSA, talking about having NARCAN on hand was discussed. It was also suggested and agreed that we should include a montage of different people from different walks of life saying, "I carry Narcan because..." Some of the points to be made for the PSA are: Recognizing overdose, having Narcan on hand, getting trained, and that it buys time while emergency services respond.

Cherry mentioned that Hampshire HOPE is working on a Safe Storage PSA that she will share with us, so that we can customize for BOAT.

The school department received a grant to enable them to offer Life Skills curriculum for grades 4, 5 & 6.

Kim and Phyllis will meet with Shawn Fortin to discuss including some awareness education into professional development for teachers. Kim has provided training to school staff in Greenfield that included information on awareness, recognition of signs and early intervention. She is willing to provide the same to Belchertown.

Hampshire HOPE is working on overdose and Narcan training for restaurants and businesses. The plan will be completed over the summer and shared with local groups like ours, so that we can use it.

Approved *6-0-0* 9/13/17
Jill Panto