

SOMERVILLE PREVENTION







OUR ACTIVITIES: MEETING PEOPLE WHERE THEY ARE

Summer & Fall 2023 were busy! Somerville Prevention was out and about, connecting with residents through multiple strategies in multiple settings. With many activities happening, we are laying a solid infrastructure to enhance and bolster our prevention and harm reduction efforts in the future. Follow along to learn more!

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 (617) 625-6600, ext. 4300
  50 Evergreen Avenue
 Instagram/TikTok: @somervilleprevention
  somervillema.gov/prevention

NARCAN DISTRIBUTION



LOCATIONS

- DAVIS SQUARE (X3)
- EAST SOMERVILLE (X2)
- UNION SQUARE (X2)
- ASSEMBLY (X2)
- CITY HALL
- FOSS PARK
- TRUM FIELD
- POWDER HOUSE PARK
- CLARENDON HILL

NARCAN DISTRIBUTED

382

INDIVIDUAL DOSES

From July-December 2023, Somerville Prevention hosted 14 Narcan Distribution events in various outdoor Somerville locations, reaching 231 people. We look forward to continue distributing free harm reduction materials & resources to individuals to offer low-threshold access as much as possible!

WANT TO HOST A
DISTRIBUTION EVENT?

E-MAIL MMITCHELL@SOMERVILLEMA.GOV

REPAIR THE WORLD



Repair the World mobilizes Jewish young adults and their communities to take action, igniting a lifelong commitment to service. Their partnership has made it possible for us to offer more distribution events, thus reaching more residents. We can't thank them enough for their continued support!

[LEARN MORE
WEREPAIR.ORG](https://www.werepair.org)

LIBRARIES & HARM REDUCTION



NARCAN
960
INDIVIDUAL DOSES
SINCE AUGUST 2023

**FENTANYL
TEST STRIPS**
700
INDIVIDUAL STRIPS
SINCE AUGUST 2023

In August 2023, the Somerville Public Libraries partnered with Somerville Prevention to distribute **FREE** Narcan and Fentanyl test strips to library patrons during regular business hours. This is part of our continued effort to saturate the City of Somerville with access to low-threshold, free harm reduction materials to potentially save a life!

[INSTAGRAM/TIKTOK](#)
[@SOMERVILLEPREVENTION](#)

COMMUNITY RESPONSE

this is so awesome 🙌🙌

AVAILABLE NOW

- NARCAN
- FENTANYL TEST STRIPS

ALL SOMERVILLE PUBLIC LIBRARIES DURING REGULAR BUSINESS HOURS



@somervilleprevention

i ♥ somerville, ma

everyone should carry narcan on them and have testing strips even if you or your friends dont do drugs... you NEVER know what circumstance you may be in

free at any somerville public library go grab some, save a life

I ♥ harm reduction

AVAILABLE NOW

- NARCAN
- FENTANYL TEST STRIPS

ALL SOMERVILLE PUBLIC LIBRARIES DURING REGULAR BUSINESS HOURS



hell yeah dude stay safe everyone 🙌🙌🙌🙌 love u somerville

AVAILABLE NOW

- NARCAN
- FENTANYL TEST STRIPS

ALL SOMERVILLE PUBLIC LIBRARIES DURING REGULAR



HARM REDUCTION BACKPACKS



**Harm
Reduction**

**BACKPACKS
DISTRIBUTED**

270

SINCE JULY 2023



With funding support from Mayor Ballantyne in FY24, Somerville Prevention continued our harm reduction backpack program! Along with featured items including sleeping bags, portable phone chargers, & Narcan, it was crucial to keep providing this resource for individuals experiencing homelessness who received overdose prevention trainings. A huge thanks to the Somerville Homeless Coalition, Fenway Health, & Connexion for assistance in getting the backpacks to those in most need.

**KNOW SOMEONE WHO COULD USE
A HARM REDUCTION BACKPACK?
E-MAIL MMITCHELL@SOMERVILLEMA.GOV**

OPIOID SETTLEMENT FUNDS



DATA COLLECTION

- PRIORITIZING PEOPLE WHO USE DRUGS
- INDIVIDUAL INTERVIEWS
- COMMUNITY SURVEY



INDIVIDUALS INTERVIEWED

65+

Since Spring 2023, Somerville Prevention & the Cambridge Public Health Department (CPHD) interviewed 65+ individuals in partnership with Fenway’s Access Drug User Health, Somerville Homeless Coalition, and Bay Cove’s First Step. The goal was to prioritize people who use drugs by asking questions about how to best allocate the funds in ways that work best for people who use drugs.

In November 2023, we finalized & released our community survey to reach more community members with lived experience and/or who support people who drugs. See QR code above or follow the link here: <https://tinyurl.com/OpioidFunds>. Link is open until Jan. 15, 2024.

OVERDOSE PREVENTION TRAININGS



**Overdose
Prevention &
Naloxone**

**31 TRAININGS,
REACHING 413
PARTICIPANTS
SINCE 2022!**



CPHD & Somerville Prevention continued to connect with community members to host overdose prevention trainings. Since July 1, 2023, we have conducted 12 trainings and reached 152 community members. Trainings are offered in-person as well as virtually to meet the needs of community members as much as possible! Standing virtual meetings are the first Tuesday of every month from 3p-4p via Zoom.

**Link for ALL Trainings
<http://bit.ly/odprevention23>**

2023 IOAD & RECOVERY MONTH



EVENTS

- LIGHT & FLAG DISPLAY
- 3 NARCAN DISTRIBUTION EVENTS
- DISPLAY PURPLE
- OVERDOSE PREVENTION TRAININGS

The City of Somerville offered several activities and events to honor and recognize International Overdose Awareness Day (8/31) and Recovery Month (September). 22 purple flags were planted on the front lawn of Somerville City Hall, representing the 22 Somerville residents who lose their lives to opioid-related overdoses in 2022. City Hall was illuminated purple and residents were encouraged to display purple as well as attend an overdose prevention training to better understand, recognize, and respond to a potential overdose.

[INSTAGRAM/TIKTOK](#)
[@SOMERVILLEPREVENTION](#)

YOUTH ENGAGEMENT



- MAYOR'S SUMMER JOBS PROGRAM
- YOUTH VOLUNTEERS



Somerville Prevention hosted two youth this past Summer 2023 to assist with substance misuse prevention efforts. Jyzelle (Mayor's Summer Jobs Program) & Jefferson (volunteer) assisted with social media content creation and harm reduction backpack assembly. We truly thank them for their contributions to our efforts!

INTERESTED IN VOLUNTEERING?
E-MAIL MMITCHELL@SOMERVILLEMA.GOV

SOCIAL MEDIA

JULY - DEC. 2023

45,061
IMPRESSIONS

6,152
ACCOUNTS REACHED

1,266
FOLLOWERS

2,481
CONTENT INTERACTIONS



53
NEW FOLLOWERS



Our social media efforts continue to reach more and more individuals with substance misuse prevention information! Our **PHENOMENAL** social media interns have been keeping this boat afloat, constantly pushing creative boundaries and finding new ways to engage followers with interesting and evidence-based education and resources.



INSTAGRAM
@SOMERVILLEPREVENTION

TIK TOK

OCT. - DEC. 2023

10,748

VIDEO VIEWS

8,711

UNIQUE VIEWERS

19

FOLLOWERS

883

LIKES



161

PROFILE VIEWS

We officially launched our
TikTok in September 2023.

Be sure to give us a follow if you
have not done so already!

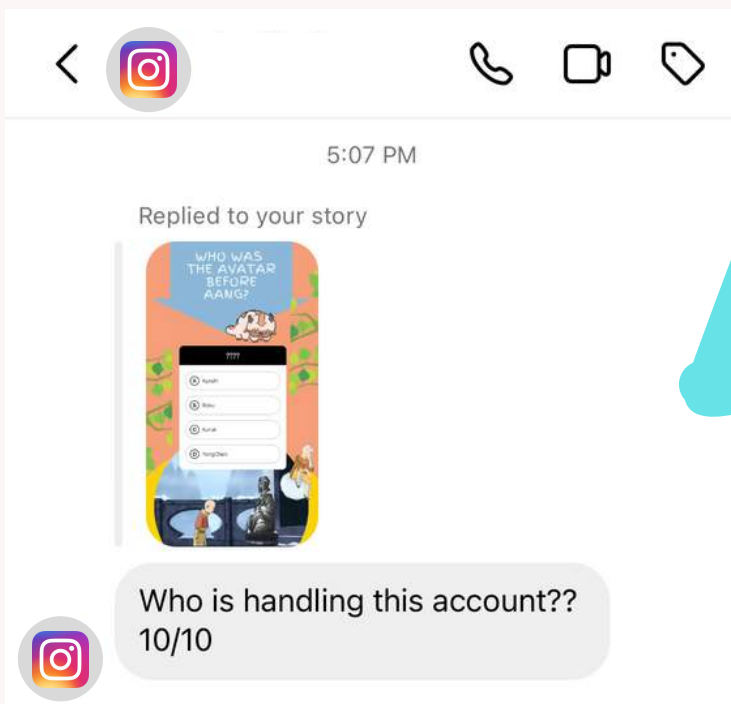
[TIKTOK
@SOMERVILLEPREVENTION](https://www.tiktok.com/@SOMERVILLEPREVENTION)

INSTAGRAM FEEDBACK

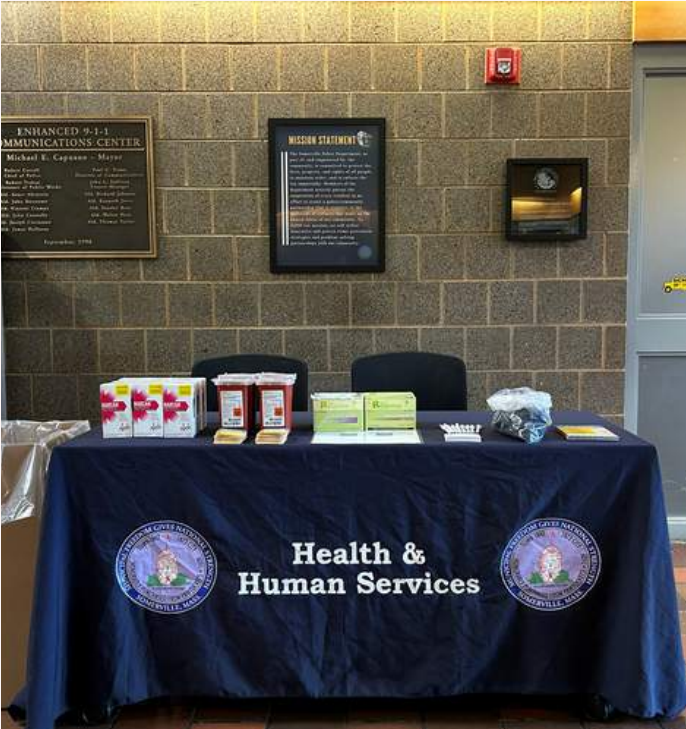
This harm reduction account has an epic content strategy 100



GOOD
VIBES



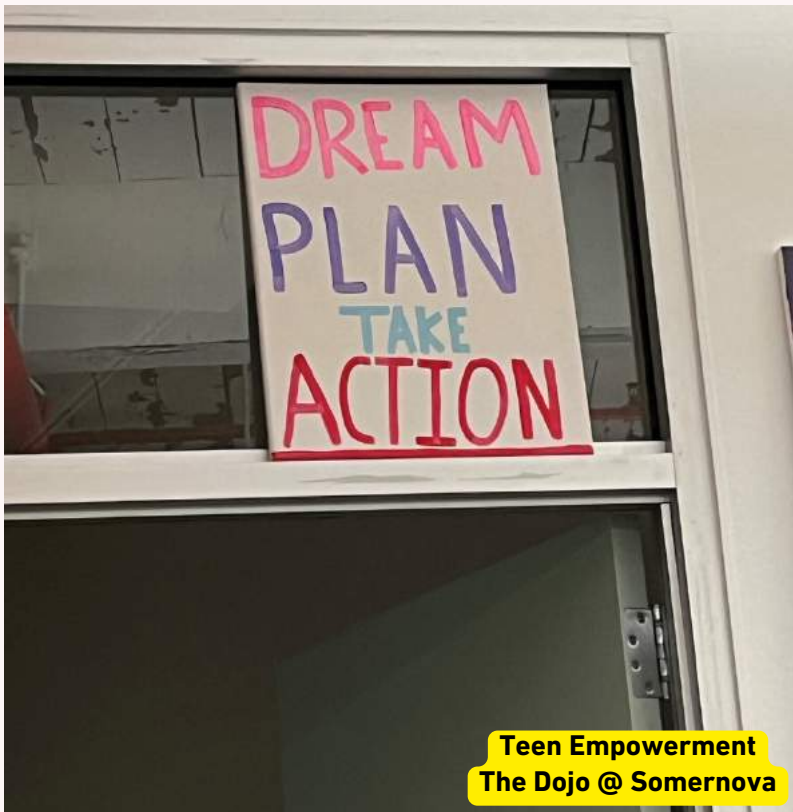
PRESCRIPTION DRUG TAKE BACK DAY 2023



Community Outreach, Help & Recovery (COHR) and Somerville Prevention hosted their bi-annual National Prescription Drug Take Back Day in October 2023. The event encourages residents to properly dispose of unused and expired medications. We also distributed FREE Narcan and other harm reduction materials. Narcan was made possible by Somerville Prevention's involvement in Massachusetts Department of Public Health's Community Naloxone Program (CNP). We thank everyone who was able to participate!

WANT TO LEARN MORE ABOUT COHR?
<https://bit.ly/spdcohr>

STUDENT HEALTH SURVEY



UPDATES

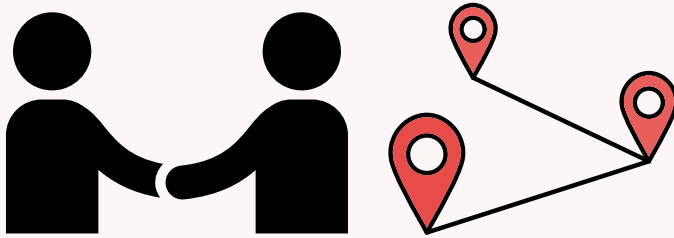
- SCHOOL COMMITTEE PRESENTATION
- FOCUS GROUPS WITH YOUTH
- OFF-YEAR IN-DEPTH ANALYSIS & EVALUATION

The City of Somerville, Somerville Public Schools, & Somerville Police Department partnered with John Snow, Inc. (JSI) to administer the 2022-2023 Middle School Student Health Survey in Spring 2023. Survey results were presented to the Somerville School Committee in December 2023.

Survey administration for both middle and high school students will now be on the same year while incorporating an off-year to do more in-depth analysis. In December 2023, we met with 43 Somerville youth from Somerville Positive Forces and Teen Empowerment to identify the top two topics to analyze. JSI will complete the analysis between January and June 2024, which will include recommendations for best practices to address.

MASSCALL3

SSOMERVILLE
EEVERETT
AARLINGTON
LLEXINGTON



UPDATES

- FINALIZE INTERVENTIONS
- CREATE WORKPLAN
- FINALIZE EVALUATION PLAN
- SUBMIT FULL STRATEGIC PLAN

The Somerville, Everett, Arlington, & Lexington (SEAL) MassCALL3 cluster are continuing their efforts to create equitable prevention programming through our strategic planning process. The cluster has received feedback from funders on our logic model, intervening variables, and proposed strategies. With support of Institute for Community Health (ICH), the cluster has finalized their work plan and evaluation plan and have submitted for final review. SEAL is looking forward to receiving feedback and transitioning to implementing proposed strategies in each of our respective communities.

QUESTIONS? E-MAIL

LDOLYAK@SOMERVILLEMA.GOV
LHELLER@SOMERVILLEMA.GOV

ALTERNATIVES TO SUSPENSION



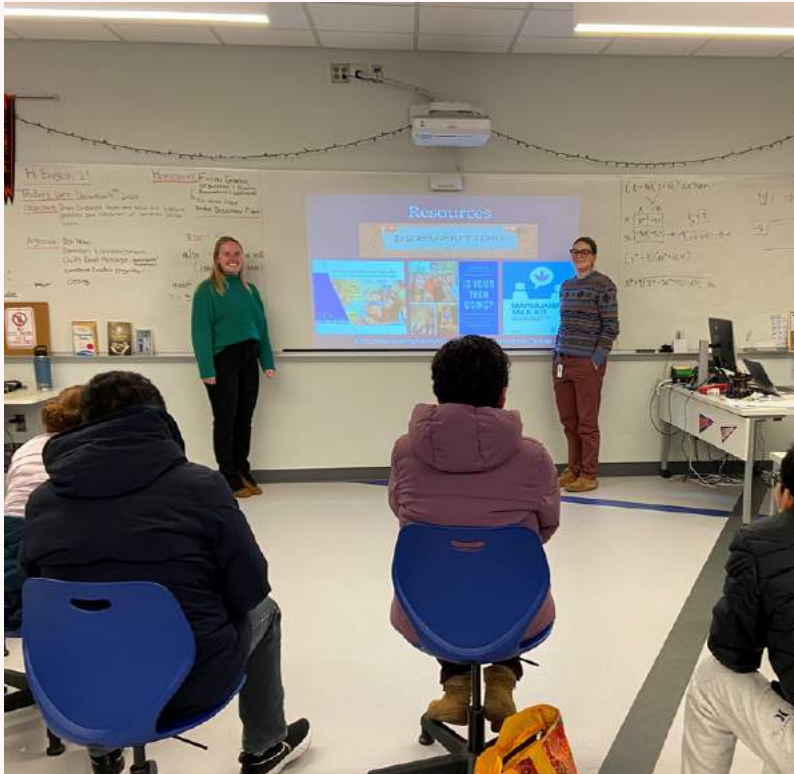
- COLLABORATION WITH SPS
- IDECIDE



Somerville Prevention partnered with Somerville Public Schools to implement an alternative to suspension program. This program was created through feedback from youth and administrators to create a more supportive response to youth substance misuse in school settings rather than punitive. The current program offers two tiers of response. The first being a two-hour educational session on Monday mornings. The second being a four week after school group on Wednesdays.

Additionally, Somerville Prevention and SPS staff were trained in iDECIDE, an evidence-informed curriculum to support a more rehabilitative process to substance misuse in schools. It is currently being implemented in the middle schools and we are looking forward to bringing this to the high school soon!

LET'S TALK WORKSHOP



Somerville Prevention partnered with the Somerville Public Schools and the Somerville Family Learning Collaborative (SFLC) to host a Let's Talk workshop at Somerville High School on 12/6. The workshop aims at increasing caregiver capacity and skill to have proactive & productive conversations with youth about substance misuse.

It was provided in four languages including English, Spanish, Portuguese, & Haitian Creole with 10 attendees.

SPS Student Services

<https://bit.ly/studentsservices23>

SOMERVILLE POSITIVE FORCES (SPF)



UPDATES

- HIRED YOUTH
- STICKER SHOCK
- STUDENT HEALTH SURVEY

In October, SPF hired 26 SPF youth leaders. SPF aims to empower youth to reduce substance misuse among their peers along with related issues like stress and anxiety. We had a **record** number of youth apply for the SPF100 (high school) and SPFJr. (middle school) youth development programs this school year with over **100** applications.

In November, SPF youth launched their Annual Holiday Sticker Shock campaign partnering with 5 alcohol retailers to place over 2,000 stickers on paper bags with the message "It's illegal to provide alcohol to people under 21." SPF leaders love doing this annual awareness project!

Here are some of the things they had to say about Sticker Shock...

SPF 100 STICKER SHOCK



“STICKER SHOCK IS A GREAT WAY TO REMIND SOMERVILLIANS THAT MINOR SUBSTANCE USE IS NOT A SMALL ISSUE AND MUST BE ADDRESSED IN EFFECTIVE WAYS.”

- AVA, SPF100



“THIS EXPERIENCE WAS SO VALUABLE AND I GAINED A GREATER UNDERSTANDING OF HOW THE ACTIONS OF ADULTS IMPACT YOUTH ACCESS TO SUBSTANCES.”

- CHAHAT, SPF100

youth

“THIS PROJECT ALLOWED ME AS A YOUNG PERSON TO RAISE AWARENESS OF THE RISKS OF YOUTH SUBSTANCE USE & PREVENT PEOPLE FROM SUFFERING FURTHER IN ADDICTION.”

- BHAVIKA, SPF100



SPFJR. STICKER SHOCK



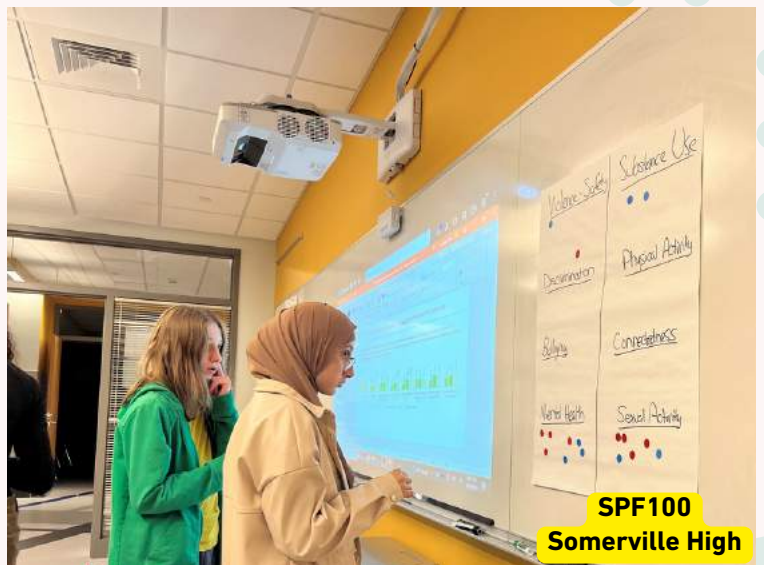
"I HOPE THIS PROJECT WILL MAKE A CHANGE
AND CHANGE SOME PEOPLE'S POINT OF
VIEW ON GIVING KIDS ALCOHOL."

- ROMA, SPFJR.

THANK YOU!

- BAIROS LIQUORS
- PROOF
- SAV-MOR SPIRITS
- SULLIVAN SQUARE LIQUORS
- WINTER HILL LIQUOR MART

SPF STUDENT HEALTH SURVEY



SPF YOUTH LEARNING ABOUT THE RECENT 2023 SOMERVILLE MIDDLE SCHOOL STUDENT HEALTH SURVEY RESULTS & IDENTIFYING TOP HEALTH ISSUES TO ADDRESS AMONG THEIR PEERS.

SOMERVILLE POSITIVE FORCES 100



Two fun facts: I love reading and traveling. I joined SPF100 to continue making connections with business owners and community leaders while creating genuine change in Somerville.



Two fun facts: I've been roller skating since I was 4 years old and love dancing, especially Bharatnatyam (a form of Indian Classical Dance). I joined SPF because I believe in the power of community-driven change.



Two fun facts: I like to rollerblade and I know multiple languages! I joined SPF because I wanted to be able to help spark change within our community.

SOMERVILLE POSITIVE FORCES 100



Two fun facts: I love to cook & talking about social injustices. I joined SPF because I wanted to help make an impact in my community & help teens using substances.



Two fun facts: I have two cats and love to do arts & crafts! I joined SPF because of the influence my mother has had on me regarding her job in substance use treatment. I want to be like her and try to help address it early before it starts.



Two fun facts: I am a painter and a rising social activist on social media platforms like Instagram & TikTok. I joined SPF because I wanted to learn how I can be a resource for help while learning how to be an active leader in my community.

SOMERVILLE POSITIVE FORCES 100



Two fun facts: my favorite color is pink and I like to clean. I joined SPF to learn more about why kids my age are into the smoking and drinking, knowing what could happen to them in the future.



Two fun facts: I am Haitian and I love listening to music. I joined SPF because it was a great opportunity to help teens in my community find ways to deal with personal and mental health issues instead of smoking. I want to help let them know there are better and safer options out there!



Two fun facts: I like music and I like movies! I joined because I know people who use drugs and want to help.

SOMERVILLE POSITIVE FORCES JR.



Two fun facts: I play basketball, flag football and volleyball and I started my own baking business at nine years old. I joined SPF because I want to help make a change for youth in Somerville to stop harming their body with drugs and vapes and how bad vapes are to their mental health and body.



Two fun facts: I have a cat named Ernie who is about the same age as me, i do circus arts, and just learned how to juggle with bowling pins! I joined SPFJR. because I wanted to make a difference in other kids' lives. I enjoy talking to people and seeing others' perception of the world.



Two fun facts: I hugged Diana Ross on stage while on my family vacation & I do 3 types of dance – tap, jazz, and hip-hop. I joined SPFJR. because I think it is important to improve the community and help many kids with underage drinking, smoking, vaping, etc.

SOMERVILLE POSITIVE FORCES JR.



Two fun facts: I'm left handed & I love to travel. I joined SPF because I wanted to make a change in my community and help assist in providing health information to everyone.

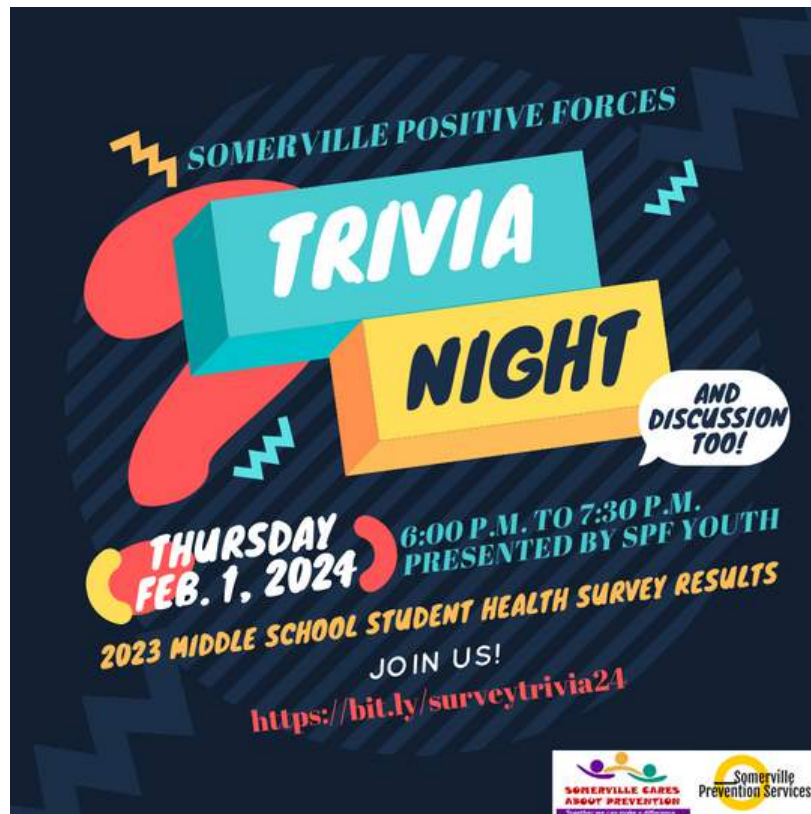


Two fun facts: I love to play sports & video games, and I would love to go to California. I joined SPF to help my community become aware of how substances can harm you.



Two fun facts: I am good at sports & I am funny. I joined SPF to help our community stay safe and learn more about addiction.

2023 MIDDLE SCHOOL STUDENT HEALTH SURVEY TRIVIA EVENT



Join us on February 1st at 6:00 p.m. to hear from SPF youth about the 2023 Middle School Student Health Survey results in a trivia format! After trivia, we'll discuss strategies to address in breakout rooms led by local professionals. Topics include substance use, mental health, physical violence, physical health and sexual health.

Link: <https://bit.ly/surveytrivia24>

QUESTIONS?
E-MAIL LHELLER@SOMERVILLEMA.GOV

SIX-CITY TOBACCO



- SOMERVILLE BOH
- EDUCATION & COMPLIANCE

CAMBRIDGE
CHELSEA
EVERETT
REVERE
SOMERVILLE
WINTHROP

The City of Somerville’s Board of Health will meet and host a public hearing in February 2024 to review potential changes to the current tobacco regulations that support tobacco control in Somerville. Please check the City of Somerville’s website for more details.

Per usual, Bonny has been out and about educating tobacco retailers, with compliance checks also continuing into the new year!

QUESTIONS?
E-MAIL BCARROLL@SOMERVILLEMA.GOV

TUFTS COMMUNITY HEALTH INTERNS



EMMA JOYCE

I wanted to intern with Somerville Prevention because I believe that substance misuse is an issue that needs to be destigmatized. I admire the use of social media at the community level as an engaging way to spread information.



JAIME KIM

I chose to intern with Somerville Prevention because it was a unique opportunity that would allow me to combine both my interests in substance misuse as a public health issue along with my love for social media content creation.



PHOEBE MCINTOSH

I wanted to be directly involved with local public health. Since I make TikToks, I was excited to learn skills on how to adapt public health communications to a modern, accessible medium!

CONTACT US



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