



HDAAC

The Holliston Drug & Alcohol Awareness Coalition

Orientation Packet



Our Partners



HYFS

Holliston Youth and Family Services



WELCOME!

Welcome to the Holliston Drug and Alcohol Awareness Coalition (HDAAC)! We are delighted to have you join the coalition and look forward to working with you!

Our Mission

The Holliston Drug & Alcohol Awareness Coalition (HDAAC) strives to foster communication, collaboration, and support for the people of Holliston. We have a collective responsibility to reduce and prevent youth and adult substance misuse by providing resources and education.

Our Vision

We are a strong, healthy, and welcoming town that strengthens connections with one another, safeguards our people from the impact of substance misuse, and helps break the stigma of addiction.

The reasons for substance misuse are complex. As a result, we use multiple prevention and support strategies here in Holliston. Not one strategy or outreach effort will reach everyone in the community. With your help, we can broaden our ability to identify and educate high risk groups while educating the community as a whole.

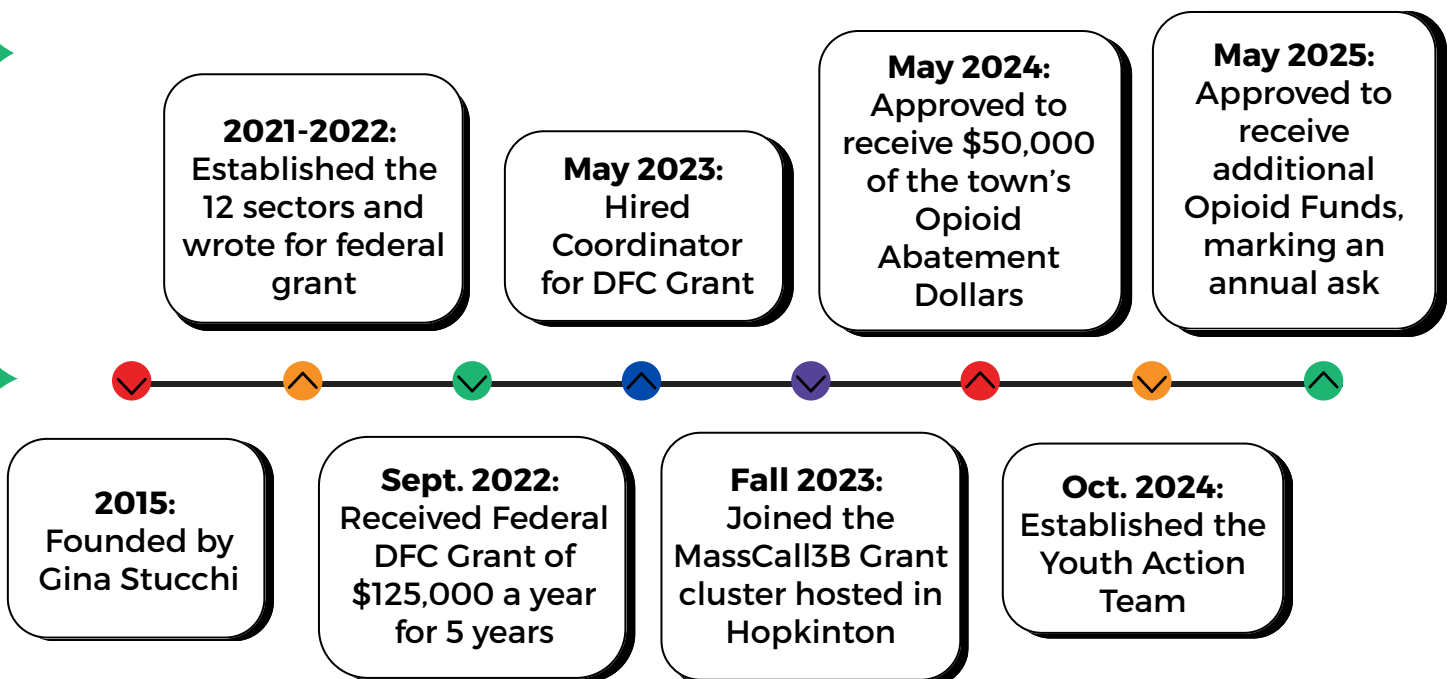
Enclosed you will find information that will help orient you to HDAAC, our structure, strategies, and outreach methods; as well as an overview of what prevention is and how it is used to decrease youth substance misuse.

HISTORY OF HDAAC

The Holliston Drug and Alcohol Awareness Coalition (HDAAC) was **founded by Gina Stucchi**, a Holliston resident in recovery who transformed her experiences into a catalyst for change. Gina's journey began in 2014 when, inspired by Christopher Herren of the Herren Project during a high school panel, she delivered a heartfelt plea about the dangers of avoiding conversations on addiction. Her powerful message resonated deeply, becoming the spark that launched HDAAC.

Drawing on her experiences, Gina rallied a team of passionate individuals dedicated to addressing substance misuse in their community. Under Gina's leadership, the coalition thrived, introducing parenting support groups and impactful initiatives.

Later in 2022, HDAAC secured the CDC's Drug-Free Community (DFC) Grant, bolstering their programs and outreach efforts. Through Gina's passion and the coalition's dedication, we have created lasting change, fostering a healthier, more compassionate community.



OUR FUNDING

Drug Free Communities Grant

Our main source of funding is a federal \$625,000 DFC grant from the CDC. This grant is **\$125,000 a year for 5 years** from 2022-2027. After 5 years, we have the opportunity to extend it for another 5 years, for a maximum of 10 years. This funding is used to pay our Coordinator's salary; travel to conferences/ trainings for the coordinator, coalition members, and youth; bring in speakers for youth, parents, and the community; and general supplies.



Opioid Abatement Funds

The Town of Holliston has received around \$150,000 in opioid settlement dollars as of July 1, 2024. HDAAC continues to request a portion of these funds each year at May Town Meeting; allowing us to start each July 1st with \$50,000. Currently, thousands of these dollars are directly given back to community members affected by the opioid crisis and addiction through the town's Community Action Fund. The rest of the funds have been spent on harm reduction and education initiatives; such as Narcan kits and trainings. It is also important to note that additional settlement dollars are predicted to continue trickling down to Holliston until 2038.

MASSCALL3B Grant

Our neighboring town Hopkinton was awarded a grant until 2029 that is shared between a cluster of themselves, Holliston, Medway, Medfield, and Wayland. While we receive no direct dollars from Hopkinton, this collaboration increases our data collection and educational programming across the region.



COALITION STRUCTURE

Our 12 Sectors

HDAAC works with at least one representative from each of the 12 sectors shown in the graphic to the right.

Each of these sectors are vital to our work. They all work in collaboration with one another to create the best support for the community.



Meeting Structure

- Meetings take place monthly during the school year (September - June).
- Meetings are typically on Zoom from 6:30-7:30pm.
 - Exception to this are in September, January, and June, which are usually longer in person meetings.
- Meetings consist of member discussion and share out, education, and program planning.
- Some other action items are tackled in the sub-committee meetings (learn more on next page).

COALITION STRUCTURE

Members are divided into two categories:

The Listserv: We found that many people in the community wanted to stay in touch with HDAAC for updates and resources, but they couldn't commit themselves to attending regular meetings. This group receives our monthly newsletter, gets direct emails blasts about upcoming events, and stay on the calendar invites for our three larger in-person meetings during the year- with an emphasis on attending the Stakeholders' Retreat in January.

Core Members: Our more consistently involved members are more active and attend most, if not all, of our monthly meetings. They too receive the same messaging as the larger listserv but are also more frequently engaged by participating in member share outs and initiative planning during the monthly meetings.

Sub-Committees:

Our sub-committees are curated for specific members who can achieve certain tasks in that area. These meetings are typically quarterly, during the day, on Zoom, because they often involve other town employees, such as the Health Department, Police, and others. We currently have a Policy Sub-Committee and a Data/Evaluations Sub-Committee. We would also eventually like to launch an Opioid Sub-Committee, to specifically work on opioid-related initiatives connected back to the opioid dollars we receive.

YOUTH ACTION TEAM



YAT

HDAAC Youth Action Team



A group of **passionate** high school students looking to build and practice **leadership skills**, learn and educate about **wellness**, and get to know other **like-minded youth** who share a passion for creating a **happier and healthier Holliston**.

Opportunities for youth:

- Advocate at the State House and attend other trainings and conferences around Massachusetts.
- Create campaigns and resources to bring awareness to topics like substance misuse, mental health, social justice, and more.
- Plan fun substance-free events for the community.
- Present to younger kids about substances and skill building.

2024-2025 Activities:

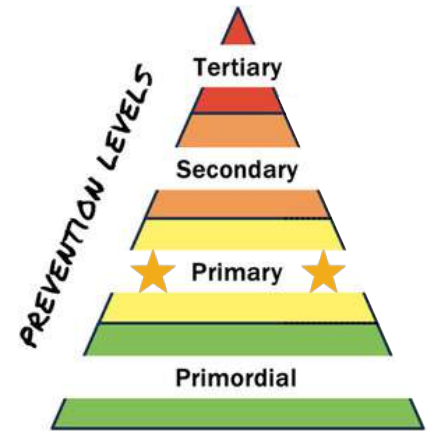
- Positive Messages Campaigns
- Advocacy at the State House
- Leadership Conferences
- Scrapbooking Event
- Drunk Driving Simulator
- Candy Grams & Mental Health Goodie Bags for student body
- Filming Educational Videos



LEVELS OF PREVENTION

Tertiary Prevention

- Rehabilitating persons with substance use disorder to reduce complications.
- Ex. HDAAC provides financial assistance to Holliston residents who have been affected by the opioid crisis to receive treatment.



Secondary Prevention

- Prevents substance use once exposure occurs, but is still in early stage.
- Ex. Our partners at Holliston Youth and Family Services (HYFS), run a program called iDECIDE at the High School for students caught with a chemical health violation (substance on school property). The program educates them on the dangers of substances but also allows the students to set goals for themselves to cut down or eliminate their substance use.

Primary Prevention

- Targets risk factors leading to substance use: this is an “[upstream](#)” approach.
- Ex. HDAAC brings in speakers, and provides our own education, to middle and high school students (and also their parents) around substance misuse and overall wellness and health.



Primordial Prevention

- Targets social and economic policies affecting health.
- Ex. Our Youth Action Team advocates at the Massachusetts State House for best practices around substance prevention, such as increasing alcohol and nicotine product taxes.



THE SEVEN STRATEGIES TO AFFECT COMMUNITY CHANGE

01

Provide information—Tabling at school and community events and media posts, build out, and campaigns to spread awareness of HDAAC as a resource in town.



02



Enhance skills—Educational workshops for youth, parents, coalition members, and the general community around substances and related prevention and wellness topics.

03

Provide support—Creating opportunities for people to participate in drug-free activities; such as an afterschool drop in art event at the middle school.



04



Enhance access/reduce barriers—Improving systems for access to mental health and substance use supports; such as providing financial support for someone in recovery to access a treatment facility, or the distribution of Narcan to the general community.

05

Change consequences—Strengthening enforcement of drug-related laws, such as performing compliance checks of alcohol retailers to make sure they card young people.

06



Change physical design—Changing the physical design of the environment, such as parks clean ups, no tobacco signage, and lighting or camera surveillance.

07

Modify/change policies—Formal change in written procedures, rules, or laws in the schools or community, such as advocating for the new Tobacco Free Generation law that would eliminate tobacco sales to anyone born after it went into effect.



GLOSSARY

BOH: Board of Health – a key local partner of ours.

Bright Solutions: A monthly call for prevention coalition coordinators across Massachusetts.

CADCA: A national technical assistance organization that connects coalitions, shares strategies, and promotes community-level solutions. They host two annual conferences we attend (February and July).

DFC Grant: Drug-Free Communities Grant – a five-year award of \$125,000 per year, received by HDAAC in 2022.

HHS: Holliston High School.

HYFS: Holliston Youth and Family Services – the host organization for HDAAC and one of our strongest partners.

MAPC: Massachusetts Alcohol Policy Coalition – a monthly call focused on alcohol policy in Massachusetts. They organized one of our youth advocacy days at the State House.

MIAA: Massachusetts Interscholastic Athletic Association – they set state-wide rules for athletes, including penalties for substance use.

MWAHS: MetroWest Adolescent Health Survey – a biannual survey administered at Holliston Middle and High Schools, as well as across the MetroWest region, to collect data on substance use, mental health, and related issues. We rely heavily on this data to guide our strategies and measure outcomes.

RAMS: Robert Adams Middle School.

SAMHSA: Substance Abuse and Mental Health Services Administration – a federal agency offering a wide range of prevention resources, including “Talk. They Hear You.”

SAPA: Substance Awareness & Prevention Alliance – a monthly MetroWest coalition call focused on statewide substance use policies.

SUD/ODU: Substance Use Disorder / Opioid Use Disorder.

TCP: Tobacco Control Program – based in Framingham, this program conducts compliance checks of tobacco retailers in Holliston and provides policy recommendations.

YAT: Youth Action Team – our youth coalition.

84 Movement: A statewide organization dedicated to tobacco and nicotine prevention. They host youth workshops, conferences, and advocacy days at the State House.



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**For Additional Information,
Contact HDAAC Coordinator,
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call 508-429-0620 ex. 3!**

**Visit Our Website:
www.HDAAC.org**

**Follow us on Social Media!
Facebook: @HDAACoalition
Instagram: @HollistonDAAC**