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Natick 180 Coalition 2023-2026 Strategic Plan



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Health Resources in Action
Advancing Public Health and Medical Research

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Introduction

In November 2022, the Natick 180 Coalition (the Coalition) began work to develop a three-five-year strategic plan to inform the Coalition's priorities in advancing mental health and substance use education, prevention, treatment, and recovery efforts in Natick, MA. The strategic planning process included participation from a variety of stakeholders with a vested interest in the Coalition's mission and work (see Appendix A for Coalition Planning Session Participants). The Coalition contracted with Health Resources in Action, Inc. (HRiA) to lead the planning effort.

The Planning Process

Data Gathering and Synthesis

Gathering data is an important foundation for guiding and constructing a strategic plan. Data gathering efforts for this plan included a document review of community health assessment data gathered by the Natick Health Department and Coalition staff (see Appendix B for list of data sources reviewed/cited.)

HRiA synthesized and compiled the themes and recommendations from this data into a Summary PowerPoint report that was shared with the Coalition staff and Steering Committee on December 1, 2022. The themes presented were used to identify priorities for the strategic plan, as well as to inform the goals, objectives, and strategies for these priorities.

Identifying Priority Areas

Prioritization helps to focus planning efforts to maximize the impact of collective action and the resources available to the Coalition. HRiA consultants facilitated a 2-hour, in-person meeting with the Coalition Steering Committee to kick off the project, present the key themes from the assessment data review and synthesis, and facilitate the selection of priority areas for the strategic plan. HRiA's analysis yielded the following high-level take-aways on trends in select indicators since the 2018 Strategic Plan:

- Trends over time are generally going in the right direction.
- Youth and parents seem well-educated on the issues. Education about the harms of vaping and other substance use seem to be working.... except for marijuana use.
- Rates of prescription drug misuse are very low – even though prescription rates for painkillers are relatively high.
- Rates of alcohol and marijuana use are relatively high, and there does not seem to be much concern about long-term harms.
- A small group of students exhibit problematic substance use as young as 9th grade: targeted intervention may be needed.
- Survey data confirms the widespread belief that the pandemic has had severe effects on youths' social & emotional well-being and mental health. Adolescent girls are having an especially hard time.
- Natick is wealthy in supports for youth (peers, parents, and other adults). Girls are talking about their problems and seeking help more than boys.



HRiA then provided sample priorities and criteria for consideration by the Steering Committee and facilitated a discussion to determine the four (4) priorities that would become the foundation for the Strategic Plan:

Priority 1: Prevention and Treatment for Mental Health Concerns

Priority 2: Community Norms Around Cannabis & Alcohol Use

Priority 3: Harms from Opioid and Other Illicit Drug Use

Priority 4: Support for People Seeking or Maintaining Recovery

Planning Sessions

The Coalition invited all staff and Steering Committee members to participate in a virtual Pre-Planning session conducted by HRiA on December 7, 2022. This session was followed by four, virtual planning sessions in December 2022 and January 2023. The planning sessions were structured in both small and large group formats to develop plan components (e.g., goals, objectives, indicators, strategies, and potential partners). The sessions were facilitated by consultants from HRiA and included opportunities for cross-priority feedback and refinement of each of the core elements of the strategic plan.

Based on the output from the strategic planning sessions, HRiA developed a draft strategic framework. The draft framework was then circulated to the Coalition for electronic feedback. HRiA compiled the feedback, revised the plan for overall consistency, and discussed recommendations for final revisions with the Coalition Staff. The Coalition Staff completed a final review of the draft plan before approving the final plan outlined in this document.

The Strategic Plan

A strategic plan includes several key elements: a vision which articulates the preferred future we are trying to create as a result of our work; a mission statement that articulates a central purpose: whom do we serve, for what purpose, and in what ways that are unique or distinct? and guiding principles that guide every aspect of the work, from decision-making to priority-setting, and from partnerships to engagement strategies.

Vision: A Statement of the Preferred Future We Want to Create

The Coalition recognizes both substance use disorder and racism as public health crises and is committed to dismantling the policies, systems and structures that contribute to the discrimination and inequities that impact the lives of Natick community members.

Mission: A Statement of Our Central Purpose

Natick 180 serves as Natick's principal community-based coalition for inclusive and culturally responsive addiction education, prevention and recovery. The Coalition brings together diverse partners, individuals and resources to:

- address factors contributing to substance use disorder, such as mental health, stigma, and racism;
- provide assistance to those who are currently experiencing addiction;



- empower members of the recovery community through inclusion in decision-making and leadership roles; and
- build up community characteristics and create a culture of equitable access to connectedness and belonging that protect against substance use disorder.

Guiding Principles: The Values We Uphold in Our Work

We welcome all individuals no matter their disability, race, culture, language, gender, economic circumstance, gender identity, sexual orientation, spiritual or religious background or age.

Natick 180 empowers community members and fosters community conversations about substance use and mental health that are driven by empathy, respect, science and data.

Plan Elements

Priorities are key issues that provide a focus for planning.

A *goal* is a strategically stated, non-measurable change in the priority area. It describes in broad terms a desired result for the priority area.

Objectives articulate goal-related outcomes in specific and measurable terms. Ideally, objectives are SMART (specific, measurable, achievable, relevant, time-phased) and state how much of what you hope to accomplish and by when. Success measures are measure(s) of progress toward the objective.

Strategies describe HOW an objective will be achieved. They are less specific than action steps but try to broadly answer the question, "How can we get from where we are now to where we want to be?"

The following pages outline the goals, objectives, indicators, strategies, and potential partners for the four priority areas of the Coalition's Strategic Plan. See Appendix C for a list of Acronyms used in the Strategic Plan.



Strategic Plan Snapshot

Priority Areas	Goals	Objectives
Priority 1: Prevention and Treatment for Mental Health Concerns	Goal 1: Work with community networks to create a safe, healthy, and equitable environment where people of all ages can thrive (socially, emotionally, mentally, and physically), and feel connected to their community, without barriers or stigma.	<ul style="list-style-type: none"> 1.1: Increase the number of positive community connections and opportunities for youth to socialize inside and outside of schools in safe, supervised environments by 2025. 1.2: Increase the number of stigma-free, culturally responsive, formal and informal community supports for addressing mental health concerns at all levels (e.g., professionals, paraprofessionals, and peer supports) by 2025. 1.3: Increase the number of programs that address and promote the importance of wellness/self-care for youth and adults by 2025. 1.4: Reduce the incidences of identity-based discrimination and abuse in schools, community, and online (e.g., disability, neurodiversity, race, language, gender, economic circumstance, gender identity, sexual orientation, spiritual or religious background or age) by 2025. 1.5: Increase the adoption of healthy technology habits by 5% by 2025.
Priority 2: Community Norms Around Cannabis & Alcohol Use	Goal 2: Foster a caring community where everyone has equitable access to the knowledge and support needed to make informed decisions around cannabis and alcohol.	<ul style="list-style-type: none"> 2.1: Reduce underage alcohol consumption and cannabis use by 3% by 2025. 2.2: Increase ADULT awareness and understanding of the impacts of cannabis and alcohol use by them as role models and by youth by 2025. 2.3: Partner with retailers to create/expand campaigns and programming that discourage underage access and use by 2025.
Priority 3: Harms from Opioid and Other Illicit Drug Use	Goal 3: Cultivate a nonjudgmental and inclusive community where all individuals have equitable access to information and services that can assist them in preventing and managing harms associated with substance use disorder.	<ul style="list-style-type: none"> 3.1: Decrease the number of youth who report using opioids and other illicit drugs by 2025. 3.2: Increase the number of harm reduction services that are accessible, free from stigma, and meet individual needs by 2025. 3.3: Decrease the environmental and interpersonal impacts of substance use on the broader community by 2025.
Priority 4: Support for People Seeking or Maintaining Recovery	Goal 4: Provide holistic support for those pursuing and working through their recovery journey.	<ul style="list-style-type: none"> 4.1: Increase utilization of transitional planning resources by 2025. 4.2: Increase awareness of transportation options to support recovery for all members of the community by 2025. 4.3: Increase economic stability for youth and adults in recovery by 2025. 4.4: Increase utilization of ancillary funding opportunities (grants, foundations, donations) by those in recovery by 2025. 4.5: Create one centralized point of entry to promote awareness of local resources to navigate recovery by 2025.



Priority 1: Prevention and Treatment for Mental Health Concerns

Goal 1: Work with community networks to create a safe, healthy, and equitable environment where people of all ages can thrive (socially, emotionally, mentally, and physically), and feel connected to their community, without barriers or stigma.

Objective 1.1: Increase the number of positive community connections and opportunities for youth to socialize inside and outside of schools in safe, supervised environments by 2025.

Indicators

- *Number of protective factors*
- *Number of suicides*
- *Incidents of bullying and discrimination/intolerance*
- *Amount of socialization without substances*
- *Number of community connections and opportunities*

Strategies

- 1.1.1 Raise awareness of the mutual benefits of community service, especially for youth.
- 1.1.2 Identify/create resource bank for community service opportunities for youth.
- 1.1.3 Encourage and promote sponsorship of community service events (e.g., SPARK Kindness community leaf-raking).
- 1.1.4 Identify community needs (for seniors, veterans, unhoused people/shelters, rehoused young adults & their caregivers, etc.) and conduct outreach to neighborhood and corporate partners to engage and coordinate adults and at-risk youth in service opportunities.
- 1.1.5 Partner with Town officials to intentionally build space for youth to participate in town events and have youth representation included in town decision-making.
- 1.1.6 Develop and support public/private intergenerational relationships and opportunities for youth-senior and youth peer-to-peer (mentoring) connections (see “Seekers and Sages” club for NHS).
- 1.1.7 Support and promote new, safe, neutral, “third spaces” for youth to gather and socialize in community without substances. (See also 2.3.7, 3.2.4)

Potential Partners & Resources

- BOKS Program
- Community Services Department
- Corporate partners/sponsors
- Department of Public Works (DPW)
- Elks Club
- Faith-based organizations
- Home schools
- Keefe Tech
- Keep Natick Beautiful
- Kiwanis Club
- Libraries
- Lions Club
- Natick Center Cultural District
- Natick Police Department
- Natick Public Schools



- Natick young adults in the workforce
- Other clubs/initiatives in Natick Public Schools
- Private School community
- Private Sports Clubs
- Rotary Club
- Scouts

Objective 1.2: Increase the number of stigma-free, culturally responsive, formal and informal community supports for addressing mental health concerns at all levels (e.g., professionals, paraprofessionals, and peer supports) by 2025.

Indicators

- Number of providers (BH coaches, MH counselors, recovery coaches, social workers, MD's)
- Number of pipeline programs to develop the provider workforce
- Number of community members trained on MHFA, guidelines for supporting neighbors/young people
- Number of community training programs related to mental health

Strategies

- 1.2.1 Train more people on youth and adult mental health first aid, bystander intervention, and QPR suicide prevention and identify community leaders who can provide mental health support and guidance.
- 1.2.2 Publicize and expand available trainings through multi-media (newsletters, print, social media, school publications, etc.) especially programs accessible through NWH.
- 1.2.3 Introduce young people to mental health careers within schools and at college fairs, career nights/NWH, etc. that include opportunities and educational requirements.
- 1.2.4 Work with partners to create or expand overt, visible messages of support/stigma reduction for Mental Health in key community locations.
- 1.2.5 Host community film screenings/book reads and discussion re Mental Health.
- 1.2.6 Publicize and standardize/consolidate list of available resources that include and address access/equity issues (culturally relevant imagery, languages, cost/no cost, accommodations, etc.).
- 1.2.7 Publicize successes with cultural understanding.

Potential Partners & Resources

- Adult clubs (Rotary, Kiwanis, Lions, etc.)
- Behavioral Health Connect (MetroWest Care Connection)
- Community Services (e.g., Senior Center, Veterans)
- Community Services Department
- INTERFACE Referral Network
- Keefe Tech
- Leonard Morse Hospital
- Local legislators
- MA 211
- MetroWest Regional Coalition for Suicide Prevention
- Natick Neighbors publication
- Natick Public Schools



- Newton-Wellesley Hospital (NWH) – Resilience Project, training/programming on “Raising Resilient Teens” and “Raising Resilient Kids”
- Out MetroWest
- SOAR NATICK
- SPARK Kindness

Objective 1.3: Increase the number of programs that address and promote the importance of wellness/self-care for youth and adults by 2025.

Indicators

- *Number of suicides*
- *Number of programs available*
- *School curriculum*
- *Adolescent health survey data*

Strategies

- 1.3.1 Enhance relationship with schools, Teen Center, athletic coaches, and other venues where Natick 180 staff can participate as guest speakers, incorporating mental health and self-care topics into curricula/programming.
- 1.3.2 Continue partnership with Families for Depression Awareness and host monthly offerings.
- 1.3.3 Increase spaces for fun and equitable physical activities that are not related to organized youth sports.
- 1.3.4 Promote ways of enhancing wellness for youth within schools (see BOKS program) and investigate how to make programming accessible and equitable.
- 1.3.5 Create town-wide, sponsored events that promote wellness.

Potential Partners & Resources

- Arts and Environment-Centered Groups that promote creativity/connection to nature (Natick Center Cultural District, Friends of Natick Trails, Keep Natick Beautiful, etc.)
- Clubs and initiatives inside and outside of NPS
- Community Services Department
- Families for Depression Awareness
- Girls on the Run
- Hospitals
- Keefe Tech
- Library
- Natick Public Schools
- Other Coalitions in surrounding towns and MetroWest (learn best practices and partner on program delivery)
- Parks and Recreation Department
- Strivers
- TCAN (The Center for Arts in Natick)
- Teen Center



Objective 1.4: Reduce the incidences of identity-based discrimination and abuse in schools, community, and online (e.g., disability, neurodiversity, race, language, gender, economic circumstance, gender identity, sexual orientation, spiritual or religious background or age) by 2025.

Indicators

- Number of reported incidences on identity-based discrimination and abuse
- Trend analysis by age, identity

Strategies

- 1.4.1 Provide expanded space for representation of different groups in town events, like Multicultural Day, to increase opportunities for learning and belonging.
- 1.4.2 Engage youth in leading discussions about equity and belonging.
- 1.4.3 Partner with faith-based organizations, Natick Is United, Natick Public Schools, and other community organizations to offer implicit bias and antiracist trainings on a consistent basis to the community.
- 1.4.4 List partner training events on a community calendar and share the calendar of these events and opportunities within the local Natick papers for those who don't have children within the NPS.
- 1.4.5 Expand Natick 180 trainings to include coalition members.

Potential Partners & Resources

- BOKS Program
- Commission on Disability
- Community Services Department
- Equity Co op
- HUG (Help Us Greet)
- Interfaith Leaders Association
- Keefe Tech
- Metco
- Natick Center for the Arts
- Natick Is United
- Natick Public Schools
- SPARK Kindness
- TCAN



Objective 1.5: Increase the adoption of healthy technology habits by 5% by 2025.

Indicators

- *Number of protective factors*
- *Number of educational programs about harms of social media, appropriate tech communication*
- *Number of hours people report being online*
- *Number of and participation in activities that are not online*
- *Engagement of youth in solutions/strategies*
- *Number of cyberbullying incidents*

Strategies

- 1.5.1 Integrate communication skills training in curricula on how to use technology platforms within programs offered in schools, community centers, senior centers, etc.
- 1.5.2 Disseminate evidence-based information in print, online, and via other messaging sources re: healthy technology use (e.g., how much time onscreen is healthy, appropriate communication – types and topics, use of social media, etc.).
- 1.5.3 Educate youth and adults on types and impact/consequences of cyber-bullying and on-line hate speech (mental health impact on recipients, perpetrators, and bystanders; “words matter,” and legal ramifications).
- 1.5.4 Promote “unplugged” time for personal connection space (at dinner tables, on weekends, in the evenings, etc.).
- 1.5.5 Strategically partner with schools, parks and recreation, library, SPARK Kindness/ community nonprofit educational groups, FCC, and cultural venues to create evidence-informed programming, messaging, outreach, community touchpoints/events, etc. as alternative to onscreen time.

Potential Partners & Resources

- Community Services Department
- Cultural venues (TCAN)
- Faith-based organizations (e.g., FCC)
- Keefe Tech
- Leonard Morse Hospital
- Library
- METCO and other diversity-serving groups
- Natick Public Schools
- Parks and Recreation Department
- SPARK Kindness/ community nonprofit educational groups



Priority 2: Community Norms Around Cannabis & Alcohol Use

Goal 2: Foster a caring community where everyone has equitable access to the knowledge and support needed to make informed decisions around cannabis and alcohol.

Objective 2.1: Reduce underage alcohol consumption and cannabis use by 3% by 2025.

Indicators

- *Number of youth who self-report alcohol consumption, and trend data*
- *Number of youth who self-report cannabis use, and trend data*
- *Perception of risk of harm*
- *Access WITH a parent/guardian's knowledge*
- *Ability to purchase with a fake ID*
- *Perception of peer and parental/guardian disapproval*
- *Binge drinking*
- *Change in community norms and behaviors regarding drinking and cannabis use*

Strategies

- 2.1.1 Explore and implement educational strategies to provide updated information to Natick 180 Coalition members on current and recent developments, delivery systems, and emerging trends in cannabis and alcohol use. (See also 2.2.1)
- 2.1.2 Enhance and expand multi-faceted education campaigns to increase YOUTH awareness of the impacts and health risks of cannabis and alcohol use.
 - Understanding risk of harm
 - What is legal, what is not
 - Market overview – packaging, use instructions, form factor (beverages, gummies)
 - Attitudes and social norms in the community
 - Story telling: Parents/guardians talking to parents/guardians, youth talking to youth
 - Adult use (parents/guardians and other role models)
 - Repercussions of underage use – school rules, community laws
 - Age-appropriate message for all age groups K-12
 - Variety of presenters
 - Positive messaging
 - Social norms (those not using)
 - Media literacy – understanding the multitude of marketing that is out there for cannabis & alcohol
 - Impact of youth behavior on younger siblings
 - Ramifications of posting underage activity on social media – e.g., job applications, college applications (see also 1.5.2)
- 2.1.3 Develop/enhance and implement skill building for youth to address topics related to alcohol and cannabis use (e.g., peer pressure, peer-to-peer approaches, NATI).
- 2.1.4 Identify channels to deliver messaging and information on skill building.
 - School orientations and in school curriculum (e.g., health class)
 - family nights
 - Sports, clubs, activities, events (including family meetings at the school before sports seasons)
 - Social media, print, radio
 - Local businesses
- 2.1.5 Develop and/or promote influencer campaigns, programs, and/or events to facilitate pro-social behavior.



- Athletes
 - Scholars
 - Performers
 - Artists
- 2.1.6 Advocate for policy change and enforcement of laws for those who enable underage use.
- 2.1.7 Partner with schools to clarify, clearly communicate, and enforce the laws and rules around underage cannabis and alcohol use during school events and on school property.

Potential Partners & Resources

- Community leaders and organizations
- iDECIDE program
- Keefe Tech
- Law enforcement
- Local businesses (age-appropriate targeting businesses they have purchasing power)
- Natick Rotary
- Peer-to-peer groups (NATI, The 84)
- PTO organizations
- School Committees
- Schools and school resource officers
- SPARK Kindness
- Sports leaders
- Town/municipal leadership
- Walnut Hill

Objective 2.2: Increase ADULT awareness and understanding of the impacts of cannabis and alcohol use by them as role models and by youth by 2025.

Indicators

- Access *WITH* a parent/guardian's knowledge
- Number of calls that come into the referral service
- Number of referrals made
- Number of participants at events
- Exit surveys at events (*including Natick 180 annual parent/caregiver survey*)

Strategies

- 2.2.1 Explore and implement educational strategies to provide updated information to Natick 180 Coalition members on current and recent developments, delivery systems, and emerging trends in cannabis and alcohol use. (See also 2.1.1)
- 2.2.2 Conduct learning sessions at multiple settings for parents/guardians of children of age groups from K-early college years.

Potential Topics:

- QPR and YMHFA trainings
- Promote physical and mental wellness (positive messaging)
- Talking to your child - confidence that what you are saying is effective
- Understanding risk of harm, developmental impact and impact on future success
- What is legal, what is not, social host liability
- Market overview – packaging, use instructions, form factor (beverages, gummies)
- Attitudes and social norms in the community



- where to go for help – referral service
 - Pressure parents/guardians are putting on kids – excellence in sports, academics, etc.
 - Parents/guardians are not alone – what do you want vs. we all did it so our kids likely will, too
 - Ask them to sign a Parental/Guardian Contract/Agreement – create a village
 - Media literacy – understanding the multitude of marketing that is out there for cannabis & alcohol
 - College age children, the stresses they face, how parents/guardians discuss with their child and be supportive
 - High rate of drinking before and at HS events, especially sporting
 - Adult substance use at youth events (e.g., tailgating in parking lots)
 - Helping parents/guardians understand the ramifications of posting use activity (their activity or their children's) on social media – e.g., job applications, college applications, personal reputation) (see also Priority 1)
- 2.2.3 Develop skill building for adults to help youth to address various topics related to alcohol and cannabis use such as peer pressure, peer-to-peer approaches, NATI, college students talking to rising juniors and seniors, recognizing the signs and symptoms of use, and recognizing the paraphernalia – hidden in plain sight.
- 2.2.4 Develop strategies to counteract the appeal of cannabis marketing and its impact on youth.
- 2.2.5 Enhance or expand methods of marketing to promote existing programs for parents and guardians, such as Learn a Better Way, to increase attendance/participation.
- 2.2.6 Partner with community leadership and peer leaders of extra-curricular activities (e.g., sports, clubs, organizations) to send positive messaging to parents/guardians around alcohol and cannabis (recognizing signs of substance misuse, not exacerbate injuries by pushing kids back into play).
- 2.2.7 Partner with early education and caregivers to work with parents/guardians of young children to educate early.

Potential Partners & Resources

- Community leaders and organizations
- Community Senior Center
- Community sports leagues
- Facebook groups (e.g., Natick Moms, Natick Dads) and other social media (work with moderators to pin/highlight our posts)
- Faith-based organizations
- Law enforcement
- Library
- Local businesses (age-appropriate targeting businesses they have purchasing power)
- Natick Rotary
- Peer-to-peer groups (NATI, The 84, captains on sports team)
- Primary care providers
- PTO organizations
- School Committees
- Schools and school resource officers
- SPARK Kindness
- Sports leaders
- Town/municipal leadership



- Video on social host liability

Objective 2.3: Partner with retailers to create/expand campaigns and programming that discourage underage access and use by 2025.

Indicators

- Number of businesses who adopt best practices/participate in programs
- Number of adverse health events (needing emergency response/intervention)
- Number of participants in annual meeting at licensing time
- Number of retailers who pass compliance checks

Strategies

- 2.3.1 Create and build upon partnerships with businesses and policy making boards to develop local best practices, guiding principles, and policies that align with other strategies (e.g., notifying authorities).
- 2.3.2 Establish recognition programs for businesses to positively promote their participation in following best practices (e.g., award, letter of recognition, etc.)
 - Benefit to businesses for parent/guardian business for their commitment to the community.
 - Buying/building goodwill in the business community.
- 2.3.3 Take advantage of piggybacking on seasonal marketing campaigns to deliver messaging (e.g., Sticker Shock campaign).
- 2.3.4 Conduct or promote trainings for retailers on underage use (see Marlboro: the city pays for the TIPS training, provides that service – can Natick 180 use that as a touch point to conduct additional training?).
- 2.3.5 Partner with retailers and community organizations to provide and/or promote lockable solutions for substances that should be kept out of the reach of children.
- 2.3.6 Utilize lockable solution opportunities to share resources and promote sponsors both in the lockbox/pouch and via QR codes and information printed on the lockbox/pouch.
- 2.3.7 Explore ways to equitably promote sober venues and events in the community. (See also 1.1.7 and 3.2.4)

Potential Partners & Resources

- Alcohol retailers
- Animal Rescue League
- Business property owners & landlords (leases, advertising in elevators and common spaces)
- Cannabis retailers
- Civic organizations
- Community Organizations
- Delivery service providers (to share information and/or branded giveaways)
- Faith-based organizations
- Law enforcement
- Municipal partners
- Natick Mall
- Restaurants & Hotels
- School partners
- Veterinarians



Priority 3: Harms from Opioid and Other Illicit Drug Use

Goal 3: Cultivate a nonjudgmental and inclusive community where all individuals have equitable access to information and services that can assist them in preventing and managing harms associated with substance use disorder.

Objective 3.1: Decrease the number of youth who report using opioids and other illicit drugs by 2025.

Indicators

- *Number of youth who report using opioids and other illicit drugs in the biennial MetroWest Adolescent Health Survey*
- *Number of youth who report using opioids and other illicit drugs in the annual iDECIDE survey*

Strategies

- 3.1.1 Support Natick Public Schools in delivery of evidence-based, age-appropriate substance use education for students, grades K-12.
- 3.1.2 Enhance and deliver substance use prevention trainings for parents, guardians, and trusted adults (e.g., coaches, community influences) that are geared towards the milestones of elementary, middle, and high school as well as young adulthood.
- 3.1.3 Provide more interactive, multigenerational education opportunities for youth and their parents/guardians.
- 3.1.4 Identify existing opportunities to consistently embed educational trainings across community sectors (e.g., schools, housing, senior centers, veterans, LGBTQIA+).
- 3.1.5 Develop a comprehensive support plan for youth who use opioids and other illicit drugs.

Potential Partners & Resources

- Advocates
- Community Senior Center
- iDECIDE
- Leonard Morse Hospital
- Natick Public Schools
- Newton Wellesley Hospital Resiliency Project
- Out MetroWest
- Program RISE
- SPARK Kindness

Objective 3.2: Increase the number of harm reduction services that are accessible, free from stigma, and meet individual needs by 2025.

Indicators

- *Participation levels in services*
 - Number of youth referred to substance use diversion program
 - Number of adults seeking care (e.g., harm reduction services at JRI, detox programs, rehab)
- *Number of overdoses (both fatal and nonfatal)*
 - NARCAN distribution
- *STI rates*



Strategies

- 3.2.1 Further develop a drop-in program (e.g., Program RISE's RISE On Van) in the community for individuals seeking information or connection to services for substance use.
- 3.2.2 Develop opportunities for community members to access harm reduction information and services (e.g., stigma-free needle exchange, NARCAN access).
- 3.2.3 Evaluate and expand the existing post-overdose support team model.
- 3.2.4 Host sober activities for youth and young adults. (See also 1.1.7, 2.3.7)
- 3.2.5 Identify and address gaps in resource referrals (e.g., integrate LABW parent program into the delivery of the iDECIDE diversion program for youth, connect aging adults with adult children experiencing substance use challenges with senior centers, MetroWest Care Connection, connect friends on scene of overdose calls to support services)
- 3.2.6 Continue to push ability to hand out NARCAN to businesses and community members (e.g., explore NARCAN vending machines). (See also 3.3.3)
- 3.2.7 Explore opportunities to create access to recovery coaches and other models of peer support (may connect to Priority 4).
- 3.2.8 Promote and educate about recovery-friendly workplaces. (See also 4.1.5)

Potential Partners & Resources

- Anchored in Recovery
- Annette Ziegler
- iDECIDE (MGH)
- Keefe Tech
- LABW
- Leonard Morse Hospital
- MetroWest Care Connection
- NATI
- Natick Fire Department
- Natick Police Department
- Natick Public Health Department
- Natick Public Schools administration
- Natick Rotary (potential funding source)
- Natick Service Council
- Newton Wellesley Hospital Resiliency Project
- Program RISE
- SOAR Natick
- SPARK Kindness
- Walnut Hill



Objective 3.3: Decrease the environmental and interpersonal impacts of substance use on the broader community by 2025.

Indicators

- *Number of syringes collected*
- *Number of people accessing family and friend supports for those with substance use disorder*
- *Number of sharps containers available in public spaces*
- *Number of sharps and other drug paraphernalia found in the community*
- *Number of calls to the police department asking for sharps disposal (reduce that number)*

Strategies

- 3.3.1 Develop sharps response model (e.g., sharps station available in public areas with sharps container and tongs, spot checks by Program RISE, education on the safe disposal of sharps) that reduces unintended access to used sharps.
 - Potential action steps: Educate public about places to dispose of sharps, identify potential new sharp disposal locations, identify hot spots of sharp disposal, work with pharmacies (e.g., CVS) to include biohazard boxes/information with medications requiring needles.
- 3.3.2 Develop and implement training curriculum for community members on how to handle sharps.
- 3.3.3 Expand existing NARCAN trainings to community organizations. (See also 3.2.6)
- 3.3.4 Develop and implement educational trainings and support group opportunities for community members who have adult children experiencing substance use-related challenges.
- 3.3.5 Educate community members about medication Take Back days, ongoing Take Back program, and proper disposal of beer cans and nips etc.
- 3.3.6 Explore enhancing connections to existing programs and services for friends and bystanders who witness the harms from substance use disorder.
 - Potential action step: Support creation of additional programs and services for this population such as MetroWest Grief Outreach Response Team responding to friends and bystanders as well as families.

Potential Partners & Resources

- Cochituate Rail Trail
- DEA (Take Back Program)
- Green Natick
- Keep Natick Beautiful
- MetroWest Chamber of Commerce
- MetroWest Grief Outreach Response Team
- Natick Center Cultural District
- Natick Department of Public Works
- Natick Fire Department
- Natick Health Department
- Natick Police Department
- Project RISE
- SAD OD
- Senior Centers



Priority 4: Support for People Seeking or Maintaining Recovery

Goal 4: Provide holistic support for those pursuing and working through their recovery journey.

Objective 4.1: Increase utilization of transitional planning resources by 2025.

Indicators

- Knowledge and awareness of recovery resources and support
- Enhanced productivity in society (e.g., employment, volunteerism, etc.)
- Enhanced life skills

Strategies

- 4.1.1 Enhance and maintain a centralized database of transitional planning opportunities (community partners, peer support, events, etc.).
- 4.1.2 Increase outreach opportunities in promoting transitional planning resources.
- 4.1.3 Identify and develop connections among a network of community partners (e.g., Peer to peer supports, Service Council, career planning, and recovery court).
- 4.1.4 Promote awareness of and engagement in transitional planning training opportunities.
- 4.1.5 Promote and educate about recovery-friendly workplaces (see 3.2.8).
- 4.1.6 Offer trainings and educational material for the friends and family of those pursuing recovery.

Potential Partners & Resources

- A Place to Turn
- Bill Phillips (peers for students at HS)
- CBHI (Framingham-based)
- Family Promise
- JRI
- Leonard Morse Hospital
- MA Commission for the Deaf and Hard of Hearing—Karran Larson, Statewide SUD recovery services deaf recovery coach, karran.larson@mass.gov, (www.mass.gov/MCDHH)
- MetroWest Care Connection (monthly mtgs)-Sharon Ahern, Nick Jennings (Natick)
- MOAR (resource guide)
- Natick Health Department
- Natick Human Services Dept. (Katie Sugarman)
- Natick Service Council
- Rotary
- SMOC (Framingham-based)
- The Living Room (508-661-3333)



Objective 4.2: Increase awareness of transportation options to support recovery for all members of the community by 2025.

Indicators

- *Reported knowledge and utilization of transportation options for recovery*

Strategies

- 4.2.1 Develop a transportation database (to be housed on Natick 180 website).
- 4.2.2 Identify alternative funding sources for transportation.
- 4.2.3 Identify and solidify program and community partners who can offer transportation services (including specialized accommodations).
- 4.2.4 Include transportation resources along with outreach efforts to those in recovery.

Potential Partners & Resources

- Connect bus
- JFK transportation
- JRI – can sometimes provide Ubers
- Local taxi service
- MetroWest bus
- Natick 180
- Natick Probation Court
- Program Rise - can provide Ubers
- Sober Shuttle (one service to another service), Jim Booker, 617.460.0584 (sobershuttle535.com)
- The Ride - can provide reduced rates for folks who have a disability, including behavioral health disabilities



Objective 4.3: Increase economic stability for youth and adults in recovery by 2025.

Indicators

- *Number of youth in recovery experiencing financial hardship*
- *Number of adults in recovery experiencing financial hardship*
- *Number of reports of stable and quality employment*

Strategies

- 4.3.1 Collaborate with financial advisors to offer free services to youth and adults in recovery.
- 4.3.2 Offer free or reduced cost educational trainings to people in recovery, and the public utilizing the SAMHSA definition of recovery.
- 4.3.3 Create an advisory board to oversee and guide financial support services for people in recovery.
- 4.3.4 Identify recovery-friendly workplaces and help workplaces understand/become recovery friendly.
- 4.3.5 Identify and enhance existing connections/partnerships to support youth and adults in recovery.

Potential Partners & Resources

- BSAS Workplace Wellness (connect people at work with activities that don't revolve around alcohol and drugs)
- Community colleges
- Family Promise
- Local banks to run financial literacy courses
- MA Rehab Commission-(www.mass.gov/orgs/massachusetts-rehabilitation-commission) see MRC Framingham in chat
- MA Substance Use Helpline (in multiple languages, 24/7 (365 days), 1800-327-5050 useful website, helplinema.org)
- Mass Human Resources Assoc.
- Massachusetts Access to Recovery (www.ma-atr.org)-help create recovery plans for individuals
- MassHire MetroWest
- MetroWest Care Connection as a potential partner to centralize connections to these other agencies
- MetroWest Chamber of Commerce
- MetroWest Jewish Family and Children's Services
- Rotary and Service Council
- SCORE (Senior center)
- SMOC
- Veteran's Court



Objective 4.4: Increase utilization of ancillary funding opportunities (grants, foundations, donations) by those in recovery by 2025.

Indicators

- Number of individuals in recovery receiving funding

Strategies

- 4.4.1 Identify grant/funding opportunities to financially support people in recovery.
- 4.4.2 Develop a database of funding opportunities.
- 4.4.3 Promote availability of funding opportunities through outreach.
- 4.4.4 Establish a centralized contact/point person within Human Services and publicly share information about available funding.

Potential Partners & Resources

- Foundation for MetroWest
- Health Care for All - multi-lingual (hcfama.org)
- Local banks
- Local Rotary
- Mass Health
- Massachusetts Access to Recovery (ATR, www.ma-atr.org)
- Mental Health Court
- MetroWest Health Foundation
- SOAR NATICK
- Veteran's Court

Objective 4.5: Create one centralized point of entry to promote awareness of local resources to navigate recovery by 2025.

Indicators

- Centralized point of entry created

Strategies

- 4.5.1 Identify local recovery resources.
- 4.5.2 Regularly update and maintain recovery resources.
- 4.5.3 Create a link to Natick town website with updated resources and add a post in newspapers, social media, Town mailer, school newsletter, community newsletters, etc.
- 4.5.4 Promote awareness of resources through existing networks (schools, public safety, religious services, signage on rt. 135, booth work, social media, etc.).

Potential Partners & Resources

- Family Promise
- Framingham Resource Centers
- Juvenile Courts (outreach counselors)
- Local Cable Stations (including students at HS)
- Newton Wellesley Hospital Substance Use Service
- Office of Community Connections at Courts
- Police dept. social worker
- Resources: support to update and maintain Natick 180 website



- School Resource Officers (SROs at schools)
- SOAR NATICK (parents)
- SPARK Kindness

Next Steps for Implementation

The components included in this report represent the strategic plan for The Natick 180 Coalition. The Coalition Staff will work with the Steering Committee to develop a Year 1 Work Plan/Action Plan. The Action Plan will include prioritized strategies and specific year-1 action steps, identified leads and contributors, and resources for each prioritized strategy. The Action Plan will include monitoring and evaluation processes and procedures to ensure that successes and challenges are recognized on a quarterly basis. The Action Plan will be revised annually to address the strategies across the strategic plan. An annual Strategic Plan progress report will illustrate performance, incorporate new data, identify any environmental changes, and inform subsequent annual implementation planning. An Action Plan template can be found in Appendix D.



Appendices

Appendix A: Coalition Planning Session Participants

Appendix B: Data Sources Reviewed/Cited

Appendix C: Acronyms Used in this Strategic Plan

Appendix D: Action Plan Template



Appendix A: Coalition Planning Session Participants

Priority Area 1: Prevention and Treatment for Mental Health Concerns

Adelaida Gibson
Anna Nolin
Beth Heffler
Christine Guthery
Michele Marotta
Don Breda
Lauren Lele
Lauren Meurer
Lizzy Chalfin
Sarallyn Keller
Shirley Toumayan-Miller

Priority Area 2: Community Norms Around Cannabis & Alcohol Use

Astrid Dretler
Chief James Hicks
Devon Lawrence
Michael Boudreau
Paul Joseph
Shai Fuxman
Denise Passaretti

Priority Area 3: Harms from Opioid and Other Illicit Drug Use

Chad Howard
Hannah Centore
Johny Georges
Katie Sugarman

Priority Area 4: Support for People Seeking or Maintaining Recovery

Annette Ziegler
Nico Alicea
Cheryl Lucenta
Bea Duncan
Jason Ferschke
Jessica Cliff
Scott Francis



Appendix B: Data Sources Reviewed/Cited

MetroWest Adolescent Health Survey

Coalition Self-Assessment Survey, Spring 2022 (n=13)

Parent/Caregiver Survey, Spring 2022 Coalition Meeting (n=40)

Natick Public Schools Winter 2020-21 Family Hybrid/Remote Survey, Family Back to School Survey

Natick Public Schools Fall 2021-22 Social Emotional Learning: Student Competency Measures & Wellbeing Fall 2021 (October Administration), Grades 6-12

Recommendations From Natick Residents in Recovery (Key Informant Interviews)

Opioid Overdoses in Natick 2016-2022

Fatal Overdose Demographics 2016-2022

Death Certificate Record Review



Appendix C: Acronyms Used in This Strategic Plan

BH	Behavioral Health
BOKS	Build Our Kids' Success (Boston, MA)
BSAS	Bureau of Substance Abuse Services, MA Dept of Public Health
CBHI	Children's Behavioral Health Initiative (helping MassHealth children)
DEA	Drug Enforcement Administration
FCC	First Congregational Church, Natick, MA
iDECIDE	Drug Education Curriculum: Intervention, Diversion, and Empowerment
JRI	Justice Resource Institute
LABW	Learn A Better Way
MD	Medical Doctor
METCO	Metropolitan Council for Educational Opportunities, Boston, MA
MH	Mental Health
MHFA	Mental Health First Aid
MOAR	Massachusetts Organization for Addiction Recovery
NARCAN	Naloxone HCl (emergency overdose treatment)
NATI	Natick Above The Influence (Natick 180 youth sector)
NHS	Natick High School
NWH	Newton-Wellesley Hospital
QPR	Question Persuade and Refer: Training on emergency response to someone in crisis
QR Code	Quick Response Code (barcode for accessing information)
SADOD	Support After a Death by Overdose
SAMHSA	Substance Abuse and Mental Health Services Administration
SMOC	South Middlesex Opportunity Council, Framingham, MA
SOAR NATICK	Supporting Outreach and Addiction Recovery
SPARK	SPARK Kindness, Natick, MA
SSDI	Supplemental Security Disability Insurance
SSI	Supplemental Security Income
TCAN	The Center for Arts in Natick
TIPS	Training for Intervention Procedures
YMHFA	Youth Mental Health First Aid



Appendix D: Action Plan Template

Priority 1:						
Goal 1:						
Objective 1.1:						
Success Measures						
•						
Strategies	Actions	Person(s) Responsible L=Lead, M=Manage, I=Implement	Timeline	Y1	Y2	Y3
Resources Required (human, partnerships, financial, infrastructure or other)						
•						
Monitoring/Evaluation Approaches						
•						
Objective 1.2:						
Success Measures						
•						
Strategies	Actions	Person(s) Responsible L=Lead, M=Manage, I=Implement	Timeline	Y1	Y2	Y3
Resources Required (human, partnerships, financial, infrastructure, other)						
•						
Monitoring/Evaluation Approaches						
•						

Natick 180 Action Plan Items

Priority #1: Prevention and Treatment for Mental Health

Goal: Work with community networks to create a safe, healthy, and equitable environment where people of all ages can thrive (socially, emotionally, mentally, and physically), and feel connected to their community, without barriers or stigma.

- 1. Support and promote new, safe, neutral, “third spaces” for youth to gather and socialize in community without substances.**
 - Hold a youth focus group to learn where youth hang out and how we can promote prevention-oriented, healthy activities.
 - Promote youth friendly activities that are hosted in neutral third-party spaces (ie: NRP, library).
 - Do outreach and build relationships with businesses where youth patronize.
- 2. Identify/create resource bank for community service opportunities for youth.**
 - Make connections with: ServeNatick, Natick High School guidance department, SPARK’s “connect and serve” and other organizations (Grace from CSC) to better understand how they collect and share community service opportunities.
 - Help promote identified databases to volunteer organizations and Natick youth.
- 3. Train more people on youth and adult mental health first aid, bystander intervention, and QPR suicide prevention and identify community leaders who can provide mental health support and guidance.**
 - Connect with groups in Town to train (ie: not limited to but including Rotary, NRP groups, Drama Workshop, sports groups, school staff, Police, Fire, Elks, DPW, etc.)
 - Set up an annual calendar of trainings
 - Advertise Natick 180’s list of free trainings throughout the community (ie: Natick 180 mailer)
- 4. Publicize and standardize/consolidate list of available resources that include and address access/equity issues.**
 - Finalize community resource sheet with NPS; distribute to community
 - Explore possible ways to share community resources with the schools (ie: having resources on ID cards, computer screensavers, etc.)
- 5. Enhance relationships with schools, Teen Center, athletic coaches, and other venues where Natick 180 staff can participate as guest speakers, incorporating mental health and self-care topics into curricula/programming.**
 - Advertise and recruit participants for the Coaches’ Mental Training; on-board trainers within Natick; start hosting training sessions seasonally in 2024
 - Collaborate with partners to host a series of life skills workshops for youth throughout 2024

- Develop relationships with elementary schools, PTOs, and parents/caregivers of K-4 youth for primary prevention programming
 - Review existing evidence-based programs to support adult role-modeling of healthy habits and SEL for youth
6. **Create town-wide, sponsored events that promote wellness.**
- During Mental Health Awareness Month in May, expand and enhance partnerships with Town organizations to sponsor community wellness events. Provide resources and activities to Town organizations to use during these events (ie: Narcan training, medication lock bags)
 - Enhance available resources that specifically promote male mental health
7. **Provide expanded space for representation of different groups in town events (ie: Multicultural Day) to increase opportunities for learning and belonging.**
- Diversify Natick 180 membership and encourage new people to join (including developing leadership opportunities for Coalition members)
 - Continue to partner with Natick organizations that focus on DEI
8. **Engage youth in leading discussions about equity and belonging.**
- Continue to support the new Anti-Bullying Coalition (ABC)
 - Review existing evidence-based programs on the topic of equity and collaborate with Town partners to develop trainings
9. **Educate youth and adults on types and impact/consequences of cyberbullying and online hate speech.**
- Provide an online safety training for caring adults in winter 2024
 - Support the hosting of “Netiquette” and other trainings for youth
 - Support the sharing of available online safety resources
10. **Strategically partner with Natick organizations to create evidence-informed programming, messaging, outreach, community touchpoints/events, etc. as alternatives to on screen time.**
- Explore possibility of partnering with NRP to create a family friendly annual event that promotes positive community connections

Priority #2: Community Norms Around Cannabis & Alcohol Use

Goal: Foster a caring community where everyone has equitable access to the knowledge and support needed to make informed decisions around cannabis and alcohol.

- 1. Partner with schools to clarify, clearly communicate, and enforce the laws and rules around underage cannabis and alcohol use during school events and on school property.**
 - Support schools and police in enforcing and making clear the rules around youth substance use on school property and during school events
 - Educate youth and parents on the risks and laws around youth substance use (including Social Host liability)
- 2. Enhance and expand multi-faceted education campaigns to increase YOUTH awareness of the impacts and health risks of cannabis and alcohol use.**
 - Support schools in providing substance use education to students (ie: health teachers) and continue to provide supplemental curricula in schools (ie: recovery speakers, media literacy, social norms, refusal skills) and enhance these offerings as appropriate
 - Develop a campaign (billboards, social media, community banners) to educate youth and adults about the risks of substance use
 - Develop a toolkit for parents and caring adults that teach them how to talk about substance use with youth
- 3. Partner with community leadership and peer leaders of extra-curricular activities (e.g., sports, clubs, organizations) to send positive messaging to parents/guardians around alcohol and cannabis.**
 - Partner with schools and community organizations to provide parents/caregiver education on youth substance use prevention (ie: parent nights, sports orientations)
- 4. Conduct learning sessions at multiple settings for parents/guardians of children of age groups from K-early college years.**
 - Educate parents and caring adults on how model healthy behaviors, be knowledgeable on substance misuse prevention, and how to communicate effectively
- 5. Create and build upon partnerships with businesses and policy making boards to develop local best practices, guiding principles, and policies that align with other strategies.**
 - Continue to develop relationships with town decision makers, law enforcement, and local businesses to implement best practices
 - Help Town officials develop licenses and policies that follow best practices for local businesses selling substances
 - Support the Annual Alcohol License Holder Meetings by sharing best practices and local trends.
 - Ensure implementation of TIPS (server training) in establishments that serve alcohol
- 6. Establish recognition programs for businesses to positively promote their participation in following best practices (e.g., award, letter of recognition, etc.)**
 - Create an annual public recognition program to reward businesses / organizations that promote a healthy community or participate in Natick 180 initiatives (i.e. Sticker Shock, pass youth compliance checks, etc.)
 - Create training/presentation to businesses about value of mocktail menu.

- Encourage mocktails, co-host with Sober in the Suburbs—mocktail tasting
- Conduct some key stakeholder interviews

Priority #3: Harms from Opioid and Other Illicit Drug Use

Goal: Cultivate a nonjudgmental and inclusive community where all individuals have equitable access to information and services that can assist them in preventing and managing harms associated with substance use disorder.

- 1. Develop a comprehensive support plan for youth who use opioids and other illicit drugs.**
 - Conduct assessment of current youth substance use trends and gaps in services/interventions.
 - Identify necessary elements of a comprehensive support plan, including relevant partners/ resources that can provide support at each level and connections to mental health supports
 - Market support plan to the public.
- 2. Enhance and deliver substance use prevention trainings for parents, guardians, and trusted adults (e.g., coaches, community influences) that are geared towards the milestones of elementary, middle, and high school as well as young adulthood.**
 - Identify key developmental ‘milestones’ K-12 that will be targeted with specific educational initiatives.
 - Develop scope of learning objectives for parents/caregivers across the K-12 spectrum.
 - Plan and implement annual educational training series for parents/caregivers (ie, ID key themes, speakers, in-person and virtual formats, etc.)
 - Plan coach trainings for fall, winter and spring sports seasons (school & rec teams) in collaboration with the Mental Health Collaborative.
 - Consider educational programming that targets recent high school graduates/young adults and/or their parents/caregivers.
- 3. Evaluate and expand the existing post-overdose support team model.**
 - Assess effectiveness of current POST model and identify any potential gaps/missing stakeholders who should be engaged.
 - Research other existing POST models.
 - Make recommendations on potential changes to POST model.
- 4. Identify and address gaps in resource referrals (e.g., integrate LABW parent program into the delivery of the iDECIDE diversion program for youth, connect aging adults with adult children experiencing substance use challenges with senior centers, MetroWest Care Connection, connect friends on scene of overdose calls to support services)**
 - Identify specific populations and age groups that are in need of increased supports.

- 5. Develop sharps response model (e.g., sharps station available in public areas with sharps container and tongs, spot checks by Program RISE, education on the safe).**
 - Collect data on areas where drug and alcohol paraphernalia are found.
 - Work with Program RISE and NPD to conduct spot checks, particularly along Rail Trail and other recreational areas.
- 6. Educate community members about medication Take Back days, ongoing Take Back program, and proper disposal of beer cans and nips etc.**
 - Provide information at parent/caregiver events, Natick 180 table at community events.

Priority #4: Support for People Seeking or Maintaining Recovery

Goal 4: Provide holistic support for those pursuing and working through their recovery journey.

- 1. Enhance and maintain a centralized database of transitional planning opportunities (community partners, peer support, events, etc.).**
 - Include mental health resources in databases
 - Tailor and market recovery resources to communicate effectively with diverse populations.
- 2. Identify and develop connections among a network of community partners (e.g., Peer to peer supports, Service Council, career planning, and recovery court).**
 - Consult with Recovery Connection and MOAR to identify existing opportunities to deepen these connections.
- 3. Identify alternative funding sources for transportation AND solidify program and community partners who can offer transportation services (including specialized accommodations).**
 - Identify existing funding sources for transportation.
- 4. Offer free or reduced cost educational trainings to people in recovery and the public utilizing the SAMHSA definition of recovery.**
 - Highlight the SAMHSA definition of recovery on Natick 180 materials, at tables at community events.
 - Identify topics to be covered in educational trainings, including financial literacy.
 - Schedule calendar of trainings.
- 5. Identify recovery-friendly workplaces and help workplaces understand/become recovery friendly.**
 - Work with MetroWest Recovery Friendly Workplace initiative to expand regional work in Natick.
- 6. Identify grant/funding opportunities to financially support people in recovery and develop a database of funding opportunities.**

- Consult with SOAR Natick, Natick Rotary, Recovery Connection and MOAR to identify existing funding opportunities.
- 7. Promote availability of funding opportunities through outreach.**
- Consult with SOAR Natick, Natick Rotary, Recovery Connection and MOAR to market funding opportunities.
- 8. Identify local recovery resources and regularly update and maintain recovery resources database.**
- Consult with Recovery Connection and MOAR to identify existing resources.
- 9. Promote awareness of resources through existing networks (schools, public safety, religious services, signage on rt. 135, booth work, social media, etc.) AND THEN create a link to Natick town website with updated resources and add a post in newspapers, social media, Town mailer, school newsletter, community newsletters, etc.**
- Consult with Town of Natick Communications Director to post and promote resources through Town social media, website, and other Town communication channels.