

MV YOUTH TASK FORCE

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YTF meets each 2nd Thursday of the month at 3PM at MVRHS

BOARD OF DIRECTORS

President	Mike Joyce
Treasurer	Tammy King
Clerk	Susan Mercier
Director	Kathy Perrotta
Director	Patricia Ingalls
Director	Ann Fay Lawton

MISSION

The Youth Task Force mission is to reduce substance use and other risky behaviors by promoting community-wide health and wellness for youth and families through a cooperative integrated network of youth, parents, health practitioners, health and social service organizations, public officials, educators, law enforcement officers, and other community members.

ASSESSMENT

The Youth Risk Behavior Survey (YRBS) is conducted every two years on MV. For this anonymous survey, all students in grades 7-12 are asked a series of questions related to health and risky behavior. The surveys are analyzed and compiled into a report by an off-island agency. The YRBS Reports are utilized as a tool to shape YTF initiatives and create supports for students. The YRBS was edited and administered in April 2018. Edits included new questions about vaping and relationships (chosen in collaboration with CONNECT to End Violence). Additionally, in 2018 the YRBS was translated into Portuguese for the first time. New print materials were created with the 2018 YRBS data and distributed at community and school events. Additionally, the new data was distributed to parents of students in grades 6-12 via the Martha's Vineyard Public Schools. The 2018 survey report is currently available upon request. The next YRBS is scheduled for Spring 2020.

PROGRAMS/IMPLEMENTATION

Social Norms Marketing Poster Campaign

The YTF facilitates focus groups with middle school and high school students to develop new marketing materials. Our message for our social norms marketing campaign reads "Most Students on Martha's Vineyard Choose Not to Drink Alcohol." The social norms approach focuses on positive messages about healthy behaviors and attitudes. Posters are distributed in the schools as well as the general community on bulletin boards at libraries, stores, ice arena, etc. The posters are also placed on all Vineyard Transit Authority (VTA) Buses and on Steamship Authority Ferries in our community. We are very proud to announce that MV high school drinking rates have decreased from 55% in 2007 to 33% in 2018.



Sticker Shock Campaign.

The YTF facilitates a community activity; Sticker Shock, where over 5,000 stickers are placed on multi packs and bags at liquor stores on the Island by community volunteers. The stickers educate the community on the legal consequences of providing alcohol to individuals under age 21.

The Sticker Shock campaign poster is also shown at the local movie theatre during previews and distributed on reusable shopping bags and posters in the community.

Digital Leadership with Janell Burley Hofmann

Janell Burley Hofmann, author of *iRules: What Every Tech-Healthy Family Needs to Know About Selfies, Sexting, Gaming and Growing Up* is an international speaker and consultant working with youth, parents, educators and professionals. In January 2018, Janell presented to all students in grades 6-8 in the MVRHS Performing Arts Center. Janell's presentation focused on digital citizenship and creating healthy boundaries with technology. Janell then returned to MV periodically from January to June 2018, to facilitate four half-day student workshop trainings with 50 middle school students. These students were chosen by their teachers to be Digital Teach Leaders and represented all five Island middle schools. The program included a series of workshops and programming to train the student leaders over the course of the four sessions to bring digital health, safety, character, mindfulness and well-being to their school communities. Trainings provided students with the knowledge and tools to support and lead the school community, develop student created campaigns, initiatives, programs and model a tech positive lifestyle.

Safe Medication Disposal

We promote the five med drop boxes on the Island and develop multiple materials for disseminating this information. Through the pharmacies we distribute thousands of prescription drug bags with information on local med drop box locations. Additionally, we have posters and information cards in key locations on the Island, including the MV Hospital Emergency Department and Vineyard Transit Authority buses.

Speaker Series

In 2018, the YTF partnered with the Island Wide Youth Collaborative, MV Family Center, Martha's Vineyard Public Schools and CONNECT to End Violence to sponsor multiple speakers including Lynn Lyons, Mark Hoover, Kathi Meyer Sullivan and Janell Burley Hofmann. Topics included social host liability, anxiety, underage drinking, and parenting in a digital world. In addition to providing the live event, the YTF arranged for many of the presentations to be professionally filmed (when allowed) and broadcast on our public access television station. The videos are available On-Demand on the MVTV website.

"Talk. They hear you." Campaign

A "Talk. They Hear You" 30-second public service announcement/info about the MV Youth Task Force airs before every movie viewed at the Edgartown Showcase Cinemas. "Talk. They Hear You." Is a campaign created by the Substance Abuse and Mental Health Services Administration (SAMHSA) as a tool to help parents talk to their kids about the dangers of alcohol.

Parent Dinners

The Youth Task Force (YTF) continues to view parent networking as one of the biggest supports that it can offer to our community. The YTF has hosted annual parent dinners for parents of children in middle and high school for the past 10 years. These dinners offer an opportunity for parents to get together and discuss age appropriate issues for their children and network with other parents. These events have



accomplished multiple results such as providing a pathway for the YTF to access parents, lively discussions that guide our efforts in developing resources for the community and allowing for important networking among parents themselves. During 2018, the YTF hosted screenings of Dr. Ruth Potee's 2017 vineyard presentation on adolescent brain development. These events were extremely successful. Over 100 community parents participated in the viewing of the presentation and the discussion that followed, facilitated by a recovery coach from MV Community Services.

Guiding Good Choices (GGC)

Guiding Good Choices (GGC) is a family competency training program for parents of children in middle school. The program contains five-sessions, with an average session length of 2 hours each week. Children are required to attend one session that teaches peer resistance skills. The other four sessions are solely for parents and include instruction on: (a) identification of risk factors for adolescent substance abuse and a strategy to enhance protective family processes; (b) development of effective parenting practices, particularly regarding substance use issues; (c) family conflict management; and (d) use of family meetings as a vehicle for improving family management and positive child involvement.

In collaboration with the Island Wide Youth Collaborative, the Youth Task Force facilitated the GGC curriculum at the West Tisbury, Tisbury and Edgartown Schools. For each session, dinner and childcare were provided.

Vaping

In response to the increased use and concern around youth vaping activities and inquiries from the Island Middle Schools and the MVYPCS and MVRHS, the Youth Task Force hosted an all Island middle school faculty and MVRHS faculty training presented by Bob Collett, Cape Cod Regional Tobacco Control Agent on "Vaping 101." He was able to provide faculty with up to date information about current popular products and current use rates. In addition, we hosted a parent workshop with Bob to educate parents about vaping. This presentation was recorded and available on our Facebook page Youth Task Force (MV). The YTF provided all of the schools with print and electronic versions of resource guides about vaping. The YTF also supported the development of a student designed and produced PSA about vaping in collaboration with MVRHS and CONNECT to End Violence. Additionally, YTF worked with MVRHS to provide materials to parents when their child has been suspended from school for substance use and up-to-date resource information on vaping cessation for youth.

