



**Minutes  
A Healthy Lynnfield  
Tuesday, October 12, 2022**

**Present:** See sign in sheet.

*This meeting was facilitated by Daniel Michaud Weinstock, planning facilitator as a follow up to September's annual meeting.*

**Purpose:** Engage Coalition members around A Healthy Lynnfield's (AHL) direction for the next year

**Anticipated outcomes:**

- Shared clarity about where we are going this year
- Define key areas of our work and priorities within them
- Personal and/or organizational commitment to and engagement in our work this year

**1. Welcome & Opening**

Phil called the meeting to order and introduced our new Program Coordinator, Lydia Sweetser, MPH who will be running our youth programs. Welcome Lydia!

**2. Coalition Business**

- AHL will be sponsoring the Talk They Hear You Campaign running in October, with Thomson Communications. The TIPS program planned for November. Diana discussed launch of Red Ribbon Week campaign with youth sports leagues, LHS football, and in each school.
- Peg gave a brief update from the Annual Meeting. Over 60 people attended the meeting on 9/30 at Spinelli's. The AHL Committee members were introduced and the AHL 501c3 Board of Directors for this year were announced. Youth and volunteer awards were presented, program accomplishments reviewed, and then a community round table discussion was facilitated.
- Planning facilitator Daniel Michaud Weinstock was re-introduced for Part II of our planning work. Daniel reviewed the agenda and facilitated a brief ice breaker and group introductions.

**3. Revisiting & Reflecting on 9/29 Annual Meeting**

- The group discussed individual takeaways from the annual meeting.
- Daniel provided a [powerpoint that can be viewed here](#), that summarized the themes from the meeting. The group went through a process to review, revise and affirm these themes. Review, revision, and affirmation of themes

- The significance of and collection and use of data about youth behaviors and wellness; need to share data widely with the community; use data to highlight positive behaviors and norms
- Need for additional supports for mental health and substance misuse
- Importance of youth involvement, engagement, and leadership
- Clarity - and some confusion - about A Healthy Lynnfield's mission, offerings and focal populations
- Awareness and marketing to specific youth populations/ age groups - younger kids/ primary grades, middle school, high school
- Changing culture of stigma around mental health support
- Educating and engaging parents

### **3. Connecting to and prioritizing our work this year**

- The group engaged in a facilitated process to connect themes to anticipated activities for the year. The anticipated and prioritized activities include:
  - Programs for Students
  - Parent Outreach - Healthy Kids Series & Neighborhood Coffees & EB Programming
  - Support K-12 Wellness Efforts-(Follow up from assessment report going to school committee on October 25.)
  - Collaborate with Youth Sports and New Community Partners
  - Youth Council Work (Restructure Middle School program)
  - Continue work with local businesses
  - Board Development
  - Annual Giving Campaign
  - *New ideas (A social marketing campaign geared toward parents)*
    - ✓ Social media - commitment from Coalition Members RE: posting, tagging, sharing, etc.
    - ✓ Press - columns, blogs, etc.
    - ✓ Policy/systems change-needs more focus and attention
    - ✓ Perception that schools cannot do it all - community-wide attention/response

### **4. Situating ourselves/ our organizations in our priorities**

Discussion ensued around commitment to the work, that everyone here owns a piece of implementation to create change in the community. Discussion ensued about implementing strategies in the community vs. the schools, the need to creatively share all data sets as well as the perceived resentment of focus on YRBS data. Discussion ensued about continuing outreach and collaboration with attention to diverse populations reached, and also to diversifying our youth groups. A discussion ensued about including mental health as part of the mission and/or approaching it with an understanding that mental health and substance use risk and protective factors are shared and therefore the work is already linked. There was an acknowledgement for the need for continued support for both substance use and mental health and that we have been doing that work.

### **5. Wrap up & closing**

The group ended with individual reflections and signing up to help with the above listed priorities. Next Step? Staff will work with Daniel to integrate findings into workplans. The facilitators [raw notes can be found here](#) for reference.