



**Minutes: A Healthy Lynnfield Meeting**  
**Tuesday, October 12, 2021 - Al Merritt Media and Cultural Center, 600 Market Street, 2nd Floor**

**Participants:** Peg Sallade, Leanne Bordonaro, Julie Greene, Diane Courtney, Ron Block, Olga Sanchez, Nick Secatore, Heather Day, Nancy Rottman, Stacy Dahlstadt, Dave Thomson, Rob Dolan, Lisa Costa, Linda Nacarra, Rob Lowell, Brian Holihan, Carmela Dalton, Kristen McRae

**I: Welcoming Remarks & Introductions**

Phil Crawford is on vacation. Peg opened the meeting and welcomed everyone back to our in-person meeting at Lynnfield Media Studios.

**A Healthy Lynnfield Video:** The group viewed the new video produced over the summer and early fall months. Thanks to all who participated and to Thomson Communications, Jay Foss, and Lynnfield Media Studios for their contributions. This will be posted publicly on our social media site and webpage and used as a new member orientation video as well.

**II: Coalition Business**

- **Approval of Sept. Minutes:** A motion was made by Peg Sallade to approve the minutes from Sept. 13th. A motion was made, seconded, and minutes approved.
- **Youth Council/LMS AHL Update**
  - Julie acknowledged Teanne Alfama & Evy Georges for their accomplishments. Teanne was accepted into the Mayor's Youth Council in Boston & Evy was accepted into the 84 Movement Chapter. These are statewide leadership positions and very competitive. Kudos!
  - Red Ribbon Week
    - Lynnfield Middle School AHL is working to promote and bring awareness to Red Ribbon Week with some Red Ribbon week activities
    - The Youth Council will also have a Red Ribbon Week display at the Lynnfield Library.
  - MIAA Teen Wellness Conference - There will be a few athletes attending the conference on Friday October 15th. Julie is working with Athletic director Mike Bierwirth and Brian Bates on this.
- **Sub Committee Updates/Programs In Progress**
  - **2021 Youth Risk Behavior Survey** with John Snow Incorporated, Grades 7-12 is planned to be administered at LMS and LHS this October/November. Peg is working with the Vice Principals to review and update the surveys for administration this October. Peg explained the importance of the survey and how the data set is used to inform health

programs. Information to parents will be out soon. Parents may opt their student out of the survey. It is voluntary.

- **Coalition Involvement Agreements & September Materials** - Thank you to the members who signed and handed back the membership agreement. If you haven't signed it yet, please do. This is part of our required documentation for eligibility with the Drug Free Communities Grant. We've had new members since we applied for the grant and are in the process of updating our membership form and other organizational items this year. Please send it back to [bordonarol@lynnfield.k12.ma.us](mailto:bordonarol@lynnfield.k12.ma.us)
  - **NOH Follow-Up** - Carmela said the Night of Hope went well and thanked the group for their support. There was great attendance of all ages, the weather was nice, there were 14 vendors who came and gave out information / answered any questions to the community and the clergy blessing was wonderful. Media coverage was good. Peg reported that AHL spent \$3,965 on supplies, lighting, sound, etc. for the event. The cost for this year's AHL contribution will be split across both grants toward our work plan, not from our donated 501c3 funds. The group approved this request.
  - Brian Holihan, Master's Level Student from Merrimack College is working at LHS as a Community Engagement fellow piloting a 10th grade class civics project. Brian's is trying to match 16 groups of students per semester to real-life community change initiatives. He is matching students' interests with non-profit and local interest groups. His "ask" to you as a community group is to help him identify any connections you may have in the community or with a non-profit. Projects are short-term and small scale to fit within a December/May timeframe each semester. Examples may be: students interviewing communities on two sides of an issue; writing an op ed in support of a cause; or creating a fact sheet supporting a specific viewpoint. Brian's email: [holihanb@lynnfield.k12.ma.us](mailto:holihanb@lynnfield.k12.ma.us) He will also share with you specific student interests when he has a list to see if anyone has any connections he can leverage in support of these projects.
- Upcoming Programs/Action Items
    - **Healthy Conversations, Healthy Kids Series**
      - Session one: *Understanding Parents' Perceptions on the Health of Youth in Lynnfield*- Presented by Scott Formica, Ph.D. Social Science Research and Evaluation, Inc. **October 16th 6:30pm-8:00pm at Lynnfield Media Studios**, in person. Registration is on our website. Invite your friends. The series will match topics of interest based on the parent survey results. Our goal is to engage more parents this year.
    - **November Fundraiser**
      - AHL is partnering with Kendra Scott for a special giveback event. From November 5th-7th when you make a purchase 20% is donated to A Healthy Lynnfield. **Saturday, November 6th from**

- 4pm-6pm is the in-store shopping fundraiser.** There will be light snacks and non-alcoholic beverages. Please pass this on to your networks and come by if you can and *start your holiday shopping!*
- Outreach Opportunities
    - Lynnfield Chamber of Commerce - AHL met with the Lynnfield Chamber of Commerce. We discussed potentially collaborating to initiate a Lynnfield Health Expo that would include providing blood pressure screenings, health vendors, etc. for the whole community. It was suggested that spring, during wellness weeks at school (march/April time frame), might be a good time to do this. We also discussed the past history and sponsorship of Lynnfield 101. The Library said they sponsored it in the past. At this event new residents meet town departments, businesses, non-profits, and community organizations. There is a resource bag with Town of Lynnfield information and coupons for business.
    - Lynnfield Art Show - The Lynnfield Art Guild will hold its Annual Fall Art Show and Sale on **November 6th and 7th from 10am-3pm..** A Healthy Lynnfield was asked to set up a resource table. Volunteers are needed to help us cover these hours. Rob Lowell suggested a sign-up genius form. Other organizations will be there as well, such as the Library, Girls Scouts & Rotary. AHL will ask for their table to be stationed next to those organizations so we can all help support one another. [Click Here For Sign Up Genius](#)
  - New Member Packet and One-Pager
    - Julie is turning the 'AHL who we are' brochures into an easy to read, community friendly one-pager that will still encompass who we are. We are looking for volunteers to assist and provide feedback so our language is community friendly and so we can describe who we are and what we do to the community at large. Nancy, Abby, Lisa and Stacey volunteered to provide feedback. In addition, we will be developing a new member packet with information about AHL and include a link to our new video!
  - Press & Public Relations
    - Ad Book/Magazine:
      - Timeline: Start in Dec.-January, publish in March-April
      - We are looking to create a guide book similar to what DanversCares has created (handout). We are asking coalition members to 1) write articles on health and safety (helping to promote ways to help teens make healthy decisions) and/or 2) to purchase an ad or help identify businesses who will purchase an ad. The articles can be on an array of topics such as Eating disorders, Anxiety/Depression, Substance use, Healthy relationships, Safety (ex. New driver / Bike safety) , etc. The guide book will be inserted into the local newspapers (Lynnfield Weekly & Lynnfield Villager) and disseminated to community organizations

such as the schools, library, and the YMCA. The money raised from the ads will help support A Healthy Lynnfield scholarships/youth awards.

- Send us an article topic along with a few bullet points and we can help draft a copy for your approval.
- Please email Leanne Bordonaro if you have any article ideas and/or if you are interested in placing an ad. It's not too early to develop a list of potential contributors. More to come in December/January. [bordonarol@lynnfield.k12.ma.us](mailto:bordonarol@lynnfield.k12.ma.us)

**Other:** In person vs. hybrid meetings? A quick check-in with the group suggests that we should move forward with establishing the capability to run a hybrid meeting format in the future.

### **Adjourn Meeting**

#### **10-10:30 Optional Community Connections/Conversation Time**

**There were no community updates today!**

**Next Meeting at Lynnfield Market Street is Monday, November 8, 2021.**

---

*A Healthy Lynnfield's mission is to empower residents to make positive choices every day. Together, we work to prevent substance misuse, to improve the quality of life for those impacted, and to support programs that help all young people thrive.*