Responding to Opioid Addiction in Your Community:
Conducting a Town Hall Meeting

March 13, 2017
The Diamond Center at Suburban Collection Showplace
Novi, Michigan

Faculty
Moderator:
Hon. Geno Salomone, 23rd District Court

Panelists:
Hon. Linda Davis, 41B District Court
Hon. Donald Allen, 55th District Court
Mr. John Nevin, MSC Public Information Office
Mr. Philip Pavona, Ingham County Families Against Narcotics

This seminar is funded by a grant to the Michigan Judicial Institute from
the Michigan Office of Highway Safety Planning
and the U.S. Department of Transportation.
Michigan Judicial Institute

SEMINAR

Responding to Opioid Addiction in Your Community:
Conducting a Town Hall Meeting

March 13, 2017

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Videos

Danger of the Game: https://www.youtube.com/watch?v=5VhxYv_Yng8

Truth About Drugs Documentary: Heroin: https://www.youtube.com/watch?v=RGuOLYTqi0E

Using Nasal Naloxone to Reverse Opiate Overdose: https://www.youtube.com/watch?v=FZpgiRBby_M

Websites

Families Against Narcotics, Ingham County (http://www.familiesagainstnarcotics.org/ingham-okemos)

Operation RX (http://www.operationrx.com/)
The primary functions of MJI are to:

- Develop and conduct live educational seminars for judicial branch employees using recognized subject-matter experts as faculty;
- Develop and conduct educational seminars using distance learning methods, such as webcasting and web-based training;
- Research, write, and update legal reference publications; and
- Operate the Michigan Supreme Court Learning Center, housed in the Michigan Hall of Justice and designed to introduce children and adults to Michigan’s judicial system.

Primary services include providing a comprehensive continuing education program for judicial branch employees; assisting judicial associations and external organizations to plan and conduct training events; providing complete and up-to-date legal reference materials for judges, quasi-judicial hearing officers, and others; maintaining a reference library for use by judicial branch employees; and conducting tours of and other public outreach activities for the Michigan Supreme Court Learning Center.

STAFF

Dawn F. McCarty, Director
Alessa Boes, Research Attorney
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Rachael Drenovsky, Learning Center Coordinator
Amy J. Feinauer, Program Assistant
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Cathy Weitzel, Training and Development Specialist
Seminar Learning Objectives

Responding to Opioid Addiction in Your Community: Conducting a Town Hall Meeting

Seminar Description:
A seminar to inform participants of the process for planning and conducting a town hall meeting.

Session participants will:
• List steps for planning and conducting a town hall meeting
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30-1:00 p.m.</td>
<td>Registration</td>
</tr>
<tr>
<td>1:00-1:10 p.m.</td>
<td>Administrative Remarks &amp; Faculty Introductions</td>
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<tr>
<td>1:10-2:15 p.m.</td>
<td>The WHY: The Enormity of Opiate Epidemic and the Benefits of a Coordinated Court and Community Outreach</td>
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<tr>
<td>2:15-2:25 p.m.</td>
<td>Break</td>
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<tr>
<td>2:25-2:45 p.m.</td>
<td>The HOW: Outreach; Building a Coalition; Challenges</td>
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<tr>
<td>2:45-3:05 p.m.</td>
<td>Next Steps: Logistics &amp; Details of Planning &amp; Conducting a Town Hall Meeting</td>
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<tr>
<td>3:05-3:15 p.m.</td>
<td>Working with Local Community Members</td>
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<tr>
<td>3:15-3:55 p.m.</td>
<td>Common Sense Tips</td>
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<tr>
<td>3:55-4:00 p.m.</td>
<td>Seminar Feedback</td>
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<tr>
<td>4:00 p.m.</td>
<td>Seminar concludes</td>
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Novi, Michigan

Faculty List

Hon. Donald L. Allen
Chief Judge
55th District Court
Mason
   (517) 676-8402

Hon. Linda Davis
Judge
41B District Court
Clinton Twp.
   (586) 569-7855

Mr. John Nevin
Communications Director
MSC-Public Information Office
Lansing
   (517) 373-0129

Mr. Philip Pavona
Executive Vice President
Families Against Narcotics - Ingham County
Okemos
   (517) 898-3236

Hon. Geno Salomone
Chief Judge
23rd District Court
Taylor
   (734) 374-1332

Registration Count:  5

Page 1 of 1
SAMPLE PRESS RELEASE

Prescription drug abuse has reached epidemic levels. This is the worst health crisis our community has ever experienced. More people die from accidental overdose than from fatal car crashes. One person dies of an overdose every 11 minutes. 75% of the people who suffer from addiction started with a legitimate prescription for a sports injury, a tooth being extracted, for anxiety, a surgical procedure or just for general pain. It is important to understand how addictive these drugs can be, and how to advocate for healthier alternatives.

NAME COMMUNITY LEADERS THAT ARE HOSTING THIS EVENT, are hosting a town-hall meeting, on date, at time, at location. This event is important for every citizen to attend. Addiction touches all ages and all socioeconomic groups. Education can prevent addiction! Education saves lives. If you or a loved one is suffering from addiction, please come and join us for information and support.
TOWNHALL Meeting

Heroin & Prescription Drug (Opioid) Use

Hosts
Judge Geno Salomone, 23rd District Court, Wayne County
Chief Steve Portis, Taylor Fire Department
Chief Mary Sclabassi, Taylor Police Department

February 2, 2017

Wayne County Community College District – Downriver Campus
21000 Northline Rd, Taylor, MI 48180

Ray Mix Room
6:00 – 8:00 P.M.

Light Refreshments Provided

ALL ARE WELCOME TO ATTEND

Join us for a community conversation addressing
• How BIG is this problem Downriver?
• What's being done to address these issues?
  • What are treatment options?
  • Ask Questions—Get Answers

Additional Representatives:
Suzette Goff, Director of Emergency Services, Beaumont Hospital-Taylor
Angela Croft, Councilwoman, City of Taylor
Jill Blackson, Deputy Director, Community Care Services
Simone Calvas, Community Organizer, Taylor Substance Abuse Prevention Task Force
Michelle Calvillo, LMSW, Social Worker
Participant, 23rd District Court Drug Court program
LIST OF PEOPLE YOU SHOULD CONTACT FOR TOWN-HALL MEETING

(If you have a local FAN Chapter they will help you organize the event)

• All police departments
• Health Department personnel
• All principals and teachers of local schools, both private and public
• All treatment facilities
• All elected officials
• Recovery community through Celebrate Recover, AA, NA etc.
• Advertise through local hospitals—they will often put on their website
• All local judges
• Fire departments
• EMS
• Parent groups in schools
• Athletic programs—coaches etc.
• All local coalition dealing with addiction
• Advertise on local (free) TV channels or if you have a major media contact, reach out to them for coverage
• Do a media announcement (sample included)
SAMPLE LETTER FOR TOWN-HALL MEETING

Dear _________________,

You are invited to a town-hall meeting on DATE, TIME AND LOCATION, HOSTED BY _________________. This town-hall meeting will be addressing the prescription drug epidemic we are experiencing in our community. One person dies every 11 minutes to a prescription drug overdose. Over 50,000 people died in the United States in 2015 of drug related overdose. 20,000 babies are born every year addicted to opiates. Addiction among females has increased by 400% since 2012. The United States consumes over 90% of opiates produced world-wide and we only make up 5% of the population. 75% of those who are addicted started their addiction with a legitimate prescription from a sports injury, a dental issue, a surgery, anxiety, or just general pain. (If you have local statistics you should also include those.)

We need to come together as a community to address this health crisis. Education saves lives. We need to provide support and services to those that are suffering from addiction.

Please join us for this very important town-hall meeting. We will have list your speakers, speaking. This is information all citizens need to know. This is the first step in addressing this health crisis. We hope to see you there.

Sincerely,

SIGN BY ALL HOSTS
SAMPLE AGENDA FOR TOWN-HALL MEETING

This timeline is just a suggestion, some speakers may need longer, but over 20 minutes loses attention and effectiveness. Also please limit the political rhetoric (allowing politicians to have the floor). Most of your audience will be there because they are struggling and they want this to be meaningful and informative. They want information and facts. If you do allow political people, make it relevant, new legislation that addresses the issue. FAN is often able to help with speakers depending on your location. Don’t hesitate to reach out.

- 7:00-7:15 Opening comments by Judge, police officer or someone who understands the gravity of the prescription drug problem. Cite some startling statistics. Add whatever you think will astound the audience.

- 7:15-7:25. Police officer it can be the chief or preferably one of the narcotics officers, to talk about the trends they are seeing and substantiating the magnitude of the problem. They can also talk about the use of narcan in the community and the new laws allowing anyone who is connected to an addict to have it as long as they are trained.

- 7:25-7:35-7:40. A parent who has lost a child. Talking about the struggles and also their child before addiction. A town- hall meeting should tackle erasing the stigma of addiction and showing that addiction has changed. These people don’t necessarily have bad lives, are good people that may have unknowingly become addicted from prescription for dental issues, sports injuries etc. (Prep them ahead of time to highlight not give the whole history and practice what they want the audience to hear. No more than 15 minutes.

- 7:40-7:55. Have a young person in recovery talk. Tell their story. Someone who has been clean for at least a year and well connected to a program (drug court-or local rehabs or support meetings should be able to help you find a speaker. Talk to them first to make sure they are appropriate and not glorifying drug use.

- 7:55-8:05. Play a video (you can find videos on FAN’s website (familiesagainstnarcotics.org). They can be downloaded and I would suggest you use the one labeled side-effects. It is informative and shows that anyone can be addicted, it is not only a young persons issue.

- 8:05-8:15. Q&A. Use the people that spoke as a panel and perhaps add a treatment provider to answer any questions.
Heroin & Prescription Drug Use (Opioid) Town Hall Program  
Thursday, February 2, 2017, 6:00 -8:00 PM

1. Short PSA

2. Chief Judge Geno Salomone, 23rd District Court, Wayne County – Overview of local experiences

3. Suzette Goff, Director of Emergency Services, Beaumont Hospital-Taylor

4. Chief Mary Sclabassi, Taylor Police Department

5. Chief Steve Portis, Taylor Fire Department

6. Angela Croft, Councilwoman, City of Taylor

7. Short Break, light refreshments, PSA

8. Darlene Owens, Director of Substance Use Disorders Initiatives at Detroit Wayne Mental Health Authority

9. Jill Blackson, Deputy Director, Community Care Services, Treatment Options

10. Jamie Balavitch, Prevention Programs Supervisor, Beaumont Teen Health Center: Prevention, Parents, School, LGBTQ Groups, Michelle Calvillo, LMSW, School Social Worker: Prevention, Risk/Protective Factors, Resources

11. Q & A
### Planning Checklist

**Responding to Opioid Addiction in Your Community:**

**Conducting a Town Hall Meeting**

<table>
<thead>
<tr>
<th>Action</th>
<th>Person Responsible</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Identify community leaders and invite to plan/participate in the town hall</td>
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<tr>
<td>Determine a date to hold the town hall</td>
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<td>Select a venue</td>
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<td>Identify Media Contacts</td>
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<td>Print:</td>
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<td>Radio:</td>
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<td>TV:</td>
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<tr>
<td>Prepare Town Hall Agenda</td>
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<tr>
<td>Gather materials, e.g., Opioid Fact Sheet, Community Resources List</td>
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<tr>
<td>Confirm presenters (provide agenda, materials, directions to venue)</td>
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## Planning Checklist

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<table>
<thead>
<tr>
<th>Task</th>
<th>Checklist</th>
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<tbody>
<tr>
<td>Confirm media, prepare news release &amp; share with media, send media materials</td>
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<tr>
<td>Set-up Town Hall:</td>
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</tr>
<tr>
<td>• Signage</td>
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<tr>
<td>• Skirted tables</td>
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<tr>
<td>• Microphones</td>
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<tr>
<td>• Podium</td>
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<tr>
<td>• Coat rack</td>
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<tr>
<td>• Wi-fi</td>
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<tr>
<td>Copies of agenda and materials for distribution</td>
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<tr>
<td>Create a Town Hall Attendee sign-up sheet for e-mail follow-up</td>
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