

STAKEHOLDERS' NEWSLETTER

02

DIRECTOR'S MESSAGE

Here's what we've been working on this month.

03

SUCCESS BY THE NUMBERS

See the impact we are having on the community.

04

YOUTH SUBSTANCE ABUSE PREVENTION

During October, we celebrate all the possibilities that prevention brings! Together, we're partners in prevention.

STRONGER TOGETHER

TMI is a model solution partnering police, school, health, and education to prevent substance use.

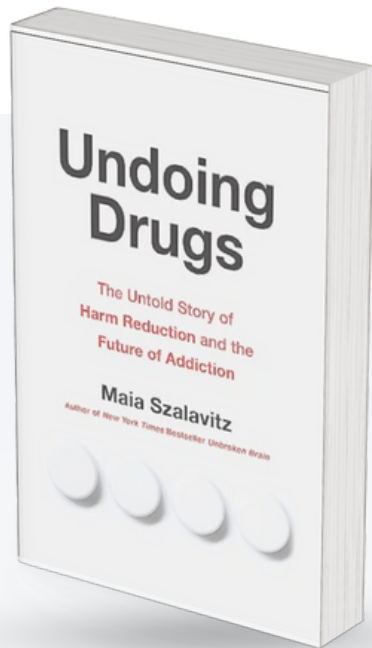


Drug-Free WV Coalition



Greetings,

The Martinsburg Initiative has been busy this month, and we would like to share several important activities with you.



UNDOING DRUGS – BOOK STUDY

The Martinsburg Initiative is hosting a collaborative book study.

- The first session will be held in person on Monday, November 6, at noon in the Ramer Conference Room, followed by virtual sessions every Monday at noon for six weeks.
- The study will conclude with an in-person convening.

CLICK BELOW TO REGISTER



Drug overdoses now kill more Americans annually than guns, cars or breast cancer. But we have tried to solve this national crisis with policies that only made matters worse. In the name of “sending the right message,” we have maximized the spread of infectious disease, torn families apart, incarcerated millions of mostly Black and Brown people—and utterly failed to either prevent addiction or make effective treatment for it widely available.

There is another way, one that is proven to work. However, it runs counter to much of the received wisdom of our criminal and medical industrial complexes. It is called harm reduction. Developed and championed by an outcast group of people who use drugs and by former users and public health geeks, harm reduction offers guidance on how to save lives and improve health. And it provides a way of understanding behavior and culture that has relevance far beyond drugs.

In a spellbinding narrative rooted in an urgent call to action, *Undoing Drugs* tells the story of how a small group of committed people changed the world, illuminating the power of a great idea. It illustrates how hard it can be to take on widely accepted conventional wisdom—and what is necessary to overcome this resistance. It is also about how personal, direct human connection and kindness can inspire profound transformation. Ultimately, *Undoing Drugs* offers a path forward—revolutionizing not only the treatment of addiction but also our treatment of behavioral and societal issues.



Social Norms

APPROACH

The Martinsburg Initiative has partnered with the Washington/Baltimore HIDTA (High-Intensity Drug Trafficking Area) office and the ADAPT program (A Division for Advancing Prevention and Treatment) to host a Social Norms Approach campaign at Musselman Middle School. The Social Norms Approach has been used successfully with students and adults in the U.S. and other countries.

In the spring semester of last year, students at Musselman Middle School were given a survey to better understand their thoughts on substance use. The results were accumulated into a report. The report outlines the specific social norms that students had identified in the survey taken. Outcomes from the report were then selected to be highlighted to students in brief language that they could understand and interpret.



The campaign uses posters and other media to highlight and celebrate the healthy choices and good behaviors students at Musselman Middle School make. We are implementing this campaign because research shows that sharing information such as this increases healthy behaviors and decreases substance use that does exist. Research also shows that teachers and other school staff are very credible sources of information for students. This is especially true for drug and alcohol use.

The campaign aims to help share the good news: "Most students at Musselman Middle School have positive attitudes and make healthy choices NOT to use any drugs or alcohol!"

Posters started going up at the schools on September 15th. Beginning September 25th, school staff members were given metal buttons to wear on their shirts or lanyards to encourage students to ask more about the data results collected from the survey. Each week, new information has been shared with students. We are still in the early stages of this campaign and look forward to hearing feedback from the Musselman Middle School students, families, and staff.

Thanks to Carol Hamilton, Drug-Free WV Coalition Coordinator, and Melody Cook, Social Worker, for their work on this project.



House *on* Martin

FOR EVERYONE

On September 12th, 2023, on United Way Day of Caring, a group of volunteers from Proctor and Gamble reported bright and early to the H.O.M.E. on West Martin Street, prepared to help The Martinsburg Initiative update and upgrade the building and grounds.

The P&G employees included Lacey Cole, Mercedes Cole, Dave Allen, Liz Leonard, Chelsea Clark, Katie Stumpf, Eddie Crook, Avery McLaughlin, and Pattie Schiotis. TMI employees Jennifer Burroughs and Emily Hawver help coordinate, troubleshoot, and jump in to help wherever needed.

The group started at 8:00 AM and stopped working at 4:00 PM! They cleaned and grubbed out flower beds, planted perennials, weeded, and mulched. They scrubbed the front of the H.O.M.E. and the porch. The group cut tree limbs and straightened the back patio. The front, side, and rear doors and windows were given a fresh coat of paint. A flowerpot was placed to add some color to the porch. On the inside, the trim, ceiling, and banisters were painted on the main floor.

We are so grateful to have been a recipient from P&G on the United Way's Day of Caring. Job Corp students have completed one shelving room and will finish the second one in early November. We are proudly getting closer to opening a warm and inviting space to the community to meet individuals' and families' basic needs.



Family Outreach

EVENTS FOR 2023-2024

With support from a Proctor and Gamble Grant, TMI has planned the following outreach events for families and children. All events will occur at the H.O.M.E. or at the Ramer Center:

OCTOBER

Trunk or Treat - Thursday, October 26th
5:00-6:30 pm with a rain date of the 27th

NOVEMBER

Vaccination Info - Family portraits - November 15th

DECEMBER

Joys and Toys

JANUARY

Hug a Tree with a Scarf
Cooking Class - January 17, 2024

FEBRUARY

Child/Infant CPR Class/Child Movie Night
February 21, 2024

MARCH

Formula/Diaper Drive/ Family Game Night
March 20, 2024

APRIL

Free Haircuts
April 17, 2024



What's Up

AT ORCHARD VIEW INTERMEDIATE



Now that it is October, students here at Orchard View Intermediate (OVI) have made rapport with their school staff and each other.

Students from their previous school and students who attended OVI last year have made new friends in their classes and carried their friendships into this school year. The students are beginning to know their schedules without having to ask. It has been a great school year, and more great things to follow!

The Martinsburg Initiative school social worker at OVI, Mrs. Twigg, has begun teaching Too Good for Drugs. Last year, some OVI students and one of the teachers came up with a catchphrase, "It's Twiggy time," when Mrs. Twigg would teach their class. These students made a t-shirt for Mrs. Twigg to wear while teaching their class. The shirt shows Mrs. Twigg's face on the front and "It's Twiggy time" on the back.



These students have been asking and talking about "Twiggy time" since the first couple weeks of school this year. Not only are TGFD lessons important for these students, but they also make learning more fun.

The Martinsburg Initiative school social worker helps with 3rd grade lunch time. This allows TMI's school social worker to build relationships with students and staff inside and outside of the classroom. TMI's school social worker enjoys this time because it's fun to interact with the students and the students get excited when they see Mrs. Twigg outside of the classroom. Also, the students were able to get to know Mrs. Twigg before she began teaching TGFD.

TMI's school social worker is so excited to see how much the students learn and seeing even more relationships grow this school year!

Drug-Free^{WV}

A Coalition For Our Community



Updates



TMI's Drug-Free WV Coalition met in September with a primary focus on improving the effectiveness of our work. Through the discussion during that meeting, we are now working to restructure our model for task management to become more focused and efficient. The new task force committees are the four significant substances we focus on – alcohol, tobacco, opioids, and marijuana.

These new task force committees will meet bi-monthly to schedule events for community support, provide information to specific groups or organizations, complete curriculum to improve their knowledge, and investigate policies to move forward to lessen substance use and the trauma that often accompanies that use.

The Spring Mills High School Youth Coalition continues to grow and identify meaningful ways to impact our student community. Upcoming events include Red Ribbon Week pumpkin painting contest and soup drive, December hygiene supply drive for TMI community closet, a lunchtime hot cocoa bar, and an information campaign before the holidays. Students also have an exciting opportunity to attend a one-day Youth Summit with CADCA trainer Joe Markiewicz in early November. The SMHS Youth Coalition focuses conversations on living healthy lives and substance misuse education.



Updates



The MuHS Drug-Free WV Youth Coalition is excited to start our 2nd academic year and/1st full academic year as a coalition. We are thrilled to have grown from 9 founding members to 34 active youth members this year, with 7 student officers and an advisor.

Despite still being in its infancy, MuHS's Drug-Free WV Youth Coalition has started strong by sponsoring Speak Sobriety/Stephen Hill, a renowned, national, motivational speaker on substance use prevention and mental health, sharing his inspiring comeback story of his battle with addiction and journey to recovery with all our Freshman and Junior students on September 19, 2023.

During the weeks of 10/9/23 -10/20/23, students sold "You've Been BOO'ed - Know where your Candy comes from" candy grams both individually and during lunch shifts. The Coalition used this activity to raise awareness of the importance of being vigilant and aware of not only where substances come from but also the ingredients of the substances being used, especially with the increase of substances laced with fentanyl. The proceeds from this activity (\$150) will help provide a fantastic Christmas to our coalition's local adopted family.

The Martinsburg Initiative works daily to prevent substance use, build strong families, and empower the community. To our stakeholders, thank you for your support and advocacy.

Sincerely,

Margaret



Coming up on November 1st and 2nd, MuHS's Drug-Free WV Youth Coalition has arranged for a DUI Simulator Program to be on our campus to promote safe driving and combat underage drinking and driving while educating about the dangers of DUI and distracted driving.

On 11/3/2023, half of our Coalition members will take part in The Martinsburg Initiative Youth Summit to further educate and empower our coalition members to become positive change agents in the reduction of substance use onset and misuse by creating a more positive school environment by developing priority focus areas and actions plans specific for MuHS.

We look forward to seeing what the new year holds for our coalition and how we can continue to create positive change, do good work, and empower our student body to live healthy lives.

HARPERS FERRY JOB CORPS

CORDIALLY INVITES YOU
TO ATTEND OUR

COMMUNITY RELATIONS
COUNCIL/COMMUNITY
INDUSTRY COUNCIL MEETING



Wednesday,
Nov 8th, 2023

From 10:00AM - 11:30AM

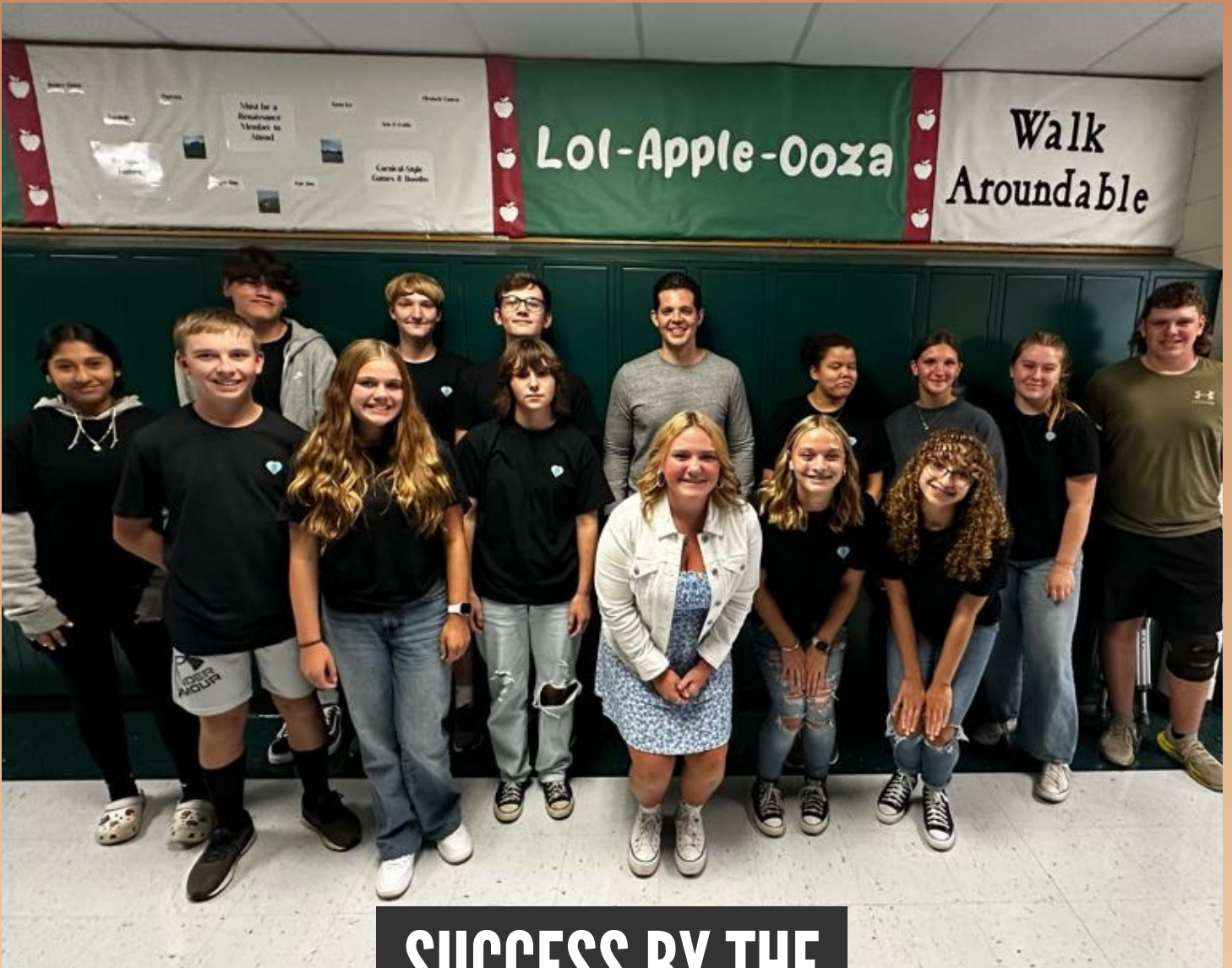
As we discuss our final plan for the Capitol Christmas Tree visit
on Nov 15th, 2023.

If you cannot attend the planning meeting, please spread the information
of the event. We are asking our community partners to please support this
event by bringing items that will help kids that are in need.

Coat Drive | Boxes for Toy for Joy | Canned Goods

We appreciate your commitment to supporting the local community.

SEPTEMBER 2023



SUCCESS BY THE

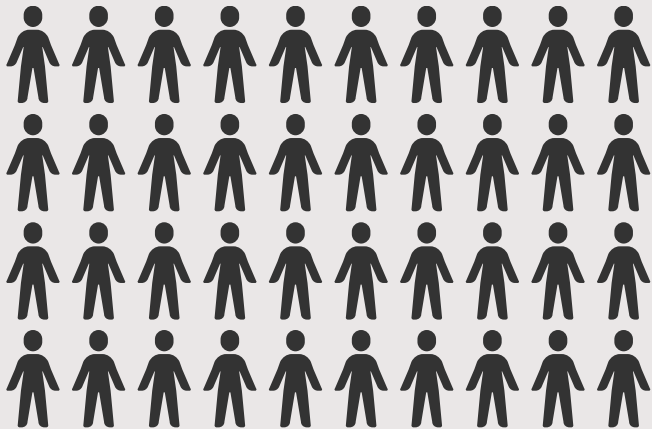
NUMBERS

*Measuring our impact on the
community this month.*



TRAUMA EDUCATION

40 Educators
Trauma Trained



14 Educators Trauma
Sensitive Educator
Certified



Total for 2023

MENTORING BY LEAD MENTOR

49 Students

142 Sessions

90 Hours

MENTORING BY VOLUNTEER MENTOR

49 Students

49 Sessions

27 Hours

34 TOTAL REFERRALS TO TMI

Total for 2023



1

From Police

77

From Schools

2

From Community

178 STUDENTS ON CASELOAD

Total for 2023

99

SW and CM screen children/family caseload for SDoH needs:

84

Referrals to Resources

320

Sessions of therapeutic activities to moderate and high-risk children

223

Hours of therapeutic activities to moderate and high-risk children



FAMILY & COMMUNITY OUTREACH

September 2023



27 Families Case-Managed by FCOC

52 Home visits with children/families with high-risk designation

SBIRT DATA *in 2023*

132

Individuals 18 and older visiting the ED were identified by universal screening and referred to SBIRT provider

20

Brief interventions delivered

18

Warm Handoffs

39

Referrals to supportive services

SUCCESS BY THE

NUMBERS

September 2023

Total for 2023

POLICE SOCIAL WORKERS

46 NEW REFERRALS

PSW SBIRT *in 2023*

4 SBIRIT Screened

1 Brief Interventions

4 Referrals to Treatment

31 ON CASELOAD

ENGAGEMENT

44

unique individuals making or attempting to make contact with

26

attempted follow-ups with no response (text, phone, visit)

96

follow-ups with with 2-way engagement

30 OTHER DIRECT INTERVENTIONS





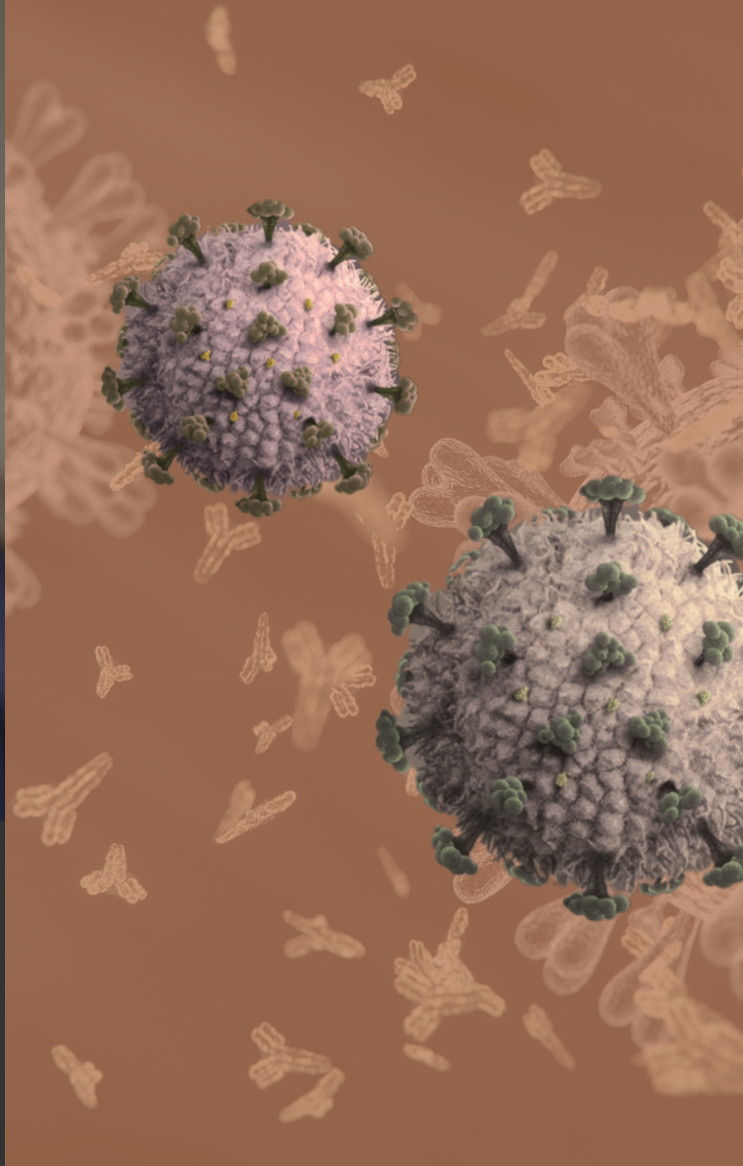
YOUTH
YOUTH
YOUTH

✦ SUBSTANCE ABUSE PREVENTION MONTH ✦

Shout out to the people everywhere who are saving lives through prevention! Together, we're partners in prevention.

- This year, we're celebrating the 10th anniversary of "Talk. They Hear You.®" and looking ahead to SAMHSA's 20th Prevention Day.
- Prevention strengthens protective factors and reduces risk factors — in individuals, families, schools, communities, and society.
- Prevention science, decades of community-based experience, and scientific research show that prevention works.

SAMHSA
Substance Abuse and Mental Health
Services Administration

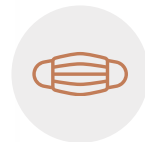


COVID IS STILL ALIVE AND WELL.

Protect yourself
and others.



GET YOUR VACCINE



WEAR A MASK



WASH YOUR HANDS



West Virginia
Immunization Network

A PROGRAM OF The Center for Rural Health Development





It's a family affair.

Get your family and friends vaccinated for COVID-19, Flu, Pneumonia, Meningitis, Shingles, and mpox.

Everyone 6 months and older should get a COVID-19 vaccine.

All adults need an annual flu vaccine.

1 in 3 will develop shingles in their lifetime, but vaccines can reduce the risk

CDC recommends meningitis vaccines for all preteens and teens.

Children under 2 and adults over 65 are most at risk for pneumonia.

People at risk of mpox should get both doses of the vaccine to get the most protection against infection.



Community
Education
Group

Join our list for updates.



[vaccines.gov](https://www.vaccines.gov)

1 (833) 734-0965

#BoostUp!



Get the facts about electronic cigarettes, their health effects and the risks of using e-cigarettes.

E-cigarettes (also called “vapes”) have been the most commonly used tobacco product among U.S. youth since 2014. Educators can make a real difference by engaging in meaningful conversations with their students about the dangers of vaping for young people and ways to quit.

CDC launched the Empower Vape-Free Youth™ campaign in 2023 to encourage middle and high school educators to speak with students about the risks of e-cigarettes and nicotine addiction. The campaign also provides resources for educators to help students avoid or quit vaping.

EMPOWER
Vape-Free
YOUTH™



Info Provided by the Center for
Disease Control and Prevention





A MODEL SOLUTION

TO A NATIONAL PROBLEM

Our mission is to prevent substance use disorders, build strong families, and empower the Martinsburg community through police, school, community, health, and education partnerships.

1

Increase awareness

of how to prevent substance use disorder through community empowerment.

2

Mitigate negative consequences

Resulting from substance misuse or trauma through community interventions, medication overdose.

3

Identify, risk stratify and offer appropriate interventions

for individuals experiencing risk factors of trauma or substance misuse.

4

Evaluate and report performance.



THE
MARTINSBURG
INITIATIVE

A POLICE, SCHOOL, COMMUNITY PARTNERSHIP

EVERY CHILD DESERVES A GOOD START

If you have an Infant or toddler at home and have concerns about their development with moving, talking, hearing, vision, playing, learning, or growing, we are here to help.

West Virginia's Infant and Toddler Early Intervention Program. Telehealth and In Person appointments are available at NO COST TO YOU.

(304) 267-3595 ext 132





TMI Social Workers Noel and Bekah



Social Norms Campaign
Spring Mills High Youth Coalition



Part of TMI's Social Work Team -
Jennifer, Noel, and Bekah



Social Norms Campaign
Spring Mills High Youth Coalition



FIND US HERE >

- BERKELEY HEIGHTS ELEMENTARY
- BURKE STREET ELEMENTARY
- EAGLE SCHOOL INTERMEDIATE
- ORCHARD VIEW INTERMEDIATE
- OPEQUON ELEMENTARY
- ROSEMONT ELEMENTARY
- TUSCARORA ELEMENTARY

- WINCHESTER AVE ELEMENTARY
- PIKESIDE PRE-K LEARNING CENTER
- NORTH MIDDLE SCHOOL
- SOUTH MIDDLE SCHOOL
- MARTINSBURG HIGH SCHOOL

Contact us to be a mentor.

OUR PARTNERS

