



THE ALLIANCE

The Official Newsletter of FREEHOLD MUNICIPAL ALLIANCE



"Opportunities for real friendships are being missed because of the challenges of getting all kids together on one field."

-Chris Naspo

See Sponsored Programs on page 3



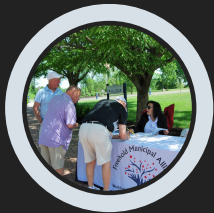
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IMPLEMENTATION TOOLKIT



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COMMUNITY STRATEGIC PLANNING



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GOLF OUTING

MISSION STATEMENT

The Freehold Municipal Alliance exists to meet the need for comprehensive, coordinated substance abuse awareness planning and programming for the residents of Freehold Township and Freehold Borough. The Alliance conducts needs assessments, produces an annual prevention plan, and advocates for enhanced prevention services based on community needs and priorities.

FUNDING

Alliance sponsored programs and activities are primarily funded by the Governor's Council on Alcoholism and Drug Abuse (GCADA) through the Drug Enforcement Demand Reduction Fund. Additional funding is supplied by private donations and our annual golf outing fundraiser.

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988 Lifeline Implementation Toolkit



Dear Community Partners,

The 988 Suicide & Crisis Lifeline offers 24/7 access to trained counselors who can help people experiencing mental health-related distress. There is a tremendous need, given:

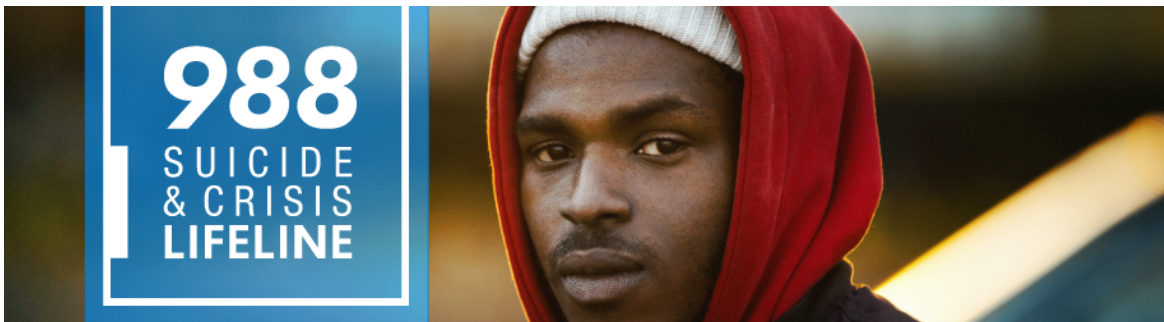
- **In 2020, the U.S. had one death by suicide every 11 minutes.**
- **For people ages 10-34, suicide is a leading cause of death.**
- **From April 2020 through April 2021, over 100,000 people died from drug overdoses.**

Behind each of these data points, are people, families and communities who have been negatively impacted. **Yet, in the face of these losses, there is hope.** The 988 Lifeline helps thousands of struggling people overcome suicidal crisis or mental-health related distress every day.

People can call or text 988 or chat 988lifeline.org for themselves or if they are worried about a loved one who may need crisis support. The 988 lifeline serves as a universal entry point that helps you reach a trained crisis counselor who can help no matter where you live in the United States.

The Substance Abuse and Mental Health Services Administration (SAMHSA) created a one-stop shop, the 988 Partner Toolkit, at samhsa.gov/988. The toolkit is intended for SAMHSA's 988 implementation partners—including crisis call centers, state mental health programs, substance use treatment providers, behavioral health systems, and others—and provides key messages, FAQs, logo, brand guidelines, social media shareables, wallet cards, magnets, media end cards, and other resources that educate about 988. SAMHSA will add resources to this toolkit over time.

Continued...



The National Action Alliance for Suicide Prevention and its messaging task force developed the 988 Messaging Framework <https://suicidepreventionmessaging.org/988messaging/framework> to provide guidance on developing 988-related messaging. We encourage you to review the guidelines. The framework provides strategies related to the timing of messaging related to 988. It also discusses the importance of understanding how 988 works locally, following communication best practices, and tailoring 988-related messages for specific audiences.

SAMHSA has worked with partners across several critical industries to create a holistic view of readiness for the implementation of 988 for states, territories, tribes, crisis contact centers, public safety answering points (PSAPs) and behavioral health providers. Through these collaborative efforts, SAMHSA created guidance documents (e.g., “playbooks”) for these critical groups to support implementation of 988. <https://www.nasmhpd.org/content/988-implementation-guidance-playbooks>

It is important that we speak with one voice about 988 to ensure clear understanding about what it is and how it will work. As SAMHSA continues updating its partner toolkit and providing guidance on 988 implementation, we look forward to working with all of you to bring these critical services to our community.



**IF YOU OR SOMEONE YOU
KNOW NEEDS SUPPORT
NOW,
CALL OR TEXT 988
OR
CHAT [988LIFELINE.ORG](https://988lifeline.org)**



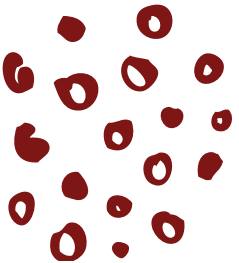
Sponsored Community Programs

The Freehold Alliance takes pride in supporting existing community programs. Community-based programs are proven to increase community collaboration and reduce substance abuse.



WE ARE THE FUTURE

Enhancing young lives with community participation and education opportunities while inspiring positive change using the power and influence of sports.



All Kids One Field

Bridging diverse groups within the community by promoting participation in community sports, local sporting events, and wellness activities.



Community Strategic Planning



NEIGHBORHOOD
CONNECTIONS
TO HEALTH

By Jenna Sistad, Executive Director

Neighborhood Connections to Health (NCTH) is implementing phase one of a strategic plan. This will determine the work of NCTH for the next five years.

For those that aren't familiar, NCTH is a local non-profit servicing the Freehold area with our network of coalition members through a variety of community programs. The focus areas of NCTH are access to healthy food, intergenerational programming, lead poisoning prevention, and walkability/bikeability. These focus areas were determined by the Freehold community through original focus groups back in 2016. Because of the input discovered during the first round of focus groups back in 2016, NCTH has created a blueprint for action. NCTH has also created community programming to address the needs that came up such as a mobile food pantry and an intergenerational leadership group called Freehold Intergenerational Community Council (FICC).

During the months of April, May, and June of 2022, NCTH held ten more focus groups comprised of English and Spanish-speaking participants. The groups were made up of local residents, senior citizens, parents of young children, leaders in the community, and service provider stakeholders. The goal of the focus groups was to gain community feedback on what overall health means to them. We covered topics such as access to healthcare and other social determinants of health like housing, transportation, access to food, and other community needs. The groups had a wonderful discussion together-meaningful, in fact, to make community change. There was a lot of resource sharing and the dialogue helped to build trust within various groups of people in Freehold.

Some overarching themes were as follows:

- **High housing costs** in the Freehold area are abundant and finding affordable housing could have you end up on a waitlist for an extended period of time.
- **Transportation** - some were more concerned with the safety of the street if they were walkers or bikers while others were concerned about the lack of public transportation in our small community.
- **Food insecurity** has become a more dominant concern in recent years. Since the cost of food continues to rise it makes it difficult for those on fixed incomes to get by. During this discussion, many resources were shared about the food distribution sites in Freehold and other local resources.
- **Health resources** are necessary - meaning - access to affordable care for physical and mental health appointments. Since the COVID-19 pandemic folks felt that mental health resources were much needed, although limited in access.
- **Building trust** within a system of care was noted as important to the groups as well.

NCTH could not have done this without the support of the NCTH Board of Trustees and our coalition members. **Thank you to all who contributed financially to make the focus groups possible. Another big thank you to the Freehold community for providing valuable input that will help shape the future work of Neighborhood Connections to Health.** Looking forward to continuing to do it alongside of you all! If you are interested in being part of the Neighborhood Connections to Health strategic planning process please contact ncthnj@gmail.com



Sponsored School Programs and Events

Social emotional learning kits

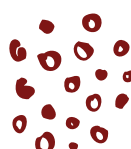
By Courtney Colford, MA, SAC
Barkalow Middle School
School Counselor



With the DMHAS Youth Leadership Grant funding, we were able to purchase Social Emotional Learning Kits for all elementary school counselors in both the Freehold Borough and Freehold Township schools. Social-Emotional Learning (SEL) refers to the development of self-awareness, self-control, self-regulation, social skills, and responsible decision-making, all of which are essential for school and life success. The kits will give our educators thought-provoking lessons, discussions, and activities to help students identify emotions and feelings. Our students will learn how to handle overwhelming feelings, develop a positive self-image, and learn how to improve the social and emotional skills needed to show empathy, compassion, and kindness. Additionally, we were able to purchase The Zones of Regulation Series to use with our middle schools student population. This series includes books, strategy card decks, and games developed to teach with fidelity Leah Kuypers' The Zones of Regulation™ curriculum. The goal is to work with tweens and teens so they can learn to manage their emotions and regulate more consistently. These resources will fit well into the multi-tiered research-based implementation framework of Positive Behavioral Intervention and Supports (PBIS) that exist in all of our buildings and will continue to support our work with students.

Botvin Lifeskills Training (LST)

LST is a research-validated substance abuse program proven to reduce the risks of alcohol, tobacco, drug abuse, and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. This comprehensive and exciting program provides adolescents and young teens with the confidence and skills necessary to successfully handle challenging situations.



Vaping and Tobacco Awareness for Teens

Robb Holladay, an educational speaker presented to students about the dangers of vaping. On February 9th, he presented at Freehold Intermediate School, Dwight D Eisenhower Middle School, and Clifton T Barkalow Middle School during school hours and held a presentation for all Freehold residents and community members in the evening (see flyer).

He also presented to high school students at Freehold Borough and Township High Schools on February 10th.

OPEN TO ALL FREEHOLD RESIDENTS AND COMMUNITY MEMBERS

VAPING: WHAT'S IN THE MIST?

FEATURING
NATIONAL SPEAKER & AUTHOR
ROBB HOLLADAY

WHAT EVERY TEEN AND PARENT SHOULD KNOW!
WHY ARE SO MANY KIDS VAPING? WHAT ARE KIDS VAPING? WHAT ARE THE HEALTH CONCERNS?
HOW TO TALK TO YOUR KIDS ABOUT VAPING? HOW CAN YOU DETECT VAPING? IS IT JUST A FAD?

Attendees will have a chance to win a \$50 Amazon gift card raffled off that evening!

THURSDAY, FEBRUARY 9th
6:30pm
Eisenhower Middle School
Register here: [RSVP](#)

GCADA
Governor's Council on Alcoholism & Other Abuse

Freehold Township Middle School
Middle School of Freehold Township

Light refreshments will be served!

2023 Golf Outing

Save The Date!

Tee Off Against Opioid Abuse!

May 22, 2023

Battleground Country Club

12:00 Shotgun Start



& Events the Alliance is joining!



March 11 from 10am



Monmouth County Schools

Partnership for Wellness Presents a

Student, Parent & Educator

Symposium on Mental Health & Wellness

I see you; I hear you; I want to learn from you and about you; I love you.

Featuring a Keynote by Ian Hockley of Dylan's Wings of Change

Brookdale Community College

February 23, 2023

6:00PM

Visit the link below or scan the QR code to register:

<https://tinyurl.com/MCSPW2023>



We Are the Future



Join Us for Free Basketball Drills and Skills March 2023

Open to Boys and Girls Grades 1st - 8th

This is a free program for all youth, however Space is limited... Registration is required by 2/28
Please scan the QR Code below to sign up!



Volunteers are welcomed (14 yrs. and up), please scan QR Code below to Volunteer
(proof of community service hours available upon request)

General Volunteers



Volunteer Coaches



Park Avenue School Gyms
280 Park Avenue, Freehold, NJ 07728 - (Please use Door #9 to enter)

Dates:

Saturday March 11th
Saturday March 18th
Saturday March 25th

Times:

Grades 1-3 10am - 11:15am
Grades 4-5 11:30am - 12:45pm
Grades 6-8 12:45pm - 2pm



***time slots are subject to change based on number of participants for each age group

For additional information please email us at:
wearethefuture732@gmail.com

Meet our community partners!



Borough of
FREEHOLD

www.freeholdboroughnj.gov



Working to Prevent Substance Abuse
Antoinette Ceciarelli at 732-294-5103
Aceciarelli@Twp.Freehold.nj.us



Township of
Freehold

<https://twp.freehold.nj.us/>



www.frhsd.com/freeholdtwp
Kristin Clyne SAC



www.gcada.nj.gov/home/



www.frhsd.com/Freehold
Eva Carella SAC



<http://highfocuscenters.pyramidhealthcarepa.com/locations/freehold/>



www.twp.freehold.nj.us/244/Health



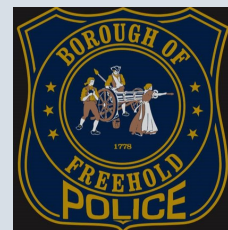
www.freeholdracewaymall.com



<http://twp.freehold.nj.us/police>



www.freeholdtwp.k12.nj.us/
Courtney Colford School Counselor/SAC



www.freeholdboroughnj.gov/departments/police



<https://downtownfreehold.com/>



www.facebook.com/groups/162653743763094/



www.freeholdboro.k12.nj.us/
Heather Elkin School Counselor/SAC

Additional Community Partners
Freehold Township School PTO



www.centrastate.com



2023 MEETING SCHEDULE

<u>DATE</u>	<u>TIME</u>	<u>LOCATION</u>
January 11th	12:00 PM	Freehold Township Municipal Bldg
February 08th	12:00 PM	Freehold Borough Municipal Bldg
March 08th	12:00 PM	Freehold Twp. Board of Education
April 12th	12:00 PM	Freehold Township Municipal Bldg.
May 10th	12:00 PM	Five Star Café – Freehold HS
June 14th	12:00 PM	Freehold Raceway Mall
July -	12:00 PM	-No Meeting-
August -	12:00 PM	-No Meeting-
September 13th	12:00 PM	CentraState Health Awareness Ctr
October 11th	12:00 PM	Freehold Intermediate School
November 08th	12:00 PM	Freehold Township HS
December 13th	12:00 PM	High Focus Group
January 10th	12:00 PM	TBD - Reorganization 2024

Note: Meetings are conducted in accordance with NJAC 17-40-1 et. seq. – “Sunshine Open Meetings”.



@FreeholdAlliance
@Alli Ance

Alliance Key Members

Antoinette Ceciarelli, Coordinator
Jeff Friedman, Co-Chairperson
Jay Robinson, Co-Chairperson
Lester Preston, Township Committee Member
Sharon Shutzer, Borough Councilwoman

Newsletter Editor

Angelica Espinal-Garcia, Health Educator
AEspinalGarcia@twp.freehold.nj.us

FOLLOW US ON
TWITTER!



WEB

www.twp.freehold.nj.us/alliance-to-prevent-substance-abuse_

For more info and volunteer opportunities

contact Antoinette at 732-294-5103

Acceciarelli@Twp.Freehold.NJ.us