Dear Maryalice,

AG HEALEY, GE FOUNDATION LAUNCH SUBSTANCE USE PREVENTION INITIATIVE TO REACH ALL PUBLIC MIDDLE SCHOOLS IN MASSACHUSETTS

Your Mass PTA and Mass PTA Health, Safety and Wellness Committee were invited to this Press Conference! Your Mass PTA will be part of initiative. Read all about this exciting new Project Here.

$2 Million Initiative Will Expand Access to Youth Prevention Education; Includes First-of-its-
Learn the strategies of maintaining a student’s health.

- Obesity prevention
- Emotional health
- Hunger
- Substance abuse
- Chronic conditions and clean water are taken into consideration.
- Healthy students are absent less often, experience fewer behavior problems and have an easier time learning while at school.

Kind Mobile Education App

Attorney General Maura Healey and the GE Foundation today announced on May 31, 2017 a $2 million public-private initiative, along with Epicenter Experience and The Herren Project, that will bring new resources to students in every public middle school in Massachusetts to help address the opioid epidemic.

AG Healey announced the first-of-its-kind initiative, named Project Here, today at a launch event at the GE headquarters with Ann R. Klee, president of the GE Foundation and vice president of GE's Boston Development & Operations.

They were joined by Chris Herren, Founder of The Herren Project, Paul Krasinski, CEO of Epicenter Experience, Michael Botticelli, Executive Director of the Grayken Center for Addiction Medicine and Andrew McCall, a recovery coach.

The new initiative will provide substance use prevention education to middle school students through an innovative combination of in-classroom programs, mobile content, and access to a support network of social workers. The GE Foundation has funded this initiative with a $1.5 million contribution, along with $500,000 in settlement funds from the AG's Office.

Project Here will provide curriculum materials to every public middle school in Massachusetts, as well as support resources for students who are struggling with addiction, trainings for educators and parents on substance use prevention, and access to an innovative mobile platform with prevention content.

"Education and prevention are the keys to ending the opioid epidemic, and our partnership with the GE Foundation will help us tackle this public health crisis and protect our middle school students from addiction," AG Healey said."Through a multi-faceted approach - reaching students in the classroom and on their mobile devices - we will empower them to make the right decisions, promote health and wellness, and lead change in their schools and communities. I thank the GE Foundation, Epicenter Experience, and The Herren Project for stepping up to the...
plate and contributing their talent and time to this critical effort."

"When GE announced its move to Boston, we also announced a $50 million philanthropic commitment to the city and surrounding area, with $15 million of that targeted to community health," said Ann R. Klee. "From the moment we arrived in Boston, we heard from so many that substance use and the opioid crisis was a critical need for the community. We're proud to work with AG Healey on Project Here to educate our youth today and prevent our kids from falling into the vicious cycle of the opioid epidemic."

"We are thrilled to be able to participate and contribute to this important public-private partnership. It is a critical issue to address across our country," said Paul Krasinski, Epicenter Experience CEO. "We realize that people are the epicenter for change and thus developed the core technology for Project Here, to connect people to truly solve people problems together. Whether these middle school students are here, there or anywhere, they will know that we are here to support them and they are empowered to be a hero for others through their knowledge and education."

"The first step in addressing the substance use issues in our communities is to provide education and prevention strategies for children in the middle school years while they are developing a sense of self. All too often we focus on the last day of addiction and not the first. We praise our children for their academic and athletic accomplishments, but fall short on personal wellness," said Chris Herren, Founder of The Herren Project. "I am proud to have The Herren Project be a part of this innovative partnership providing education, support and the opportunity for students to be proud of who they are, to embrace life's challenges without turning to substances knowing that they are good enough and perfect just the way they are."

As a part of Project Here, Epicenter Experience will lead the design of a first-of-its-kind mobile application that will give students, educators, and parents easy access to prevention resources and information, and help young people who are struggling with addiction or the impact of substance use get the help they need and connect with The Herren Project.

Through Project Here, all Massachusetts middle schools will have the opportunity to join the Project Purple Initiative, a program through The Herren Project that helps schools talk with students about the dangers of substance use. Students will also have access to The Herren Project's support team, including social workers ready to
applications starting NOW!
at
www.masspta.org

respond to students in need of help. Schools can learn more
at www.mass.gov/ago/projecthere. This initiative is meant
to complement other prevention efforts under way across the
state and will include an Advisory Board comprised of key
stakeholders and experts.

Today's announcement is the latest effort by AG Healey to
address the unmet need for youth prevention and education
services to combat the opioid epidemic, a key priority of her
administration. In May, the AG's Office
distributed $700,000 in settlement funding directly to
school districts, nonprofits and community organizations to
fund prevention programming through its Youth Opioid
Prevention Grant Program.

If you have questions about Project Here, please contact
Catherine Madden in the Attorney General's Office at (617) 963-2140 or projecthere@state.ma.us

Mass PTA represented you well, told our story and they listened!
Being interviewed about Children's Health and the Opioid Epidemic
by radio.
Mass PTA President-elect, Maryalice Foisy
and Mass PTA Health Chair, Jackie Coogan

Coming November 16, 2017

2nd Mass PTA Health Summit
Taking Action!
Keeping Children, Schools, Families and
our Communities Healthy!

Registration starts June 28, 2017!
Registration Coming Soon!
Starting June 28, 2017!
Go To
www.masspta.org

For Them, We Need You!
Join us in supporting them.
Key Note Speakers, workshops, round table discussions, exhibitors, learning, networking and advocating for Them and You!

Immunizations and Vaccines, Keep your children Safe!
Check out the Webinar on August 8, 2017 to Celebrate Immunization Month &
Going Back to School Healthy and Safe!

Live Webinar!
Tuesday, August 8, 2017
11:45 a.m. - 1:00 p.m.
Building Vaccine Confidence to Ensure the Optimal Health of Children of Massachusetts
Presenter: Rebecca Vanucci
Immunization Outreach Coordinator, Immunization Program
Massachusetts Department of Public Health (MDPH)

This webinar will outline ways that parents can build their vaccine confidence and become vaccine advocates in their community. The presentation will include information on the benefits of vaccination, common myths about vaccines, school immunization and exemption data, how to find your local school's immunization and exemption rates, the importance of adolescent immunization, and effective communication strategies to build vaccine confidence.

The webinar will include time for a question and answer discussion.

This webinar is free-of-charge. Information on how to register for this webinar is coming shortly in our July issue of Mass PTA Healthy Updates Newsletter.

You may also for more information, 
please contact:
Cynthia Mc Reynolds at cmcreynolds@mms.org
Program Manager
MCAAP Immunization Initiative

Keeping your Children and Teens Safe from Concussions and Head Injuries?

Did you know....
Concussions in youth can lead to long-term health consequences if not properly managed?
The Massachusetts Parent Teachers Association in partnership with Mass. Dept. of Public Health and Concussion Legacy Foundation is offering Informative Discussion Groups for parents, educators, families and community members across the state on the PREVENTION AND MANAGEMENT OF CONCUSSIONS and HEAD INJURIES IN SPORTS.

In this workshop you'll learn about:

Getting the facts!
Learn what to do!
Know how and where to get help!

If you are interested in bringing this training to your area Jackie Coogan at health@masspta.org.
Linda Brown at linda.brown@state.ma.us

Look for Workshops and Discussion Groups across the state coming soon in your area( region).

Coming in September to Plymouth, Somerville, Wachusetts/Princeton Regional and Southbridge

Our Major Sponsor of the 2017 Health Summit
Mass Teachers Association
Thank You!

Thanks To the Massachusetts Teachers Association( MTA) our Major Sponsor and Partner!!
The MTA has granted Mass PTA Health, Safety and Wellness Committee for our 2nd Annual Health Summit and our work with children, parents, educators and community in keeping them safe, well and healthy!
Together we Learn, Advocate and Take Action
Thank you for all that you do for children, families, schools and PTA

Stay well,

Jackie Coogan

Massachusetts PTA Health, Safety and Wellness Committee Chairperson
Massachusetts PTA Board of Directors
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