



Working Together for Healthy Communities



2022 YEAR IN REVIEW

## Who We Are

The Southern Rockingham Coalition for Healthy Youth (SoRock) is a community coalition designed to promote wellness and nurture resiliency for the children, youth, and families of Southern Rockingham County. The coalition operates by bringing together community stakeholders and leveraging resources from the local, state, and federal level to support the eight towns (Atkinson, Danville, Fremont, Hampstead, Kingston, Newton, Plaistow, and Sandown) we serve. The coalition believes in dynamic civic involvement and is comprised of several sectors of the community who work together to implement strategies for community change around substance misuse and mental health. Learn more at [SoRockNH.org](http://SoRockNH.org).

### Staff

**Director**- Tim Lena (currently unfunded) Student Assistance, Timberlane High School

**Program Director/ Coordinator** - Charlotte Scott (funded part time)

### Steering Committee

**Caitlin Almon**, MS Guidance, Fremont Ellis School

**Samantha Areson**, Seacoast Public Health, SMPC

**Julie Barbick**, Social Worker, Hampstead School District

**Jessica Beaudoin**, Counselor, Center for Life Management

**Kelley Binette**, Student Assistance, Timberlane Middle School

**Maya C**, Haven Violence Prevention & Support Services

**Sgt. Rick Frost**, New Hampshire National Guard Counterdrug Program

**Kimberly Gordon**, SUD Provider Quality Manager, Beacon Health Options

**Doug Griffin**, Kingston Lions Club / Addiction Policy Forum

**Tracy Fuller**, Director, North Shore YMCA

**Jane Kowalski**, Atkinson Community Member

**Kate MacDonald**, South Central Public Health SMPC

**Bob Mailloux**, - Hampstead Middle School Guidance

**Lindsey Messina**, Director, Austin 17 House

**Laurie Ota**, Center for Life Management

**Ronni Shaw**, Hampstead Community Member

**Whitney Leyland**, Program Director YMCA Camp Lincoln

**Jim Zanfagna**, Angels of Addictions, Plaistow Resident

## 2022 Funding

**In 2022 The coalition was funded by:**

- The taxpayers of Atkinson, Danville, Fremont, Hampstead, Kingston, Newton, Plaistow and Sandown.
- Contracts with our Public Health Networks
- Project sponsorships from DHHS and Exeter Hospital
- Civic Group and Private Donations
- Fundraising

## Data

- The SoRock community needs assessment survey results identified mental health and substance use as the top community concerns in 2021-2022. [Take the 2022-2023 survey here!](#)



- Youth high school data is collected every other year nationally through the [Youth Risk Behavior Survey](#) at no cost. Timberlane Regional High School & Pinkerton Academy do not currently participate in the survey. Sanborn Regional High School data will be released by the school district. See all [NH Data Here](#) (2021 results not yet posted). When possible SoRock has funded middle school data collection in some of our towns. **Due to the lack of participating schools we do not have true aggregate data for youth in our region.**
- [The Office of National Drug Control Policy \(ONDCP\) Non-Fatal Opioid Overdose Tracker](#) reports New Hampshire to be "Much Higher" than the national average in overdoses between 12/2021 and 12/2022.

# SoRock hit the ground running in 2022 !

## Career Pathways to Prevention

SoRock and the Seacoast Public Health Network partnered with Sanborn Regional High School Career Pathways program to create an annual "Gearing up for Success" trade fair. The trade fair is part of our regional Young Adult Strategies initiative to expose and connect youth to future career options in addition to the traditional four year degree path. **A clear plan exiting high school can help to reduce mental health and substance misuse concerns during the transition to adulthood.**

Approximately 900 students in grades 7-12 visited the 1st annual fair with lots of incentives to stop and learn more from each of our 50+ vendors! Surrounding school districts were invited to attend in their own time slots and the event was open to the community at the end of the day. Second Annual Event - Feb 10th 2023! Would you like to be a vendor? [Email for more info!](#)



## I Care NH, 988 & NH Rapid Response

SoRock took on a portion of the NH DHHS contracts with Seacoast and South Central Public Health Networks to promote new National and State wide mental health resources. This four month project included multi-media campaigns, extensive resource distribution and community education.

This Public Health Message is brought to you by:

- SEACOAST PUBLIC HEALTH NETWORK
- SOUTH CENTRAL NH PUBLIC HEALTH NETWORK
- SoRock
- RAYMOND COALITION YOUTH

**STAY CONNECTED**  
We all play a role in mental health and suicide prevention. The first step is simply talking. We can check in on our friends and neighbors. You don't need to have all the answers to reach out.

**ASK & LISTEN**  
Be willing to listen. Be a safe person for others to come to when they are feeling lonely, stressed or anxious. Be open and non-judgmental.

**KNOW THE SIGNS**  
If someone is acting down; acting different; not doing things they used to love; having changes in sleep; shutting people out, you can help.

**FIND RESOURCES**  
Help is available. To learn more and find resources please visit: [dohs.nh.gov/icare](https://dohs.nh.gov/icare) If you or someone you know needs help now, call the Lifeline 24/7 at 1-800-273-8255

**I Care NH**

Starting July 2022 Dial 988

I Care NH is an initiative of the NH Department of Health and Human Services and the NH Suicide Prevention Council

**New Hampshire**  
Rapid Response Access Point

Get Help Now  
**Call/Text 833-710-6477**  
**Chat Now**



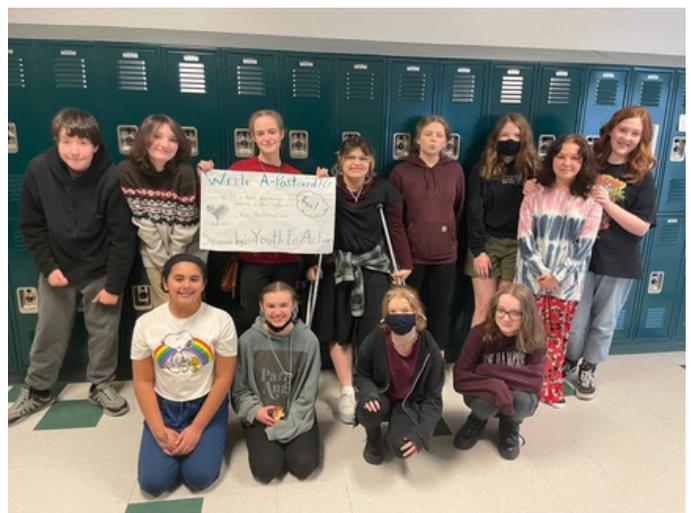
## Responder 911: The Toll of Running toward Danger

This 60-90 min presentation was offered to all of the first responders in our 8 towns. The facilitator discussed the types of stress that responders are exposed to- from the mundane organizational stress to the rare, but impactful, traumatic incidents. She then discussed risk factors that can lead to declining mental wellness as well as recognition of signs and symptoms in themselves and those they respond with and why they should seek help. She reviewed the importance of self-care and building resilience and looked at a proactive approaches to protecting their own mental health and that of their team members who run with them “toward the danger”. All attendee's left with a survey tool as well as resources for getting help if the need arises.



## Teen Mental Health Awareness Postcard Campaign

SoRock middle and high school youth groups at Timberlane and Sanborn schools celebrated Teen Mental Health Awareness by supporting the New Hampshire I Care campaign! During lunches students filled out affirmation statements on I Care postcards and sent them to staff and peers to promote positivity in the school.

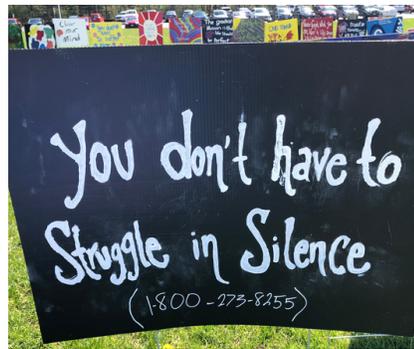


## Youth Mental Health Resource Education

Approximately 300 Middle and High School students from our schools and the Austin 17 House participated in a presentation on the how the new national 988 suicide prevention number would work alongside the NH Rapid Response Access Point. Youth were also given physical resources to connect them with help in a time of need.

## Student Mental Health Sign Project

After learning about the resources available to them, art students at SRHS used repurposed yard signs and took great care in creating their own unique artwork with important mental health messages on them. During the project they engaged in meaningful conversations around the key messages of the I Care campaign, which are “Stay Connected”, “Ask and Listen”, “Know the Signs”, and “Find Help”. Ms. Swist said the students were very invested in this project, especially knowing their artwork would be seen by and possibly help others. Initially displayed in the shape of a giant heart on the library lawn, the signs are now used throughout our 8 communities during events to spread important messages about mental health.



## Mental Health Literacy for ages 5-10

SoRock brought the American Foundation for Suicide Prevention NH Chapter to Plaistow Public Library and Memorial School in Newton to present “Gizmo’s Pawesome Guide to Mental Health. Gizmo's Pawesome Guide to Mental Health guides children through the importance of mental health, Gizmo offers guidance to children on how to recognize and cope with sad, mad and worried feelings and related behaviors, and makes managing their mental health – and knowing how and when to reach out to a trusted adult for further support – a simple, non-scary part of their everyday life. We reached over 200 youth with Gizmo in 2022! We hope to bring Gizmo to more of our elementary schools in 2023! [Reach out to bring Gizmo to your school or community!](#)



## Educator Mental Health Support

SoRock hosted The "[Regulated Classroom](#)" two day training for educators across NH to help prevent burnout by equipping them with resources to recognize and bring regulation to their own nervous system-supporting engagement, connection and learning. All registered educators received a toolkit containing The Regulated Classroom® guidebook and a collection of high quality sensory tools and self-regulation hacks that help promote a felt sense of safety and comfort in the body. The kit is specifically designed for educators (classroom teachers, paraprofessionals/ESP's, school counselors,



## Community Suicide Prevention Training

SoRock offered two community suicide prevention forums to our communities in partnership with [AFSP](#). Talk Saves Lives is an Introduction to Suicide Prevention for communities that covers the general scope of suicide, the research on prevention, and what people can do to fight suicide. Participants learn common risk factors and warning signs associated with suicide, and how to keep themselves and others safe. Programs were open to all communities and food was provided.

## Business Suicide Prevention/ 988 & NH Rapid Response Training

SoRock provided a free breakfast for the business community in partnership with the [Plaistow Area Commerce Exchange \(P.A.C.E\)](#). The breakfast presentation included Talk Saves Lives from AFSP along with education around the new federal and state crisis response services/numbers. This opportunity was open to all area business owners.



## Teen Mental Health First Aid Training



SoRock TMHFA trainers, graduated their first groups of high school students from both Timberlane and Sanborn this year! [Teen Mental Health First Aid](#) teaches teens in grades 10-12, or ages 15-18, how to identify, understand and respond to signs of mental health and substance use challenges in their friends and peers.

## Youth Leadership Summit 2022!

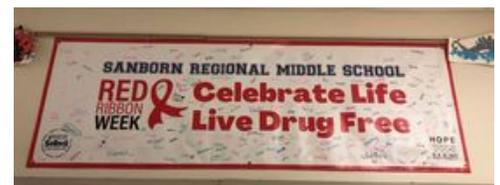
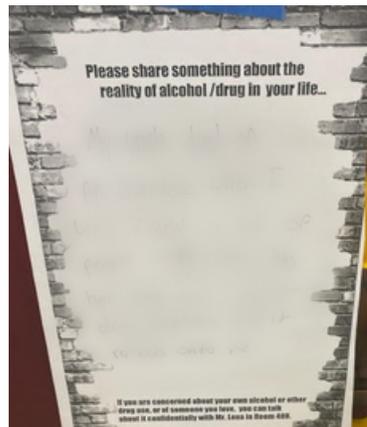
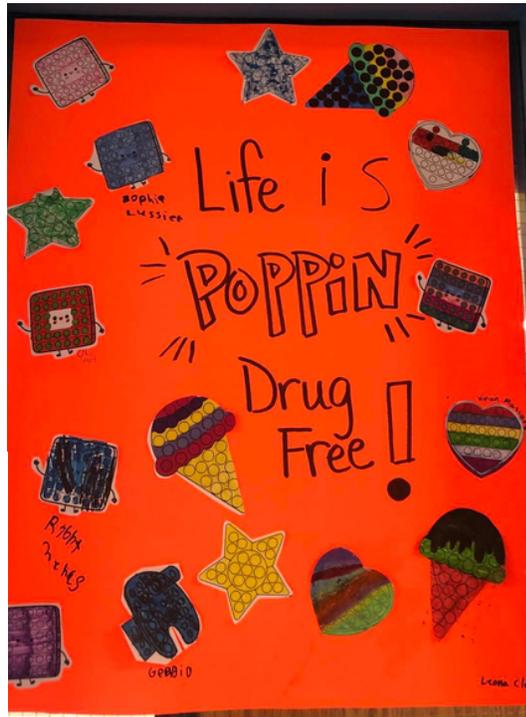
SoRock was excited to be able to offer our first in person youth leadership summit since COVID-19! Youth from Ellis School, Hampstead Middle School, Sanborn Regional High School, Timberlane Regional High School, Sanborn Regional Middle School, and Timberlane Regional Middle School came together to practice real-life skills in communication and leadership, with a focus on prevention and increasing positive school climate. Students came up with goals and projects to work on in their own school after the summit and will participate in follow up zoom sessions with our facilitators at [NH Teen Institute](#).



## Red Ribbon Week 2022!

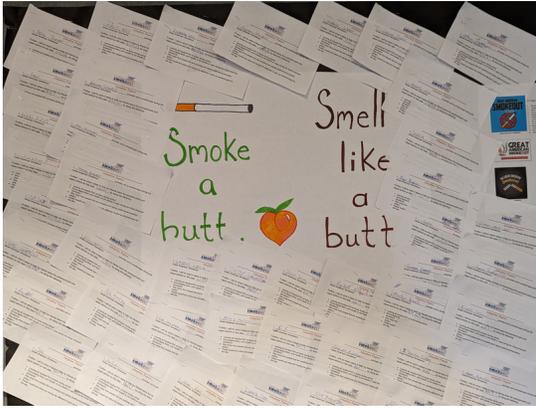
Red Ribbon Week is an annual event observed by the Drug Enforcement Administration and communities across the country. Inspired by a tragedy, this week of remembrance has helped spread awareness of drug misuse prevention. Communities collaborate with local DEA offices to organize events that bring people together in a united mission to end drug misuse.

During RRW SoRock offers assistance with materials and programming for all of our schools. This year we provided 100 youth RRW kits to several of our elementary schools and RRW promotional materials to others and to our middle and high schools. We also coordinated a vaping assembly for Sanborn middle and high schools.



## Great American Smokeout!

Students from our high schools educated their peers about the impact of smoking and vaping on lung function and sponsored friends and family to quit for a day! Students made quit packs including candy, gum and ["My Life My Quit"](#) resources to hand out.



## Drunk, Drugged and Distracted Driving (3D) Awareness Month

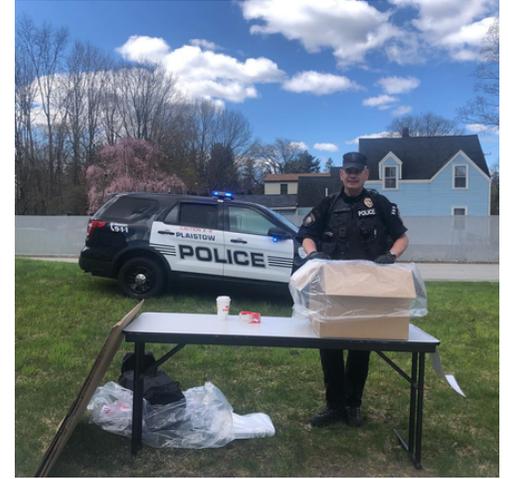
National Drunk and Drugged Driving (3D) Prevention Month" began in 1981 to help underscore the public's commitment to preventing impaired driving. SoRock annually provides impaired and distracted driving activities to educate students on the associated dangers. These activities are great conversation starters! Resources included an electronic driving simulator, drunk and marijuana impairment goggles.



## DEA Take Back Days

Every April and October SoRock supplies our police departments with materials from the DEA to hold DEA Take Back Days. Take Back Days are a great opportunity to get unused and expired medications out of your home to prevent accidents or unintended addiction.

**In 2022 SoRock towns disposed of a total of 1,311Lbs of medication on DEA Take Back Days!**



## Permanant Rx Drop Box at Newton PD!

SoRock was excited to add Newton PD as a permanent drop box location! With the addition of Newton, 6 of our 8 towns have permanent drop boxes for you to dispose of your unwanted medications year round! Other locations include Atkinson, Hampstead, Kingston, Plaistow, & Sandown police departments.



## Overdose Prevention

SoRock distributed over 200 overdose prevention "power packs" to the community, mental health centers and local police departments in 2022. The packs include, Narcan overdose reversal kits, fentanyl test strips, recovery resources, family support resources, understanding addiction info, mental health resources, a safe medication disposal pouch, community resources and more.

These kits are free to the community through a collaboration with our local public health networks and DHHS. Reach out to SoRock or your local PD to obtain your free Overdose Prevention Power Pack!

## Community Power Packs

In addition to our "Overdose Prevention Power Pack", thanks to a sponsorship from Exeter Hospital, SoRock also provides:

- **Parent Power Packs**
  - effective self care info, parenting and developmental assets, mental health resources, stress management, community resources, youth prevention resources..and more!
- **Relative Caregiver Power Packs**
  - Contents of the Parent Power Pack with additional relative caregiver resources such as our "Parenting a Second time around" resource handbook and Narcan overdose reversal kit.
- **Youth/Teen Power Packs**
  - Mental health and self care info, substance use and resource info, stress management tools, domestic violence resources, resources for children of addiction, stress balls, wristbands and other promotional materials to keep resources handy..

Power Packs are distributed for free at local community and school events as well as SoRock events. SoRock also provides the packets when meeting with youth groups (schools, camps, community centers etc.., parent groups (PTO/Boosters etc..), civic groups (Lions etc..) and faith based groups (bible study, etc..). If you would like SoRock to meet with your your group please email [sorocknhcc@gmail.com](mailto:sorocknhcc@gmail.com)



## Entering 2023

### **Naloxone Overdose Emergency Stations "NaloxBox" for all towns.**

SoRock has obtained NaloxBox's through our public health networks and is working on determining the best locations in our communities for installation. This project is part of our overall overdose prevention project along with naloxone trainings and overdose prevention kit distribution.

### **Recovery Friendly Workplace designation for our towns**

This year SoRock was proud to receive our "[Recovery Friendly Workplace](#)" designation. In 2023 we hope to introduce and incorporate this resource into the infrastructure of our towns.

*"Untreated addiction costs New Hampshire's economy \$2.36 Billion. 66% of that cost (\$1.5 Billion) is incurred by businesses in the form of impaired productivity and absenteeism. New Hampshire's "Recovery Friendly Workplace Initiative" promotes individual wellness for Granite Staters by empowering workplaces to provide support for people recovering from substance use disorder. The Recovery Friendly Workplace Initiative gives business owners the resources and support they need to foster a supportive environment that encourages the success of their employees in recovery."*

## FAQ:

### **Is SoRock a religious organization?**

No. SoRock has no religious affiliation. SoRock is short for “Southern Rockingham” Coalition for Healthy Youth.

### **SoRock has an office in Sanborn Regional High School, does that make you a Sanborn program?**

No. SoRock currently has donated office space within Sanborn Regional High School, but our coalition steering committee members hold positions in community agencies and schools in/serving each of our towns. SoRock has previously held office space in the Sad Café in Plaistow and the Sandown Police Department. SoRock is not employed by, or a program of any School District.

### **How has SoRock historically been funded?**

SoRock received a federal [“Drug Free Communities” grant](#) for 10 years. The purpose of this grant is to get the great work started and then turn it over to the communities. We are considered a "graduated program" along with several others in the state. We all work together to advocate for additional funding and currently have a proposal in to the state to be included in the governors budget. SoRock has been partially funded by our communities in varying degrees since aging out of the DFC program in late 2019. We were funded by all 8 towns we serve in 2022.

### **What is the tax impact of supporting SoRock?**

The average tax impact of a SoRock warrant article or budget line item is around \$.01 per thousand or approximately \$5.00 per year for a \$500,000 property.

### **What do our tax dollars pay for?**

The funds we receive from our towns helps support our programs and the salary of one part time employee to coordinate our efforts and stakeholder engagement and to leverage resources for our communities. This investment yeilds a return of at least double or triple its value. Without staff there is no one to create and coordinate the work we do. Often the resources we leverage to do the work in the community do not include a salery line so that must be secured first. We appreciate your support and would also love to have your voice at or table!

### **How does SoRock fund its programming and activities?**

SoRock carries out our mission through in-kind services, partnerships, and funding opportunities from a variety of sources. A few of our partnerships and funding sources include:

- NH Department of Health and Human Services
- South Central and Seacoast Public Health Networks
- School Student Assistance Programs
- NAMI NH (National Alliance for Mental Illness)
- American Foundation for Suicide Prevention
- NH Bureau of Drug and Alcohol Services
- DEA & National Guard Counter Drug Task Force
- State and Federal Grants
- Local Civic Groups
- NH Charitable Foundation
- Private Donations
- Fundraising

### **Is SoRock a 501c3?**

SoRock contracts with the [Southeastern Regional Education Service Center \(SERESC\)](#) for fiscal agency and our 501c3 status. This is a common practice also used by our state public health networks. This allows us to save money on additional staffing and indirect costs.

**Have questions or want to get involved? We would love to talk to you!**

Reach out today to [sorocknhcc@gmail.com](mailto:sorocknhcc@gmail.com)

[Visit us at sorocknh.org](http://sorocknh.org) or follow us on social media [@sorocknh](https://www.instagram.com/sorocknh)