



**The Corporation of the Town of Carleton Place**

**Drug Strategy Committee Meeting Minutes**

**Aug 1, 2024 6:00 PM Carleton Place Public Library**

<b>Welcome Members and Guest (s)</b>		Attendees: Mark Hinton, Kevin Clouthier, Harry Sidhu Guest Danielle Shewfelt/HU Chair David Somppi
<b>Declaration of Conflict of Interest</b>		No conflicts were declared
<b>Approval of Previous Meeting Minutes</b>		Moved by Mark 2 <sup>nd</sup> by Kevin May/24 minutes were approved unanimously
<b>Additions to and Approval of Agenda.</b>	Motion	Health Unit Update to be added
<b>Committee Membership</b>	Open Discussion	Proposed changes to ToR and member recruitment is not being consider by council at this time
<b>2024 Committee Workplan and Budget</b>	Open Discussion	The committee agreed to focus on an information campaign for the remainder of 2024. See details notes below 2024  Motion: Moved by Kevin 2 <sup>nd</sup> by Harry. Carried unanimously  That Creative Display be contracted for 12 months, at a cost \$125/month, to display committee generated 20 sec videos on CPDMH video terminals.
<b>Second hand smoke (cannabis and tobacco) in public spaces</b>	Open Discussion	Covered in information campaign below
<b>Messages to Display on Video Screens</b>	Open Discussion on Action Plan	The committee thanked Danielle's for the thoughts provided in her June 6 email. More detail below
<b>Recent reports on the impact of cannabis consumption</b>	Open Discussion	Will keep this as a standing agenda item until report from Kingston is shared
<b>Health Unit Update</b>		KFL&A report on Cannabis use and health impacts since legalization in Canada expected soon.
<b>Proposed Mobile Community Withdrawal Management</b>	Open Discussion	Given that Council did not accept our committee's recommendation to receive an

Proposed Mobile Crisis Response Team (MCRT) program expansion		update, the committee will focus on other items.
<b>Future Meeting Schedule</b>		Library is now booked for 1 <sup>st</sup> Thursday of each month starting at 6:00 PM
<b>Adjournment</b>		Moved by Harry 2 <sup>nd</sup> by Kevin, Carried

**Detailed Notes on Information Campaign**

The committee agreed to develop a campaign of 20 sec videos that will be displayed on town owned and CPDMH public video terminals. The CPDMH terminals are managed by a 3<sup>rd</sup> party ( <https://www.creativedisplay.net/> ) The monthly cost (assuming a 12-month contract) is \$125 + tax. A motion (see above) to include cover this cost was approved.

The video display support image only content, audio is not supported. The image content can contain a QR code that links to supplemental online content. The supplemental content can be on websites (for example [Leeds, Grenville and Lanark District Health Unit](#)), existing videos (with sound) and/or videos produced specifically for this campaign.

The first video will focus on Smoke Free Ontario regulations that define rules for smoking/vaping in public spaces. It will link to a Health Unit Instagram video on the regulations and to resources that assist folks to quit smoking/vaping.

The Carleton Place Canadians organization has a strong mental and physical health focus. The committee will explore collaboration opportunities within the campaign. Players might, for example, be featured in supplementary videos.

Other potential collaborators, who may have existing supplementary material, are the OPP and health service providers. There may also be an opportunity to collaborate with high school students via school board real-world learning which “involves activities, project-based learning and community partnerships.”

**From:** Shewfelt, Danielle <[Danielle.Shewfelt@healthunit.org](mailto:Danielle.Shewfelt@healthunit.org)>  
**Sent:** Thursday, June 6, 2024 10:04 AM  
**To:** Mark Hinton <[mhinton@carletonplace.ca](mailto:mhinton@carletonplace.ca)>; David Somppi <[david.somppi@uwaterloo.ca](mailto:david.somppi@uwaterloo.ca)>; Harry Sidhu <[sidhuh@live.com](mailto:sidhuh@live.com)>; Kevin Clouthier <[KClouthier@opendoors.on.ca](mailto:KClouthier@opendoors.on.ca)>  
**Subject:** RE: June 6 2024 MDS Meeting

Hello MDS friends,

I am back in business and just wanted to follow up on this request for the media campaign. Speaking with Mark it sounds like you were looking for some videos around substance use prevention and mental health/stress. See a few ideas below to ponder.

Our substance use health promoter is interested in any plans we may have in producing some videos to address stigma around substance use and addictions. She is looking for contacts or connections to a person or persons working on this so if that is in the cards I can connect you to her.

Additionally here are some general web links on substance use

Alcohol

- [Link to Communications Toolkit](#) (click on the toolkit tab and there are sample posts for various platforms)
- [Drink Calculator](#) (an interactive tool to help people figure out how much they are actually drinking)
- [Canadian Cancer Society](#) Alcohol Information (some general stats and facts for posts or videos)
- [Rethink your Drink](#) there is a video on the importance of policy on this page, maybe good for when we want to garner support for improvements to municipal alcohol policy

Cannabis

Link [to Cannabis lower use guidelines](#) which also has other resources [and some videos](#)' [Lower Use Guidelines for Cannabis](#) printable version.

This can also be a good place to direct people in the videos or SM posts to determine if their substance use may be problematic and where to go. It has the whole continuum on it so would be a good resource for the general public who could be anywhere along this line. [Alcohol & Substance Use - Leeds, Grenville and Lanark District Health Unit](#)

Here are the resources for LLG assistance in Lanark, Leeds and Grenville for those who need help for a variety of challenges.

<https://healthunit.org/health-information/alcohol-other-drugs/where-to-go-for-help/>

There are also these videos that are more for schools but may have some good messaging that you could pull from for your messages on SM or the development of video scripts. They outline how to create supportive environments that help reduce substance use.

<https://healthunit.org/for-professionals/educators/substance-use-addictions/>

This is a good mental health video that could be shared: [Taking care of your mental health: video - Canada.ca](#)

Happy to discuss further at our next meeting or via email.

Danielle

***Danielle Shewfelt***

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*(Pronouns: She/Her)*

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