ON ISLAND

SCREENING GUIDE



INTRODUCTION

On Island: No One is Alone

Martha's Vineyard is a tight-knit community that experiences an influx of more than 100,000 visitors onto the 96 square mile island every summer. With the cyclical swells of day trippers, weekly renters, summer residents, and seasonal workers, daily life on Martha's Vineyard offers unique social, economic, and emotional challenges that linger throughout the summer and the off-season.

In the off-season, life is far calmer. Island businesses and their workers wait in quiet anticipation for "next summer" when the bulk of annual economic activity occurs. Many take this time to recharge and immerse themselvesin the island's intrinsic beauty. However, that beauty masks a culture of permissiveness that brings storm clouds to Vineyard shores throughout the year. Inactivity and perceived isolation exacerbate a susceptibility to substance misuse that can entrap anyone. For those already struggling with the stigma of addiction, coupled with the more recent brutal pressures of the COVID-19 pandemic, that snare can become deadly.

On Island is a documentary film designed to shed light on these year-round challenges and mobilize this unique community to proactively embrace positive change.

On Island was created by PGP (The Public Good Projects), a public health nonprofit, with support from Martha's Vineyard Substance Use Disorder Coalition. Funding for *On Island* comes from PGP and the Peter and Elizabeth Tower Foundation.

Together, we can ignite a movement.

This guide contains all the information you need to host a virtual discussion through Zoom or Google Hangouts after participants individually watch *On Island*. This guide includes a ready-to-use meeting agenda and tips to coordinate a virtual event. These tools will help you hold a dialogue-focused experience where participants learn more about the issues, discover shared interests, identify opportunities for change, and work together to take collective action.

About Substance Use Disorder on the Island

Substance use disorder (SUD) is a disease that occurs when the use of alcohol or drugs causes significant impairment to a person's ability to function or causes an inability to meet responsibilities at home, work, or school. Substance use disorder is a serious problem on Martha's Vineyard.

Surveys have shown that 17% of females and 31% of males reported binge drinking in the past 30 days, and 34% of youth have smoked marijuana in the past 30 days, which are higher than the statewide statistics. Other drug-related overdoses are also a serious concern on the island. By educating about these issues and bringing community attention to substance use disorder, we hope to create a culture that reduces substance misuse and de-stigmatizes addiction.

Below, you'll find a few statistics and talking points that can help frame the scope of the issue we are working together to address.

- Most people on the island realize that substance use disorder is a problem in their community.
- 81% believe alcohol consumption is a serious problem in the community.
- 79% believe drinking and driving is a serious problem.
- 82% believe prescription opioid abuse is a serious problem.
- 87% believe that the opioid epidemic is taking the lives of people in the community.
- 73% believe heroin use is a serious problem.
- 62% believe vaping is a serious problem.
- 57% believe that most people in the community think that prescription opioids are safer than heroin.
- 34% believe that most people in the community are unaware of effective treatment options for opioid addiction.
- 50% of people ages 18-30 believe that most people think it's okay to provide alcohol to people under age 21.
- 50% of people ages 18-30 believe that most parents think it's okay to allow people under age 21 to drink at home or at someone else's home.
- 69% of people ages 18-30 believe that most people think it's okay to drink 5+ alcoholic drinks at one time.

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SET YOUR EVENT GOALS

Setting clear goals for your virtual event will help you create a positive experience for participants and increase the likelihood that your virtual event will lead to collective action. The activity below will help you establish clear goals and decide what kind of screening event will be most effective.

Consider These Questions:

- What do you seek to accomplish with this event?
- What is already happening in your community to address substance use and its causes?
- What strengths, assets, and initiatives can you build on?
- What barriers or challenges are preventing the community from coming together?
- Who needs to be included in the conversation?
- What roles do you imagine participants might play in taking collective action?
- Finish the sentence: We are hosting an *On Island* screening event to...

Sample goals for your screening event:

- Host a screening to connect different groups already working on the issues. Many communities have multiple coalitions working on different aspects of substance use. Hosting a screening provides an easy way to explore collaborative opportunities.
- Host a virtual discussion to begin a conversation. What types of conversations do you want to have? Are there specific issues you want to tackle? For example, maybe you want to see more done in your community to promote the resources available to people living with addiction. This can be an important first step in beginning the conversation with possible supporters.
- Promote the documentary to get people involved. Many people have been affected by substance use or they want to help – but they don't know how. Encouraging people to watch this film can begin the process of working together.

Select the Type of Meeting

This guide includes ready-to-use agendas for small and large virtual events. Consider the strengths of each when deciding which event is right for you.

STRENGTHS OF A SMALL VIRTUAL EVENT

- Most effective way to build trust and relationships
- Opportunity to develop a deeper understanding of substance use on the island after hearing multiple perspectives from participants
- Can be an effective way to manage the ideas and feedback from the group and to facilitate next steps

STRENGTHS OF A LARGE VIRTUAL COMMUNITY EVENT

- Most effective way to build broad community excitement and momentum
- Opportunity to identify shared community priorities
- Can be an effective way to infuse new energy and volunteers into existing efforts

PLAN YOUR EVENT

This guide is organized around a sample six- to eight-week timeline. You may need more or less time depending on the size of your group and who is involved.

SIX TO EIGHT WEEKS BEFORE YOUR SCREENING EVENT

Obtain the film link
Request the link to the *On Island* documentary film so that audience members can watch the film prior to the panel discussion.

Assemble an organzing team
If you are hosting a small virtual gathering, one person may be able to successfully plan and host, but creating a team of two or three people brings new perspectives and balances the workload. A large virtual community event may run smoother with a team of four to six people who can offer diverse perspectives and help spread the word.

Determine your goals
Review your initial goal-setting exercise. Do these goals still fit? Are there new goals?

Select a facilitator(s)
Good facilitation is critical to a successful dialogue, especially in an online environment. Enlist an experienced facilitator or person who is a good listener and can inspire conversation while remaining neutral. Refer to page 18 for facilitator tips and additional resources.

Arrange logistics

- Choose a date that works for nearly all of your intended audience and facilitator. Choose an online video conferencing platform that is accessible to most people and does not require individuals to sign up for an account. Go to page 19 for additional information about virtual room set-up and recommended settings.
- Create a save-the-date or invitation so that people know when the discussion is taking place.

FIVE TO SEVEN WEEKS BEFORE YOUR SCREENING EVENT

Recruit a variety of participants
Review your goals and make sure the people you are recruiting have the knowledge, connections, or influence to help you meet your goals.

Spread the word about the event
Use the communication channels at your disposal (e.g. social media, email, newsletter, posters, etc.) to disseminate information about the virtual panel. You can leverage impactful facts and statistics in your outreach to underscore the urgency for action, for example:

- *On Island* is a documentary film produced on Martha's Vineyard. The goal is to promote awareness of the dangers of substance use. Join us for our virtual panel discussion on *[Insert date]*.
- 30% of the population of Dukes County meet standards for problem drinking.*
- In Dukes County, 16.0% of males reported heavy drinking in the past 30 days, compared to 10.9% of males in Massachusetts.*
- In Dukes County, 12.7% of females reported heavy drinking in the past 30 days, compared to 8.7% of females in Massachusetts.*
- In 2016, Dukes County reported that 33.9% of youth smoked marijuana in the past 30 days. The percentage of youths who smoke marijuana is 24.5% in Massachusetts and 21.7% nationally.*
- Join us for our virtual panel discussion on *[Insert date]* to discuss ways to address this challenge.

Gather information about existing local initiatives
Strengthen the impact of your meeting by providing relevant local information. A PDF handout or presentation that describes local initiatives and partnerships can be effective.

Anticipate next steps
Consider what kinds of support your group might be able to provide to participants to help move things forward.

**Martha's Vineyard Community Health Survey. 2020. Internal analysis.*

TWO WEEKS BEFORE YOUR SCREENING EVENT

Engage the media
Send a press release to radio, television, and newspaper sources. Spread the word on social media sites like Facebook and Twitter to generate interest beyond your invite list.

Distribute the video
One week before the event, send out the link to watch the documentary to your guest list. Get them excited about the event and remind them that you'd love to hear their thoughts on the documentary and any ideas they have to help with substance use disorder stigma on the island. The link will be available for them to watch the film at their leisure, but everyone should come to the discussion event having watched the film.

ONE WEEK BEFORE YOUR SCREENING EVENT

Reconfirm and remind
Check in with your facilitator(s) and any other key people who will assist with your event. Send a reminder email to all guests reminding them of the event and to watch the documentary prior to attending the event. Make sure everyone has the link for Zoom or Google Hangouts so they can join the discussion.

Test equipment
Gather everything you need to host your screening event in one place. Do a test run of the video conferencing platform (Zoom, Google Hangouts, etc.) to ensure that your internet connection is stable and that your audio/video is ready to go.

THE DAY OF YOUR SCREENING EVENT

"Arrive" early
Start the event on your video conferencing platform at least 15 minutes before it is scheduled to begin. Some people may log-in early, and reporters may want to talk to you before it starts, so allow yourself plenty of time to test your equipment and be ready to greet participants.

Set the stage for action
Make sure the tone and structure of the virtual event is set for good conversation. Refer to the facilitator guide and room set-up recommendations at the end of this guide for tips.

Use social media and document the event to expand the impact
Ensure someone can keep notes and capture inspiring stories. For larger events, spread the word via social media, like Facebook and Twitter. Consider recording the event for those who are unable to attend live.

ONE DAY TO ONE WEEK AFTER YOUR SCREENING EVENT

Thank participants
Send a thank you message to everyone who assisted with or attended the event and remind them of commitments made, any future meeting dates, etc.

Share your stories
Let others know about your successful event and the outcomes it generates. Share your story in words and pictures on your website and/or social media.

ONGOING WORK AFTER YOUR SCREENING EVENT

Support ongoing action
Continue to support the conversation and advance individual and collective actions the group committed to. Nurture the relationships that were formed and highlight early wins and impact.

HOST YOUR EVENT

Small Virtual Discussion Agenda

This agenda is designed for a small group of around eight to 15 people. Use this agenda to host a virtual panel discussion and conversation for your neighborhood, business, faith group, or coalition leadership team.

THE GOALS OF THIS AGENDA ARE:

- Build relationships among participants.
- Learn about substance use on the island.
- Discuss existing community efforts and assets to fight substance use.
- Identify actions the group and partners can take to address substance use.

Welcome

- Welcome everyone and do introductions if necessary.
- Briefly review goals of the event and dialogue.
- Establish ground rules for productive and respectful dialogue.
- Review features of virtual conference platform and how dialogue will be structured.

Discuss *On Island*

- Discuss the film and its goal: "*On Island* is a documentary created to confront the issues around substance use on Martha's Vineyard."
- Ask participants what their assumptions about the factors that contribute to substance use were prior to watching the film. Ask if their views have changed after viewing the film.
- Ask participants what intrigued or surprised them the most from the film.

Explore actions we can take

Give examples from the film of the kinds of actions individuals and communities are taking/can take to reduce the prevalence of substance use. Talk through how participants can carry out these actions. These may include, but are not limited to:

- Reaching out if you think you or someone you know has a problem.
- Showing support towards people in recovery, acknowledge and celebrate their achievements, encourage them to maintain their recovery program.

- Building awareness that substance use disorder is a treatable medical condition and a public health problem.
- Investing in evidence-based prevention interventions and recovery supports.
- Getting trained in identifying the signs of an overdose and using naloxone to revive someone.

Have any of these been tried in your community? If so, how did it work? What seems to be working? Where are you stuck?

- Ask what change could make a big difference? Where could you start?
- Who could you work with to make it happen? Is there anyone already doing something to address the impact of substance use in your community? Does anyone have a relationship with them?
- What resources are available to help you?

Plan next steps

- Of all the next steps that you discuss, which seem the most promising? As a group, what do you see as the top two or three ideas?
- What next steps can you take to bring these ideas to life?
- Make plans to meet as a group to work on your ideas.
- Join up with an existing organization, group, or coalition.
- Contact local leaders or policy makers and invite them to join you.
- Identify and agree on next steps and who is responsible for them.
- Thank everyone for participating.

Large Virtual Community Discussion Agenda

This agenda is designed for a group of 20 to hundreds of people. Use this guide to host a virtual panel discussion and conversation for a coalition, leadership summit, or a community-wide gathering.

THE GOALS FOR THIS AGENDA ARE:

- Build relationships among participants.
- Learn about substance use on the island.
- Share information about existing community efforts.
- Determine community priorities.
- Identify action steps.

Feel free to use your own language when asking questions. The following statements are only suggestions for how your conversation may flow.

Welcome

- Welcome everyone and introduce key participants.
- Briefly review goals of the screening event and dialogue.
- Establish ground rules for productive and respectful dialogue.
- Review features of virtual conference platform and how dialogue will be structured.

Share our experiences

- Invite participants to use the chat function in the video conferencing platform to introduce themselves and say what organization they are from and what brought them to this event.
- Ask people to type into the chat their thoughts on why substance use can be a challenging topic to discuss. Why is addiction so hard to talk about?
- As people are typing their answers into the chat window, select a few comments and reference them to the entire group.

Discuss *On Island*

- Bring up the film: "*On Island* is a documentary created to confront the issues around substance use on Martha's Vineyard."
- In breakout groups, ask participants what their assumptions about the factors that contribute to substance use were prior to watching the film. Ask if their views have changed after viewing the film.

- In breakout groups, ask participants what intrigued or surprised them the most from the film.
- After breakouts, call on one to two people to report out to the greater group.

Explore actions we can take

If the virtual conference platform allows for it, create breakout groups of three to four people. Invite participants to discuss these questions in their breakout groups:

- How would you characterize our current efforts around substance use? What seems to be working well? What areas can be improved and how? What should we prioritize?
- What existing coalitions or organizations do we need to talk to and possibly partner with?
- Are there any materials, fact sheets, or online resources that describe the current efforts in your community?

Invite several people to share the highlights of their discussions with the whole group. Unmute only those people who are invited to share highlights.

Priority setting activity

- Invite participants to share their top priorities or actions to take in addressing the substance use.
- Ask the group if anything important is missing and add it to the list.
- Consider including examples from both local and national initiatives.

Plan next steps

- Present the top priorities to the group and identify areas where there may be potential for further action.
- Invite and gain agreement on next steps to be taken to make progress on the top priorities that were identified. Possible next steps may include:
    - Continuing the dialogue on one of the priority areas
    - Joining existing efforts
    - Contacting local officials and policy makers
    - Identify and agree on next steps and who is responsible for them.
    - Thank everyone for participating.

FROM SCREENING TO ACTION

Below are some relatively easy and actionable steps anyone can take to help make a difference in their community. Participants should be reminded of these during the event.

Recognize the signs of addiction. Someone might be addicted to substances if:

- They can't control how much they use.
- They need to use more and more to get the same feeling.
- They stop spending time with family/friends.
- They have trouble at work because of substances.
- Have bloodshot eyes, pinpoint pupils, runny nose, or trouble with coordination.

If you or someone you know is experiencing addiction, call *[Insert preferred referral source]*.

Alcohol

Signs of alcohol abuse may include:

- Being unable to limit the amount of alcohol consumed
- Wanting to cut down on how much alcohol is consumed, and/or making unsuccessful attempts to do so
- Feeling a strong craving or urge to drink alcohol
- Failing to fulfill major obligations at work, school, or home due to repeated alcohol use
- Continuing to drink alcohol even though it's causing physical, social, or interpersonal problems
- Giving up or reducing social and work activities and hobbies
- Using alcohol in situations where it's not safe, such as when driving or swimming
- Developing a tolerance to alcohol
- Experiencing withdrawal symptoms — such as nausea, sweating, and shaking — when not drinking, and/or drinking to avoid these symptoms

Opioids (Including prescription painkillers, heroin, and fentanyl)
Naloxone is a drug that can reverse the effects of an opioid overdose. Keep naloxone on hand and recognize the signs of opioid overdose:

- Pale face and clammy skin that is cold to the touch
- Limp body
- Blue lips or fingertips
- Vomiting
- Slow or shallow breathing
- Slow heartbeat
- Loss of consciousness
- Loss of speech
- Death rattles
- Gurgling sounds coming from the throat when a person exhales

Medications and Disposal
If you have leftover medications in your home, make sure to dispose of them immediately and correctly by following proper disposal methods. Some drugs can be flushed down the toilet, while others need to be disposed of in the trash (mixed with unpalatable substances, like dirt, cat litter, or coffee grounds). Recommended disposal procedures change frequently. For the most updated disposal procedures for specific types of drugs, refer to the FDA website.

SHARE YOUR STORIES

You and your community are part of a broad-based movement to fight substance use by spreading awareness of the issues, reversing the prevalence, and addressing its root causes. The key is finding effective ways to build on existing assets and work together on evidence-based strategies that can make a difference. Thank you in advance for sharing your stories and results with others. By sharing your experiences, you are protecting your community from the harmful effects of substance use.

HELPFUL RESOURCES

Facilitator Tips & Trainings

1. UNDERSTAND YOUR ROLE

The facilitator's job is to serve the group and help people have a productive conversation. You can do that by setting a relaxed and welcoming tone, asking open-ended follow-up questions, and making sure everyone has a chance to participate. Don't share your personal opinions, push an agenda, or allow only a few people to dominate the conversation.

2. HELP THE GROUP ESTABLISH GROUND RULES

Establishing ground rules from the beginning helps people have an honest, respectful, and productive conversation. Possible ground rules include:

- Each person gets a chance to talk. If you aren't talking, make sure to mute yourself on the video conference platform.
- Share talk time.
- Speak for yourself. Everyone's an expert on his or her own life experiences.
- It's okay to disagree, but don't make it personal.
- If you feel offended, say so and explain why.
- Honor confidentiality. Some of what the group discusses will be very personal. Agree to not tell the stories of other people unless everyone agrees it's okay.
- Help the facilitator keep things on track.

3. MONITOR THE GROUP PROCESS

Keep track of who (or which groups, if utilizing breakout rooms) has spoken and who hasn't. Pay attention to how engaged participants seem. If people seem quiet or disinterested, if the survey platform allows, consider splitting people into breakout rooms for part of the dialogue. If the discussion is going well, you won't need to say much.

4. ASK FOLLOW-UP QUESTIONS

Sometimes it helps to ask follow-up questions to help participants clarify a point or deepen the conversation. Here are some useful questions:

- What seems to be the key point or idea here?
- Could you help us understand the reasons behind your opinion?
- How might others see this issue?

Virtual Room Set Up & Equipment

TIPS FOR HOSTING VIRTUAL MEETINGS

Before meeting:

- Send virtual meeting attendance instructions to participants.
- Log in early to test audio, video, and screen sharing
- If using Zoom, enable a waiting room to avoid participants logging in to your practice session early.
- Recruit a partner to help facilitate by monitoring the chatbox and troubleshooting tech.

During meeting:

- Mute participants upon entry and keep them muted throughout the presentation.
- For a large group, ask that participants share any questions in the chat box - conversations can be used in small groups or breakout rooms.
- Unmute participants during discussion.
- Encourage participants to enable their video so that people see others' faces if you would like.

If using the Zoom meeting platform:

- Learn more about using the Zoom meeting platform from their help center.
- Note: The free version will automatically end your meeting after 40 minutes.
- Consider using the poll function for quick in-meeting feedback.
- Post-meeting reports can track attendance if participants register.
- You can record the meeting and share the recording with people who were unable to attend live.

If using the Google Hangouts platform:

- Learn more about hosting Google meetings from the Google Help Center.
- Platform use is free up to 250 people.
- There's no limit on time.
- There's no password required for entry.

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