

NORTH SHORE STANDING COMMITTEE ON SUBSTANCE USE

MISSION STATEMENT

The North Shore Standing Committee on Substance Use will support community organizations to reduce the impact and incidence of substance abuse on the North Shore through advocacy, collaboration and leadership.

MINUTES

Wednesday, July 19, 2023 5:00 – 6:30 pm

In Person – District Hall, 355 West Queens

Members:

Cllr James Hanson, Councillor, DNV
Cllr Nora Gambioli, Councillor, DWV
Cllr Holly Back, Councillor, CNV
Cllr Alison Morse, Councillor, Bowen Island
Cllr Jaime Cunliffe, Lions Bay
Sgt. Mark McLean, West Vancouver Police Department
Dave Stevenson, School Trustee, WV School District
Dr. Alexandra Choi, VCH North Shore Medical Health Officer

Guests: Dr. Michelle Brousson
Elizabeth Holliday

Regrets: Chief Jen Thomas, Tsleil-Waututh Nation
Khelsilem, Council Chairperson,
Squamish Nation
Inspector Vaz Kassam, North Vancouver RCMP
George Tsiakos, School Trustee, NV
Eirikka Brandson, DNV Staff Liaison

Staff:

Lea Shepherd, DWV Staff Liaison
Heather Evans, CNV Staff Liaison
Mary Jukich, Committee Clerk

1. Welcome & Introductions

The Chair called the meeting to order at 5:06 pm.

Committee members were introduced and welcomed to the committee.

2. Adoption of Agenda

MOVED By Cllr Hanson and seconded by Cllr Morse
To adopt the agenda.

CARRIED

3. Adoption of June 7, 2023 Minutes

MOVED By School Trustee Dave Stevenson and seconded by Cllr Morse
To adopt the minutes.

CARRIED

4. Education and Awareness Campaign Package

Committee members were provided with a presentation for a proposed transit advertising strategy. The key objective of the campaign would be to raise community awareness and engagement on the issues related to substance use by reaching people when they are on the go, traveling to or across the North Shore. The cost of the campaign would be approximately \$35,200 plus GST.

On review and discussion, the following comments were provided by committee members:

- A question was raised on how the advertising cost would be distributed within the municipalities. Information was provided that the cost sharing would be determined once statistics were available, and a calculation would be made on the number of “eyes” that would see the advertising within each municipality.
- Facebook was expensive and probably not make the same impact as the proposal.
- Rather than doing a 12-week campaign on all three platforms at the same time, whether it was worth doing 12 weeks in one platform, then 12 weeks on another platform, etc. as drawing it out may be more beneficial.
- Given the large volume of cars travelling in and out of the North Shore, whether there would be value in advertising on the large digital panels at the foot of Capilano Road and by the Second Narrows Bridge, and possibly include a real timer to indicate the number of deaths on the North Shore.
- There is a belief that there is no drug problem, or related deaths, in the North Shore; however, the right messaging will bring awareness that in fact there is a problem.
- A suggestion was presented that the advertising also be scaled down to community shuttles.
- Although the buses are one way to advertise, how would the committee justify that the proposed campaign was the most effective use of the funds and messaging, instead of ads in the North Shore News or other local papers. The committee had limited options, and historically, ads in local papers were not cheap and the bus campaign would be effective because both transit users and drivers would see the ads.
- The District of West Vancouver Communications Department will review the proposed campaign in terms of cost and any additional items that should be included.
- In terms of funding the campaign, there was approximately \$14,445 in the project fund of the committee’s budget which can be put towards the campaign. In addition, committee members were requested to reach out to their own organizations, as well as look to sponsors to also provide support for the campaign.

- A suggestion was presented that in terms of messaging for the ask, the messaging be the same. The messaging should be one-page, in point form, which would include background information, statistics, the reason for the campaign, the price for the campaign, and the allocation against the population.
- At the October 4 meeting, committee members were requested to be in a position to provide some type of informal commitment from their organizations.

MOVED By Cllr Back and seconded by Sgt McLean

The North Shore Standing Committee on Substance Use supports in principle a \$40,000 bus advertising campaign to raise awareness of opioid deaths.

CARRIED

MOVED By Cllr Hanson and seconded by Cllr Back

Heather Evans, Staff Liaison, City of North Vancouver will prepare a very brief one page presentation identifying the nature of the campaign, the reason for the campaign and the proposed allocation of funding as against the participating members of the committee.

CARRIED

MOVED By Cllr Cunliffe and seconded by School Trustee Stevenson

The participating members of the committee will report back at the next meeting with feedback and the level of support from their sponsor bodies with respect to participating.

CARRIED

5. Safe Supply, Legalization and Regulation (North Shore) – VCH Presentation

Elizabeth Holliday provided a presentation on Safe Supply, Legalization and Regulation (North Shore) including an overview of prescribed safer supply and understanding “safer supply”. In addition, three examples of programs were highlighted which included Fentanyl Patches, SAFER Project, and PHS Enhanced Access Program.

6. Financial Report

Heather Evans, staff liaison, City of North Vancouver reported that there was approximately \$14,000 available in the committee’s project fund budget.

7. Discussion Topics for Next Meeting

No topics were presented as the proposal for the bus advertising will take up most of the next meeting time.

8. Next Meeting

The next meeting was scheduled for Wednesday, October 4, 2023.

9. Adjournment

Prior to the adjournment, committee members discussed whether there was interest, as a committee, to organize an event for International Overdose Awareness Day on **August 31**. In this regard, the Coastal Health team will contact the staff liaisons to determine an event, possibly outside the sea bus terminal.

The meeting was adjourned at 6:36 pm.