

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, October 4, 2023 5:00 pm
In Person – District Hall, 355 West Queens

Present:

Cllr James Hanson, Councillor, DNV
Cllr Nora Gambioli, Councillor, DWV
Cllr Alison Morse, Councillor, Bowen Island
Cllr Jaime Cunliffe, Lions Bay
George Tsiakos, School Trustee, NV School District
Dave Stevenson, School Trustee, WV School District
Dr. Alexandra Choi, VCH North Shore Medical Health Officer

Guests: Dr. Michelle Brousson

Staff: Eirikka Brandson, DNV Staff Liaison
Greg Schalk / Renee de St. Croix,
Staff Liaisons
Mary Jukich, Committee Clerk

Regrets:

Chief Jen Thomas, Tsleil-Waututh Nation
Khelsilem, Council Chairperson, Squamish Nation
Sgt. Mark McLean, West Vancouver Police Department
Inspector Vaz Kassam, North Vancouver RCMP
Jill Lawlor / Alison Gelz, DWV Staff Liaison
Mary Jukich, Committee Clerk

1. Welcome & Introductions

The Chair called the meeting to order at 5:11 pm.

Committee members were introduced and welcomed to the committee.

2. Adoption of Agenda

MOVED by Cllr Morse and seconded by Greg Schalk
To adopt the agenda.

CARRIED

3. Adoption of July 19, 2023 Minutes

MOVED by Cllr Cunliffe and seconded by Trustee Dave Stevenson
To adopt the minutes.

CARRIED

4. Overdose Awareness Day Event Update

An event was held at the City of North Vancouver Library and there was an opportunity for residents across the North Shore to learn about harm reduction and specifically how to administer Naloxone. The event was well received and successful with a cross-section of attendees. It was suggested to continue to make these opportunities available for the community particularly in partnership with the library.

5. Education and Awareness Campaign (Transit Advertising Discussion)

Committee members were informed that Cllr Holly back resigned from committee.

Committee members provided feedback from their organizations with respect to the proposed transit advertising initiative. In terms of feedback from the municipalities, generally there was support for the urgency of the opioid issue and raising awareness. As well, there were expressions of concern with respect to the effectiveness of the proposed campaign and whether an awareness campaign as proposed would be useful. Feedback provided also indicated a lack of support and that the campaign not move ahead without first consulting with the Communications Department. There was also a general feeling that although the municipalities were willing to disseminate the information, Vancouver Coastal Health be responsible for developing the message. It was also suggested that staff be more involved in the recommendations and any proposals be in partnership with Vancouver Coastal Health.

In terms of whether awareness is needed on the North Shore, information was provided that people theoretically know there is an issue, but they believe it will never happen to them; however, the reality is that no one can control the drug supply and no one is immune. In this regard, committee members indicated their consensus that their organizations, as a participant on the committee, wished to take some form of action. Some ideas presented were around a communication strategy, as well as from an educational perspective in terms of educating the school community, parents, caregivers, where to find resources, etc.

Based on the discussion, committee members indicated an interest in a communication campaign, and as the campaign fits within the mandate of the committee and the committee members' respective organizations, it was suggested that the Communications Department provide feedback as they will have a better sense on how to reach the constituents and residents of the North Shore, and also to work in collaboration with Vancouver Coastal Health to vision and develop a campaign.

In this regard, staff will bring together the Communications Department from the other committee members' organizations to begin discussions. For the school districts, there may be a different strategy for information being shared through the school district than through the municipalities and therefore work will begin first with the municipalities with consideration for what the school district could be doing. Staff indicated that a proposal would be ready to be presented by the December 6, 2023, committee meeting.

Committee members were requested to provide the contact information for the person in the Communications Department of their organization so that staff can invite them to a session to explain/discuss with a goal to come back to the committee on December 6th with more information to share that has been informed by the Communications Department and Vancouver Coastal Health and then the committee can move forward.

It is anticipated that the program could get underway by early 2024 particularly as the content will be taken care off by Vancouver Coastal Health, and the Communications

Department will develop the strategy and a draft will be presented to the committee on December 6th.

MOVED by Cllr Hansom and seconded by Cllr Gambioli

The North Shore Standing Committee on Substance Use supports in principle moving forward with a communications campaign and we defer to the Communications Department of the constituent groups to come back to meet and devise a specific strategy to address the opioid crisis on the North Shore and bring back to this committee by December 6th, all in partnership with Vancouver Coastal Health.

**CARRIED
Unanimously**

6. Discussion Topics for Next Meeting

The following topics will be considered for the next meeting:

- VCH Update on the opioid crisis
- Communications department discussions

7. Next Meeting Date

The next meeting was scheduled for December 6, 2023.

8. Adjournment

The meeting was adjourned at 6:27 pm.