

NORTHWEST + CENTRAL VT PREVENTION NETWORK

MEETING Notes

January 8th, 2026

10:00 – 11:30am

Meeting Goal

Providing an opportunity for people and organizations across Northwest and Central Vermont to come together to share information, make connections, and explore opportunities related to prevention of substance misuse and promoting wellbeing in our communities.

Welcome & Agenda Overview

Agenda:

Prevention Partner Updates

Backbone Updates

Partner Highlight: Marielle Matthews from WPP on How to Report Cannabis Advertising Violations

Prevention Partner Updates

Christine Hughes, Richard Kemp Center:

- Youth Movie Night the 2nd & 4th Friday of the month 6:00pm-8:30pm
- Chess Challenge 2x a month on the 1st and 3rd Tues 5:00pm
- R.I.C.H. Race, Identity, Culture & History 3rd Wednesday of the month on zoom 6:00pm-7:30pm
- Art Sale and Show "Things Worth Keeping" on Saturday, January 31 from 12:00-4:00pm
- Media Tools for Youth in collaboration with CCTV during the School Winter Break February 23-February 27 from 12:00-4:30

Mo Sivvy, Good Samaritan Haven: opening their first shelter in Montpelier! Will be open in a few months

Evan Litwin, BPHC: ParentIn program for the media and technology ([link](#)), event is IN PERSON January 27th from 5:30-8pm, will be VERY accommodating as long as they know in advance. Also, BPHC pulled together funding for a 28hr week Youth Program Coordinator at Burlington High School and Middle School ([link](#))

Sultana Khan, YWCA: facilitated a conversation a few meetings ago about nonprofit/service work, will be hosting more conversations that are lightly facilitated about value driven work, bringing more hope and positivity to the work. Sign up [here](#). First date will be January 30th! Also, YWCA new programming, will be hosting a monthly offering focusing on women in nonprofit work (not necessarily a support group but a space to bring up things that impact women).



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Ex. Childcare, menstrual leave, etc. This will be starting in February and will be very informal. Reach out to Sultana at sultana.khan@ywcavt.org

Stefani Hartsfield, PATN: one of their youth interns (HS senior) is looking for experiential opportunities to stay healthy and safe, interested in mental health advocacy, promoting substance free journeys for youth, lots of virtual opportunities but looking for an in-person one. Email Stefani at stefani@projectalltogethernow.org

Nick Tatakis, Burlington Prevention Consultant: The Department of Health has published a new data brief that explores [Nonfatal Alcohol Poisonings](#). Vermont emergency department data from 2022 to 2024 indicate that middle aged men are at highest risk of alcohol poisoning. Alcohol poisonings are highest on weekends, especially for people aged 18-24, and around St. Patrick's Day. **These findings may be used to inform communication campaign timing and messaging and to plan and allocate alcohol poisoning prevention and treatment resources.** If you need help accessing or understanding this information, contact AHS.VDHOVerdoseDataVT@vermont.gov or Nick Tatakis (Prevention Consultant, nicholas.tatakis@vermont.gov)

Mark Hughes, VRJA: Federal Rights Departments have been decommissioned or repurposed. Can't tell from the state of the news or anything but the United States is functionally an autocracy now. VRJA is sponsoring a [campaign](#) that you can sign off on [here](#). Also, opportunity for thoughts called "Truth and Justice" series, every 4th Tuesday, truth telling and myth dispelling, [Register here](#). Sign up [here](#) for updates

Stephen Hayes, VDH Burlington: [Vermont Suicide Prevention Coalition](#), there is a Chittenden County Suicide Prevention Coalition that is being established, meeting in march 3-4pm, emphasize upstream prevention and the connection between substance misuse prevention and mental health. Please email Stephen.Hayes@Vermont.gov if interested!

Eva Zaret, CVPC: HOPE training opportunities, Healthy Outcomes from Positive Experiences, initiative out of Tufts University, focuses on positive childhood experiences (PCEs) as the antithesis to ACEs. Protective factors, mitigating effect on ACEs, absence of PCEs can have more of a destructive effect than ACEs, two people in Central Vermont are certified for an hour and a half training. Let Eva know if you're interested in this for your organization, email eva.cvpc@gmail.com

Sultana Khan, YWCA: Maine Youth Thriving has been using the HOPE framework for the last 5 or 6 years, created a [guide](#) that folks here might find interesting.

Paul McNeil, NEHIDTA: Vermont has [Building Flourishing Communities](#) which is similar



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Backbone Updates

Thank you to everyone that reached out with the warm messages to Mahat!

Region 1 funding committee has met a few times about ideas from the summit and what to move forward. Additional funding will be used for that. Decisions were informed by discussions at the summit and everyone who was able to attend. We will keep you informed about ways that you can get involved in those projects.

We wanted to share the [annual input survey](#) again, asking about quarterly in person meetings rotating health districts!

Partner Highlight: Marielle Matthews, Policy and Grants Manager at Winooski Partnership for Prevention

This presentation is only talking about **retail environment**

What constitutes a violation in advertising?

- Appeals to minors or persons under 21
- Promote overconsumption
- Are deceptive, false, or misleading
- State suggest or imply that cannabis has curative or therapeutic effects
- Offer free samples
- Depict a person under 21 consuming cannabis
- Promote products on social media without competent account level age gating or with pictures
- contradict the approved label on a product

Advertising guidance has been updated as of this week

How to report a violation: [CCB Adverse Event or Complain Submission Form](#): same place as if you have an adverse medical condition

They do not often confirm or deny if something is a violation and generally do not follow up with you

Not your job to tell if something is a violation!

Frequent sources of violations are on sandwich boards, sales and pictures have to be approved

No cartoon, explicitly prohibited

Cannot advertise promotions unless it's age-gated, retailers must be able to prove that no more than 15% of the population that views it will be under 21

Retailers can and do report each other



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There is a much faster approval time now for advertising and if the CCB doesn't get back to the licensee in time then they're to assume it's approved

Beth Shrader: some people have had backlash, wanted to mention that there was a violation of free speech lawsuit against the CCB from one of the retailers. The CCB gave in and changed the advertising rules and guidelines so that they were aligned with the retailer. If you need research, Beth, Marielle, Mariah and Jill have a lot of research and information to back prevention up. We do not have the machine behind us like the cannabis industry does

Nick Tatakis: curious about the penalties that licensees can get. Penalties are somewhat at the discretion of the CCB staff. Advertising violations are generally a civil penalty and don't get the license revoked. Fraud and other things can get the license revoked.

Amy Brewer: would like to take an adjacent step, we mentioned the legislation that senator Hinsdale proposed, how do we work together to come to an understanding about what the new law might mean. Don't want to lose sight of the perspective Mark shared earlier (Mark's note was that if someone is only allowed to smoke in the privacy of their own home, that is immediately an equity issue, especially in light of the huge racial disparity gap in homeownership in Vermont)

Diana Carminati: what will that mean about smoking in public spaces? If cannabis can be smoked in public spaces, then will tobacco be allowed? Will the prohibition of tobacco in some spaces be called into question

Links from Marielle:

- Guidance: https://ccb.vermont.gov/sites/ccb/files/2026-01/Advertising.Guidance_1.5.2026.pdf
- Reporting form: https://ccb.vermont.gov/adverseevent_and_complaint_form
- Email address that could also be used for reporting: ccb.compliance@vermont.gov

Looking Ahead

Next month's meeting is February 12th, 2026

