

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, February 12, 2025 5:00 – 7:00 pm

In Person – District Hall, 355 West Queens and Online Via MS Teams

Present:

Cllr James Hanson, Councillor, DNV
Cllr Christine Cassidy, Councillor, DWV
Cllr Alison Morse, Councillor, Bowen Island
Kulvir Mann, School Trustee, NV School District
Dave Stevenson, School Trustee, WV School District
Cllr Don Bell, Councillor, CNV

Guest: Dr. Michelle Brousson

Regrets:

Cllr Jaime Cunliffe, Lions Bay
Chief Jen Thomas, Tsleil-Waututh Nation
Khelsilem, Council Chairperson, Squamish Nation
Sgt. Chris Bigland, West Vancouver Police Department
Inspector Vaz Kassam, North Vancouver RCMP
Dr. Ceinwen Pope, Vancouver Coastal Health
Heather Evans, CNV Staff Liaison

Staff:

Eirikka Brandson, DNV Staff Liaison
Alison Gelz, DWV Staff Liaison
Mary Jukich, Committee Clerk

1. Welcome & Introductions

Cllr Hanson called the meeting to order at 5:05 pm.

2. Election of Chair and Vice Chair

Committee members were requested to indicate if they wished to serve as Chair of the committee. Trustee Kulvir nominated Cllr Hanson and as there were no further nominations, Cllr Hanson was acclaimed as the Chair of the committee.

Committee members were requested to indicate if they wished to serve as the Vice-Chair of the committee. Cllr Hanson nominated Trustee Kulvir and as there were no further nominations, Trustee Kulvir was acclaimed as the Vice-Chair of the committee.

3. Adoption of Agenda

The following two items were removed from the agenda:

- Item #5 Financial Report – City of North Vancouver
- Item #7 Vancouver Coastal Health Update

MOVED by Cllr Bell and seconded by Trustee Kulvir
To adopt the revised agenda.

CARRIED

4. Adoption of November 20, 2024 Minutes

MOVED by Trustee Stevenson and seconded by Trustee Kulvir
To adopt the minutes.

CARRIED

5. Financial Report – City of North Vancouver

As the financial report was not provided prior to the meeting, this item was removed from the agenda.

6. Education and Awareness Campaign

Regarding the action items from the November 20, 2024 committee meeting, the following updates were provided:

- Cllr Hanson, Councillor, District of North Vancouver reported that the District will collaborate with the committee on the communication plan, which is intended to strengthen and amplify VCH's messaging on overdose prevention. A unified, tri-municipal approach is proposed, contingent on approval from the three municipalities (DNL, CNV, DWV).
- Cllr Bell, Councillor, City of North Vancouver reported that there has been no discussion to date on this matter with the City of North Vancouver.
- Allison Getz, DWV staff liaison reported that the District of West Vancouver is supportive of the initiative. Although there will be no financial support, the District of West Vancouver will amplify any messaging that is developed or shared out through the Communications Department.
- Dave Stevenson, School Trustee, West Vancouver School District reported that the school board continues to acknowledge the importance of continuing to reach out to the community. There will be no financial support from the school board however, they will work with the District to increase community awareness.
- Kulvir Mann, School Trustee, North Vancouver School District reported that more information is required as to what is involved for the school board. The school board will support sharing the message through the Communications Department and possibly through channels such as the monthly Superintendent's Update, PACT Newsletter and through DPAC. In addition, Trustee Kulvir suggested that it may be beneficial to explore the possibility of involving students to disseminate the information and sharing out through high schools.

- Dr. Ceinwen Pope, Vancouver Coastal Health was absent from the meeting; however, an email document was provided indicating Vancouver Coastal Health's feedback on supporting the campaign and an update will be provided at the next meeting.
- Cllr Morse, Councillor, Bowen Island reported that the municipality is supporting of participating in disseminating the information; however, there is no financial or staff support.

Discussion indicated a general consensus that local government were interested in participating in the initiative. In this regard, before proceeding the following remaining reports would be required from the committee members:

- The committee's financial report
- A report from the City of North Vancouver
- A report from Vancouver Coastal Health
- The resolution from Bowen Island

In moving forward, given that Vancouver Coastal Health has indicated their interest and provide their expertise, a meeting with the Communications Departments will be scheduled; however, community or regional ownership of the initiative is required in order to determine the framework of the initiative. The District of North Vancouver's Communication Department will take a lead in the initiative and the Director of Communications will be provided with an update around collaboration of the various Communications Departments.

Committee members suggested the following considerations for the initiative:

- The availability of Naloxone will need to be community tailored.
- Drug testing is available on the North Shore.
- Getting the message out/advertising that some drugstores distribute Naloxone and maybe prioritizing this message over the drug testing sites.
- Creating a list and putting the list in a map form of the drugstores that distribute Naloxone.
- Determine if all the drugstores have the Naloxone kits and whether they are free.
- Determining how can the initiative reach folks that are using drugs alone.
- Messaging to be universal and de-stigmatizing and consider places where people recreate, ie, recreation centres, clubs, libraries pubs, etc.
- Communications could develop a universal sign that say "we carry Naloxone" and elected officials could be filmed delivering the kits to businesses who agree to carry the kits.

- Possibly approach the media, as well as the North Shore News to carry the message, as well as the major news media.
- Determine whether there was interest from the North Vancouver Chamber of Commerce.

Cllr Hanson moved and Trustee Stevenson seconded:

The discussion of the communication plan be continued at the next meeting of the North Shore Standing Committee on Substance Use with:

- The financial report from the City of North Vancouver.
- Update from the City of North Vancouver as to their support and participation.
- Update from Vancouver Coastal Health on their participation.
- Bowen Island's Resolution
- A report from the District's Communication Department on a plan.

CARRIED

7. Vancouver Coastal Health Updates

As the presenter was absent from the meeting, this item was removed from the agenda.

8. Discussion Topics for Next Meeting

The following topics will be brought to the next meeting:

- Continuation of Education and Awareness Campaign
- Non-lethal impacts of Fentanyl Overdoses (Ceinwen Pope)
- Custody Project (Michelle Brousson)
- Identification of Service Providers and the types of service they are providing

9. Next Meeting Date

The next meeting was scheduled for Wednesday, April 23, 2025.

10. Adjournment

The meeting was adjourned at 6:15 pm.