



SAN MATEO COUNTY HEALTH

BEHAVIORAL HEALTH & RECOVERY SERVICES

San Mateo County -Overdose Prevention Coalition Steering Committee Meeting

May 12, 2026, 12:30-2:30 PM Burlingame Public Library-Lane Room

Facilitator: Dr. Ronni Brown, County Chair and Omar Brown, County Co-Chair

Members Present: 14-Brian Greenberg, Jorge Quezada Flores, Todd Henderson, Eamonn Hartmann, Jared Thomas, Jackie Almes, Corina Chung, Mary Bier, Mary Taylor, Mira Shamel, Omar Brown, Ronni Brown, Isabelle Valderrama, Marika Buchholz

Members Absent: 7- Judith Modlen (excused), Nicholas Colucci (excused), Rondel Davis (excused), Edith Cabuslay (excused), Mark Karandang (excused), Diana Reddy, Lea Tillier

Members Resigned: 2 -Diana Campos-Gomez, Marc Rappaport

Special Guests: Gabe Chasnoff and Kristen Sinclair

Summary:

Steering Committee Roster: 21

Quorum required: 11

Members in attendance: 14

Welcome- Ronni Brown, County Chair

Ronni welcomed the Steering Committee members and special guests, reviewed the agenda, and provided a one-year review of the coalition's activities (vision/mission statements, charter/bylaws development, action teams, meet and greet socials, general membership meetings, and naloxone distribution). Ronni asked that members provide a single word that describes their experience in the coalition. Members shared the following words:

- Impact
- Collaboration
- Inspiring
- Lived-Experience
- Insightful
- Difference
- Perspective



- Learnt
- Motivational
- Growth
- Networking

Community Agreements- Omar Brown. Community Co-Chair

Omar read the Community Agreement to foster respectful, thoughtful, and healthy conversations, and include:

With each other, we will:

- Attack the problem not the person
- Listen to learn
- Respect each other
- Allow all voices (loud and soft)
- Lean into hard conversations
- Allow space for differences
- Be open to a change of mind
- Strive to be prepared for each meeting
- Protect others' confidentiality
- Engage in open dialogue without judgment

NTI Upstream- Gabe Chasnoff (CEO) and Kristen Sinclair (Director of Content Development)

Gabe and Kristen with NTI Upstream introduced the multi-media overdose awareness, education, and prevention campaign they will be developing for the SMC Overdose Prevention Coalition. The campaign will focus on:

- Raising awareness and education through empathy, research-based facts, and community building with a focus on behavior change
- Utilizing storytelling to increase engagement and share the human tragedy associated with overdose
 - Gabe and Kristen showed a 1-minute clip from the Safer Sacramento Campaign; <https://url.us.m.mimecastprotect.com/s/MF-cC4xvzmIBYz9p8uOf7U49AhH> and discussed the Ripple Effect, recipient of multiple Shorty Awards: <https://www.safersacramento.com/the-ripple-effect>.



- Developing social media campaign designed to direct traffic to SMC OPC landing page website, where viewers can access preventive and treatment resources, coalition information, and naloxone availability in the county.

The campaign deliverables include video production, 10 Facts about Overdose, Social media content development, digital booklet, and digital content outreach.

Gabe and Kristen asked members for input regarding the following questions:

- What overdose prevention and awareness information do you want distributed to the community?
- What type of content do you think is most valuable for the community? Videos, brochures, social media content, flyers, etc.?
- What information and resources do you think are missing? Where are the gaps?
- Where does the community go to find reliable information on this topic?
- What are the hot topics and trends being talked about in the community regarding this topic?

Members responded with the following feedback and suggestions:

- Campaign should target:
 - Community members who do not have phones
 - Zip codes/areas with high overdose rates
 - Youth at risk and with lived experiences
 - Restrooms and other areas where overdoses are likely to happen (stickers/flyers)
 - Stigma associated with SUD and OD
 - Elected officials to educate and inform policy decisions
 - Other high-risk populations/environments (construction workers, food shelters, laundromats)
 - Methamphetamine and fentanyl
- Use of paid social media to increase views
- Coalition's landing page should include resource information from other Bay Area counties
 - Navigation pane and pages will need to be determined for ease of use and consistency.



Gabe and Kristen discussed the upcoming August Overdose Awareness Campaign which will include filming interviews from key stakeholders (policy makers, those with lived and living experiences, impacted families) about the overdose crisis. Filming will take place on June 25 and 26th at the Sobrato Center in Foster City and members are invited to participate and recruit for this event. Ronni will send details about the event.

Action Teams Report: Youth and School Action Team- Mary Bier, Co-Chair
Youth and Schools Action Team is participating in the California Overdose Prevention Network Accelerator 7.0 Cohort and developing a Youth Substance Use Prevention and Advocacy Academy in partnership with Jefferson Union High School District, Youth Point Health, Youth Leadership Institute, (YLI) and SMC Office of Education. The 3-day academy's curriculum will cover health education, civic engagement, public speaking, and youth led research facilitated by YLI. Participants will be taking the skills learned and applying them for a school-based project. Recruitment is underway and members are encouraged to assist with recruitment (JUHSD as well as other districts). Youth and Schools Action Team is scheduled to meet virtually on June 17th 3:30-4:30 PM.

Action Teams Report: Unhoused and Other Vulnerable Populations – Marika Buchholz, Chair
Unhoused and Other Vulnerable Populations Action team donated expired naloxone to Adobe and Pacific Resource Center. Jorge discussed creating overdose prevention gift baskets for delivery to motels and gas stations in high-risk geographic areas. Mary Bier recommended that this initiative be coordinated with the H.O.P.E. organization. Jorge also discussed purchasing naloxone wall-mounted cabinets for motels and gas stations and asking coalition members to “adopt a cabinet” to assist with inventory and maintenance. These initiatives to be discussed at the next Unhoused and Other Vulnerable Populations Action Team Zoom meeting on June 16th 12:30-1:30 PM.

Naloxone Stand Box and Vending Machine Program Updates-Ronni Brown, County Chair and Omar Brown, Community Co-Chair
Ronni provided the following summary of the naloxone stand box program:

- # Applications:18
- # Active Stand Boxes: 4 (samTrans Sequoia Station, allcove San Mateo, Sitike Counseling Center, Puente de la costa sur)
- # Approved and Waiting MOU: 3



- # Rejected/Withdrawn: 5 (Non-responsive, incomplete status \geq 6 months, no longer wanted)
- Total # Units Restocked (period ending 03/31/2026 = 376)

Omar reported vandalism and damage to the naloxone stand box at the samTrans Sequoia Station including decals removed, stand box filled with trash, shelf removed, and window broken. Omar has requested that the station's 24-hour security guard monitor the stand box. Ronni reported that a replacement box has been ordered to replace the damaged box.

Members discussed importance of sending out announcements when stand boxes are added to the community including notifying city managers.

Ronni shared that College of San Mateo, Skyline College and Canada College are interested in receiving naloxone vending machines for placement on campuses. She has met with these colleges' leadership teams who are currently working with their facility and IT teams to propose indoor locations that meet machines' specification requirements and locations with high-visibility and traffic. Ronni requested volunteers join her on site visits once locations have been proposed. Jorge volunteered to participate in the site visits.

SMC OPC Communication Policy-Mary Taylor, Clinical Service Manager, SMC BHRS/AOD

Mary reviewed the changes in the federal landscape impacting both language and federal funding. Requested that all communication on behalf of the coalition be reviewed and approved by Ronni and/or Mary and Audrey Davis, SMC's Communications Specialist, before sending out to members and/or general public.

Event Planning: Ronni Brown and Omar Brown

Upcoming Events and Volunteer Opportunities:

June 13th SMC Pride Celebration at San Mateo County Central Park 11 am-5 pm

July 1st samTrans and SMC OPC Naloxone Awareness and Community Event at samTrans Sequoia Station. This event will be final day of the World Cup.

Business Items: Ronni Brown

Roster Updates- Diana Campos-Gomez and Marc Rappaport have resigned from the Steering Committee due to work priorities and job changes and their membership has



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been transferred to the General Membership category. Lea Tiller is subject to termination due to meeting absences (Oct, Nov, Feb, May) and no response to email inquiries (6/23/2025, 02/24/2026). Ronni put forth a motion to terminate Lea's membership on the OPC Steering Committee and transfer her membership to the General Membership category. Motion approved by 14 members of the Steering Committee. Ronni will send Lea an email regarding termination from the Steering Committee and transfer of membership.

General Membership roster is currently at 76 members with 20 new members since November 1, 2025.

August 11 Steering Committee and General Membership meetings not discussed. s

Calendar of Events

Steering Committee Meeting August 11th, 12:30-1:30 pm (virtual meeting)

General Membership Meeting, August 11th 1:30-2:30 pm (virtual meeting)

Unhoused and Other Vulnerable Populations Action Team, June 16th 12:30-1:30 pm (virtual meeting)

Youth and Schools Action Team, June 17th 3:30-4:30 pm (virtual meeting)

Closing: Meeting adjourned at 2:35 pm