

KAREN WALSH PIO - Chair
TONY JUDGE – Vice Chair
CHARLES SCOTT - Clerk
MICHAEL ROSNER, M.D.
STEPHEN FRANTZ

SHARON HART, Director of Public Health

NOTICE

**BOARD OF HEALTH MEETING
&
AGENDA**

June 10, 2025

6:00 p.m.

Join Zoom Webinar from your Computer:

Join from PC, Mac, iPad, or Android:

Passcode: 477659

<https://us02web.zoom.us/j/88372846202?pwd=WtHF0QYlO3XAtdGxGxNu0JjYRN7lsY.1>

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NOTE: Not all the topics listed in this notice may actually be reached for discussion. In addition, the topics listed are those which the Chair reasonably expects will be discussed as of the date of this notice.

To: Board of Health Members

From: Sharon D. Hart, Director of Public Health

**Re: A Board of Health Meeting will be held on Tuesday, June 10, 2025
at 6:00 p.m. at the South Hadley Library.**

1: The Chair will announce that the meeting is being recorded by either the Board/Committee or a member of the audience.

2: Chair to Call the Meeting to Order

3: Acceptance of the Minutes of May 13, 2025, meeting.

4: Announcements/Open Forum (10 Minutes)

5: Director's Report

7: New Business:

(a): Route 202 & 33 Corridor Re-Zoning Project – Stephen Frantz

(b): Toxic chemical herbicides on McCray's farm – Stephen Frantz

(c): Follow up on MHC Energy Center discussion meeting 05/13/25.

8: Old Business:

(a): Big tech is exploiting teens with addictive social media feeds – Stephen Frantz

9: Set Next Meeting Date – (_____) at 6:00 p.m. at South Hadley Public Library

10: Adjourn meeting

South Hadley
Board of Health Meeting

Date: 05-13-25 Time: 6:00 p.m.

Members: Karen Walsh Pio: Present Tony Judge Present Dr. Michael Rosner: Present
Stephen Frantz Present Charles Scott Present

Staff: Sharon Hart Present Jennifer Jernigan Present

Guests: Barry McPhee, Marcia McPhee, Dr. Steven Markow, Melissa Gagne, Joanna Brown,
Martha Terry, Linda Sachs, Rita Petithory, Dorrie Blakney, Rudy Ternbach, Ani Petithory, Marilyn,
Sandra Ziminski, Bryarly Lehmann, Jacqueline Duprey, Polly Bradley, Bill Bradley

Zoom Participants: Jonathan Leopold – Quincy, MA, Stephen Helfer – Cambridge, MA

1. Director of Public Health called the meeting to order 6:05 p.m.

2. The Board of Health members reorganize.

Proposal: Karen Walsh Pio as Chair, Tony Judge as Vice-Chair, and Charles Scott as Clerk.

Motion: Stephen Frantz, 2nd Charles Scott.

All in Favor: Karen Walsh Pio – aye

Tony Judge – aye

Charles Scott - aye

Michael Rosner - aye

Stephen Frantz - aye

3. Acceptance of the meeting minutes of 04-08-2025

With added clarification about the process by which board members submit items to be added to the agenda as New Business. Best practice is to submit all topics and relevant materials to the Chair. Stephen Frantz had hoped to discuss a rezoning issue and pesticide application issue at the April meeting.

Motion to accept: Charles Scott, 2nd Stephen Frantz.

All in Favor: Karen Walsh Pio – aye

Tony Judge – aye

Charles Scott - aye

Michael Rosner - aye

Stephen Frantz – aye

4. Announcements/Open Forum (10 Minutes) -

None.

4. Director's Report – Director Hart provided an update on the latest activities and initiatives.

Blood Pressure Clinic: Health Department continues to hold blood pressure clinics at Council on Aging.

Behavioral Health 360 – Credible Minds: A shared resource among South Hadley, Holyoke, and Chicopee. Director Hart negotiated contract to ensure platform content would be available in English and Spanish. In addition to skill-building content, platform includes list of local mental and behavioral health resources for each municipality.

Measles surveillance tools released by state, available for local measles response if needed.

Information boards purchased and installed in public restrooms at Council on Aging, Library, and Town Hall – includes resource information about domestic violence support, suicide helpline, fentanyl test strips, sexually-transmitted infection prevention, stroke recognition & response, and overdose recognition & response information. Director Hart inventories and restocks them each week.

ADA Improvement Grant Program, MA Office of Disability (MOD): Transcending chair were installed in public library and schools last week.

Wastewater Testing: Health Department is working with Holyoke and Chicopee to finalize contract with Biobot to monitor and analyze wastewater for:

1. **High Risk Substances panel:** Cocaine, Fentanyl, Nicotine, Xylazine, Methamphetamine, and their metabolites where available.
2. **Substance Use Disorder panel:** Naloxone, Buprenorphine, Methadone, and their metabolites where available.
3. **Opioid panel:** Heroin, Morphine, Oxycodone, Acetyl fentanyl, Carfentanil, Codeine, Dihydrocodeine, Hydromorphone, Hydrocodone, Oxymorphone, Sufentanil, Tianeptine, Tramadol, and their metabolites where available.

The results of the analysis will inform harm reduction services and programming in South Hadley.

5. New Business:

a) Mount Holyoke College Energy Center

A regulation from 1975 states that Board of Health needs to approve a permit for the construction of an energy center. The regulation is outdated – references involvement of MA Department of Environmental Quality and Engineering which no longer exists (is now Dept. of Environmental Protection). Director Hart sent regulation to Town Administrator and Town Counsel for review and confirmation of Board of Health’s responsibility with regard to energy centers.

Concerns were expressed by the public about:

- **Air quality and pollutants generated by project - request for air quality assessment for harmful vapors and pollutants. Request for Board to consider impact on local business owners, residents, patrons of businesses.**

- **Aesthetic of building being incompatible with existing neighborhood architecture.**
- **Noise pollution during construction and by the emergency generators that will be installed on top of building. Doubts about effectiveness of sound barrier that is meant to prevent noise from disturbing community. Sound study conducted by project planners suggests that certain pieces of equipment, when active, will violate noise ordinance at every property line.**
- **Presence of active gasoline 10-15 feet below the topsoil at the building site. How will it affect the stability of the site and how will the vapors affect the interior air quality of the building? Possibility of lateral movement of gasoline during seismic activity (small earthquakes) that occasionally occur in New England. Request for more detailed information from engineers about where gasoline was detected and the potential impact, including worst-case scenarios.**
- **Light pollution caused by reflection of bright lights pointed at the building which has large windows.**

Building construction is expected to start October 2025 and be completed by late 2026.

b) Say No to Nicotine Free Generation (NFG) Public Response

Jonathan Leopold of Quincy, MA commented NFG policies limiting opportunities for adults to make their own choices about nicotine use.

Stephen Helfer of Cambridge, MA asked Board to oppose any adoption of Nicotine Free Generation regulations as it would lead to essentially a prohibition on smoking. Stephen referenced the FDA's authorization of Zyn nicotine pouches for adult use and FDA reports that indicate a decrease in national smoking and vaping rates. He also noted that one convenience store/gas station owner in Brookline has seen a decrease in sales since the implementation of NFG policy in Brookline and wonders about the impact on owners of other businesses that generate substantial income from nicotine product sales.

Director Hart drafted a revised version of the current tobacco regulation to include Nicotine-Free Generation policy and sent it to Town Counsel for review.

Karen Walsh Pio noted that Senator Jacob Olivera expects Nicotine-Free Generation legislation to be proposed and considered at the state level eventually, but not this legislative session.

c) Log-in issues at the Board of Health meeting 04/08/25

Some virtual attendees received the wrong Zoom link. If someone is attending via Zoom and wishes to speak during the meeting, use the raise hand/request to speak function or if on a cellphone, press *9.

6. Old Business:

- a) **Letter of Support for Phone & Social Media Free Schools in Massachusetts – South Hadley Policy – Karen Walsh Pio**

Karen received the letter from CES SPIFFY – will reach out to confirm if they are still seeking and accepting signatures of support on the letter.

- b) **Livestock Permits - Sharon Hart**

Request to revise dates that annual livestock permits go into effect and expire so that they align with the dates of other animal permits that BOH issues. Livestock permits are currently active from January 1-December 31. Revise to April 1-March 31.

Motion: Karen Walsh Pio, 2nd Charles Scott.

All in favor: Karen Walsh Pio – aye

Tony Judge – aye

Charles Scott - aye

Michael Rosner - aye

Stephen Frantz – aye

7. Set Next Meeting Date: June 10 at 6:00 p.m. at South Hadley Public Library

Motion to adjourn.

Motion Stephen Frantz; 2nd Karen Walsh Pio

All in favor: Karen Walsh Pio – aye

Tony Judge – aye

Charles Scott - aye

Michael Rosner - aye

Stephen Frantz – aye

8. Board of Health meeting adjourned: 7:57 p.m.

Respectfully submitted,

Hannah Durham

Public Health Program & Administrative Coordinator

Route 202 & 33 Corridor Re-Zoning Project

February 23, 2024

Project Summary

The Town of South Hadley will develop zoning amendments for the Routes 202/33 corridor based on the recommendations of a Corridor Study adopted in January 2022. Funding for this project is provided by a Community Planning Grant from the Executive Office of Housing and Livable Communities. The Route 202/33 corridor is the most heavily traveled corridor in South Hadley, and contains a broad mix of residential, open space and recreation, and commercial uses along the approximately 1-mile length of the two roads. This section of roadway links South Hadley in the north to Granby and Chicopee in the south. The intersection of Routes 202 and 33 at the heart of the corridor is one of five commercial nodes in South Hadley and, is centered between the Plains Elementary School and the Big Y shopping plaza.

The full Corridor Study (January 2022) may be viewed online [here](https://www.southhadley.org/1262/11838/Route-20233-Corridor-Study?activeLiveTab=widgets):

<https://www.southhadley.org/1262/11838/Route-20233-Corridor-Study?activeLiveTab=widgets>

The Study defines a series of recommendations for addressing the future of the Route 202/33 corridor. The focus of regulatory and public realm recommendations is on creating an identity for a corridor that many see as a through-way to other destinations rather than a destination in and of itself. South Hadley's portion of the corridor is a transition point between the land uses in Chicopee and those in Granby, and the goal is to have an identity that is recognizably South Hadley and not extensions of its neighbors. The corridor's identity should indicate that it is not just a vehicular corridor, but a series of linked neighborhoods and business clusters.

The focus of this project is to implement the zoning and design guidelines recommendations of the Corridor Study, which are summarized as follows:

- Divide corridor into sections by appropriate land uses for the new zoning districts and development density for specific uses within the corridor;
 - Establish zoning regulations and design guidelines for each sector;
 - Establish appropriate design review process for new zoning districts that incorporates relevant design guidelines;
- Consider adding a wider variety of housing types and small business types to the Zoning Use Regulations Schedule to address changing needs for housing and economic development over time;
- Change requirement for permits/approvals to decrease the level of review required for desirable land uses, possibly add design review to all projects requiring site plan approval and/or a special permit;
- Allow conversion of single-family residential in the proposed Gateway District to other uses (Professional Services, Two-family, Three-family, Mixed-use) with site plan review and design guidelines; and,
- Add design guidelines that address convenient access for drivers, such as drive-thru windows, while ensuring safe access for pedestrians and maintaining the residential scale and feel of the corridor.

SCOPE OF WORK

The project scope of work includes the following components and deliverables:

- Three new zoning districts, based on the recommendations of the Route 202/33 Corridor Study: Low-density mixed-use, Gateway, and Open Space and Recreation;
- Design guidelines, including text and illustrations;
- Amendments to the zoning map;
- Public engagement, including three public forums and broad outreach (e.g. door hangars, newspaper ads, social media, online survey, etc.);
- Meetings with project advisory committee (6-8 meetings); and,
- Public hearings with the Planning Board (3-4 meetings).

Task 1: Project Initiation

- Meet with Town staff to discuss the work plan and public engagement strategy.
- Meet with Advisory Committee to introduce them to the planning process and previous work (Route 202/33 Corridor Study).

Task 2: Analysis of Conditions

- Evaluate physical changes to the corridor since the original corridor study was completed.
- Document specific buildings/sites of concern for use in the public engagement process.
- Conduct additional analysis on the transition border from one proposed subdistrict to the next to justify the proposed boundaries.

Task 3: Draft Zoning, Boundaries and Design Guidelines

- Develop a draft zoning framework from the recommendations of the corridor plan.
 - Consider format (base vs. overlay, Euclidean vs. Form-Based)
 - Identify options for development standards/design guidelines to test with the community.
 - Develop precise boundaries for the three recommended districts.
- Create visuals and presentation formats (slide deck, video, online survey) to communicate the draft framework and reasoning behind the proposed changes.
- Meet with the Advisory Committee to discuss options implications for the draft zoning framework.

Task 4: Community Input

- Develop an engagement plan to seek input from the community on the draft zoning framework.
- Develop a coordinated outreach strategy that includes physical and online notification.
- Conduct two (2) in-person workshops and supplement with an online or other asynchronous option.
 - Test proposed subdistricts, dimensional standards, development standards, and design guidelines.
 - Explain the potential impact of the zoning on the chosen districts.
- Record input for use in Task 5 and discuss the results from each workshop with the Advisory Committee.

Task 5: Revised Zoning and Testing

- Revise and complete the draft zoning bylaw, based on community input.
- Review and revise the draft with input from the Town planning staff and the Advisory Committee.

- Prepare a slide deck for presentation to the Planning Board, with a summary of the proposed zoning.
- Request review of the draft by the Town Counsel.
- Present the draft bylaw at a public meeting, inviting members of the Planning Board, Selectboard, Zoning Board of Appeals, and other relevant committees.
- Revise draft based on these comments.

Task 6: Planning Board Hearing

- Present the draft bylaw to the Planning Board at the first public hearing.
- Prepare summary handout and slide deck for the Planning Board.
- If needed, attend additional public meetings to assist with the public hearing process.

Task 7: Final Amendments to Town Meeting for Adoption

- Submit report to Town Meeting with final recommendations for adoption
- Warrant Articles for zoning amendments at Town Meeting

OPINION

Big Tech is exploiting teens with addictive social media feeds. We can stop it.

Our kids are being barraged with algorithm-driven posts that have been called 'human fracking'

by CYNTHIA CREEM and BILL MACGREGOR

March 27, 2025



PARENTS AND TEACHERS have always had to fight to hold and direct teenagers' attention—to get them to engage in conversation at family dinner, to encourage them to put down the video game controller and pick up a book, to make sure they do their homework instead of gossiping all night with friends. Teenagers themselves have long fought to avoid distractions and focus their attention where they needed or wanted it to be.

But something has changed in the last decade or so. It's no longer a fair fight. That's because social media companies have developed highly sophisticated methods of capturing and maintaining our attention. As their brains develop,

teenagers are especially vulnerable to those techniques, which also pose **significant risks to their mental health**.

Some might say we've heard this story before. Wasn't television supposed to rot children's brains in the 20th century? But the attentional pull of social media isn't the same as the draw of television. **It's far stronger**, more akin to addiction than simple distraction.

A teenager in 1998 might have blown off math homework to watch "Dawson's Creek" at 9 p.m. on Tuesday night, but the networks could only hold their attention for so long. They were broadcasting to a general audience, and the 10 p.m. offering might not have captured their interest.

In 2025, social media companies know exactly how to hold a teenager's interest. It's as if every show in the Tuesday night lineup was written and produced just for them, along with the daytime schedule and the lineup on every other weeknight. At any moment of any day, social media companies can direct today's teenager to content that's just as captivating as Dawson's Creek was in 1998.

Social media companies track how long a teenager spends looking at each post, which posts they like and comment on, when they're most likely to come online, and more. From all this **data**, they're able to target content to adolescents that is individually tailored to their interests and behavioral profile.

When young people encounter this endless stream of bespoke content, they get a series of dopamine hits that keep them on the app—and social media companies get to **sell more ads**.

Some researchers and commentators have started referring to these data and algorithm-fueled practices as "human fracking"—a high-tech way of extracting more attention from a limited supply, just as oil and gas companies have developed innovative ways to extract more fossil fuels from sources that were **thought to be exhausted**.

And just as fossil fuel fracking has wreaked havoc on the environment, the "fracking" of teenagers' attention may wreak havoc on their minds. Last year, the US Surgeon General issued an alarming **Advisory on Social Media and Youth Mental Health**. It noted that frequent social media use is associated with changes in parts of the developing brain that are connected to impulse control, emotional regulation, and moderating social behavior. It also explained that social media has been **linked** to depression, anxiety, loneliness, sleep problems, and attentional issues in teenagers.

The advisory cited research indicating that minors who spend more than three hours a day on social media face **twice the risk** of serious mental health problems. Given that teenagers spend an average of almost **five hours per day** on social media, those negative consequences may be widespread in the adolescent population.

Fortunately, Massachusetts is not powerless in the face of these harms to our children. In January, we filed legislation that would prohibit social media companies from directing content at minors through algorithms that are capable of

hijacking their attention. The bill would also prohibit social media companies from interfering with minors' sleep by sending them notifications overnight.

By prohibiting addictive algorithmic feeds for minors, we can limit the addictive power of social media and help adolescents establish more balanced relationships with technology.

Teens would still be able to use social media if the bill became law. They'd see posts from friends, posts they searched for, and posts from accounts they chose to follow, but they wouldn't see an infinite scroll of algorithmically targeted content from accounts to which they never even subscribed. The world of social media would become more finite, and it wouldn't be so hard for teenagers to pull themselves away.

The prohibition on algorithmic feeds would also protect teens from being steered toward potentially harmful content. These feeds have pushed children experiencing body image issues toward videos **promoting eating disorders**, and directed depressed teenagers to videos demonstrating how to commit suicide—often with **tragic consequences**. Without addictive feeds, struggling teenagers wouldn't be able to spiral so easily into further isolation and distress.

The Commonwealth wouldn't be the first state to pass such a law. **California** and **New York** passed their own addictive feeds prohibitions last year, overcoming vociferous opposition from Big Tech companies that were unwilling to relinquish their devastating (and profitable) hold on teenagers' attention.

In New York, opponents led by Meta and Google spent almost \$1 million on a “whisper campaign” against the addictive feeds prohibition and another bill creating safeguards related to children's personal data. We can expect similar opposition here. When it arrives, we should remember that our children are relying on us to have the courage and the wisdom to push back on Big Tech's self-motivated spin.

Parents and teachers are ready for change. **Even teenagers** are tired of social media companies robbing them of their time and attention. Let's come together to ban the destructive fracking of our children's minds.

Cynthia Creem, a Democrat from Newton, is the majority leader in the Massachusetts Senate. Bill MacGregor is a Democratic state representative from West Roxbury.

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