



City of Sebastopol

CITY OF SEBASTOPOL CITY COUNCIL

AGENDA ITEM REPORT FOR MEETING OF: September 16, 2025

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To: Honorable City Councilmembers
From: Mayor Zollman
Subject: Informational Presentation: Michah's Hugs. The mission of Micah's Hugs is dedicated to educating youth of the dangers of substance abuse & fentanyl poisoning, bringing awareness to the disease, breaking the stigma that follows it, in addition helping those that are suffering with addiction. Their Narcan trainings are Guinness Word Records bound. They will be providing a short presentation on the work with Analy and many West County schools, in particular their work with the Press Democrat around taking all news paper boxes and converting them to Narcan distribution centers.

Recommendation: That the City Council receive the informational presentation.

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RECOMMENDATION:

That the City Council receive the informational presentation from Micah's Hugs.

EXECUTIVE SUMMARY:

Micah's Hugs is a nonprofit dedicated to preventing substance abuse and fentanyl poisoning through education, awareness, and stigma reduction. Their programs include record-setting Narcan training, school-based education, and a partnership with the Press Democrat to convert newspaper boxes into Narcan distribution centers. Representatives will present an overview of their mission, local partnerships, and ongoing initiatives. No Council action is required.

PROCESS OF AGENDA ITEM:

- a. Presentation of agenda item by the Mayor/Introduction of Speaker
- b. Questions and discussion from Councilmembers
- c. Public comment period
- d. Council receives the report. No action required.

BACKGROUND

Micah's Hugs is a nonprofit organization dedicated to educating youth and the broader community about the dangers of substance abuse and fentanyl poisoning. The organization seeks to raise awareness about addiction as a disease, break the stigma that often surrounds it, and provide support to individuals and families affected by substance use disorders.

The group has developed innovative community outreach programs, including Narcan training sessions that are anticipated to receive recognition by Guinness World Records for their scale. Their work has expanded through partnerships with local schools and community organizations.

DISCUSSION

Micah's Hugs has been working closely with Analy High School and other West County schools to provide education, resources, and Narcan training to students and staff. They have also partnered with the Press Democrat to repurpose newspaper boxes throughout the region into Narcan distribution centers, providing accessible, life-saving tools to the community.



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Representatives from Micah's Hugs will attend the Council meeting to provide a brief presentation on their mission, accomplishments, and ongoing initiatives.

CITY COUNCIL GOALS/PRIORITIES; AND/OR GENERAL PLAN CONSISTENCY:

This agenda item represents the City Council goals/priorities as follows:

Goal 2: PUBLIC SAFETY

Strengthen the public's safety and improve the quality of life. Includes supporting our first responders (police, fire, public works), responding to emergencies, protecting people, property, and businesses, and engaging in emergency preparedness community outreach, public education and prevention activities.

Keeping drugs out of town /drug enforcement/needle exchange

Goal 4: HIGH PERFORMANCE ORGANIZATION

Restoring public trust

Improve Public Communications

COMMUNITY OUTREACH:

This item has been noticed in accordance with the Ralph M. Brown Act and was available for public viewing and review at least 72 hours prior to schedule meeting date. The City has also used social media to promote and advertise the City Council Meeting Agenda Items.

As of the writing of this agenda item report, the City has not received public comment. If staff receives public comments following the publication and distribution of this agenda item report, such comments will be provided to the City Council as supplemental materials before or at the meeting and will be posted to the city website.

FISCAL IMPACT:

There is no fiscal impact with approval of this item.

RESTATED RECOMMENDATION:

That the City Council receive the informational presentation from Micah's Hugs.

OPTIONS:

1. None. Item is informational only.

ATTACHMENTS:

None