



as of June 25, 2014

COURSE LISTINGS

Track I: Achieving Impact

Qualitative Data: Myths, Mysteries and Uses

Trainer: Deacon Dzierzawski (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 9:45 am – noon

This course will provide an overview of what qualitative data is and what it is not; dispelling the myths and bringing to light how it can be used for assessment and ongoing evaluation. Participants in this session will become grounded in qualitative data basics including an introduction to some commonly used qualitative data collection techniques. By the end of the course, participants will be energized and prepared to engage in further discussion and learn how to conduct and analyze qualitative data. This course is preceded by two courses that will provide in-depth training on how to actually conduct several qualitative data collection techniques and a capstone course focused on the use of qualitative data in the outcome evaluation process, not just to support coalition assessment. It is recommended that you attend this course if you plan to attend one of the two courses on methodologies.

Becoming the Community Story Teller: Environmental Scans, Town Halls and Focus Groups

Trainer: Deacon Dzierzawski (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 1:30 pm – 5 pm

This experiential course builds off of *Qualitative Data: Myths, Mysteries and Uses*. It focuses on an in-depth conversation and practice of three of the common qualitative data collection techniques – environmental scans, town hall meetings, and focus groups. The learning experience will include creating question paths that can be used for each technique and trying out tools for data collection and objective setting. Participants will learn how to carry out these techniques, their limitations, their strengths and how to get the most out of them. It is highly recommended, but not required, that you attend the foundations course (*Qualitative Data: Myths, Mysteries, and Uses*) on Monday morning in preparation for this course.

Planning and Evaluation for the Prevention Specialist

Trainer: David Shavel (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 9:45 am – 5 pm

This course for coalition leaders and members addresses the key elements of the *Planning and Evaluation Domain* of the Prevention Specialist Certification process while providing a customized application of several elements of the Strategic Prevention Framework (SPF) including assessment, planning, and evaluation. The course walks through the SPF steps in a way that provides hands-on application of the content and material. Participants will be able to apply the knowledge and skills learned in the session to enhance their existing coalition processes and outcomes.

Digging Deeper into the Community Story: Listening Sessions and Key Informant Interviews

Trainer: Deacon Dzierzawski (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 8:30 pm – noon

This experiential course builds off of *Qualitative Data: Myths, Mysteries and Uses*. It focuses on an in-depth conversation and practice of two of the common qualitative data collection techniques – listening sessions and key informant interviews. The learning experience will include creating question paths that can be used for each technique and trying out tools for data collection and objective setting. Participants will learn how to carry out these techniques, their limitations, their strengths and how to get the most out of them. It is highly recommended, but not required, that you attend the foundations course (*Qualitative Data: Myths, Mysteries, and Uses*) on Monday morning in preparation for this course.

Have Qualitative Data...Now What Do We Do With It?

Trainer: Deacon Dzierzawski (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 1:30 pm – 5 pm

Having qualitative data is a good start but being able to make it functional is the key for all data. This course serves as the capstone for the series on qualitative data. Participants will learn how to quantify qualitative data, ensuring reliability and validity. Special emphasis will be given to using qualitative data as part of a comprehensive outcomes evaluation process, not just assessment. It is highly recommended, but not required, that you attend the foundations course, *Qualitative Data: Myths, Mysteries and Uses* on Monday morning in preparation for this course.

Writing Effective Applications for the Drug-Free Communities (DFC) Support Program

Trainer: Helen Hernandez (Administrator, DFC Support Program, ONDCP)

Date/Time: Wednesday, July 23, 8:30 am – 10:20 am

If your community-based coalition is interested in applying for the FY 2015 Drug-Free Communities (DFC) Support Program grant, this is the session for you! Come learn about all the changes that have been made to the DFC Request for Applications (RFA) to simplify the application process for coalitions. Hear the “Do’s and Don’ts” of submitting a successful application directly from the DFC Administrator. Coalitions who have never applied before or who may be applying in the future should come and learn about the DFC Statutory Eligibility Requirements, hear tips on how to successfully respond to the Request for Applications, and how to avoid the pitfalls often made by applicants.

National Data to Local Application: Findings from the Drug-Free Communities National Evaluation

Trainer: Barbara O'Donnel, Ph.D. (Principal) **Date/Time:** Wednesday, July 23, 10:40 am – noon

Data is increasingly critical at the local, state and national level when seeking support for programs. Presenters will discuss the latest findings from the Drug Free Communities (DFC) National Evaluation based on data received from DFC community coalitions through August 2013. This presentation will focus on changes in DFC core outcome measures over time and relative to national trends. Baseline data on new DFC measures including peer disapproval and unauthorized prescription drug use among youth will be shared. Participants will be provided with key talking points and suggestions on how community coalitions might utilize the national findings in their own work.

Making the Strategy to Outcomes Connection: Roundtable Discussion

Trainers: Ashley Briggs, Jackie Rhodes, Jean Dauphinee, Ph.D., and James Demery, Ph.D. (Technical Assistance, DFC National Evaluation Team, ICF International)

Date/Time: Wednesday, July 23, 1:30 pm – 5:00 pm

The Drug-Free Communities (DFC) National Evaluation has collected a range of data on DFC coalitions' strategies for building coalitions and preventing/reducing youth substance use. Strategy data have been collected in semi-annual progress reports – including strategies used, accomplishments, sectors involved, and open-ended descriptions of accomplishments – as well as from more than 30 site visits conducted by the national evaluation team in states including Arizona, California, Colorado, Florida, Texas, Virginia and Washington. Following a brief introduction to the roundtables, participants will rotate among groups to discuss what appear to be key strategies for meeting project goals based on an examination of these data and will provide additional input on making the connection from strategies to outcomes. Potential groupings include strategies for addressing marijuana use, addressing prescription drug use, engaging parents in community coalitions, and building coalition sustainability.

Evaluating Collective Impact: Understanding the Effectiveness of Community Partnerships and their Community Change Strategies, Part 1

Trainer: Paul Evensen, Ph.D. (President); **Group Facilitators:** Brenda Bone (Managing Director, Community Evaluation), Cindy Pharis (Community Evaluator), Kim Linkel (Community Evaluator), and Amanda Sutter (Community Evaluator, Community Systems Group, LLC)

Date/Time: Wednesday, July 23, 8:30 am – 5 pm (Course content continues on Thursday)

A collective impact approach requires agreement on “common measures” from process through to population outcomes. Measuring program activities and supports is straightforward; but how do partnerships establish common measures for the rest of their work? How do they account for policy, media or resource alignment? How do they establish shared measures for capacity and process? How do they account for changes in public policy, the effects of media campaigns or aligning resources for greater impact? Learn about evaluation approaches that meet these challenges with a focus on tools that can document the full range of partnership accomplishments. Learn how communities can collect and report these data and use it to improve their efforts.

Most partnerships also struggle to show a clear contribution to community-level outcomes. This class will provide the knowledge, detailed tools, concrete examples, and skills needed to help your coalition conduct an analysis of contribution to these outcomes. This advanced course emphasizes the appropriate application of scientific practice to coalition evaluation and is designed for coalition leaders, staff, and evaluators who have already begun to explore evaluation of community partnerships.

Evaluating Collective Impact: Understanding the Effectiveness of Community Partnerships and their Community Change Strategies, Part 2

Trainer: Paul Evensen, Ph.D. (President); **Group Facilitators:** Brenda Bone (Managing Director, Community Evaluation), Cindy Pharis (Community Evaluator), Kim Linkel (Community Evaluator), and Amanda Sutter (Community Evaluator, Community Systems Group, LLC)

Date/Time: Thursday, July 24, 8:30 am – 5 pm (Not a repeat. Continuation from Wednesday)

This is Day 2 of a two-day course called *Evaluating Collective Impact*. Refer to the course description on Wednesday for full details.

This class will provide the knowledge, detailed tools, concrete examples, and skills needed to help your coalition conduct an analysis of contribution to these outcomes. This advanced course emphasizes the appropriate application of scientific practice to coalition evaluation and is designed for coalition leaders, staff, and evaluators who have already begun to explore evaluation of community partnerships.

Track 2: Coalition Essentials

Science of Prevention

Trainer: Heidi Bainbridge (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 9:45 am – noon

This course will offer a glimpse into the history of prevention theory and major prevention models utilized with a focus on the evolution of the scientific research supporting the paradigm shift from individual behavior change strategies a comprehensive approach anchored by community-level behavior change strategies. This course will emphasize the social ecological model and the research supporting how coalitions are perfect vehicles to bring about community-level change. This course is perfect for new prevention practitioners, particularly those involved in coalitions.

Coalition Core Essentials, Part I

Trainer: Heidi Bainbridge (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 1:30 pm – 5 pm

This course will cover the essential parts of CADCA's problem-solving process which is predicated on SAMHSA's Strategic Prevention Framework (SPF). Over 2.5 days of training, participants will learn how to conduct a community assessment and problem analysis, develop logic models and comprehensive strategies, implement plans, set measurable objectives, and build coalition capacity. Each session will include hands-on application of the content, relevant tools and resource material as well as opportunities to network with others engaged in conducting successful community change efforts. Participants are encouraged to bring along the latest versions of their coalition's community assessment, logic models, strategic and action plans to the training.

Coalition Core Essentials, Parts 2&3

Trainer: Heidi Bainbridge (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 8:30 am – 5 pm

This course will cover the essential parts of CADCA's problem-solving process which is predicated on SAMHSA's Strategic Prevention Framework (SPF). Over 2.5 days of training, participants will learn how to conduct a community assessment and problem analysis, develop logic models and comprehensive strategies, implement plans, set measurable objectives, and build coalition capacity. Each session will include hands-on application of the content, relevant tools and resource material as well as opportunities to network with others engaged in conducting successful community change efforts. Participants are encouraged to bring along the latest versions of their coalition's community assessment, logic models, strategic and action plans to the training.

Coalition Core Essentials, Parts 4&5

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The PowerPoint of the Movement

Trainer: Kirby Crider (Materials Design Manager, CADCA's National Coalition Institute)

Date/Time: Thursday, July 24, 8:30 am – noon (repeat from Monday, 9:45 am – noon)

We all use tools like PowerPoint to visually communicate on a regular basis, to community members, coalition partners, key stakeholders, and even the public. But how well is our message received? In this session, we'll explore the real reasons for standing in front of a room clicking through a set of slides. We'll explore some of the most common presentation mistakes and learn how to correct them. Finally, we'll learn how to "think like a designer" and tap into our creative potential to create powerful, world-changing visual messages.

It is recommended that you bring your laptop and a presentation file that you would like to revamp and improve. But, if you don't have a laptop with you, there will still be plenty of opportunity to think about creating effective presentations using pen and paper.

Track 3: Coalition Expansion

Organizational Management for Coalitions

Trainer: Sharon O'Hara (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 9:45 am – 5 pm (repeat on Tuesday, 8:30 am – 5 pm)

This one-day training will provide a comprehensive examination of the key elements required to form and operate a sustainable coalition to create community-level changes in substance abuse. The focus will be on the "nuts and bolts" of effective coalition management such as: executive committee responsibilities, delineation of roles and responsibilities, work group structure and management, collective decision making, organizational structure, governing documents, meeting management, and internal communications.

Overcoming Challenges to Building Successful Inner-city and Urban Coalitions

Trainer: Carlton Hall (Deputy Director, Training & Technical Assistance, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 9:45 am – 5 pm

Given the large populations and significant consequences of drug use, why are there so few DFC-funded coalitions operating in inner-city urban environments? The answer is provided in this course which addresses the key issues keeping inner-city and urban communities from developing strong coalitions and receiving DFC funding. During the full-day session, we will break down the issues and offer practical and realistic solutions to help new and existing inner-city and urban coalitions overcome the challenges and grow to become effective catalysts for change in their communities. In addition, we will hear from experienced leaders of inner-city and urban coalitions who will share their successes and opportunities for improvement while working in their communities.

Keeping up with the Carcinogens: A Guide to Ending Coalition-Retailer Silos

Trainers: Alicia Smith (Manager) and Colleen Hopkins (Senior Associate, Tobacco Prevention Programs, CADCA)

Date/Time: Tuesday, July 22, 8:30 am – noon

This course illustrates the need for ongoing data collection and building non-traditional partnerships to monitor the nature and extent of tobacco use in local communities. The course will review the environmental factors that play a key role in creating social norms. The course content addresses the need for coalitions to proactively implement strategies that involve retailers in tobacco prevention work; coalition partnership building often takes place on unnatural bridges of compromise. Strong coalition capacity and sustainability are necessary to support successful long-term implementation of tobacco

NHTSA control strategies. Therefore, partnering with local tobacco retailers to educate them about tobacco marketing practices and its effect on the community's framework could have an extensive impact on youth access to tobacco products and exposure to industry advertising.

Organizational Management for Coalitions

Trainer: Sharon O'Hara (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 8:30 am – 5 pm (same course as Monday, 9:45 am – 5 pm)

This one-day training will provide a comprehensive examination of the key elements required to form and operate a sustainable coalition to create community-level changes in substance abuse. The focus will be on the “nuts and bolts” of effective coalition management such as: executive committee responsibilities, delineation of roles and responsibilities, work group structure and management, collective decision making, organizational structure, governing documents, meeting management, and internal communications.

New Research Since the Surgeon General's Call to Action to Prevent and Reduce Underage Drinking

Trainers: Ralph Hingson, Sc.D. (Director, Division of Epidemiology and Prevention Research, National Institute on Alcohol Abuse and Alcoholism [NIAAA]) and Aaron White, Ph.D. (Program Director, Underage and College Drinking Prevention Research, NIAAA)

Date/Time: Tuesday, July 23 1:30 pm – 5 pm

For a community coalition to be most effective, its members and staff must be well equipped with research on the latest substance abuse trends. This course will outline new research on trends in and consequences of underage drinking as well as interventions to prevent and reduce underage drinking that have emerged since the 2007 Call to Action. The course will explore recent trends in injury deaths linked to underage drinking, binge drinking and driving under the influence, effects of underage drinking on the developing brain, and academic performance. It will also examine research on interventions that are individually-oriented, policy/environmental, and family-, school-, web-, and community-based.

The Urban Café: Real Conversations, Real Issues, Real Solutions

Trainers: Costella Green (Branch Chief) and Ammie Bonsu (Public Health Advisor, SAMHSA/CSAP); Tracy Johnson, Expert Consultant (TJ Consulting, Inc.)

Date/Time: Wednesday, July 23, 8:30 am - noon

Serious delinquency and substance abuse are not new problems in communities of higher risk. Throughout history, these communities have not only been victims of their own substance abuse but have been constantly under siege with high levels of illicit drug sales by community members including children and youth of color. These problems continue to thrive in these communities unless the concept of “community mobilization” is broadened, and the relative viability of local prevention efforts is understood in the context of ethnicity and culture.

In this session, executed as a “World Café” forum, presenters and participants will bring their collective knowledge and engage in interactive dialogue; cross-pollinate ideas and insights; and gain a deeper understanding about individual- and community-level risk factors and protective factors within communities of higher risk; and innovative steps that coalitions are taking to empower community members in developing culturally relevant and evidenced based strategies to transform these communities into neighborhoods of promise.

Leading from Behind: Leadership Development for Coalition Staff

Trainer: Deacon Dzierzawski (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Wednesday, July 23, 8:30 am – 5 pm (repeat on Thursday, 8:30 am – 5 pm)

The phrase “coalition leadership” is an often-used phrase which really describes the expectation that others must take action. So much of that action falls on the shoulders of paid staff members. This course will focus on the practical aspects of leading from behind and creating a process that brings coalition members to the forefront of decision-making and, eventually, execution of the work. To support your learning experience, participants will develop a leadership action plan.

Ethics for the Prevention Specialist

Trainer: David Shavel (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Thursday, July 24, 8:30 am – 5 pm

This six-hour course is designed specifically for coalition leaders, members and other preventionists looking to fulfill the ethics training requirement to obtain Prevention Specialist certification. Participants in this course will examine the Prevention Code of Ethics' six key principles and explore a decision-making model for assessing, addressing, and evaluating a range of ethical issues. The course covers the Principles of Ethics through the use of real-world coalition-based and other examples while building upon the shared experiences of participants.

Leading from Behind: Leadership Development for Coalition Staff

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Date/Time: Thursday, July 24, 8:30 am – 5 pm (same course as Wednesday, 8:30 am – 5 pm)

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Track 4: Communications

Beyond Facebook: Harnessing the Power of Social Media for Non-profits

Trainer: Curtis Hougland (Founder & Principal, Attention USA and Member, CADCA Board of Directors)

Date/Time: Monday, July 21, 9:45 am – noon (repeat on Monday, 1:30 pm – 5 pm)

Social media has transformed the way we communicate and market what we do to the world. Community-based organizations have much to gain by sharpening their social media skills because the use of this new media is imperative for success. How can we go beyond the safe confines of Facebook and Twitter to use these tools more effectively? What are we doing on YouTube that is unique and sharable? The answers to these questions should be the basis for an active social media plan. During this course, you will learn from social media expert and CADCA Board Member Curtis Hougland about specific ways non-profit and community-based organization leaders can harness the internet and emerging technology platforms to improve the coalition brand. Take your current social media and turn up the volume to have your message heard, build a following and raise funds.

The PowerPoint of the Movement

Trainer: Kirby Crider (Materials Design Manager, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 9:45 am – noon (repeat on Thursday, 8:30 am – noon)

We all use tools like PowerPoint to visually communicate on a regular basis, to community members, coalition partners, key stakeholders, and even the public. But how well is our message received? In this session, we'll explore the real reasons for standing in front of a room clicking through a set of slides. We'll explore some of the most common presentation mistakes and learn how to correct them. Finally, we'll learn how to "think like a designer" and tap into our creative potential to create powerful, world-changing visual messages.

It is recommended that you bring your laptop and a presentation file that you would like to revamp and improve. But, if you don't have a laptop with you, there will still be plenty of opportunity to think about creating effective presentations using pen and paper.

Beyond Facebook: Harnessing the Power of Social Media for Non-profits

Trainer: Curtis Hougland (Founder & Principal, Attention USA and Member, CADCA Board of Directors)

Date/Time: Monday, July 21, 1:30 pm – 5 pm (same course on Monday, 9:45 am – noon)

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Working Yourself Into the Spotlight – The Importance of Strategic Communications Planning

Trainer: Tony Coder (Assistant Director, Drug Free Action Alliance) and Tiffani Sherman (Video Producer, Center for Public Safety Innovation, St. Petersburg College)

Date/Time: Tuesday, July 22, 8:30 am – 5 pm

Your coalition is doing great work and making positive changes within your community but no one can remember the exact name of the organization? Typically, coalitions are powered by results-driven work, not self-promotion. However, your status as a leader in the community and, in many cases, funding decisions can be influenced because of the coalition's profile. How can you improve that profile? Through strategic communications efforts! Communicating strategically is more than just sending a press release about an upcoming event; it is about having a plan to maximize your exposure and grab the attention that your work deserves. This course will help coalition leaders devise a strategic communications plan for their coalitions and expand the coalition's reach to the entire community. During the afternoon portion of the course, a media professional will offer insights and guidance on dealing with the media and helpful tips on getting media to your event.

Communications Tune-Up: Your Public Face—Collateral Development & Review

Trainers: Barb Cooper (President, Cooper Communications)

Date/Time: Tuesday, July 22, 8:30 am – noon (repeat on Wed, 1:30 pm and Thurs, 8:30 am)

A key to coalition success is to ensure that its goals, objectives and activities are effectively communicated—whether it's through a website, on brochures and posters or producing your own

coalition video. While each coalition has a toolbox of outreach strategies at its disposal, messaging must be consistent across each medium. *Communications Tune-up* is a three-part course designed to help coalition leaders and staff evaluate and improve their organization's messaging, materials and outreach strategies. From Tuesday-Thursday, all three half-day courses will be delivered to allow for maximum opportunities to attend.

Let's assume that your coalition is planning a press conference. What messaging is mission-critical, and what is your coalition's brand? Do you need brochures and posters? What about talking points? Will you be featuring your website? Through experiential and hands-on activities during this course, you will develop and/or refine your coalition's brand; identify where to obtain talking points data, create and/or refine talking points and present them to the rest of the group for critiquing; and evaluate websites, brochures and other collateral for consistent messaging and connect the dots between this exercise and improving website and materials messaging and content. In order to improve your coalition's "public face," you are strongly encouraged to bring copies of your brochures, fact sheets, talking points and other materials to this session. If interested, also be ready to critique your website for effective messaging

This course, *Your Public Face—Collateral Development & Review*—is a component of the *Communications Tune-up*. You are allowed to participate in this course only or take advantage of all three to achieve your coalition's optimal Communications Tune-up. Check out descriptions for *In Front of the Camera* and *Be Your Own Video Producer* for details about the companion courses.

Communications Tune-Up: Be Your Own Video Producer

Trainers: Pat Giniger Snyder (Video/Film Producer, Director, Editor and Writer, Rembrandt Films)

Date/Time: Tuesday, July 22, 8:30 am – noon (repeat on Wed, 1:30 pm and Thurs, 8:30 am)

A key to coalition success is to ensure that its goals, objectives and activities are effectively communicated—whether it's through a website, on brochures and posters or producing your own coalition video. While each coalition has a toolbox of outreach strategies at its disposal, messaging must be consistent across each medium. The *Communications Tune-up* is a three-part course designed to help coalition leaders and staff evaluate and improve their organization's messaging, materials and outreach strategies. From Tuesday-Thursday, all three half-day courses will be delivered to allow for maximum opportunities to attend.

Let's assume that your coalition is planning a press conference, and you are in charge of creating a Public Service Announcement (PSA) that will be featured at the event and later used on your website. How can you refine your coalition's 30-second pitch so it fits into a video format? What message points are critical? What images will enhance your storyline? What are some simple editing tips that you can do yourself OR ask someone else to do? And then, how do you upload the video so that you can show it at your press conference AND have it on your coalition's website? Through a fun learning experience and hands-on activities, you will understand what goes into the video production process; learn about key elements that make effective videos; refine a coalition's 30-second pitch so it visually tells a story through video; create storyboards that you can take home and use when creating a new video; Practice capturing some of these elements on-camera; and learn how to upload completed videos to the Internet. You are strongly encouraged but not required to bring a camera that captures video—whether it's a phone, iPad, video camera or still camera with video recording capabilities.

This course, *Be Your Own Video Producer*—is a component of the *Communications Tune-up*. You can choose to participate in this course only or take advantage of all three to achieve your coalition's optimal Communications Tune-up. Check out descriptions for *Your Public Face-Collateral Development & Review* and *In Front of the Camera* for details about the companion courses.

Communications Tune-Up: In Front of the Camera

Trainers: Stephanie Williams (Owner/Director, Drama Learning Center)

Date/Time: Tuesday, July 22, 1:30 pm – 5 pm (repeat on Wed, 8:30 am and Thurs, 1:30 pm)

A key to coalition success is to ensure that its goals, objectives and activities are effectively communicated—whether it's through a website, on brochures and posters or producing your own coalition video. While each coalition has a toolbox of outreach strategies at its disposal, messaging must be consistent across each medium. The *Communications Tune-up* is a three-part course designed to help coalition leaders and staff evaluate and improve their organization's messaging, materials and outreach strategies. From Tuesday-Thursday, all three half-day courses will be delivered to allow for maximum opportunities to attend.

Let's assume that your coalition is planning a press conference, and *you* are a featured speaker. How can you ensure that your coalition's message is passionately and uniquely delivered? What are the talking points that you need to drive home? How do you mentally prepare for this event, and what helpful strategies might you employ to deal with those "press conference jitters?" Through experiential and hands-on activities during this course, you will create and refine your coalition's 30-second pitch; have opportunities to present your baseline and subsequent pitches on-camera; participate in physical and mental warm-up exercises that will help you prepare for presentations, enabling you to remain grounded and articulate; and participate in a mock press conference where you will be asked questions that are uniquely tailored to situations that coalition leaders face.

Please note that attendees who took part in the 2013 CADCA Mid-Year Training Institute course titled *Lights, Camera, Action*, as well as *It's a Take! On-Camera & Front-and-Center* are encouraged to join us for this class. Rest assured, you will be challenged with new questions that reflect your skill levels. You are encouraged to wear comfortable clothes and closed-toed shoes as you'll be moving around. Likewise, bringing your Smartphone or iPad to class is encouraged but not required.

This course, *In Front of the Camera*—is a component of the *Communications Tune-up*. You can choose to participate in this course only or take advantage of all three to achieve your coalition's optimal Communications Tune-up. Check out descriptions for *Your Public Face-Collateral Development & Review* and *Be Your Own Video Producer* for details about the companion courses.

Onward and Upward: How to Use SAMHSA Communications Initiatives to Drive Prevention Momentum in Your Community

Trainer: David Lamont Wilson (Public Affairs Specialist, SAMHSA/CSAP)

Date/Time: Tuesday, 1:30 pm- 5 pm

The momentum of the prevention movement depends on you! SAMHSA communications initiatives provide opportunities throughout the year for community coalitions to take center stage, join activities nationwide to raise awareness about prevention topics, and inspire individuals to action. Learn more about SAMHSA's current campaigns, the tools they offer, and how they can help your organization strengthen its communications activities. Hear from a Drug-Free Communities program about how their community has benefitted from involvement in SAMHSA's campaigns, and learn how you can benefit, too. During this session, participants will find out how they and their community can participate in SAMHSA's National Prevention Week 2015 observance, annual Prevention Day conference, "Talk. They Hear You" Underage Drinking Prevention National Media Campaign, Recovery Month, National Children's Mental Health Awareness Day, National Wellness Week, and how you can use resources from these communication initiatives to build momentum around prevention and behavioral health.

Principles of Communication Techniques for the Prevention Specialist

Trainer: Kristy Miller (Innovation & Outreach Manager, CADCA's National Coalition Institute)

Date/Time: Wednesday, July 23, 8:30 am – noon

This course is designed for coalition leaders and members to address the job tasks of the *Communication Domain* of the Prevention Specialist credential. Course content will build knowledge and competency in organizational communication such as discussion facilitation, effective listening, consensus building, presentation delivery and public speaking. Also, course content will address interpersonal communication to the masses including promotions, public relations, marketing, and health education of mission and strategies.

Communications Tune-Up: In Front of the Camera

Trainers: Stephanie Williams, (Owner/Director, Drama Learning Center)

Date/Time: Wednesday, July 23, 8:30 am – noon (repeat on Tues, 1:30 pm and Thurs, 1:30 pm)

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Let's assume that your coalition is planning a press conference, and *you* are a featured speaker. How can you ensure that your coalition's message is passionately and uniquely delivered? What are the talking points that you need to drive home? How do you mentally prepare for this event, and what helpful strategies might you employ to deal with those "press conference jitters?" Through experiential and hands-on activities during this course, you will create and refine your coalition's 30-second pitch; have opportunities to present your baseline and subsequent pitches on-camera; participate in physical and mental warm-up exercises that will help you prepare for presentations, enabling you to remain grounded and articulate; and participate in a mock press conference where you will be asked questions that are uniquely tailored to situations that coalition leaders face.

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This course, *In Front of the Camera*—is a component of the *Communications Tune-up*. You can choose to participate in this course only or take advantage of all three to achieve your coalition's optimal Communications Tune-up. Check out descriptions for *Your Public Face-Collateral Development & Review* and *Be Your Own Video Producer* for details about the companion courses.

Communications Tune-Up: Your Public Face—Collateral Development & Review

Trainers: Barb Cooper (President, Cooper Communications)

Date/Time: Wednesday, July 23, 1:30 pm – 5 pm (repeat on Tues, 8:30 am and Thurs, 8:30 am)

A key to coalition success is to ensure that its goals, objectives and activities are effectively communicated—whether it's through a website, on brochures and posters or producing your own coalition video. While each coalition has a toolbox of outreach strategies at its disposal, messaging must be consistent across each medium. *Communications Tune-up* is a three-part course designed to help coalition leaders and staff evaluate and improve their organization's messaging, materials and outreach

strategies. From Tuesday-Thursday, all three half-day courses will be delivered to allow for maximum opportunities to attend.

Let's assume that your coalition is planning a press conference. What messaging is mission-critical, and what is your coalition's brand? Do you need brochures and posters? What about talking points? Will you be featuring your website? Through experiential and hands-on activities during this course, you will develop and/or refine your coalition's brand; identify where to obtain talking points data, create and/or refine talking points and present them to the rest of the group for critiquing; and evaluate websites, brochures and other collateral for consistent messaging and connect the dots between this exercise and improving website and materials messaging and content. In order to improve your coalition's "public face," you are strongly encouraged to bring copies of your brochures, fact sheets, talking points and other materials to this session. If interested, also be ready to critique your website for effective messaging

This course, *Your Public Face—Collateral Development & Review*—is a component of the *Communications Tune-up*. You are allowed to participate in this course only or take advantage of all three to achieve your coalition's optimal *Communications Tune-up*. Check out descriptions for *In Front of the Camera* and *Be Your Own Video Producer* for details about the companion courses.

Communications Tune-Up: Be Your Own Video Producer

Trainers: Pat Giniger Snyder (Video/Film Producer, Director, Editor and Writer, Rembrandt Films)

Date/Time: Wednesday, July 23, 1:30 pm – 5 pm (repeat on Tues, 1:30 pm and Thurs, 8:30 am)

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Let's assume that your coalition is planning a press conference, and you are in charge of creating a Public Service Announcement (PSA) that will be featured at the event and later used on your website. How can you refine your coalition's 30-second pitch so it fits into a video format? What message points are critical? What images will enhance your storyline? What are some simple editing tips that you can do yourself OR ask someone else to do? And then, how do you upload the video so that you can show it at your press conference AND have it on your coalition's website? Through a fun learning experience and hands-on activities, you will understand what goes into the video production process; learn about key elements that make effective videos; refine a coalition's 30-second pitch so it visually tells a story through video; create storyboards that you can take home and use when creating a new video; Practice capturing some of these elements on-camera; and learn how to upload completed videos to the Internet. Attendees are strongly encouraged but not required to bring a camera that captures video—whether it's a phone, iPad, video camera or still camera with video recording capabilities.

This course, *Be Your Own Video Producer*—is a component of the *Communications Tune-up*. You can choose to participate in this course only or take advantage of all three to achieve your coalition's optimal *Communications Tune-up*. Check out descriptions for *Your Public Face-Collateral Development & Review* and *In Front of the Camera* for details about the companion courses.

Messages and Metrics: How Does Your Communication Plan Measure Up?

Trainers: Patrick Cook and Jean Synodinos (Contractor, CDC/Division of Community Health) and Mary Elizabeth Elliott (Vice President, Communications, Membership & IT, CADCA)

Date/Time: Thursday, July 24, 8:30 am – noon

Launching a media campaign or creating buzz through social media are great ways to get your public health messages across, but how do you know if your efforts are effective? Measuring the effectiveness of your communications efforts is just as important as the activities themselves, but for many coalitions, measuring the success of their communications efforts can seem daunting. Luckily, there are a number of free tools available in the public domain at your disposal.

During this three-hour course, public health communications experts will discuss communications metrics, providing participants with a roadmap for measuring the success of their traditional communications and social media efforts. You'll also learn about the many tools and templates available to help you identify the reach of your efforts and determine whether your activities are meeting your goals and outcomes. Participants will leave with a better understanding of communications measurement techniques and an assortment of helpful tools to make measuring their success a little easier.

Communications Tune-Up: Your Public Face—Collateral Development & Review

Trainers: Barb Cooper (President, Cooper Communications)

Date/Time: Thursday, July 24, 8:30 am – noon (same course as Tues, 8:30 am and Wed, 1:30 pm)

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This course, *Be Your Own Video Producer*—is a component of the *Communications Tune-up*. You can choose to participate in this course only or take advantage of all three to achieve your coalition's optimal Communications Tune-up. Check out descriptions for *Your Public Face-Collateral Development & Review* and *In Front of the Camera* for details about the companion courses.

Communications Tune-Up: In Front of the Camera

Trainers: Stephanie Williams, (Owner/Director, Drama Learning Center)

Date/Time: Thursday, July 24, 1:30 pm – 5 pm (same course as Tues, 1:30 pm and Wed, 8:30 am)

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This course, *In Front of the Camera*—is a component of the Communications Tune-up. You can choose to participate in this course only or take advantage of all three to achieve your coalition's optimal Communications Tune-up. Check out descriptions for *Your Public Face-Collateral Development & Review* and *Be Your Own Video Producer* for details about the companion courses.

Track 5: Community Mobilization

Community Mobilizing and Community Organizing: Harnessing People Power, Pt 1

Trainer: Michael Sparks (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 9:45 am – 5 pm (This course continues on Tuesday morning.)

In the context of relentless societal pressure to expand the availability and access to alcohol and other drugs (ATOD) in communities, coalitions face significant challenges to effectively respond. Addressing new and existing ATOD problems and ever-changing local conditions requires significant collective action from sectors AND residents. At the heart of every successful movement are grassroots community members ready to become agents for community transformation. If you're ready to build and harness the power of grassroots local activism in your community coalition, this 1.5-day course is for you.

The course will begin with the principles of organizing and mobilizing community members to create change, understanding the importance of community organizing to support environmental strategies, and leading a mobilizing initiative to advance your coalition's policy and system change strategies. This Monday morning session of the course is open to all participants. By the end of the Monday morning session, participants who want to continue in this course will be expected to have identified a specific ATOD policy option around which they plan to mobilize community residents.

During the Monday afternoon session of this course, participants will learn and apply the steps associated with conducting a policy campaign, differentiate and utilize grassroots and grassroots community participation, apply the community organizing steps to a policy campaign, and practice conducting relational organizing outreach.

Any participant, including those from the Monday morning and Monday afternoon sessions, is invited to attend the final session on Tuesday morning. During this session, the instructor along with several coalition leaders will offer lessons learned and steps for mobilizing micro-communities to address specific risk factors and health and safety challenges that are unique to some ethnic and cultural groups.

Community Mobilizing and Community Organizing: Harnessing People Power, Pt 2

Trainer: Michael Sparks (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 8:30 am – noon (Not a repeat. Continuation from Monday course.)

In the context of relentless societal pressure to expand the availability and access to alcohol and other drugs (ATOD) in communities, coalitions face significant challenges to effectively respond. Addressing new and existing ATOD problems and ever-changing local conditions requires significant collective action from sectors AND residents. At the heart of every successful movement are grassroots community members ready to become agents for community transformation. If you're ready to build and harness the power of grassroots local activism in your community coalition, this 1.5-day course is for you.

Any participant, including those from the Monday morning and Monday afternoon sessions, is invited to attend the final session on Tuesday morning. During this session, the instructor along with several coalition leaders will offer lessons learned and steps for mobilizing micro-communities to address specific risk factors and health and safety challenges that are unique to some ethnic and cultural groups.

Principles of Community Organizing for the Prevention Specialist

Trainer: Kristy Miller (Innovation & Outreach Manager, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 1:30 pm – 5 pm

This course is designed for coalition leaders and members to address the job tasks of the *Community Organizing Domain* of the Prevention Specialist credential. Course content will build knowledge and competency in forming strategic alliances, building community ownership, and developing community-based coalitions. Course content will address getting the know community demographics and norms, gaining community buy-in, identifying specific strategies around which to mobilize, and forming coalitions and alliances to level spheres of influence.

World Health Organization's (WHO) Global Strategy to Reduce the Harmful Use of Alcohol

Trainers: Ralph Hingson, Sc.D. (Director, Division of Epidemiology and Prevention Research, NIAAA), Maristela Monteiro, M.D., Ph.D. (Senior Advisor, Alcohol and Substance Abuse, Pan American Health Organization [PAHO]), David Jernigan, Ph.D. (Associate Professor, Department of Health, Behavior and Society, and Director, Center on Alcohol Marketing and Youth, Johns Hopkins Bloomberg School of Public Health) and Eduardo Hernandez, Ph.D. (Vice President, International Programs, CADCA's National Coalition Institute)

Date/Time: Wednesday, July 23, 8:30 am – noon

This course will discuss the World Health Organization's (WHO) global strategy to reduce the harmful use of alcohol. The course will also discuss best practices in implementing the strategy, with a particular focus on sharing experiences in implementing the policy options at national and international levels. Furthermore, the course will discuss capacity building at the community level to reduce problematic alcohol use. The course will also discuss region-specific issues.

Building Anti-drug Coalitions in Multi-ethnic / Latino Communities

Trainers: Carlton Hall (Deputy Director, Training & Technical Assistance, CADCA's National Coalition Institute), Manuel Medina, Ph.D. (Vice President of Diversity, TERROS, Inc.), and Angelo Ortiz (Program Director, UNIDOS Coalition)

Date/Time: Wednesday, July 23, 1:30 pm – 5 pm

This course will explore challenges of building community anti-drug coalitions from a Latino Community perspective. Research indicates that first generation (immigrant generation) Latino families demonstrate stronger familial attachment as protective factors from drug use and that second and third generation Latino youth are at greater risk for substance use due in large part to cultural and generational conflict. Coalition building requires awareness of these familial value constructs and their application in building community coalitions. Many local communities with significant Latino populations have experienced or are experiencing dynamics that create environments that exclude the "OTHER" from engaging or participating in community institutions. Coalition- and self-awareness will be challenged and skills for engaging multiethnic communities will be discussed.

Identifying and Combating Normative Influences that Increase Alcohol and Other Drugs Use

Trainer: Michael Sparks (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Thursday, July 24, 8:30 am – 5 pm

The structure of a community's alcohol, tobacco and other drug (ATOD) "environment" contributes to how, when and where individuals use these products. One method of understanding and diagnosing your community environment is through the lens of the 4 "P"s of marketing – product, promotion, place and price. The 4 P's are the four ways used by the alcohol, tobacco and other drug marketers to reach

different parts of the population. This frame is most useful when understanding the use of substances legally sold in communities.

Community coalitions are well positioned to understand their community environments through engaging in a “community tour” by using environmental scans focused on the 4 P’s. These scans include identifying what products are being sold, where they are being used, how much they cost and how they are promoted. Environmental scans yield the kind of information that helps sharpen local conditions and contribute to the identification of evidence-based environmental strategies. This course content includes an explanation of the 4P’s framework, description of how the use of environmental scans contribute to shaping and understanding local conditions, practice using environmental scans and application of the 4P’s framework to participant’s local communities.

Track 6: Education and Advocacy

Education and Advocacy Clinic

Trainer: Sue Thau (Public Policy Consultant, CADCA)

Date/Time: Monday, July 21, 9:45 am – noon

Many coalition leaders understand the importance of educate policymakers and advocating for policy and systems change. Even for the most seasoned coalition leaders, when it comes down to composing emails, alerts, testimony, talking points, and issue briefs, the exact language to use causes them to pause with concern that they are stepping over the line into lobbying. This course will provide examples of original pieces written by coalitions and the edits recommended by CADCA’s Public Policy Team to keep the message firmly in the “education/advocacy” lane and out of the lobbying lane. During the second portion of this session, coalitions will be able to obtain advice from Sue Thau, CADCA’s Public Policy Consultant, on their own written materials so participants are encouraged to bring any materials they want to be critiqued.

Alcohol Marketing and Youth: Digital and Social Media

Trainer: David Jernigan, Ph.D. (Associate Professor, Department of Health, Behavior and Society, and Director, Center on Alcohol Marketing and Youth, Johns Hopkins Bloomberg School of Public Health)

Date/Time: Monday, July 21, 9:45 am – noon

While there is ample research evidence that young people’s drinking decisions are influenced by exposure to alcohol marketing of various kinds, there is relatively little information about young people’s exposure to such marketing in digital and social media. This workshop will introduce participants to various forms of alcohol marketing in digital and social media, document the pace of increased alcohol marketing in this space and reveal the preliminary results of the first-ever survey of youth and adult exposure to and participation in alcohol marketing in social media. It will close with a discussion of policy and other options available for reducing or protecting youth from the effects of this exposure.

Media Advocacy to Advance Effective Policies and Systems Change

Trainer: David Jernigan, Ph.D. (Associate Professor, Department of Health, Behavior and Society, and Director, Center on Alcohol Marketing and Youth, Johns Hopkins Bloomberg School of Public Health)

Date/Time: Monday, July 21, 1:30 pm – 5 pm

Media advocacy, the strategic use of the mass media to support community organizing and coalition building to change public policies, is a powerful and important tool for reducing excessive and underage drinking and related problems. This session will introduce the core concepts of media advocacy, and assist participants to apply them to campaigns to implement evidence-based environmental strategies for reducing alcohol-related problems. By the end of this session, participants will be able to define media

advocacy and apply it to alcohol policy issues; apply principles of framing to accessing the news media and shaping news stories about alcohol and public health; and recognize effective techniques for advancing public health frames and countering opposing frames about alcohol policy issues.

Principles of the Environmental Approach for the Prevention Specialist

Trainer: David Shavel (Trainer/Consultant, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 8:30 am – noon

This information-filled half-day course for coalition leaders and members addresses key principles related to content included in the *Public Policy and Environmental Change Domain* of the Certified Prevention Specialist credentialing process. The course provides foundational information for key concepts underlying environmental prevention and public policy work. Course content will be provided in a way that enables participants to share the information with their coalitions and more effectively participate in the development and implementation of effective environmental- and public policy-based strategies.

How to be an Effective Advocate: Tips and Tools for Changing Policy at the National Level

Trainer: Sue Thau (Public Policy Consultant, CADCA)

Date/Time: Wednesday, July 23, 8:30 am – noon

Advocacy and lobbying are challenging, even for the most experienced coalition leaders. This course provides participants with instruction on how to break through to the next level of coalition work by effectively educating and advocating for environmental change and substance abuse prevention issues at all levels of government, with a focus on national policy change, while following the applicable guidelines. Participants will learn how to most effectively communicate with elected officials, policymakers and their staff to create better policies and more funding opportunities for substance abuse prevention programs.

The First Date. And, How to Get a Second: Legislative Relationship Building

Trainer: Tony Coder (Assistant Director, Drug Free Action Alliance)

Date/Time: Wednesday, July 23, 1:30 pm – 5 pm

While there are many websites for matchmaking to help you get a first date, there is no website that can prepare you for the first “date” with your legislator, mayor, councilman, or community leader. First impressions are everything, and with the right approach and information, you can become an important ally and valuable asset to your local, state and federal elected officials. This course will offer tips and tools to prepare for the first meeting with elected officials and other community stakeholders. Participants will leave with a plan to get that first meeting and continue the relationship building to eventually become an effective advocate and resource for community leaders.

Track 7: Interrelated Prevention

Common Causes: Ramping Up the Effectiveness of Community Efforts

Trainer: Paul Evensen, Ph.D. (President); **Group Facilitators:** Brenda Bone (Managing Director, Community Evaluation), Cindy Pharis (Community Evaluator), Kim Linkel (Community Evaluator), and Amanda Sutter (Community Evaluator, Community Systems Group, LLC)

Date/Time: Monday, July 21 and Tuesday, July 22, 9:45 am – 5 pm both days

Both analyzing complex community issues and turning that analysis into a clear picture really pay off for community coalitions. The *issue analysis* process allows multiple stakeholders to produce a local diagnosis, based on data, which drives effectiveness of community efforts. The *visualization* process

allows stakeholders to validate their assumptions and set the foundation for clear communications and a rigorous evaluation of community strategies.

This advanced course will teach partnership staff, facilitators, and volunteers how to apply four easy issue analysis techniques to data from their own work and be able to use these methods with their own partnership members and volunteers. Participants will also learn the steps for converting this analysis into a visual picture of how their coalition will improve community outcomes. Finally, participants will identify “common cause” across issues in the form of shared root causes or local conditions that contribute to multiple community concerns. This course is ideal for those who are looking for practical ways to get more impact.

Infusing Innovation and Controlled Risk Taking into Your Coalition Work

Trainer: Rhonda Ramsey Molina (Deputy Director of Innovation & Outreach, CADCA’s National Coalition Institute)

Date/Time: Tuesday, July 22, 8:30 am – 5 pm

Social entrepreneurship offers coalitions the framework to infuse the concepts of creativity, innovation, controlled risk-taking, and enterprising spirit into coalition work as an advanced approach to social problems. This one-day course will examine the principles of social entrepreneurship and offer participants multiple opportunities to interact with coalition colleagues within work groups to explore the most effective outlets for adopting these principles to better serve their missions.

Problem Gambling and Drug Addictions: Hitting Rock Bottom

Trainer: Myron Dean Quon (NAPAFASA)

Date/Time: Monday, July 21 and Tuesday, July 22, 1:30 pm – 5 pm both days

In this training, we will discuss the prevalence of problem gambling (including gambling disorder) and its warning signs. The trainer will explore the revised DSM-5 and its inclusion of gambling disorder with substance use disorders. The course will then connect gambling disorder with the high rates of co-occurring behavioral health needs - substance use disorders and other mental health issues. The course will then discuss some of the cultural and language barriers to accessing treatment, with a focus on women, older adults, African Americans, Latinos, Native Americans, and Asian American problem gamblers. Finally, the course will explore some of the steps that affected loved ones can take to shore up the financial stability of the problem gambler.

Strategic Intervention Portfolios Across Systems

Trainer: Rhonda Ramsey Molina (Deputy Director of Innovation & Outreach, CADCA’s National Coalition Institute)

Date/Time: Wednesday, July 23, 8:30 am – 5 pm

This full-day course will explore a strategic action framework that guides a common agenda among groups addressing interrelated public health and safety issues within a community. Coalitions will learn how this framework is relevant to substance abuse prevention work and can revolutionize the broader social change movement in their local communities. Participants will work to apply the following advanced concepts to their community work: developing shared goals as a community to achieve large scale social change; developing a balanced strategic plan to ensure innovative and interconnected strategies that are mutually reinforcing across systems and ensuring sufficient dosage by defining the right combination of tactics and strategies, with enough frequency and duration to bring about the desired sustainable social change.

Using Research to Prevent Impaired Driving

Trainers: Jane Maxwell (PhD - University of Texas, Austin, TX), Robyn Robertson (President and CEO, Traffic Research Injury Foundation, Ottawa, Ontario, Canada), Bob Saltz, PhD (Prevention Research Center (PIRE), Mark Wolfson, PhD (Wake Forest University, Winston, NC), Traci Toomey, PhD (University of Minnesota, Minneapolis, MN)

Date/Time: Wednesday, July 23, 8:30 am – 5 pm

This one-day course is an opportunity to learn about and discuss current research to prevent impaired driving. Leading researchers from the United States and Canada will discuss findings from their own studies, including: trends in alcohol and drug-impaired driving, effective interventions, challenges of enforcement and community implementation case studies. The course will conclude with a facilitated panel discussion providing an opportunity for the researchers to respond to audience questions and comments and to make recommendations for practice.

What Works? Sustainability Approaches Informed by Research and Practice

Trainers: Carlton Hall (Deputy Director, Training & Technical Assistance); Andrea de la Flor (Senior Manager, Evaluation and Research, CADCA's National Coalition Institute)

Date/Time: Thursday, July 24, 8:30 am – noon

This course is for attendees looking to expand and improve upon their existing sustainability efforts. Participants will be provided with a brief overview of key concepts related to sustainability, followed by a summary of the current research on coalition sustainability, including how it is being defined and the variables associated with sustainability success. Then, we will share real world examples and approaches from our conversations with successful coalition practitioners. This information will provide a foundation for the participant engagement portion of this course, where we will facilitate group conversations. Participants will have the opportunity to discuss the concepts presented and share their own sustainability successes, challenges, and lessons learned. Before leaving, participants will take some time to incorporate what they learned into key action steps to improve their existing sustainability plans. Outside-of-the-box sustainability approaches are highly encouraged and we welcome coalitions serving all community types to participate in this course.

Track 8: Sustainability

Anyone Can Be A Fundraiser

Trainer: Rhonda Ramsey Molina (Deputy Director, Innovation and Outreach, CADCA's National Coalition Institute)

Date/Time: Monday, July 21, 1:30 pm – 5 pm

Whether your coalition has a million dollars in the bank or is barely getting by on a “shoestring” budget, the idea of more funds coming into your coalition is an enticing one. And, whether, your coalition services a rural county or the urban core, you, too, can be a fundraiser. How, you ask? Because coalition fundraising is very much about connecting the coalition's mission with the interests of potential stakeholder organizations and people and then building lasting relationships with those stakeholders, coalition staff and members are natural “sellers” to convince investors.

Join us as we discover the nuts and bolts of fundraising through dynamic lecture, group activities, and role playing. This course will explore the fundamentals of fundraising with plenty of time for applying fundraising principals to your coalition including determining your coalition's readiness for fundraising, building an integrated fundraising plan and mobilizing members to implement the plan.

Building a Strong Community Together: Increase Your Capacity with Unconventional Strategies to Maintain the Power of the Movement

Trainers: Lauren Lloyd (VetCorps Project Manager) and Sarah Dickens (VetCorps Operations Specialist, CADCA), Sharon Kramer (Executive Director) and Patricia Durham (AmeriCorps VISTA-CADCA VetCorps Prevention Coordinator, Manatee County Substance Abuse Coalition)

Date/Time: Tuesday, July 22, 8:30 am – noon

Description: In this course, participants will learn innovative ways to connect with their community through non-traditional venues and how service to others impacts both healthy people and healthy communities. Engaging community members in the work of a coalition can often be a challenge, yet volunteers often make up a majority of the most active members. Learn how to enlist landlords, boat captains, universities and other local heroes in your coalition efforts to strengthen the power of the movement. Hear success stories like that of Manatee County Substance Abuse Coalition in Bradenton, Florida. They will highlight how their VetCorps member engaged 29 new community partners at their very first VetCorps meeting leading to a successful initiative to bring about community change. Presenters will share numerous strategies that CADCA VetCorps coalitions have implemented and how they are building sustainability into new processes for coalition growth.

Cost-Benefit Analysis of Prevention

Trainer: Kristy Miller (Innovation & Outreach Manager, CADCA's National Coalition Institute)

Date/Time: Wednesday, July 23, 1:30 pm – 5 pm

Cost-benefit analysis is an economic process whereby the costs of a product or service is weighed against the benefit, which will likely translate to revenue, that the product or service will bring to the consumers in the marketplace. When applied to substance abuse prevention, a social economist would place dollar values on all significant substance abuse consequences and compare it to the relative cost savings associated with the provision of prevention services that would be implemented to mitigate these consequences. This analysis has been done by several researchers with the latest report setting a savings potential between \$2 and \$20. During this course, we will review the literature on cost-benefit analysis in prevention and discuss opportunities to conduct similar analysis locally to make the case for priority funding and sustainability.

Coalition Sustainability for Rural Communities

Trainer: Heidi Bainbridge (Trainer/Consultant, CADCA's National Coalition Institute) and Greg Puckett (Executive Director, Community Connections, Inc. and Member, CADCA's Coalition Advisory Committee)

Date/Time: Thursday, July 24, 8:30 am – 5 pm

It is said that “money makes the world go round.” Many coalitions would agree having dedicated funding helps move the work along by supporting time, resources, and strategies. Coalitions existing on primarily grant funds, particularly DFC funding, can struggle to survive as the end of the funding cycle draws near. When those coalitions exist in rural and frontier communities, effective sustainability strategies are particularly hard to adopt.

Against the backdrop of CADCA's sustainability planning framework, coalitions will learn to overcome the unique aspects of rural environments that can make sustainability challenging. Sustainability strategies addressing both institutionalization of coalition mission and strategies as well as fundraising to support coalition staff and resources will be shared. Also, the trainers, both coalition leaders in rural communities situated in rural states, will share successful efforts to sustain their coalitions' efforts.

Track 9: What's Trending?

The Naked Truth About Marijuana

Trainers: Sue Thau (Public Policy Consultant, CADCA), Bill Geary, Ph.D. (Deputy Director, Evaluation & Research, CADCA's National Coalition Institute), Tony Coder (Assistant Director, Drug Free Action Alliance); and Tom Gorman (Director, Rocky Mountain HIDTA)

Date/Time: Monday, July 21, 1:30 pm – 5 pm

Marijuana continues to be a hot topic in every community throughout the country. The landscape is constantly changing and coalitions must be armed with effective tactics, tools and messages to counteract this. Participants in this session will gain a better understanding of the impact of marijuana use on the adolescent brain, how to translate the science on marijuana, and uncover the naked truth to develop prevention messages that resonate at the community level. Participants will also hear from community leaders who are proactively working to prevent marijuana laws and initiatives from being passed in their states, and how to effectively apply the lessons learned.

Power Session with your Federal Partner: Defining Prevention's Role in Primary Care

Trainer: Frances M. Harding (Director, CSAP/SAMHSA)

Date/Time: Monday, July 21, 1:30 pm – 5 pm

As the nation continues to work under the National Prevention Strategy's priorities, specifically tobacco-free living; preventing drug abuse and excessive alcohol use; and mental and emotional well-being, integrating behavioral health with primary care is a challenge we face together. This session will be divided into three interactive opportunities for learning. First, Fran Harding will provide insight on SAMHSA's current strategic planning and proposed prevention initiatives to assist states and communities with their overall efforts in meeting the challenges of integration with primary care. Second, a highly energized learning experience will test the prevention knowledge, skills, and experiences of workshop participants. Third, the presenters will wrap up this unique session with a panel of three communities sharing their success in connecting current prevention programming with primary care. Participants can expect to leave this session with increased knowledge, tools, and strategies to enhance their skills in meeting the challenge in connecting substance abuse prevention with the overall health of their community.

Faking It! The Challenge of Synthetics

Trainers: John Scherbenske (Chief, Synthetic Drugs and Chemical Section, Office of Diversion Control, Drug Enforcement Administration) and Carlton Hall (Deputy Director of Training & Technical Assistance, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 8:30 am – noon

Spice or *K2*, which is marketed as incense or “synthetic marijuana”, and *Molly*, the powder or crystal form of MDMA (3,4-methylenedioxy-methamphetamine), or *Ecstasy* are synthetic drugs that are popular among youth. The plant material in *Spice* or *K2* is sprayed or soaked with unknown psychoactive substances and *Molly*, a synthetic designer drug, may contain any number of psychoactive chemical compounds making both of these drugs and other synthetics dangerous and harmful. This course will address the emergence of synthetic drugs and the dangers posed by these substances, as well as the federal and local responses to restrict the sale of these substances. Coalitions will have an opportunity to discuss and define how to adapt their responses to the challenges of synthetic drugs by understanding the differing and unique local conditions that contribute to the problem.

State and Coalition Responses to the Federal Enforcement Priority Areas for Marijuana

Trainers: Sue Thau (Public Policy Consultant, CADCA); Bill Geary, Ph.D. (Deputy Director, Evaluation & Research, CADCA's National Coalition Institute); Tom Gorman (Director, Rocky Mountain HIDTA); and Derek Franklin (Project Director, Mercer Island Communities That Care)

Date/Time: Tuesday, July 22, 8:30 am – noon

Marijuana continues to be illegal as a Schedule I substance under Federal Law. Coalitions can play an important role in gathering and organizing information that might be helpful to federal prosecutors and their own communities. Participants in this session will learn about the 8 Enforcement Priorities set out by the U.S. Attorney General. They will then become familiar with the role that coalitions can play in collecting local information that aligns with these priority areas and how changes in marijuana law might impact each area of the Strategic Prevention Framework.

Coalition Strategies for Preventing Illicit Drug Use

Trainers: Sarah Wilson (Intelligence Research Specialist, Drug Enforcement Administration); Allison Stombaugh (Intelligence Research Specialist, Drug Enforcement Administration) and Carlton Hall (Deputy Director, Training and Technical Assistance, CADCA's National Coalition Institute)

Date/Time: Tuesday, July 22, 1:30 pm – 5 pm

The intent of this course is to provide a forum for coalition leaders to better understand the specific characteristics and contributing local conditions that may manifest differently depending upon which illicit drugs are present in your community. This course has three sections.

The first section will focus on an overview of marijuana trends, specifically marijuana concentrates. Marijuana availability increases are due to large-scale marijuana importation from Mexico, as well as an increase of marijuana cultivated in states that have legalized marijuana or passed “medical marijuana” initiatives. Marijuana concentrates, produced with new and dangerous extraction methods that elevate their THC content, are an increasing concern to law enforcement, public health officials and community stakeholders.

The second section will focus on an overview of heroin trends. Increased demand for and abuse of heroin is largely being driven by Controlled Prescription Drug (CPD) abusers switching to heroin. In 2013 and 2014, areas throughout the Northeast and Midwest reported spikes in overdose deaths due to fentanyl being sold as heroin, or to heroin tainted with fentanyl or fentanyl analogs such as acetyl fentanyl.

During the third section, the trainers representing the DEA and CADCA will shed light on how each illicit brings a unique set of conditions and challenges (often noted by law enforcement) that can be discussed from a coalition response perspective. How can coalitions optimize their relationship with law enforcement to address these conditions? What might that look like and what suggestions would the DEA offer?

State and Local Conditions and Mapping Strategies: Illegal Marijuana Use

Trainers: Bill Geary, Ph.D. (Deputy Director, Evaluation & Research) and David Shavel (Trainer/Consultant, CADCA's National Coalition Institute), Tony Coder (Assistant Director, Drug Free Action Alliance) and Pat Bird (Prevention Manager, Utah County Department of Drug and Alcohol Prevention and Treatment)

Date/Time: Tuesday, July 22, 1:30 pm – 5 pm

This course builds off of content from *The Naked Truth About Marijuana* and *State and Coalition Responses to the Federal Enforcement Priority Areas for Marijuana*, though it is not required that participants attend those courses to attend this one. It is one of three in a series of courses designed to provide support to coalitions experiencing various climates across the marijuana spectrum. This particular course is intended for coalitions in states where any possession, distribution, and/or use of marijuana is still illegal under state and federal law. As these courses are designed as intensive working clinics predicated on CADCA's problem-solving process including its signature local conditions analysis, participants are highly encouraged to attend the course that is most closely aligned with the current climate in their municipalities/states as you will be challenged in the identification of local conditions and relevant strategies.

Participants will learn the demographics behind marijuana use including patterns of use which lead into the definition of local conditions within the context of illegal conditions. Strategies to prevent the presence of illicit drugs, specifically marijuana, that are currently being implemented in similar communities will be reviewed. Participants will then apply this information to their own communities to better understand their data needs and begin to articulate their own community-specific strategies. Finally, participants will discuss next steps including sharing this process with their own coalition and articulating their own data and resources needed to take action.

New Trends Got You All Choked Up? A Dialogue with Leading Tobacco Control Organizations

Trainers: Alicia Smith (Manager) and Colleen Hopkins (Senior Associate, Tobacco Prevention Programs, CADCA); Christine Cheng (Partner Relations Director, Smoking Cessation Leadership Center [SCLC]); Laira K. Roth (Senior Policy Associate, National Council for Behavioral Health); Billy Rucker (Manager, Youth Activism Programs, Legacy for Health) and Michael Freiberg, J.D. (Staff Attorney, Tobacco Control Legal Consortium)

Date/Time: Wednesday, July 23, 8:30 am – noon

This course will bring five tobacco control partners together to discuss trending topics in tobacco control and prevention. The purpose of this course is to illustrate the landscape of tobacco control achievements and challenges in a comprehensive, but strategic way. It is no secret that tobacco use poses a serious threat to the overall health of Americans, and this movement must be supported as a multi-level initiative. Over the last several years, cigarette manufacturers and others have moved aggressively to develop, test, and market many non-cigarette commercial tobacco products, hoping to capitalize on declining cigarette use and to exploit loopholes in regulations that were written with cigarettes in mind.

State and Local Conditions & Mapping Interventions: Medical Marijuana Use

Trainers: Bill Geary, Ph.D. (Deputy Director, Evaluation & Research) and Dave Shavel (Trainer/Consultant, CADCA's National Coalition Institute) and Pat Bird (Prevention Manager, Utah County Department of Drug and Alcohol Prevention and Treatment)

Date/Time: Wednesday, July 23, 8:30 am – noon

This course builds off of content from *The Naked Truth About Marijuana* and *State and Coalition Responses to the Federal Enforcement Priority Areas for Marijuana*, though it is not required that participants attend those courses to attend this one. It is one of three in a series of courses designed to provide support to coalitions experiencing various climates across the marijuana spectrum. This particular course is intended for coalitions that are dealing with “medical marijuana” in their communities/states. As these courses are designed as intensive working clinics predicated on CADCA's problem-solving process including its signature local conditions analysis, participants are highly encouraged to attend the course that is most closely aligned with the current climate in their municipalities/states as you will be challenged in the identification of local conditions and relevant strategies.

Participants will learn about the demographics and indicators of “medical marijuana” users, consumption methods, and environmental factors supporting use. Further, participants will better understand the important legal considerations for legalization and how those considerations have manifested differently as local conditions in various “medical marijuana” communities/states. Participants will then apply this information to their own communities to better understand their data needs and begin to articulate their own community-specific strategies, including local controls to address access, availability and norms. Finally, participants will discuss next steps including sharing this process with their own coalition and articulating their own data and resources needed to take action.

Engaging with State-Level Partners to Reduce Prescription Drug Abuse

Trainers: Fran Flener (Division of Behavioral Health Services, Arkansas Department of Human Services), Matthew Dunagan (Office of the Attorney General, Florida), Mary E. Elliott (CADCA)

Date/Time: Wednesday, July 23, 1:30 pm – 5 pm

Communities are ground zero for our nation's prescription drug epidemic. It is at the community level where many of the most innovative solutions are found as well. At the same time, state-level leaders are crafting reports, policies and state plans that can have a big impact on the problem. Are you engaged with your state leaders? How does your coalition fit into your state's plans to reduce over-the-counter and prescription drug abuse? There is significant and innovative prescription drug prevention work taking place at the state-level. Join us for new information and insights that can help identify or expand your role as an effective prevention partner at the state-level.

Join this session and get the latest information on the National Governors Association's Rx Drug Abuse Policy Academy recommendations. Find out how two states – Arkansas and Florida – have partnered with local coalitions. Gain insight straight from state-level leaders on the best way your coalition can engage and have an impact.

State and Local Conditions & Mapping Interventions: Recreational Marijuana Use

Trainers: Bill Geary, Ph.D. (Technical Assistance Manager) and David Shavel (Trainer/Consultant, CADCA's National Coalition Institute), Derek Franklin (Project Director, Mercer Island Communities That Care)

Date/Time: Wednesday, July 23, 1:30 pm – 5 pm

This course builds off of content from *The Naked Truth About Marijuana* and *State and Coalition Responses to the Federal Enforcement Priority Areas for Marijuana*, though it is not required that participants attend those courses to attend this one. It is one of three in a series of courses designed to provide support to coalitions experiencing various climates across the marijuana spectrum. This particular course is intended for coalitions in states where “recreational marijuana use” is being seriously considered at either the local municipality or state level. As these courses are designed as intensive working clinics predicated on CADCA's problem-solving process including its signature local conditions analysis, participants are highly encouraged to attend the course that is most closely aligned with the current climate in their municipalities/states as you will be challenged in the identification of local conditions and relevant strategies.

Participants will understand how legalization might impact patterns of marijuana use, considerations and logistics of controls for marijuana, and regulations around its use. Participants will then discuss how the considerations of marijuana legalization impact both local conditions and risk factors at the local community level. Participants will also discuss potential strategies and best practices that can be utilized as part of a comprehensive approach, including a strategic opposition initiative. Finally, participants will discuss how to articulate and disseminate proactive opposition approaches in their communities and lead community discussions around the issue.

Responding to Legalization Rhetoric

Trainers: Sue Thau (Public Policy Consultant, CADCA), Tony Coder (Assistant Director, Drug Free Action Alliance) and Bill Geary, Ph.D. (Deputy Director, Evaluation & Research, CADCA's National Coalition Institute)

Date/Time: Thursday, July 24, 8:30 am – noon (repeat on Thursday, 1:30 pm – 5 pm)

Every day conversations and news stories are littered with rhetoric and misinformation about legalization. Learn to appropriately respond to all of this chatter in a productive and respectful manner, based on evidence, science and best practices in communication techniques. This course will offer

participants an interactive opportunity to engage in mock community discussions on this topic and practice responding to the rhetoric.

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Date/Time: Thursday, July 24, 1:30 pm – 5 pm (same course as Thursday, 8:30 am – noon)

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