



11/20

## TRAINING SESSIONS

(check back later for additional listings; dates/times will be assigned late December)

### Track: Achieving Impact

#### **Creating Change: Coalitions in the Real World**

**PRESENTERS:** 2014 GOT OUTCOMES! Coalition of Excellence Award Winners and Andrea de la Flor (CADCA National Coalition Institute)

If you are looking for real in-practice examples that get down to the specifics of how effective coalitions achieve success, then don't miss out on this training session! We know that coalitions capable of contributing to community-level outcomes have strong internal and external functioning. But just what exactly is it about these coalitions that help them achieve their goals? We asked this year's CADCA GOT OUTCOMES! Coalition of Excellence award winners to put some real thought into the processes, strategies, and qualities of their coalition that moved the needle toward success. In this session, you will hear their responses directly from the coalition leaders. Bringing with them unique perspectives from three communities, their goal is to provide you with actionable information to take back to your community and strengthen your own coalition work. Participants will: (1) Learn about processes, strategies and characteristics of these successful coalitions and how to begin developing these in their own coalition, (2) Have the opportunity to ask the winning coalitions questions about their work, and (3) Receive a basic overview of the CADCA GOT OUTCOMES! award application process. CADCA's GOT OUTCOMES! Coalition of Excellence Awards are sponsored by CADCA's National Coalition Institute with the goal of recognizing coalitions that achieve measurable success in community-level substance abuse-related outcomes by implementing a comprehensive and feasible plan guided by local data that includes program, practice and policy changes.

#### **Real-Eyeez Truth Listening Sessions: Collecting Qualitative Data through Open and Honest Conversations in Urban Environments**

**PRESENTERS:** Bruce Purnell, PhD, Joshua Smith, Jadon Natera and Vanessa Banks (Ward 7 Safe and Drug Free Communities Coalition)

Through this session, the presenters will highlight our signature "Real-Eyeez" methodology for engaging urban communities and then gathering and interpreting information through listening sessions. Real-Eyeez provides a framework and medium for open and honest communication to discuss sensitive topics such as the local conditions involving substance use, abuse, involvement and related behaviors. Real Eyeez is the evolution of "Real-Talk" because its purpose is to discover something bigger about ourselves, families, communities and greater world as a result of the open and honest communication (Real-Talk). Through this process the group becomes one and understands that the community must honestly reveal its Struggle before it can actively engage in changing the local conditions leading to its solutions. It is extremely important that each listening session group understands that they are participating in their own discovery process and not someone else's vision. As the group starts to Real-Eyeez how individual struggles and goals are interrelated, the group starts to build trust and synergy. Growth comes through revealing interpretations of the local conditions and how these conditions have helped to shape the respective communities. Although Real-Eyeez groups are an excellent way to gather sensitive qualitative data within urban environments, its design promotes a process of participants feeling that they are helping the community to navigate their everyday lives. Real-Eyeez Truth groups have proven to be an innovative methodology designed to discover the anatomy of the local conditions, related to substance use, that have plagued urban communities for decades.

## **Reconciling Methodologies: Making Differing Practice Models Work for You, and Not the Other Way Around**

**PRESENTERS:** *Yacov Crawford Zobel (T-KG) and Marsha Zibalese-Crawford (Temple University)*

Prevention and intervention providers are consistently faced with having to reconcile differing evaluation requirements from funders with individual organization needs for strategy and growth. This becomes even more complicated when in a coalition. Each partner has certain requirements, as does the coalition. Everyone agrees on the importance of impact, but the agreement falls apart when it comes to differing practice models for research and evaluation in proving impact. Many organizations have been doing it one way for years, whereas others are constantly evolving, but both are part of the same coalition - this session would help these two organizations to find common ground for success. This session will walk participants through the differing pitfalls that can exist, and offer strategies for avoidance. The session will begin with a discussion of a case study and expand and incorporate individual participant issues and challenges. Through handouts and group discussion, the participants will engage and discuss impact, methodology and reconciliation so as to truly internalize. The presenters will also provide a new model for research which can act as an umbrella, allowing for differing requirements and methodologies to be interwoven. This model is known as Community-Based Participatory Research (CBPR) methodologies, and can expose inter-organizational and community partnership opportunities, and provide the tools for improving NGO management and partnership-building in diverse communities. CBPR is a quality tool for assessing and empowering communities in relation to key indicators such as health, economic and capacity. CBPR teaches NGOs to manage collaborations and leverage community leaders and stakeholders so as to maximize lobbying potential and enact change to communities. By engaging from a community participatory and empowerment perspective it allows for an equal sharing of power and true leadership potential for NGOs.

## **The Science and Practice of Youth-Led Prevention**

**PRESENTERS:** *Holly Raffle (Ohio University Voinovich School of Leadership and Public Affairs) and Valerie Leach (Ohio Department of Mental Health and Addiction Services)*

Youth-led prevention represents a sound investment in prevention infrastructure through meaningful youth involvement in community prevention efforts. Youth-led prevention is a planned sequence of activities that utilize the practice and application of evidence-based prevention principles, policies, practices, strategies, and programs. Youth-led prevention provides a forum for youth to become informed, educate others, develop skills, alter risk behaviors, and affect environmental change. Since its inception in Ohio, youth-led prevention has been viewed as substance abuse prevention programming; but in theory and practice, it is so much more. Youth-led prevention in Ohio is a comprehensive approach to addressing the social, emotional and behavior health needs of youth. Youth-led prevention is based on the following theories: social emotional learning, resiliency, and developmental assets. These theories, in addition to evidence-based prevention strategies including education, alternative activities, environmental and community-based process, provide a strong foundation toward supporting youth-led Prevention. The cornerstones of youth-led prevention in Ohio are: peer prevention, service learning, positive youth development, youth empowerment and youth organizing. This session will inform attendees about the research surrounding effective strategies for youth-led prevention, and how Ohio has incorporated those strategies into a theory of change for youth-led prevention programming and a framework for youth-led prevention.

## **The Secrets of Success: Key Findings from the Annual Survey**

**PRESENTERS:** *William Geary, PhD and Allison Jacobs (CADCA National Coalition Institute)*

What are some of the factors relating to strategies, membership and capacity that are associated with coalition success? This workshop presents findings from thousands of coalitions across the country and identifies the key attributes associated with success. CADCA has spent the past year mining its own data from the Annual Survey to help coalitions better understand best practices for coalitions. CADCA's Annual Survey gathers a wealth of valuable data including: demographics, interventions/strategies to address substance abuse, factors related to coalition internal functioning, coalition membership, and engagement in community and systems change efforts. Participants will learn the specifics of the research identifying the key factors associated with coalition success and help translate these findings to their experiences.

## Track: Coalition Operations

### **Alcohol and Cancer: Community Engagement Strategies**

**PRESENTERS:** *Dylan Ellerbee (North Carolina Alcohol Policy Alliance) and Robert Pezzolesi (New York Alcohol Policy Alliance)*

When asked about the consequences of excessive alcohol consumption, many people will cite acute consequences, including impaired driving, violence, and alcohol poisoning. Less well-known is the role of alcohol in chronic disease. In fact, many community members – and even health and prevention professionals – are unaware of one of the most devastating consequences of excessive alcohol consumption: alcohol-related cancer. According to research from the National Cancer Institute, these cancers took over 19,000 American lives in 2009. Furthermore, the International Agency for Research on Cancer of the World Health Organization has identified alcohol as a Group I carcinogen – the highest category of human carcinogenicity. Certainly, the clear and compelling communication of the consequences of excessive drinking is crucial for community coalitions to build support for evidence-based environmental prevention. Considering the historical role of cancer awareness in building support for policies to reduce tobacco use, community coalitions should utilize alcohol-cancer awareness strategies. To fail to do so is to miss an opportunity to more fully engage a wide range of community stakeholders in efforts to advance their local prevention efforts.

### **Assessing Costs and Benefits of Prevention: Utilization of Environmental Strategies to Reduce Substance Abuse and the Burden of Public Spending**

**PRESENTERS:** *Stephanie Strutner (Allies for Substance Abuse Prevention of Anderson County), Sarah Harrison (Roane County Anti-Drug Coalition) and Wayne Stevenson (Oak Ridge Associated Universities)*

Coalitions continually face challenges of quantifying value and achieving sustainability. Having a reliable method for estimating benefits and costs can serve as the basis for demonstrating the savings in public spending associated with implementing environmental strategies aimed at reducing the burdens of substance abuse. This course will demonstrate how two coalitions in Tennessee utilized existing research along with local data to conduct a cost benefit study for their local communities. The course is recommended for advanced coalition professionals and evaluators.

### **Community Transformation Grant: Investigative Reviews from Local Champions, Pt. 1**

**PRESENTERS:** *Matthew Kiefer (Lions Quest), Hilary Kumnick (Healthy Communities – Healthy Kids Coalition), Karesa Knight-Wilkerson (Intersect, Inc.) and Alicia Leizinge (Ramsey Tobacco Coalition)*

Many of the focuses of tobacco control affect youth populations--from reducing secondhand smoke exposure in popular outdoor areas like parks and beaches, to responding to emerging tobacco products, to addressing advertising exposure and access at point-of-sale venues. Youth involvement in local policy and outreach efforts is critical to influence decision-makers, to reach populations of their peers, and prevent initiation of the next generation of tobacco-users during the most at-risk time in their lives. This presentation will address how local champions engaged youth leaders to transform their community and its exposure to tobacco control. A panel of dynamic presenters will provide coalition leaders the information, skills, and/or strategies they needed to implement a successful tobacco prevention and control program in their local community.

### **Community Transformation Grant: Investigative Reviews from Local Champions, Pt. 2**

**PRESENTERS:** *Theodore Cooper, PhD (The University of Texas at El Paso), Gregory Carver (CT Department of Mental Health and Addiction Services), Barry Hummel, Jr. (Quit Doc Research and Education Foundation) and Bettye Muwwakkil, PhD (Maryland Regional African American Tobacco Control Networks)*

This session will feature a four-panel discussion about trending topics in tobacco control and prevention. The purpose of this session is to illustrate the landscape of tobacco control achievements and challenges in a comprehensive, but strategic way. This presentation will address how local champions transformed their community and its exposure to tobacco control, from implementing smoke-free campus policies to banning the sale of electronic cigarettes. A panel of dynamic presenters will provide coalition leaders the information, skills, and/or strategies they needed to implement a successful tobacco prevention and control program in their local community.

## **Philanthropy Demystified: Foundation Engagement to Increase Impact**

**PRESENTER: Tym Rourke (New Hampshire Charitable Foundation)**

Substance Use Prevention Coalitions often target “12 Community Sectors” in assessing their coalition’s membership, community engagement and overall impact. However, those sectors don’t account for some “non-traditional partners” who can prove critical to a coalition’s impact and long-term sustainability. One such partner is philanthropy. Foundations can play a critical role in supporting and sustaining prevention efforts. Yet, often times substance use prevention coalitions see Foundation funding as out of reach or challenging to attain. Additionally, philanthropy is sometimes viewed as a potential “financial partner” – when in reality Foundations can provide much, much more. Foundations bring community knowledge, leadership, and technical expertise that can increase visibility and engage “non-traditional” partners that are critical in an effective prevention system. The session will include a rare opportunity to hear first-hand from a Foundation that makes significant investments - in partnership with other donors - in substance use prevention. Session participants will be invited to share their experiences with – and burning questions about – working with Foundations. The session will explore the multiple roles of foundations in supporting prevention efforts, and how fostering relationships with the philanthropic sector can increase the impact of prevention efforts. Session participants will leave the session with concrete strategies they can use to meaningfully engage local, regional, statewide and national philanthropy as a partner in their work.

## **Strut Leadership: How Smart People Thrive**

**PRESENTER: Raquel Eatmon (Rising Media LLC)**

Strut Leadership is divided into four quadrants that help us grow and develop through both the personal and professional context: POV Energy, Authority & Humility, Affiliation and Luminosity. The following is a brief overview of each quadrant: POV ENERGY narrows in on your Point of View, which is your operating system and on a daily basis it can be clouded with bad information, wrongful intelligence and inappropriate blame. All of it affects how you see the world and how others see you. Your POV is critical. It reveals a lot of important data such as how you feel about yourself, how you manage yourself/work/ relationships and how you arrive at certain decisions. AUTHORITY & HUMILITY helps us even out the playing field. Research and experience has taught me how to combine the strongest part of myself with the most humble part and use that seasoned technique in the workplace. It’s not about a position- it’s about a stance and how you govern yourself right where you are. Learn how to identify your strength and gain influence. AFFILIATION. It’s been proven that people with strong networks and good mentors enjoy more promotions, higher pay, and greater career satisfaction. It’s also been proven that men do this better than women. Through this quadrant I will guide participants through a strategy of connecting/networking with like minds and how to surround yourself with strong-willed people who uplift you and your cause. LUMINOSITY is what’s missing from a lot of our lives. We’re inundated with the humdrum of the day. We must align purpose and passion in order to thrive (both professionally and personally). We do a better job when we have passion and one of the essential connectors to passion is gratitude. We’ll archive acts of kindness towards self and others.

## **What Now? How to Keep the Momentum Going After the DFC Money is Gone**

**PRESENTERS: Edwin Weaver and Alice Patino (Fighting Back Santa Maria Valley)**

We have all wondered what we will do when the money runs out. Hear from a founding board member and a new Executive Director about how to do great prevention work after the DFC grant runs out. Executive Director of Fighting Back Santa Maria Valley, Edwin Weaver, and Santa Maria Mayor and Fighting Back Board Member, Alice Patino, will lead this session. The session will include the video “Getting Out of Gangs,” and discussion on strategies implemented to keep the mission of the coalition alive and moving forward. Fighting Back Santa Maria Valley was founded in 2003 by community members including Alice Patino. In 2008, the DFC grant was over and not reinstated for the additional five years. Fighting Back continues to do great prevention work through a diversified funding approach to keeping the organization funded. Funding streams include contracted work in the local school system and consultation work for county offices of education as well as local grant funded projects and contracted services for other projects with the same mission. Fighting Back also partnered with local coalition members to provide commentary for the documentary “Life Facing Bars,” a documentary discussing gang life on the central coast. Fighting Back provided an interview discussing prevention work in Santa Maria. Mayor Alice Patino will also share how she, as a founding member, was able to keep the organization

moving forward after experiencing growing pains and difficulties. Strategies include board development, changing staff, and networking with gatekeepers in the community. Edwin Weaver will discuss his networking in the community and strategy for diversification which includes grant funding and donor funding including the use of text, Facebook, Instagram and Twitter to expand the donor base of Fighting Back. Also hear about upcoming fundraising events including a Foam Run.

## **Track: Communications**

### **Creating a Culturally-Specific, Environmental Multimedia Campaign**

**PRESENTERS:** *Craig Comedy and Nettie Ferguson (Franklin County Urban Coalition)*

The Franklin County Urban Coalition (FCUC) began in 2011 when a group of empowered indigenous community leaders came together to reduce the use and abuse of alcohol and illicit drugs in Columbus, Ohio's urban core. After engaging in the SPF process, FCUC focused their efforts on developing marijuana prevention initiatives tailored toward young African American adults living in the urban core of Columbus. FCUC found, through its community readiness and usage surveys, needs assessment, and convenience store observation project, that the creation of a multimedia campaign, using a culturally specific adaptation of the eight dimensions of wellness titled the seven realms of empowerment, was the best means at changing favorable attitudes towards marijuana use. FCUC's usage survey's data showed that 79% of our target population listened to Hip Hop and Reggae music. Hip Hop and Reggae artists had pro marijuana use lyrics in their music. Radio Station 107.5 is the number one station listened to by our target audience. Not only do they play music, but they also use other multimedia means to communicate and dialogue with our target population about news, events, and social issues including the, "Any Given Sunday," the radio talk show. FCUC's final piece of the puzzle was the use of the design and media company of Warhol & WALLSTREET. They have a history of creating and promoting multimedia campaigns with 107.5 and young African American adults in Columbus and across the nation. They had staff representative of our target population, and were able to create a "DOPEwithoutit" campaign based off our data and their culturally competent understanding of our target population. They were aware that a successful campaign will have to become a young African American adult led campaign, and need to focus on culturally specific drug free lifestyles led by their peers.

### **Location, Location, Location: Where You Live Affects Your Tobacco Exposure & Cancer Risks**

**PRESENTERS:** *tbd*

This session will highlight the newly funded and founded national network, Geographic Health Equity Alliance (The Alliance), operated by CADCA. The Alliance is a national network of coalitions, state programs, public health departments, national organizations, researchers and other community-based agencies dedicated to addressing tobacco and cancer-related geographic health disparities. The priorities of The Alliance are to identify gaps in information, provide leadership and expertise and promote health interventions that support the appropriate partnerships to reduce geographic health disparities. The session will demonstrate how to use the Social Ecological Conceptual Model to enhance the identification of geographic disparities, introduce new partnership opportunities, strategies to reduce tobacco and cancer disparities and contribute to understanding of why geographic disparities exist. Presentation will highlight: 1) ways to identify or define a geographic disparity in your community; 2) methods that promote strategies to reduce tobacco and cancer health disparities; and 3) proven and promising public health practices that outline scientific findings for geographic health disparities related to tobacco and cancer. The Alliance defines geographic health disparities as the differences in health behaviors and health outcomes related to where people live. The Alliance's mission is to raise awareness about geographic health disparities related to tobacco and cancer and to support the development, dissemination and implementation of effective public health practices.

### **Storytelling: The Role of Infographics in Coalition Work**

**PRESENTER:** *Sarah Bridgeford (Franklin Pierce Schools and Franklin Pierce Youth First Coalition)*

Infographics are a visualization of data used to convey a compelling, complex story to an audience in an easily and quickly understood manner. They have the power to change the way people experience stories and may be used to augment text, create a new way of seeing data, and communicate complex ideas in a clear way. Infographics are becoming more prevalent as the internet becomes an increasingly media rich environment. Learn how to use and capitalize on infographics as they become more prevalent in an increasingly media rich environment. Coalitions

can go beyond the trend of infographics and use this tool to provide a compelling story showcasing a trend or truth that needs to be told and more importantly, needs to be acted on. Most of us are not graphic designers, but can still use this tool effectively, capitalizing on existing coalition communication plans and avoiding pitfalls. Learn design principles for effective infographics and gain tools to make infographics that tell a story and build on your prevention strategies.

## **What the Tweet?: Demystifying Social Networking and Applying it to Prevention Messaging**

**PRESENTER:** *Sarah Redfield and Karla Bueno (New York City Prevention Resource Center)*

With more than 400 social media applications, websites and tools available ranging from photo/video hosting, social and professional forums and bulletin boards to blogs Facebook, and Twitter, it can be difficult to understand and know if (and what) makes sense to use in getting the prevention message out to the public and the community. The goal of this session is to introduce participants to the world of social media and help them learn about the purpose, reach and effectiveness of some common Social Media Platforms such as Twitter, Facebook, Instagram, Tumblr, Google+ and LinkedIn. Participants will engage in activities and learn through a hands-on approach how to set up social media pages and actually create posts and tweets, with an emphasis on substance abuse and underage drinking prevention messaging.

## **Track: Cross-Sector Prevention**

### **Don't Fear the State!**

**PRESENTERS:** *Rachel Truckenmiller Ed.S. (New York State Office of Alcoholism and Substance Abuse Services), LeeAnne Dodge (Maine Substance Abuse and Mental Health Services) and Judi Vining (Long Beach Coalition to Prevent Underage Drinking, Inc.)*

Most of the time, when coalitions and states work together, effective prevention efforts happen! However, coalitions sometimes find it difficult to work with their state agencies. In this session we will review some of the reasons coalitions are hesitant to work with the state (control issues, more paperwork, etc.) and work through why some of these reasons are valid, but most are based on misunderstandings. We will then discuss how both states and coalitions are working on the same objectives (states do the SPF, too!). We will end with different ways that states and coalitions can work together. Examples from the states of New York and Maine will be used to highlight the main points.

### **Engaging Criminal Justice Partners to Prevent Impaired Driving**

**PRESENTERS:** *Mark Stodola (American Probation and Parole Association), Honorable Earl G. Penrod (American Bar Association) and Valerie S. Thomsen (National Association of Prosecution Coordinators)*

In its effort to save lives, prevent injuries, and reduce economic costs due to impaired driving, the National Highway Traffic Safety Administration (NHTSA) has established fellowships to enhance communication and resource-sharing within the criminal justice system. Hear from 3 Fellows – a prosecutor, judge, and probation professional – about their roles, how to engage these players, and why their perspectives are important to your coalition.

### **Hospitals, Community Benefit and the Coalition Connection**

**PRESENTERS:** *Laura Fitzpatrick (Mercy Health - The Health Project and Coalition for a Drug Free Muskegon County) and Carrie Uthe (Coalition for a Drug Free Muskegon County)*

Now, more than ever prevention coalitions throughout the U.S. have an exciting opportunity to enhance and sustain their efforts by partnering locally with organizations in their own communities – their local hospital. Health care reform and IRS requirements of non profit hospitals, their community benefit programs, and the need to connect with local communities have coalitions throughout the country poised to help improve and enhance community health. Substance abuse coalitions can also capitalize on mutually reinforcing projects of interest to local hospitals and work with them to move policy, collect data, create innovative initiatives and sustain efforts. This two part session will describe the Community Benefit regulations of non-profit hospitals, the requirement of filing Community Health Needs Assessments and strategy implementation plans, and opportunities for Coalitions to become involved. The first part will also describe hospital's new emphasis on population health initiatives and opportunities for coalitions to align forces. The second half, hear about the Coalition for a Drug Free Muskegon



County, a Got Outcomes finalist and their efforts to rally around prescription drug abuse. Founded in 2009, the Muskegon Area Medication Disposal Project (MAMDP) subcommittee has collected over 15,000 pounds of medications, provided multiple physician education events, had multiple sector partnerships, and changed prescribing habits in Muskegon.

### **Raise the Bar on Nightlife Districts: Working with Retailers to Reduce Over-Service and Promote Safety**

**PRESENTERS:** *Sondra Storm (Multnomah County) and Helen Ying and Nikki Jones (SNAP Coalition)*

Nightlife districts are an economic driver and contribute significantly to the vibrancy and culture of a community. However, research clearly shows that high concentrations of bars and clubs also contribute to alcohol-fueled crime and neighborhood livability issues. Portland Oregon's Old Town Chinatown (OTCT) is an economically depressed neighborhood with high volume dance clubs that frequently attract over 8,000 young adults in a six block area on busy Saturday nights. After several years of high "calls for service", assaults, DUIs and noise complaints, The Safe Nightlife Advocacy Partnership (SNAP) formed to take action. SNAP brings diverse stakeholders together to find shared solutions and to draw the connection between high risk drinking and public safety and livability problems. Paramount to SNAP's success has been collaboration with influential club owners who want to "raise the bar" among operators in their neighborhood. SNAP's concept includes: participating in the Portland Police's Street Closure Pilot Project, promoting "best practice house policies", hosting the Portland Bar Academy, advocating for increased training requirements for license holders, security and servers and working with City Council to enact alcohol outlet density control measures/ Nightlife and high saturation issues are on the radar of many city governments who pour resources into addressing the issues they generate. Working on nightlife issues provides a unique opportunity to advocate for smart alcohol policy and to work with a wide range of partners including neighbors, bar owners, law enforcement and city governments.

## **Track: Education, Advocacy and Mobilization**

### **Active Engagement of Latino Youth in Environmental Prevention Campaigns**

**PRESENTERS:** *Maite Duran (San Rafael Alcohol and Drug Coalition) and Bruce Livingston (Alcohol Justice)*

One of the challenges of working with the environmental prevention model is that the model needs to be adapted to specific local conditions. The Latino community tend to go under the radar due to residential status and language barriers. The Latino community is also cautious of engaging in public work. The session will present techniques that have enabled us to recruit Latino youth into environmental prevention techniques. We will discuss how to conduct outreach in a Latino community and create a youth program that adapts the environmental prevention model to fit cultural needs of the participants. Our success has been that we have been able to retain on average 20 youth that actively participate in our strategy implementation for the last 3 years. To engage the Latino youth community, we had to create a specific outreach plan, social media strategy and reshape the environmental prevention plan to meet the needs of the participants.

### **Advancing and Incorporating the Role of Faith Partners in the Work of Prevention**

**PRESENTER(S):** *Angela Da Re (National Council on Alcoholism and Drug Dependence), Karen Hall (KY Faith Based Prevention Enhancement Site, implemented through Communicare, Inc. Regional Prevention Center) and Katrina Wyche (Urban Minority Alcohol & Drug Abuse Outreach Program, Inc.)*

Communities across the nation are developing innovative ways to engage communities of faith in the planning and implementation of prevention efforts. This session is designed to highlight how thoughtful, purposeful engagement with communities of faith can multiply the goals of prevention and help to create long term, community-wide sustainability for our prevention efforts. A natural interplay exists between communities of faith and prevention coalitions. Both bring assets to the table that influence and increase capacity for prevention; the faith community brings passion, resources and drive while the prevention community brings research, technical assistance and support (and perhaps a bit of passion too!). We will look closely at the natural alignment prevention research has with communities of faith, and identify basic research that can be used to gain both long and short term outcomes with faith partners. We'll explore institutionalization of strategies and programs that can multiply our prevention efforts and bring us closer to sustainability. In this session, we will highlight 3 very different models of linking faith and prevention; In California, how the formation of the faith-in-action coalition necessitated the development of a

faith companion to a model program, in Ohio, realizing the strengths communities of faith could bring to prevention led to the creation of a faith based substance abuse prevention toolkit and in Kentucky, recognizing the need for training on evidence-based prevention led to the yearly staging of a 2 day conference for leaders to support the faith efforts they are already implementing. Finally, we'll consider the challenges and Pitfalls of faith alignment as well as offer real world tips and strategies for beginning or advancing this journey in local communities.

### **Alcohol Marketing and Youth: Research Findings and Youth-led Counter-marketing**

**PRESENTER(S):** *David Jernigan, Ph.D. (Center on Alcohol Marketing and Youth, Johns Hopkins Bloomberg School of Public Health) and Nick Piscitello and Jessie Mau (Dover Youth to Youth)*

Numerous long-term studies have found that the more young people are exposed to alcohol marketing of various forms, the more likely they are to start drinking or, if already drinking, to drink more. This session will summarize the latest research on young people and alcohol marketing coming out of the Center on Alcohol Marketing and Youth. Topics will include a review of research on the relationship between youth exposure to alcohol marketing and youth drinking behavior; findings from our work with Boston University School of Public Health on youth alcohol brand preferences; results of our efforts to monitor alcohol industry compliance with its self-regulatory codes for placement and content; findings from our recent survey on youth and adult exposure to alcohol marketing in digital media; and developments in policies to reduce youth exposure in the U.S. and around the world. This part of the session will conclude by reviewing strategies available at state and local levels for reducing or countering the influence of alcohol marketing on young people. The second part of the session will be led by high school students working with Dover Youth to Youth in Dover, NH. These youth presenters will describe the process they use for developing and disseminating counter-marketing media on alcohol, and will highlight some of this project's "greatest hits." Samples of public service media scripts and actual media examples will be available for sharing.

### **Educating Parents to Mobilize a Community**

**PRESENTERS:** *Nancy Machuca and Berenice Castillo (Cinco de Mayo con Orgullo Coalition)*

In communities of all sizes and shapes, parents face multiple challenges that may inhibit their ability to effectively parent and support their children. A conversation about the risk of drugs, alcohol and crime should occur between parents and teens. Fortunately, with education about substance abuse, crime prevention and how to discuss these issues, parents will find that this is a conversation that gets easier over time and can save the lives of their children and their friends. Crime has a "360-degree" impact in the community. It has an impact beyond the affected individuals; it affects children, families, environment, and entire communities, and comes at neighborhoods from all directions. Because of this, most community members have experienced crime in one way or the other. Our vision is to create awareness and empower parents to exercise parental authority; the curricula are designed to strength and support parents to prevent substance abuse and crime. Research has shown that effective parent training and family interventions promote protective factors and lead to positive outcomes for both parents and children. The program consists of educating parents on substance abuse and crime prevention tools. In collaboration with local schools, the National Guard, Star Pal, Mid-City Police Department and experts from different agencies the Promotoras from the Cinco de Mayo con Orgullo Coalition have held the Parents Academy: Hablando Claro de Padre a Padre (Plain Talk Parent To Parent) Program at multiple schools in San Diego. The curricula includes Alcohol, Marijuana & Spice, Crystal/Meth, Other Drugs, Gangs, Crime Free Multi-housing, How to Report a Crime, Domestic Violence, Human Trafficking, Parental liability and other topics that parents would like to include. Parents learned what to do, how and where to report when there is a problem and connected with experts in these areas.

### **Yes, We Can! Policy Change During Times of Change!**

**PRESENTERS:** *Judi Vining (Long Beach Coalition to Prevent Underage Drinking, Inc.) and Michael Tangney (Long Beach Police Department)*

Coalitions need to know how to weave together key components of prevention: education, implementation of policy change, creation of awareness of the change through media, and insuring the enforcement of the policy. It is equally important that coalitions know how to sustain this ability while undergoing both community and structural changes. The Long Beach Coalition to Prevent Underage Drinking, Inc. has demonstrated resiliency while experiencing multiple unforeseen changes during the past two years. By maintaining strong partnerships, we were able to create policy change, educate the public about the policy through a powerful social marketing campaign, and insure the enforcement of the policy through engagement and training of law enforcement. No one part of



this effort would have been successful on its own – it is the interaction of these elements which, when combined, enable coalitions to be agents of change within their communities. This session will outline the planning and strategizing that go into creating policy change at a local level, including bringing policy makers into the process, developing readiness on the part of law enforcement as well as the community, utilizing social marketing to both help create the readiness and increase awareness once the policy was enacted. Under adverse circumstances, we were able to maintain the integrity of the coalition and bring about policy changes. Attendees will learn how the steps taken by the Long Beach Coalition to achieve this so that they may apply the knowledge to changes in their own communities and/or coalition structure.

## **Track: What's Trending**

### **Marijuana Waxes...The Community Impact of New Drug Trends**

**PRESENTER:** *Jermaine Galloway (Drug Free Idaho Coalition / Boise Police Department)*

The session will cover the sweeping trends of marijuana concentrates also known as "Dabbing". Marijuana concentrates are sweeping the country and quickly becoming one of the most popular trends in the Marijuana world. The high THC content and the different looks of Marijuana concentrates are the major contributors to this rapidly evolving trend. Attendees will learn how to identify concentrates/wax, including the various different forms of concentrates including wax, butter, shatter, and oil; the reasons behind the increasing popularity; the high THC content; signs and symptoms of use; and the new paraphernalia, including "e-cigs". Also, the session will cover the evolving look of marijuana edibles and a behind the scenes look inside of the dispensaries and events where these items are sold and promoted. Finally, attendees will learn new drug logos, terms and identifiers and their relevance is in the world of marijuana concentrates. This presentation will provide over 50 visual aids and detailed photos of the various types of waxes, edibles, e-devices and paraphernalia.

## **Track: Youth Summit**

### **Big Tobacco Retail Marketing & Product Placement Strategies**

**PRESENTER:** *La Tanisha Wright (Follow the Signs, LLC)*

The session presenter, a former tobacco industry manager, will provide firsthand knowledge of tobacco industry marketing practices to improve tobacco policy, systems, and environmental change at the retail level. The session will expose the tobacco industry's strategy of product placement aimed at youth and low socioeconomic status (SES) communities. The tobacco industry spends over a million dollars an hour to market tobacco in the United States. Commercial marketing firms manipulate marketing components in order to gain brand recognition and increase sales. A considerable amount of evidence indicates that tobacco-related disparities are maintained, in part, by point-of-sale marketing. The tobacco industry offers retailers strict contracts—providing them with ongoing discounts, advertising, and other incentives—in exchange for control of the store's tobacco category. The tobacco company's tight control of the tobacco category can often leave retailers feeling intimidated to reduce excessive tobacco marketing in their stores. Due to predatory tobacco industry practices, stores located in low SES communities are heavily burdened with excessive tobacco marketing and greater allocations of promotions with higher quantities of more addictive brand styles. The key points include: the overall tobacco retail landscape/culture, the tobacco industry's tight control of the tobacco category, ongoing discount programs and price protection, the strategic placement of tobacco products, retail contract differences among various communities, and potential tobacco industry marketing shifts post-FDA tobacco regulation.

### **From Data to Dreams: Youth Empowerment**

**PRESENTERS:** *Nancy Fiander and Oscar Suarez (White Swan Community Coalition) and Claire Richardson (PAXIS Institute)*

In 2004, the 8th grade 30-day alcohol use was 23% which qualified the community of White Swan, Washington, on the Yakama Indian Reservation, the opportunity to be funded for a Strategic Prevention Framework-State Incentive Grant. Part of the requirements of the grant was the development of a community coalition. While the coalition was being organized, the community suffered five teen suicides in five months. The emotional devastation that followed prompted the youth in White Swan to approach the coalition about becoming involved in community change. This was the genesis of the Dream Makers as youth-driven change agents. The Dream Makers

took action by first attending trainings in the collection, analysis and use of data to identify the strategies that would address the issues we wanted to change: reduction of the alcohol rate and suicide prevention. Next they took their message out to the community by preparing a media campaign, developing collaborative partnerships and speaking at local, state and national events. Their mission was to better their world and in turn better themselves resulting in the reduction in the targeted 30-day alcohol use and suicide rates.

### **It Takes A TEAM: Youth Make the MISSION POSSIBLE!**

**PRESENTER(S):** *Bryan Delaney, Jacob LaPrade and Nancy Dunn (Easthampton High School)*

"Finding Youth Voice" A session for teens on how to create projects they deem as important in developing healthy youth and getting them done in their school or community. A video will be presented highlighting successful events held in the Easthampton Public Schools and community. This will include a substance abuse prevention week, getting tobacco regulations passed in our city, a community meet and greet, smile punch, bullying assembly, anti-smoking assembly, peer education, a "Concert For a Cause," seat belt checks, Mr. Easthampton fundraiser and faculty auction fundraiser. The session will emphasize how to engage youth, how to grow your group and how to be successful in getting things done. SADD at Easthampton High School started out with 3-4 members and has grown to 40 plus members.

### **Things I Wish I Knew In High School**

**PRESENTER:** *Jordon Hillhouse (DREAM, Inc.)*

Throughout history, man has made many important discoveries. In today's world, technology is rapidly improving. Even with all of these improvements, it's not likely that we will ever have a time machine. This session is a humble imitation of a time machine, drawing on the knowledge and experience of the speaker to deliver a message to the students. Things I Wish I Knew in High School is just what you need if you are unsure if what your future will be. Jordon Hillhouse leads this session by offering advice to students on how to get the most out of their time in high school while at the same time planning for their future. Topics covered include: Leadership, Club Participating, Public Speaking, Time Management, Money Management, College Life, The Dangers of Drugs and Alcohol, and Maximizing Your Potential. This interactive session promises to be both informative and insightful. Also, questions are welcomed. So if you have any questions at all, bring it!

### **Youth In Action Plan - In Action!**

**PRESENTERS:** *Jesse Kauffman and Sophie Sjogren (SRSly Coalition)*

CADCA's National Youth Leadership Institute (NYLI) provides great training for youth to create change in their communities and part of that training involves a Youth In Action Plan. What happens when trained youth bring their Youth In Action Plan back in to the community to tackle marijuana use among youth? What works? What doesn't? What do we do with the plan when things don't go according to plan? The Youth Steering Committee from the SRSly Coalition in Chelsea, Michigan have been working on reducing youth use of marijuana in their community for two years. Youth leaders from the coalition have participated in all tracks of the NYLI and will share how attending NYLI has helped them develop a plan and stick with it despite challenges. This will be an interactive youth-led session with coalition staff present to offer adult perspectives.