

Opening Session: September 25: Carlton Hall:

Mastering Prevention as a Craft: Moving Beyond Frameworks

In recent decades our country has made significant investments in creating the capability for community leaders and stakeholders to think and work scientifically. Systems Theory, critical thinking, learning organizations, solution-focused practice, skills of inquiry, the Strategic Prevention Framework, Communities that Care, the Social Development Strategy, the Social Ecological Model, Collective Impact, SBIRT, place-based organizing and prevention, Diffusion of Innovation, Health in All Policies, Determinants of Health, But Why? And But Why Here? Just to name a few...

Unfortunately, during our current time of volatile transition, evolving challenges, and devastating national epidemics, models and frameworks are not enough to achieve desired population outcomes. There are effective communities, coalitions and change agents. Yet despite having access to all of the tools, knowledge and innovative models, far too many communities and leaders are feeling frustrated, inadequate, underappreciated and under-resourced.

In other words, how can coalitions move beyond merely learning frameworks toward mastery of their craft?

General Session September 25: Directly following the opening session:

Carlton Hall: Changing the Conversation: The Role of Prevention During Our Nation's Opioid Crisis

According to the CDC, more than 64,000 Americans died from drug overdoses in 2016, including illicit drugs and prescription opioids--nearly double in a decade. Yet almost exclusively, the entire national conversation has been about increasing access to Medication Assisted Treatment and Naloxone. These are necessary, albeit, insufficient to truly address the crisis.

What is the role of prevention and coalitions in this crisis? Why is it so difficult to engage the broader stakeholder of our communities with the urgency this crisis calls for? How can prevention and coalition leaders more effectively engage their communities in solving this challenge.

The purpose of this workshop is to assist coalition leaders, social workers, counselors, prevention and addiction professionals, and other clinical personnel in identifying and providing effective prevention solutions for addiction. During this workshop attendees will be introduced to many proven strategies to prevent opioid misuse. Prevention strategies are critical to working upstream to address the issue of prescription drug misuse. States, communities, and families can intervene to reduce inappropriate access to prescription drugs, thus significantly reducing the impact of the opioid crisis.

The presenter will provide an overview of national best practices for community prevention coalitions to implement across CADCA's Seven Strategies for Community Change. He will reframe these "strategies" as critical skills required to specifically impact population-level reductions in medicine misuse and abuse. Discussion will cover the tools and resources, including CHC's trademarked training system, L.E.A.D. to address the Rx drug issue with scale and scope in diverse communities.

DAY 1 WORKSHOPS:

Tara McGuire: Lessons Learned: How to Sustain and Motivate A Successful Youth Coalition

This is a beginner to intermediate level session for prevention professionals and community members with a passion and desire to work with youth to reduce the #1 youth drug problem and gateway drug – ALCOHOL – in their community. This session will:

- (1) Relay practical tips and lessons learned from more than a decade experience in the prevention field to recruit, train and coordinate nearly 100 youth coalitions throughout Kentucky;
- (2) Provide a list of more than 30 youth-led strategies to reduce youth social and retail access to alcohol, and increase enforcement of underage drinking laws;
- (3) Provide a brief overview of alcohol prevention trainings and resources available from the Alcohol Prevention Enhancement Site to assist youth coalitions and Regional Prevention Centers.

Elizabeth Hoagland: Taking Down Tobacco

Learn how new tobacco products and companies (such as JUUL) use dirty Big Tobacco tactics to co-opt effective prevention programming and how communities can fight back. This presentation will provide free resources from the Campaign for Tobacco Free Kids, Stanford University, and the Tobacco Prevention and Cessation Program to take your youth anti-tobacco campaigns to the next level. Topics include anti-tobacco education, youth activism and policy change.

Linda Verst: Unmasking Our Hidden Biases

Most ethics codes, including that of Prevention Professionals include non-discrimination as a primary principle. Unfortunately, we humans often “don’t know what we don’t know” about our own hidden biases. In a safe and open atmosphere, we will: 1. Define and examine bias. 2. Look at current research and methodology that might support us in realizing and changing our underlying thinking.

Students from Casey County Youth Coalition: Photo Voice 101: Photography for Social Change

Attendees will learn how to use photos to address social change issues in their community. Utilizing photos, youth presenters will share the process they used to lower 30- day tobacco use at 10th grade level by 11% from 2014 to 2016 (KIP School Survey). Participants will be able to answer questions about PhotoVoice: What is PhotoVoice? Who should use it? Why should you use it? Implementation of the project and Evaluation. Youth will share their logic model/strategic plan they developed, which includes using PhotoVoice as one of the activities in their strategic plan. PhotoVoice was used as a tool to aid in implementation of 100% Tobacco Free School policy and changing social norms.

Shelly Steiner: What I Wish I knew before DFC: Lessons Learned

Looking at sustainability from the beginning of the DFC grant;

Looking at the length (life) of the grant, seeing changes and being able to change with it;

Sustainability = Relationships

Presenter TBD: workshop on marijuana

Van Ingram: Legislative Updates and Questions

Day 2 sessions:

Stacey Read: General Session on the effects of drugs, especially Methamphetamine on Children – Details to follow.

Stacey Read: Steps to take to combat drug effects on our children, especially Methamphetamine -- Details to follow.

Presenter TBD: workshop on Self-care for the professional

Tara McGuire: Pursuing, Strengthening and Enforcing Social Host Ordinances

This is an intermediate to advanced level session for prevention professionals and community activists living in areas where the #1-way youth are gaining access to alcohol is social access often in home party settings. This session will:

- (1) Review FAQs for communities looking to enact a new Social Host Ordinance;
- (2) Discuss the science behind Social Host as an effective prevention strategy to reduce underage drinking; and
- (3) Troubleshoot common pitfalls and solutions for lack of enforcement and awareness of an existing Social Host Ordinance.

Presenter TBD – Advocacy vs. Lobbying

Jeremy Taylor: The 8 Be's of an Effective Speaking Engagement: Simple Tips for Making the Most Out of Any Talk

To equip, empower, and encourage attendees to apply basic principles of public speaking in order to communicate effectively with various audiences.

Mike Singleton Improving Needs Assessment and Planning through Public Health Informatics and Analytics

The presentation will focus on integrating rapid public health surveillance data on drug overdoses into local and regional planning processes of Regional Prevention Centers and other stakeholders. Current projects are underway at the University of Kentucky, and the Kentucky Department for Public Health, to develop systems for rapid monitoring of opioid-involved morbidity and mortality, and to build predictive models for opioid-related mortality. The objective is to initiate a discussion about how existing assessment and planning process can incorporate this type of rapid surveillance data to enhance decision making and resource allocation decisions.

Closing session to be announced.