



23RD ANNUAL

MID-YEAR

TRAINING INSTITUTE



PROGRAM

NEXT LEVEL COALITIONS
POSITIVE COMMUNITY OUTCOMES



JULY 14-18, 2024

HILTON CHICAGO | CHICAGO, IL

#CADCAMidYear

Presentation Password: MYTI2024

ONDCP DFC & CARA Grant Recipient Town Hall Meeting

(All Are Welcome)

Monday, July 15, Noon – 1:30 pm

Room: International Ballroom South

PRESENTER(S): **Helen Hernandez, MPH**, Assistant Director, DFC & CARA Program Office, **Grant Baldwin, PhD, MPH**, Director, Division of Overdose Prevention & **Allison Arwady, MD, MPH**, Director, National Center for Injury Prevention and Control

ONDCP and CDC are teaming up to provide DFC & CARA grant recipients a unique opportunity by coming together to learn about federal efforts by the DFC and CARA program Offices to strengthen the work of community coalitions. By attending, DFC & CARA grant recipients will learn about recent improvements to the DFC & CARA Programs, hear about the latest findings from the National Cross Site Evaluations, and have an opportunity to ask questions about upcoming grant requirements. Following a brief programmatic update by senior leaders, DFC & CARA grant recipients will have the opportunity to breakout into smaller groups to discuss topics of interest such as sustainability, the future of CARA, and CDC, Office of Grant Services (OGS).

Youth Meet Up N' Chill

Monday, July 15, 8 – 10 pm

Room: Salon A

Join us for our signature Meet Up N' Chill where we'll have games and activities to kick off a great week! Rep yourself in your favorite school, sports team, or coalition gear and your comfiest clothes (sweatpants okay!)

MONDAY TRAINING SESSIONS

Monday, July 15

10:30 – noon

CDC Session. Behind the Scenes: Youth Risk Behavior Surveillance System (YRBSS) and the Importance of Youth Data

Presenters: **Nancy Brener, CDC**

Room: **Continental A**

Purpose: This session will describe the YRBSS, how the system works, and effective strategies to encourage data collection at the state and local level.

Objectives:

- Provide a brief overview of YRBSS 2021 findings related to mental health and substance use.
- Understand the different ways states and jurisdictions can encourage the collection of YRBS data in schools and ways to address concerns.
- Engage in an interactive activity with online web tools to find and analyze youth data.

Cannabis Misinformation 101: How historic and contemporary trends impact modern prevention

Presenters: Austin Persinger

Room: Continental B

Misinformation reduces complex topics to overly simplistic narratives. This creates confusion, distorts reality, and limits efficacy. Misinformation is present in cannabis promoting information and in some cases in prevention. Cannabis promoting information has roots in stigma reduction, criminal justice reform, as well as overstated claims about medicinal value. Overstated claims are currently exacerbated by profit motives. Historically, cannabis prevention information was rooted in racialized stigma and scare tactics. Modern prevention messaging strives to use data and evidence-based practices. In the era of high-potency cannabis, edibles, intoxicating hemp-derived products, and increased usage scare tactics occasionally creep back into prevention messaging. The session will empower people to critically examine information to improve messaging and increase efficacy; small group discussions will help identify strategies for countering cannabis related misinformation.

The Power of Purpose: Empowering Youth to Find Their Why

Presenters: Susan Visser

Room: Astoria

Amidst the myriads of challenges facing today's young people, understanding their purpose can be a guiding light as they build confidence and resilience while navigating being a teen. Research shows that individuals with a clear sense of purpose are less likely to engage in risky behaviors such as drug and alcohol misuse. But what exactly is purpose, and how can we help young people uncover it? Throughout this session, we will explore the impact of purpose and self-efficacy as protective factors. Participants will learn how to guide youth to unearth their 'why' and embrace substance-free lifestyles as a natural extension of their values and aspirations. Join us as we discuss what strategies have worked in our community and discover how our success can be replicated in your community.

From Ripple to Wave: The Power of Networking in Your State

Presenters: Alyssa Rothmaler, Kris Zeffass, Jordan Esser, Aishwarya Balakrishna

Room: Waldorf

Do you have Drug Free Communities grants in your state? Do you connect with them to learn about strategies they are using or what kinds of resources they have? In this 90-minute presentation you will learn about the Illinois Prevention Network (IPN). The mission of the IPN: a collaboration of coalitions and organizations working to create and maintain safe, healthy, and drug-free communities in Illinois. The IPN provides opportunities for prevention workers to learn from each other and share their resources, knowledge and strategies. Originating in 2020, the IPN started as a large group that came together during the National Leadership Forum in 2019. The IPN meets monthly, where members can network, learn about current topics, legislative updates, Marijuana/Vaping/ Advocacy and more. The IPN works together as a state to identify areas of focus, explore new funding sources to effectively execute projects while using an evidence-based approach for prevention programs.

Empowering Youth in Community Coalition Work: Strategies for Engagement

Presenters: **Luke Jarvis**

Room: *Williford*

Unlock the power of youth in community coalitions! This session dives into essential strategies for recruiting and retaining youth, amplifying their voices, and enhancing overall coalition effectiveness. Learn innovative recruitment methods, such as targeted outreach and social media engagement, to ensure diverse representation. Discover proven retention tactics, including mentorship programs and leadership development initiatives, to foster long-term engagement. Explore the transformative impact of youth involvement on coalition resilience, innovation, and impact. Gain practical insights and tools to create inclusive environments where youth feel valued and empowered to contribute meaningfully. Whether you're a seasoned professional or new to coalition work, this session offers valuable strategies to revolutionize your approach to youth engagement. Join us in empowering the next generation of community leaders and driving positive change!

Sustainability Starts with a Handshake, Not A Handout

Presenters: **Melissa Moore**

Room: *Joliet*

One of the greatest mistakes coalitions can make is to not plan for existence beyond grants. Even the word sustainability can bring even the most experienced preventionists anxiety and stress when we're asked to do more with less. When communities ensure that efforts are not only best practices, but also culturally relevant, they are in a better position to meaningfully engage the populations they are working to support and strengthen their ongoing diversity, equity, and inclusion efforts. From programs to people, identifying what needs to be sustained can help drive action plans, diversify funding portfolios, make the most of in-kind donations, address disparities, support health equity, and move the community to invest in your mission. Attend this session to learn about why relationships are so important to sustainability, how to integrate DEI into daily activities, the benefits of 'friendraising', and walk away with the skills, knowledge, and confidence to thrive, not just survive!

Youth-Led Evaluation: Engaging Communities through Environmental Surveying and Interpretation

Presenters: **Katherine Barteau, Isabella Adornetto**

Room: *Continental C*

Lead the change? In this session you will learn how to empower youth to implement, interpret, and utilize data to engage and educate based on identified concerns from their communities. Participants will gain the insight needed to guide a youth-led change by:

- Participating in a live environmental scan surveying their community concerns.
- Analyzing and interpreting the data collected for effective implementation in their communities.
- Utilizing their data to provide resources, activities, and events that are impactful to their communities.

Racial Equity as a Substance Abuse Prevention Methodology

Presenters: **Dr. Linda Abington**

Room: **Boulevard**

Substance abuse has long plagued communities across the globe, disproportionately affecting individuals from marginalized racial and ethnic backgrounds. Recognizing the complex interplay between race, substance abuse, and health disparities has prompted researchers and policymakers to explore innovative methodologies for prevention and intervention. The role of systemic racism is embedded within institutions and societal norms. It significantly contributes to racial disparities in substance abuse rates and consequences. Historical inequities in access to education, healthcare, socioeconomic opportunities, and housing have perpetuated social determinants of substance abuse in racial minority communities. By acknowledging the role of systemic racism in shaping substance abuse patterns, interventions can target the underlying roots of the problem and provide equitable solutions through policy changes, social programs, and culturally sensitive prevention efforts.

Monday, July 15

1:30 – 4:30

Prevención informada: Reconociendo el trauma y desarrollando resiliencia en jóvenes de alto riesgo

Presenters: **Danielle Dubuc Wightman**

Room: **Buckingham**

Esta presentación está dirigida a facilitadores que trabajan en la prevención de adicciones, enfocándose en la importancia de reconocer el trauma y fomentar la resiliencia en jóvenes de alto riesgo. Utilizando el sistema nervioso y somático como marco teórico, exploramos cómo los estados del sistema nervioso influyen en la propensión de los jóvenes a consumir drogas o alcohol como una forma de autorregulación frente al dolor, el caos o la incertidumbre en su entorno.

Monday, July 15

2:00 – 3:30

CDC Session. Enhancing Partnerships with the Faith Community

Presenters: **Greg Delaney, Murelle Harrison, Sandra Kuykendall**

Room: **Continental A**

Purpose: This session will describe the importance of partnering with the faith community to prevent youth substance use and provide real-world examples of effective partnerships with faith-based institutions.

Objectives:

- Learn how to collaborate and engage faith-based organizations in your coalition's efforts.
- Identify ways that the faith community can enhance youth substance use prevention activities and youth engagement.
- Learn about how a DFC coalition is working with their faith community to address opioid prevention and address SDOH to ensure positive social norms.

Understanding the Drug-Free Communities (DFC) Support Application Process - Getting a head start!

Presenters: **Helen Hernandez**

Room: **Salon A2**

During this session, participants will recognize ONDCP's National Drug Control Strategy prevention priorities, gain a strong understanding of the DFC program's funding process, as well as get a head start on meeting the DFC program's statutory eligibility requirements.

Preventing a Lack of Youth Involvement

Presenters: **Benjamin Meier, Rachel Engledowl**

Room: **Salon A5**

cue Sarah McLachlan music Every 5 minutes, a youth is begged by an adult to join their coalition. Countless coalitions struggle every reporting season to fill the youth sector requirement. Some coalition leaders even bribe their own children to be involved. These leaders suffer alone and terrified, waiting for someone to help. Hello, we are that someone. Kids are changing at the swipe of a finger, but that doesn't erase the value of the all-important youth seat. Come hear about the changing landscape of youth work, learn new strategies to engage youth and keep them engaged, and maybe even see how our beliefs about youth may actually be holding them back. Explore how to utilize evidence-based strategies while incorporating innovative creativity, reduce student use while investing in individual relationships, and fill that youth seat through belonging and showing the community that the most valuable piece of prevention in your community is youth themselves.

Better Without It™: Designing an Impactful Prevention Message for Generation Z

Presenters: Stanley Brizz, Greg Trujillo, Carolyn Capern, Maria Bledsoe

Room: Williford

A new generation demands new approaches to substance abuse prevention messages. The BETTER WITHOUT IT™ initiative (@betterwithout.it) meets Gen Z (primarily ages 13 to 25 years old) where they are - not only with clear, objective information about the dangers of drugs and alcohol, but also a critical message of empowerment. Used as social marketing and social norms campaigns, BETTER WITHOUT IT™ helps teens and young adults to understand that their minds, their bodies, and their relationships are already BETTER WITHOUT IT™ (without illicit substance use). This session provides insights into the values of Generation Z and discusses the opportunity of engaging them via a positive youth development (PYD) approach. There will be practical takeaways for engaging and empowering youths by focusing on their strengths, including use in school settings. Session attendees will also be shown the principles behind these approaches and how to build partnerships that further utilize these strategies.

Let's GROW! How to Achieve Next Level Coalition Member Engagement

Presenters: Courtney Echols, Suzanne Harper

Room: Boulevard

Have your coalition meetings ever felt stagnant? Has membership been dwindling? We've been there, done that, and found a way to break the mold! Explore the transformative power of connection, collaboration and communication as it applies to unlocking the full potential of your coalition. By emphasizing these vital components of teamwork, we aim to unveil the secret recipe for cultivating the strong and effective community team you've always wanted. Attendees can expect to walk away with actionable insights and new ideas that can be implemented in their own coalitions. Our goal is to help you empower your members to take ownership of the planning and implementation process and expand collective impact overall. Join us for a hands-on, discussion-friendly session where we hope to leave you feeling energized, inspired and motivated to take your coalition to the next level. Let's GROW!

■ **Can You Hear Me NOW? Prevention Messaging in the Digital Realm**

Presenters: Courtney Clay

Room: Waldorf

With ad exposures to addictive products like nicotine and alcohol constantly rising, it's important now – possibly more than ever – for prevention messaging to stand out! This session will identify strategies to design and disseminate prevention communications that connect with target audiences in the digital realm. With little to no prior experience required, participants will learn the important basics for taking their communications to the next level by utilizing evidence-based communication models to translate data into messages that stand out. This session will also highlight the importance of effective and inclusive language, messaging, and styles across various modes of communication dissemination. Practice will be provided in tailoring ethical and equitable communications that best fit a target audience's interests and needs while simultaneously adhering to the 10 Essential Services of Public Health. Resources and examples will be provided for session participants.

All Prevention is Local: Turning Possibility into Programs

Presenters: Hannah Granfield-Horton, Kelly Juleson

Room: Astoria

Join Kelly Juleson, former CT State Legislator who now co-leads Connecticut non-profit The Governor's Prevention Partnership (GPP) to learn how to access seemingly inaccessible federal opportunities and turn them into easy-to-execute local action. In this session, you'll learn why/how laying the groundwork for programs BEFORE a funding stream is available or apparent is imperative to success while also learning how:

- Focusing on Prevention helps in future long-term plans
- Leveraging local moments creates points of connection with your constituents and communities through Personalized Programs, Partnerships, and Public Relations creating a Pathway for Success
- Mapping federal, state and local funding opportunities can generate support for your program
- Implementing and sustaining programming

Combining Cannabis and Commercial Tobacco Prevention in Washington State

Presenters: Micah Zimmermaker, Allison Browne

Room: Continental B

In 2021, Washington State became the first state in the nation to combine its Commercial Tobacco Prevention Program with Cannabis Prevention and Education efforts, forming the Youth Cannabis and Commercial Tobacco Prevention Program. During this session, we will engage in a facilitated audience-involved community conversation that homes in on the overlap that exists between cannabis, commercial tobacco, and vapor products. We will discuss how our program is structuring itself for long-term success following this integration and how attendees can take steps to apply these lessons learned. Attendees will also learn successful activities and strategies implemented by partners in the last three years and how those activities can be utilized in their own local work.

The Changing Composition of Different Forms of Fentanyl and Its Contribution to Overdose

Presenters: Thom Browne

Room: Joliet

Over the last decade, the United States has experienced an unprecedented and complex overdose epidemic driven by new synthetic drugs, primarily fentanyl. However, to fully understand and efficiently address this epidemic, it is critical to be aware of the constantly changing composition of fentanyl and how it contributes to overdose. This presentation will provide data from several Colombo Plan projects using state of the art technologies to test wholesale and retail-level drugs, uncovering hidden factors that drive overdose and chronic health problems in substance users. It will identify the changing and emerging fentanyl patterns that drive overdose (fentanyl powder drug mixtures; lethal composition of the latest fentanyl pills; new xylazine patterns; and new, liquid forms of fentanyl that have potential to further increase overdose). Implications for fentanyl test strips and naloxone will also be addressed.

Being Good Relatives: Cultivating Effective Prevention Strategies with Indigenous and Others

Presenters: Angela Da Re, Raquel Ramos, Melanie Johnson

Room: Continental C

This workshop is designed for individuals and coalitions aiming to establish and enhance prevention strategies within indigenous and other traditionally underrepresented communities. The focus is on building genuine, sustainable relationships and developing comprehensive, culturally informed approaches to opioid and other drug prevention. The session will delve deeply into the importance of trust and relationship-building, emphasizing the need to understand and respect each community's culture, autonomy, and values. Participants will explore strategies for approaching these communities respectfully, ensuring that interventions are driven by the communities and reflect true partnerships rather than prescriptive outsider impositions.

Understanding the unique cultural, social, and historical contexts influencing substance use and prevention strategies within tribal communities will be vital to the workshop.

#happiness: Using the SPF to Create a Framework for Happiness (Repeat)

Presenters: **Lindsey Roberts**

Room: *Salon C7*

How would you describe happiness? You may have trouble putting it into words, but you know you want it for yourself and your loved ones. One thing that's harder than describing it for many people is knowing how to achieve it. This is particularly important for youth. Research shows two out of three American teens are stressed and many don't know how to cope. When school is in session, teens are the most stressed group in the country. The inability to reduce and cope with stress and anxiety can negatively impact different facets of a teen's life including their health, friendships, relationships with parents, and academic performance. Using the Strategic Prevention Framework as a guide, this workshop will teach youth skills for actively shaping their own environment, learning to make the most of their personal strengths, and introduce science-based activities for cultivating happiness.

Numbers or Impact? Youth Leaders Utilizing Data to Plan Effective Prevention Activities (Repeat)

Presenters: **Duane Howell**

Room: *Salon C4*

This hands on session will walk participants through a strategic process to develop effective low cost prevention activities to create impact and effect change. Participants should have access to their coalition data in order to maximize the skills they will develop during this session. During this session participants will learn basic adaptation strategies to accommodate for factors unique to their community, including culture.

Foundations of FUNdraising

Presenters: **Olivia Murphy-Costanzo**

Room: *Salon C5*

The Foundations of FUNdraising™ is an interactive training session designed to equip participants with essential fundraising skills, focusing on both foundational concepts and practical applications. Participants will explore various fundraising methods, learn to engage their communities effectively, and develop strong organizational strategies. Through discussions, activities, and real-world examples, attendees will gain valuable insights into making fundraising a sustainable and impactful practice within their organizations. The session emphasizes the importance of inclusivity, strategic planning, and strong leadership in successful fundraising endeavors.

Monday, July 15**4:00 – 5:30**

CDC Session. Emerging Substances & Opportunities to Collaborate with HIDTA/ORS

Presenters: **Grant Baldwin, Lindsey Sweet**

Room: **Continental A**

Purpose: Describe the new substances that are emerging in the United States and how DFC can work with state and local partners, public health, and public safety partners to address these substances at the community level.

Objectives:

- Gain a better understanding of the emerging substances in the United States and risks for youth and how to interpret data on local trends.
- Outline opportunities for DFC coalitions to collaborate with public health and public safety partners to identify emerging substances in their communities.
- Learn about how a DFC coalition is benefiting from a partnership with its local HIDTA and ways you can connect with state-level partners.

Empowering Youth: Safe & Sober Spaces Campaign Case Study for Coalition Engagement in LA

Presenters: **Trent Lira, Kevin McCloskey, Ariel Bustamante**

Room: **Joliet**

The Safe & Sober Spaces Committee, a vital initiative within the Community Action Network Coalition, is dedicated to fostering inclusive environments for LGBTQ+ youth in Los Angeles. This presentation aims to outline our approach to empowering youth in identifying, assessing, and recognizing safe and sober spaces for themselves and their LGBTQ+ peers. By involving youth members from the ages of 14 to 18 in field research, data analysis, and community care, we aim to create sustainable, affirming environments year-round. Our presentation will highlight the transition from a seasonal campaign lead by adults who serve youth, to a continuous effort, emphasizing the active involvement of our Youth Leadership Team and youth involvement.

They Seems Sus: How to Prevent Imposters from Getting into Your Data

Presenters: **Maegan Boutot**

Room: **Waldorf**

As surveying and data collection move online, it is easier for imposters (people who pretend they're eligible for your survey but aren't) to take your survey. Incentives, like gift cards, are great for getting true community interest but also increase your risk of attracting bad actors. In this session, I'll present on some tips to discourage bad actors from participating in the first place and advice on how to filter out suspicious looking data, while also working to protect real participants' privacy. We'll end by discussing the potential impact on data that bad actors could have.

Stronger Together - Developing, Adapting and Scaling a Mental Health Awareness Training

Presenters: Bethanie Rado, Jordyn Hagar

Room: Salon A5

Come learn about Stronger Together, an accessible and adaptable evidence-based mental health awareness training, and its development and adaptation journey. Initially designed to educate a range of adults in their own communities about mental health and approaching someone who may be struggling, Stronger Together has both in-person and online delivery options. It has been adapted for use with youth, older adults, and agricultural service providers, and has been implemented as core programming for peer mentors, school staff, parents, resident and graduate assistants, and many others. This workshop will provide information about the program, its evidence base, and its adaptation and scaling process. A case study will help illustrate the role a coalition can serve in identifying community needs and supporting the adaptation, implementation, and scaling process. Participants will have the chance to consider their own community needs and brainstorm an implementation process of their own.

Transforming Youth Discipline and Justice with Restorative Practices

Presenters: Stephen Hill

Room: Continental B

Transforming school discipline and criminal justice policies from punitive to restorative practices for youth struggling with substance use disorder saves lives. School administrators and prosecutors face challenges to find the most effective response when a young person violates the law or code of conduct for drugs or alcohol. Stephen Hill brings a unique perspective through his work as a criminal defense attorney, recovery coach, and youth motivational speaker. His work was inspired by his own adverse childhood experiences—out-of-school suspensions, removal from school sports teams, felony convictions—and the stigma that came with it. Stephen's training helps people recognize how the best interests of individual offenders and communities align more than most people think. Stephen reveals innovative solutions for schools and communities to develop systems to achieve better outcomes for young people facing behavioral and/or criminal justice challenges because of substance use disorder.

Operation Parent: New Hope in Prevention and Funding!

Presenters: Darrell Bramer, Nickie Trimmins

Room: Williford

Coalitions are given the challenge of making every dollar count while making the biggest prevention impact possible! Studies point to parents as critically important to substance prevention among youth. Operation Parent would love to partner with you to bring our prevention resources to your community's families. This engaging session will provide an overview of all our resources which equip parents, caregivers, and educators with the knowledge they need to prevent drug abuse among youth. We are also excited to share our experience with opioid abatement funds in our state, while giving you and your coalition practical tips to finding these funds in your own community!

Welcome to the Stoned Zone: An Environmental Scan of Marihuana Retailers in Genesee County

Presenters: Anthony Nicholas, Lisa Fockler

Room: Salon A2

This presentation will showcase the process of how an environmental scan of marihuana retailers was conducted in Genesee County, Michigan. Participants will gain a comprehensive understanding of the local marihuana retail landscape, be equipped with knowledge of evidence-informed approaches and strategies and learn how to engage and collaborate with local partners and regulatory bodies for enhanced youth protection. By the end of the presentation, participants will be equipped with valuable knowledge and tools to initiate similar investigations in their respective communities.

Cannabis – Policies to Protect Health

Presenters: David Jernigan, Sue Thau

Room: International Ballroom South

Cannabis, although illegal at the federal level, is becoming increasingly available across the nation, as more and more states move to “legalize” the drug each year. Many states have implemented cannabis policies that are inconsistent with public health research. Dr. Jernigan will review state-level policies for cannabis use in the light of public health research, and what we are learning about the effects of these policies on communities across the country. Sue Thau will deliver a federal policy update.

Empowering Drug Prevention in Tribal Communities through Indigenous Knowledge

Presenters: Angela Da Re, Raquel Ramos, Melanie Johnson

Room: Continental C

In many tribal communities, the conversation about health often transcends the topic of substance use, spotlighting deeper concerns such as the overall well-being and the preservation of cultural heritage. This workshop, “Harnessing Heritage: Customized Opioid and Drug Prevention in Tribal Communities,” is designed to explore the critical intersection of traditional knowledge and modern prevention strategies, fostering a holistic approach to tackling opioid and other drug-related issues.

Participants will explore how cultural practices and narratives significantly influence community health and how these elements can be effectively integrated into substance misuse prevention efforts. The session aims to empower community members by developing robust, community-driven prevention plans that align with and celebrate tribal storytelling traditions and cultural values. These plans will focus on mitigating risk factors while enhancing protective factors rooted in the community.

TUESDAY EVENTS**TUESDAY TRAINING SESSIONS****Tuesday, July 16****8:30 AM – 10:00 AM****¿Fentanilo - Por que aquí, por que ahora?****Presenters: Gonzalo Cadima****Room: Marquette**

En esta sesión, se expondrá el enfoque comunitario CADCA destinado a la prevención del uso de fentanilo para afrontar la epidemia de opioides en los Estados Unidos. Este opioide sintético, generado principalmente en laboratorios ilegales, ha contribuido de manera alarmante a la crisis de opioides en el país. Además, se observan inquietudes respecto al crecimiento del consumo de fentanilo en Latinoamérica.

The “X-Factor” in Prevention: An Upstream Approach to Ending the Substance Use Crisis**Presenters: Martine Helou-Allen****Room: Salon A2**

This session will focus on RIZE Preventions' evidence-informed approach to empowering teens to resist drug use and make healthy lifestyle choices. School-based community coalitions focusing on risk and protective factors of youth are more necessary than ever before. This session will teach participants about the way innovative and comprehensive drug prevention can be approached by promoting individual protective factors that foster the intrinsic motivation of an individual to resist drug use, while highlighting multiple avenues to neutralizing the influence of risk factors within the umbrella of a school-based prevention program. RIZE Prevention's iRIZE program is an innovative approach to turning the rising tide of drug use and mental health issues among middle school students. The program empowers teens to resist drug use primarily through educating, encouraging, and supporting the precepts of strong character development and awareness of co-occurring disorders.

NO COMMUNITY LEFT BEHIND: FINDING COMMON GROUND**Presenters: Jerria Martin, Kevin McCloskey****Room: Continental C**

One of the strengths of a dynamic coalition is the diversity of its members. Coalitions that represent the various sectors of our community help us to serve everyone and not exclude anyone. However, part of diversity is difference – different belief systems, different values, different lifestyles and different identities. When differences are embraced and celebrated, the opportunity for an inclusive and empowered coalition is possible.

This hands on and engaging workshop will explore ways to help coalitions work “across the aisle” with folks that typically travel in different circles but have come together around a common cause. We will touch on some of the hot topics that tend to divide us – race, sexual orientation, religious & spiritual traditions, gender identity and politics – and discuss how we can learn to foster a collaborative framework to accomplish the goal of preventing substance misuse in our communities.

Building Effective Partnerships to Leverage Resources for Prevention

Presenters: Lesley Gabel, Tonya Knox

Room: Boulevard

Establishing partnerships to optimize resources for community coalitions is essential. The success of these partnerships relies on our capacity to strategically leverage resources for sustained impact which includes match dollars for funding. Additionally, it emphasizes the significance of cross-sector collaboration, engaging governmental agencies, non-profits, businesses, community stakeholders, and other vital sectors to maximize the effectiveness of prevention efforts. Through an exploration of match dollars, we'll delve into various strategies and practical approaches for partnership-building and resource mobilization, aiming to achieve optimal outcomes. The nurturing of these partnerships is a transformative part of achieving the coalition's desired outcomes. It allows us to harness collective power, address systemic challenges, and create lasting change in our communities.

Framework for Sustainability: Beyond Year 10 of DFC Funding

Presenters: Beverly Watts-Davis, Gabriella Smartwood

Room: International Ballroom North

This session will dive into how to remain sustainable after your coalition's 10th year of DFC funding concludes. It will discuss the legal structure for survival, including 501(c)(3)s, mergers, and partnerships. It will also cover coalition administrative costs, having a winning website, social media marketing, and determining who in the community needs you.

Tuesday, July 16

8:30 AM – Noon

Alcohol Taxes Save Lives: Using Tax Policies to Reduce Alcohol-Related Harms

Presenters: David Jernigan

Room: Williford

Excessive alcohol consumption kills more than 178,000 people in the United States every year, with additional costs to the U.S. economy reaching \$249 billion according to reports from the CDC. The situation appears to be getting worse – deaths from alcohol grew by 29% in just five years, from 2016 to 2021, according to the CDC. Studies show raising taxes and limiting availability of alcohol will reduce drinking and related problems, among both youth and adults. Dr. Jernigan will discuss how increasing taxes on alcoholic beverages contributes to positive public health outcomes and describe the elements of successful efforts to raise alcohol taxes.

Unlocking Narratives: Techniques for Collecting Qualitative Data

Presenters: **Andrea Avendano-Jurado**

Room: *Joliet*

One of the most underused and underestimated forms of data gathering in prevention is qualitative data- the perfect complement to your coalition's survey. Focus groups and key informant interviews are good sources of qualitative data for coalitions, if they are done correctly.

This session will equip participants with the skills and knowledge necessary to effectively design, conduct, and analyze focus groups and interviews. The session will cover foundational information about what focus groups and key informant interviews are, the intricacies of selecting participants, crafting questions, and managing logistics. Through theoretical insight and practice activities, attendees will learn how to leverage these qualitative data collection methods to gather quality sources of information.

Diving Deep- Exploring Qualitative Data for Community Insights

Presenters: **Leanne Reid, Stephanie Strutner**

Room: *Salon A5*

Qualitative data are critical in exploring the breadth of the community story and help fill the gaps left unanswered by quantitative data. In this session, participants will review community assessments and logic models in the context of incorporating meaningful qualitative data into their work. Participants will explore sources of qualitative data and will discuss effective methods of collection and analysis. The session will conclude with an activity that allows participants to review qualitative findings and follow how data moves onto the logic models.

Empowering Youth, Strengthening Communities: How Youth-Led Programs Drive Change

Presenters: **Holly Raffle, Beth Dixon, Mohamed Amin, Itzai Andrea Ruiz**

Room: *International Ballroom South*

This session explores the power of youth-adult collaboration in community change. Learn about Ohio's Adult Allies and Youth-Led Programs, along with the science behind their success. Discover how these programs empower youth and adults to create solutions for substance use prevention and mental health promotion, fostering thriving communities. Gain practical tips to meaningfully engage your community's youth in coalition work!

Effective Suicide Prevention Starts With You

Presenters: Victoria Waugh-Reed

Room: Continental B

Come learn about the new 2024 National Strategy for Suicide Prevention (National Strategy) and the Suicide Prevention Resource Center (SPRC). All prevention work is suicide prevention work. Whether you are involved with substance misuse prevention or any other kind of prevention, you are providing upstream suicide prevention services. In this session, SPRC will provide an overview of the 2024 National Strategy and introduce some SPRC resources that may be relevant to your work.

The 2024 National Strategy is a bold new 10-year whole-of-society approach to suicide prevention that provides concrete recommendations for addressing gaps in the suicide prevention field.

SPRC is the only federally supported resource center devoted to advancing the implementation of the National Strategy. SPRC is funded by the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration.

Assessing Your Coalition's Work Through Evaluation (Repeat)

Presenters: Yvonne Stroman

Room: Salon C5

Coalitions are instrumental in creating change in communities. Evaluating the coalition's process and strategic action planning benefits its sustainability and community relevance. This training will give youth leaders knowledge, skills and insight into the value of the fidelity of the Strategic Prevention Framework and its credibility of proven outcomes.

#happiness: Using the SPF to Create a Framework for Happiness

Presenters: Lindsey Roberts

Room: Salon C6

How would you describe happiness? You may have trouble putting it into words, but you know you want it for yourself and your loved ones. One thing that's harder than describing it for many people is knowing how to achieve it. This is particularly important for youth. Research shows two out of three American teens are stressed and many don't know how to cope. When school is in session, teens are the most stressed group in the country. The inability to reduce and cope with stress and anxiety can negatively impact different facets of a teen's life including their health, friendships, and relationships with parents, and academic performance. Using the Strategic Prevention Framework as a guide, this workshop will teach youth skills for actively shaping their own environment, learning to make the most of their personal strengths, and introduce science-based activities for cultivating happiness.

Lights, Camera, Success! Taking Public Communication to the Next Level (Repeat)

Presenters: Nigel Wrangham

Room: Salon C4

Powerful messages and confident messengers create powerful change. This dynamic, interactive workshop will give YOU the skills and practice you need to make your case to decision-makers, the media, and the public. No more freezing on camera. No more stumbling over words. No more confusing visuals. Public communication is a skill that can be learned, sharpened, and improved, so get your game face on and begin your journey toward becoming an expert in front of the cameras.

Practical Leadership: Creating Buy-in to Advance a Leader's Vision (Repeat)

Presenters: Duane Howell

Room: Salon C7

Leadership can be many things but being able to create buy-in set leaders apart. In this interactive session, participants will be introduced to and practice varying leadership styles through realistic youth coalition scenarios. Participants will dissect which styles best fit their personality as well as learn how to assess environment to determine if their go-to style can be effective. During this session, participants will explore how data impacts leadership as well.

SAMHSA Session: Taking Harm Reduction Out of the Box: Integration Across the Prevention Continuum

Presenter: Cara Alexander, Sherrine Peyton

Room: Continental A

This interactive workshop will empower participants with comprehensive knowledge and actionable strategies for integrating harm reduction principles throughout the prevention continuum. The session will begin with an insightful educational overview on the foundational principles of harm reduction and its diverse range of services. Participants will gain a nuanced understanding of harm reduction's effectiveness and alignment with other evidenced based practices.

Following the educational segment, the workshop will transition into an interactive session where participants collaborate and brainstorm innovative solutions for overcoming barriers and implementing harm reduction practices within their respective organizations and coalitions. Through facilitated discussions and group activities, attendees will explore real-world challenges and develop tailored approaches suited to their unique circumstances. Participants will be invited to share their situation, background, assessment, and recommendations (SBARs) with the group to facilitate more in-depth discussion and idea sharing.

By the workshop's conclusion, participants will leave equipped with practical insights, actionable strategies, and a strengthened commitment to infusing harm reduction across the prevention continuum within their communities.

Tuesday, July 16**10:30 AM – Noon**

Strategic Funding: Mastering the Art of Coalition Sustainability

Presenters: Sharon Maier*Room: Boulevard*

Embark on a journey of strategic funding as we explore the dynamic landscape of securing private philanthropy, foundation, and corporate support for coalitions. This engaging session, tailored for coalition leaders and advocates, delves into advanced-level insights and actionable strategies, ensuring sustained financial health. Discover the essentials of finding potential donors, cultivating meaningful relationships, and making effective asks at the right time. Learn proven practices for stewarding contributions, creating a lasting impact beyond the initial gift. This session is not just about proposals; it's a practical guide to navigating the funding maze with leadership insights, advocacy acumen, and operational finesse.

Partnering for Success in Reducing Tobacco Use Among African Americans

Presenters: Bonnie Favero*Room: Continental C*

Martinsville and Henry County, located in southwest Virginia, have historically had the highest rates of substance use in the state, including tobacco. African Americans face a higher rate of tobacco-related deaths compared to others in the community. Partnering with an African American fraternity was crucial to expanding our outreach and addressing tobacco-related disparities. We were selected by the Virginia Department of Health as the Lead Agency to work on this issue. Our community has seen some of the highest rates of tobacco, cancer, and drug use in the state. Additionally, racism, a significant issue in our community, has been linked to heightened stress levels in African Americans, increasing their vulnerability to nicotine initiation and addiction, as reported by the American Medical Association. By partnering with a local fraternity, we've been able to devise an innovative approach to this issue.

Game Changer: Sector-UNITED Plan That Measurably Impacts Youth

Presenters: Anita Seefried-Brown, Stephen Jennings, Celia Cook, Heidi Williams, Lonnylee Snyder

Room: Salon A2

Come join us as we walk you through Jefferson County's journey and how the youth coalitions are an outcome of effectively utilizing youth survey data. Data collection on youth substance use and mental health challenges requires careful evaluation and analysis to comprehensively address the reported youth behaviors. Equally important is the packaging of the information to most impactfully create an urgent community call to action. The training will cover various topics, including:

- Understand the importance of local youth substance misuse and mental health data
- Analyze and interpret data to identify trends and patterns
- Establish rapport with government, healthcare, and school sectors to create a successful partnership
- Develop evidence-based strategies through a sector-united workplan to prevent substance misuse and promote mental health in youth
- Implement interventions and evaluating their effectiveness

Hear From the Survivors – Building Partnership to Leverage Resource to meet Funding Needs

Presenters: Beverly Watts-Davis

Room: International Ballroom North

This session will focus on partnerships and how to leverage your coalition resources to meet funding needs. It will discuss infrastructure and operational funding. It will provide an update on different funding streams you can consider, as well as discuss the importance of state and location relations, such as with law enforcement, the Mental Health Authority, and health department.

Tuesday, July 16

1:30 PM – 3:00 PM

Developmental Assets: A Strengths-Based Approach to Prevention

Presenters: Michelle Beeck

Room: Boulevard

Developmental Assets are a tangible tool that prevention specialists and communities can use to support their local youth. With more than 40 years of research backing the model, Developmental Assets have been proven to reduce risk-taking behaviors, including youth substance use. This timeless model provides easy to understand, and easy to implement, strategies that help youth build resilience to overcome today's challenges. The Assets can also encourage collaboration, by helping all community partners recognize their role in positive youth development.

Developing and Encouraging Safe Faith Conversations

Presenters: Michael Edgar Myers

Room: International Room South

“Developing and Encouraging Safe Faith Conversations” offers practical communication skills to improve one-on-one relationships while exploring possibilities to build and sustain a volunteer membership base. Michael Edgar Myers shares interactive improvisation exercises and the social emotional benefits of humor that are applicable across the spectrum of CADCA issues, such as assessing community needs. Adult and student participants will discover:

- strategies to connect with faith-based organizations in your community
- techniques to speak and listen respectfully to opposing views
- healthy conflict management when initiatives fail to resonate with students or parents
- the two-word classic comedy premise that will revolutionize your decision-making by dinner time.

Myers is a pastor, actor, educator who has presented to U.S. educational organizations over 30 years. He serves the faith sector with Communities for Positive Youth Development, Schaumburg, IL.

#happiness: Using the SPF to Create a Framework for Happiness (Repeat)

Presenters: Lindsey Roberts

Room: Salon C6

How would you describe happiness? You may have trouble putting it into words, but you know you want it for yourself and your loved ones. One thing that’s harder than describing it for many people is knowing how to achieve it. This is particularly important for youth. Research shows two out of three American teens are stressed and many don’t know how to cope. When school is in session, teens are the most stressed group in the country. The inability to reduce and cope with stress and anxiety can negatively impact different facets of a teen’s life including their health, friendships, and relationships with parents, and academic performance. Using the Strategic Prevention Framework as a guide, this workshop will teach youth skills for actively shaping their own environment, learning to make the most of their personal strengths, and introduce science-based activities for cultivating happiness.

Whoop There it is: Creative Youth Engagement!

Presenters: Jerria Martin

Room: Continental B

Since the start of the ORN we have worked on ways to engage youth in drug education. We started with a small request in Columbia County Oregon, and quickly expanded to empowering schools nationwide. In this session you will engage with ORN and CADCA Trainer, Jerria Martin, and Technology Transfer Specialist, Sarah Canavese, as they walk you through how a series of drug education rallies in Alabama and Georgia, made its way across the US to Oregon and then over to Guam, with a stop in Montana along the way. Jerria and Sarah will walk you through what fun and hands-on youth engagement can look like, and how to engage your local community to support your youth efforts. During this session, coalitions will have an opportunity to create their own drug education activities to share with the workshop. There will be cool prizes for the winning coalition! You don't want to miss it!

Tuesday, July 16

1:30 PM – 5:00 PM

“Visita al médico”una dosis para mejorar el liderazgo en mi Coalición Comunitaria

Presenters: Jose Malave

Room: Marquette

Uno de los retos más importantes que enfrenta el componente de Capacidad en las Coaliciones Comunitarias es el liderazgo de sus miembros. En esta sesión se busca realizar un acercamiento diferente al liderazgo en las coaliciones... “como una medicina alternativa”. Durante esta sesión los participantes podrán tener una visita al “médico” donde habrá espacios para compartir las problemáticas de liderazgo que confrontan sus coaliciones y grupos de trabajo. Los asistentes tendrán la oportunidad de conocer como motivar y transformar el liderazgo de sus coaliciones mediante la presentación de modelos innovadores de liderazgo; como el DAC (Dirección, Alineamiento y Compromiso). También se discutirán “recetas” de las 7 estrategias para cambios comunitarios; como utilizarlas y adaptadas al proceso de mejoramiento del liderazgo en las coaliciones como una herramienta de planificación del liderazgo en las coaliciones. Por último, los participantes podrán realizar ejercicios prácticos con situaciones presentadas para aplicar el liderazgo mediante trabajos en grupo que ayuden al conocimiento, destrezas y habilidades para líderes comunitarios.

Everyone Deserves to Be Healthy

Presenters: Grenae Dudley, Kristina Clark

Room: Salon A5

Everyone deserves a fair and just opportunity to be healthy no matter where they were born, live, work, play, or worship and regardless of race, age, or sexual orientation. This session will introduce a framework that identifies conditions in our communities that disproportionately impact health outcomes and how coalitions are positioned to address them.

Deep Dive Into Synthetically Derived Cannabinoids: Issues and Policy Solutions

Presenters: Matthew Rossheim, Sue Thau

Room: Williford

This workshop, presented by Dr. Matthew Rossheim and Sue Thau, will explore the rapid proliferation in the availability and use of intoxicating cannabis products derived from hemp such as delta-8 THC, delta-10 THC, HHC, THC-A, THC-O, and THC-P. The session will include information about the harms from using synthetically derived cannabis products, the predatory marketing practices used to target youth, and the challenges states have faced in trying to regulate these products. Information will be provided on the legal language and related advocacy and enforcement needed to effectively address this issue at the federal, state, and local levels. Participants will engage in an activity to help them strategize what they can be doing to support related efforts.

Trends in and Prevention of Underage and Emerging Adults Drinking and Consequences

Presenters: Gregory Bloss, Dallas Pettigrew, Bob Saltz

Room: Continental A

The session will outline recent research on the trends and consequences of underage and young adults drinking, as well as interventions to prevent and reduce underage drinking. The presentations will explore recent trends in injury deaths linked to underage and young adult drinking, binge drinking, and driving under the influence, as well as effects of underage drinking on the developing brain, including blackouts, overdoses, and poor academic performance. It will also examine research on individually oriented, policy/environmental, and family, school, web, and community-based interventions alcohol problems.

Prevention Ethics

Presenters: Dorothy Chaney

Room: Waldorf

The Principles of Ethics are a model of standards of exemplary professional conduct. These Principles of the Code of Ethical Conduct for Prevention Professionals express the professional's recognition of his or her responsibilities to the public, to service recipients, and to colleagues. They guide members in the performance of their professional responsibilities and express the basic tenets of ethical and professional conduct. The Principles call for commitment to honorable behavior, even at the sacrifice of personal advantage. These principles should not be regarded as limitations or restrictions, but as goals toward which Prevention Professionals should constantly strive. They are guided by core values and competencies that have emerged with the development of the field.

Breaking Through: Building Effective Partnerships with Institutions of Higher Education

Presenters: Cindy Clouner

Room: International Ballroom North

For communities who are the home to an institution of higher education (IHE), campus and community partnerships are critical for effective prevention efforts. However, IHEs often have a unique culture and language that can be a barrier for engagement. Even the language around prevention can differ between a college campus and the community. If you have struggled to engage your local IHE (or vice versa!) join Cindy Clouner, Managing Director of the Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery at The Ohio State University, for a crash course in what you need to know to effectively engage IHEs and how to increase the likelihood of developing successful partnerships.

Social Issues Driving Our Youth Health Crisis

Presenters: Kym Laube, Colber Prosper

Room: Continental C

As we stand at the threshold of a new tomorrow, it's crucial to anticipate and strategically address the evolving landscape of youth substance misuse and mental health. In order to do that, we must take a deep dive into the patterns and youth behaviors over the last 10 years, including the impact of isolation during the COVID years. Utilizing the data from the Center for Disease Control's Youth Risk Behavior Survey Summary & Trends from 2011-2021, we will embark on exploration into the complex factors influencing youth substance misuse and identify strategies for a healthier tomorrow. Led by experts in public health, psychology, and youth advocacy, Kym Laube and Colber Prosper, this session will be highly interactive as we talk about the tough stuff! So come join us, and let's use the information of the last 10 years to build a better plan for the next 20 years and beyond!

Tuesday, July 16

3:30 PM – 5:00 PM

Building strong families and strengthening communities spreading HOPE on ACEs

Presenters: Debbie Wertz

Room: Salon A2

ACEs vary from person to person, but essentially refer to negative moments or events that can have lasting detrimental effects. Childhood trauma significantly increases the risk of developing a mental health/substance use disorder which is recognized as a developmental brain disease. We will explore the innovative strategies that WCC is implementing to address ACEs and pave the way for a brighter future including trauma-informed resources and HOPE. We will discuss exciting initiatives and impactful measures being taken to truly make a difference in the lives affected by ACEs. Identifying & addressing ACEs early on is essential in promoting well-being and positive outcomes. This presentation will have handouts, tools, and be interactive which will include a collaborative mural featuring wings filled with feathers designed from participants titled: Spread your WINGS, soar high, and be the CHANGE you wish to see in the world. Join us in this inspiring presentation as we work together.

Have Faith! Youth Tobacco PUP Laws & Communities of Faith

Presenters: Mona Abdallah-Hijazi, Bassima Hajismaiel

Room: International Ballroom South

The audience will learn about the impacts youth PUP laws have on youth tobacco use and will showcase the negative impacts of policies. The presentation will provide the audience with examples of how the faith community can help provide resources to youth and reduce youth tobacco use. The speakers will provide real life experiences of youth leaders advocating to policy makers and asking for increase of vendor compliance checks.

Engaging the Native American population in Drug-Free Community Coalition Work

Presenters: Sherrine Peyton

Room: Continental B

The majority (78%) of Native Americans / Alaskan Natives live off reservations in urban, rural, and frontier communities. These communities are often intertribal, for example, over 100 tribes are represented in Chicago's Native American population. The population is spread over all 50 states, tribes, and territories. While there are Tribal DFC grantees, there is still the opportunity and need for coalitions to reach out to and partner with NA/AN not living on reservations.

This workshop offers a unique opportunity to delve into the cultural intricacies of partnering with Native American communities not located on reservations. Participants will gain valuable insights and practical strategies for fostering respectful partnerships, overcoming challenges, and tailoring initiatives to honor cultural values and traditions. Don't miss this chance to enhance your coalition's effectiveness and impact!

How to Get Your Coalition to Work, Rather Than Only Paid Staff

Presenters: Lesley Gabel

Room: Boulevard

In this presentation, we delve into the critical aspects of fostering long-term sustainable collaborations. We will explore strategies aimed at fostering enduring partnerships and effective communication channels to ensure the longevity of collaborative efforts. Moreover, we will discuss the importance of identifying the appropriate audience and timing for sharing the narrative of our coalition's mission and accomplishments. By aligning the self-interest of coalition members with the overarching goal of positive impact, effective coalitions can mobilize individuals, elevate community issues, and integrate services efficiently. Demonstrating how their participation directly contributes to the enhancement of the community leads to successful outcomes. By maximizing impact and engagement through strategic storytelling, we can amplify our reach and influence within the community.

■ WEDNESDAY EVENTS

Show Us What Youth Got Talent Show

8:00 PM – 10:00 PM

The Grand Ballroom

Got a great singing voice? Want to show off your instrument skills? Join us for our close out event Wednesday, July 17th from 8-10pm to show off your talent to everyone at Mid-Year! Registration for the talent show will open Monday, July 15th after the Youth Opening Plenary via QR code. Please remember to bring any instruments or items you may need to put on the performance of a lifetime!

■ WEDNESDAY TRAINING SESSIONS

Wednesday, July 17

8:30 AM – 10:00 AM

How to collaborate with local schools to bring a drug prevention program to the classrooms.

Case study: DEA and the Albuquerque school system

Presenters: **Michelle Rincon, Kylee Shurter, Lisa Sedillo White**

Room: **Continental B**

Partnerships and collaboration are crucial to any capacity building agency. Join Michelle Rincon and Naomi Lane from the DEA El Paso Division, Lisa Sedillo-White from Keep NM Alive, and Kylee Shurter from the Albuquerque, NM public school district to learn how they collaborated to create sustainability in the community through positive relationship building resulting in the implementation of a drug prevention program.

Addressing Alcohol Access through Partnerships

Presenters: **Jody Heavilin, Kenneth Williams**

Room: **International Ballroom South**

The pandemic created a perfect storm of increased access to alcohol and decreased enforcement of alcohol laws. Coalitions and law enforcement could not conduct alcohol compliance check details in their communities due to “lock-down” restrictions. A need for trained law enforcement officers was apparent. A partnership was formed between the Alcohol Policy Resource Center at Prevention First and the Division of Enforcement at the Illinois Liquor Control Commission. This team has trained hundreds of officers and created a youth training toolkit for officers to use with their underage compliance check volunteers. This workshop will share the foundations of this partnership and efforts to build law enforcement’s capacity to reduce youth retail access to alcohol.

Preventify: Unraveling the Basics of Prevention

Presenters: **Lindsey Roberts**

Room: *Salon C6*

This interactive workshop is tailored specifically for students! Are you curious about what prevention really means and how it can make a difference in your school community? This session will empower you with the knowledge and skills needed to become a leader in prevention efforts. Through activities and discussions, you'll gain a deeper understanding of prevention and discover practical strategies for implementing initiatives in your school.

Numbers or Impact? Youth Leaders Utilizing Data to Plan Effective Prevention Activities

Presenter: **Duane Howell**

This hands on session will walk participants through a strategic process to develop effective low cost prevention activities to create impact and effect change. Participants should have access to their coalition data in order to maximize the skills they will develop during this session. During this session participants will learn basic adaptation strategies to accommodate for factors unique to their community, including culture.

Understanding Equity, Its History and Impact on Community Level Change

Presenters: **Grenae Dudley**

Room: *Boulevard*

Equal is Greater than Divided but less than Equity. If you understand this equation, then come to this workshop. Community level change requires us to be aware of and laser-focused on the consequences of policies and practices that impact everyone who lives, works, and plays in our communities. Historically, there are policies, laws and practices that have had long term and harmful impact on racial minorities, the poor, the nontraditional, and disabled members of our society. Knowing the histories that have contributed to conditions in our communities allows us the opportunity to develop strategies that are equitable, address community concerns and result in community level change.

Wednesday, July 17

8:30 AM – Noon

Un plan de comunicación y buenas prácticas para el manejo de medios: “Luces, cámara, acción

Presenters: **Yimaris Menendez, Maria De Los Angeles Cabal**

Room: *Marquette*

Para cualquier grupo u organización es importante definir estrategias y buenas prácticas de comunicación. Las coaliciones comunitarias no son la excepción, siendo este ejercicio uno vital para no tan solo tener visibilidad, pero dar a conocer sus objetivos y acciones. En esta sesión estaremos explorando estrategias eficaces para vincular su trabajo a un plan de comunicación e identificar aquellas acciones ideales para aprovechar al máximo los medios de comunicación y causar impacto. ¿Están listos?, entonces luces, cámara y acción.

SAMHSA Session: From Data to Work Plans

Presenters: Heather McDonnell-Stalnaker, Laura LaMotte

Room: Continental A

The development of the grant program implementation workplan is a critical step to ensure grantee success in meeting goals and objectives and for achieving the desired impact. This session will be devoted to helping grantees use their program data and information to develop a program implementation workplan. The session will be formatted to include two components. The first part of the session will consist of participants learning the information and then the second part of the session will be practical application of the information. The session will begin with a brief overview of the PFS grant program, provided by a CSAP/DPP government project officer (GPO). The GPO will discuss the purpose of the PFS grant program, the overarching goal of the program, and key elements of the notice of funding opportunity (NOFO) (especially the fact that there are now two distinct PFS programs- State and Community/Tribes). Next, the SPF process that is imperative in our primary prevention efforts, will be reviewed and discussed. The presenter will review and discuss problem analysis, logic models, problem statements, root causes, local conditions, goals and objectives, and SMART goals. After this information is presented, there will then be discussion on how these items relate to grantee work plans.

The second part of the session will focus on participants using their own program data and information to develop a problem analysis, logic model, and problem statement. Participants will be responsible for bringing their own program data and information that will be used to build out the program evaluation tools and program implementation workplan. At the conclusion of the session, participants will have developed a logic model that they can use to help develop a first draft of their program implementation work plans. The second part of the session will also allow for discussion, brainstorming and opportunities to solve problems among fellow participants. If participants do not have program information and data, primary prevention sample data will be provided so they can still practice the process.

Mobilizing Partnerships in Rural Communities to Address Health Disparities

Presenters: Julia Furne

Room: International Room North

The Opioid Crisis has impacted communities across the country. Rural communities are not immune to the problem. The nature of rural communities results in health disparities to address Opioid Use Disorders. Disparities include a population base that is not large enough to support a Medication Assisted Treatment (MAT) clinic and transportation to services in larger communities. Participants will learn how Jackson County Iowa utilized existing partners and resources to bring MAT to their rural community. This session will include an in depth dive into resource and gap analysis specific to MAT services. Using the resource and gap analysis, participants will learn about the role a coalition can take in bringing the resources together to fill a gap and “build” MAT service in their community. Participants will learn about sustaining MAT services through partnerships. Participants will be encouraged to celebrate the strengths and challenges of living in a rural community.

How to Frame Data for Maximum Policy Impact

Presenters: David Jernigan, Sue Thau

Room: Williford

Coalition voices are critical in the process of promoting policy changes that will save lives and improve community outcomes regarding alcohol and other drug use. Attendees will be able to learn the inside scoop about how to effectively advocate for primary prevention. Attendees will learn more about what to expect from meetings with policy makers and how to communicate messages important to their coalitions. The session will show adult leaders how to frame specific messages to yield the biggest impact on their intended audiences. These communication skills will be invaluable for advocating at the local, state, and federal level. Attendees will walk away being able to frame an issue in a way that gains support through changing beliefs/attitudes from a problem towards a solution.

Promoting Health Equity in Adolescent Substance Use Prevention through SBIRT Adaptation

Presenters: Tonya Knox, Albert Terrillion, Destiny Cruz

Room: Salon A5

An urgent public health concern in the nation is adolescent substance use. It is important to provide adolescents with a space to discuss substance use and other risky behaviors. School-based personnel can create this space for adolescents to prevent initiation, identify use early, and intervene before serious harm occurs. This study conducted a pilot project adapting an SBIRT (Screening, Brief Intervention, and Referral to Treatment) manual for school-based personnel to implement in minority-serving, low-resource schools. The collaboration between the university, school, and community partners has allowed for an adapted substance use protocol to be used within the school district. The implementation of this adapted substance use protocol in low-resource, minority-serving schools contributes to the promotion of health equity through school systems.

Growth & Sustainability: How to Enhance Our Focus and See Results

Presenters: Brittany Cook

Room: Continental C

Focusing on growth & sustainability can seem overwhelming or like something to push off for another day. However, thinking about growth & sustainability from the very beginning can help a coalition ease through transitions and set itself up to make a long-lasting impact in its community. This session will provide attendees with enhanced guidance for developing a meaningful and actionable growth & sustainability plan and highlight innovations in supporting coalitions in growth & sustainability work through partnership between the National Coalition Academy and the Wandersman Center. Coalitions that are participating in the innovation will share their experience and the impact it has had on their growth & sustainability journey.

Integrating Risk and Protective Factors Across The SPF

Presenters: Dorothy Chaney, Dave Shavel

Room: Waldorf

An important responsibility of a prevention coalition is to ensure that the strategies and activities it implements are effective at preventing and reducing substance use. Prevention science provides exceptional tools to ensure this happens – these tools are the understanding of Risk and Protective Factors for substance use. This workshop focuses on applying the science of risk and protective factors in each element of the Strategic Prevention Framework. The workshop provides practical information, hands-on tools and resources about risk and protective factors that coalitions can use and share in their communities.

Building Capacity to Achieve Community-Level Change (Repeat)

Presenters: Yvonne Stroman

Room: Salon C4

Coalition capacity building is designed to provide local substance misuse prevention coalitions and other key stakeholders with information, knowledge, and tools to improve their capacity and effectiveness to address the substance misuse issues in their local communities. The training will help participants produce key products or guiding documents essential to the work for a successful community action plan aimed at enhancing resources and improving capacity-building outcomes.

From ALL Walks of Life: Celebrating Differences & Finding Unity (Repeat)

Presenters: Nigel Wrangham

Room: Salon C5

Have YOU ever felt invisible or pushed aside because your brain works in a unique way? Or because of your ethnicity? Or because of your gender identity, sexual orientation, or just because you don't seem to fit society's mold of a "typical" human being? It happens too often, and it happens in the prevention field as well. Join me in this dynamic, interactive workshop where we will work (and play!) together to demand that our field celebrates ALL people for being who they are. Through activities, discussion, and storytelling, we'll create a brave, safe space to practice radical inclusion. All are welcome. Always.

Understanding the Coalition Business Model to Expand Prevention Services

Presenters: Stephanie Strutner, Kym Laube

Room: Joliet

In this session, participants will explore the coalition business model and discuss best practices for conducting coalition business. The session will culminate with a case study of financial documents so participants can familiarize themselves with standard practices of effective coalition operations that lead to sustainability, positioning the coalition to expand services across their community.

Wednesday, July 17**10:30 AM – Noon**

The Economics of Risk and Protection

Presenters: Christopher Jury**Room: Boulevard**

Substance abuse and related issues come at huge costs, both in terms of dollars and of human potential. The opioid epidemic, in total systems costs, is more expensive than Social Security. Underage drinking used to be more expensive than all nationwide college tuition. Our prevention efforts have bent the curve of some costs in many communities, but those benefits do not reach all people in all settings. Why do evidence-based prevention programs sometimes fail to deliver results? Why do some coalitions blossom while others fade away? By understanding mechanisms such as Redlining, socio-economic distribution of ACEs, and the CDC's Social Vulnerability Index mapping system, we can see the patterns and context for some of our struggles with implementation. We will examine interventions that work, where they have limitations and what the concomitants of success in different communities may look like.

Prioritizing Prevention: Assessing and Improving State Alcohol-To-Go Laws

Presenters: Nicole Holt, Kyle Barrington**Room: International Ballroom South**

The COVID-19 pandemic changed everything about the way Texans access alcohol. The Alcohol-To-Go law, made permanent in 2021, created more avenues for young people to get alcohol: every doorstep and driver's seat is now an opportunity. Texans for Safe and Drug-Free Youth and their independent evaluator designed a tool to gather information on Texas delivery, curbside, and drive-thru alcohol sales, then interviewed drivers and retailers to understand alcohol service training practices. Preliminary results revealed a lack of ID checks and low compliance with packaging and open container requirements. TxSDY has used and continues to use these findings to inform policy work and strategic partnerships with decision-makers who balance business interests with public health and safety.

Collaborating with Healthcare on Opioid Prevention Strategies

Presenters: Catherine Brunson, John Greenwood**Room: International Ballroom North**

This interactive session will assist coalitions with strengthening partnerships with the healthcare community, including developing strategies to encourage the use of safe, effective, non-addictive non-opioid alternatives for acute pain management. Participants will explore the benefits and challenges of collaborating with the medical community and develop practical strategies to overcome these barriers. Moreover, this session will highlight the "Billion Pill Pledge" program with Goldfinch Health, an evidence-based, opioid-minimizing pain management program. Additionally, we will provide tools and resources participants can use in their efforts to support collaboration with the healthcare community.

The Threats from Fentanyl and Fake Pills: Working in the Community on Prevention

Presenters: Sean Fearn, Kris Zerfass, Greg Czaczkowski, Erin Rachwal

Room: Continental B

A panel discussion moderated by DEA Community Outreach Chief Sean Fearn, followed by a Q&A at the end. DEA Special Agent Greg Czaczkowski of the DEA Chicago Field Division will speak on DEA's One Pill Can Kill campaign, the current landscape of threats from fentanyl and fake pills, examples of enforcement efforts in Chicagoland, and DEA's work in the local community. A representative from the DEA North Central Forensics laboratory will speak on the science behind fentanyl, fake pills, the "chocolate chip cookie effect", the testing process, and how DEA got to "7 out of 10 pills". Kriss Zerfass from Link Together Coalition/OMNI will speak on what that coalition has been doing to address risk and protective factors around fentanyl and fake pills in their community, and ideas that other anti-drug coalitions could adapt to their community. Erin Rachwal from the Love Logan Foundation is a family member who lost a loved one to illicit fentanyl and will speak on their story.

Wednesday, July 17

1:30 PM – 3:00 PM

NABCA Session. Counteracting youth-targeted alcohol advertising and labeling practices in emerging alcohol products

Presenters: Kedar Dange

Room: Continental B

As new alcohol products have emerged in great number, unique challenges have been presented to regulators and community health groups who have seen these emerging products appeal dangerously to youth. This panel will feature experts, regulators and/or youth advocates to show how emerging alcohol products and labeling tactics are creating risk for underage drinking and difficulties for regulators. It will include examples of deceptive labeling, perspectives on legislative and implementation challenges from regulators, and successful partnerships and collaborations between regulatory agencies, community groups, and enforcement.

Leveraging Partnerships and Resources between NH and Coalitions

Presenters: **Ann Crawford**

Room: **International Ballroom South**

This session will look at New Hampshire's prevention system and the partnerships between state agencies and local coalitions that resulted in significant impacts on substance misuse and increases in Coalition capacity. In this session, presenters will describe how State-local Coalition collaboration achieved results that includes:

- (1) reductions in youth vaping, tobacco use, and SYNAR rates
- (2) identifying coalition expertise and facilitated sharing that capacity with other coalitions

Presenters from the NH Bureau of Drug and Alcohol Services and the Dover Coalition for Youth will share examples of concrete prevention programs and how the organizations worked together to leverage relationships and resources. Presenters will explain the advantages that both organizations experienced through the partnership including local coalitions having strengthened their capacity and sustainability after Drug Free Communities.

Building Momentum to Engage Your Coalition in Health Equity Work

Presenters: **Barbara O'Donnel, Kelly Cooley**

Room: **Salon A5**

Is your coalition interested in starting or progressing on prevention efforts to address health equity? We will provide guidance and suggestions based on findings from Drug-Free Communities National Cross-Site Evaluation. Health equity starts with who is included/not included in the coalition, engages in planning that builds on an understanding of local risk and protective factors that may be experienced differently within/across the community and continues all the way to implementing an action plan designed to address equity challenges. During this session, the National Evaluation team, joined by coalition leaders, will provide an overview of what health equity includes (e.g., geographic, racial/ethnic, gender identity/sexual orientation), why it is important, and suggestions from the field for bringing it into your coalition, including potential barriers and suggestions for addressing barriers.

Applying Health Equity Principles in Prevention (Work Equity)

Presenters: **Stephanie Strutner**

Room: **Continental C**

In this session, participants will discuss the importance of health equity in prevention and will explore how their coalitions can view their communities through a health equity lens. While considering communication methods that aim to be inclusive, participants will spend time reviewing recommendations to develop their own strategies to apply within their community to move prevention upstream.

Cultivating Inclusive Coalitions: Strategies for Diverse Engagement

Presenters: Angela Da Re, Colber Prosper

Room: Boulevard

Embark on a journey to deepen your coalition's cultural competence in this engaging session! Together, we'll explore the art of effective engagement with diverse populations, including examples for ethnic minorities, LGBTQ+ communities, immigrants, and individuals with disabilities. Through hands-on demonstrations, you'll learn how to assess and enhance your coalition's cultural sensitivity, develop strategies for meaningful engagement, and advocate for inclusive policies. Discover how to tailor development plans to meet the unique cultural needs of your community sectors, ensuring sustainability and effectiveness. Join us for a session that promises both learning and growth as we work towards building more inclusive and impactful coalitions.

Wednesday, July 17

1:30 PM – 5:00 PM

¿Es esta la verdadera problemática de mi comunidad?

Presenters: David Aguilar

Room: Marquette

Realizar un diagnóstico comunitario proporciona a la coalición una comprensión más profunda sobre el nivel del problema del uso de sustancias en su comunidad. Sin embargo, la recopilación de múltiples tipos de datos provenientes de diferentes fuentes y socios sectoriales presenta desafíos reales y, a veces, una tarea abrumadora para los miembros de la coalición a la hora de elegir la información adecuada para informar su modelo lógico. Con los datos correctos, la coalición y sus socios pueden emplear la dosis correcta de intervención que podría efectuar cambios y demostrar su impacto en años siguientes.

SAMHSA Session Developing and Implementing Logic Models Aimed at Impacting Behavioral Health Disparities and Utilizing SAMHSA Resources and Centers of Excellence to Advance Prevention

Presenters: Coming soon

Room: Continental A

Many underserved populations exist across the nation that are at elevated risk for substance misuse and mental illness. SAMHSA is committed to supporting communities in reducing behavioral health disparities. Logic models are an important tool for identifying specific populations needing focused support to help rectify behavioral health disparities, and they can inform Disparity Impact Statement strategies to guide the important work of prevention within underserved populations, such as Black, Indigenous, and People of Color (BIPOC), immigrants, and people who are lesbian, gay, bisexual, transgender, queer, questioning, intersex, or otherwise of diverse sexual orientation or gender identity (LGBTQI+). Sexual and gender minorities are also diverse with respect to other identities, including age, race, ethnicity, language, national origin, religion, spirituality, ability, and socioeconomic status. LGBTQI+ youth are at elevated risk for substance use and misuse, depression, suicide, trauma, homelessness, and other serious outcomes. Compared to heterosexual and cisgender peers, LGBTQI+ adolescents are more likely to experience psychological distress, symptoms of depression, and symptoms of anxiety. Trauma is also a common behavioral health concern among LGBTQI+ adolescents, who have an increased likelihood of experiencing child maltreatment, school-based victimization, violence, and homelessness, and who are overrepresented in both the child welfare system and the juvenile correctional system.

The importance of reaching LGBTQI+ youth with primary prevention programs and services cannot be overstated, in addition to addressing inequities in behavioral health among LGBTQI+ adolescents through psychosocial support, equitable social conditions, and access to affirming behavioral health care. Effective prevention involving LGBTQI+ youth includes families, schools, communities, policy makers, and others who engage with youth to reduce risk and increase protective factors for improved outcomes. The various areas of identified need can be highlighted within a community-level logic model that connects with a Disparity Impact Statement describing the needs of an underserved community. Disparity Impact Statements are a valuable tool to identify populations of interest within a specific community, which can help determine how to best focus prevention efforts to support populations of interest. Coalitions can align the Disparity Impact Statement with the SPF and connect them to a logic model to track progress and work to improve behavioral health outcomes for underserved groups.

SAMHSA has funded multiple Centers of Excellence, which have developed resources, training opportunities, and tools to support effective engagement with historically under-resourced communities. This session will highlight these resources, trainings, and tools to help participants understand how the Centers of Excellence can support their prevention work and behavioral health equity among these diverse populations. Specifically, representatives from the African American Behavioral Health Center of Excellence, the Hispanic/Latino Behavioral Health Center of Excellence, the American Indian and Alaska Native Behavioral Health Center of Excellence, and the Center of Excellence on LGBTQ+ Behavioral Health Equity will showcase available SAMHSA-funded content.

How to Flip the script on Drug Driven Encounters between Police and People

Presenters: Jac Charlier

Room: Williford

In the last decade, a new and rapidly growing field of practice has emerged that sits between prevention and arrest, while incorporating prevention strategies as part of this work. Known as deflection, it is a community-centered, public safety and public health strategy that does not need nor wait for an arrest, crisis, or overdose before acting. Importantly, deflection is an early, upstream, practical intervention that works well to address substance use disorder (SUD) and related as well as connected issues, such as mental health. The goal is leveraging early encounters before any potential crisis has actually taken place. In this way, deflection is different than strictly crisis response approaches.

The Adolescent Brain Cognitive Development (ABCD) Study: Emerging Findings to Inform Programs and Policies to Improve Adolescent Health and Well-being

Presenter: Gaya Dowling

Room: Joliet

The Adolescent Brain Cognitive Development (ABCD) Study was designed to better understand the many factors that influence adolescent development, which will ultimately identify opportunities for intervention to facilitate long-term health and well-being. ABCD includes a diverse sample of nearly 12,000 youth from across the country who have been assessed repeatedly since they were 9-10 years old in 2016-2018. The project uses neuroimaging, cognitive, biospecimen, environmental and survey data to help us understand how the experiences of adolescence shape brain, cognitive and social development. This session will focus on new information related to risk for mental illness and substance use such as prenatal exposure and screentime, as well as steps that can be taken at the family, school, and societal levels to promote well-being.

Youth Substance Use Prevention Communications Workshop

Presenters: Lora Peppard, Patty Ferssizidis, Megan Erickson, Rebecca Bates

Room: International Ballroom North

The purpose of the Substance Use Prevention Communications Workshop is to support coalitions in learning how to apply evidence-informed communication strategies for preventing onset or escalation of substance use in youth aged 12-18. Participants will draft a communications plan that aligns with community needs and practice using evidence-informed communications strategies.

Mental Health & Substance Use Prevention - Coalitions Working at the Intersect

Presenter: Dorothy Chaney, Dave Shavel

Room: Waldorf

There is an inextricable link between mental health and substance use, and many coalitions are working to address both. This session will discuss the intersection of mental health and substance use and provide an opportunity for coalitions to explore this important topic further. Participants will be able to discuss what this intersection looks like in their own communities and learn what prevention strategies could be applied to address these issues.

Wednesday, July 17

3:30 PM – 5:00 PM

Kindred Spirits: Prevention and Recovery Coalitions

Presenter: Tristan Seikel, Jerria Martin, Sarah Canavese

Room: Continental B

People who feel empowered by your presence become kindred spirits. Whether you are in prevention or recovery, your goal is to strengthen and heal your community. Recovery and prevention both play a role in creating a strong community. The best way to continue engaging your community is to partner and work together to make a lasting difference. In this session you will meet some kindred spirits and learn valuable tools to help hearten your coalitions and empower your community!

Prevention + Law Enforcement: A Road Map to Positive Outcomes In Your Community

Presenter: Tamson Livanov, Matt Coyle, Brandy Mace, M/Sgt. Scott Saunders

Room: Continental C

Do you wish you had a better relationship with your local law enforcement agency? If yes and are intrigued by expanding the partnership, this session is for you! The Southern New Castle County Communities Coalition [SN4C] in Delaware has had a long standing relationship with its municipal law enforcement agency, Middletown Police Department, but over the last few years, we've taken our coalition and law enforcement partnership to the next level. Prioritizing improvement, this session will highlight how SN4C, MPD and coalition partners took our participation in DEA's National Rx Semi-Annual Take Back Day from a simple Rx Disposal opportunity to a community-engaged, resource-driven event that now includes free sharps disposal. This session will provide the tools and custom blueprint to kickstart planning an event like this in your community, even if you are in the beginning stages of coalition work.

Lessons Learned from Youth Engagement Against Big Tobacco

Presenters: Jonathan Chaffee, Kenneth Dahlgren

Room: International Ballroom South

This session will explain how tobacco control partners have attended Commercial Tobacco Industry Shareholder Meetings and how these activities can be implemented focusing on other substances (alcohol, cannabis, vaping, kratom, etc.) to bring awareness of industry practices: how the industry affects our local communities through the products they sell and how they are marketed, how they interfere in local and statewide laws and identifying their partners in this interference. Session will layout a plan on who to focus on, how to collaborate on a national activity, and how this activity helps with local and statewide policy change.

The Power of Building Resilience, Connection and Hope in Prevention

Presenter: Christa Shifflett

Room: Boulevard

We See You, Warren County launched in September 2021 as a multi-pronged approach to create protective factors across the community in an effort to build resilience, connection, and hope. The session shares the strategies we use, how champions and partners advance our goals, and help to fund our effort, data from youth/adults on resilience and hope assessments and how this informs our approach, and getting the community involved in creating an environment that combats the effects of adverse childhood experiences (ACEs) from the top down and the bottom up in our county to improve mental health and decrease substance misuse.

Strategy R.E.: Strategic Thinking with Research and Evaluation

Presenter: Nicole Helguero

Room: Salon A5

Strategic planning begins with evaluation. It is the starting point and the check-through as a coalition moves forward through its plan. This session will start with an overview of strategic planning and continue with how it can benefit the work of coalitions. Special attention will be given to the Strategic and Action Plan from the National Coalition Academy. We will highlight the Strategic and Action Plan from the National Coalition Academy and cover the distinctions between Short-Term and Longer-Term Strategic Planning and the way evaluation can work with both levels of planning. The session will also cover the use of research to provide another layer of information that can guide coalition planning. Last, the tracking and data collection that should accompany a strategic plan will be addressed, including the use of data dashboards, the alignment of metrics, and other steps that will ensure a coalition is moving forward in the direction laid out in its strategic planning.

Preventify: Unraveling the Basics of Prevention (Repeat)

Presenters: **Lindsey Roberts**

Room: Salon C6

This interactive workshop is tailored specifically for students! Are you curious about what prevention really means and how it can make a difference in your school community? This session will empower you with the knowledge and skills needed to become a leader in prevention efforts. Through activities and discussions, you'll gain a deeper understanding of prevention and discover practical strategies for implementing initiatives in your school.

Numbers or Impact? Youth Leaders Utilizing Data to Plan Effective Prevention Activities (Repeat)

Presenter: **Duane Howell**

This hands on session will walk participants through a strategic process to develop effective low cost prevention activities to create impact and effect change. Participants should have access to their coalition data in order to maximize the skills they will develop during this session. During this session participants will learn basic adaptation strategies to accommodate for factors unique to their community, including culture.

THURSDAY EVENTS

Youth Leadership Closing Plenary

10:30 AM – 12:00 PM

Salon A and C

Join us as we wrap up the week with a send-off from our CEO and President, General Barrye Price! We'll open up all of the rooms and allow the opportunity to connect and share with your peers and mentors about what you've learned and created in your Key Essentials rooms and Empowered Youth breakout sessions. Celebrate your wins and get excited about taking your new skills and tools back to your community!

THURSDAY TRAINING SESSIONS

Thursday, July 18

8:30 AM – 10:00 AM

SAMHSA Session Community Level Data Collection and Evidence Building

Presenters: Ingrid Donato

Room: Continental A

Strong community-level program implementors and researcher partnerships are needed for developing evidence-based interventions to prevent substance use and abuse. Communities may struggle with finding data sources and engaging in needs assessments that could inform the selection and delivery of evidence-based programs. Researchers may struggle to establish relationships with the program implementors. Community settings where substance abuse prevention interventions occur can provide opportunities for adaptations and innovations that could benefit from additional evaluation support—as well as providing an opportunity for research and dissemination. Effective research and program partnerships are essential for developing and testing prevention interventions. Foundational work is needed to identify barriers and opportunities for pairing prevention researchers with community partners.

SAMHSA and NIDA have a long history of providing grant funding and research leadership and support to the prevention field. We strive to develop strategies to shorten the research to practice gap, support states and communities in data collection and improve the evidence supporting substance abuse prevention interventions. We have training, technical assistance, and research support to help with these efforts. In this session we will discuss challenges and opportunities to connect researchers and program implementors and take a deeper dive into community-based participatory research.

Substance-Free Athletics & Protecting Your Game: Prevention through High School Athletics

Presenters: Debbie Berndt

Room: International Room South

This dynamic program was selected as one of CADCA's "5 Best of in 2022!" Find out how to use Substance-Free Athletics (SFA) with athletes, coaches and parents in your community. Both the program Director and youth leaders from its National SFA Council will explain how the program is designed and the local opportunities for implementation. SFA materials are available for free. If you're bringing students to Mid-Year, encourage them to attend with you.

MARKETING MISERY – THE OPIOID EPIDEMIC & YOUTH

Presenters: Nigel Wrangham

Room: Salon C4

OxyContin. Vicodin. Heroin. Fentanyl. These powerful drugs mask pain, bring euphoria, and eventually plunge the user into a desperate cycle of addiction while ravaging entire families and communities. How did this country allow such a deadly opioid epidemic to grow so out of control? The answer lies in money, politics, influence, and power. Come learn the truth about who has profited from poison.

Preventify: Unraveling the Basics of Prevention

Presenter: Lindsey Roberts

Room: Salon C8

This interactive workshop is tailored specifically for students! Are you curious about what prevention really means and how it can make a difference in your school community? This session will empower you with the knowledge and skills needed to become a leader in prevention efforts. Through activities and discussions, you'll gain a deeper understanding of prevention and discover practical strategies for implementing initiatives in your school.

Thursday, July 18

8:30 AM – Noon

Prevención Comunitaria: Mejores practicas y lecciones aprendidas en la gestión de recursos

Presenters: Eric Siervo, David Aguilar, Eliane Prado Marcondes

Room: Marquette

Esta sesión de capacitación se trata de las mejores prácticas y lecciones aprendidas en el establecimiento e institucionalización de prevención comunitaria a través de las coaliciones. Esta sesión destacará estrategias exitosas para lograr resultados impactantes tanto a nivel local como nacional, basándose en experiencias de las Américas y Asia. Los participantes obtendrán conocimientos sobre cómo navegar por los sistemas y estructuras existentes para mejorar, mantener y ampliar los esfuerzos de prevención. La sesión enfatizará la conexión con recursos locales y nacionales, la infraestructura de prevención existente y las políticas y estrategias nacionales sobre drogas.

Con la participación de un panel de representantes de asociaciones nacionales de coaliciones comunitarias de tres países diferentes, la sesión proporcionará valiosas ideas sobre cómo trabajar hacia el establecimiento de asociaciones nacionales de coaliciones comunitarias como parte de una infraestructura nacional de prevención integral.

Practical Leadership: Creating Buy-in to Advance a Leader's Vision

Presenter: **Duane Howell**

Room: **Salon C7**

Leadership can be many things, but being able to create buy-in set leaders apart. In this interactive session, participants will be introduced to and practice varying leadership styles through realistic youth coalition scenarios. Participants will dissect which styles best fit their personality as well as, learn how to assess environment to determine if their go-to style can be effective. During this session, participants will explore how data impacts leadership as well.

Crowdsourcing Unreported Overdoses and Naloxone Distribution through a QR code System

Presenter: **Jostin Holmes, Raj Masih**

Room: **International Ballroom North**

This presentation delves into an innovative project led by the Potomac Highlands Guild, the Prevention Lead Organization for WV Region 2, in collaboration with Community Connections, the Prevention Lead Organization for Region 6, the WV Office of Drug Control Policy, and Future Generations University. The project aims to harness the power of a crowdsourced QR code system to detect unreported overdoses and facilitate naloxone distribution within communities. The methodology, implementation process, early outcomes, and potential scalability of the initiative will be thoroughly examined, highlighting the pivotal role played by substance misuse coalitions in West Virginia. Additionally, the involvement of youth members in dissemination efforts and the integration of stickers on every box of distributed Narcan will be highlighted as key components of the project's success.

Growing Your Civic Sector and Sustainability: Coalitions and Lions International

Presenters: **Daniel Marney**

Room: **International Ballroom South**

In this session, we explore how training Lions International in prevention and coalition work empowers volunteers, using a case study of a drug-free community coalition and a Lions club that grew significantly over 5 years. We discuss Lions International's foray into prevention, the process of educating its members, and the innovative coalition-model Lions Club. This approach combines traditional service with modern prevention strategies, highlighting the sustainability of a service learning model that fosters community impact. Through this case study, attendees learn about the growth and success of combining Lions clubs with coalition work, offering insights into replicable models for service organizations. Discover the transformative power of this collaboration, showcasing the potential for service and prevention work to strengthen communities globally.

Prevention in Pixels, Practical AI for Prevention Professionals

Presenters: **Kim Thalison**

Room: Joliet

Are you curious about the world of AI but not sure where to start? In this novice-friendly breakout session, participants will explore how Artificial Intelligence can be a valuable tool in the prevention and coalition toolbox, from crafting audience-mindful communication materials to streamlining content and igniting inspiration. Explore how AI can become your editing sidekick, assisting as your thought partner on tedious tasks and freeing up time. Participants will learn how AI can fuel creativity, helping prevention professionals develop innovative approaches to common challenges. We'll navigate the evolving landscape of AI, addressing common concerns regarding biases and misinformation, and also discuss ethical considerations for incorporating AI into your work. This presentation is not an endorsement of any particular AI product but rather an introduction to several tools that participants can choose to explore further if they desire.

Protecting Kids from Regulatory Workarounds: Vaping, THC, Delta-8, and Loot Boxes

Presenters: **Aaron Weiner**

Room: Williford

Addiction-for-profit industries frequently use policy loopholes to market and sell their products to children, opening the potential for long-term problems related to physical health, mental health, and addiction. This workshop will explore three products and related industries that use these loopholes: vaping and nicotine, marijuana and semi-synthetic cannabinoids (e.g., Delta-8 & THC-O), and gambling features (e.g., loot boxes) embedded in the majority of games that are popular amongst teens. Attendees will learn about the science underlying the products themselves, the policy loopholes that have been exploited for industries to reach teens with these products, as well as the health implications related to teen use.

Capacity Building – Developing Your Coalition to Meet Community Needs

Presenter: **Catherine Brunson, Angela Da Re**

Room: Boulevard

This interactive session empowers coalitions to forge and fortify partnerships across their community's twelve key sectors. Focusing on crafting tailored, sector-specific strategies and navigating the complexities of collaboration challenges, participants will explore the benefits, address obstacles head-on, and emerge with a toolkit brimming with practical resources for dynamic partnership engagement. Ready to transform challenges into opportunities? Let's collaborate!

Assessing Problem Gambling Through a Culturally Inclusive Lens

Presenter: Dorothy Chaney

Room: Continental C

The session will discuss CADCA's community change model and how we have leveraged this successful model to support communities in addressing problem gambling and underage gaming/gambling. Participants will explore the issue looking through an equity lens and discuss how to engage the community in an equitable assessment and planning process to address this issue and protective factor theory. The session will also explore coalitions as best practice and introduce participants to the Strategic prevention framework and assessment.

Artificial Intelligence: Practical Applications and Ethical Considerations for Prevention

Presenter: Virginia Johnson, Thomas Ray

Room: Continental B

Join us for an interactive session on ethical considerations and practical applications for artificial intelligence (AI) in substance use prevention efforts. The session will begin with an introduction to how AI is being utilized in research, education, data analysis, and advocacy efforts. Next, we will do a live demo and have a conversation with an AI chatbot. As we discuss the practical applications, we will examine a series of case studies and discuss the ethical considerations of privacy and security, transparency, ethics and biases, and impact.

Community Conversations on High-Risk Public Health Concerns (Coalition Advisory Council)

Presenter: Virgil Boysaw, Jose Pietri, Kevin McCloskey, Shane Britt, Jamie Ross

Room: Waldorf

Communities are applying coalition expertise beyond substance use prevention to additional public health needs, including mental health promotion and prevention strategies targeting violence and crime, suicide, and problem gambling. Join the CADCA Coalition Advisory Council for a round table conversation with your peers in a small group setting to focus on these public health issues. In this session, participants will interact with fellow coalition leaders, share innovative prevention initiatives happening in your community, and identify resources needed to grow your coalition's capacity toward community solutions.