



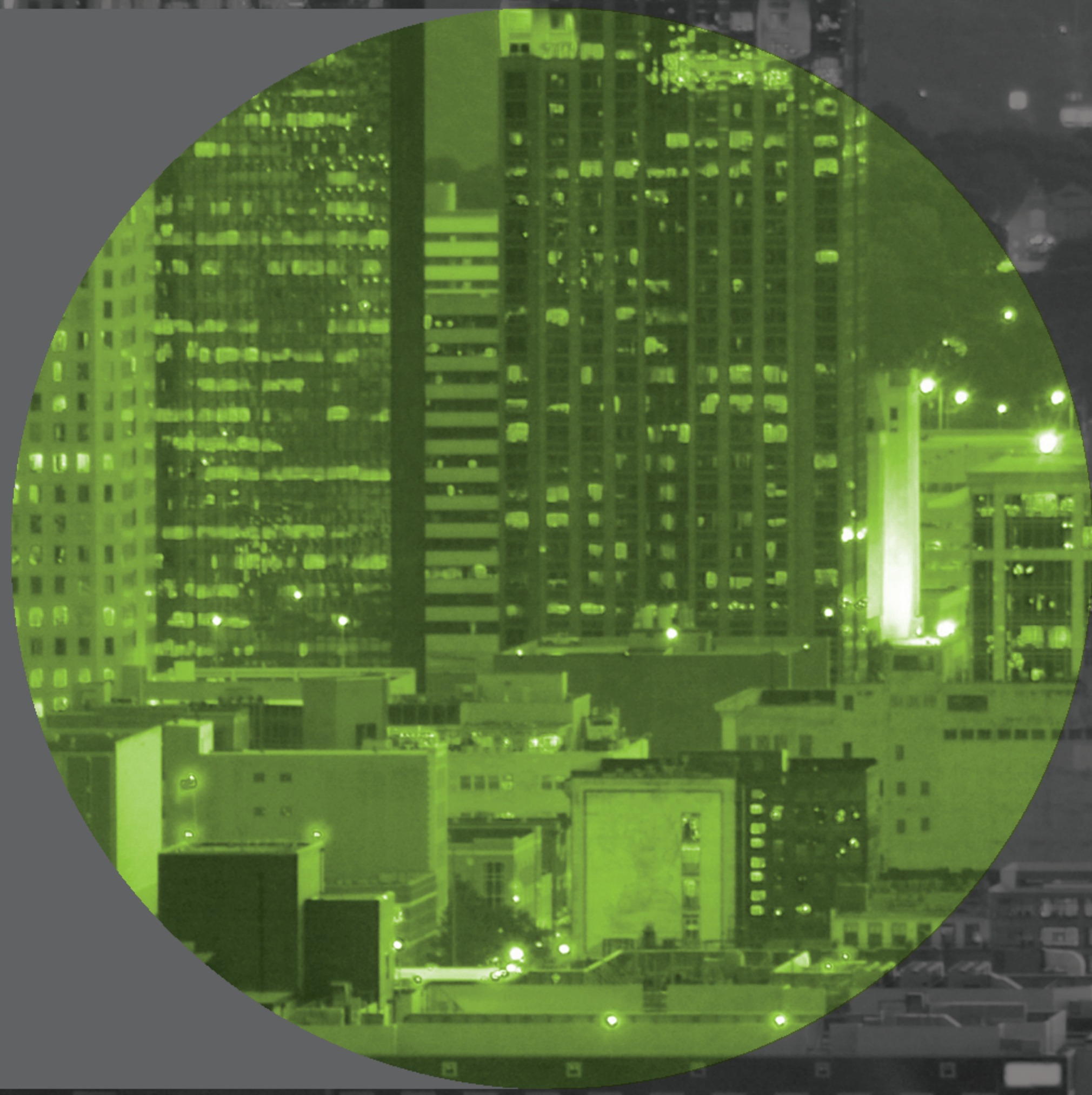
# Advancing Prevention Science Through the Lens of Change: *How Sweet It Is!*

August 15 -17, 2023  
Birmingham, Alabama

# Agenda at a Glance

## Tuesday, August 15, 2023

- 8:00 AM Registration, Continental Breakfast & Exhibitor Viewing
- 8:30 AM Conference Welcome and Opening
- 9:00 AM Plenary Session
- 10:00 AM Networking Break & Exhibitor Viewing
- 10:15 AM Power Session I
- 11:45 AM Lunch (On your own)
- 1:45 PM Workshop Session I
- 3:00 PM Networking Snack Break & Exhibitor Viewing
- 3:15 PM Workshop Session II
- 4:30 PM Enjoy Birmingham!



## Wednesday, August 16, 2023

- 8:00 AM Registration, Continental Breakfast & Exhibitor Viewing
- 8:30 AM NPN Awards Presentation
- 8:45 AM Plenary Session
- 9:45 AM Networking Break & Exhibitor Viewing
- 10:00 AM Power Session II
- 11:30 AM Lunch (On your own)
- 1:30 PM Workshop Session III
- 2:45 PM Networking Snack Break & Exhibitor Viewing
- 3:00 PM Workshop Session IV
- 4:15 PM Enjoy Birmingham!



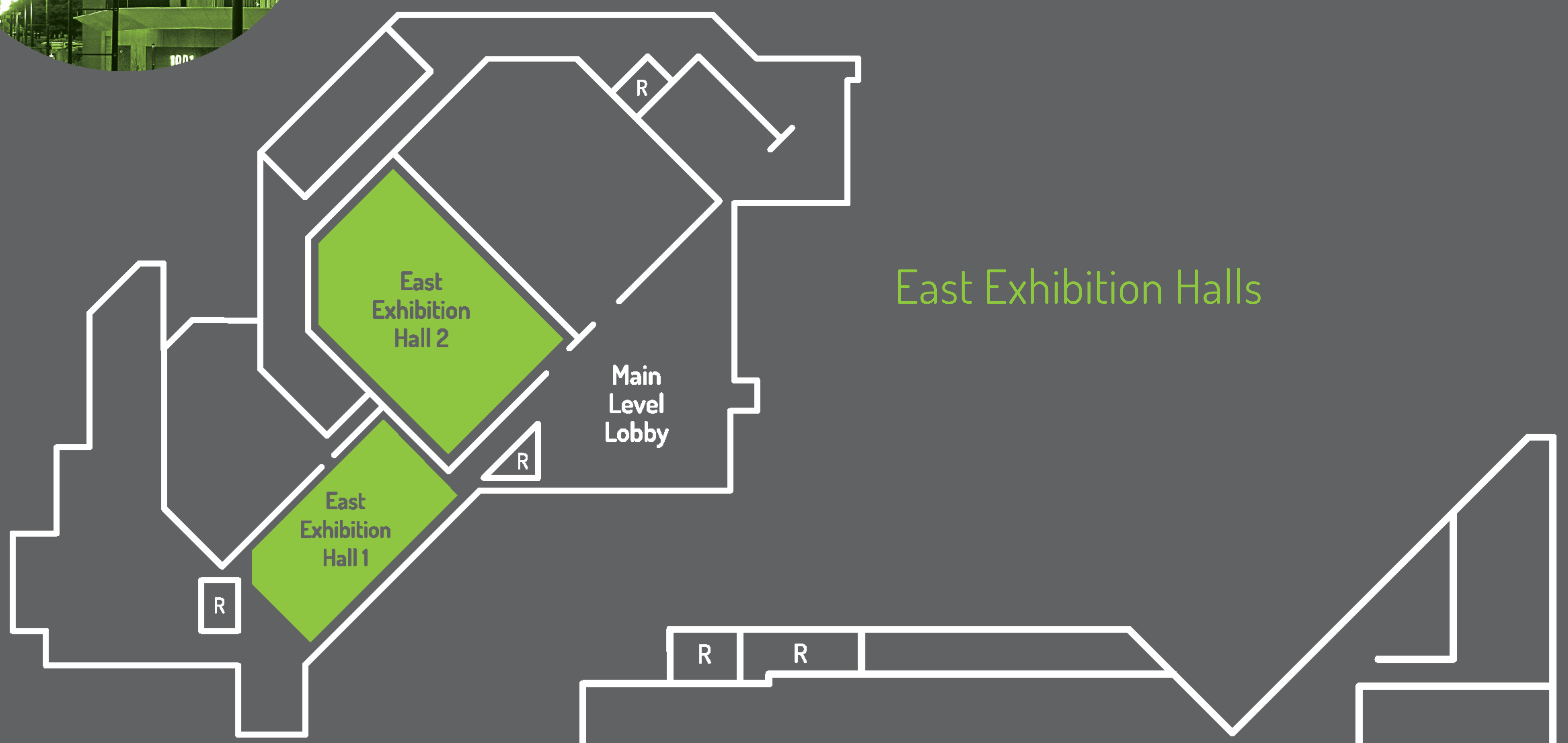
## Thursday, August 17, 2023

- 8:00 AM Registration, Continental Breakfast & Exhibitor Viewing
- 8:30 AM Power Session III
- 10:00 AM Networking Break & Exhibitor Viewing
- 10:15 AM Workshop Session V
- 11:30 AM Lunch (Provided)
- 12:30 PM Plenary Session
- 2:00 PM Conference Adjourns

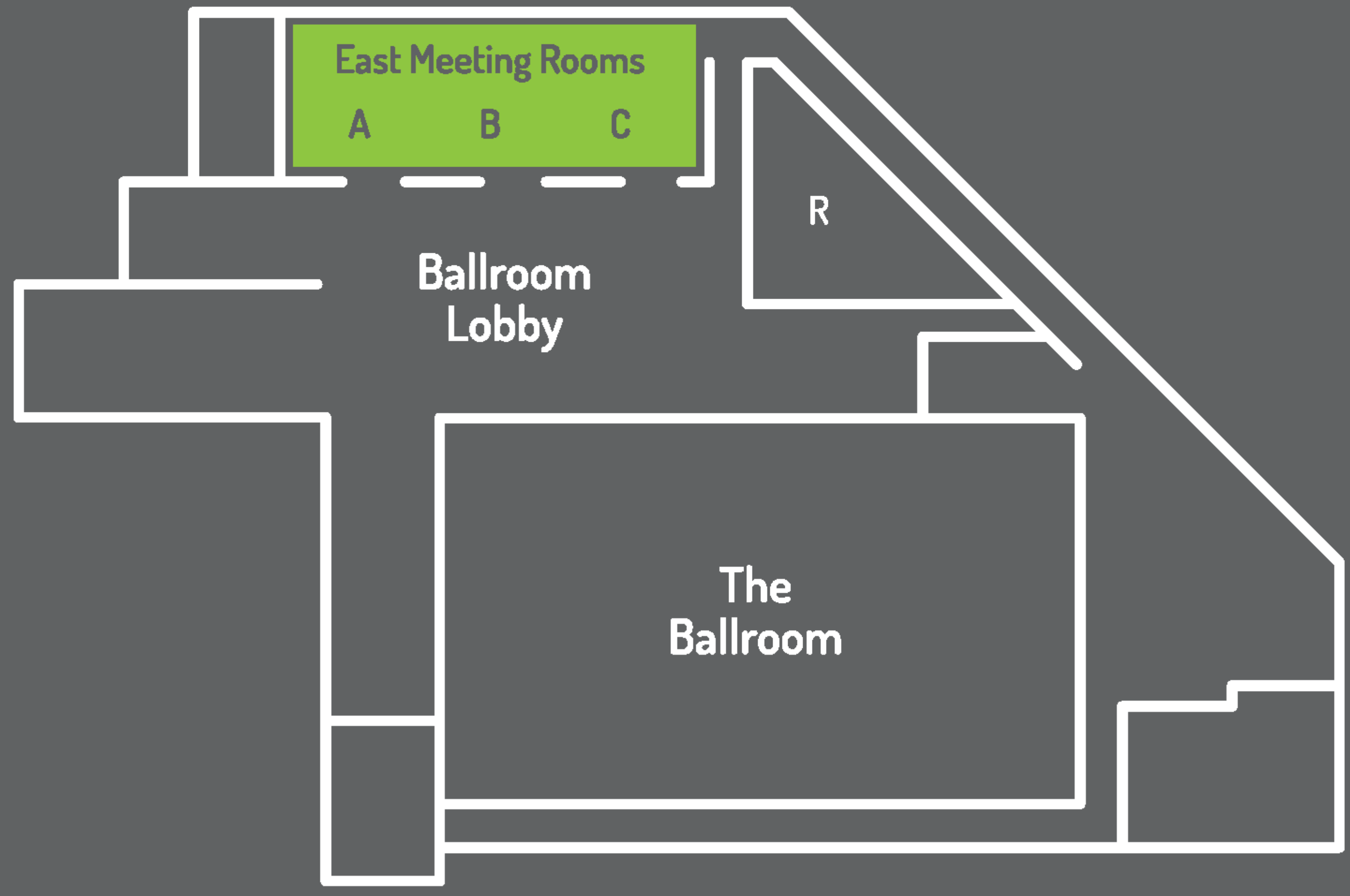
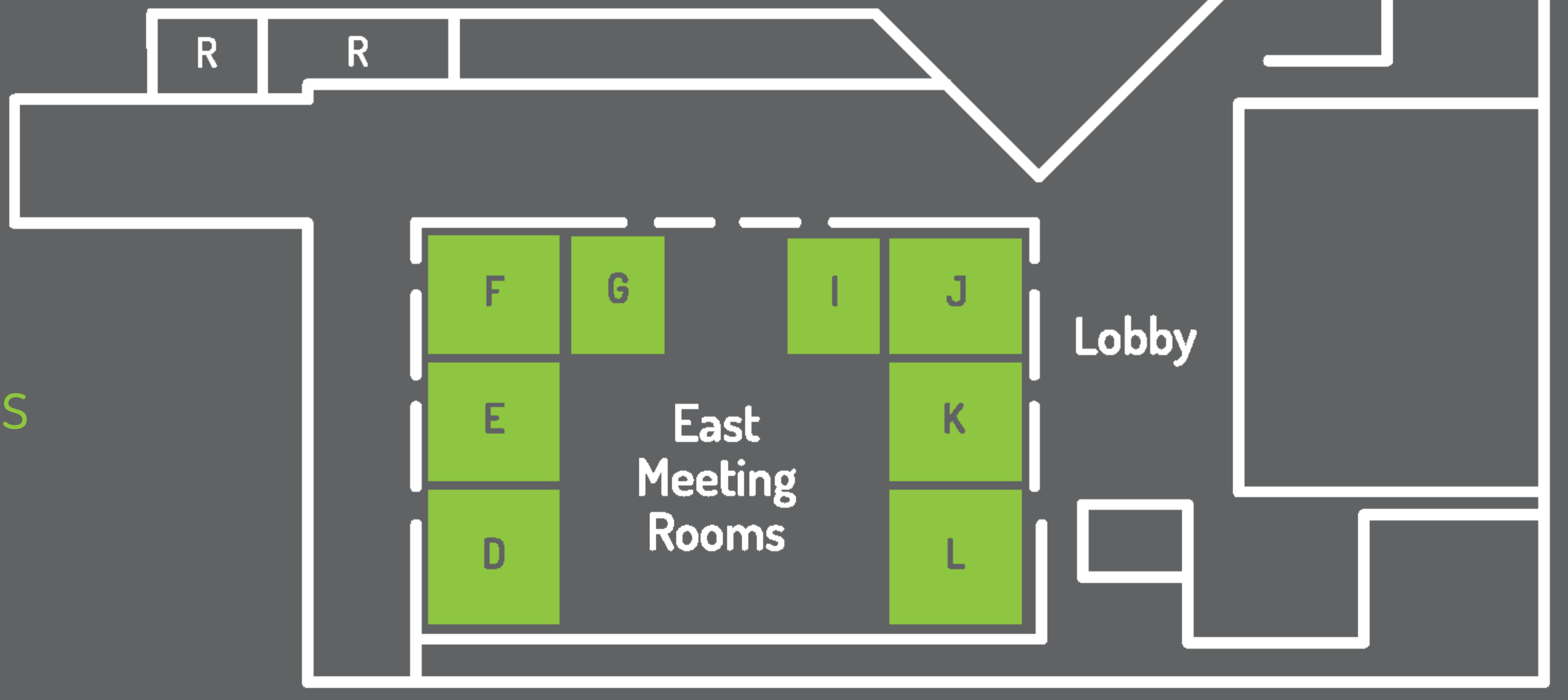




# Convention Center Maps



East Meeting Rooms  
3rd Floor



East Meeting Rooms  
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# Plenary Speakers



## Sheyann Webb-Christburg

### Empowering Our Youth to be Change Agents in Their Own Lives

Civil Rights Activist, Author, Youth Advocate and National Speaker, Sheyann Webb-Christburg has built a lifelong career as a voice for hope, social justice, equality, a humanitarian, and mentor. Sheyann Webb-Christburg is known as one of the youngest activists during the Civil Rights Movement in Selma, Alabama in the 1960s and named by the late Dr. Martin Luther King Jr. as the “Smallest Freedom Fighter.” She uses her story of courage, triumph, and overcoming adversity to impact millions across the country and globally.



## Christopher M. Jones

### Adverse Childhood Experiences (ACEs) and Substance Use Prevention

Christopher M. Jones, PharmD, DrPH, MPH (CAPT U.S. Public Health Service), is the director of the National Center for Injury Prevention and Control, Centers for Disease Control and Prevention. Prior to becoming the director of NCIPC, Dr. Jones served as deputy director of NCIPC. In this role, he served as the primary scientific advisor to the NCIPC director and other senior staff on science issues in public health, clinical care implementation, epidemiology, biostatistics, economics, and behavioral science. In addition, he provided scientific leadership and strategic direction by overseeing the refinement of the scientific research agenda and coordinating the NCIPC strategic priorities of drug overdose, suicide prevention, and adverse childhood experiences.

## Marijuana/Cannabis Policies and Prevention Strategies in the Era of Legalization



### Megan Scott

Megan is a native Californian who found her way to the East Coast through AmeriCorps. She received her master's degree in Social Work from the University of Maryland discovering her love of public health during a field placement in the Public Policy Division of Planned Parenthood of Maryland. After moving to Maine, she was hired to be the Grassroots Organizer for the Maine Coalition on Smoking or Health and worked on the clean indoor air law that removed smoking from bars. Following that she was the Coordinator of the Maine Association of Prevention Programs where she worked to organize the substance use prevention field to amplify its voice around policy issues across the state. She left the field for several years to stay home with her daughters but stayed connected to public health through volunteer work advocating for the removal of toxic chemicals from everyday products and food through safer chemical policy. She joined the Substance Use Prevention Team at the Maine CDC in August of 2019 and led cannabis prevention efforts and managed several federal grants before being promoted to Program Manager in May of 2021. Megan now leads a team of six preventionists who are doing tremendous work for the state (and who love to celebrate their successes over French fries.)



### Scott Gagnon

Scott has worked in the field of addiction prevention for over 15 years. He began his career as a program coordinator and evaluator for Day One, coordinating the youth mentoring program Natural Helpers along with staffing the Maine Gambling Addiction Network. He moved on to work for Healthy Androscoggin, where he coordinated the Drug-Free Communities grant covering all of Androscoggin County, Maine. Currently, he is the Associate Executive Director of AdCare Educational Institute of Maine, Inc. home to SAMHSA's New England Prevention Technology Transfer Center, providing training and technical assistance to prevention professionals in the New England States.



### Sarah Mariani

Sarah Mariani is the Section Manager of the Substance Use Disorder Prevention and Mental Health Promotion Section within the Washington State Health Care Authority. She focuses on policy development and strategic planning to ensure effective service delivery and outcomes. Sarah obtained a bachelor's degree in Sociology from Seattle University, followed by a year in AmeriCorps. She has worked in prevention for over twenty years including coalition-building, strategic planning, and training. Sarah joined the state of Washington in 2006, contributing to the development of multiple SUD prevention and MH promotion initiatives, including development of the Community Prevention and Wellness Initiative model. She is the co-chair for Washington's State Prevention Enhancement Policy Consortium, served as the NPN President, Washington's NPN representative, and is on SAMHSA's CSAP National Advisory Council. Sarah works each day to serve the families and communities of Washington.



# Tuesday, August 15, 2023

8:00 AM – 8:30 AM | Registration, Continental Breakfast & Exhibitor Viewing

8:30 AM – 9:00 AM | Conference Welcome and Opening

9:00 AM – 10:00 AM | Plenary Session

**Plenary Session:** Empowering Our Youth to Be Change Agents in Their Own Lives  
Sheyann Webb-Christburg

10:00 AM – 10:15 AM | Networking Break & Exhibitor Viewing

10:15 AM – 11:45 AM | Power Session I

**PS 1A** – Prevention Across the Lifespan, Julie Stevens

Examine the importance of a total lifespan focus when creating an effective prevention practice and discuss theories of human development as they relate to life transitions. Apply prevention theories to practice across the lifespan and identify additional resources that relate to prevention, while not ignoring populations over the age of twenty-five. This workshop is for prevention specialists who deliver individual and environmental strategies and will raise awareness of risk and protective factors for older adults.

**PS 1B** – Preventing Drug Misuse Among College Students: Considering Culture and Strategic Planning, Erin Ficker, Rich Lucey, and Allison Smith

Gain knowledge about current drug use rates among college students, applicability of the Strategic Prevention Framework to preventing drug use and misuse among college students, and the importance of weaving diversity, equity, and inclusion throughout all five steps of the SPF. To help support professionals in their efforts to prevent drug misuse among college students, DEA developed a strategic planning guide and ten supplemental resources for various stakeholders working on and with colleges and universities. These resources are being used at institutions of higher education around the nation and have received Blue Pencil Awards from the National Association of Government Communicators.

## 10:15 AM – 11:45 AM | Power Session I

### **PS 1C** – Taking on High Risk Alcohol Products, Dana Mitchell and Mia Mozzoni

The session will give an overview of the High Risk and Emerging Alcohol Products Campaign launched in 2023. High risk alcohol products are defined as products that are produced, marketed and/or advertised in a way that creates an unreasonable risk of being attractive to teens or kids. Products are broken down into the following seven categories: products that are youthfully flavored; youthfully packaged; marketed as healthy; co-branded with a non-alcohol youth-oriented brand; alcohol included in sweet products not normally containing alcohol; alcohol beverages that contain caffeine; and alcohol included in youthful beverages not usually containing alcohol. This session will provide a comprehensive review of the product landscape as it relates to the alcohol industry's current activity and will teach about the potential role of youth allies in addressing this problem. The presentation will describe a process that demonstrates the resources needed to accomplish change as well as highlight the role of youth advocates and community stakeholders in raising awareness in the community.

### **PS 1D** – A Handbook Targeting Healthy Parental Relationships through Critical Transitions, Brittany Cooper, Billy Reamer, Sarah Mariani, and Laura Hill

Learn about the effects of a low-cost handbook, theoretically guided, self-directed intervention aimed at caregivers of incoming first-year college students, with the goal of increasing family protective factors and thereby decreasing young adult substance use. Initial trials showed promising results in reducing substance use. It was found that students whose caregivers received the handbook were significantly less likely to initiate alcohol and cannabis use (if they were not yet users), and less likely to increase use (if they were already users) early in their first semester, compared to control students.

### **PS 1E** – Reaching High-Risk Working Adults: Evidence-Based Prevention for Veterans, Small Businesses, and Rural Workers, Jeff Horwitz, Jennifer Faringer, Julie Dostal, and Joel Bennett

The COVID and the opioid epidemics have caused a major strain on workplaces, especially in rural and semi-rural areas. This panel reports on a 2-year multi-county effort to deliver evidence-based workplace prevention of substance misuse, stress, and related mental health concerns, using a tool called “Team Awareness for Workplace Well-Being” (TAWW). The panel will highlight successes and challenges in each phase of TAWW with the aim of giving participants a road map for launching and scaling similar workplace strategies.

## 11:45 AM – 1:45 PM | Lunch (On your own)

## 1:45 PM – 3:00 PM | Workshop Session I

**1A** – The Blue-Ribbon Recognition Program – Launching the First Coalition Credential, Dr. Albert Terrillion  
Community-based coalitions have a unique position to mobilize an entire community and work collaboratively with stakeholders to identify relevant health issues, develop interventions, and bring about positive health outcomes. Through Community Anti-Drug Coalitions of America's (CADCA) Blue Ribbon Application process, we introduce preliminary results of a time-series study that determines a coalition's ability to retain and utilize their training on the CADCA Coalition Model over time to achieve community-level outcomes. This program has led to the creation of the first credential that recognizes high-performing coalitions and highlights coalition best practices. This session is for drug free coalition leaders and their local partners.



**1B** – The Rural Network – Supporting Prevention in Rural Communities, Isaac Wulff and Sarah Meyers

This session will discuss the underage use of legal cannabis, commercial tobacco, and alcohol in rural and remote communities, as well as the risk and protective factors which contribute to substance use disorder and poor mental health in teens and young adults, Hispanic/Latino youth and families, and rural LGBTQ+ youth. The program developed includes a rural needs assessment, monthly meetings and TA office hours, a rural prevention toolkit, a stock photo gallery with rural images, a rural prevention training and a rural conference for Washingtonians to gather and discuss their challenges and opportunities.

**1C** – Visibility and Access to State Epidemiological Outcomes Workgroups (SEOWs) Information and Data to Guide Prevention Planning, Maria Valenti and Carol Hagen

Find and use data consistently to guide your prevention decision-making. The presenters will share a rapid assessment approach to investigate SEOW functioning by extracting information from state, jurisdictional, and tribal websites, where available, as well as from SEOW-specific websites using a data extraction tool to guide the online document review, organized according to four categories associated with the SEOW's mission and core tasks: (1) SEOW functioning, (2) data quality, (3) data dissemination and translation, and (4) data utilization and integration of data into the SPF process. This presentation will help you understand current online availability and access to SEOW data products that can be used for state and local prevention planning, learn more about ways data can be disseminated online for public prevention planning use, and encourage SEOWs to have an online and accessible public-facing presence.

**1D** – Strengthening Families Program: For Parents and Youth 10-14, Cathy Hockaday

The Strengthening Families Program: For Parents and Youth 10-14 (SFP 10-14) is a globally implemented, evidence-based, family-based prevention program that has proven outcomes to address the current opioid crisis. This universal program has served as a parenting education program, a life skills/character building program as well as a substance abuse prevention program for youth. The tools taught in the program have long lasting impact (14 years post program) as proven by statistically significant outcomes in three randomized control trials. This presentation will include a brief overview of the program and the 25 years of research that has supported this evidence-based program. SFP 10-14 is a very interactive program with many short learning activities and games that teach program objectives. The presentation will integrate several of these short activities into the presentation so that the participants experience the program firsthand.

**1E** – Developing a Dynamic Approach to Tackling Local LGBTQ+ Drug Crises: Coordinating Inter-agency Partnerships in LA Metro, Darwin Rodriguez

Participants will have a greater understanding of LGBTQ+ communities, how to tailor prevention strategies, and understand how local strategic partnerships are key to responding to drug trends and emergent issues. This presentation aims to shed light on emerging drug trends and issues within LGBTQ+ populations, with a focus on prevention and harm reduction strategies. During this presentation, attendees will have the opportunity to learn about the coalition's activities for building a robust network of partner organizations, leveraging media for advocacy, and maximizing key community partnerships. It will provide tips and tools for instigating social norms change, designing nuanced outreach programming, and implementing targeted response efforts to emerging drug cases.

**1F** – Microlearning to Impact Big Picture Prevention: Using Technology to Support and Engage Ohio’s Prevention Workforce, Sara Condrac and Tessa Miracle

This presentation will illustrate strategies to use technology-based microlearning opportunities to engage, support and inform professionals working in behavioral health prevention and promotion. The increased use of virtual conferencing technology and media platforms over the past three years has evolved to support an agile, needs-driven professional development approach that can be delivered in doses smaller than traditional in-person learning events. For instance, the Ohio Center of Excellence for Behavioral Health Prevention and Promotion uses a coordinated microlearning approach through communication platforms such as a podcast, blog publication, social media, newsletter, and interactive web-based forums. Microlearning opportunities that support just in time learning for Ohio’s credentialed workforce allow for timely discussion of current topics in the ever-changing prevention landscape. When technology-based microlearning events are coordinated around strategic themes, the efforts accumulate to provide increased breadth of comprehension for the consumer. Monthly learning opportunities allow participants to engage with emerging topics, complex issues facing the workforce, and provide timely opportunities for collaboration and brainstorming. The use of learning objectives to guide programming efforts around an established theme or development need is central to the microlearning approach. In this presentation, leaders will be encouraged to identify microlearning opportunities within their organizations and apply strategic objectives to support the professional development needs of their stakeholders.

**1G** – Expanding Opioid Strategies Across the Continuum of Care, Julie Furne and Christina Skiles

Hear about strategies to address opioids that include: promoting non opioid choices for pain management, increasing access to medication assisted treatment, expanding medication take back events to community events, working with Juvenile Court to offer diversion, partnering to start drug court, youth created opioid media campaigns, lock box distribution, drug disposal bags, Naloxone trainings, academic detailing, Rx drug safety trainings, changing the use of pain scales to comfort scales at the hospital, hospital policy on including opioid storage and disposal as part of discharge instructions. We will focus on opioid strategies beyond storage and safe disposal. The intended outcomes are reduced ease of access to medications to be misused, fewer school suspensions related to possession of medications on school property, increased access to treatment, and increased perception of harm.

**1H** – Implementing Prevention Services on HBCU Campuses, Kayla Stephens, Kimberly Hunter, Stratford Moore, and Deedra Roberts

The presentation will provide a general overview of the Council on Substance Abuse’s substance abuse prevention plan to address ATOD use amongst young adults and college students at HBCU’s & community colleges and will explain benefits of student engagement & partnerships with college students. Ways to implement on-campus prevention programs will be reviewed including substance misuse, safe-sex, and mental health during the academic career and once they graduate. Using surveys of minority college students, faculty members and the LGBTQIA+ community, the results generated a marketing campaign using social media, forums, and printed materials. The forums covered topics such as alcohol and various substances, mental health, safe-sex, one-one tutoring and goal planning, attending campus events, and other social and recreational activities for student and led to a school policy requiring a one-hour awareness class.

**1I** – Closing the Gap: Examining the Behavioral Health Needs of Marginalized Young Adults in Virginia, Eden Griffin, Cheryl Winston, and Swechchha Tripathi

OMNI Institute, in collaboration with the Virginia Department of Behavioral Health and Developmental Service’s Office of Behavior Health Wellness and local Community Service Board organizations across Virginia, administered a statewide survey to young adults aged 18-25 years in 2022. With over 5,000 surveys collected, the Young Adult Survey (YAS) garnered a diverse sample, including significant responses from populations that have been historically marginalized and underrepresented, providing the opportunity to dive deeper into the unique needs of these populations and how their experiences and needs compare to those of their peers. Understanding the substance use and behavioral health trends among young adults who are BIPOC (Black, Indigenous, People of Color), LGBTQ+, and Transgender and Gender Diverse is paramount in identifying interventions and tailoring outreach activities that will allow us to close the gap and work towards health equity for all. This session will provide an overview of survey administration, dive into the substance use, mental health, problem gambling, and ACEs (Adverse Childhood Experiences) experiences of marginalized young adults in Virginia and provide discussion on how these results can (and are) being leveraged to drive prevention efforts.

3:00 PM – 3:15 PM | Networking Snack Break & Exhibitor Viewing

3:15 PM – 4:30 PM | Workshop Session II

**2A** – Prevention Specialist Certification: An Overview, Julie Stevens

New and aspiring prevention specialists who want to make a career out of delivering competent prevention strategies will benefit from this presentation covering: prevention and behavioral health promotion, the role of prevention in SUD services, the importance of CPS certification and a competent prevention workforce, and the benefits of becoming a CPS and how it can enhance the practitioner's ability to deliver services. The speaker will share Prevention strategies personally used including training hundreds of specialists in the SAPST, Ethics and other prevention workshops, and the CPS exam prep course.

**2B** – State and Jurisdiction Block Grant Administrators' Descriptions of Their Resources and Decision Making to Support the Adoption of Novel Evidence-Based Substance Misuse Prevention Interventions and Strategies, Elvira Elek, Amy Goldstein, Sarah Mariani, Shirley Liu and Donna Dent

The first panelist will describe how an NIH-funded program of research, the HEAL Prevention Cooperative (HPC), was designed to address barriers to the adoption of new interventions. The second panelist will describe findings of a survey of fifty-five state and jurisdiction administrators of SAMHSA Substance Abuse Prevention and Treatment Block Grant (SABG) funds to better understand their prevention infrastructure and intervention adoption decisions. The third and fourth panelists will provide the perspective of a state prevention system on the resources they use to support substance misuse prevention and how they and their prevention providers make decisions about implementing specific EBIs. This presentation will then conclude with an interactive discussion between the panelists and audience participants.

**2C** – Women and Alcohol: Drinking to Cope, Nicole Schoenborn, Beverly Triana-Tremain, and Sheila Boswell

While alcohol drinking rates and alcohol-related deaths have been on the rise for women over the past couple of decades, the COVID-19 pandemic created a perfect storm for increased alcohol availability and drinking to cope that propelled this trend. In this session, we argue that certain biological and environmental factors laid the groundwork for a burgeoning public health crisis for women, especially women of child-bearing age. We also examine the epidemiological trends both nationally and in the South-Southwest Prevention Technology Transfer Center (SSW PTTC) region and offer practical solutions for prevention professionals to address these concerning trends for women.

**2D** – Vaping and Youth: This Problem Isn't Going Away! Resources and Strategies Schools Need Today!

Bruce Barcelo

The vaping epidemic is a constantly changing landscape. While the federal government struggles with regulations, school systems and caregivers continue to look for help in education and prevention in dealing with the use of electronic cigarettes. The focus of this session will be to share my suggestions for best practice universal prevention curriculum, and the need for schools to move from suspension and expulsion and adopt alternatives. I will share model policy, evidence based ATS programs, how to help the student that is addicted to nicotine, and the Triangulum of cigarettes-vapes-weed.

**2E** – Reducing Risky Behaviors in Montana with Practical Tools that Develop the Social and Emotional Skills of Parents and Their Children, Annmarie McMahon

The Center for Health and Safety Culture conducted surveys with parents to better understand their current beliefs about underage drinking, the top parenting challenges they were facing, and the skills they wanted their children to have to be successful. The Center recognized that there was an opportunity to engage parents by developing ParentingMontana.org, a website that is free and accessible to anyone with an internet connection. This session will cover a five-step process that was developed: getting input, teaching, practicing, supporting, and recognizing. Each of these steps creates opportunities to grow social and emotional competencies that can be applied to any parenting challenge. During the presentation, local prevention coordinators, state leaders, and researchers will learn about the basics of social and emotional skills and briefly review the research showing their efficacy in reducing a variety of health-related issues including underage drinking and the misuse of drugs. We will review the results of the recent evaluation, and engage in dialogue to explore how growing social and emotional skills across the social ecology of a community may be a powerful approach to taking prevention to the next level.

**2F** – Developing an Inventory: Preventing Opioid Use in Black/African Americans Across the Lifespan, Tyiesha Trina, Jallisa Butler, Paige Salters, and Jalynn Stubbs

The BOLD (Building Our Leadership and Diversity) Prevention Fellowship Program focuses on increasing the number of Black-identifying prevention scientists to inform positive change in Black/African American communities by building their capacity to identify programs, practices, and policies proven effective in reducing substance misuse risk factors and consequences while promoting mental health and protective factors in our communities. This session will focus on the opioid epidemic rates for Black/African Americans which are higher than other ethnic/racial groups and the significant gaps in services due to the lack of culturally relevant opioid prevention programs. This workshop will provide an overview of the work being done and discuss the gaps in the literature as it pertains to prevention efforts for these populations. The BOLD Fellows will provide recommendations on how evidence-based and promising programs can become more culturally responsive and discuss methods for disseminating the inventory.

**2G** – Using Geospatial Data for Youth Overdose Prevention, DJ Gering and Todd Hixson

Use geospatial data to craft culturally sensitive messaging at a micro-level and learn to manage and use resources efficiently while understanding the importance of cross-sector partnerships. Join the Kansas Overdose Response Strategy (ORS) Team to learn who they are and how they can assist you to focus on identifying neighborhoods and elementary schools with a high proportion of at-risk youth based on geospatial socioeconomic and suspected overdose data. This session will demonstrate the data tools created by the Kansas ORS team to address youth substance use and building resiliency in at-risk youth using infographics and maps. Organizations benefiting from these data tools include law enforcement, non-profits, schools, prevention coalitions, and health departments. The youth prevention strategies implemented with these data are focused on long-term objectives of reducing youth substance use and overdose and building resiliency.

**2H** – Young Advocates Program: A Pathway for Workforce, Leadership, and Advocacy Development, Craig Reed, Kendall Watanabe, Carolina Gabaldon

Explore how to develop and maintain grassroots coalitions with diverse, senior-level community leaders to advance evidence-based and equitable alcohol prevention policies at the local and state level and engage community leaders in data collection, research, media, and policy advocacy. Focusing on reducing alcohol related harm, this study targeted youth ages 12-25, families and the general population as it relates to DUI prevention, injury prevention and other forms of harm that come from binge and underage drinking. Utilizing data and research, community organizing and media advocacy, the Alcohol Policy Panel (APP) of San Diego County has advocated for and advanced dozens of local policies.

3:15 PM - 4:30 PM | Workshop Session II

**21** - Bridging the Gap with Faith-Based Community Leaders, Stephanie DeRosa-Hillman, Sarah Comey  
Learn how to apply cultural competency to engage diverse cultural and geographic segments of the community, systematize an informal faith-based network and combine evidenced-based programs, policies, and best practices to discourage substance use across the lifespan and address Social Determinants of Health.

4:30 PM | Enjoy Birmingham!



36<sup>th</sup> Annual  
National  
Prevention  
Network  
Conference

# NATIONAL PREVENTION WEEK

A CELEBRATION OF POSSIBILITY



**MAY 12-18  
2024**

Sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA), **National Prevention Week** is a national public education platform showcasing the work of communities and organizations across the country dedicated to raising awareness about the importance of substance use prevention and positive mental health.

**#MyPreventionStory**

## **A WAY FOR EVERYONE TO GET INVOLVED**

We're encouraging everyone to create and share a prevention story on social media using the **#MyPreventionStory** hashtag.

Visit [samhsa.gov/prevention-week](https://samhsa.gov/prevention-week) for inspiration and ideas.

**SAMHSA**  
Substance Abuse and Mental Health  
Services Administration



# Wednesday, August 16, 2023

8:00 AM – 8:30 AM | Registration, Continental Breakfast & Exhibitor Viewing

8:30 AM – 8:45 AM | NPN Awards Presentation

8:45 AM – 9:45 AM | Plenary Session

**Plenary Session:** Adverse Childhood Experiences (ACEs) and Substance Use Prevention, Christopher M. Jones, PharmD, DrPH, MPH

9:45 AM – 10:00 AM | Networking Break & Exhibitor Viewing

10:00 AM – 11:30 AM | Power Session II

**PS 2A:** – Alabama's HBCU Initiative: Assessing the Needs of Youth of Color to Inform Culturally Relevant Substance Use Prevention Service Provision, Rachel Lewis

This presentation will focus on the processes and initial results of the Alabama Department of Mental Health's HBCU Initiative, which strives to build capacity and infrastructure within eight identified four-year historically Black colleges and universities (HBCUs) within the state to assist with substance use prevention efforts and expand culturally relevant prevention strategy implementation. At the end of this training, attendees will have learned about various tools and resources used to engage with HBCUs and other college communities and will better understand the process of conducting a needs assessment to gather input from community partners as well as students and share information with key stakeholders.

**PS 2B** – “Talk. They Hear You.” – Here to Help You Start the Conversation and Find Support and Building Community Support, Rob Vincent, Mollie Stevens, Meagan Joseph, Sherry Stout, Tami Graham, and Melinda Horsley

The Substance Abuse and Mental Health Services Administration (SAMHSA) created the “Talk. They Hear You.”<sup>®</sup> campaign to serve as a holistic effort to reduce underage drinking and other substance use. Learn how to engage SAMHSA to build cultural relevancy when implementing the “Talk. They Hear You.” media campaign and how to leverage partnerships with local stakeholders and the media to create your own digital media campaign increasing and incorporating and increased knowledge of rural cultural competency and outreach skills.

## 10:00 AM – 11:30 AM | Power Session II

### **PS 2C** – Fentanyl: Measuring Awareness in Kansas Youth and Young Adults with Implications and Strategies for Prevention, Lisa Chaney and Chrissy Mayer

Prevention science must be ready to identify and provide prevention and harm reduction direction to individuals and communities as new drug threats emerge. The Kansas Prevention Collaborative (KPC) moved quickly to identify fentanyl awareness and risk of harm measures appropriate for youth and young adults. In this presentation, current strategies being implemented at the local and state levels to address fentanyl and drug overdose will be discussed. Strategies include development of resources and toolkits, media campaigns, community events, and a statewide opioid conference. Efforts to broaden prevention science has allowed the state to leverage funds from various sources to include harm reduction methods such as naloxone distribution. The KPC expects to see increases in the percentage of youth and young adults that have heard of fentanyl, know what it is, and understand the risks of intentional or accidental use, with the goal of reducing overdose deaths in Kansas.

### **PS 2D** – The Dangers of Fake Pills and Fentanyl: What Everyone Should Know, Rosemary Blackmon, Beverly Johnson, Richard Lucey, and Towanda Thorne-James

Pills that appear to be prescription pills but contain fentanyl or meth are a significant problem and drug traffickers are using fake pills to exploit the opioid crisis and prescription drug misuse in the United States. Due to the broad nature of this topic, the session's target population includes, but is not limited to, prevention coalition members, state and local government officials, parents, youth and young adults, professionals in higher education, and educators. This will be a panel session with Rich Lucey serving as the panel's moderator, Beverly Johnson serving on the panel, two additional panelists include one of DEA's special agents and a representative from the Alabama Hospital Association.

### **PS 2E** – A 20-year Legacy of Workplace Innovations: Deborah Galvin's Contribution to Preventing Substance Misuse, Georgia Karuntzos, Ted Miller, Alan Bekelman, Marcia Cohen and Joel Bennett

Since 1997, through the efforts of Dr. Deborah Galvin (1949-2022), the Division of Workplace Programs at the Center for Substance Abuse Prevention (DWP-CSAP) at SAMHSA has supported dozens of efforts in evidence-based prevention of worker substance misuse. This panel, representing colleagues of Dr. Galvin, will share experiences, efforts, and outcomes in honor of her commitment to collaborative science.

## 11:30 AM – 1:30 PM | Lunch (On your own)

## 1:30 PM – 2:45 PM | Workshop Session III

### **3A** – A Roadmap to Address Alcohol Outlet Density – Roots, Restoration, and Resilience, Wanda Boone

Examine the impact of Alcohol Outlet Density on vulnerable community member's health and wellness using all seven strategies for community change. Excessive alcohol consumption is responsible for deaths and injury. Limiting high densities where alcohol can be sold or consumed can curb excessive alcohol consumption. Denser alcohol environments are associated with increased chronic disease pathways and increased rates of alcohol-related motor vehicle crashes and several types of violence.



**3B** – Emerging Substance Misuse Issues in Youth and Young Adults: Findings from the North Carolina Youth and Young Adult Prevention Survey, Melinda Pankratz, Jennifer Ross, Kathleen Egan, Kimberly Wagoner, and Parissa Ballard

New substances or products can quickly rise to become among the most misused substance use products. It is critical to identify and understand emerging substances and products, as well as what substances and products are used simultaneously. This workshop will present data on emerging products and polysubstance use such as nicotine gummies, gums, lozenges or dissolvables, 2.8% CBD, 2.7% Delta-8, Delta-10, or Delta-P, and 2.1% Kratom. We will present data on the prevalence of emerging substance and polysubstance use, and how use differs by age, gender, other sociodemographic characteristics, and social determinants of health and then identify implications for prevention, including how demographic differences in substance use might inform culturally responsive prevention efforts.

**3C** – Advancing Prevention Science Training for Substance Use Professionals: A Curriculum Infusion Package, Kathryn Bruzios and Brittany Cooper

This presentation aims to disseminate these tools to the workforce who train and employ substance use practitioners. We have piloted new curriculum infusion tools in various educational degree programs (e.g., Addiction Services, Social Work). As a next step in dissemination, this session will introduce the curriculum infusion tools and teach substance use professionals how to implement these tools in their professional settings to enhance the prevention training of substance use prevention practitioners.

**3D** – Student Athlete Prevention Program, Logan Reid

This presentation will discuss drug use for performance enhancement or injury coping among student athletes and an education strategy involving student athletes, coaches and parents on the importance of healthy decisions regarding training and athletic performance, training for coaches on their influence on student athletes, and 6-10 lesson discussions with student athletes, led by coaches, to demonstrate the negative impact of drugs on performance, and the positive impact of healthy diet and exercise on performance. These discussions are designed to be short, focus on science-based facts, and can be held in casual settings, including locker rooms, on buses traveling to competitions, on fields and courts before/after practices. The outcomes realized include changes in perceived risk of drug use for athletic performance enhancement; confidence in ability to achieve athletic goals without using drugs; perceptions of peer tolerance; perceptions of coach attitude/tolerance; attitudes favorable to drug use; athlete drug use rates; and fidelity measures for program implementation.

**3E** – You're Doing What? Merging Harm Reduction and Trauma Informed Care, Vicki Thomas

Focus on helping others understand the principles of Harm Reduction as defined by the National Harm Reduction Coalition and how those connect with the Substance Abuse and Mental Health Services Administration's (SAMHSA) Trauma Informed Care principles. The presenter will define what Harm Reduction is, how each person practices Harm Reduction every day, and how society has been practicing Harm Reduction for alcohol for quite some time. Substances addressed: opioids, specifically fentanyl, and xylazine. We will discuss practical strategies and ideas aimed at reducing negative consequences associated with drug use, how abstinence-based and top-down institutional approach to treatment and care isn't the only option (especially for our young people), how harm reduction saves lives and can also build lives and communities of care, including young people, and how harm reduction is trauma informed and culturally competent.

**3F – It's Complicated: A Peer Taught Cannabis Prevention Program,** Nichole Dawsey and Emma Wilson  
Adolescence is a critical period of brain and social development. Initiation of cannabis use is common during the high school years. For many adolescents, escalation of cannabis use during this period is associated with risk of negative health outcomes, including development of cannabis use disorder. High schools are a natural venue for delivering educational and risk reduction interventions. However, such approaches should be rooted in empirical evidence, feasible to integrate into the school curriculum, and perceived as useful and credible by youth. Building upon years of experience in the delivery of school-based preventive and educational intervention, PreventEd designed "It's Complicated," a 3-session, peer-delivered cannabis education curriculum. The program design relies on the power of adolescents leading lessons with their classmates, empowering young people to be leaders. This curriculum is implemented in a 3-lesson series that provides up-to-date facts on the changing landscape of cannabis across the United States. It allows the facilitators to have real conversations about cannabis and address many of the misperceptions on this substance. Coalition leaders/members looking to implement a promising program for teens in their region will benefit from this presentation.

**3G – We Serve Too! Building Capacity to Support Military Youth and Families,** Sarah Flowers  
Military-connected youth experience unique challenges that impact their educational and socio-emotional learning, putting them at greater risk for substance use and behavioral health challenges when compared to non-military-connected youth. The Kentucky Incentive for Prevention (KIP) survey estimates 50,000 Kentucky youth in grades 6,8,10,12 have one or more family members serving in the military. The KIP survey shows Kentucky's military-connected youth report higher rates of peer victimization, past 30-day alcohol, tobacco, and other drug use (1.5%) and as well as serious psychological distress (3.4%) and suicide attempts (3%). Building capacity to increase resiliency in military families helps mitigate these challenges by cultivating a culturally competent, supportive environment in families, schools, and communities. This session illustrates how Kentucky built capacity to serve military-connected youth by launching and sustaining statewide initiatives that are implemented at the local level. Using the five-step data-driven planning process (SPF), Kentucky launched and sustained four culturally competent evidence-based strategies to address the needs of military-connected youth. Join the session to hear about the four evidence-based strategies Kentucky implemented: The Purple Star Award Program is a state-sponsored designation for individual schools that are dedicated and committed to military-connected students, The Yellow Ribbon Resiliency Program empowers military-connected youth to make sound decisions and take positive actions for healthy and effective living, The Dinner Table Project (DTP) encourages healthy communication and relationships within families, and The annual Creative Art Contest encourages military youth to raise awareness about the increased risk they experience because of being military-connected. This session provides participants creative "out of the box" approaches to building innovative partnerships to serve the needs of military families and participants will walk away with sustainable strategies they can implement in their states and communities.

**3H – C.H.A.T.S. (Connecting Humans and Telling Stories) to Foster Connection Among Diverse Groups,** Samantha Crockett, Ginny Moorner, and Megan Hamilton  
This program was initially funded under opioid use disorder prevention and looks at the correlation between Adverse Childhood Experiences/trauma and the relation to the increased risk of substance use disorders. The target population has focused on coalition stakeholders, college students, teachers, hospital staff, and the recovery community. In this interactive session, participants will learn how Mount Rogers Community Services engages participants to practice skills for listening, staying curious, challenging what we think we know about others, and for approaching conversations from different angles. C.H.A.T.S. aims to connect humans and tell stories to deepen our appreciation and understanding of others. The presentation will begin with a brief opening word about the role of listening, staying curious, and building bridges with those in your community, followed by discussion-based activities, with prompts designed for interactive, dynamic conversations. Then, we will present on the second part of C.H.A.T.S. "Challenging Assumptions." Assumptions are certainly a part of human nature, an instinct that can protect us in times of uncertainty. However, taking the time to check assumptions can lead to connections in a community. Finally, we will discuss the "Third Chair Perspective," the process of stepping back and learning to accept another's point of view.

## 1:30 PM – 2:45 PM | Workshop Session III

**3I** – Changing Needs of the Prevention Workforce from Pre- to Post-Pandemic, Kimberly Magoon, Megan Hawkes, and Erin Burnett

Join the New England Prevention Technology Transfer Center (PTTC) to learn how the region has conducted and utilized a workforce needs assessment and biennial workforce surveys and interviews to stay in tune with emerging substance trends, gaps in professional development resources, changes in learning styles and preferences, and challenges to workforce retention. Trends and findings from the most recent regional workforce survey in Spring 2023 will be shared. Discussion on how the region has been able to leverage the data to identify regional topics of focus and develop training and technical assistance plans, how workforce and resource needs have evolved, how to engage participants in a discussion about their challenges, and how to make an impact on retention in the future will be addressed.

**3J** – The Green Wave: The Partnership between the Alcohol and Cannabis Industry, Lisa Hutcheson

Learn how the cannabis and alcohol industries have similar paths, work together for legalization and how they impact the field of prevention. Prevention coalitions and policy makers will increase their knowledge, talk about common goals, learn to empower their communities, and collaborate to become advocates for policy change.

## 2:45 PM – 3:00 PM | Networking & Exhibitor Viewing

## 3:00 PM – 4:15 PM | Workshop Session IV

**4A** – Merging Prevention Best Practices in E-Cigarette and Cannabis Prevention, Abby Beausir and Christy Jefferds

Understand the prevalence of e-cigarette and cannabis use among youth through vaping devices. This presentation is for coalition partners, grassroots prevention organizations, the school-based sector, health departments, and other organizations and prevention professionals implementing primary prevention strategies at the local level and will cover how to implement evidence-based prevention programming to combat the vaping epidemic. Using a 3-tiered approach including prevention, intervention, and cessation, this program provides resources, services within the school sector, and conducts trainings and professional development opportunities to build skills to implement programming at the individual school level.

**4B** – Strengthening Prevention Practice: A Look at Three Updated & New Core Prevention Curriculums, Van Wilson, Kris Gabrielsen, Nicole Augustine, and Ben Stevenson

Hear about three core prevention curriculums recently updated or developed by the PTTC Network: the updated SAPST, the Spanish translation of Prevention Ethics, and the new "Introduction to Prevention Core Competencies" hybrid course. They will highlight the significance of cultural sensitivity in substance use prevention education and practice and workforce development, using the most recent science and cultural understanding framework.

**4C** – Research and Design Fellowship: A R.A.D. Approach to Workforce Development for Advanced and Experienced Prevention Professionals, Scott Gagnon, Sarah Johnson, and Daniel Fitzgerald

Join the New England PTTC to learn how they address workforce development for advanced professionals through the Research and Design Fellowship Program. This annual program selects six fellows to participate in a seven-month fellowship. During this time, they learn how to design a prevention tool or resource on a topic of their choosing. Learn how to create a RAD Fellowship program in your state or community.

**4D** – It's All About the Skills: Empowering Youth in Your Coalition, Dana Mitchell and Students

This youth-taught session describes the process of empowering youth advocates to participate in policy change and other community advocacy. The role of skill development in ensuring that youth are not just enthusiastic but are also effective in prevention activities is highlighted. Emphasis is placed on the adult role in guiding and coaching youth to achieve a higher standard of performance. Presenters illustrate and simulate, with audience interaction, the process of building core advocacy skills (public speaking, media, working with the press). Resources to assist other groups in skill development and action steps will be provided. This training session is ideal for adults or organizations that would like to partner more effectively with youth advocates; for community coalitions with youth participation; or for entities that would like to broaden their existing youth advocacy efforts. This session will be taught by students from Dover Youth to Youth, a nationally recognized student advocacy group from New Hampshire that provides empowerment training throughout the United States.

**4E** – The Fierce Urgencies of Now! Changing the Conversation about The Role of Prevention, Commercialization and Inequity in a Time of National Crisis, Carlton Hall

Hear how the role of prevention is critical in addressing addiction, which is directly and indirectly, impacting all Americans from coast to coast. The cost of marijuana use is high. But it is not that simple. Communities are still amid an opioid epidemic, while addressing emerging challenges like rising vaping injuries and a methamphetamine resurgence, during a global pandemic. This session will discuss poly-drug misuse, racial disparities, and other social factors. The presenter will reframe perceived “gaps in the national conversation” as opportunities to change the conversation. Strategies as critical skills required to specifically impact population-level reductions in polysubstance misuse and abuse will be offered.

**4F** – Addressing Alcohol Access through Partnerships, Jody Heavilin and Kevin Williams

There is increased youth retail access to alcohol and a lack of formal training options that law enforcement can employ with youth. Learn about the need for professional certified training for law enforcement that includes awareness of youth substance use and contributing factors data, while providing and increased collaboration of prevention professionals, law enforcement, and youth. This presentation is aimed at coalition members, prevention professionals, and law enforcement and highlights a program to increase awareness of youth retail access through presentations, propose training highlighting best practices for compliance checks and cultural considerations reflecting local data and share a youth training toolkit for law enforcement.

**4G** – Turning Prevention Science into Practice: Understanding and Implementing a Culture of Prevention, Josh Esrick, Emily Patton, and Deborah Nixon-Hughes

This workshop will review prevention science and its relevance to substance use prevention professionals, discussing how prevention science can be used to help foster a “culture of prevention.” The session will describe the different domains of relevant science – including epidemiology, intervention development, and research methodology with the goal of building support for prevention across policymakers, public health stakeholders, and the community at large by demonstrating that prevention is evidence-based and grounded in science. In addition, it will discuss how prevention science can support the prevention field in establishing actionable processes, policies, and programs and how this knowledge can be used to build a culture of prevention and how having this culture can benefit all levels of the community. By fostering a culture of prevention, prevention professionals can establish support for new and expanded evidence-based programs and services and lead to a self-reinforcing cycle that further increases the use of prevention science. The workshop will explain the concept of a culture of prevention, how it stems from prevention science, and why it is important to the prevention field.

**4H** - Using a Web-based Tool to Integrate Screening, Brief Intervention, and Referral to Treatment (SBIRT) Across the Republic of Palau, Keri-Lyn Coleman and Jayvee Grapa

Alcohol, prescription medication and illicit drug abuse are significant public health problems facing our community. As part of our comprehensive approach to preventing substance abuse, the Ministry of Health and Human Services has integrated Screening, Brief Intervention, and Referral to Treatment (SBIRT) across the health system and in schools. SBIRT is an evidence-based comprehensive, integrated, public health approach and prevention strategy. Using simple, quick, validated screening tools, SBIRT classifies clients by level of risk and provides information to determine appropriate feedback and possible interventions. During this session, we will share the positive outcomes of our SBIRT program as well as discuss the challenges and lessons learned in implementing SBIRT using a web-based tool in communities across the Republic.

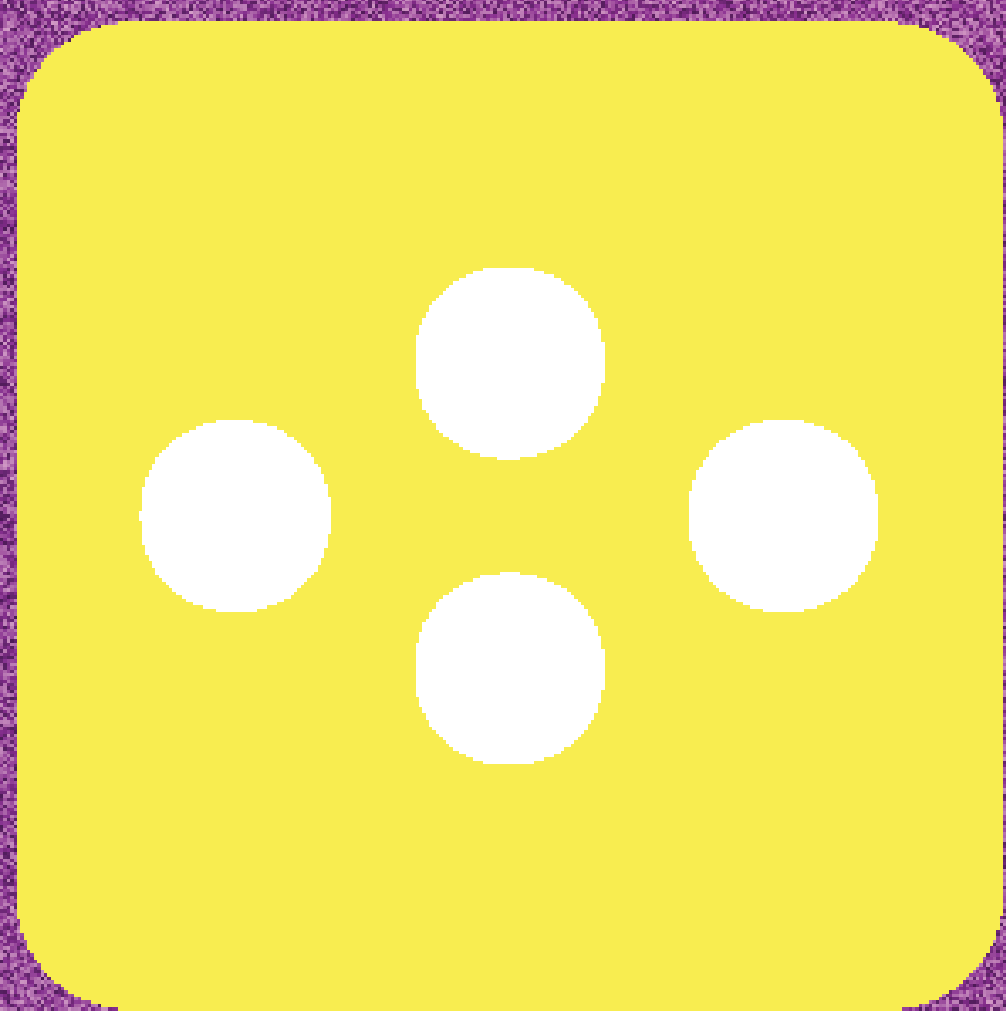
**4I** - Empoderando Familias (EF Empowering Families), Trevor Higgins, Mario Cardenas, and Jose Luis Garcia

Empoderando Familias (EF - Empowering Families)- when translating materials is not enough. Equitable access to substance use prevention education for Spanish speaking Families with youth ages 8-18 plays a vital role in prevention work, but it is not easy. Are you a coalition looking for another way of engaging with Latinx Populations? Are you a prevention program having minimal success with Latinx populations and need some guidance? In this session, the EF team will discuss the innovative techniques and methods EF used to mobilize support from Latinx communities in Oregon's largest Spanish-Language Substance Use Prevention Education efforts for underserved families. Join us as we discuss solutions to real world challenges from the perspective of event organizers, community members and coalition leaders. Learn how two of Oregon's largest counties involved community members and gave them the necessary tools to be community champions. Specific examples will be shared on how to utilize the steps of the Strategic Prevention Framework to mobilize support and build capacity.



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# Thursday, August 17, 2023

8:00 AM – 8:30 AM | Registration, Continental Breakfast & Exhibitor Viewing

8:30 AM – 10:00 AM | Power Session III

**PS 3A** – Xylazine: What We Know About the Latest Substance Trend, Josh Esrick, Emily Patton and Deborah Nixon-Hughes

Discuss the available data on xylazine, a non-opioid sedative approved for veterinary use only and its consequences in the United States. Learn harm reduction strategies related to xylazine use when developing a culturally responsive and relevant public health approach to xylazine use. This presentation provides information on xylazine and its health impacts, reviews data on use and consequences, summarizes harm reduction strategies, and identifies opportunities to improve the public health response.

**PS 3B** – A Concept of a Community-Based Substance Use Prevention Service Delivery System, Zili Sloboda  
Find out about the delivery system concept, part of a system of community-based monitoring and evaluation systems providing prevention professionals at all levels comprehensive substance use prevention services. The focus is on comprehensive prevention activities in families, schools, workplaces, environment, and through the media. Learn how such a system can be created to engage all community members reflecting cultural diversity or your area of service.

**PS 3C** – Envisioning Multilevel Prevention Infrastructure: An Interactive Discussion on Research to Practice Partnerships, Courte VanVorhees, Sarah Steverman, Amy Goldstein, and Ingrid Donato  
During this session, we will present examples of models of prevention systems and hear from session participants about prevention models in their states—what is going well and what are some of the challenges. Specific topics for discussion will include: What would a sustainable and effective prevention system look like? What structures are currently in place in states and communities? What are the most important components? How are these systems working to expand prevention interventions and impact substance use and associated outcomes? Are they working to prevent other unwanted outcomes? What aspirational ideas might be employed to expand prevention infrastructure? How can these aspirational ideas be evaluated for effectiveness? What policy, workforce, financing, and decision-making resources are needed to expand prevention infrastructure? What challenges do participants anticipate in this effort? What have they experienced, witnessed, or foreseen? Who should be involved in co-creating the model and system? How can stakeholders be linked into the infrastructure to ensure continuous planning and improvement? We hope to gain insights from NPN conference attendees with state and local prevention expertise. Our goal is to conclude with an initial roadmap to build a sustainable, integrated, and culturally engaged system for prevention of substance use and associated social issues. This interactive session will be a starting point for an ongoing discussion in the substance use prevention field about how to foster the infrastructure needed at the federal, state, and local levels to deliver substance use prevention services.

## 8:30 AM – 10:00 AM | Power Session III

**PS 3D** - Connection to Community and Culture is Key to Successful Coalition Building: A Mixed-Methods Evaluation of Coalition Capacity in Washington State, Gitanjali Shrestha, Jordan Newberg and Brittany Cooper Newburg

We will introduce the Community Prevention and Wellness Initiative (CPWI), which is the prevention model utilized in Washington State; it is a strategic, data-informed, community coalition-based initiative aimed at bringing together local partners to successfully provide youth substance use prevention services needed in each community and describe a mixed methods evaluation to examine the effectiveness of funding efforts. The goal of Washington State's coalition initiative is to target prevention efforts in the highest need communities, support the state in improving SUD outcomes for some of Washington's most underserved residents, help the state to assess current community capacity, look at areas for improvement, and enhance the training and technical assistance provided to communities, serving the overall mission of improving health for our communities.

## 10:00 AM – 10:15 AM | Networking Break & Exhibitor Viewing

## 10:15 AM – 11:30 AM | Workshop Session V

**5A** - Developing and Implementing Grasstops Coalitions to Address Alcohol-Related Harm, Eric Collins and Craig Reed

Explore how to develop and maintain grasstops coalitions with diverse, senior-level community leaders to advance equitable, evidence-based alcohol prevention policies at the local and state level while engaging community leaders in data collection, research, media, and policy advocacy. Focusing on reducing alcohol related harm, this study targeted youth aged 12-25, families, and the general population as it relates to DUI prevention, injury prevention, and other forms of harm that come from binge and underage drinking in San Diego County California. This session provides an overview of the study and key findings resulting from the work.

**5B** - Plan the Life Cycle of Your Prevention Career, Chuck Klevgaard and Erin Ficker

Take ownership of your career development by learning the stages in a typical preventionist career and the strategies for leveraging professional leadership for growth. Discuss steps every prevention organization can take to create more inclusive and diverse teams that promote career growth, proactive support, and development.



**5C** – Updating the CTC Youth Survey: Youth Survey Data on Risk and Protective Factors for Research, State Monitoring, and Community Planning, John Briney, Sarah Mariani, and Gery Shelafoe

We will share how the risk and protective factors survey is used by researchers and state/local prevention planners.

Researchers will detail their use of risk/protective factor scales in a randomized controlled trial of the Communities That Care prevention planning system. State and local prevention professionals will explain their use of survey results for prevention planning and monitoring. We will also begin work on understanding and updating the survey's validity for current times.

Researchers will report on findings from multiple current statewide youth surveys that examine the internal consistency of the original risk/protective factor scales and to examine the correlations between risk/protective factors and outcomes.

**5D** – Mapping Inequities in Neighborhoods with Alcohol Overconcentration, Meredith Gibson

Through geographic information systems (GIS), we can identify relationships between location and health, and see the area's most at risk of alcohol-related harms. Local policy makers and community-based organizations would benefit from this presentation to understand the benefits of using this valuable tool. Learn about this interactive web app combining the datasets and evaluating the comparative health of San Diego County neighborhoods. It also details the race/ethnicity of each census tract to further understand the population living in these areas. The hoped-for outcome is to achieve continuous usage of the tool by policy makers and community members to advocate for alcohol harm prevention policies.

**5E** – Evidence-based Media Literacy Programs to Prevent Substance Abuse: Examples of Program Implementation and Expansion in Rural Communities, Janis Kupersmidt and Sara Harrell

Media are ubiquitous in the lives of youth and are a primary source of learning about substances. Media are saturated with messages promoting substance use as normative, fun, and glamorous. There is clear evidence that exposure to pro-substance media messages encourages substance use in youth. And there is substantial evidence that alcohol, tobacco, and vaping companies target youth with their packaging and marketing. A media literacy education (MLE) approach is a logical prevention strategy. In addition, the American Academy of Pediatrics recommended incorporating MLE into substance abuse prevention programs. Three curriculum-based programs, Media Detective for elementary school, Media Ready for middle school, and Media World for high school students have been developed and evaluated in randomized controlled trials and found to reduce students' intent to use substances. Through increasing critical thinking skills and changing norms regarding the prevalence of substance use, these MLE programs have proven to be effective. This workshop includes an introduction media literacy and its relationship to substance use, review of research findings on the three evidence-based programs, do interactive media literacy activities to learn and practice some basic skills, and discuss future directions for MLE research.

**5F** – Enhancing Prevention Programs with Prevention Strategies Inventory, Emily Morrow and Eric Shropshire

Understand the development and implementation of the Prevention Strategies Inventory (PSI) and hear detailed successes of the PSI in Oklahoma and its connection to culturally relevant CSAP strategies. The Oklahoma Department of Mental Health Substance Abuse Services utilizes the Strategic Prevention Framework (SPF) Model to develop comprehensive, detailed workplans integrating four of the six CSAP strategies. To help aid sub-grantees in creating effective, detailed workplans, ODMHSAS developed a robust Prevention Strategies Inventory (PSI) document that identifies evidence-based programs, practices, and policies (EBPPPs). The PSI directly connects to CSAP strategies and serves as a crucial document to guide coalitions and community sub-grantees to select the best EBPPPs to implement in their community. Additionally, it has served as a guiding document for the State of Oklahoma to create a strong, comprehensive reporting system for both state prevention staff and community sub-grantees. The session will provide an overview of each stakeholders' role in creating this instrument. Participants will leave with applicable skills to reevaluate and/or enhance their current strategies for workplan development, implementation, and evaluation of prevention work, as well as an increased knowledge on how to best select appropriate EBPPPs based on community data.

**5G** – Growing the Good: Using Positive Community Norms to Increase Alcohol Non-Use Norms Among Youth, Sara Thompson and Darren Reed

Hear how the State of Minnesota is leading the nation in using the Science of the Positive (SOTP) and Positive Community Norms (PCN) Frameworks to prevent and reduce substance use in middle and high school students. This session will delve into the Spirit, Science, Action, and return of this ongoing effort and uncover and celebrate the positive, healthy norms that already exist in unique ways in every community. The Action leading to behavior change focuses on providing high-dosage Positive Community Norms messages that communicate actual norms in culturally appropriate ways to correct these misperceptions and the returns are significant: the presenters will share outcome data published in a peer-reviewed journal that demonstrate how communities across Minnesota have successfully decreased youth substance use and showcase a short documentary film in which youth and adult leaders from four of these DHS-funded communities tell stories of positive transformation in their own words.

**5H** – The Family Check-Up Online as a Tool for Prevention of Substance Use and Mental Health Problems in Children and Adolescents, Beth Stormshak and Lisa Reiter

This presentation provides an overview of the research on the Family Check-Up Online as a tool for prevention of long-term substance use in response to the overwhelming mental health crisis that has emerged since the COVID-19 pandemic. Outcomes associated with the online program include reductions in parent stress, depression, and improvements in parenting skills such as positive parenting and limit setting. This session will include a description of the model, presentation of outcomes, and discussion of implementation strategies in community settings such as schools and community mental health with the goal of long-term prevention of substance use in children and adolescents.

**5I** – BORGS, Budder, and Blues: The Good, the Bad, and the Ugly of Youth Trends, Catherine Barden and Cristal Philbrick

In this session, participants will get a look into the latest trends surrounding youth culture and the link to substance use. Participants will explore the terms used, what youth are seeing online and how the mental health crisis is impacting youth use. Participants will hear about innovative strategies to engage young people and families in the community to address youth substance use and how addressing mental health and positive family communication has led one town to its lowest use rates recorded. This session will be engaging for prevention professionals to hear about the latest trends and empower them to educate and engage others in their community as we all work towards a common goal of keeping our youth healthy, safe, engaged and drug-free.

**5J** – Leveraging Technology to Bridge the Data Gap: Administering the Maine Young Adult Survey, Timothy Diomedede and Hannah Keedy

This presentation is for Substance Use Prevention Professionals and Evaluation Specialists interested in learning how Maine is addressing data gaps using an innovative approach to help guide prevention and intervention programs around substance use and mental health among a vulnerable demographic (young adults) using the web-based Maine Young Adult Survey (YAS) comprised of questions related to substance use, mental health, and associated risk and protective factors. The Maine YAS includes validated measures and questions consistent with surveys like BRFSS, NSDUH, and the Maine Integrated Youth Health Survey (MIYHS), as well as other young adult surveys that have been completed in Rhode Island and Vermont. Presenters will describe the design, methodology, recruitment process, promotion, and data dissemination of the survey, describe recruitment strategies to engage and solicit vulnerable populations and discuss the successes, challenges, and implications of administering web-based surveys.

11:30 AM - 12:30 PM | Lunch (Provided)

12:30 PM - 2:00 PM | Plenary Session

**Plenary Session:** Marijuana/Cannabis Policies and Prevention Strategies in the Era of Legalization  
Scott Gagnon, Megan Scott, Sarah Mariani  
Moderator: Beverly Johnson

2:00 PM | Conference Adjourns



36<sup>th</sup> Annual  
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Substance Abuse and Mental Health  
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**Office of Addiction  
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