



## Community Prevention Day Skills-Building Workshops Monday, February 8, 2010

	1:45pm- 3:30pm	3:45pm- 4:30pm
<p><b>Bullying Solutions Web Site</b>  <i>Presenter(s): Joanna Barbour, Contractor, Gallup Consulting</i>            Bullying Solutions is a new Web site created by SAMHSA/CMHS as part of ongoing efforts to address the physical, psychological and social consequences associated with the growing rates of bullying in our nation. The site is the first free, research-based, online bullying prevention resource designed specifically to help middle schools plan and implement school-wide initiatives. This presentation will preview the Bullying Solutions site and explore its: development, including formative research findings; features, including ready-to-use tools and how schools can use them; and plans for launch in early 2010.</p>	✓	
<p><b>The QPR (“Question, Persuade, Refer”) Gatekeeper Training for Suicide Prevention</b>  <i>Presenter(s): Michelle Carnes, Public Health Advisor, SAMHSA/CMHS/SPB</i>            The QPR (“Question, Persuade, Refer”) Gatekeeper Training for Suicide Prevention is a practical suicide prevention technique designed to teach people of all walks of life (lay and professional) how to recognize, assist and refer someone who is suicidal to further assessment and care. The QPR approach was developed over several years with input from mental health and public health professionals before field testing in classroom settings and online modules. Attendees in this session will be certified as QPR “gatekeepers” (anyone in a position to recognize a crisis and warning signs that someone could be contemplating suicide) and will: learn how to ask about and clarify possible suicidal intent or desire as expressed in verbal and/or behavioral suicide warning signs; learn how to persuade a suicidal person to accept help (active listening skills, focus on problem(s), requests for life-saving action); learn how to improve self-efficacy and enhance hope by offering a personal belief in a positive outcome; and where possible and time permitting, participate in active behavioral rehearsal of QPR skills in role-play situations.</p>		✓
<p><b>Campus and Community Collaboration: Working Together to Prevent Substance Abuse Among College Students</b>  <i>Presenter(s): Carla Lapelle, Assoc. Dean, Student Affairs, Marshall Univ.; Sally Linowski, Director, Center for AOD Abuse Prevention, Univ. of Massachusetts Amherst; Anne McGee, Project Director, United Way of the River Cities; Mike Kent, Captain, Amherst Police Dept.</i>            This interactive session will focus on the importance of institutions of higher education and their surrounding communities working together to prevent substance abuse among college students. In addition to identifying the scope of the problem, the presenters will highlight strategies for collaboration and efforts to overcome potential challenges.</p>	✓	✓ Repeat
<p><b>The Center for the Application of Prevention Technology: A Blueprint for Training and Technical Assistance</b>  <i>Presenter(s): Tania Garcia &amp; Julie Hogan, Ph.D., CAPT Co-Directors</i>            This workshop will provide an overview of CSAP's Center for the Application of Prevention Technology (CAPT) and will highlight the Regional Expert Teams (RETs) found in each of the five NPN regions of the United States. Workshop speakers will provide information on the CAPT training and technical assistance services. Additionally, a discussion on an initiative which builds community evaluation capacity, called the Service to Science Academy, will also be presented.</p>	✓	✓ repeat
<p><b>Firing Up Prevention and Liver Wellness- An effective Approach to Reducing Risky Behaviors</b>  <i>Presenter(s): Thelma King Thiel, Chair &amp; CEO, Hepatitis Foundation International</i>            The goal of this presentation is to motivate individuals to protect themselves and avoid behaviors that can cause serious liver damage related to viral hepatitis, alcohol and drug use and abuse; having unprotected sex; injection drug use; as well as to assess their own risk behaviors and seek medical evaluation of the status of their liver. A major factor in the dramatic increase in chronic illnesses including cirrhosis and cancer of the liver is related to the fact that information about importance of the liver to health and life itself simply was not available. Many who are currently infected were unaware of the risks they were taking that exposed them to viral infections, and ultimately serious liver damage. Providers and patients need to understand the importance of the liver and how viruses, substance abuse and the risky behaviors can damage the liver's ability to keep them alive and healthy. In addition, liver health can be compromised not only by drugs, alcohol and hepatitis viruses but by eating too many fats and sugar, breathing in toxic fumes, smoking and punctures in the skin that allow viruses to invade the body.</p>	✓	✓ repeat

	1:45pm-3:30pm	3:45pm-4:30pm
<p><b>Funding Opportunities through the US Dept. of Education's Office of Safe and Drug-Free Schools</b>  <i>Presenter(s): Christine Pinckney &amp; Paul Kesner, Education Program Specialists, US Dept. of Education, Office of Safe and Drug-Free Schools</i>  As resources become more limited discretionary grants become more competitive. This session guides participants through the Dept. of Education's discretionary grants process from beginning to end. Participants will also gain a better understanding of the discretionary grants process, including absolute priorities, selection criteria and the peer review process. Participants will be provided with a series of tips to assist them in the development and organization of their grant applications. In addition, information will be shared about funding opportunities planned through the Office of Safe and Drug-Free Schools.</p>	✓	✓ repeat
<p><b>Interacting with Leadership To Keep Children Alcohol Free Members and Programs</b>  <i>Presenter(s): Hope Taft, President/CEO, Leadership To Keep Children Alcohol Free Foundation; Karen Baldacci, First Lady of Maine; Glenn Wieringa, Underage Drinking Prevention Manager, Traffic Safety Bureau, NM Dept. of Transportation; Sue Plummer, Chief of Staff, First Lady of ME</i>  Have you always wanted ideas on how to engage the Governor's spouse in your state in prevention programs? Are you looking for new approaches to alcohol prevention? Do you need ideas on ways to engage state departments and community members in your efforts? If you answered 'yes' to any of these questions, come to this workshop to get some answers.</p>	✓	✓ repeat
<p><b>Overview of Tribal Issues in Prevention</b>  <i>Presenter(s): Josefina Haynes-Battle, Sr. Public Health Analyst, SAMHSA/CSAP</i>  This overview session will highlight CSAP's culturally-centered prevention approaches in working with American Indian and Alaska Native communities through CSAP's Native American Center for Excellence (NACE). This session will offer insight into content expertise in five categories—youth, family, community, schools and tribal leaders.</p>	✓	✓ repeat
<p><b>Prescription Drug Misuse, Abuse and Diversion</b>  <i>Presenter(s): Sean Belouin, Pharm.D., Area/Regional Pharmacy Consultant, SAMHSA/CSAP; Ron Flegel, M.S., BSMT (ASCP), Forensic Toxicologist, Div. of Workplace Programs, SAMHSA/CSAP; Greg Goldstein, M.P.H., Sr. Public Health Advisor, Immediate Office of the Asst. Secretary for Health, DHHS; Jennifer Solomon, Public Health Advisor, Div. of Systems Development, SAMHSA/CSAP</i>  This roundtable discussion will discuss prescription drug trending for opioids and pharmacy point-of-sale program to address prescription drug misuse, abuse and storing in the home; the pros and cons of prescription drug testing; the perspective of the Surgeon General on prescription drugs and an overview of other Federal agency efforts to address this issue; and older adults and prescription drug abuse.</p>	✓	✓ repeat
<p><b>Substance Abuse and HIV Prevention—Targeting At-Risk Youth</b>  <i>Presenter(s): Claudia Richards, HIV Branch Chief, SAMHSA/CSAP</i>  This workshop is designed to help coalition members and prevention professionals think about expanding their substance abuse prevention efforts to also target HIV prevention efforts for youth at greatest risk for HIV infections. This workshop will feature representatives from CSAP's Minority Education Initiative who have successfully combined evidence-based substance abuse prevention programs with HIV prevention programs on colleges and university campuses serving minority youth. The workshop will feature a discussion on lessons learned and stimulate dialogue on how to improve these approaches in other communities.</p>	✓	✓ repeat
<p><b>Substance Abuse Prevention Dollars and Sense: A Cost Benefit Analysis</b>  <i>Presenter(s): Beverlie Fallik, Sr. Public Health Analyst, SAMHSA/CSAP; Ted Miller, Director, Public Services Research Institute, Pacific Institute for Research and Evaluation</i>  This presentation will include the results of CSAP cost benefit analysis, the factors to consider in performing cost benefit analysis and will show how available data can be used to demonstrate the value to the nation of implementing prevention programs and strategies. These results can be used to educate and provide briefings and presentations by and for decision makers.</p>	✓	✓ repeat
<p><b>Underage Drinking Prevention State/Territory Videos</b>  <i>Presenter(s): Gwyndolyn Ensley, Project Officer, Underage Drinking Prevention Education Initiative, SAMHSA/CSAP-DSD; William Beard, UDPEI Project Manager, ICF International; Christopher Phillips, Video Producer, ICF International</i>  Since 2007, CSAP has collaborated with 14 States and one Territory to produce videos that support their local underage drinking prevention communications efforts. Ten additional videos are currently in production and expected to be completed by late summer. By 2014, CSAP will assist the remaining States and Territories in creating videos of their own and, with Office of Management and Budget clearance, conduct follow-up surveys to monitor the efficacy of these efforts. Moderated by Gwyndolyn Ensley who coordinated the video project, this presentation will cover the following topics: history and overview of the project; summary of the video production process; explanation of the follow-up survey; Q&amp;A session. At certain points during this presentation, several of the completed videos will be shown in their entirety.</p>	✓	✓ repeat

	1:45pm-3:30pm	3:45pm-4:30pm
<p><b>Using National Data in Local Prevention Efforts</b>  <i>Presenter(s): Peter DeLaney, Director, SAMHSA Office of Applied Science</i>  This workshop features experts from NIDA, SAMHSA and coalition leaders who have experience in using national data in local prevention efforts to showcase successful outcomes and to help move coalitions to doing work in the area of greatest need. Participants should come ready to discuss national data sets including the National Survey on Drug Use and Health, the Monitoring the Future Survey and how they relate to local data collection and reporting.</p>	✓	✓ repeat
<p><b>What Communications Products and Services Do You Need to Succeed: SAMHSA Listens and Responds</b>  <i>Presenter(s): Thomas Backer, Ph.D., President, Human Interaction Research Institute; Michael Ahmadi, Public Health Analyst, SAMHSA/Office of Communications; Nel Nadal, Public Health Analyst, SAMHSA/CSAP</i>  The pathway to successful product and service marketing begins with listening to and hearing what your customer wants and needs. During this session, we'll share information about how we're currently reaching out to our grantees and other constituency groups to provide the latest information on prevention, early intervention, treatment and recovery support services. Most importantly, we want to hear your ideas for how SAMHSA can help you get the word out about services your program provides and accomplishments achieved in your community. Bring your suggestions for posters, resource directories, parent workbooks, consumer guides, brochures, research findings, statistics, coalition workbooks, anything that will help you be a successful grantee. The workshop will be a facilitated discussion led by Thomas Backer. Members of SAMHSA's Executive Leadership Team will be in attendance to hear your suggestions directly.</p>	✓	✓ repeat
<p><b>Academy Alumni Convocation</b>  Academy alumni are invited to attend this "first ever" gathering of CADCA National Coalition Academy graduates and soon-to-be graduates. CADCA's National Coalition Institute is in the process of developing a post Academy program and we need your help. How can we best support your coalition in the future? Are you looking for advanced classes, an alumni association, peer mentoring, low cost training for other coalition members, opportunities to help current Academy students, a university certificate and post graduate degree program? Plan to attend, reconnect with classmates and CADCA staff and be the first to hear about new CADCA offerings.</p>	✓	✓ cont.
<p><b>Creating and Customizing Sustainable Funding for Your Coalition</b>  <i>Presenter(s): Terry Axelrod, Benevon</i>  This fast-paced workshop introduces you to a systematic model for building sustainable funding for your mission. Learn to leave a legacy of passionate lifelong individual donors as you tailor the Benevon® Model to the unique needs of your coalition. This interactive session provides an opportunity to ask questions about how to customize the Benevon® Model to your organization, including Point of Entry® Events, Ask Events™, and involving your board. Participants are encouraged to bring other staff, board and volunteers to engage them in this practical and effective approach.</p>	✓	✓ cont.
<p><b>The Inside Scoop</b>  How will the new federal administration impact the work of your local coalition? What are some of the new programs and directions being formulated by federal agencies and departments? CADCA has selected three of the most intriguing and thought provoking initiatives and invited key federal representatives to share the Administration's plans to shape and support the work of local communities. Come learn about the Administration's emphasis on science based principles, place based initiatives and comprehensive community initiatives. Don't miss this opportunity to learn and also share the local perspective.</p>	✓	✓ cont.
<p><b>Metrics, Measures and Models for Social Media</b>  <i>Presenter(s): LaDonna Coy, President, Learning for Change; Sue Stine, Sr. Manager, Dissemination &amp; Coalition Relations, CADCA's National Coalition Institute</i>  Now that social media and social media marketing have become a mainstay of coalition communications how do we know what's working, not working and where to adjust? Thankfully there are a variety of low- and no-cost tools to help us answer these questions more precisely than we've been able to do previously. This interactive workshop will take you on a journey of the concepts, models and tools used to measure and track social media and offer a social media and community framework as a guide.</p>	✓	✓ cont.