



2016 Mid-Year Training Institute Training Session Program Details

Track: Data Crusaders

Title: How to Identify the Right Evaluator: Securing the Value in your Evaluation

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Albert Terrillon, Deputy Director E&R, CADCA

Andrea de la Flor, Senior Manager E&R, CADCA

Description: Evaluation is critical to remain focused on current community issues. It also helps coalitions make improvements to their plans and to target their work toward community-level outcomes. As a coalition, it is easy to recognize the importance of evaluation. Knowing what makes a good evaluation is a bit more difficult to determine. There are many types and approaches to evaluation and what a coalition chooses to do is based on their unique goals, capacities, and resources. The goal of this session is to provide coalitions with information that will better equip them to make the decisions that will help them make the right decisions in evaluation. Participants will learn how to determine what kind of evaluation support is needed, what coalitions should get from their evaluator, and tips on how to manage an effective evaluation. Whether you have an evaluator or just want to learn more about how evaluators work with and for coalitions, we think this hands-on application session will offer useful information for you.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Learn the basics about how evaluation is different from research
2. Become familiar with some of the different types of evaluation
3. Learn about the skills you should be looking for in a coalition evaluator
4. Learn about how to secure quality evaluation expertise and apply tips for creating a formal agreement that will support your coalition needs

Track: Data Crusaders

Title: CPS - Planning and Evaluation for the Prevention Specialist

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Stephanie Strutner, Trainer, CADCA

Description: This session for coalition leaders and members addresses the key elements of the Planning and Evaluation Domain of the Prevention Specialist Certification process while providing a customized application of several elements of the Strategic Prevention Framework (SPF) including assessment, planning, and evaluation. The session walks through the SPF steps in a way that provides hands-on application of the content and material. Participants will be able to apply the knowledge and skills learned in the session to enhance their existing coalition processes and outcomes.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Conducting a community assessment including community needs, readiness and resources
2. Prioritizing and selecting prevention strategies, programs, and best practices to meet the identified needs of the community
3. Developing a prevention plan based on research and theory that addresses community needs and desired outcomes that result in the development and implementation of a quality strategic plan.
4. Evaluating coalition efforts to achieve community- and program-level outcomes
5. Incorporating cultural responsiveness into all planning and evaluation activities.

Track: Data Crusaders

Title: Emerging Tobacco Product Use Data in the United States and Implications for Public Health Policy and Practice

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Brian King, Deputy Director for Research Translation, Centers for Disease Control and Prevention, Office on Smoking and Health

Description: This presentation will provide the most up-to-date national data to answer four key questions related to emerging tobacco product use in the United States, including electronic cigarettes (e-cigarettes) and hookah:

1. What are the different types of e-cigarettes and hookah available on the U.S. market and how do they work?
2. Are there differences in the use of e-cigarette and hookah use across U.S. youth and adult population groups?
3. What are the health effects of e-cigarette and hookah use at the individual and population levels?

4. Based on the data shared, what are some policy options that could be implemented to minimize potential harms from emerging tobacco products use, including e-cigarettes and hookah?

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Discuss the individual and population level health effects of emerging tobacco product use, including e-cigarettes and hookah.
2. Describe patterns of emerging tobacco products use, including e-cigarettes and hookah, among U.S. adults and youth
3. List interventions that can be implemented at the population level to minimize harms of emerging tobacco product use

Track: Data Crusaders

Title: Using Data to Create and Inform Policy to Improve Community Health Improvement

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

J.T. Griffin, Chief Government Affairs Officer, Mothers Against Drunk Driving (MADD)
D.J. Hilson, Muskegon County Prosecutor, Coalition for a Drug Free Muskegon County
Samuel Gaber, E & R Manager, CADCA

Description: Hear from two policy experts about how they successfully used the strength of data to educate community members and policy makers about two important prevention issues. J.T. Griffin will share powerful data to support the placement of ignition interlock devices in the vehicles of all convicted drunk drivers and how the data is being used to generate local, state, and federal support. D.J. Hilson will discuss the steps that he and his coalition took to gather important data from the business community regarding the impact of marijuana legalization. His presentation will help coalitions engage and partner with businesses to anticipate policy-relevant community developments. Information and lessons from each presentation will provide a foundation for participant discussion about how coalitions can improve their own work related to using data to inform and create multi-level policy to improve their communities.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Become familiar with the current research and data in support of ignition interlock policy to address alcohol-impaired driving
2. Learn about a survey that captures important information from businesses that can be used to educate policy makers and the general public about policy implications related to marijuana legalization
3. Increase knowledge of how to use data effectively to educate policy makers and community members

4. Develop specific action steps to take back to your community based on what you learned to support your local efforts.

Track: Data Crusaders

Title: Getting Your Logic Model to Work for You: A Facilitated Clinic

Date: 7/19/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Andrea de la Flor, Senior Manager E&R, CADCA

Jackie Rhodes, Technical Assistance Manager, CADCA

Dave Shavel, Trainer, CADCA

Description: Join us for this hands-on clinic and have some fun with us while you learn how to use your coalition logic model as a tool for communication and improvement. Too often, coalition logic models are created and then set aside to remain static, unlike the constantly evolving coalition efforts. When you have a good logic model, it brings clarity to the work by demonstrating how all of the activities work together to achieve change. This makes it extremely useful when communicating your coalition's contribution to community-level outcomes to someone on the outside. Internally, a good logic model helps partners to see where their efforts fit into the big picture and elevates planning conversations by reinforcing the importance of making data-driven decisions. The process of continually revisiting your coalition logic model points out strengths and weaknesses in your coalition's assessment, implementation, and evaluation efforts, allowing you to take the appropriate steps for improvement. Bringing to you a combined ten years of experience in providing support to coalitions with their logic modeling process, we will walk you through our approach. Brief training segments are combined with group application and coaching to produce immediate results. We recommend that participants bring their own logic model to achieve maximum benefit. Samples will be available for those that need them.

*It is highly recommended that participants bring their own coalition logic model

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the key elements of a coalition logic model and why they are important
2. Learn how to apply CADCA's training and technical assistance approach to improving your own logic model
3. Identify ways to integrate your logic model into every day coalition work for communication and improvement
4. Develop next steps to apply this information in your community.

Track: Data Crusaders

Title: Enhancing the Story of Your Coalition's Value and Impact with Community-level Indicators

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Albert Terrillon, Deputy Director E&R, CADCA

Description: This interactive course will cover the most important concepts coalition practitioners need to know to obtain quality data about outcomes and benchmarks of success. There are several resources available with information on local, state, and national-level indicators and finding them and navigating the search engines to bring out key information will help coalitions in their outcomes-related work. Substance-abuse issues with research and data will be listed and those without data or with emerging research will be discussed. This session will explain which larger outcomes options are available to coalitions and they might be the most useful for sustainability, for community assessments, or for building partnerships. Participants will also learn and have the opportunity to review available data and to see how it lines up with their own data collection and evaluation efforts. Tips and strategies for understanding basic benchmarking and health grades and using these tools in grant applications, to strengthen partnerships, connect their work to larger scale initiatives.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Learn how to navigate different national, state, and local data systems that can support community health
2. Be able to apply helpful benchmarking and grading work in coalition efforts
3. Learn about national data efforts to align work and report outcomes

Track: Data Crusaders

Title: Conducting Youth Focus Groups: A Practical Application Session

Date: 7/20/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Albert Terrillon, Deputy Director E&R, CADCA

Robert Busch, E&R Associate, CADCA

Andrea de la Flor, Senior Manager E&R, CADCA

Description: Youth are arguably the most valuable source of actionable data for coalitions in the development of effective strategies and interventions. In fact, talking with youth and involving them in identifying problems and solutions is empowering. However, it is important that coalitions capture these conversations in a way that is meaningful for assessment, planning, and evaluation. Focus groups are one of the most common qualitative data collection methods used to inform community health initiatives. They add depth to existing data and bring valuable community input into the work. This training session will build your confidence in planning, conducting, and analyzing the results of a youth focus group. We will share an

approach that is sensitive to the limited time and resources of coalition practitioners and participants will have plenty of opportunity to practice their new skills in the room.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Be able to determine when a youth focus group is needed and what questions to ask
2. Learn an approach to conducting youth focus groups that is feasible for community coalitions
3. Understand the basics of how to develop questions, select participants, plan a session, document and analyze data, and maintain appropriate ethical standards
4. Practice building important skills needed to conduct effective youth focus groups

Track: Data Crusaders

Title: Mining Social Media to Tell Your Community Story

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Dylan Ellerbee, Trainer, CADCA

Description: Today, understanding social media is no longer optional; it is a critical part of community work and understanding what our young people are doing. Harnessing a basic understanding of social media presents us with significant and novel opportunities for prevention. We can mine social media for non-traditional forms of data that bring our community story to life. Many communities have used social media posts to advance their policy and communications campaigns. In this session you will learn how to describe your community in a whole new way.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand what social media is and what platforms young people are using
2. Learn the next steps to utilizing social media to gather data and information about their community
3. Understand how to use the information they gather to advance their local communications and policy campaigns

Track: Drugs: Community Kryptonite

Title: Prescription Drug Abuse Prevention for Community Coalitions

Date: 7/20/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Jennifer Fan, Special Assistant to the Director, Center for Substance Abuse Prevention, SAMHSA

Description: SAMHSA will provide a status update on the nation's prescription drug abuse crisis as well as SAMHSA's programming on this issue. In addition, representatives from various community coalitions will present on their prescription drug abuse prevention programs and will touch upon initiation, implementation, challenges, and outcomes of their programs.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Participants will increase their knowledge about current prescription drug abuse trends and the implications for prevention programming
2. Participants will become familiar with the range of resources available from SAMHSA in prescription drug abuse prevention efforts
3. Participants will learn about prescription drug abuse prevention programming in other communities

Track: Drugs: Policy Power

Title: Tobacco 21 Policies: Tobacco Control Legal Consortium, California and Hawaii's Perspectives

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Mike Freiberg, Staff Attorney, Tobacco Control Legal Consortium

Jessica Yamauchi, Executive Director, Hawaii Public Health Institute

Lila Johnson, Tobacco Prevention and Control Section Lead, Hawaii Department of Health

Description: Michael Freiberg will briefly describe the policy benefits of raising the minimum legal sales age ("MLSA") for tobacco products. The bulk of the presentation will focus on the many legal issues raised by MLSA laws. These include: exemptions to avoid; possession, use, and purchase ("PUP") laws; complementary policies, such as restricting the age of sale clerks; Sytar implications; and potential legal challenges to such laws. Freiberg will also describe how the legislative process might work during a campaign to raise the MLSA for tobacco products. Finally, the session will describe on the importance of legal technical assistance during a campaign to raise the minimum legal sale age for tobacco, highlighting the services offered by the Tobacco Control Legal Consortium.

Callie Hanft will focus on ways in which participants can build a plan to engage in a local or statewide Tobacco to 21 (T-21) policy change. She will review California's campaign plan model and discuss our experience working with non-traditional and traditional partners. Hanft will cover the key tobacco definitions necessary to passing policy (how to talk about e-cigarettes, traditional tobacco products and the definition of smoking), knowing the political climate in which attendees are operating (are there preemption laws in their states/counties? If so, can they fix them?), understanding the science behind T-21 policies, and lastly, knowing how to use the arguments in support of such policy change effectively. Additionally, Hanft will discuss California's planning and implementation of grassroots and media campaigns in conjunction

with the policy movement. Lastly, Hanft will conclude with a broad overview of the political climate- pending an FDA announcement on tobacco control scheduled to be released in April 2016.

Jessica Yamauchi and Lila Johnson will review Hawaii's campaign to raise the age of sale of tobacco to 21. Yamauchi and Johnson will review what helped make the campaign successful: grassroots efforts, key stakeholders, youth involvement, legislative champions, the IOM report, and media. Yamauchi and Johnson will also touch on the initial success in our state on the island of Hawaii as well as share effective efforts in Hawaii with our military branches. They will close by reviewing implementation and evaluation efforts.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the policy benefits of raising the minimum legal sales age ("MLSA") of tobacco products;
2. Describe essential elements of an MLSA policy; and
3. Describe exemptions to avoid in an MLSA policy.
4. Understand how to develop an issue-based campaign, specifically around raising the age of sale of tobacco to 21.
5. Understand how to involve youth and young adults in a campaign that will impact their generation.
6. Describe evidence-based policy research.
7. Identify the significance of outreach to military branches.
8. Describe the key components of the implementation plan.
9. Discuss the main elements in the evaluation plan.

Track: Drugs: Community Kryptonite

Title: Teaching Tweens to be Medicine Wise

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Barbara Carlton, Prevention Specialist, Alamance Burlington School System, North Carolina

Description: CADCA knows that coalitions often support the implementation of effective programs as part of a comprehensive strategy. Since 2013, CADCA has been contributing to the tools surrounding the OTC Medicine Safety program and sharing it with its coalition network. Developed by McNeil Consumer Healthcare, Scholastic and the American Association of Poison Control Centers (AAPCC), OTC Medicine Safety is a no-cost program that teaches tweens to read a drug facts label, identify safe storage strategies, and understand proper dosage measurements. Tweens also walk away with a foundational understanding that OTC medicines

are only safe when used following specific medical guidelines and should never be shared. OTC Medicine Safety is an exciting way to deepen your relationship with local schools and impact a teachable, reachable young audience.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Become familiar with the modules, lesson plans and tools surrounding the OTC Medicine Safety curriculum for 4th and 5th graders
2. Develop your own engagement plan to bring this evidence-based course to local schools or other youth-centered options (afterschool programs, Scouting programs, camps, and more.)
3. Learn tips and tricks for how to educate and inspire what can sometimes be a tough audience – elementary school kids!

Track: Drugs: Community Kryptonite

Title: Understanding and Combatting the 3rd Great Epidemic: A Law Enforcement and Community Partnership Response to the Heroin and Opioid Crisis

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Sean Ferns, Agent, Drug Enforcement Agency

Karen Flowers, Agent, Drug Enforcement Agency

Description: This session will give an overview of the changing drug landscape and discuss how this current national epidemic of heroin and opioid addiction differs from prior ones. It will introduce a new strategy resulting from a partnership between the DEA and CADCA, called DEA 360. The goals of the DEA 360 Strategy include stopping the deadly cycle of prescription opiate and heroin abuse by eliminating the drug trafficking organizations and gangs fueling violence on the streets and addiction in communities. The strategy will also include partnering with medical professionals to raise awareness about the dangers of prescription opioid abuse and the link to heroin. It will also engage and strengthen community coalitions and social service organizations that are best positioned to provide long-term help and support for building drug-free communities.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the nature and threat of the current epidemic
2. Learn about the DEA 360 Strategy
3. Explore strategies to strengthen their community response by working strategically with law enforcement and other key sectors

Track: Drugs: Community Kryptonite

Title: Marijuana, Public Safety and Drugged Driving

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Erin Holmes, Director of Traffic Safety, Foundation for Advancing Alcohol Responsibility

Description: This session will provide attendees with an overview of the research on drug-impaired driving and highlight the importance of eliminating this threat to public safety. Participants will learn about how drugs affect driving performance and the ways in which law enforcement identify and remove drugged drivers from the road. This session will identify strategies that participants can take to their communities to address this problem. Special emphasis will be given to marijuana-impaired driving and will include the most recent data from Colorado and Washington.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Discuss the complexities and challenges of drug-impaired driving
2. Understand the limitations of existing drug-impaired driving data
3. Discuss existing drug-impaired driving enforcement efforts, legislation, and awareness campaigns
4. Identify strategies and solutions to address this problem

Track: Drugs: Community Kryptonite

Title: Targeting Harmful and Underage Student Drinking with NIAAA's CollegeAIM

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Jason Kilmer, Associate Professor of Psychiatry and Behavioral Sciences and Assistant Director of Health and Wellness for Alcohol and Other Drug Education, University of Washington

Description: As many CADCA coalition members know firsthand, harmful and underage college drinking remain significant and persistent problems – with consequences for students, schools, and communities. The National Institute on Alcohol Abuse and Alcoholism (NIAAA) released CollegeAIM (College Alcohol Intervention Matrix), an important new resource to help colleges address student drinking and choose strategies wisely – boosting their chances for success and helping them improve the health and safety of students and the surrounding communities. Working with college administrators, coalitions can play an important role in this effort. This training session will:

- Provide an entertaining and informative review of the CollegeAIM guide and website
- Offer a hands-on demonstration
- Guide coalition members by offering tips on how to bring CollegeAIM to the attention of local college presidents and staff

- Provide a Q & A session

Learning Objectives:

At the end of the training session, the participants will be able to:

1. What CollegeAIM is
2. Why CollegeAIM is needed
3. How CollegeAIM is distinctive
4. How coalitions can bring CollegeAIM to the attention of local college presidents and staff

Track: Drugs: Community Kryptonite

Title: The Changing Landscape of Prevention: Are We Prepared?

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

Frances Harding, Director, Center for Substance Abuse Prevention, SAMHSA

Description: SAMHSA's continues to focus its efforts to prevent substance misuse among youth and young adults based on findings from the National Survey on Drug Use and Health. This interactive session will highlight current data trends and resources related to underage drinking, tobacco, marijuana, and prescription drugs. Throughout the session, the presenter also will engage in a dialogue with attendees as they share their success stories and challenges, identifying areas of need for training and technical assistance from federal and national partners.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Increase their knowledge about current substance use trends and the implications for prevention programming
2. Become familiar with the range of resources available from SAMHSA and other federal agencies involved in substance misuse prevention efforts
3. Share their successes and challenges, with the intent of learning from each other about what is (and is not) working to prevent substance misuse in various settings
4. Gain a deeper understanding of how prevention programming at the national level is evolving

Track: Drugs: Community Kryptonite

Title: A Comprehensive Approach to Addressing the Pills to Heroin Epidemic

Date: 7/19/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Catherine Brunson, Trainer, CADCA

Description: In order to effectively address opioid abuse, communities must address both prescription drug and heroin abuse. This course will provide an overview of the prescription drug and heroin abuse problem and explore the associated public health issues of overdose, hepatitis C/HIV, and neonatal abstinence syndrome. Participants will gain a better understanding of the comparative effectiveness of Medically Assisted Treatment (MAT). This session will offer some best practices to address prescription drug and heroin abuse utilizing strategies aimed at changing or influencing community conditions, standards and regulations, and institutions and policies. Participants working in small groups will analyze several unique challenges that prescription drug and heroin abuse present and identify innovative strategies to overcome these barriers. The presentation will explore and develop capacity building strategies to increase participation from healthcare providers. Additionally, the presentation will cover data indicators that coalitions can collect to measure the extent of their prescription drug and heroin abuse problem so that they can measure their impact over time. Attendees can expect to leave this session with an increased knowledge of the breadth of strategies they can implement when they return to their community to improve their outcomes.

Learning Objectives:

At the end of the training session, the participants will be able to:

Track: Drugs: Community Kryptonite

Title: Hookah Culture: The Marketing and Appeal of Waterpipe Smoking...Much More than Just Smoking

Date: 7/19/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Merlyn Griffiths, Associate Professor of Marketing, Marketing, Entrepreneurship, Hospitality and Tourism, University of North Carolina, Greensboro

Description: This training session explores the pervasiveness of waterpipe smoking among young consumers. Marketing messages increasing the appeal and lure; normative depictions of the practice; and indicators of the growth of hookah culture are explained. Strategies in support of curtailment of current and future smoking behavior are explored.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Have a greater understanding of the marketing dynamics facilitating the growth of hookah culture, including the varying forms and practices of smoking among young consumers.
2. facilitate effective conversations about waterpipe smoking and the respective implications, with policy makers and administrators.

3. Understand strategies that may support curtailment by current smokers and prevent future initiation.

Track: Drugs: Community Kryptonite

Title: New Research Since the Surgeon General's Call to Action to Prevent and Reduce Underage Drinking

Date: 7/19/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Ralph Hingson, Director, NIAAA, Division of Epidemiology and Prevention Research

Kelli Komro, Professor & Associate Director, Department of Health Outcomes and Policy within the College of Medicine, University of Florida & Child Health Policy

Dallas Pettigrew, Manager of Administrative Operations, Cherokee Nation's Pediatric Behavioral Health System

Description: This course will outline new research on trends in and consequences of underage drinking as well as interventions to prevent and reduce underage drinking that have emerged since the 2007 Call to Action. The course will explore recent trends in injury deaths linked to underage drinking, binge drinking and driving under the influence, effects of underage drinking on the developing brain, blackouts, overdoses, and academic performance. It will also examine research on interventions that are individually-oriented, policy/environmental, and family-, school-, web-, and community-based. Dr. Hingson, NIAAA, will open with a review of new research since the Surgeon General's Call to Action to Prevent and Reduce Underage Drinking. Dr. Kelli Komro and Mr. Dallas Pettigrew will present a multi-component project they are pursuing in eastern Oklahoma within the Cherokee Nation to test effects of combined expansion of alcohol screening and brief intervention with community organizing and enforcement of underage drinking policies.

Learning Objectives:

At the end of the training session, the participants will be able to:

Track: Drugs: Community Kryptonite

Title: Prescribing Some Solutions to Prescription Pain Medicine Abuse

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Bob Twillman, Executive Director, American Academy of Pain Management

Catherine Brunson, Trainer, CADCA's National Coalition Institute

Description: Clinicians and coalitions have a monumental job of trying to effectively manage two public health problems: Prescription drug abuse and chronic pain. How can medical professionals and coalitions come to a mutual understanding enabling them to protect both the 100 million Americans who suffer with chronic pain and the 12.5 million people who abuse

prescription pain medications, preventing both addiction and disabling pain? This training session will explore a balanced approach to two public health crises that requires all sectors, especially the medical community, to engage. Participants will walk away with a better understanding of how to broach the conversation with their local medical professionals.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Describe the similarities between prescription opioid abuse and chronic pain
2. Discuss approaches to these two problems that may lead to solutions to both, without producing unintended negative consequences
3. Outline ways to engage the local medical community in efforts to address these two problems

Track: Drugs: Community Kryptonite

Title: The Naked Truth about Marijuana and Marijuana Legalization in Colorado – The Impact

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Tom Gorman, Director, Rocky Mountain High Intensity Drug Trafficking Area (RMHIDTA)

Sue Thau, Public Policy Consultant, CADCA

Description: This session will cover a number of related subjects leading to the facts about the impact of legalizing “medical” and recreational marijuana in Colorado. Subject matter will include such topics as the war on drugs, success or failure, the truth behind the drug legalization movement, normalization of marijuana and data covering the six years of commercialized “medical” marijuana and two years of recreational marijuana in Colorado. The attendees will be able to determine for themselves whether pro- or anti-legalization groups were accurate in their predictions about the impact of marijuana legalization.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Assess the success or failure of U.S. drug policy with facts, not rhetoric
2. What’s happening in Colorado since marijuana was legalized
3. Assess the success or failure of legalizing marijuana in Colorado

Track: Drugs: Community Kryptonite

Title: Measuring Marijuana’s Impact Locally: Trends & the 8 Enforcement Priority Areas

Date: 7/20/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Kevin Wong, Intelligence

Analyst, Rocky Mountain High Intensity Drug Trafficking Area (RMHIDTA)

Chelsey Clarke, Intelligence
Analyst, Rocky Mountain High Intensity Drug Trafficking Area (RMHIDTA)

Description: Marijuana continues to be illegal as a Schedule I substance under Federal Law. Coalitions can play an important role in gathering and organizing information that might be helpful to track the important changes in marijuana policies/laws at the state and local level and role of the 8 priority areas in your state and communities. Participants will become familiar with the role that coalitions can play in collecting local information that aligns with these priority areas and how changes in marijuana law might impact important state and local metrics. This training session will also provide an overview of marijuana trends, to include unintended consequences that directly impact public health and public safety.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Be familiar with the role that coalitions can play in collecting local information that aligns with these priority areas and how changes in marijuana law might impact important state and local metrics
2. Identify marijuana trends, to include unintended consequences that directly impact public health and public safety

Track: Drugs: Community Kryptonite

Title: Measuring Marijuana's Impact Locally: Trends & the 8 Enforcement Priority Areas (REPEAT)

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Kevin Wong, Intelligence

Analyst, Rocky Mountain High Intensity Drug Trafficking Area (RMHIDTA)

Chelsey Clarke, Intelligence

Analyst, Rocky Mountain High Intensity Drug Trafficking Area (RMHIDTA)

Description: Marijuana continues to be illegal as a Schedule I substance under Federal Law. Coalitions can play an important role in gathering and organizing information that might be helpful to track the important changes in marijuana policies/laws at the state and local level and role of the 8 priority areas in your state and communities. Participants will become familiar with the role that coalitions can play in collecting local information that aligns with these priority areas and how changes in marijuana law might impact important state and local metrics. This training session will also provide an overview of marijuana trends, to include unintended consequences that directly impact public health and public safety.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Be familiar with the role that coalitions can play in collecting local information that aligns with these priority areas and how changes in marijuana law might impact important state and local metrics
2. Identify marijuana trends, to include unintended consequences that directly impact public health and public safety

Track: Guardians of the Galaxy

Title: Keeping the Faith in Effective Community Problem Solving

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Carlton Hall, Deputy Director, Training Assistance, CADCA's National Coalition Institute

Lauren Lloyd, Director, Wounded No More

Lesley Gabel, Co-Executive Director, Hunterdon County Safe Communities Coalition

Description: Sometimes the most difficult part of drug prevention is getting the message to the people who need it the most. The faith community can help. Faith brings people together and that's what anti-drug coalitions need, another way to reach people where they are. Involvement in religious activities is a protective factor for substance use. Research from the National Survey on Drug Use and Health has shown youth who are highly involved in religious activities are less likely to use cigarettes, alcohol, or other drugs. The numbers are similar for adults. During this course, you'll see how the faith community and coalitions can work together to reduce substance abuse. Hear about ideas that are working and how you can adapt them to meet your needs.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Identify ways faith can factor into substance abuse prevention, treatment and recovery
2. Learn how to approach and engage the faith community
3. Learn how to build a successful faith-based and community partnership
4. Develop specific "next steps" for the partnership

Track: Guardians of the Galaxy

Title: Screening, Brief Intervention, and Referral to Treatment (SBIRT): A Review of Policies, Research and Practices

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Sherry Larkins, Director, International Programs

Research Sociologist, Friends Research Institute and UCLA's Integrated Substance Abuse Programs

Rachel Gonzalez-Castaneda, Associate Research Psychologist, UCLA Integrated Substance Abuse Programs

Description: Excessive alcohol and drug use lead to myriad health problems. Overall, substance use contributes to multiple conditions that require medical care, and over half of individuals with a substance use disorder (SUD) have another health conditions, as well. Chronic and serious medical conditions such as arthritis, asthma, hypertension, and mental illness are more prevalent among patients with SUDs. Screening, Brief Intervention, and Referral to Treatment (SBIRT) is a comprehensive, integrated, evidenced-based practice, and public health approach used to identify, reduce, and prevent problematic and risky behaviors. While primarily used to identify individuals who have and are at risk for substance use disorders, it can also be used to screen for mental health and primary health issues.

This practice can be conducted in a variety of settings including, primary care clinics, community health centers, schools, mental health settings, and ERs, among others. It has demonstrated success in hospitals, specialty medical practices, emergency departments, schools and workplace settings. SBIRT enables behavioral, primary health care professionals, educators and others to systematically screen and assist people who may not be seeking help for a mental health or substance use problem, but whose issues may cause or complicate their ability to successfully handle health, work, or family issues.

This presentation will provide participants with a review of the background and rationale of SBIRT and the research supporting its use. It will cover national and regional policies that impact billing, implementation and delivery of the service. We will review the key skills necessary to conduct SBIRT, and will address issues affecting implementation. We will conclude with the role coalitions can play in supporting SBIRT in their communities.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Describe the background and rationale for conducting SBIRT with clients in a variety of settings
2. Understand the regional variations in billing and implementation practices
3. Utilize different screening tools and identify clients engaged in at-risk substance use behaviors
4. Demonstrate the effective use of brief intervention strategies and techniques to motivate patients to change their at-risk behavior and/or seek treatment
5. Consider the role coalitions can play in SBIRT implementation.

Track: Guardians of the Galaxy

Title: IAMNDN Native Drug-Free Nations using "Culture Is Prevention"

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Raquel Ramos, SPG TIG Tribal Liaison, Comanche Nation

Description: This session will present the Strategic Prevention Framework process from SAMHSA, and how IAMNDN (pronounced I Am Indian) adult and youth coalition was formulated. The relationship between IAMNDN and Public School's Native American clubs, Community Mobilization, Youth Focused Prevention Posters, School Supplies as Prevention Tools, Achieving Youth Wellness through Artwork, and Introduce Culture as Prevention as a Tribal best Practice.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Assess Native American communities
2. Build capacity in diverse communities with cultural competence.
3. Discuss Culture is Prevention as a tribal best practice.

Track: Guardians of the Galaxy

Title: Implementing Environmental Strategies to Reduce Underage Drinking: How Do We Do What the Research Base Says is Most Effective?

Date: 7/18/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

David Jernigan, Associate Professor, Johns Hopkins Bloomberg School of Public Health

Description: Much of the strongest evidence of effectiveness for reducing underage drinking points to environmental strategies, particularly reducing physical availability, increasing the cost of alcohol, and addressing alcohol marketing. This session will work with participants to identify and brainstorm how to address barriers, in terms of stages in an implementation effort, messaging, enforcement and evaluation.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Identify the most effective strategies for reducing underage drinking
2. Describe the key steps in a campaign to implement those environmental strategies
3. Identify and address key barriers to implementation of environmental strategies

Track: Guardians of the Galaxy

Title: Maximizing the Use of Screening, Brief Intervention, and Referral to Treatment (SBIRT) in an Era of Health Reform Implementation and Integrated Care Delivery: How Coalitions can help support this Evidence-Based Practice

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Sherry Larkins, Director, International Programs

Research Sociologist, Friends Research Institute and UCLA's Integrated Substance Abuse Programs

Rachel Gonzalez-Castaneda, Associate Research Psychologist, UCLA Integrated Substance Abuse Programs

Description: Screening, Brief Intervention, and Referral to Treatment (SBIRT) is a comprehensive, integrated, evidenced-based practice, and public health approach used to identify, reduce, and prevent problematic and risky behaviors. It can be used in a variety of settings including, primary care clinics, community health centers, schools, mental health settings, and ERs, among others. This presentation will provide participants with an overview of motivational interviewing, the approach and style that underlies all brief interventions. Additionally, we will walk through the steps of screening, brief intervention, and referral to treatment. We will review the most widely used screening tools, and will practice using and scoring such tools. The brief Intervention component is made up of several practices that we will discuss and practice. These components include: giving personalized feedback and conducting a decisional balance to assess readiness for change.

Finally, we will review the "referral to treatment" step of SBIRT, and discuss barriers to making good referrals that are accepted by the client. Implementing SBIRT is fraught with challenges. We will discuss ways to overcome those challenges and will consider ways in which coalitions can help support implementation. We will use videos and role-plays to demonstrate the skills and support practice.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand key components of Motivational Interviewing and how this style or approach supports SBIRT
2. Demonstrate all steps of SBIRT, from "Screening" to "Brief Intervention" to "Referral"
3. Conduct a Brief Intervention using "Personalized Feedback" and a "Decisional-Balance" to motivate patients to change their at-risk behavior and/or seek treatment
4. Learn about implementation challenges and consider ways to overcome these barriers in their local communities

Track: Guardians of the Galaxy

Title: Adolescent Substance Use: Current Advances, Policy Updates, and Effective Interventions

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

Sherry Larkins, Director, International Programs

Research Sociologist, Friends Research Institute and UCLA's Integrated Substance Abuse Programs

Rachel Gonzalez-Castaneda, Associate Research Psychologist, UCLA Integrated Substance Abuse Programs

Description: This presentation will review the current science on adolescent brain development and the effect of drugs and alcohol on youth. Historically, addiction research has focused on adults, and models of addiction and treatment have not been applicable to adolescents. However, recent research has made great strides in the development and efficacy of drug abuse interventions for youth. Yet, many young people who have or at risk for developing substance use disorders (SUDs) are not currently receiving the care they need.

There are many system barriers and challenges that prevent adolescents from being identified and from getting appropriate care. Several models have been studied, and these approaches range from brief interventions to more intensive treatments. We will review recent brain imaging research and studies on the cognitive, memory, and mood effects of drugs and alcohol on the developing brain. We will discuss effective screening and assessment tools for youth, and how to determine appropriate interventions, ranging from briefer, short-term approaches to more intensive, long-term approaches.

Additionally, we will review policies and practices that either promote or inhibit the implementation of science-based approaches to addressing adolescent substance use. Finally, we will discuss how coalitions can utilize this information to strategize approaches for supporting adolescent interventions.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Review the current science on adolescent brain development and describe how drug and alcohol use affects mood, memory and cognitive functioning of adolescents;
2. Utilize screening procedures for identifying patients engaged in risky substance use behaviors;
3. Identify best practices to intervene with adolescents, and motivate them to reduce risk;
4. Consider state-by-state policies toward drug use, harm reduction / risk reduction, and drug legalizations, and their implications;
5. Discuss the role of coalitions in supporting substance use interventions with youth.

Track: Guardians of the Galaxy

Title: Alcohol Marketing and Youth: How Do we Go Forward?

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

David Jernigan, Associate Professor, Johns Hopkins Bloomberg School of Public Health

Description: Alcohol continues as the number one drug among young people. Amidst the growing evidence of the influence of alcohol marketing on young people's drinking behavior, as

well as strong evidence of high levels of exposure to that marketing among youth, what can be done to reduce that exposure and protect young people from its possible negative effects?

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Describe the impact of alcohol advertising on youth drinking behavior
2. Evaluate the effectiveness of alcohol industry self-regulation in reducing youth exposure to alcohol advertising
3. Identify the tools available to states and localities for reducing youth exposure to alcohol advertising
4. Identify promising practices among youth to counter the influence of alcohol marketing

Track: Guardians of the Galaxy

Title: Practical Application of the Strategic Prevention Framework for American Indian Tribes and Communities

Date: 7/19/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Sam Bradshaw, Cherokee Nation Prevention PFS=SPF, Project Director, Cherokee Nation
Mary HorseChief, Cherokee Nation - State Block Grant Region 5 Director, Cherokee Nation

Description: Presenters will discuss unique challenges faced by the Cherokee Nation in organizing a tribal-wide effort, and strategies implemented for building capacity that are applicable to all tribal partnerships. Cherokee Nation tribal prevention professionals will share unique challenges faced working with Indian Health Services and other tribal level groups with implementing environmental strategies in a coordinated multi-level approach. In addition, presenters will discuss challenges and strategies for enhancing data collection efforts within tribal communities.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the relation between effective data collection, strategy development and health improvement in Native communities and have tools that can be used in their tribal communities
2. Identify strategies that can be implemented in their own communities for reducing substance use patterns at a community level
3. Identify a process for building community coalitions in Native communities that can be replicated

Track: Guardians of the Galaxy

Title: Many Gateways: Gambling Addictions and Substance Use Disorders

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Myron Quon, Executive Director, NAPAFASA

Description: Gambling addictions and related substance use disorders cost the local community much in increased crime, lost productivity, and increase domestic family disturbances. This session will provide Mid Year attendees with the best practices concerning gambling addiction, and how it plays out in the local community. In addition, attendees learn about specific connections between different types of gambling behaviors and drug abuse.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Identify gambling addiction as currently enumerated by the DSM-5 (gambling disorder)
2. Understand high rates of comorbidity related to gambling disorder and substance use disorders

Track: Guardians of the Galaxy

Title: Exploring Primary and Secondary Prevention Strategies to Address Tobacco and Cancer Disparities

Date: 7/20/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Dwana Calhoun, Director, Self Made Health Network

Description: The adoption of primary and secondary prevention strategies is vital to reducing some of the nation's leading chronic conditions and risk factors (including tobacco use). This presentation is designed to provide community health workers (CHWs) with a general overview of primary and secondary prevention strategies at multiple levels.

It is intended to provide CHWs with examples of tobacco prevention and control strategies (evidence-based) and resources to support a greater integration of community-clinical linkages. CHW participants will also be provided with greater insight for addressing potential gaps and barriers associated with health disparity issues associated with tobacco use and cancer.

This training session will cover:

1. Definitions of primary and secondary prevention strategies
2. Examples of tobacco prevention and control strategies (evidence-based)
3. Recommendations for addressing potential gaps and barriers associated with health disparity issues

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Identify primary and secondary prevention strategies associated with chronic diseases and modifiable risk factors including tobacco use.
2. Learn additional skills to plan and apply tobacco prevention strategies in rural and metropolitan underserved communities.
3. Develop new skills to address underlying health disparity issues associated with tobacco use and some cancers.

Track: Guardians of the Galaxy

Title: The Growth of the Gaming Industry: Gambling Addictions and the Asian and Tribal Communities

Date: 7/20/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Myron Quon, Executive Director, NAPAFASA

Description: Gambling addiction continues to be a hidden addiction that communities of color tend to ignore. This session will provide attendees with an overview of problem gambling. In addition, the session will focus on how problem gambling manifests differently for minority communities, including Asian American and Tribal communities.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Know the basic public health challenges of Tribal communities
2. Learn about games of choice in some Tribal communities
3. Discuss urban Tribal issues versus Tribal issues on reservations
4. Learn about basic challenges concerning gambling disorder affecting Asian American communities

Track: Guardians of the Galaxy

Title: Community Benefit: Why Coalitions and Hospitals Should Partner to Tackle Substance Abuse

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Vondie Woodbury, Faculty Member, Institute for Healthcare Improvement

Jane Sandville, ,

Stephanie Strutner, Executive Director, Allies for Substance Abuse of Anderson County

Description: Coalitions and non-profit hospitals have an exciting opportunity to enhance and sustain their community-based efforts by partnering with each other. Healthcare reform and

IRS rules require nonprofit hospitals to collect and publish Community Health Needs Assessments every three years, as well as fund IRS-mandated community benefit programs. By working collaboratively in this way, substance abuse coalitions and hospitals can expand mutually-beneficial projects for community health by helping to move policy, collect data, create innovative initiatives while strengthening the efforts of both. This session will explain what community benefit is, why coalitions and hospitals should both be interested in partnering with each other, and how coalitions can get involved with hospitals and community benefit in their own community based on examples from other states.

Learning Objectives:

At the end of the training session, the participants will be able to:

At the end of the training session, the participants will be able to:

1. Explain community benefit is and why it matters to coalitions and hospitals
2. Understand the mutual advantages for coalitions and hospitals to partnering together to help improve and enhance community health
3. Apply examples from other states where coalitions and local hospitals worked together with community benefit to reduce substance use in their community
4. Know what technical details need to start engaging your coalition in the process of getting involved with hospitals, Community Health Needs Assessments, and community benefit

Track: Incredible Communication

Title: Engaging LGBT Communities for Stronger Coalitions

Date: 7/18/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Shor Salkas, LGBTQ Health and Communication Health Promotion Specialist, LGBT Healthlink
Denise Spivak, Senior Director, Programs & Outreach, LGBT HealthLink

Description: Join LGBT HealthLink (a program of CenterLink) to learn about how to ensure your work is reaching and serving the Lesbian, Gay, Bisexual & Transgender (LGBT) community.

Who should attend: Department of health staff, individuals from local community-based coalitions, and anyone else interested in learning about how to reach and serve LGBT people.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. An overview of LGBT people and health disparities
2. A basic orientation in cultural competency for this population
3. Strategies for ensuring your services are welcoming and inclusive of LGBT people
4. An understanding of how to utilize and identify existing resources and collaborations in order to engage LGBT communities

Track: Incredible Communication

Title: Painting a Picture of Community Coalition Work to Successfully Share Your Story

Date: 7/18/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Barbara O'Donnel, Research and Evaluation Principal, ICF International

Description: Community coalitions can and should engage in using data to both better understand their own progress and to communicate with others about their work. Numbers are one part of this data story. Equally powerful can be the stories that communicate clearly about what the coalition is doing and how the coalition is making a difference in the community. This session by the Drug-Free Communities National Evaluation team will provide suggestions for collecting qualitative data and then focus on suggestions for sharing those stories with others.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Know how to collect stories (qualitative data) in your local community
2. Tell a story in a purposeful way (e.g., elevator speeches, success stories)
3. Use visuals to tell your story-Beyond Word Stories

Track: Incredible Communication

Title: CPS – Communication Techniques for the Prevention Specialist

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

Stephanie Strutner, Trainer, CADCA

Description: This course for coalition leaders and members will address the job tasks of the Communication Domain of the Prevention Specialist credential. Course content will build knowledge and competency in organizational communication such as discussion facilitation, effective listening, consensus building, presentation delivery and public speaking. Also, course content will address interpersonal communication to the masses including promotions, public relations, marketing, and health education of mission and strategies.

Learning Objectives:

At the end of the training session, the participants will be able to:

Track: Incredible Communication

Title: Lights, Camera, Action: Be the Voice of your Coalition

Date: 7/19/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Stephanie Lynn Williams, Owner & Artistic Director, drama learning center

Description: One of the most popular workshops returns to this year's MYTI to help you reinvent yourself to become more comfortable, confident, and articulate while speaking in public. This course will provide the tools you need to be able to present your coalition's message effectively and efficiently by crafting or refining your 30 second pitch, then walk through Public Speaking 101 exercises to ensure that your message is heard. This full day workshop will culminate in a mock-press conference, where participants can put into practice the skills learned throughout the session. Individual workbooks, small group work, "on-your-feet" exercises, and large group brainstorming sessions make this action-packed workshop a hit.

Learning Objectives:

At the end of the training session, the participants will be able to:

- Strategies for ensuring your services are welcoming and inclusive of LGBT people

Track: Incredible Communication

Title: The Power of Health Communications: Making Your Messages Work for You!

Date: 7/19/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

David Wilson, Project Officer, CSAP, SAMHSA

Description: The momentum of the prevention movement depends on you! SAMHSA communications initiatives provide opportunities throughout the year for community coalitions to take center stage, join activities nationwide to raise awareness about prevention topics, and inspire individuals to action. Learn more about SAMHSA's current campaigns, the tools they offer, and how they can help your organization strengthen its communications activities. Hear from a Drug Free Communities program about how their community has benefitted from involvement in SAMHSA's campaigns, and learn how you can benefit, too. During this session, you will find out how you and your community can participate in SAMHSA's National Prevention Week observance, annual Prevention Day conference, "Talk. They Hear You." Underage Drinking Prevention National Media Campaign, Recovery Month, National Children's Mental Health Awareness Day, and National Wellness Week, and how you can use resources from these communication initiatives to build momentum around prevention and behavioral health.

Learning Objectives:

At the end of the training session, the participants will be able to:

Track: Incredible Communication

Title: Lights, Camera, Action: Be the Voice of your Coalition (REPEAT)

Date: 7/20/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Stephanie Lynn Williams, Owner & Artistic Director, drama learning center

Description: One of the most popular workshops returns to this year's MYTI to help you reinvent yourself to become more comfortable, confident, and articulate while speaking in public. This course will provide the tools you need to be able to present your coalition's message effectively and efficiently by crafting or refining your 30 second pitch, then walk through Public Speaking 101 exercises to ensure that your message is heard. This full day workshop will culminate in a mock-press conference, where participants can put into practice the skills learned throughout the session. Individual workbooks, small group work, "on-your-feet" exercises, and large group brainstorming sessions make this action-packed workshop a hit.

Learning Objectives:

At the end of the training session, the participants will be able to:

Track: Incredible Communication

Title: Storytelling: Harnessing the Power of Cultural Intelligence (Advanced)

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Ceci Henriquez, Independent Consultant,

Description: America's mainstream is undergoing a major transformation. Today, more than half of all children under age nine are racially and ethnically diverse, with Hispanic children leading this demographic shift. By 2044, the U.S. will become a plurality nation where no race or ethnic group is projected to have more than a 50% share of the nation's total. Meanwhile, a 2014 Nielsen study revealed that 21 of the 25 most populated counties are more than 50% multicultural, so your coalition may already be at the center of this shift.

This change in the demographic makeup of our country presents us with the opportunity to expand our reach and innovate the ways we communicate and get our messages across. A "business-as-usual" approach to communications could come at the cost of leaving out significant segments of the population. Like all individuals, multicultural individuals are more receptive to an approach that is authentic and that recognizes their heritage, values and needs. Session content will build knowledge and competency in developing storytelling platforms and communications strategies that tap into cultural intelligence and speak to an increasingly multicultural mainstream. Participants will become familiar with cultural nuances and insights to help craft messages that resonate with racially and ethnically diverse audiences as well as effective and practical ways to disseminate them. The training will include dynamic hands-on exercises to help you develop or fine-tune your communications strategies to ensure your prevention message reaches your multicultural audience.

Learning Objectives:

At the end of the training session, the participants will be able to:

- An understanding of how to utilize and identify existing resources and collaborations in order to engage LGBT communities

Track: Incredible Communication

Title: Storytelling: Harnessing the Power of Cultural Intelligence (Advanced) (REPEAT)

Date: 7/21/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Ceci Henriquez, Independent Consultant,

Description: America's mainstream is undergoing a major transformation. Today, more than half of all children under age nine are racially and ethnically diverse, with Hispanic children leading this demographic shift. By 2044, the U.S. will become a plurality nation where no race or ethnic group is projected to have more than a 50% share of the nation's total. Meanwhile, a 2014 Nielsen study revealed that 21 of the 25 most populated counties are more than 50% multicultural, so your coalition may already be at the center of this shift.

This change in the demographic makeup of our country presents us with the opportunity to expand our reach and innovate the ways we communicate and get our messages across. A "business-as-usual" approach to communications could come at the cost of leaving out significant segments of the population. Like all individuals, multicultural individuals are more receptive to an approach that is authentic and that recognizes their heritage, values and needs. Session content will build knowledge and competency in developing storytelling platforms and communications strategies that tap into cultural intelligence and speak to an increasingly multicultural mainstream. Participants will become familiar with cultural nuances and insights to help craft messages that resonate with racially and ethnically diverse audiences as well as effective and practical ways to disseminate them. The training will include dynamic hands-on exercises to help you develop or fine-tune your communications strategies to ensure your prevention message reaches your multicultural audience.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Widen coalitions' reach by helping them develop or fine-tune multicultural communications strategies
2. Familiarize coalitions with multicultural insights and help them craft messages that resonate with racially and ethnically diverse audiences

Track: Incredible Communication

Title: Take the Floor

Date: 7/21/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Raquel Eatmon, Owner CEO, Rising Media LLC

Description: You can't succeed without the ability to communicate well with others. Your team's success depends on it as well. It takes Influence. Each meeting, correspondence or

virtual connection presents an opportunity for you to develop trust and flex your positive influence muscle.

With today's demand your message must be concise, effective and meaningful. In "Take The Floor, PT 2" you'll unveil your strengths and build a communication strategy that is crucial for success. Prepare to explore how others perceive you, increase your ability to handle difficult conversations and improve quality relationships. Be prepared to improve productivity with your team and clients.

Learning Objectives:

At the end of the training session, the participants will be able to:

- A basic orientation in cultural competency for this population

Track: Marvel University

Title: Creating Culturally Inclusive Coalitions

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Dorothy Chaney, Trainer, CADCA

Description: This introductory session to cultural competence will provide participants an opportunity to explore the concept of culture and understand that cultural competence both at the individual and coalition level is an active and ongoing process. Participants will be provided with tools and resources to assist them in integrating cultural competence into their coalition's work.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Learn the definition of cultural competence
2. Understand the importance of being culturally competent as individuals and coalitions
3. Explore how to create and inclusive coalition environment
4. Receive tools and tips on how to create a culturally competent coalition

Track: Marvel University

Title: Coalition 101

Date: 7/18/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Dorothy Chaney, Trainer, CADCA

Description: This session is designed for new coalition members and prevention professionals new to the field who are interested in learning the basic, fundamental concepts related to substance abuse prevention and the role of coalitions in community problem solving. The

session will also provide an overview of effective prevention strategies, the strategic prevention framework and the role of coalitions as agents of change in addressing substance abuse.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Identify the role of coalitions in community problem solving
2. Understand the public health approach to prevention and environmental strategies
3. Be familiar with the strategic prevention framework as the credible process in addressing local substance abuse issues

Track: Marvel University

Title: State-of-the-Art Board Practices for Successful Coalitions: An Organizational, Development and Management Model

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

Freddie Martin, Senior Associate for Program and Fund Development Training, Have Brains Will Travel

Description: This unique training episode on the State-of-the Art Practices for Successful Boards is based on an extension review of the literature on the key dimensions and functions of effective nonprofit boards. It is designed to give board members a practical understanding of the primary roles and responsibilities of boards, their standard structure and committees, strategies to recruit, orient, support and retain board members and their special needs for training to reinforce the sustainability for their organizations.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Be able to research and recruit effective and qualified board members;
2. Be able to organize and implement a professional board orientation session;
3. Know and understand the primary roles of a nonprofit board;
4. Know and understand the standard structures of boards and
5. Be able to implement best practices of nonprofit boards including sustainability strategies

Track: Marvel University

Title: Building Coalitions for Success

Date: 7/19/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Dorothy Chaney, President, WI Community Health Alliance

Description: Coalitions are well versed in the strategic prevention framework and use data to drive their work plans, but does your coalition use the same approach to improve how your coalition operates? This interactive session will provide participants with ideas resources and tools to help them build strong, functioning coalitions that are poised to become strong agents of change in the community. This session will also provide time for participants to identify challenges they are having in their coalitions and provide opportunities for problem solving. Key topics covered will include: Finding ways to utilize coalition member skills and talents as a strategy to keep members active and engaged; how to develop levels of involvement; using social media to build a community brand; tips for engaging underserved populations; and how to leverage both fiscal and non fiscal resources.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Apply the steps of the SPF can be used to improve coalition operations
2. Use the tools and tips for coalition member surveys; sample coalition structures; and roles and responsibilities for coalition members
3. Know how to brand coalitions as agents of change in the community and build support
4. Understand that coalitions – like businesses – require a business development plan and a well implemented business strategy
5. Use supplied ideas and resources regarding how to reach underserved populations and engage them in coalition operations

Track: Marvel University

Title: Applying a Real World Coalition Tool to Cultivate a Data-Driven Membership

Date: 7/19/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Lesley Gabel, Co-Executive Director, Safe Communities Coalition

Peggy Dowd, Project Coordinator, Hunterdon County Safe Communities Coalition

Description: Coalition practitioners taught the importance of data-driven decision making often find themselves in between a rock and a hard place when it comes to getting their passionate members to think the same way. In this course, participants will learn how to empower their members to take some ownership of incorporating data through the Strategic Prevention Framework process. Seasoned coalition leaders from the Safe Communities Coalition in Hunterdon, New Jersey will take participants through a facilitated hands-on application of a tool that they developed. This tool incorporates information from the coalition needs assessment, logic models, and environmental strategies and teaches members to think more like evaluators when proposing new ideas and initiatives.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Address problems coalitions face when they don't take the time to develop a coalition culture that is data-driven
2. Understand the components of the coalition's "Action Worksheet Tool" and how it facilitates data-driven decision making
3. Practice using the "Action Worksheet Tool" in a group scenario and with your own logic model and data
4. Develop a plan to incorporate the "Action Worksheet" tool and other strategies to build a more data-driven coalition

Track: Marvel University

Title: Design Thinking for Coalitions

Date: 7/19/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Sharon O'Hara, Trainer, CADCA

Bina Patel Shrimali, , Alameda County Public Health Department

Description: This interactive training session will introduce participants to the concepts of human-centered design and create an opportunity to practice the design thinking process. Participants will be encouraged to consider ways to incorporate design thinking into their work in communities.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Demonstrate knowledge regarding the history of human-centered design
2. Design steps of design thinking
3. Identify the relationship of design thinking to social change

Track: Marvel University

Title: The Youth Factor: Engaging and Supporting Youth in Meaningful Roles Within Coalitions

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Teresa Bishop, Trainer, CADCA

Melanee Piskai, NYLI Trainer, CADCA

Ananth Ghosh, NYLI Trainer, CADCA

Description: Around the world, we witness a number of POWERFUL community change efforts taking place, many of them being initiated by young people. How did they get there? What or

who readied them for that level of civic activism? Some, simply charged ahead with a passion and a whole lot of courage; however, others needed encouragement and some even required a little push. When working with young people, we must know what it takes to effectively engage them and keep them engaged. Perhaps the most common challenge for sustaining youth engagement is moving from keeping youth busy, to keeping them meaningfully involved. This session will explain CADCA's approach to meaningful youth engagement through community coalitions. Participants will be introduced to CADCA's youth leadership development model, the National Youth Leadership Initiative (NYLI), and how it puts into action the Social Development Theory and the Eight Change Pathways for Youth Engagement.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Communicate the benefits of and pathways to meaningful youth engagement
2. Assess their coalition's capacity to engage youth
3. Expand youth and adult partnerships to build stronger communities
4. Describe how the National Youth Leadership Initiative (NYLI) actualizes the Social Development Model to engage youth in community problem solving
5. Discuss "Youth In Action" and how to support youth-led social change

Track: Marvel University

Title: TransformHER: Leadership ABC's for Women

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Deidre Anderson, Owner, Trailblazers, Inc.

Andrea Riley, Associate Director, Trailblazers, Inc.

Description: The journey to becoming a great leader, successful advocate, and highly impactful change agent begins with a single step. TransformHER Women's Leadership Program was distinctly designed for women by women. Trailblazers, Inc. founder and curriculum developer, Dr Deidre "D" Anderson, has worked with diverse women, ranging from those involved with nonprofit and advocacy organizations to executives in the C-suites of Fortune 50 companies. Fueled by a passion to help women become the best leaders that they can be, Dr D combined her extensive training and coaching background with her doctoral research in the field of strategic leadership and change management to create a stellar program. Her model was built to help women master three key leadership principles: Authenticity, Boldness, and Change. These three tenets of leadership (the ABC's) are threads that run throughout the training session, synergistically building upon one another and strengthening a woman's capacity to lead as she progresses from level of leadership to the next. The result – a hands-on training experience synched with the heartbeat of women and turned into the unique challenges that they face as leaders.

Learning Objectives:

At the end of the training session, the participants will be able to:
At the end of the training session, the participants will be able to:

1. Authenticity, boldness and change play a critical role in enhancing the quality of life both personally and professionally;
2. "Self-care" is not synonymous with selfishness; but, rather, self-care is a vital key to maximizing one's ability to care for others;
3. Self-leadership increases one's influence, confidence and effectiveness;
4. Women in leadership must be intentional in creating and sustaining work-life balance.

Track: Marvel University

Title: CPS-Ethics for the Prevention Specialist

Date: 7/20/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Stephanie Strutner, Trainer, CADCA

Description: This six hour Ethics for the Prevention Specialist workshop designed specifically for the coalition leaders, members and other preventionists fulfills the Certified Prevention Specialist credential ethics requirement. Participants in this workshop will examine the Prevention Code of Ethics' six key principles and explore a decision-making model for assessing, addressing, and evaluating a range of ethical issues. The course covers the Principles of Ethics through the use real-world coalition-based and other examples while building upon the shared experiences of the workshop participants.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Recognize ethical issues in the field of prevention professionals.
2. Develop a fundamental knowledge of prevention ethics based on six Principles of Ethics
3. Learn about ethical decision making
4. Discuss case studies in substance abuse prevention coalitions and programs

Track: Marvel University

Title: TransformHER: Leadership ABC's for Women
(REPEAT)

Date: 7/20/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Deidre Anderson, Owner, Trailblazers, Inc.

Andrea Riley, Associate Director, Trailblazers, Inc.

Description: The journey to becoming a great leader, successful advocate, and highly impactful change agent begins with a single step. TransformHER Women’s Leadership Program was distinctly designed for women by women. Trailblazers, Inc. founder and curriculum developer, Dr Deidre “D” Anderson, has worked with diverse women, ranging from those involved with nonprofit and advocacy organizations to executives in the C-suites of Fortune 50 companies. Fueled by a passion to help women become the best leaders that they can be, Dr D combined her extensive training and coaching background with her doctoral research in the field of strategic leadership and change management to create a stellar program. Her model was built to help women master three key leadership principles: Authenticity, Boldness, and Change. These three tenets of leadership (the ABC’s) are threads that run throughout the training session, synergistically building upon one another and strengthening a woman’s capacity to lead as she progresses from level of leadership to the next. The result – a hands-on training experience synched with the heartbeat of women and turned into the unique challenges that they face as leaders.

Learning Objectives:

At the end of the training session, the participants will be able to:

At the end of the training session, the participants will be able to:

1. Authenticity, boldness and change play a critical role in enhancing the quality of life both personally and professionally;
2. “Self-care” is not synonymous with selfishness; but, rather, self-care is a vital key to maximizing one’s ability to care for others;
3. Self-leadership increases one’s influence, confidence and effectiveness;
4. Women in leadership must be intentional in creating and sustaining work-life balance.

Track: Marvel University

Title: Making the Case for Collaboration to Law Enforcement: Insider Tips for Developing an Effective Pitch

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Scott Sitton, Corporal, SMS Pro Services

Andrea de la Flor, Senior Manager E&R, CADCA

Description: Join 25 year veteran law enforcement officer, experienced trainer, creator of a successful DUI fatality and injury prevention program, and highly engaged member of the Hernando Community Coalition in Spring Hill, Florida in this interactive course that will prepare you to successfully approach your local law enforcement with a new idea for collaboration. Corporal Sitton will share insider information about the unique culture, structure, resources, mission, and concerns of law enforcement that you can apply to create an effective pitch.

Participants will be challenged to think about sustainability when partnering with law enforcement to increase the likelihood that the work will continue after the initial funding runs out. The high level of participant discussion and application of the concepts will result in the generation of creative ideas and networking opportunities for all, making this course appropriate for practitioners of all levels and with varying degrees of experience with law enforcement.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Learn specific ways that law enforcement culture, structure, resources, mission, and interests impact the development of successful coalition and law enforcement partnerships
2. Apply new knowledge to the development of a plan to initiate a new collaboration with law enforcement or enhance an existing one
3. Learn new ways of thinking about how your coalition can work with law enforcement to sustain initiatives beyond the funding
4. Generate new and creative ideas and solutions by taking advantage of the vast experiences of attendees in the room

Track: Other

Title: Advanced Roadside Impairment Driving Enforcement (ARIDE) Training Day 1

Date: 7/19/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

William Murwin, DPS Sergeant, DPS Highway Patrol, Nevada

Saumel Gaber, E & R Manager, CADCA

Description: Join Sergeant William Murwin for the Advanced Roadside Impairment Driving Enforcement Training. This session will provide law enforcement officers with the necessary skills to identify impaired driving behavior and recognize harmful situations on the road. Participants will review the NHTSA Standardized Field Sobriety Testing procedure, seven categories of drugs, signs, symptomology, the physiology of drugs, courtroom testimony, report writing, and drug combination knowledge. Officers will be ARIDE certified upon completing both days of this course.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Educate law enforcement officers to observe, identify, and articulate the signs of impairment related to drugs, alcohol, or a combination of both
2. Increase the number of ARIDE certified officers within the Las Vegas Metropolitan Police Department.

Track: Other

Title: Advanced Roadside Impairment Driving Enforcement (ARIDE) Training Day 2

Date: 7/20/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

William Murwin, DPS Sergeant, DPS Highway Patrol, Nevada

Saumel Gaber, E & R Manager, CADCA

Description: Join Sergeant William Murwin for the Advanced Roadside Impairment Driving Enforcement Training. This session will provide law enforcement officers with the necessary skills to identify impaired driving behavior and recognize harmful situations on the road. Participants will review the NHTSA Standardized Field Sobriety Testing procedure, seven categories of drugs, signs, symptomology, the physiology of drugs, courtroom testimony, report writing, and drug combination knowledge. Officers will be ARIDE certified upon completing both days of this course.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Educate law enforcement officers to observe, identify, and articulate the signs of impairment related to drugs, alcohol, or a combination of both
2. Increase the number of ARIDE certified officers within the Las Vegas Metropolitan Police Department.

Track: Other

Title: Advanced Academy Day 1

Date: 7/20/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Carlton Hall, Deputy Director, Training Assistance, CADCA's National Coalition Institute

Dave Shavel, Trainer, CADCA

Description: Beyond The Logic Model – Advanced Strategies for Advanced Coalitions focuses on enhancing each coalition's abilities to engage community partners in identifying and addressing local conditions through developing "topic specific expertise" around the local condition and proposed strategies, developing a common "community-centric" agenda toward addressing the local condition and identifying "mutually reinforcing strategies" to obtain the intended outcomes.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Become better consumers of prevention science and research
2. Enhance the "right-side" of the Logic Model: Implementing effective, comprehensive, mutually reinforcing strategies

3. Understand and apply the concepts of effective, comprehensive, mutually reinforcing strategies (ECMRS)
4. Engage community partners more effectively in addressing prioritized local conditions and achieving community-level outcomes
5. Communicate results in ways that promote further collaboration among community partners

Track: Other

Title: Advanced Academy Day 2

Date: 7/21/2016

Time: 8:30 AM - 5:00 PM

Trainer(s):

Carlton Hall, Deputy Director, Training Assistance, CADCA's National Coalition Institute
Dave Shavel, Trainer, CADCA

Description: Beyond The Logic Model – Advanced Strategies for Advanced Coalitions focuses on enhancing each coalition’s abilities to engage community partners in identifying and addressing local conditions through developing “topic specific expertise” around the local condition and proposed strategies, developing a common “community-centric” agenda toward addressing the local condition and identifying “mutually reinforcing strategies” to obtain the intended outcomes.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Become better consumers of prevention science and research
2. Enhance the “right-side” of the Logic Model: Implementing effective, comprehensive, mutually reinforcing strategies
3. Understand and apply the concepts of effective, comprehensive, mutually reinforcing strategies (ECMRS)
4. Engage community partners more effectively in addressing prioritized local conditions and achieving community-level outcomes
5. Communicate results in ways that promote further collaboration among community partners

Track: Policy Power

Title: CDC's Prevention Status Reports on Excessive Alcohol Use - A Report on CADCA's ChangeLab Project

Date: 7/18/2016

Time: 10:30 AM - 12:00 PM

Trainer(s):

Dave Shavel, Trainer, CADCA

Sharon O`Hara, Trainer, CADCA

Ashley Evans, Projects Coordinator, CADCA

Description: This workshop provides insight on an exciting new CADCA collaboration with ChangeLab Solutions and the Center for Disease Control and Prevention (CDC). The workshop describes how CADCA has convened an Expert Panel of coalition and state representatives to create a plan for the dissemination of state specific Prevention Status Reports on Excessive Alcohol Use (PSRs on EAU) developed for coalitions, states and other public health practitioners. The PSR's focus on policies that address excessive alcohol use including commercial host liability, raising alcohol taxes and limiting alcohol outlet density. Workshop participants will participate in the review of products and provide feedback and recommendations on the dissemination effort.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Learn about strategies to address excessive alcohol use in their communities
2. Access information and resources on the CDC's PSR's on EAU
3. Provide input to CADCA's Dissemination Report
4. Network with others interested in the proposed policy solutions

Track: Policy Power

Title: Neuroscience of Addiction for Novices: How Advances in Neuroscience Have Changed What We Know About Prevention, Treatment and Recovery

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Mark Gold, Chairman, Scientific Advisory Boards; Adjunct Professor, RiverMend Health; Washington University in St. Louis School of Medicine

Description: Using Neuroscience to understand the critical role of prevention and the treatment of Substance Use Disorders has been a major focus of Dr Mark Gold's career. This training session will offer an engaging primer on the Neuroscience of Addiction & Smoking. Tobacco, Cannabis, Opiates, Cocaine, and all substances of abuse, have been studied by Dr. Gold . He provides an engaging overview of lessons learned from 40+ years of his own work and advances in neuroscience research.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Review how and why smoking is injection without a needle
2. Think through and discuss, If Cannabis: THC and Tobacco: Nicotine how can Cannabis be safe or a medication?

3. Review the Volkow thesis that drugs of abuse hijack the brain but are not equal to natural brain transmitters. This is the rub and also the source of neurotoxicity and brain-cell damage

Track: Policy Power

Title: How to Implement Change Without Federal Funds

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Ellen Morehouse, Executive Director, Student Assistance Services Corporation

Lesley Gabel, Co-Executive Director, Safe Communities Coalition

Sue Thau, Public Policy Consultant, CADCA

Description: This session will provide participants with the basic information they need to learn the differences between education, advocacy, and lobbying and how to implement change without the use of federal funds. This will be a highly interactive and engaging session emphasizing how to most effectively educate policy makers and the public to advance your strategic objectives.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand what constitutes education vs. lobbying
2. Use strategies and tools for effective education
3. Know what they can do, as an individual and /or an organization, to produce meaningful change in your community

Track: Policy Power

Title: Understanding the Marijuana Landscape

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

Amy Ronshausen, Deputy Director, Drug Free America Foundation, Inc.

David Evans, Executive Director, Drug Free Schools Coalition

Description: This session will give an overview of the marijuana policy landscape to include which states are being targeted with legislative or ballot initiatives to change marijuana policy for 2016; how to recognize problematical provisions in the language of these legislative or ballot initiatives and how to address them; and lessons learned from states that have already implemented marijuana policy changes from “medical” marijuana through commercialization that can be used to mitigate some of the most negative impacts.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Gain knowledge of the current landscape of marijuana in regards to current state laws and states that are targets for upcoming ballot measures and legislation.
2. Ability to identify problematic language in proposed legislation/ballot measures and how educate community members on areas of concern as well as communicate concerns with legislators.
3. Learn about successful efforts to prevent negative consequences in states that have already enacted medical and recreational marijuana laws.

Track: Policy Power

Title: Growing the Tent: Linking Alcohol to Cancer to Build your Policy Base

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Dylan Ellerbee, Trainer, CADCA

Description: The harms of alcohol consumption are far reaching. From underage and excessive alcohol consumption we see assaults, violence, crashes and more. A lesser known consequence of drinking is that it causes cancer. Taking some 19,000 American lives each year, alcohol-attributable cancer-- along with tobacco and obesity-- is one of the leading preventable causes of cancer. In this session we will discuss the critical role coalitions play in advancing the local conversation around alcohol and cancer. Establishing the link between alcohol and cancer has the potential to dramatically increase the base of support for measures that reduce underage and excessive alcohol consumption.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand thoroughly the mechanisms and research behind alcohol and cancer
2. Gain tools to add alcohol and cancer messaging into their public communications
3. Have concrete next steps to reach out to cancer fighting groups and organizations in their community in order to build a broader base of support for policy change aimed at underage and excessive drinking

Track: Policy Power

Title: The Way Alcohol is Sold: Protecting the Three-Tier System

Date: 7/20/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Dylan Ellerbee, Trainer, CADCA

Description: The three-tier alcohol production, distribution and sales system was developed following prohibition. This structure has been a critical mechanism in limiting excessive and

underage drinking. Today the three-tier system is being eroded. It is imperative that local coalitions have an active awareness of the value of the system and what can be done to protect it.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Gain a strong understanding of the seemingly complex system of alcohol sales
2. Understand thoroughly the importance of the three-tier system in limiting underage and excessive drinking
3. Have a coalition specific action steps for protecting the three tier system

Track: Policy Power

Title: Understanding the Impact of Marijuana Policy-- What We Know, What We Don't Know and How to Assess What is Real or Propaganda (Advanced)

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Rosalie Liccardo Pacula, Co-Director, RAND Drug Policy Research Center: RAND Graduate School

Description: Despite more than four decades of experiments liberalizing state marijuana policies, from decriminalization to medical marijuana and legalization, there remain numerous unanswered questions about the effects of these policies in terms of consumption and harm. In this seminar, Dr. Pacula will discuss why, despite the state experimentation, many questions remain unanswered by research (or why research sometimes generates conflicting results) . She will discuss what elements of these state policies make it difficult for researchers to nail down policy effects, as well as the problems with trying to interpret effects based on current measures of use and harms. She will demonstrate that because of limitations in the data and the policies that have been ignored by researchers and/or users of research, literature review summaries generate inconclusive or highly mixed findings.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Succinctly describe the difference between marijuana decriminalization policies, medical marijuana policies, and recreational legalization policies
2. Clearly differentiate how U.S. marijuana policies (decriminalization, medicalization and legalization) differ from other international models
3. Understand when looking at new scientific research the extent to which the policy data being used in the study are appropriate for answering questions posed regarding policy effects
4. Understand when looking at new scientific research the extent to which the consumption/harm data used in the study are appropriate for answering questions posed regarding the impacts on harms

Track: Policy Power

Title: CPS - Principles of Community Organizing for the Prevention Specialist

Date: 7/21/2016

Time: 1:30 pm - 5:00 pm

Trainer(s):

Stephanie Strutner, Trainer, CADCA

Description: This session is designed for coalition leaders and members to address the job tasks of the Community Organization Domain of the Prevention Specialist credential. Session content will build knowledge and competency in forming strategic alliances, building community ownership of prevention efforts through collaboration, and developing community-based coalitions to manage the levels of shared co-work. Session content will address getting to know community leaders, influencers, and norm setters; gaining community buy-in through partnerships and mobilization; identifying specific strategies around which to mobilize; and forming collaboratives to leverage spheres of influence to conduct cross-cutting behavioral health planning.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Identifying stakeholders to engage them in alliances and coalitions
2. Developing an organizational structure built on the principles of co-work
3. Building community ownership through partnerships and mobilization
4. Participating in behavioral health planning and activities

Track: Policy Power

Title: Tobacco 21

Date:

Time:

Trainer(s):

Calle Hanft, Government Relations Director, California, American Heart/American Stroke Association

Description: This training session will focus on ways in which participants can build a plan to engage in a local or statewide Tobacco to 21 (T-21) policy change. We will review California's campaign plan model and discuss our experience working with nontraditional and traditional partners. We will review the key tobacco definitions necessary to passing policy (how to talk about e-cigarettes, traditional tobacco products and the definition of smoking), knowing the political climate in which attendees are operating (are there preemption laws in their states/counties? If so, can they fix them?), understanding the science behind T-21 policies, and lastly, knowing how to use the arguments in support of such policy change effectively. Additionally, we will cover California's planning and implementation of grassroots and media

campaigns in conjunction with the policy movement. Lastly, the presentation will conclude with a broad overview of the political climate- pending an FDA announcement on tobacco control scheduled to be released in April 2016.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Structure a campaign plan that will create a greater chance of success by setting reasonable goals and deadlines
2. Understand key definitions essential to the passing of T-21 policy
3. Identify traditional and nontraditional coalition partners to engage in policy planning
4. Vet existing state or local preemption laws that may prohibit such policy, and ways to work around them (or change them).
5. Focused grassroots planning and media strategies applicable to T-21 policy
6. Political climate of T-21 policies nationwide/FDA regulation of e-cigarettes?
7. Understand scientific evidence supporting T-21 policy changes

Track: Sustainability Saves the Day

Title: Askers vs. Doers: Changing Your Fundraising Perspective to Generating Revenue Rather Than Just Asking For Funds

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Kristina Clark, Executive Director, Coffee County Anti-Drug Coalition

Christina Merino, Prevention Coordinator, Coffee County Anti-Drug Coalition

Description: When the Coffee County Anti-Drug Coalition found themselves in year 5 of DFC funding, unsure if they would get year 6, they got serious about sustainability. What if some of the answers to your financial sustainability questions were right there in front of you all along? Join two seasoned coalition experts as they take you through a process of identifying what your coalition does really well that you might be able to package in a new way to generate revenue to funnel back into your prevention efforts as well as what is not working and does not need to be sustained. Hands-on activities and dialogue will help your coalition expand upon existing efforts to ensure that your time and resources don't get lost in the shuffle. The format of this course will facilitate the generation of new and creative ideas for you to take back to your own community.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Know how to identify what coalition products and initiatives you have that are most likely to generate new financial resources

2. Know what the Coffee County Anti-Drug Coalition has successfully been able to sell as a result of thinking like a business
3. Apply the steps they took and the lessons learned to develop a plan for action in your own community
4. Practice using a tool they developed to assess your own coalition's budget and activities using your data

Track: Sustainability Saves the Day

Title: Sustainability Strategies and Solutions for Nonprofits and Grantees

Date: 7/18/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Freddie Martin, Senior Associate for Program and Fund Development Training, Have Brains Will Travel

Description: This unique training on “Sustainability Strategies and Solutions for Nonprofits and Grantees” is designed to give nonprofits and coalition grantees a comprehensive view and understanding of the programs that many successful nonprofits design and implement to sustain their financial security, steady growth and wealth creation. The training is based on intensive research on both the typical “restricted” revenue programs (i.e., grants from government agencies, foundations and corporations) and the “unrestricted” or do as you determine revenue programs, (i.e., individual donations, mail and telemarketing campaigns, product sales and services, affinity revenue programs, publications, endowments, “make it up” programs, etc.) that nonprofits can adopt or create to build their organizations and avoid dependence on any one or two types of revenue resources, especially grants.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Learn about the types of restricted and unrestricted sources of money, the dollar sizes of these markets and how to identify and compete effectively to secure funding from these strategies, using the Shipley Model
2. Learn about the existing financial health of their organizations through a detailed financial health checklist
3. Be able to structure, organize and establish a 2-3 year Revenue Diversification Plan (RDP) for long term financial stability and steady growth
4. Learn about the key components of an action plan to measure success, evaluate results and make strategic fund raising improvements

Track: Sustainability Saves the Day

Title: Tired of Doing it All Yourself? Creating a Coalition Structure that Promotes Meaningful Member Involvement

Date: 7/19/2016

Time: 8:30 AM - Noon

Trainer(s):

Lesley Gabel, Co-Executive Director, Safe Communities Coalition

Peggy Dowd, Coalition Coordinator, Safe Communities Coalition

Description: Are you experiencing challenges with getting your members more actively engaged in coalition work? Join two seasoned coalition leaders as they share with you impactful steps they took to transform their coalition into one of the most high-capacity and high-performing coalitions in the country. The key to success for the Safe Communities Coalition in Hunterdon, New Jersey was the development of new processes and procedures for how the coalition was operating. In this course, participants will engage in hands-on activities to apply the lessons learned into specific action steps to transform their own coalitions. Course content and application will cover how to identify gaps in your sector engagement, how to ensure that meetings, workgroups, and communications promote meaningful and sustainable involvement, and how to prepare your partners to spread your coalition message for you.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Know how the Safe Communities Coalition in Hunterdon, New Jersey transformed from being primarily staff-driven to a high-capacity, member driven coalition
2. Identify high priority sectors to target for deeper engagement
3. Apply the key processes, procedures, and lessons learned into actionable steps for structural transformation to promote meaningful and sustainable member involvement

Track: Sustainability Saves the Day

Title: Effective Models and Approaches for Writing Winning Proposals to Government Agencies and Foundations

Date: 7/19/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Freddie Martin, Senior Associate for Program and Fund Development Training, Have Brains Will Travel

Description: This training is designed to inform small and emerging nonprofits, and coalition grantees on how they can gain competitive edges or higher “win” rates in preparing their proposals to federal and state agencies and foundations.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. About the standard elements of a proposal and how to create “win” themes to influence favorable decisions and respect for credibility and presence in the marketplace;
2. How to position itself within targeted organizations to develop relationships of trust and respect for capability and quality of programs and services;
3. How to access business opportunities from government and foundation websites for RFAs, RFPs and foundations with a history of funding projects in a nonprofit’s practice areas;
4. About how to access key elements of incumbents’ proposals to read and study what they wrote to win the grant and the amount of money they received from the soliciting funding source;
5. About the critical steps of the Shipley Model, a coded systematic and sophisticated approach to developing and preparing high probability rates of “winning” proposals from competitive reviews and awards..

Track: Sustainability Saves the Day

Title: Writing an Effective Application for the Drug-Free Communities (DFC) Support Program

Date: 7/20/2016

Time: 8:30 AM - Noon

Trainer(s):

Helen Hernandez, DFC Administrator, Executive Office of the President (EOP), Office of National Drug Control Policy (ONDCP)

Description: Is your community coalition interested in applying for the Office of National Drug Control Policy’s (ONDCP) Drug-Free Communities (DFC) Support Program grant? Yes? Great, this is the training course for you! Community coalitions who have never applied to the DFC Program or may be applying in the next few years to re compete for Years 6-10 should participate in this training session to learn tips on how to successfully respond to the FY 2017 Funding Opportunity Announcement (FOA). During this training session, community coalitions will learn about the DFC Statutory Eligibility Requirements and how to avoid the pitfalls often made by applicants.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the DFC Statutory Eligibility Requirements and how to avoid the pitfalls often made by applicants

Track: Sustainability Saves the Day

Title: Grant Writing – The Coalition Special Forces

Date: 7/20/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Steve Magallan, Owner, Magallan Consultancy

Description: This full-day training session will provide a comprehensive overview of the grant writing and selection process. The training session will address the fundamentals of grant writing, the components of a grant, and the variety of granting organizations available. Participants will also learn tips of the trade that can improve your chances for success.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the fundamental elements of a grant proposal such as the objectives, problems addressed, methodology, evaluation, key personnel and budget.
2. Develop a clear proposal outline and proposal in response to funder guidelines.
3. Prepare a basic budget.
4. Construct a basic evaluation component.
5. Research available grants.

Track: Sustainability Saves the Day

Title: Grant Writing – The Coalition Special Forces (REPEAT)

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Steve Magallan, Owner, Magallan Consultancy

Description: This full-day training session will provide a comprehensive overview of the grant writing and selection process. The training session will address the fundamentals of grant writing, the components of a grant, and the variety of granting organizations available. Participants will also learn tips of the trade that can improve your chances for success.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the fundamental elements of a grant proposal such as the objectives, problems addressed, methodology, evaluation, key personnel and budget.
2. Develop a clear proposal outline and proposal in response to funder guidelines.
3. Prepare a basic budget.
4. Construct a basic evaluation component.
5. Research available grants.

Track: Sustainability Saves the Day

Title: Shoe String, Velcro and Duct Tape: MacGyver Fundraising!

Date: 7/21/2016

Time: 8:30 AM - Noon

Trainer(s):

Greg Puckett, Executive Director, Community Connections. Inc.

Description: Whether your coalition has a million dollars in the bank or is barely getting by on a “shoestring” budget, the idea of more funds coming into your coalition is an enticing one. And, whether, your coalition services a rural county or the urban core, you, too, can be a fundraiser. How, you ask? Because coalition fundraising is very much about connecting the coalition’s mission with the interests of potential stakeholder organizations and people and then building lasting relationships with those stakeholders, coalition staff and members are natural “sellers” to convince investors.

Join us as we discover the nuts and bolts of fundraising through dynamic lecture, group activities, and role playing. This course will explore the fundamentals of fundraising with plenty of time for applying fundraising principles to your coalition including determining your coalition’s readiness for fundraising, building an integrated fundraising plan and mobilizing members to implement the plan.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Assess their coalition’s readiness to fundraise
2. Understand the components of a strategic and integrated fundraising plan
3. Identify techniques for helping coalition members overcome their fundraising fears

Track: Sustainability Saves the Day

Title: Shoe String, Velcro and Duct Tape: MacGyver Fundraising! (REPEAT)

Date: 7/21/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Greg Puckett, Executive Director, Community Connections. Inc.

Description: Whether your coalition has a million dollars in the bank or is barely getting by on a “shoestring” budget, the idea of more funds coming into your coalition is an enticing one. And, whether, your coalition services a rural county or the urban core, you, too, can be a fundraiser. How, you ask? Because coalition fundraising is very much about connecting the coalition’s mission with the interests of potential stakeholder organizations and people and then building lasting relationships with those stakeholders, coalition staff and members are natural “sellers” to convince investors.

Join us as we discover the nuts and bolts of fundraising through dynamic lecture, group activities, and role playing. This course will explore the fundamentals of fundraising with plenty of time for applying fundraising principles to your coalition including determining your

coalition's readiness for fundraising, building an integrated fundraising plan and mobilizing members to implement the plan.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Assess their coalition's readiness to fundraise
2. Understand the components of a strategic and integrated fundraising plan
3. Identify techniques for helping coalition members overcome their fundraising fears

Track: Sustainability Saves the Day

Title: Sustainability: Real Ways to Stay in Business After Your DFC

Date: 7/21/2016

Time: 1:30 PM - 5:00 PM

Trainer(s):

Mary Haag, President & CEO, PreventionFIRST!

Description: Has your coalition been relying on a single source of funding for the past ten years? This skill-building session will provide real practical examples, tools, and techniques to "get the money", as well as resources and strategies on where to go and how to develop diverse funding streams. Your challenge? Adapting the 'right' strategy for your community.

Learning Objectives:

At the end of the training session, the participants will be able to:

1. Understand the structure and function (roles and responsibilities) of nonprofit governance as it relates to fiscal responsibility
2. Understand how to build your sustainability plan into your annual budget
3. Understand the levels and flow of government funding for nonprofits
4. Understand and practice budgeting and fundraising strategies for nonprofits
5. Explore multiple fundraising strategies and spend time planning/adapting to your community

Track:

Title: Individior Training Session

Date: 7/18/2016

Time: 10:30 AM - Noon

Trainer(s):

Description:

Learning Objectives:

At the end of the training session, the participants will be able to: