LiveStream Training

• Goal is to keep everybody engaged
• I will do my best to monitor the chat box
• Email me after the session if you want specific information or want to share
• chaneymom@gmail.com
Objectives

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

• Explain how local conditions have changed with COVID 19
• Discuss how coalitions are responding with key messages relevant to communities and families
• Share what other coalitions are implementing in response to COVID 19
• Will allow for 30 minutes or more of discussion
Why This Session is Important

• Coalitions are looking for ways to stay engaged
• We are trying to be responsive to the way COVID 19 is changing the landscape
• Looking for ways to keep the work moving forward
• In-kind Match!
• This session is a learning and sharing community
• I have learned a lot and am learning more every day!
What I have Been Doing During COVID 19….

• Connecting with coalitions all across the country
• Supporting Coalitions to overcome COVID 19 challenges
• Learning that once again – community coalitions are agents of change and innovators to improve communities
• Excited to continue the discussion with you today
• I have learned that now more than ever, coalitions want to share ideas
Our New Virtual Community

• In order to get the work done, coalitions need to stay connected
• There are many options to keep coalitions connected using technology – and this may last beyond COVID 19
• Many free options, and many platforms have free versions as well as paid, upgraded versions
• Platforms exist to not only conduct meetings and webinars but to keep projects moving and to engage groups in discussions, planning and more
Staying Connected Options

- Google Hangout
- Zoom
- Microsoft Teams
  - Allow for much more than video conference and webinars
  - Free versions have limitations
  - Require some level of technology skill to use

- Free Conference Call
- Go To Meeting
- Zoom
- WebEx
  - Free versions have limited options and not all allow screen sharing
  - Require some level of technology skill to use
  - Free versions are adequate for basic meetings and conference calls
  - Limited number of participants
Free Platforms

Google Docs
https://docs.google.com/

Asana
https://asana.com/

Trello
https://trello.com/

Zoom
https://zoom.us/

Kahoot
https://kahoot.com/
Tips for Selecting a Platform

- What is your budget
- What are you trying to accomplish? Meetings or workgroups, shared documents, etc
- Technology level of participants
- Internet and computer availability
- Do we need to see each other? Will a conference call work?
Tips for **Planning** Online Meeting

- Choose technology that is most accessible and user friendly for your coalition members
- Ensure that there are options for both online and phone in case access to internet is a problem
- Send a pdf of any slides or documents via email prior to the meeting
- Ask participants to test the technology prior to the meeting
- Facilitator should be online 20 minutes before the meeting starts
Tips for Running Effective Online Meetings

• Ask people not to multitask – *using cameras when possible helps with that!*

• Follow an organized agenda and allocate time for people to get involved

• Send discussion questions prior to the meeting so that people are prepared to participate

• Monitor both the chat box and the phone lines – provide options for people to participate

• Assign roles – chat box monitor, time-keeper, note taker, tech point person etc. *One person cannot do it all!*

[cadca.org](http://cadca.org)
Checking In

• What forms of technology are you and your coalition using to stay connected?
Moving the Work Forward During COVID 19
Moving the Work Forward: Assessment
Assessment Activities

- Online Youth Focus Groups
- Online Community Survey
- Environmental Scan by Car
Local community data collection example

Luna County Coalition Against Teen Substances needs your help

LUNA COUNTY, N.M. – The outbreak of COVID-19 and subsequent quarantine efforts to stem the spread of the virus, have threatened the required community’s participation in the New Mexico Community Survey (NMCS), a vital statistical tool used by the Coalition Against Teen Substances (CATS).

“The New Mexico Community Survey provides the Coalition Against Teen Substances with valuable guidance on where to focus our resources to best serve the community’s needs,” said John Costilla-Gonzalez, CATS program specialist. As a subcommittee of the Luna County Health Council, CATS is composed of invested community members and service providers dedicated to reducing alcohol use among youth and prescription drug misuse in the region.

Moving the Work Forward: Capacity
Capacity Building Activities

Coalition Member Survey

Revise By-laws, Job Descriptions

Member Orientation Packets

Coalition Member Development

- Many online learning opportunities now
- Ask members to do online course and report at next meeting
- http://learning.cadca.org
Checking In

• What assessment and capacity building activities are you working on now – or could work on now?
Moving the Work Forward: Planning/Implementation
Responding to New Local Conditions

Retail       Availability
Retail Alcohol Environment

Liquor Laws Loosen Up in the Face of Delivery-Only Dining
Some states are letting restaurants turn to takeout booze to make up for lost profits

Caleb Pershan • Mar 20, 2020, 4:01pm EDT
What Is YOUR COVID 19 Alcohol Environment?

• What are your community’s/state’s alcohol laws
• What has been adapted or changed with the pandemic
• How many restaurants/bars are selling curbside?
• How many are selling mixed drinks to go?
• How many are checking ID?
• How can we respond now – and how can we be prepared for the post COVID alcohol environment?
Coalition in Connecticut Provides ID Scanner for Curbside Sales
Key Messages

Dear Liquor License Holder,

REACH, the Calumet County substance misuse prevention coalition, hopes that you are staying healthy during this difficult time. Selling alcohol is a legitimate business that plays a vital role in our community. It is also a privilege that has specific responsibilities attached to it. We ask that you continue to fulfill those responsibilities during the Safer at Home order and beyond.

We believe that helping you avoid violations of the law such as selling alcohol to underage young adults or violating Wisconsin’s Emergency Order, will help to reduce the problems that come with underage drinking. City of Chilton Police Department and REACH are working as a team to prevent the sale and distribution of alcoholic beverages to underage youth and to maintain compliance with the Emergency Order.

Especially during this time, it is imperative that your employees remain vigilant in checking IDs of those purchasing alcohol from your establishment to prevent alcohol sales to underage buyers. We encourage you to remind your staff of the importance of not selling alcohol to those under the age of 21.

Governor Evers’s Executive Order allows taverns and restaurants to continue to sell liquor “to go” in the original unopened package for consumption off the licensed premise. It is not legal to sell mixed drinks such as Old Fashions or Bloody Marys “to go”, regardless if sold in cups or vacuum packages, unless they are sold in original, unopened packages. It is legal to sell a growler of beer in its proper container. All alcoholic beverages can only be sold for consumption off of the licensed premise.

We request your cooperation in necessary efforts by our community to reduce the availability of alcohol to our youth and to protect the safety of all community members. Please work with us to ensure your business’ compliance with alcohol sales laws.

If you would like further information, please email Annie von Neupert, REACH Coalition Project Coordinator, at annie@cabinc.org.

Yours in safety,

Angeline von Neupert  Chief Craig Plehn
REACH Project Coordinator  City of Chilton Police Department
Responding to New Local Conditions

EXTREME

Alcohol Culture
EXTREME Alcohol Culture

Drinking alcohol may heighten risk of getting coronavirus, WHO suggests

Joshua Bote, USA TODAY  Published 5:36 a.m. CT April 16, 2020 | Updated 5:34 a.m. CT April 17, 2020

The World Health Organization warns that alcohol may put people at increased risk for coronavirus and weaken the body’s immune system. Wochit

U.S. online alcohol sales jump 243% during coronavirus pandemic

Associated Press  Published: April 2, 2020 at 11:21 a.m. ET

By Associated Press

Online alcohol sales far outpaced in-store sales
Finally a realistic Barbie
SNL Video

https://www.youtube.com/watch?v=EGyTXmKpVlw
The Alcohol Culture Is NOT New….

…but COVID 19 has accelerated the problem
Strategies & Counter-Messages
Hi Jamal - Yes, CADCA is monitoring the pandemic closely and Mid-Year is still proceeding as planned. The early bird rate ends June 22nd. Please don’t hesitate to reach out with additional questions. All the best, Amy

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**RE: Fwd: IN VERY POOR TASTE! Help, we need to get this**

By: Amy Pica 18 hours ago
A Coordinated Response

Stephen B. Burke
Chairman
NBC Universal
30 Rockefeller Plaza
New York, NY 10112
SBurke@nbculi.com

Dear Mr. Burke,

On Saturday, May 9, 2020, NBC’s Saturday Night Live shared a skit that featured children drinking alcohol with the repeated words “let kids drink.” While we recognize this was created in satire, we feel this could be harmful to youth who are exposed to the content, both as it aired on television and is being shared online across Saturday Night Live’s social media platforms.

As a community substance use and misuse prevention coalition, our work on preventing underage alcohol use is of utmost importance. The National Institute on Alcohol Abuse and Alcoholism (NIAAA) have shared insight with us surrounding the prevalence of binge drinking and underage drinking during the current COVID-19 pandemic. Especially during this time of uncertainty and fear, sharing content that features youth alcohol use and parents allowing underage drinking could be extremely damaging to our prevention efforts.

In the future, we ask you to please be more responsible with the content you share and consider the implications on our nation’s youth. In addition, we ask that you remove the “Let Kids Drink” video from your social media channels, to limit the exposure children and parents may have to this particular content.

Sincerely,

Name
Organization
Substance Use Prevention during COVID-19

Coordination and Communication

Updated Research and Information

Resist Using Pot, Alcohol to Ease Fears During COVID-19 Outbreak

A Weakened Immune System

The coronavirus family of viruses and the human illnesses associated with them—for example, respiratory infections ranging from the common cold to more severe diseases (e.g., MERS, SARS)—are not new to us. COVID-19, however, is a new virus whose symptoms may range from mild to severe, with the potential for more serious illness in some cases, especially in people over 65 as well as those with pre-existing medical conditions and/or weakened immune systems. Currently around 1 out of every 5 people who gets COVID-19 becomes seriously ill and needs immediate medical attention. Over the years, studies have shown a clear association between excessive alcohol consumption...
Substance Use Prevention during COVID-19

Coordination and Communication

Promoting Partner Events
Promoting Access to Resources

COVID-19 Resources for Kids

Color Pages For Kids

- Print the Complete Alphabet Coloring Book Here
- Letter “A” Coloring Sheet
- Letter “B” Coloring Sheet

Talking to Your Child about COVID-19
High School

The World Health Organization officially declared coronavirus a pandemic. Health experts predict that the virus and its impact on our communities are just beginning.

You play an important role in helping children and teens better understand the virus and the precautions needed to protect themselves.
Key Messages

During COVID-19 Underage Drinking is Still a Problem

According to the 2019 Monitoring the Future Survey:
Over 52% of Seniors reported drinking alcohol and 20% of 8th Graders reported drinking alcohol.

Risk Factors
- Family History of alcoholism
- Peer Pressure
- Depression or other social/emotional problems

Extra COVID-19 Risk Factors
- Loss of Social Connections
- Loss of Support systems
- Increase in home stress
- Loss of milestones

Naturally there is extra stress right now for everyone!
Have the conversation around drinking today! It is never too early to start.

What Parents/Adults can do to prevent Underage Drinking

Be a Positive Role Model

What Parents/Adults can do to prevent Underage Drinking

Don't give alcohol to teens

Avoid using alcohol in high risk situations i.e. before driving

COVID-19 has caused a lot of stress and uncertainty for everyone. Help your teens find some healthy coping techniques within the home. There is help out there if you feel your teen needs it. Call 1-800-662-HELP

Aid provided by the University of Minnesota Center for Research on trajectories of resilience in the face of adversity RISAS. RISAS is supported by the National Institute on Drug Abuse of the National Institutes of Health under award number UO1DA041023. This grant is made possible through a collaboration between the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism.
Avoid compromising your immune system during the #COVID19 pandemic. Drinking too much alcohol can weaken your immune system, making your body a much easier target for disease. Drinking a lot on a single occasion slows your body’s ability to ward off infections – even up to 24 hours after getting drunk. Learn more at the National Institute on Alcohol Abuse and Alcoholism, http://ow.ly/sVv850z4K9s.

#FCPH #Publichealth #prevention #alcoholawarenessmonth #speakvolumes
Checking In

• What are some ways that you have disseminated the message about excessive alcohol use and health?
Innovative Ways of Messaging – Using Technology

Podcasts
Social Media

While COVID specific messaging is important – our other messages continue too
Engaging Coalition in Developing Podcasts

- How the podcast idea came about – they had a dentist be guest presenter on the opioid epidemic – and nobody showed up!
- Wrote a grant to the local community foundation for $1000 for equipment
- Started with Soundcloud. Free but limited. Bought a subscription
- They branded the podcasts – “Clear Thinking”
- Can search for it on your phone’s podcast app
Engaging Coalition – Youtube Ads

https://www.youtube.com/watch?feature=oembed&v=txdPH-uj33Q
Youtube Ads

• Youth coalition members wanted to reach students where they are online
• Video was shot with an iphone
• Message came from youth coalition members – they talked about the misconceptions held by most youth
• Ads play on youtube and facebook – coalition sets a daily budget
• This is a great way to engage youth and leverage technology and creativity skills!
• Sectors involved in this initiative – youth, schools, business, healthcare, public health, parents
• Great way to get messages out – low cost and pandemic proof!
Engaging Youth in Key Messages

https://www.youtube.com/watch?feature=oembed&v=dTc_y1QtqTw
Other Important Key Messages

Vaping & COVID-19

Because vaping causes damage to the lungs it makes one more susceptible to getting COVID-19.

Young people might find themselves vaping more than normal or even experience withdrawal from nicotine during the quarantine.

THERE ARE WAYS TO QUIT!
*Youth can text HOPE4RI to 88709
*Plan ahead to have a "quit day" and dispose of devices
*Get to know/understand your triggers
*Challenge a friend to quit together

In High School?
You can reach out to you Student Assistance Counselors from East or West for additional help!

Reach by Email:
East: Tonya Douce
West: Ashley DeSalvo

cadca.org
Can Vaping Put Teenagers at Greater Risk of Getting Seriously Ill With Coronavirus?
blogs.edweek.org/edweek/rulesfo...

#Vaping #COVID19 #DrugFreeKern #KernCounty

Can Vaping Put Teenagers at Greater Risk of Getting Seriously Ill With Coronavirus? Even before the coronavirus arrived, schools were concerned about the negative health effects of e-cigarettes on students. Here's one more reason to...
blogs.edweek.org
Other Important Key Messages

**KEEP KIDS SAFE DURING THIS UNCERTAIN TIME**

Youth will be left on their own out of necessity. Without school and events, most of these young people will likely experience bouts of boredom and look to alleviate their stress.

It’s during these times that they are most vulnerable to making poor choices.

**PLEASE MONITOR AND SECURE YOUR ALCOHOL AND PRESCRIPTION MEDICATIONS**

Tips for leaving kids home alone:
https://fyi.extension.wisc.edu/homealone/

**DOSE OF REALITY**

PREVENT PRESCRIPTION PAINKILLER ABUSE

**WHILE EVERYONE’S HOME**

**LOCK UP DRUGS. TALK ABOUT DRUGS.**

Dear resident of Dodge County,

With COVID-19, we are all Safer-at-Home. But is your home drug-safe?

Two-thirds of teens who misused pain relievers say that they got them from family and friends, including their home medicine cabinets. With family members at home (and often bored) it's important more than ever to be sure your home is safe by locking up your medications.

Prescription drug misuse among teenagers is on the rise. Learn how to lock up prescription meds now.
Coalition Work is More important than ever – and we are all in it together

Whatever your strategies – link them to DATA – Don’t forget SPF!

Coalition may look different – but there is still a lot of work that can be done

We also need to prepare for life after the pandemic – will the local conditions change – or will they remain (for example – alcohol sales curbside)

Coalitions around the nation are rising to the new challenges – and we are stronger together!
Do You Have Strategies To Share?

Do you want any resources I shared today

• Share your great ideas on the CADCA Forum

• Email Me!

• chaneymom@gmail.com
Questions and Answers