# PROGRAM AGENDA

## OPENING PLENARY

8:45 AM - 9:35 AM

- Introduction of SAMHSA’s Prevention Day | David Wilson, Master of Ceremonies, CSAP, SAMHSA
- Welcome and Keynote | Johnnetta Davis-Joyce, Director, CSAP, SAMHSA

## INSTITUTES

9:45 AM - 11:15 AM

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| **1. Gen Z Marketing: Engaging The Next Generation** | Jerria C Martin, Drug-Free Communities of Dallas County, AL  
Dr. Avis Williams, Superintendent, Dallas County, AL  
Aamir Hicks, Youth Representative  
Preston McGee, Youth Representative | Dr. Avis Williams, Superintendent of Selma City Schools | As Millennials are getting older, the Generation Z population (Gen Zers) is growing, and growing fast. Gen Zers, ages 19 and under, currently make up more than a quarter of America's population, and are projected to account for 40% of all consumers by 2020. Thus, businesses are already spending millions of dollars on Gen Z marketing. This session will highlight what prevention leaders need to understand about Gen Zers; use of coalition tools to customize marketing strategies accordingly to this population; and tips and tricks for engaging with young people, using creative marketing strategies to better address substance use. |
| **2. The Rise of E-Cigarettes Among Youth and What We Can Do to Protect Our Kids** | Doug Tipperman, SAMHSA  
Dr. Brian King, U.S. Centers for Disease Control and Prevention  
Mitch Zeller, Center for Tobacco Products, U.S., Food and Drug Administration | Doug Tipperman, SAMHSA | This session will provide an overview of e-cigarette use among youth in the United States, including the types and characteristics of different e-cigarettes; patterns of use; health risks; and strategies to reduce their use among young people. Ongoing efforts to address youth e-cigarette use, including coordinated enforcement efforts by the U.S. Food and Drug Administration, will be discussed. |
3. **Suicide Prevention and Co-Occurring Disorders**
   - Dr. Richard McKeon, CMHS, SAMHSA
   - Dr. John McCarthy, Veterans Health Administration
   - Dr. Michael Schoenbaum, National Institute of Mental Health, National Institutes of Health

   Mental illness and substance use disorder are both significant risk factors for suicide, and combined the risk is exacerbated further still. This session will utilize subject matter experts from the Substance Abuse and Mental Health Services Administration, National Institute of Mental Health, and the Department of Veterans Affairs, to review the extent of the risk for suicide as well as prevention and intervention strategies shown to decrease risk, especially among those with co-occurring disorders.

4. **The Impact of Marijuana Legalization in California, Colorado, Oregon, and Washington**
   - Representative, CA
   - Tista Ghosh, MD, MPH, Director, Public Health Programs and Interim Chief Medical Officer, Colorado Department of Public Health and Environment
   - Mandi Puckett, Clear Alliance, OR
   - Martha Akinbade (youth) Prosser Thrive Coalition, Prosser, WA

   Presenters in this session will discuss the impact and prevention response to marijuana legalization in the states of Colorado, Oregon, and Washington. While the sale or possession of marijuana remains illegal under federal law, many states have legalized marijuana for medicinal and recreational purposes. Prevention leaders from all three states will discuss the impact of these policy changes and the responses by their coalition in policy advocacy, education and programming for youth marijuana prevention.

<p>| 11:15 AM - 11:30 AM | BREAK |</p>
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<td>1. Youth Vaping Epidemic in the U.S.</td>
<td>• Dr. Wilson M. Compton, Deputy Director, NIDA</td>
<td>• Shadia Garrison, CSAP, SAMHSA</td>
<td>Youth vaping of nicotine and marijuana products is a significant public health concern. This session will review current data on vaping by teens to enable participants to have new information to share with families and communities, as well as to help guide policy and practice regarding tobacco and marijuana vaping.</td>
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<td>2. CBD: Risk for THC Content</td>
<td>• Charles LoDico, Chemist, Forensic Toxicologist</td>
<td>• Dr. Allen Manison, Columbia Advanced Chiropractic, LLC</td>
<td>With the increasing decriminalization and legalization of cannabis, misconceptions about high cannabidiol (CBD) cannabis strains have also increased. Two dynamic subject matter experts will provide an introduction to hemp and high CBD cannabis strains and the production and manufacture of high CBD strains. They will also discuss the legal status of hemp; and comparison of CBD vs. THC as it relates to chemical structure, psychoactive components, legality and side effects.</td>
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### 3. Athletes and Opioids: Risks, Solutions, and Resources

- Lesley Gabel, CPS, Co-CEO, Prevention Resources, Inc.
- Diane Litterer, MPA, CPS, CEO & Executive Director, New Jersey Prevention Network

Each year, nearly one quarter of the 7.5 million high school athletes in America sustains a sports-related injury. Several studies have found that youth who are highly involved in competitive sports are at a greater risk of being prescribed opioid medications, misusing opioid medications, and being approached to divert (e.g., give away) these opioid medications. In this session, participants will learn about New Jersey coalitions that worked collaboratively to create and standardize the Athletes Opioid Prevention Toolkit, engaging athletes and the community in opioid prevention activities. Presenters will discuss the policies and sustainable environmental strategies that were implemented including: all parents and athletes reviewing a mandated opioid fact sheet; requirement of viewing opioid athlete video; schools mandating to review the Athletes Toolkit; and county-wide resolutions regarding athlete opioid prevention.

### 4. Connecting the Dots: Preventing Underage Drinking and Associated Drug Misuse

- Marion Pierce, CSAP, SAMHSA
- Becky Carlson, Center for Prevention and Counseling
- Virgil Boysaw, Drug Free Cecile County, MD
- Ralph Williams, Promise Neighborhoods Drug-Free Community

Youth who use alcohol can be at increased risk for other drug misuse, including prescription opioids and marijuana. Preventing underage drinking may reduce these risks. This session will provide an overview of the commonalities between underage drinking and misuse of other substances among youth. An example of a community’s approach to maximize prevention strategies across substances will be provided. Presenters will also discuss SAMHSA’s 'Communities Talk' initiative to demonstrate the power of town hall meetings and available resources to prevent underage drinking.
## Prevention Efforts For Pregnancy: Focus on Opioids and Fetal Alcohol Spectrum Disorders

- Dr. Tatiana Balachova, NIAAA
- Dr. Sharon Newburg-Rinn, ACF
- Kathleen Mitchell, National Organization on Fetal Alcohol Syndrome

With increased attention to opioids and methamphetamine, it is important to revisit the ongoing importance of alcohol and opioids on the morbidity and mortality of Americans. Presenters will discuss the basic facts about fetal alcohol spectrum disorders and prevalence; efforts to raise public and provider awareness regarding the risks of prenatal alcohol exposure; better identification and care for affected children and their families; and lastly, the role of stigma in impeding the identification of women with substance use disorders and their children impacted by alcohol or other drug use during pregnancy. Additionally, a brief overview will be provided on the impacts of other substances in utero, with a particular emphasis on opioids. Participants will have the opportunity to ask questions and engage in a dialogue with the presenters.

## Save A Life Community Narcan Training

- Julie Brenner, Alliance of Coalitions for Healthy Communities
- Tracy Chirikas, Alliance of Coalitions for Healthy Communities

In this session, presenters will demonstrate how to implement the Alliance of Coalitions for Healthy Communities' Save a Life Community Narcan training. Discussion will cover the overview of the cycle of addiction; how to recognize an opiate overdose; how to administer intranasal Narcan; and will connect people to important resources.
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| 7. | Focus On Evidence-Based Practices: Updates from SAMHSA’s Policy Lab and Prevention Technology Transfer Centers | - Dr. Thomas Clarke, SAMHSA  
- Humberto Carvalho, SAMHSA  
- Laurie Krom, SAMHSA’s PTTC Coordinating Center  
- Dr. Holly Hagle, SAMHSA’s PTTC Coordinating Center |
| 8. | School Mental Health and Safety: Policies and Best Practices | - Dr. Sharon Hoover, Center for School Mental Health, University of Maryland  
- Dr. Justine Larson, CMHS, SAMHSA  
- Trent Frazier, Office of Academic Engagement & Campaigns, Department of Homeland Security |

This session will explore the roles and functions of SAMHSA’s National Mental Health and Substance Use Policy Laboratory as it relates to the 21st Century Cures Act. Specific Policy Lab Projects will be discussed including the Evidence-based Practice (EBP) Resource Center and the development of EBP Guidebooks on emerging substance use concerns. This session will also highlight the strategic use of the SAMHSA’s Opioid Response Network State Targeted Response Technical Assistance (ORNSTR-TA) and SAMHSA’s Technology Transfer Centers to address the opioid crisis. Presenters will discuss SAMHSA’s prevention and early intervention efforts; quality treatment for substance use disorders; and training, technical assistance, and resources available to prevention professionals.

This session will explore the role of mental health in school safety planning, including measures to improve emotional safety and well-being of students. National best practices in school mental health will be shared within domains of Teaming, Needs Assessment and Resource Mapping, Mental Health Promotion (Tier 1), Early Intervention and Treatment (Tiers 2 and 3), Funding and Sustainability, and Impact. Participants will learn to utilize a free, online portal to assess and improve school mental health and receive access to a repository of resources to achieve best practices in building trauma-responsive, comprehensive school mental health systems.

- Cicely Burrows-McElwain, SAMHSA
- Donna Aligata, SAMHSA's SMVF TA Center/PRA Inc.

Military and veteran populations are disproportionately impacted by suicide. Presenters in this session will provide an overview of the recent data released by the Department of Defense and Department of Veterans Affairs regarding suicide among the nation's service members, veterans and their families. Presenters will also discuss the latest National Survey on Drug Use and Health data focused on veterans; and the Substance Abuse and Mental Health Services Administration's efforts to engage and enlist communities across the country to adopt a public health approach for suicide prevention in support of this subgroup.

### 10. Data Dissemination and Implications for Prevention

- Representatives, CBHSQ, SAMHSA
- Representative, CBHSQ, SAMHSA

This session will provide two important sources of data that inform prevention efforts: SAMHSA's National Survey on Drug Use and Health (NSDUH) and the Drug Abuse Warning Network (DAWN). Participants will understand how the Substance Abuse and Mental Health Services Administration uses NSDUH and DAWN data; how NSDUH and DAWN can add value to understanding the state of substance use across the nation; and the national trends in opioid use over the past several years related to prevention.

### 11. Prevention Strategies for Promoting Community Recovery Supports for Youth and Young Adults

- Sarah Potter, SAFE Project
- Brandee Izquierdo, SAFE Project
- Sarah Potter, SAFE Project

In this session, presenters will discuss the overlap between prevention, recovery, social determinants of health, trauma, and resilience; and how to use SAMHSA's Strategic Prevention Framework along with collective data, to drive programming that supports both prevention and recovery for youth and young adults.
12:30 PM -1:30 PM  **LUNCH ON YOUR OWN**

1:45 PM - 2:45 PM  **2ND ROUND OF BREAKOUT SESSIONS**

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| 12. DEA 360: The Power of Prevention in the Workplace | • Michelle Spahn, Special Agent In Charge, Newark, NJ, DEA  
• Representative, Milken Institute | • Michelle Spahn, Special Agent In Charge, Newark, NJ, DEA | This session will focus on the U.S. Drug Enforcement Administration’s (DEA) 360 Strategy, a comprehensive, three-pronged approach to address the opioid epidemic. As part of DEA 360 community outreach efforts, federal, national, and local partners within 360 communities are preventing opioid misuse and substance misuse in the workplace. Participants will hear from panelists regarding the prevention efforts within their own workplace communities to create change and decrease opioid and other drug misuse. |
• Beverly Watts Davis, WestCare Foundation | • Beverly Watts Davis, WestCare Foundation          | The opioid epidemic has been called the worst drug crisis in U.S. history. Opioid-related deaths, including prescription drugs, fentanyl, and heroin, have increased over 15-fold in some states over the past five years. This workshop will discuss polydrug use, to include prescription drugs, methamphetamine, fentanyl-laced drugs, and heroin among adults ages 26 and older. Discussion will also cover: the connection between prescription opioids and illegal opioids; community-based strategies to reduce opioid misuse and the related community harm and impact of the opioid crisis; community-level interventions that change the environment to reduce access and availability to both illegal and legal drugs; neighborhood-based and social media interventions; and service integration approaches. |
### 14. The Fentanyl Factor: How Can Families and Others Get In Front of This Deadly Drug?

- Lesley Gabel, Co-CEO Prevention Resources, Safe Communities Coalition, Hunterdon
- Amee Smolinsky, Health Educator and Outreach, Raritan Valley Community College, Safe Communities Coalition, Somerset
- Rocky Schwartz, Family Support Center

Lesley Gabel, Prevention Resources, Safe Communities Coalition, is a co-founder of the documentary, "The Fentanyl Factor," which aims to educate, raise awareness, provide hope, and connect resources to those in need. Participants will also hear from family and friends who have lost a loved one due to this deadly drug; law enforcement; a forensic scientist, and other experts on what can and needs to be done to address this crisis.

### 15. STOP Act Activities of the Interagency Coordinating Committee on the Prevention of Underage Drinking

- Robert Vincent, CSAP, SAMHSA
- Dr. Ralph Hingson, NIAAA, NIH
- Dr. Elyse Grossman, Johns Hopkins Bloomberg School of Public Health

Robert Vincent, CSAP, SAMHSA, will discuss the national and state efforts to understand and address this problem as required by the Sober Truth on Preventing Underage Drinking (STOP) Act.

### 16. Marijuana Facts: Focus on Prevention with Special Emphasis on Adolescents and Pregnant Women

- Nelia Nadal, MPH, CSAP
- Dr. Patricia B. Santora, CSAT, SAMHSA
- Scott Gagnon, AdCare Educational Institute of Maine, Inc., and New England Prevention Technology Transfer Center

Nelia Nadal, MPH, CSAP, will provide an overview of marijuana's potential harm and risks, with a particular focus on youth/adolescents and pregnant women. The session will also provide an overview of the marijuana prevention resources developed and
| 17. Developments and Applications of HIV and Drug Testing in Oral Fluid | • Charles LoDico, Chemist, Forensic Toxicologist  
• Dr. Lorece Edwards, Director of the Center for Sexual Health Advancement and Prevention Education/Professor of Public Health; Morgan State University | The scientific basis for the use of oral fluid as an alternative specimen for testing drugs and HIV has now been broadly established. In this session, participants will gain a new knowledge on the utility of oral fluid specimen as a tool that can be used for detecting drugs of abuse and HIV. Some of the advantages to using oral fluid testing will be discussed and compared to traditional ways that were used. |
| 18. Peer Support Services: Working at the Intersection of Prevention, Treatment, and Recovery | • Matthew T. Clune, CSAT, SAMHSA  
• Dr. Justine Larson, CMHS, SAMHSA  
• Evan Miller, Youth treatment/recovery Coordinator, Therapeutic Center at Fox Chase Philadelphia PA | This session will explore the use of peer treatment and recovery specialists who work with youth and young adults in SAMHSA grant programs related to substance use and mental health. Questions to be discussed: what to look for in hiring the ideal peer support persons for this population?; what are the additional training and certification requirements?; in which ways are our Youth Treatment Implementation (YT-I) and Youth and Family Tree programs utilizing peers as a part of the service team in addressing youth SUD?; and how do these roles traverse the prevention, treatment, and recovery domains? |
19. **Keep Them Safe, Keep Them Healthy: Engaging Schools in Prevention**

- Erin Wick, Capital Educational Service District 113
- Izzy Chavez, Capital Educational Service District 113
- Julie Brenner, Alliance of Coalitions for Healthy Communities
- Angela Spino-Bogota, Prevention and Recovery Support Coordinator, Alliance of Coalitions for Healthy Communities
- Corey James, Prevention Program Manager, Alliance of Coalitions for Healthy Communities

Presenters will provide an overview of SAMHSA’s 2019 Student Assistance Guide for Administrators that serves as a basis for a discussion with student assistance professionals and school administrators. Additionally, an overview of the Alliance’s Keep Them Safe, Keep Them Healthy School and Youth Program will be provided. This comprehensive and evidence-based prevention program utilizes stories of young people in long-term recovery to demonstrate the path through addiction and recovery.

20. **Increasing Health Literacy to Help Prevent Substance Misuse and Co-Occurring Disorders in Older Adults**

- Jennifer Solomon, CSAP, SAMHSA
- Eric Weakly, CMHS, SAMHSA

Limited health literacy is linked to increased health disparities, poor health outcomes, increased use of health care services, and medical and medication errors among adults aged 65 years and older. This session will explore findings from the National Association of Adult Literacy; difficulties older adults experience with print materials, interpreting numbers, and doing calculations; and the important need to utilize solid health literacy concepts to develop critical substance use prevention materials for this population.
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<td>21. The Provision of Prevention Services by American Indians and Alaska Natives: A Look Through a Cultural Lens</td>
<td>Dr. Alec Thundercloud, SAMHSA</td>
<td>Cultural connectedness brings together cultural humility and health literacy to help health promotion workers, substance abuse prevention specialists, and their clients develop shared understanding of each other’s values, beliefs, needs, and priorities. In this session, representatives from American Indian and Alaskan Native tribes will share how native elders, culture, community health aides, and traditional healers provide much needed culturally appropriate prevention services to reduce morbidity and mortality rates related to suicide and substance use related disorders.</td>
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<td>• Jasmine Desiderio, Navaho Nation</td>
<td>• Robert Onders, M.D., Senior Director for Alaska Native Tribal Health Consortium Community Health Services</td>
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<td>• Deborah J. Kawkeka (Kickapoo Tribe of Kansas) California Rural Indian Health Board</td>
<td>• Dallas Wahpepah (Kickapoo/Sac&amp;Fox) Native American Health Center</td>
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<td>22. Community Coalition Activities to Reduce Youth Alcohol and Tobacco Use in Immigrant Communities</td>
<td>Dr. Soo-Lyon Yon, Asian Health Coalition</td>
<td>The Coalition for Asian Substance Abuse Prevention aims to reduce youth alcohol and tobacco use in Chicago’s Chinatown and Bridgeport areas. Sixty-five percent of Chinatown’s residents are foreign-born, and nearly 10% arrived in the last three years. Given the alcohol environment within China, high levels of adult problem drinking, weak alcohol policies on youth access, poor regulation, and wide social acceptance, Chicago’s Chinatown has become a direct reflection of such substance misuse issues. This session will delve deeper into the youth drug use trends in this community; and the environmental-level prevention strategies and three-pronged approach being successfully implemented to overcome the substance use/misuse issues.</td>
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<td>• Nishita Conjeevaram, Asian Health Coalition</td>
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2:45 PM - 3:00 PM BREAK

3:00 PM - 4:15 PM AFTERNOON PLENARY

Keynote | Dr. Elinore F. McCance-Katz, Assistant Secretary for Mental Health and Substance Use, SAMHSA