Ideas Fair Poster Presentations

Poster #1
Talk, They Hear You: Effectively Reaching Parents Locally and Regionally
LEAD PRESENTER: Ruth Ever (Easthampton Healthy Youth Coalition)
The Easthampton Healthy Youth Coalition adapted and ran a successful local Talk, They Hear You campaign in 2017. SAMHSA reported an uptick in use of their app in the region, and most parents surveyed said they had seen the campaign. We then proposed expanding the campaign by collaborating with other coalitions to allow for more extensive TV, radio and billboard outreach, the most expensive parts of a media campaign. About 10 coalitions are putting in funds in exchange for free use of the images and formats that had been created (postcards, table tents, sandwich boards, lawn signs, etc.). A simple website was created (talktheyhearyou.org) as the entry point that links people to all relevant coalitions or SAMHSA. This poster will highlight the campaign, and how minimal organizing and strategic use of existing materials leads to strong collaboration and more bang for the buck with an effective message.

Poster #2
Above the Influence Youth Group
LEAD PRESENTER: Rebecca Dorney (Vernon Coalition)
Celebrating our 5th year, Above the Influence is a program of the Vernon Coalition, in partnership with the Vernon Township School District & includes 4th to 12th Graders. ATI is a great opportunity to develop leadership skills through inspiring and empowering your peers to make positive choices. ATI members work in collaboration with other school groups, participate in sticker shock events, deliver public service announcements, attend Town Hall meetings, hold monthly youth group meetings, participate in bowling events, join commercial challenges and much more. The Above the Influence Youth Group (ATI) engages our kids to rise above all negative influences: such as stress, self-image, relationships, alcohol & other drugs, pop culture and bullying. Activities are age appropriate and geared toward youth empowerment and encourages our youth to take a stand against negative influences. We work together with refusal skills and brainstorm ways to blanket the community with our Above the Influence message.

Poster #3
Don’t Make Decisions Solo: A Collaboration Between Higher Education and Community Coalitions
LEAD PRESENTER: Suzanne Harper (Weakley County Prevention Coalition)
Don’t make decisions solo: a collaboration between higher education and community coalitions outlines the efforts made between multiple community sectors to reduce substance abuse issues in higher education. This collaboration started with the recruitment of faculty. A once dormant relationship developed into a marriage of potential and prosperity. Highlights include: the University of Tennessee schools' first recognized student-led prevention organization. An education change to the University’s practice/procedure for incoming freshmen, on the dangers of underage drinking, binge drinking, and social hosting laws for Tennessee. The Weakley County Prevention Coalition also provides lockboxes for student’s prescription drugs and partners with the county’s local health department, law enforcement, and other community leaders to provide tobacco, synthetic drugs, and STD prevention training through campus-wide events. College students also have the opportunity for strategic prevention framework training and social awareness campaign development and implementation via community billboards and PSAs.
Poster #4
Cross Sector Involvement in a Positive Messaging Campaign
LEAD PRESENTER: Lisa Tomeny (iASK-CAB)
The Village of Irvington is a suburban community north of New York City. We are a village of high achievers and the pressure to succeed academically, athletically and socially can be daunting. The qualitative data gathered indicates that some youth may be turning to alcohol, marijuana and other drugs as a means of coping with the stress. Coalition members embraced this challenge as an opportunity to involve diverse sector members in prevention activities. A wide range of sectors—the police, athletic teams, students and parents—took turns creating and hanging positive handwritten post-it notes that were placed on every student locker specifically at stressful times of the year (first day of school, mid-term/final exams). Photos and additional encouragement were posted on social media. The result was an environment that created warmth and encouragement, increased bonds and decreased the likelihood that youth will turn to unhealthy coping, such as substance use.

Poster #5
Parent University and Parenting for Prevention 101
LEAD PRESENTER: Nancy Pasquale (RyeACT)
Hosting a Parent University is a great way to increase community awareness, build coalition capacity, and provide parents and community leaders with the information and skills needed to create positive change. By employing a collaborative approach and optimizing specific local resources, RyeACT coalition planned a highly successful Parent University event that attracted nearly 300 community members to engage in the ongoing conversation of youth substance use prevention. Join RyeACT leaders as they share insight into their process as well as the materials they created for this unique and impactful event.

Poster #6
Data: The Ultimate Empowerment Tool for Community Level Change
LEAD PRESENTER: Robert Reid (Paterson Coalition Against Substance Abuse)
Paterson, New Jersey, is 8.4 square miles, with nearly 200 alcohol outlets. Since 2013, the Paterson Coalition Against Substance Abuse (P-CASA) has evaluated youths’ perception and use of drugs and alcohol. P-CASA collaborated with the Paterson School District to administer a comprehensive needs assessment survey to approximately 1,100 youth in grades 9 through 12. Survey results between 2014 and 2017 revealed a decrease in both overall and 30-day use of alcohol and an increase in knowledge regarding individual and parental perception of the risk of alcohol use. As part of P-CASA’s ongoing evaluation efforts over the past five years, the coalition has also conducted focus group sessions with 140 youth and in-depth interviews with 20 community stakeholders. Results from both our process and outcome evaluations have informed P-CASA’s environmental prevention strategies targeting underage drinking and provided key insights pertaining to the prevention needs of at-risk youth within the target community.
Poster #7
A Unique Approach to Reaching Resilient Youth In The Field Of Prevention
LEAD PRESENTER: Cristal DePietro (Healthy Communities – Healthy Kids Coalition)
Working with youth in a world where everything is accessible at their fingertips makes prevention a bit of a challenge, but HKHC coalition has found success in using unique methods such as a radio show, podcasts, inter community programming, and creating a space where the Youth’s Voice is as loud as any adults. We will teach our unique way of reaching youth where they are at and talk about how it’s been successful in our community and can be implemented in any community by using the resources that surround you! When a young person truly believes that he or she is valued, appreciated and understood they feel more confident in standing up for what they believe in, even when the opinion is not popular. Enjoy this interactive presentation as we show how our community has been successful in a time where we are raising the most resilient youth.

Poster #8
Reclaiming 420: Innovative Youth-Led Campaigns to Achieve Maximum Impact
LEAD PRESENTER: Patricia Tomassi (Westchester Coalition for Drug and Alcohol Free Youth)
April 20 (4/20) has become synonymous with youth marijuana use in our community and the ripple effects can be felt year-round. A dynamic group of teens and adults has been convening diverse sectors in an annual campaign to reclaim the day as a “Healthy Teen Brain Day.” The annual observation, at 4:20 on 4/20, amplifies the voices of youth who choose to remain alcohol and drug free, showcases the impact of marijuana on the developing brain, and cultivates partners for ongoing prevention efforts. Each year, the strategic planning involves creating a high-profile event that will enhance the likelihood of media coverage in a very competitive media market. This presentation will describe three successful community-wide collaborations: a “stairscape” on the steps of our county center; “Healthy Brain Day” proclamations from forty municipalities; and a MegaBrain on the lawn of a county hospital.

Poster #9
Earlier Screening and Brief Intervention to Prevent Alcohol-Related Harms among College Students
LEAD PRESENTER: Tammy Peck (Texans Standing Tall)
Texans Standing Tall is translating research on Screening and Brief Intervention (SBI) for risky alcohol use into practice by implementing and evaluating this model as a primary prevention tool on college campuses. The presentation will provide an opportunity for participants to explore an innovative approach in which SBI is implemented proactively outside of the campus judicial or healthcare setting before an alcohol-related injury or violation has occurred. This method of SBI implementation provides an opportunity to leverage existing community resources, such as community coalitions and treatment providers, to support campus prevention efforts. Additionally, following this approach, SBI can be implemented with minimal resources and existing prevention infrastructure.
Poster #10
Sharing Best Practices and Resources to Combat the Opioid Epidemic
LEAD PRESENTER: Toni Knoll (Community in Crisis)
Community in Crisis (CiC), a New Jersey coalition singularly focused on fighting the opioid epidemic in a small suburban community, partnered with a major insurer and a state university to develop a prevention tool kit exportable to other communities. Rutgers Ernest Mario School of Pharmacy and Horizon Blue Cross Blue Shield aligned with CiC to produce an evidence-based community toolkit for implementation by groups across the state. Pharmacy Ph.D. students, with direction from Horizon pharmacists, Rutgers faculty and CiC leadership, used the CiC model to develop a comprehensive set of educational materials and guidelines for prevention initiatives. These can be easily executed by small local groups, including those with limited financial and personnel resources; the necessary adjustments to reflect unique local conditions can be incorporated. CiC is available to provide advice based on lessons learned from the rollout of CiC’s own local initiatives.

Poster #11
Everyone Has a Voice
LEAD PRESENTER: Angie Asa-Lovstad (Alliance of Coalitions for Change (AC4C))
Coalition leaders face the challenge to involve diverse sectors in a way that everyone feels valued, heard and engaged. Participants will have an overview of the ToP (Technology of Participation) proven methods that dispel unproductive conflict. Participants will hear the key components needed in questions that lead to a purposeful discussion capturing a group’s best thinking. Through demonstration, participants will see a method to integrate diverse ideas into group consensus that allows people to feel part of the solution. At the end of the session, participants will see how to take current information to create a vision, which allows coalition members to be engaged and lends to ownership of the successes. Ownership by the coalition members will lead to greater probability for sustainability.

Poster #12
Tapping into Technology to Empower Youth
LEAD PRESENTER: Diane Litterer (New Jersey Prevention Network / IMPACT NJ Coalition / Youth IMPACTing NJ Coalition)
Youth coalitions are a powerful force in coalition work, but working with the middle and high school age group presents unique barriers in planning and implementing interventions and environmental design policies. Challenges like conflicts with after school schedules, transportation, travel time, and testing schedules can reduce the abilities of youth coalitions to meet and organize. Tapping into technology can significantly reduce these barriers and allow youth to be empowered to become leaders and advocates for their coalition’s efforts. This presentation, conducted by IMPACT NJ coalition members and Youth IMPACTing NJ youth leaders, will share the benefits of utilizing online media in coalition work and show how these tools can reduce the barriers of geographical distance and time limitations often encountered by youth coalitions without sacrificing the authentic connections and communication that is necessary to implement successful coalition strategies.
Poster #13
Mind Your Meds: Education, Advocacy and Policy to Prevent Medicine Abuse
LEAD PRESENTER: Erin James (Prevention Works in Seattle (PWINS) and Children’s Hospital Division of Adolescent Medicine)
Prevention Works in Seattle (PWINS) coalition has created a system of partnership models for opioid prevention that extend from the local level to the state-wide scope. Locally, the coalition has created partnerships that enhance prevention impacts, with capacity building of all sectors approaching opioid prevention across DFC grantees, Community Prevention and Wellness Initiative (CPWI) coalitions, partners, counties, legislative priorities, state system prevention education, advocacy, and program design. Come learn system-wide partnership approaches for coalitions that can extend across systems to create healthier communities and outcomes for populations. Come away with tools to use or adapt for education, advocacy, policy, and system-wide change for opioid prevention efforts (provider, patient, pharmacy, legislators, parents, communities, individuals, and families). Coalitions and partners can choose which strategies to employ from a diverse menu that employs the CADCA’s Seven Strategies for Community Change.

Poster #14
Be Smart About Medicine
LEAD PRESENTER: Mara Carlin (Coalition for Healthy Communities)
The Be Smart About Medicine poster contest, now in its 8th year, was created by the Coalition for Healthy Communities of Middlesex County in 2010 and was spearheaded by the Prescription Drug Task Force. The objective of the contest is to educate middle school youth in the 6th, 7th and 8th grades in Middlesex County about using medicine responsibly, the dangers of misusing prescription and over-the-counter drugs, and signs and symptoms of medicine misuse. Youth are encouraged to tap into their creative expression and produce their own original artwork, either drawn or written, to exemplify their knowledge and spread information to their fellow peers.

Poster #15
Strong Community Partnerships Creating Positive Impact
LEAD PRESENTER: Catherine Kelley (Sunnyside United / Unidos)
Community partnerships are key in creating positive change. They help foster multidimensional solutions needed to address the complex issues of substance abuse in communities. Our Story Board highlights the value of key partnerships in reducing 30-day Alcohol Use among students of Sunnyside, WA. Sunnyside residents have long been concerned about the high level of youth alcohol and other drug use and have tried various strategies to lower those rates. Having committed community partners at the table has allowed us to comprehensively assess the issues in the community and develop a strategic plan that addresses community readiness to benefit and the specific cultural barriers identified. Sunnyside United- Unidos close partnership with our local media outlets led to the development of a multi-cultural, multi-media plan to educate adults about how to talk to their kids about the dangers of using alcohol and marijuana, including using ads from campaigns: “Talk. They Hear You.” and “Start Talking Now.” Our coalition also partners with the local police department to conduct annual compliance checks at stores and restaurants. This year, we worked with our school resource officers to create a video about the dangers of drinking and driving, which plays before every movie at our local movie theater. “It is great to have faces in the video that the students recognize and respect.”
Poster #16  
Addressing the Issue of Marijuana: Creating a New Conversation  
LEAD PRESENTER: Leigh Moerdyke (Ottawa County Substance Abuse Prevention Coalition)  
In a time where the national conversation seems to be about the benefits of marijuana use, the OSAP Coalition has managed to reduce current youth marijuana use in our community. We have done this through advocacy, youth engagement, parent education and community campaigns. Our comprehensive approach hasn’t changed the perception of harm, but it has given youth reasons to choose an alternative course to using marijuana and has increased parental engagement.