Monday, July 27

10:30 – 11:30 am

Opening Plenary
PRESENTER(S): Elinore F. McCance-Katz, MD, PhD (*Substance Abuse and Mental Health Services Administration*)

CADCA is proud to have **Elinore F. McCance-Katz, M.D., Ph.D.**, Assistant Secretary of the Substance Abuse and Mental Health Services Administration (SAMHSA), open our 2020 Virtual Mid-Year Training Institute as the Opening Plenary Keynote Speaker. Dr. McCance-Katz is a leading prevention advocate, and her powerful and informative presentations always leave a mark on those in the prevention field.

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Training Sessions
11:30 am – 1 pm

**Wedding of the Century: The Prevention, Treatment, & Recovery Trouple**
PRESENTER(S): Jerria Martin (Drug Free Communities of Dallas County)

This session will help leaders in prevention to create unprecedented responses and strategies to combat the opioid epidemic locally, regularly reaching out to and collaborating with local, state, and federal treatment and recovery partners.

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

1. Participants will have a more informed understanding of successfully collaborating with recovery and treatment partners in their communities.
2. Participants will be able to strengthen community strategies within their opioid action plan.
3. Participants will have a better understanding of the roles of our treatment and recovery partners in combating the opioid epidemic.
Tobacco Retailer Licensing: Stop the Sale of Tobacco Products to Youth
PRESENTER(S): Dana Stevens (Community Action, Service & Advocacy (CASA))

Learn how to use the Strategic Prevention framework to reduce the illegal sale of tobacco products (including vapes/e-cigarettes and hookah) to people under age 21 (the new federal minimum age to purchase tobacco products). This policy holds tobacco retailers accountable without criminalizing youth.

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

1. Conduct Young Adult Tobacco Purchase Surveys to collect data and document the rate of illegal tobacco sales.
2. Use data to draft policy brief as a key communication strategy to support the Tobacco Retailer Licensing Ordinance
3. Effectively mobilize coalition support for local policy
4. Leverage local media advocacy to build support for TRL

ACES, Partnerships, and Motivation Key Ingredients to Coalition Sustainability
PRESENTER(S): Christa Shifflett (Warren Coalition)

Coalitions, like gardens, need key ingredients to flourish. A sustainability plan using ACES (Ask, Charge, Earn, Share) is important, but without partnerships and motivated members to carry out the plan, a coalition shrivels and dies. A 20-year coalition veteran will share ways to have it rain money and resources without too much effort.

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

1. Be able to name one new funding strategy across each of the 4 categories: Ask, Share, Charge and Earn.
2. Relate their mission to funding streams that they have not previously considered.
3. Get coalition members to fundraise for you so you do not have to and
4. Create fundraisers that simultaneously meet your mission, but that do not require huge amounts of work on your part.

The DFC Difference: 2019 National Evaluation Findings
PRESENTER(S): Barbara O'Donnel, Ph.D. (ICF); Jeremy Goldbach (C.A.R.E. Consulting); Kelle Falls (ICF)

The Drug-Free Communities (DFC) Support Program is the nation's key youth substance use
prevention program. Session will focus on findings from the DFC 2019 National Evaluation: impacts on youth substance use and building community capacity. Presentation will include discussion of findings on being a community coalition during COVID-19.

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

1. Communicate key findings of the DFC program in their local communities.
2. Identify promising practices for preventing/reducing youth substance use.

Resilience, Compassion, and Trauma-Informed Care in the Healing of ACEs in the Latinx Communities.
PRESENTER(S): Fabricia Prado (National Hispanic and Latino PTTC/ NLBHA)

This session will address ways of building resilience in the Latinx communities to prevent the harmful effects of Adverse Childhood Experiences that limit individual and community flourishing.

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

1. Participants will understand the ACE study and why it matters from a public health standpoint; the effects of toxic stress on brain development and additional stressors in the Latinx communities;
2. Participants will explore examples of resilience building in different community settings;
3. Participants will demonstrate understanding about Trauma-Informed Care and Trauma-Informed Communities and initiate to apply to their own work;
4. Participants will learn compassion integrity skills for self-regulation to stay and expand the resilient zone.

“So You Want To Start a Youth Coalition”?
PRESENTER(S): Virgil Boysaw (Cecil County Department of Health); Beth Creek (Youth Empowerment Source, Inc.)

Learn how the Drug Free Cecil Youth Coalition began and became an award winning youth coalition "of the youth, for the youth and by the youth".

At the end of the training session, the participants will be able to:
1. Identify the characteristics of a youth coalition; understand the value of partnerships and collaborations
2. Learn how to build your youth coalition’s capacity, and
3. Understand the process and identifying the next steps for growth.

**Liderazgo Comunitario**
PRESENTER(S): Alexandra Boneo (Amistades Inc. Org)

Ven y aprende sobre las cualidades de un líder y como llevar a tu coalición por el proceso de prevención para lograr sus metas comunitarias.

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

1. Define coalition and define the qualities of a leader (who am I, who are we?)
2. Analyze needs and assets (what do we have and why are we doing this?)
3. Understand SPF (how do we do it?)
4. Cultural competence and sustainability importance (how to do it best for us)

**What Brain Science Tells Us About Opioids, Alcohol, Cocaine - Methamphetamine and Marijuana and Treatment**
PRESENTER(S): Mark S. Gold, M.D.

Drugs of abuse stimulate their own taking, create a sense of craving or wanting, and left unchecked often undermine health and survival. Since 1975, I have studied heroin and other opioids, cocaine, methamphetamine, cigarettes, marijuana, and alcohol. With my colleagues at Yale University School of Medicine, University of Florida, and now Washington University in St Louis we have looked at how drugs hijack and also change the brain. We have studied interventions and helped contribute to the current playbook of treatments for Substance Use Disorders that work. We have also worked to prevent smoking and exposure to second and third-hand smoke. The COVID19 pandemic has changed drug availability (less heroin and more fentanyl) and access to naloxone rescues by EMTs and Emergency Rooms. Increased responsibilities from overdose reversal to intervention to treatment initiation, have fallen on programs that have been able to work, community resources, friends, and loved ones. We update what we know in 2020 on the brain and behavior effects of drugs of abuse in the context of the pandemic with more synthetics, more behavioral and psychiatric consequences, and disease and less access to care.

At the end of the training session, the participants will be able to:
1. The learner will review how drugs of abuse cause euphoria, craving, liking, wanting and addictions.
2. The learner will be able to explain the neuroscience paradox of why drugs of abuse are taken to produce a high, but end up causing depression, despair, and anhedonia.
3. The learner will put substance use disorders and overdose deaths in the context of deaths of despair and the coronavirus pandemic.

**Understanding the Changing Drug Landscape and the Drug Enforcement Administration’s Response**

**PRESENTER(S): DEA**

As the prescription opioid problem continues to wreak havoc on communities all across the nation and dominate local and national news coverage, the use of cocaine, methamphetamine, and synthetic drugs are also on the rise. Come to this session to gain an understanding of overall drug trends, then hear specifically about the opioid threat and the challenges facing many communities. This session will end with how DEA is working with communities to respond to the opioid crisis and share collaborative ways to address local issues.

**1 – 2 pm**

**ONDCP Town Hall**

**PRESENTER(S):** Jim Carroll, Director, Office of National Drug Control Policy; Helen Hernandez, Assistant Director/DFC Administrator, ONDCP, Dr. Debra Houry, Director, Centers for Disease Control and Prevention (CDC)

Community coalitions interested in the Drug-Free Communities (DFC) Support Program and current DFC and CARA Local Drug Crisis Program grant recipients are invited to attend the 2020 Office of National Drug Control Policy (ONDCP) Town Hall Meeting to hear from ONDCP, Centers for Disease Control and Prevention (CDC) and CADCA to discuss DFC’s day-to-day program management transition. The Town Hall will also focus on important ONDCP updates and provide information on the FY 2020 grant funding cycle.

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

1. Have a good sense of ONDCP's priorities
2. Better understand the upcoming program management transition
3. Know what to expect from the FY 2020 DFC grant funding cycle
Training Sessions
2 – 3:30 pm

Getting Law Enforcement Involved In Substance Abuse Prevention Coalition Work: One Success Story
PRESENTER(S): Dan Jungles (Will County Sheriff's Office)

The importance of getting law enforcement involved in your substance abuse prevention coalition. This program will address how to get law enforcement involved and what law enforcement can do to assist your coalition in furthering your message and cause.

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

1. Know what will, and won’t work in getting law enforcement involved;
2. All of the reasons, why law enforcement has to be involved in their coalition;
3. How to strengthen the relationships with law enforcement partners;
4. See first hand the success story of a coalition where law enforcement is the driving force behind the coalition.

CDC 101
PRESENTER(S): Deb Houry, Director, National Center for Injury Prevention and Control, CDC; Karen Voetsch Branch Chief, Division of Overdose Prevention, CDC; Tameka Brazile National Center for Injury Prevention and Control, CDC

Although the Centers for Disease Control and Prevention (CDC) is well-known for its work with infectious diseases, CDC has a long history of engaging with state and local entities to promote public health prevention strategies and engage in primary prevention of non-infectious diseases. The purpose of this session is to provide information on CDC’s work that addresses health behavior, community-level change, and key areas relevant to DFC coalitions, including underlying factors such as Adverse Childhood Experiences (ACEs) and other social determinants of health. Participants will learn about: 1) CDC’s history in prevention and health promotion; 2) CDC/National Center for Injury Prevention and Control (NCIPC) priorities; 3) the new Drug Free Communities Branch in NCIPC, which will support the administration of the Drug Free Communities Program; and 4) experiences from the Multnomah County Health Department, a recipient of CDC funding and a bona fide agent of a local DFC coalition.
Stop! Collaborate & Listen
PRESENTER(S): Anna Godwin (Community Impact NC); Erin Day (Community Impact NC)

CINC is attempting to advance collaboration between prevention and recovery. Through adaptation of the Strategic Prevention Framework, recovery support services can complement prevention efforts and connect the continuum of care. Participants will be provided with opportunities to discuss application of the ideas presented.

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

1. Upon completion of this session, participants will recognize the opportunity for prevention to successfully partner with recovery support services.
2. Upon completion of this session, participants will be able to recognize how the Strategic Prevention Framework can be adapted to successfully connect the continuum between prevention and recovery.
3. Upon completion of this session, participants will be able to list a minimum of 3 ways in which primary prevention and recovery can collaborate effectively.
4. Upon completion of this session, participants will be able to describe how the partnership between primary prevention and recovery can aid in positive social norms and reduced stigma, and will feel compelled to begin connecting the two.

Engaging and Igniting the Faith Community
PRESENTER(S): Jodi Salvo (OhioGuidestone)

This session will challenge community coalitions to consider developing a plan of action to engage faith leaders and the faith community. This workshop will present the importance of coalitions working with the faith community, increasing readiness among the faith leaders, and demonstrate how one coalition in Ohio has engaged their faith community.

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

1. Better articulate the role that the church can play in partnering with community coalitions to address issues around substance use/misuse.
2. Identify faith community readiness to engage in substance use issues and efforts.
3. Formulate prevention strategies to increase faith leaders readiness around substance use issues and efforts.
4. Identify opportunities for churches and faith community to further the work of community coalitions.
Prevention+: Collaboration with Trauma-Responsive Cross-Sector Partners
PRESENTER(S): Beth Race (Family and Children First Council of Butler County); Charla Henderson (Butler County Prevention Coalition)

Prevention has become an ever-changing and innovative frontier with new sectors realizing that prevention has been underutilized post the opiate-epidemic. How can we as preventionists find new ways to collaborate with unique partners, proactively respond to Adverse Childhood Experiences (ACES), and prevent history from repeating itself?

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

1. Gain awareness into the complex intersection of mental health, substance use/misuse, and trauma utilizing a prevention lens to learn strategies for disrupting the inter-generational cycle substance use.
2. Learn strategies for engaging new and innovative partners beyond Drug-Free Communities 12-Sectors & how to integrate shared data among these partners.
3. Identify methods to incorporate trauma-responsive, inclusive, and culturally competent strategies to better engage youth & families.

CATCH My Breath- A Rapid Response to the Youth Vaping Epidemic
PRESENTER(S): Marcella Bianco (CATCH Global Foundation, Inc.); Kerri Thompson (Knox County Health Department)

The rise in e-cigarette use among youth and young adults has given priority to providing programs to prevent initiation. Participants will learn how Knox County, TN has taken a multi-faceted approach to address the issue including implementation of the evidence-based youth vaping prevention program, CATCH My Breath.

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

1. Successfully implement the CATCH My Breath Program within their community.
2. Engage community partners to support parent involvement and implementation of the CATCH My Breath Program.
3. Engage non-traditional partners in youth vaping prevention.

Pride in Prevention: Raising Community Awareness about LGBTQ+ Youth Substance Abuse
PRESENTER(S): Max Laffend (Hudson Pride Center); David Rosen (Hudson Pride Center)
Due to the negative effects of family rejection and bullying, LGBTQ youth have higher rates of substance abuse, and other mental health issues than their non-LGBTQ+ peers. Session participants will learn how to establish an LGBTQ-affirming substance abuse prevention education program to reduce self-harming behaviors among LGBTQ youth in crisis.

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

1. Distinguish between the concepts and terms related to sex, gender, sexual orientation, sexual behavior, sexual identity and gender expression when discussing issues related to sexual and gender minorities;
2. Identify common contributing factors that lead to a high prevalence of substance abuse and other self-harm behaviors among LGBTQ+ youth;
3. Provide LGBTQ-affirming substance abuse prevention education to LGBTQ+ youth

Podcasting for Prevention
PRESENTER(S): Ronni Katz (New York City Prevention Resource Center); Chevar Francis (New York City Prevention Resource Center)

Carry the message of prevention through podcasting. Explore how your coalition or prevention program can optimize your prevention messaging and reach a larger audience through the world of podcasting. Learn how to create your own!

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

1. Understand the benefits of using podcasts for reaching community members
2. How to choose content and focus for your podcast
3. What equipment is needed to start a podcast
4. How to use podcasts as part of overall prevention strategies

Training Sessions
4 – 5:30 pm

What Are You Willing To Do To Achieve Excellence?
PRESENTER(S): Danelle Campbell (Butte Youth Now Coalition); Amber Pack (Butte Youth Now Coalition)

Learn how to implement the Athlete Committed Program at the local level. Hear the
evaluation findings which include significant reductions in high school alcohol and marijuana use. Hear effective strategies to shift the culture and norms around underage substance use.

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

1. Understand the importance of developing and implementing policy that ensures effective prevention strategies are implemented within high school athletics.
2. Learn strategies to shift the culture and norms around underage substance use.
3. Learn about the successful replication of the Athlete Committed Program across California, and leave with tools to implement at the local level.

Addressing the Unique Needs of LGBTQ Youth Across the Nation
PRESENTER(S): Mike Freeman (Los Angeles LGBT Center); Kevin McCloskey (Los Angeles LGBT Center)

LGBTQ youth are marginalized and have higher rates of substance misuse. This workshop will provide participants with prevention strategies that can be adopted to local communities including: Training youth in leadership development, advocating for students in schools, educating youth workers to understand the diversity of gender and identities.

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

1. Participants will be able to identify key indicators that contribute to substance misuse among LGBTQ youth.
2. Participants will be able to learn effective ways to help youth see themselves as a leader, gain confidence, and support the impact they wish to create in schools.
3. Participants will be able to make every space welcoming and affirming to LGBTQ youth that may be present.
4. Participants will be provided with specific tools they can enact in their own community, regardless of geographical area.

A Participatory Approach to the Evaluation of Community Coalition Outcomes
PRESENTER(S): David Lardier (University of New Mexico); Robert Reid (Montclair State University); Andriana Herrera (Montclair State University)

It is critical to imbed both adult coalition members and youth “voices” into the evaluation process to ensure the work is relevant. We discuss how to engage the coalition as partners in the design and implementation of evaluation protocols. We will also discuss the incorporation of “youth voices” into the design of evaluation tools.

At the end of the training session, the participants will be able to:
1. Participants will be able to identify where and how to access information to create quantitative assessment tools.
2. Participants will be able to identify how to bridge quantitative results with qualitative findings.
3. Participants will be identify ways to include youth and coalition voices in the creation of measurement tools.

**Rolling out the Red-Carpet for Youth Engagement: How to Enhance Youth Sector Involvement through an Annual Youth Video Project**
**PRESENTER(S):** Kameo Chasse (Nashua Prevention Coalition); Janet Valuk (Nashua Prevention Coalition)

Are you looking to get youth more engaged in your coalition? Have you been trying to get Gen Z more excited about prevention? This interactive discussion will explore the planning, implementation, and evaluation process of our Annual Youth Video Project and how it has been a stepping stone to increased youth involvement in our coalition.

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

1. Identify community partners with existing youth relationships to increase involvement
2. Plan and implement an annual event that captivates and engages Gen Z
3. Develop evaluation strategies that directly involve youth

**Creating/Reinventing Your Coalition’s Social Media and Web Presence**
**PRESENTER(S):** Sean Palumbo (Bristol Prevention Coalition)

Want to recreate your coalition's online presence? Using social media posting and tips and tricks relating to engaging your audience with effective messaging design, this workshop will teach you how to use and find these free and easy to use tools!

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

1. Know about free and easy web resources
2. Learn how to utilize web resources with current content areas and coalition goals and objectives

**Drug Endangered Children: The Youngest and Forgotten Victims**
**PRESENTER(S):** Stacee Read (National Alliance for Drug Endangered Children); Eric Nation (National Alliance for Drug Endangered Children)
Children are the first impacted by a parent's/caregiver's addiction or drug activity, but they are often the last identified and helped. These children are 100% of our future and need communities to come together to help them. This session will discuss the risks these children face, the long-term impact, and the need for a collaborative approach.

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

1. Understand the risks to children and be able to discuss within an activity;
2. Describe the long-term impact;
3. Understand and describe what a collaborative approach looks like when it addresses drug endangered children issues

**Shaping the Alcohol Policy Environment: Past, Present and Future**  
**PRESENTER(S):** Cassandra Greisen (National Alcohol Beverage Control Association)

Come unravel the mystery and history of U.S. alcohol regulation, review the current science on effective strategies to addressing local conditions that influence the alcohol policy environment, and learn insights about the future of alcohol policy regulation, and the need for balance between consumer interests and public health and safety as we assess current trends in alcohol policy.

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

1. Explain the history of alcohol regulation in the U.S. and its importance today
2. Describe current alcohol consumption and policy trends
3. Identify effective alcohol policy and enforcement strategies to prevent excessive alcohol consumption
4. Understand potential implications of alcohol policy changes on the alcohol environment

**Drug-Free Communities (DFC) Support Program Management Transition**  
**PRESENTER(S):** Helen Hernandez (ONDCP); CDC Staff

This session will feature an in-depth discussion with ONDCP and CDC on details of the Drug-Free Communities (DFC) day-to-day program transition to the CDC. Current DFC and CARA Local Drug Crisis Program grant award recipients will learn about the timeline for the transition, training opportunities, and what to expect from CDC in managing your grant.

At the end of the training session, the participants will be able to:
1. Participants will have a good sense of the CDC transition timeline, learn about training opportunities/resources, and have their questions answered from ONDCP and CDC.

**Strategic Prevention Framework and its main products for community coalitions/El marco de prevención estratégica (M.P.E.) y la aplicación de sus principales productos en las coaliciones comunitarias**

**PRESENTER(S):** GIOVANNA VARGAS, Project Coordinator, ONG CRESER; EDDA PÉREZ, Project Supervisor, ONG CRESER

The session will consist of an overview of the five steps and two guiding principles of the Strategic Prevention Framework. Instructors will show participants the benefits of the SPF and the usefulness of the products community coalitions are urged to develop. The instructors will also demonstrate to participants why following the SPF is the most effective route for a coalition to achieve its objectives.

*La sesión consistirá en un recorrido por los componentes del MPE, enfocándose en la identificación de sus principales productos, mostrando los beneficios y utilidad que tiene el seguir sus pasos para el logro del desarrollo de las coaliciones comunitarias. De igual manera se establecerán los vínculos entre un paso y otro, demostrando que el MPE es la ruta más efectiva para que las coaliciones comunitarias alcancen sus objetivos.*

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

1. The participants will identify the main products developed in the assessment, capacity, and planning phases of the SPF.
2. The participants will understand the relationship between the products and their usefulness in developing community coalitions.

1. *Los participantes identificarán los principales productos de los componentes del MPE: diagnóstico, capacidad, planificación.*
2. *Los participantes comprenderán la relación de los productos y su utilidad para el desarrollo de las coaliciones comunitarias.*

**High Susceptibility to COVID-19 Among People with Substance Use Disorders (SUDs)**

**PRESENTER(S):** Thom Brown

A 90-minute session on the properties of illicit drugs and their cutting agents that make substance users more vulnerable to the acquisition of COVID-19 and more severe complications from the virus.
At the end of the training session, the participants will be able to:

1. Identify the major illicit drugs that place substance users at high-risk for infections like COVID-19
2. Identify the major cutting agents/adulterants added to illicit drugs that place substance users at high-risk for infections like COVID-19
3. Explain the major health-related effects of illicit drugs & adulterants and how they make users more susceptible to various infections like COVID-19

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**Tuesday, July 28**

**Training Sessions**

**10:30 am – 1 pm**

**Operation Prevention: An in-depth workshop at how to use this free opioid prevention curriculum in the workplace and the schools**

PRESENTER(S): Cathleen Drew (Drug Enforcement Administration); Lauren DeNu (Discovery Education)

According to the CDC, opioids are currently the main driver of drug overdose deaths, and were involved in more than 46,800 overdose deaths in 2018. To combat this, through a joint initiative, Discovery Education and the Drug Enforcement Administration produced Operation Prevention (www.operationprevention.com) a powerful no-cost program to acknowledge the reality of opioid misuse in homes, schools, workplaces and communities across the country.

With the help of Operation Prevention, employers now have the opportunity to empower their staff and strengthen their organization with simple, no-cost workplace resources that give clarity to the opioid epidemic, including perspectives on science, health, society, and the legal system.

This program is a productive step for any business, and a benefit to every community.

1. Participants of this workshop will have the opportunity to dive deep into these resources and share observations in this highly interactive session.
2. Participants can interact on a phone, tablet or laptop.

Because opioids impact all family members as well as the community at large, Operation Prevention also offers content for educators, parents and young people in grades 3-12. Watch compelling videos of those on the front lines of the epidemic, including children that have struggled with family addiction and come out stronger.

At the end of the training session, the participants will be able to:
1. Participants will learn how to access and use the Operation Prevention opioid prevention program for the workplace and for students
2. Participants will gain knowledge of the science of addiction through a nonprofessional’s perspective
3. Participants will gain knowledge of the variety of free drug prevention education publications provided by DEA.

Prevention Shark Tank
PRESENTER(S): Stephanie Strutner (ASAP of Anderson); Jerria Martin (Drug-Free Communities of Dallas County)

In order to be successful, coalitions must effectively market their work on a dime-size budget. Incorporating basic marketing strategies into their work, participants will be empowered to successfully market their coalition operations to increase capacity.

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

1. Use coalition products to successfully brand and market their coalition.
2. Enhance current outreach efforts using targeted marketing strategies.
3. Form marketing strategies that are culturally relevant and culturally competent.

Looking to bring some Adventure to your Work?
PRESENTER(S): Kym Laube (CADCA / HUGS, Inc.)

When staff and volunteers return, the workforce will be forever changed. As we move to our new normal, there is no better time to build new opportunities for reengagement of coalitions. The demands of our field and organizational change can have the potential to inspire or incapacitate individuals, making this an ideal time to bring teambuilding, play and challenges to your teams and coalition. Using Kolb’s Experiential Learning, we will learn how to develop thought provoking ways to engage sector members and volunteers to build trust, engage individuals, increase collaboration and improve communication. Participants will have the opportunity to participate in a large group activity that is based on the real-life water rescue of a sailboat that sunk in the Pacific Ocean. Throughout this adventure-based learning opportunity, individuals will identify their leadership strengths, learn to clearly communicate during chaotic moments, and define support systems necessary for success. This is a highly interactive and participatory workshop.

At the end of the training session, participants will be able to:
1. Learn Kolb’s Experiential Learning Cycle
2. Develop ways to design their programs with innovation and principles of engagement
3. Practice working with a team with varied skills to achieve a desired outcome
4. Redesign ways to train and reengage volunteers and sector members as we return in a new environment

Grant Writing 101
PRESENTER(S): Catherine Thatcher Brunson (CADCA Trainer)

In order to survive and thrive, both coalition staff and volunteers must be able to successfully apply for funding. There are many different types and sources of funding and this session will explore the diversity of funding that exists and provide some basic writing suggestions that will improve your proposal success rates.

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

1. Develop a better understanding of the sources, types, and reasons for funding.
2. Explore strategies for locating funding, including tapping local foundations.
3. Review some basic writing suggestions that will give your writing more punch.
4. Develop all these within the context of project and collaboration sustainability.

Ethics for the Prevention Specialist Pt. I
PRESENTER(S): Julie Stevens (University of Oklahoma)

This workshop is designed specifically for the behavioral health and substance abuse prevention professional and fulfills the Certified Prevention Specialist credential ethics requirement. The principles in the Prevention Code of Ethical Conduct convey the prevention professional’s recognition of responsibilities to the public, service recipients, and colleagues.

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

1. Identify standards of conduct for prevention professionals
2. Set professional goals with the prevention ethics standards in mind
3. Utilize a method of decision-making for difficult ethical situations in prevention

Risks and Trends in Substance Use Disorders for Those 26 and Older
PRESENTER(S): Arlin Hatch, CAPT, USPHS, PhD (SAMHSA/CSAP); Richard McKeon, Ph.D (SAMHSA/CMHS); Ralph Hingson, Sc.D., M.P.H (NIAAA)

SAMHSA’s 2018 National Survey on Drug Use and Health (NSDUH) data show that adults 26
and older experienced significant increases in marijuana and methamphetamine use, and significant decreases in opioid and pain reliever misuse, while other rates have remained stable yet elevated for alcohol, heroin, cocaine, tobacco, and other drugs. NSDUH data also show that major depressive episodes, suicidal ideation, and serious mental illness are on the rise with this age group. This session will describe the substance use and mental health indicators of adults 26 and older, emerging issues related to adult substance use (e.g., sheltering in place, unemployment, suicide), and strategies to address adult substance misuse.

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

1. Review national substance use and mental health data trends for adults 26 and over.
2. Identify ways to leverage existing prevention programming to support those 26 and older by integrating prevention into other community activities promoting health and wellness.
3. Learn about opportunities for crisis centers and community coalitions to work together to address substance use related issues such as suicide.

**Marijuana: Facts, Fantasy and the Future**  
PRESENTER(S): Sue Thau (CADCA); Dale Quigley (National Marijuana Initiative, High Intensity Drug Trafficking Areas (HIDTA))

Marijuana and its legalization continues to be one of the most misunderstood topics throughout the country. We will be delving into some common perceptions and misconceptions concerning marijuana’s impact on a wide variety of topics in order to replace fantasy with facts.

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

1. Data and findings of current marijuana-related research
2. The adverse impacts that legalization of marijuana can have to public health, public safety and quality of life issues

**Social Marketing and Media Advocacy: Integrating Application Methods/Mercadeo social y abogacía en medios de comunicación: Herramientas de comunicación poderosas y estratégicas para la sostenibilidad de esfuerzos en las coaliciones comunitarias.**  
PRESENTER(S): Yimarís Menendéz, Founder, PAS (Promoviendo Alternativas Saludables); Jose Malavé, Founder, PAS (Promoviendo Alternativas Saludables)
Media advocacy and social marketing are both valuable tools in the comprehensive approach process to community change. During this session, the instructors will go over the goals of each strategy and provide information on the initial steps of developing a media plan that integrates both social marketing and media advocacy activities. Instructors will also address the specific elements that a coalition should consider before crafting its message.

El mercadeo social y la abogacía en medios de comunicación son herramientas valiosas en el proceso de acercarnos de forma integral hacia los cambios comunitarios. Durante esta sesión, los instructores presentarán las metas de cada herramienta y brindarán información sobre los pasos iniciales necesarios para la creación de un plan de comunicación efectiva que incluya ambas estrategias. Adicionalmente se abordarán elementos específicos que las coaliciones deben considerar antes de diseñar su mensaje.

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

1. Contextualize the goals of each strategy.
2. Identify the specific steps that need to be taken and elements that need to be considered before effectively implementing both strategies.
3. Identify the specific application methods of both tools

1. Contextualizar en las metas de cada estrategia.
2. Identificar los pasos específicos y elementos que deben considerar previo a implementar estas estrategias.
3. Destacar métodos específicos para su aplicación.

An In-Depth Examination of CADCA’s Seven Strategies for Community Change (Advanced)
PRESENTER(S): Dave Shavel (CADCA Trainer); Dorothy Chaney (CADCA Trainer)

How effective is your coalition at implementing comprehensive strategies to address local conditions? Does your coalition plan and implement strategies to 1) Provide Information, 2) Build Skills, 3) Provide Support, 4) Change Access / Barriers, 5) Change Consequences / Incentives, 6) Change the Physical Design and 7) Change Policies for each local condition on your logic model? If yes, please join us to help facilitate this session. If not so much…this session will provide a detailed examination of CADCA’s Seven Strategies for Community Change. We will identify ways to engage coalition members and community partners in developing, implementing and evaluating comprehensive strategies in their community. Additionally, we will identify ways to build protective factors into each of the seven strategies. Hands-on activities, tools and resources will be provided.
At the end of the training session, the participants will be able to:

1. Explain CADCA’s Seven Strategies for Community Change to coalition and community members
2. Engage coalition members and community partners in developing, implementing and evaluating comprehensive strategies in their community
3. Identify ways to build protective factors into each of the seven strategies.
4. Network with other coalitions and obtain additional resources

1 – 1:30 pm

Keynote with the Surgeon General of the United States.

VADM Jerome M. Adams, M.D., M.P.H., is the 20th Surgeon General of the United States. His mission as the “Nation’s Doctor,” is to advance the health of the American people. Dr. Adams’ motto as Surgeon General is “better health through better partnerships.”

He is committed to strengthening relationships with all members of the health community, and forging new partnerships with members from the business, faith, education and public safety and national security communities.

Training Sessions

2 – 4:30 pm

Take Action on Kratom!
PRESENTER(S): Dorothy Chaney (CADCA); Rick Collins (CADCA)

This follow-up session is intended to help coalitions be proactive on the issue of kratom in their communities. It will include tools coalitions can utilize to assess kratom availability in their communities and explore ways to facilitate coalition conversations on kratom. It will also provide steps coalitions can take to develop a position on kratom in their communities.

At the end of the training session, the participants will be able to:
1. Have knowledge about kratom and the various perspectives on the use of kratom.
2. Assess kratom use and availability in their communities.
3. Facilitate coalition conversations on kratom legalization and use.
4. Facilitate the process of developing a position on kratom within their coalitions.
**Don’t Make Me Get Up There**

**PRESENTER(S): Kym Laube (CADCA / HUGS, Inc.)**

But I don’t want to be the leader! No one said leadership was easy and there are no courses that teach you how to lead the fight of a pandemic while standing in the middle of one. Whether your coalition is thriving or just forming, be sure your sector members are focused on a multiple of things and your leadership and engagement can make a difference in being able to leverage their skills. Keeping folks meaningfully engaged goes a long way in all of our affairs. Now more than ever, people will look to connect, move away from their screens and work with one another in a very different way. This workshop will give you tools to do just that.

Using the book *Zoom and Re-Zoom*, the hysterical public speaking activity Auracicio, stack builds, just to name a few, this workshop will be packed with activities that will teach you about yourself, make you laugh, help you grow and sharpen your leadership tools. Activities can and should be brought back to your coalition, youth group, community, etc. This is a roll your sleeves up kind of workshop and will only have a few seats to watch from the sidelines, so push yourself, jump in and let’s grow together!

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

1. Identify different types of leadership
2. Strengthen their own personal leadership style
3. Possess tools to create meaningful learning opportunities in their communities
4. Practice skills to strengthen individual presentation skills
5. Leave with 10-15 different teambuilding activities to meaningfully engage their teams
6. Learn in a highly engaged atmosphere

**Purposeful Engagement: Developing and Sustaining Strong Partnerships with Communities of Faith**

**PRESENTER(S): Angela Da Re (CADCA/Delta Prevention); Mona Abdallah-Hijazi (ASAP Community Coalition)**

Purposeful, thoughtful engagement with communities of faith can multiply the goals of prevention and assist in long term, community-wide sustainability for prevention efforts and healthy, strong faith communities. Where robust partnerships exist with these influential allies, coalitions enjoy the support of interconnected community networks working together to advance prevention initiatives, increase sustainability and decrease stigma. Having shared goals, a common language and mutual respect and understanding are the keys to creating
strong partnerships. In this fun and lighthearted interactive workshop, we will investigate ways of bridging prevention strategies with the often-elusive communities of faith, tapping into the natural interplay they share. Additionally, we’ll explore ways to institutionalize prevention strategies that can multiply our efforts and bring us closer to sustainability. Finally, the presenters will share their experiences delving deeper into the often hard, sometimes humorous work of drawing people of faith into the conversations surrounding prevention.

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

1. Recognize the natural alignment prevention research has with communities of faith.
2. Identify prevention research that can be used to communicate both long- and short-term outcomes with faith partners
3. Analyze institutionalization of strategies and programs that can multiply prevention efforts and create sustainability

Capacity Building: Engaging the Healthcare Community
PRESENTER(S): Catherine Thatcher Brunson (CADCA)

This session will assist coalitions with strengthening partnerships with the healthcare community, including developing strategies to encourage the use of non-opioid alternatives. Participants will explore the benefits and challenges of collaborating with the medical community and develop practical strategies to overcome these barriers. Additionally, this session will provide tools and resources participants can use in their efforts to support collaboration with the healthcare community.

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

1. Develop relationship building strategies to effectively recruit healthcare providers to screen and treat substance use disorders (SUD) in the primary care setting;
2. Identify key stakeholders from the medical community and opportunities to engage in state and local efforts;
3. Describe the benefits and challenges of collaborating with the medical community and practical strategies for reducing these barriers; and,
4. Action plan strategies to increase the demand for the use of non-opioid alternatives by providers and consumers.
Ethics for the Prevention Specialist Pt. II  
PRESENTER(S): Julie Stevens (University of Oklahoma)

This workshop is designed specifically for the behavioral health and substance abuse prevention professional and fulfills the Certified Prevention Specialist credential ethics requirement. The principles in the Prevention Code of Ethical Conduct convey the prevention professional’s recognition of responsibilities to the public, service recipients, and colleagues.

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

1. Identify standards of conduct for prevention professionals
2. Set professional goals with the prevention ethics standards in mind
3. Utilize a method of decision-making for difficult ethical situations in prevention

The Back of the Envelope Guide to Strategy  
PRESENTER(S): Ann Christiano (Center for Public Interest Communication); Ellen Nodine (enodine@jou.ufl.edu)

Coming up with a strategic communications plan doesn’t have to require a staff retreat and hours of work. Simply focusing on making the right decisions in the right sequence can make a world of difference in helping you gain traction for your work. We’ll give you a basic framework for developing the right strategy to effect change.

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

1. Apply a framework to craft an effective communications strategy to drive change
2. Identify specific, actionable goals
3. Describe the community where the change can best happen
4. Understand how to best target the strategy for specific communities

Death Diaries  
PRESENTER(S): Dr. Roneet Lev, MD FACEP (ONDCP)

This session will evaluate people who died from accidental prescription overdoses to understand risk factors of death and prevention methods. Red flags and best practices will be reviewed. Marijuana Case Studies Is marijuana a medicine? This session will examine the medical claims on marijuana. It will include a presentation of front line cases of marijuana
poisoning from the emergency department as well as marijuana cases at the medical examiner’s office.

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

1. Identify the initial cause of the prescription drug abuse epidemic
2. Identify risk factors for prescription deaths based on medical examiner data
3. Identify causes of death associated with marijuana

**CDC: Cannabis & Vaping: A Public Health Perspective**

PRESENTER(S): Douglas R. Roehler, PhD, MPH (National Center for Injury Prevention and Control, CDC); Grant T. Baldwin, PhD, MPH (National Center for Injury Prevention and Control, CDC)

As states continue to increase legalization of non-medical adult use cannabis, opportunities for youth to come into contact with cannabis increase. Research has found that cannabis use in youth population can be detrimental to long-term development. Furthermore, with the recent e-cigarette or vaping product use-associated lung injury (EVALI) epidemic, it is increasingly important for youth to avoid vaping products. This training will focus on the public health approach to cannabis and vaping use, geared specifically toward younger populations. In addition, the session will focus on evidence-based prevention strategies for cannabis and vaping initiation and how Coalitions can incorporate cannabis and vaping prevention into their ongoing efforts.

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

1. Describe the relationship between cannabis and health consequences, specifically for youth populations.
2. Describe the relationship between vaping and associated health consequences
3. Discuss evidence-based cannabis and vaping prevention strategies.
4. Discuss with coalition partners how to integrate cannabis and vaping prevention into an existing strategic framework.

**CDC: Preventing Adverse Childhood Experiences: Opportunities for Action**

PRESENTER(S): Christopher M. Jones, PharmD, DrPH (National Center for Injury Prevention and Control)

Preventing early adversity before it begins by promoting safe, stable, nurturing relationships and environments is crucial to achieve multiple health, well-being, and productivity goals across generations. To assure the conditions that prevent many early adversities from occurring in the first place, comprehensive approaches that minimize risk factors and
promote protective factors at all levels of the social ecology are critically important. Participants in this session will receive an introduction to Adverse Childhood Experiences (ACE) science, including the impact ACEs can have on substance use and other health and social outcomes. In addition, the session will focus on evidence-based prevention strategies for ACEs and how Coalitions can incorporate ACEs prevention into their ongoing efforts.

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

1. Describe the relationship between ACEs and leading causes of adult morbidity and mortality
2. Describe the connection between ACEs and substance use.
3. Discuss evidence-based ACEs prevention strategies.
4. Discuss with coalition partners how to integrate ACEs prevention into an existing strategic framework.

4:30 – 5 pm

Keynote with the Director of the National Center for Injury Prevention and Control at the Centers for Disease Control and Prevention

Debra Houry, M.D., M.P.H., is the Director of the National Center for Injury Prevention and Control (NCIPC) at CDC. In this role, Dr. Houry leads innovative research and science-based programs to prevent injuries and violence and to reduce their consequences.

Wednesday, July 29

Training Sessions

10:30 am – 1 pm

Preventing Drug Misuse Among College Students: The Importance of Strategic Planning and Seven Keys to a Successful Prevention Program
PRESENTER(S): Rich Lucey (Drug Enforcement Administration); Dave Closson (Mid-America Prevention Technology Transfer Center)

The Strategic Prevention Framework (SPF) is a widely used planning process to guide the selection, implementation, and evaluation of effective, culturally appropriate, and sustainable prevention activities. This session will feature an overview of drug use rates among college students, including marijuana, vaping, and prescription drug misuse; an overview of the Drug Enforcement Administration’s new strategic planning guide to
preventing drug misuse among college students; and resources from DEA and national organizations to support your prevention efforts. The session also will review the seven keys to a successful program to prevent drug misuse among college students. This interactive session will include activities and encourage dialogue with the attendees about successes and challenges they face in preventing drug misuse among college students.

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

1. Understand the current scope of drug use among college students.
2. Learn in-depth information about the SPF's five steps, including the underlying foundations of cultural competence and sustainability, and its applicability on college campuses.
3. Identify the seven keys to a successful program to prevent drug misuse among college students, and discuss challenges around drug misuse prevention on college and university campuses.
4. Learn about current resources to support efforts to prevent drug misuse among college students.

Quality Qualitative Data: Sine Qua Non
PRESENTER(S): Albert Terrillion (CADCA); Karolina Deuth (CADCA)
One of the most underused and underestimated forms of data gathering in prevention is qualitative data. Focus groups and key informant interviews are good sources of qualitative data. This session will present some principles of qualitative data gathering, including the structure necessary for a good focus group and planning the right questions for focus groups and key informant interviews.

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

1. To understand core principles of quality qualitative data gathering.
2. To learn the process of creating good questions that yield quality information
3. To learn the structure and planning that is key for good focus groups and interviews

What's the Deal with Vaping?
PRESENTER(S): Stephanie Strutner (ASAP of Anderson)

The nature of vaping has changed dramatically in recent years. This session focuses on new laws, mandates, loopholes, and the science behind vaping.

At the end of the training session, the participants will be able to:
1. Identify the mechanism through which vaping occurs
2. Compare marketing practices to that of combustible cigarettes
3. Identify evolution of regulations of electronic nicotine delivery systems
4. Identify theoretical evidence of successful prevention strategies

**Building Coalition Leadership: Starting with Why!**
PRESENTER(S): Dave Shavel (CADCA Trainer)

Leadership is about motivating people to act. Great leadership inspires people to act. Those who are able to inspire will create a following of people – volunteers, supporters, voters, customers – who act for the good of the whole not because they have to or are told to… but because they want to. This workshop applies the concepts in the book: Start With Why: How Great Leaders Inspire Everyone to Take Action, by Simon Sinek, to our work with substance use prevention coalitions. Specifically, the workshop focuses on using the “Why” of the coalition - the coalition Vision and Mission – to inspire coalition and community members to “move to action”. Hands-on activities, tools and resources will be provided.

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

1. Extrapolate the coalition’s Vision and Mission (the Why) to inspire coalition and community members to “move to action”
2. Apply specific skills and techniques to build coalition leadership
3. Cultivate leadership within the coalition and among community members
4. Network with other coalitions and obtain additional resources

**If only the Prevention and Recovery Communities Just Sat Down For Coffee”**
PRESENTER(S): Kym Laube (CADCA / HUGS, Inc.)

Sometimes it can seem as if prevention and recovery are at opposite ends of spectrum, however both have the goal and need for healthier communities. By keeping up these walls, those working towards improving prevention, treatment, and recovery from SUD are not able to use each other as meaningful resources, and in turn this short-circuits conversations that could be extremely beneficial. By breaking down these silos and banding together to focus on creating healthier communities, we can drastically reduce triggers for youth and recovering individuals across the nation. This workshop will highlight the strength that the SUD field can achieve by “talking about it” and working comprehensively with each other to increase positive health outcomes. Addiction can shrink one’s world in to a stark self-imprisonment. In recovery, many will seek to re-enter the world and be of meaningful service to others. It is
imperative and valuable to coalitions to provide such opportunities. The speaker will emphasize the direct role in her own personal recovery journey that effective prevention had to make recovery a true possibility. In looking at our own communication efforts with the recovery community and ensuring that we are using language and taking action to break negative public perception and encourage participation in our coalition. Together we can ensure that we will achieve the best possible results within the complexities of Substance Use Disorder.

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

1. Identify language that contributes to the negative public perception of individuals with Substance Use Disorder
2. Develop a plan to engage the recovery community
3. Gain knowledge of the Progression of Addiction and the Stages of Recovery
4. Recognize the unique ways self, societal and structural barriers impede recovery

What can Hip Hop offer Coalition Sustainability?
PRESENTER(S): Colber Prosper (CADCA)

A part of sustainability is reinventing with the times and culture. The music genre of Hip-Hop has done this for decades and it is the most listened to genre in the nation. This session will explain how Hip-Hop culture has tied itself to community values and has engaged people, specifically young people, across differences. Participants will have opportunities to discuss Hip-Hop principles (e.g. innovation, authenticity, advocacy) and how such principles can be replicated in their coalition’s efforts for sustainability.

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

1. Define Hip-Hop and its culture
2. Evaluate their efforts of sustaining their coalitions
3. Design a sustainability plan that incorporates Hip-Hop principles

Health Risks of Marijuana Use: State of the Science
PRESENTER(S): Thomas Clarke, PhD (SAMHSA); Krista Lisdahl, PhD (University of Wisconsin, Milwaukee); Ralph Hingson, Sc.D., M.P.H (NIAAA)

Marijuana is the most commonly used illicit drug in the United States, with 44 million Americans aged 12 and older (16 percent) using it during 2018. A growing number of states have legalized marijuana for medical and/or non-medical purposes, creating a false
perception that marijuana use is safe. Perceptions of harm associated with its use are decreasing across all age groups. Notably absent from any discussion on legalizing marijuana, however, is attention given to the risks and adverse health outcomes related to its use, especially related to adolescents and pregnant and nursing women. Comprehensive, multi-level approaches supported by effective community-based preventive interventions to reduce marijuana use are critical, and especially important for areas that have legalized its use. This in-depth session will provide a detailed overview of the national survey data on marijuana use, adolescent brain cognitive development, public health impact of marijuana use on adolescents and pregnant women, cannabis policy topics, key marijuana use prevention resources and technical assistance services, and examples of innovative prevention approaches at the state and local levels.

Public Health Model: A coalition's most powerful tool during COVID and other extraordinary situations/El modelo de salud pública: La herramienta más poderosa de una coalición durante COVID y otras situaciones extraordinarias

PRESENTER(S): Jose Malave Rexach, Founder, Promoviendo Alternativas Saludables; Yimaris Menendez Sanchez, Founder, Promoviendo Alternativas Saludables

Community coalitions may experience a lot of extraordinary situations that can put on hold their action and strategic plans. Political elections, national disasters, seasonal festivities and public health emergencies like the current COVID 19 pandemic, can have a major effect on coalition activities. During this session, the participants will use their knowledge of the Public Health Model and learn how they can overcome obstacles created by external factors that are out of their control. The instructors will also provide ideas on how the coalitions can adapt their work and capacity to the challenges that these extraordinary situations present. The discussion will provide participants with strategies, activities, and recommendations that can be useful for coalitions in continuing with their plans.

Las coaliciones comunitarias pueden experimentar diversas situaciones extraordinarias que de una manera u otra podrían detener sus planes estratégicos y de acción. Las elecciones políticas, los desastres naturales, las temporadas festivas y emergencias de salud pública, como el actual COVID 19, son algunos ejemplos de ello. Durante esta sesión se resaltarán los beneficios del conocimiento y aplicación del Modelo de Salud Pública para trabajar con los obstáculos creados por las variables externas que se encuentran fuera del control de los planes de la coalición. De igual manera, se promoverán ideas de cómo las coaliciones pueden adaptar su trabajo y capacidad a los retos presentados por estas situaciones. Esta discusión les brindará a los participantes las estrategias, actividades y recomendaciones que pueden ser utilizadas para ayudar a sus coaliciones a continuar con sus planes de trabajo a pesar de la situación del entorno que les rodea.
At the end of the training session, the participants will be able to:

1. Explain the importance of the Public Health Model and main coalition products during extraordinary situations, such as the worldwide COVID19 health emergency.
2. Recognize the community coalition as a powerful force that can adapt to any external situation to support its community
3. Identify strategies to continue coalition work during extraordinary situations, such as COVID 19

1. Comparar la importancia del Modelo de Salud Pública y los productos principales de la Coalición con la emergencia de salud del COVID 19 y situaciones extraordinarias.
2. Reconocer a la coalición comunitaria como una poderosa fuerza que se puede adaptar a cualquier situación externa para apoyar a las comunidades.
3. Identifica estrategias para continuar el trabajo de la coalición en situaciones extraordinarias como el COVID 19.

Meeting with Policymakers and Influentials
PRESENTER(S): Ellen Nodine (Center for Public Interest Communication); Annie Neimand, PhD (Center for Public Interest Communication)

Learn to hold successful meetings with policymakers, influentials and journalists. Apply techniques for building their curiosity, helping them understand the value of your work and setting the foundation for a lasting, positive relationship.

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

1. Prepare for meeting using “anatomy of a meeting” structure
2. Explain your work and create connections
3. Understand how to develop achievable ‘asks”
4. Build and manage relationships with the individuals and organizations crucial to helping them achieve their goals

1 – 1:30 pm
Keynote Topic: Why Today’s Marijuana is Actually an Emerging Drug Threat

Bertha Madras, Ph.D., is a professor of psychobiology at Harvard Medical School, based at McLean Hospital and cross appointed at the Massachusetts General Hospital. Her research focuses on neurobiology, imaging, and medications development (19 U.S. and 27 international patents) for neuropsychiatric disorders.
In public policy, she was deputy director for demand reduction in the White House Office of National Drug Control Policy, a presidential appointment confirmed unanimously by the U.S. Senate.

Training Sessions
2 – 4:30 pm

Analyze this! You talking to me?
PRESENTER(S): Albert Terrillion (CADCA); Katrina McCarthy (CAD-CA); ()
Coalitions who know what works and what needs improvement are those who move more easily toward the transformation of their community. Many coalitions struggle with using their data to its fullest application: looking INTO their data to determine just how much quality data can say. This session will address basic principles of analysis of both quantitative and qualitative data.

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

1. To learn the pre-work to analysis- getting to readable/ clean data
2. Understanding basic principles of analysis of qualitative and quantitative data analysis
3. Learn basic rules of communicating the results of data analysis

Data Walk: An Innovative Way to Engage Your Community in Assessment
PRESENTER(S): Dorothy Chaney (WI Community Health Alliance); Stephanie Strutner (); ()
A Data Walk is an interactive way for community stakeholders to engage in dialogue about their community. This session provides participants with an opportunity to experience a data walk simulation and then a chance to debrief the process and learn how to plan and implement this innovative community engaging assessment technique in their own work.

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

1. Participants will have the opportunity to experience a data walk
2. Participants will learn how to plan and implement a data walk in their own community

Trends in Alcohol Policy: What's Here, What's Coming and What Can You Do About It?
PRESENTER(S): Dylan Ellerbee (CADCA);

The alcohol policy landscape is changing before our eyes. Alcohol is being delivered to homes, mixed drinks are being sold to-go and the alcohol industry is developing new policy initiatives daily. This session will explore these trends and how you can best protect your community in these difficult times.
At the end of the training session, the participants will be able to:

1. Participants will learn about emerging trends in alcohol policy
2. Participants will learn how to anticipate what is coming in their community and proactively combat it
3. Participants will learn how to take lessons from other communities to improve their policy outcomes.

**My Coalition is Stuck! Re-Orga...**

**Self Care and Personal Growth: Beyond Bubble Baths and Ted Talks**
PRESENTER(S): Kym Laube (CADCA / HUGS, Inc.);

Ever meet those people who are painfully happy, the ones that seem to turn everything in to gold, the ones who seem to have mastered the law of attraction? Do you find yourself wanting to be like them or run? Personal growth can seem big and better left to the Tony Robbins of the world. As we heal through the current crisis and the opportunities COVID 19 has brought us, how are we showing up for ourselves, our communities, our coalitions? The roller coaster and stages of change can be paralyzing at times and the leap from the fear zone the growth zone can seem as large as the Grand Canyon. How do we learn to leverage our personal growth in a way that attracts and inspires teams to work together? How do we lead when it feels you are up against all odds? How do we stop playing small in the world? Leadership, like happiness is an inside job and the more we consciously work on it the better our results and the larger the ripple effect we have.

At the end of the training session, the participants will be able to:
1. Recognize fear based responses that get in the way of their leadership
2. Develop tools to stay in growth mode-Personal Mission statement and Board of Directors
3. Enhance their ability to reach their full potential
4. Develop big thinker mindset and strategies for success

Participants Attend, Partners Finish: Developing True Partnerships that Create Champions for The Work
PRESENTER(S): Angela Da Re (CADCA);

Coalitions require partnership in order to identify and advance shared goals, but partnership is deeper than participation. Partnership with formal and informal leaders and champions will ensure your coalition crosses the finish line. PEOPLE support is critical in moving from ideas to action. Participants attend, Partners finish. In order to develop strong RELATIONSHIPS with champions we have to spend time listening and understanding why they do the work they do, what drives them, and how we can link their passion with our understanding of prevention research to create coalition champions with shared goals. This workshop will explore ways to understand and tap into the sometimes hard to reach traditional and nontraditional sector partners.

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

1. Engage and influence partners in a deeper, more meaningful relationship that leads to a shared commitment to goals
2. Identify basic prevention research that can be used to gain both long- and short-term outcomes with partners
3. Communicate the vision of the coalition in a way that engages and inspires change

Is Leadership the Antidote to Implicit Bias?
PRESENTER(S): Colber Prosper (CADCA); Abdelwahhab Alaweh ()

Coalition leadership is one of the most researched topics regarding coalition effectiveness. Furthermore, divisions around class, ethnicity, race and sexual orientation have been recorded around the nations as barriers to real community level change. This session will introduce the concepts of collaborative leadership and implicit bias. Participants will have opportunities to discuss these concepts and how they will apply them in their communities.

At the end of the training session, the participants will be able to:
1. Explain what collaborative leadership is
2. Explain what implicit bias is
3. Examine their own leadership philosophy
4. Formulate a leadership philosophy that is more inclusive to diverse peoples

Using Qualitative and Quantitative data to tell the coalition story/El uso de datos cualitativos y cuantitativos para contar la historia de la coalición

PRESENTER(S): David E. Aguilar, President, Community Collaborative Solutions, Inc

Using a combination of qualitative and quantitative data can provide the coalition a robust understanding of the current condition of the community it serves. When presented together, both methods provide a more meaningful and engaging perspective on how to address local substance abuse problems and achieve transformation at the community level. This session will address the principles of quantitative and qualitative data analysis and how both methods complement each other.

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

1. Know how a combination of qualitative and quantitative data can improve the coalition’s evaluation process.
2. Present qualitative and quantitative information tailored to various stakeholders.
3. Know the basic principles of data analysis.

Is the Marijuana Drug Test Obsolete?

PRESENTER(S): Jo McGuire (National Drug & Alcohol Screening Association); ()
As employees experiment with contemporary cannabis products and use trends, Jo will explain the impact, the signs and symptoms of use and what the science tells us about long-term outcomes. She will give an overview of changing laws that affect the workplace, describing what this means for employers and share successful, strategic drug & alcohol policy tips that will increase employer protections & productivity. Finally, Jo will explain how drug testing for marijuana REALLY works, while addressing the complex question of impairment, offering insights into how this issue can be successfully managed.

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

1. Understand contemporary cannabis products, trends and effect on the user.
2. Learn how drug testing works, separating fact from fiction.
3. Take-away practical applications for the workplace drug & alcohol policy that will bring clarity to this cultural shift.

4:30 – 5 pm
Keynote with the Director of the National Institute on Drug Abuse

Nora D. Volkow, M.D., is Director of the National Institute on Drug Abuse (NIDA) at the National Institutes of Health. NIDA supports most of the world's research on the health aspects of drug use and addiction. Dr. Volkow's work has been instrumental in demonstrating that drug addiction is a disease of the human brain.

Thursday, July 30
Training Sessions
10:30 am – 1 pm

Conducting Your Coalition Like a Business
PRESENTER(S): Stephanie Strutner (ASAP of Anderson)

Coalitions are created to serve a need in a community. Whether they begin as grassroots endeavors or enterprises, coalitions that are sustainable are operated like a business. Businesses could learn a lot from coalitions, but coalitions can also apply business practices to increase effectiveness.

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

1. Recognize that effective and sustainable coalitions operate like a business
2. Explore best practices for coalition businesses
3. Analyze current coalition position and identify a plan for improvement

Social Host Ordinances: Promising Practices in Policy and Enforcement Strategies
PRESENTER(S): Dylan Ellerbee (CADCA Trainer); Rick Collins (CADCA Trainer)
Social host ordinances are a common tool used nationally to address underage drinking parties. This session will describe different types of social host laws, how to craft social host policy at the local level, how to form a team, and the steps required to begin moving an ordinance forward. There will be something for everyone here. Participants from all levels are encouraged to attend.

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

1. Identify what makes a good social host policy.
2. Work effectively with partners to develop a social host ordinance and move the work forward.
3. Learn ways to engage various community groups to pass your social host ordinance.

People Power: Utilizing Project Management Skills to Engage the Community
PRESENTER(S): Kristina Clark (KM Clark Consulting Group); Dorothy Chaney (CADCA's National Coalition Institute)

Coalitions need action from members to get the work of the coalition accomplished. The issue is it is all too easy for that work to fall on paid staff. Come and learn effective ways of become an effective project manager. Practice techniques from meeting management to delegation of work.

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

1. Learn effective project management techniques.
2. Learn leadership practices for engaging coalition members in the work of the coalition.
3. Learn tips for recruiting and engaging coalition members in the work of the coalition.
4. Practice using techniques concerning project management and delegation of coalition work.

Connecting with the National Prevention Technology Transfer Center (PTTC) Network: What’s in it for ME?
PRESENTER(S): Holly Hagle, Ph.D. (University of Missouri-Kansas City); Nicole Augustine, MPH, MCHES, CPS (Wake Forest University)
In this session, participants will learn about the PTTC network and how the Network has engaged community coalitions and other stakeholders. Additionally, participants will be introduced to the PTTC Culturally and Linguistically Appropriate Practices Working Group. A group whose mission is to improve the quality of services provided by the substance misuse prevention workforce in order to reduce health disparities and achieve health equity so that all individuals receiving prevention services feel acknowledged and respected.

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

1. Describe the PTTC Network structure and connections with communities.
2. Explore how each Regional and National PTTC is engaging community coalitions and other stakeholders.
3. Share the goals and objectives of the culturally and linguistically appropriate practices work group.
4. Examine ways to collaborate on culturally and linguistically appropriate practices with community coalitions and other stakeholders.

NIAAA: Preventing underage and young adult drinking and related problems
PRESENTER(S): Dr. Ralph Hingson, Director, Division of Epidemiology and Prevention Research, National Institute on Alcohol Abuse and Alcoholism (NIAAA); Dallas W. Pettigrew, MSW, Assistant Professor, University of Oklahoma; Dr. Bob Saltz, Senior Scientist, Prevention Research Center

The session “Preventing underage and young adult drinking and related problems” will focus on research findings regarding policy and other interventions addressing underage and young adult drinking and related alcohol problems. Researchers will examine recent data and trends in underage drinking. In addition, findings will be presented on research involving Oklahoma communities that include Native American and other populations. Other work will focus on recent studies exploring multicomponent alcohol-related interventions across more than 20 communities.

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

1. Understand the consequences of underage and young adult drinking
2. Understand the types of policy and other interventions that prevent these problems

How to Effectively Engage and Work with Youth in the Community Coalition/Como involucrar y trabajar efectivamente con los jóvenes en la coalición comunitaria
Effective community coalition work requires the involvement of youth at all levels, from leadership to strategy implementation. Young people have powerful voices and bring critical insight and sustainability to prevention. Where do we find young people to lead and participate effectively in our coalition work? How do we keep them involved? What do we do as our star young people age out and move on? Our shared challenge is to engage young people in ways that honor and respect their unique gifts and perspectives, while still operating strategically and effectively.

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

1. Learn specific ways to stop tokenizing youth
2. Learn innovative ways to recruit young leaders from nontraditional areas
3. Gain understanding of effective scheduling, meeting facilitation, and communication that encourages retention of young leaders
4. Learn how to build an infrastructure for youth leaders to be sustainable

Clearing the Air - Coalition's Guide to Going Smokefree
PRESENTER(S): Onjewel Smith (American's NonSmokers Rights Foundation (ANR))
Americans for Nonsmokers’ Rights is a national leader advocating for smokefree air for more than 40 years. This session will help guide your coalition by providing the information and skills you need to launch a smokefree policy or educational campaign in your community. Learn how to best address the hot topics of public marijuana use and e-cigarettes/JUUL. Through hands-on activities, learn how to build and expand a local clean indoor air coalition; educate the public, policymakers, and other community stakeholders; and counter the tobacco industry’s inevitable interference.

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

1. Identify tools/action guides and be able to use them for local smoke-free ordinance campaigns.
2. Identify, locate, and understand key smokefree policy documents
3. Begin to be able to identify the level of community readiness to advance a smokefree ordinance.
4. Learn best-practice strategies to address emerging issues like public consumption of marijuana and e-cigarette use.

Training Sessions
2 – 4:30 pm

Preventing Impaired Driving: The CADCA/ NHTSA Resource Kit
PRESENTER(S): Dr. Albert Terrillion (CADCA); Katrina McCarthy (CADCA)

Impaired driving is preventable. The National Highway and Transportation Safety Administration (NHTSA) is working with CADCA to support communities struggling with impaired driving. The Impaired Driving Resource Kit was created from the guidance of coalition experts. It works with the training of the National Coalition Academy through the 7 Strategies for Community Change.

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

1. Identify the risk factors associated with an increase in impaired driving
2. Work with National Coalition Academy products to plan work to reduce impaired driving in their communities
3. Integrate NHTSA resources in coalition planning for reducing impaired driving

You got the job! Now what?
PRESENTER(S): Lindsay Stockman (Public Health); Kim Linkel (Drug Free Batesville)
Now that you have gotten the job, what do you do? We are here to help educate and guide you through this chaotic work!

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

1. A better understanding of what a coalition staff member role is.
2. How to delegate and facilitate.
3. How to get started in the work.
4. Knowledge of resources to get you through the onboarding process.

**Beyond Correspondence: Maximizing your Media Power**

PRESENTER(S): Kristina Clark (KM Clark Consulting Group); Alexandra Windings (KM Clark Consulting Group)

Your media sector has the potential to greatly increase the impact of your strategies and sustainability. How can you harness that power? How can you develop effective media for maximum impact? Join this interactive session to learn how to build strong relationships with the media sector starting from press releases to asking for monetary support.

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

1. Foster more productive relationships with media markets
2. Leverage media resources to assist with substance abuse prevention initiatives and coalition work
3. Engage media markets both local and statewide on multiple levels from one on one meetings to systematic coverage.
4. Develop effective press releases, story pitches, and other press materials

**Building Coalition Sustainability Through Member Ownership and Involvement of the Strategic Prevention Framework (SPF).**

PRESENTER(S): Dave Shavel (CADCA Master Trainer)

“People own what they create!” (-Margaret Wheatley). When coalition members are involved in planning and decision-making, they are more likely to take an active involvement to ensure the success of the endeavor – and sustain these efforts over the long-term. In this workshop, we will walk through each element of the Strategic Prevention Framework (SPF) (e.g., Assessment, Capacity, Planning, Implementation, Evaluation, Sustainability and Cultural
Competence) to identify – and practice – facilitation and decision-making practices that promote ownership and leadership by coalition members. Hands-on activities, tools and resources will be provided.

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

1. Identify appropriate techniques for enhancing coalition member involvement and leadership in each element of the SPF
2. Plan “action-oriented” coalition and committee meetings that promote members engagement and involvement and leadership.
3. Teach facilitation and decision-making skills to coalition members

Fire up their Imagination! Engaging Parents in the Work of the Coalition
PRESENTER(S): Angela Da Re (CADCA Trainer)

Recruitment and retention are critical to the success of any coalition, but strong parental engagement can be the spark that ignites a community-wide fire. This workshop highlights applied strategies for increasing outreach success and participant engagement and partnership specifically around parental involvement and mission endorsement. Learn about proactive and reactive recruitment strategies and outreach techniques designed to engage parents of many backgrounds and cultures. Working cooperatively, you will begin the process of identifying what is important to parents and caregivers, how to help them believe in your mission and take action to accomplish the goals of the coalition.

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

1. Identify strategies for recruiting parents to engage in the mission of the Coalition
2. Recognize the specific steps required to retain parents and other coalition members
3. Understand the role that culture plays in recruitment and retention.

How to help young people become leaders within a community coalition?/ ¿Cómo ayudar a los jóvenes a convertirse en líderes dentro de una coalición comunitaria?
PRESENTER(S): Yurimar Santiago, CADCA Youth Trainer; Andrea Ventura, CADCA Youth Trainer; Angela Ventura, CADCA Youth Trainer

Learn the benefits and strategies on how to best engage youth in community coalition work. How to conceptualize effective strategies for supporting youth in community problem solving efforts. Also how to expand and strengthen the collaboration between youth and adults in the work of Positive Social Change.
En esta sesión se aprenderán los beneficios y las estrategias utilizadas para involucrar a los jóvenes en el trabajo de las coaliciones comunitarias, el cómo conceptualizar estrategias efectivas para apoyar a los jóvenes en los esfuerzos de resolución de problemas de la comunidad y en cómo expandir y fortalecer la colaboración entre jóvenes y adultos en el trabajo de lograr cambio social positivo.

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

1. Learn specific ways to engage youth effectively
2. Learn innovative ways to recruit young leaders from nontraditional areas
3. Gain understanding of effective scheduling, meeting facilitation, and communication that encourages retention of young leaders
4. Learn how to build an infrastructure for youth leaders to be sustainable

   1. Aprender formas específicas que ayuden a involucrar a los jóvenes efectivamente
   2. Conocer técnicas innovadoras de reclutamiento de líderes juveniles en áreas no tradicionales.
   3. Entender como estructurar agendas, facilitar reuniones, y formas de comunicación que fomente la retención de jóvenes líderes
   4. Aprender cómo construir una infraestructura sostenible de líderes juveniles.

Prevention Continues: Engaging Youth in Virtual Prevention Activities
PRESENTER(S): De'Andra Gardner (Love Detroit Prevention Coalition); Denzell Hairston (Love Detroit Prevention Coalition); Kendell Bowen (Love Detroit Prevention Coalition)

COVID-19 has made conducting coalition activities much more difficult – but not impossible. The Love Detroit Prevention Coalition youth committee will highlight how prevention can continue virtually.

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

1. Engage youth coalition members in virtual prevention activities
2. Learn Prevention Activity ideas that can be accomplished remotely by youth
3. Utilize technology to accomplish environmental scans
4. Demonstrate how youth can advocate for prevention with their elected officials remotely
4:30 – 5 pm
Closing plenary with the Chairman and CEO of Community Anti-Drug Coalitions of America.

Arthur T. Dean became the Chairman and CEO of Community Anti-Drug Coalitions of America (CADCA) on August 31, 1998. His responsibilities as Chairman and CEO include providing strategic direction, diversifying and increasing funding, leading the board, being the primary spokesman for the organization and overseeing the operations and personnel of CADCA.