

2020

Envision the Possibilities

November 3-4
Virtual Conference



WELCOME

November 3, 2020

Dear Prevention Professionals and Youth Leaders,

Welcome to the 2020 Washington State Prevention Summit. The theme of this year's conference "Envision the Possibilities" is a timely one, reflected in this first-ever virtual delivery of the Prevention Summit. We have all been called upon to demonstrate an unparalleled degree of resilience and innovation in our work and our daily lives since the emergence of the global pandemic. Our move to a virtual platform was first motivated by our shared sense of responsibility to ensure the health and safety of conference participants. We also appreciate the versatility and increased attendance that envisioning the possibilities of technology has allowed.

The prevention community in Washington State has met annually since the mid-1980's. Over the decades, our name, location, and event planning leadership has changed, but the spirit of this event remains constant. Once a year the prevention community comes together to: reflect on the past year's successes, learn new approaches, network with a variety of people, and plan for the future. The Prevention Summit aims to reach both highly experienced youth and adults in the field of prevention as well as those who are new to prevention, building on our foundation of success in Washington State.

This year, in the months leading up to our annual event, the tragedies and challenges of the global pandemic have touched us all. Experiencing the impacts of illness, separation, and difficult adjustments in so many parts of our lives has been painful and for some, devastating. These challenges have emerged at the same time as our commitment to address historic and current injustice has strengthened. We are reminded that individual and collective actions spark change and instill hope for a better today and tomorrow. With this hope, we are inspired to act and improve our systems to safeguard the health and well-being of Washington State communities, address health disparities in vulnerable populations, and ensure equitable access to behavioral health services.

As our work continues to advance and adapt to address today's substance use disorder prevention and mental health promotion priorities, it is more important than ever before that we meet the goal of the 2020 Prevention Summit: to provide an enriching and culturally relevant training and networking event for youth, volunteers, and professionals committed to preventing substance use disorder, violence, and other problem behaviors. An emphasis on education that helps us understand and integrate prevention efforts with primary healthcare and mental health promotion is an equally important and pertinent aspect of the Summit.

Thanks to the collective ability of prevention professionals and volunteers to envision the possibilities and follow through with action, our field continues to evolve, finding ways to implement effective approaches despite obstacles. As you participate in Summit workshops and speaker events shaped by this context of creativity and resilience, we hope each of you will be inspired by this opportunity to learn, share, and reflect on your own important contributions.

We would like to thank those on the Summit Planning Committee who have worked hard all year and gone to great lengths to create a program that addresses current realities, and identifies compelling strategies as we move into the future with vision and confidence. A special thanks to all the leaders in our state who have been and continue to be part of prevention services.

Help us recognize and applaud our prevention workforce as over the next two days together we **Envision the Possibilities!** We hope you enjoy the 2020 program!

Sincerely,



Keri L. Waterland, PhD, MAOB
Director-Division of Behavioral Health and Recovery
Washington State Health Care Authority



TABLE OF CONTENTS

Adult & Youth Agendas.....	4
Featured Speakers.....	6
Youth Panel & Evening Activities.....	10
Committee & Awards.....	11
Adult Workshops.....	12
Youth Workshops.....	20

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The 2020 Washington State Prevention Summit is presented by:



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EXHIBITORS

Check out our exhibitors in the virtual Exhibit Hall!

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Drug Enforcement Administration | getsmartaboutdrugs.com
Emergent BioSolutions | narcan.com
HealthMerch | healthmerch.com
University of Oklahoma Extended Campus | PACS.OU.EDU
PAXIS Institute | paxis.org
Prevention Plus Wellness | preventionpluswellness.com
Washington State Health Care Authority | hca.wa.gov
Washington State Liquor and Cannabis Board | lcb.wa.gov

PRE-CONFERENCE MEETINGS AND TRAININGS

Monday, November 2, 2020

- 9:00 AM-12:30 PM** Washington State Prevention Provider Meeting: Auditorium
- 1:00 PM-2:30 PM** HCA/DBHR Listening Session: Auditorium
- 3:00 PM-4:00 PM** Drug Free Communities Meeting: Auditorium
- 3:00 PM-5:00 PM** Minerva Training: Auditorium
- 3:00 PM-5:00 PM** Data Book Training: Auditorium
- 3:00 PM-5:00 PM** DBHR/OSPI/ESD Quarterly Meeting: Auditorium

ADULT AGENDA

Tuesday, November 3, 2020

- 9:00 AM-9:45 AM** Welcome (combined)
- 9:45 AM-10:00 AM** Exhibit Hall Break
- 10:00 AM-10:50 AM** Keynote (combined): Jason Kilmer
- 10:50 AM-11:00 AM** Exhibit Hall Break
- 11:00 AM-12:15 PM** Adult Workshop Session I
- 12:15 PM-12:45 PM** Lunch Break
- 12:45 PM-1:45 PM** Adult Keynote I: Robert Sege
- 1:45 PM-2:00 PM** Exhibit Hall Break
- 2:00 PM-3:15 PM** Adult Workshop Session II
- 3:30 PM-5:00 PM** Networking Session/Exhibit Hall
- 3:30 PM-4:30 PM** WASAVP Meeting

Wednesday, November 4, 2020

- 9:00 AM-9:45 AM** Welcome & Awards Ceremony (combined)
- 9:45 AM-11:00 AM** Adult Workshop Session III
- 11:00 AM-11:15 AM** Exhibit Hall Break
- 11:15 AM-12:15 PM** Adult Keynote II: Leslie Walker-Harding
- 12:15 PM-12:45 PM** Lunch Break
- 12:45 PM-2:00 PM** Adult Workshop Session IV
- 2:00 PM-2:15 PM** Exhibit Hall Break
- 2:15 PM-3:30 PM** Closing Keynote & Farewell (combined): Charles Clark
- 3:30 PM-4:00 PM** Conference Evaluation

YOUTH AGENDA

Tuesday, November 3, 2020

- 9:00 AM-9:45 AM** Welcome (combined)
- 9:45 AM-10:00 AM** Break/Networking
- 10:00 AM-10:50 AM** Keynote (combined): Jason Kilmer
- 10:50 AM-11:00 AM** Youth Prevention Leader Spotlight: Jazmin Carpenter
- 11:00 AM-11:10 AM** Break/Networking
- 11:10 AM-12:00 PM** Youth Workshop Session I
- 12:00 PM-12:30 PM** Lunch Break
- 12:30 PM-12:45 PM** Youth Prevention Leader Spotlight: Luke Fincher
- 12:45 PM-1:45 PM** Youth Keynote I: JC Pohl
- 1:45 PM-2:00 PM** Break/Networking
- 2:00 PM-2:50 PM** Youth Workshop Session II
- 3:00 PM-5:00 PM** Evening Activities

Wednesday, November 4, 2020

- 9:00 AM-9:45 AM** Welcome & Awards Ceremony (combined)
- 9:45 AM-10:00 AM** Break/Networking
- 10:00 AM-11:00 AM** Youth Keynote II: Lamarr Womble
- 11:00 AM-11:15 AM** Break/Networking
- 11:15 AM-12:05 PM** Youth Workshop Session III
- 12:05 PM-12:30 PM** Lunch Break
- 12:30 PM-12:45 PM** Youth Prevention Leader Spotlight: Martha Akinbade
- 12:45 PM-1:45 PM** Youth Panel: Dover Youth to Youth
- 1:45 PM-2:00 PM** Break/Networking
- 2:00 PM-2:15 PM** Emcee/Youth Activity
- 2:15 PM-3:30 PM** Closing Keynote & Farewell (combined): Charles Clark
- 3:30 PM-4:00 PM** Conference Evaluation

EMCEE



Amy Kocek

CEO, Amy Kocek Kreative

Amy Kocek is a writing coach, speaker, and ghostwriter who has helped business leaders, influencers, students, entrepreneurs, consultants, and overall world-changers create thoughtfully engaging content by removing mental barriers to create limitless freedom in the writing process. Her transformational coaching approach guides individuals to create deeper connections, unlock mental barriers and define clarity in their life's message to create unstoppable confidence to share their stories. Amy has published 25 books, and worked with people such as Kevin Harrington (the original shark from Shark Tank), Forbes Riley (author, speaker, TV host), and Caleb Maddix (18 year old millionaire). She currently resides in St. Petersburg, FL with her dog, Marley and spends her time reading, enjoying the beach, and frequenting local coffee shops.

TUESDAY, NOVEMBER 3 | 3:30 PM - 5:00 PM | NETWORKING SESSION | AUDITORIUM



Stacy Cecchet

PhD, ABPP, Clinical and Forensic Psychologist, Board Certified in Couple and Family Psychology, Behavioral Health Strike Team Washington State Department of Health

Andrew H. Benjamin

JD, PhD, ABPP, Director, Parenting Evaluation/Training Program (PETP), Clinical Professor of Psychology, Affiliate Professor of Law, University of Washington

Behavioral health impacts of COVID-19: A networking opportunity

Join us in building preparedness in the prevention community and fostering professional relationships. The goal of this networking event is to provide an overview of common emotional reactions and behavioral health symptoms to traumatic events, including the ways in which COVID-19 has impacted adolescent substance use. Attendees will learn and discuss ways we can actively build resilience in our communities to navigate the ongoing COVID-19 pandemic and learn about disaster response tools and preparedness for prevention contractors. Don't miss this unique opportunity to dialogue with one another as we envision the possibilities for prevention in our communities.



TUESDAY, NOVEMBER 3 | 10:00 AM - 10:50 AM | OPENING KEYNOTE | AUDITORIUM



Jason Kilmer

PhD, Associate Professor, Psychiatry and Behavioral Sciences, University of Washington School of Medicine

Why science and prevention matter

In this opening keynote, we will look at the evolution of prevention efforts, and the role of professionals and peers in impacting health. We will review scientific findings that have been useful as tools within prevention efforts. We will explore ways in which alcohol and other drug prevention can have additional public health impacts, and will consider why science and prevention mean more now than ever.

TUESDAY, NOVEMBER 3 | 12:45 PM - 1:45 PM | ADULT KEYNOTE I | AUDITORIUM



Robert D. Sege

MD, PhD, Director, HOPE National Resource Center at Tufts Medical Center, and Professor of Medicine and Pediatrics, Tufts University School of Medicine

HOPE: Healthy Outcomes from Positive Experiences

Positive childhood experiences promote optimal brain growth, child development, and adult mental and physical health. Twentieth century work on adverse childhood experiences demonstrated the long-term consequences of child abuse, neglect, and family dysfunction. Positive experiences - beginning at birth - similarly affect development. Importantly, transforming practice to include these positive experiences allows for an explicitly anti-racist agenda. This interactive keynote address will describe the evidence for the powerful effects of positive experiences, place this in the context of trauma-informed care, and bring this knowledge into our work.

WEDNESDAY, NOVEMBER 4 | 11:15 AM - 12:15 PM | ADULT KEYNOTE II | AUDITORIUM



Leslie R. Walker-Harding

MD, FAAP, FSAHM, Ford/Morgan Endowed Professor and Chair Department of Pediatrics/Associate Dean, University of Washington, Chief Academic Officer and Senior Vice President, Seattle Children’s Hospital

Building bridges: Community and healthcare partnerships to prevent substance use in teens

Partnering with the healthcare community to prevent and address adolescent substance use is a critical first step for all of us to reach more teens and have more access points for prevention. Most healthcare providers feel like they should be identifying early substance use and helping parents with prevention, however, most healthcare providers feel inadequate to identify and manage adolescent substance use and have limited knowledge of resources that can be used to help in the community. Better understanding the different cultures and paradigms prevention and healthcare live in can be helpful in bridging the gap. During this time with COVID-19 as a reality, these relationships take on higher importance as we find vaping impacts adolescents ability to fight COVID-19. The impacts of the legalization of marijuana on adolescents will be better understood in the coming years. Working though these new challenges together will help the current and next generation of teens.

TUESDAY, NOVEMBER 3 | 12:45 PM - 1:45 PM | YOUTH KEYNOTE | AUDITORIUM



JC Pohl

President and CEO, TEEN TRUTH

Transforming leaders into difference makers

Today’s students have pressures coming at them from many different directions. With access to the Internet and cell phones, youth are more likely to be reminded of these pressures. Now more than ever, student leaders are needed to be difference makers who generate positive change in their school cultures. Hosted by JC Pohl, the award-winning producer of TEEN TRUTH and RISING UP, this session will empower student leaders to identify the pressures they face, find their voices, and take action to be the difference in their schools!

WEDNESDAY, NOVEMBER 4 | 10:00 AM - 11:00 AM | YOUTH KEYNOTE II | AUDITORIUM



Lamarr Womble

Speaker, Passion Ignitor and Student Leadership Expert, Coolspeak

Define your passion

Lamarr shares his life challenges and the process of learning how to turn challenges into lessons. Discovering his passion gave Lamarr options to choose and when you know you have options your power is unleashed! This keynote will help students make better choices in life when they are always thinking about what can make their lives happier.

WEDNESDAY, NOVEMBER 4 | 2:15 PM - 3:30 PM | CLOSING KEYNOTE | AUDITORIUM



Charles Clark

Thrive Coach and Creator of The Thrive Planner

Excellence

Overwhelm, change, and fear seems to be our new normal and has caused many to pause the pursuit of the goals they aspire to reach. We have had a build-up in anxiety and consistent shifts in our day-to-day with the constant battle for stability, peace and passion. The loose grasp on every day is leaving people feeling uninspired, unfulfilled and underutilized. Now is the time to change. To win at life, we have to focus on winning the day. We can do this, with one powerhouse word that many know about but just don’t know how to embody: EXCELLENCE. In this session, with international speaker and life coach Charles Clark, you will learn 4 practical ways you can make excellence in your everyday life achievable. Get ready to win the day.

TUESDAY, NOVEMBER 3 | 3:00 PM- 5:00 PM | EVENING ACTIVITIES

AUDITORIUM

Yoga

Experience a moment for stretching and relaxation in this beginner’s yoga class. No additional materials are required to attend. Comfortable clothing and a mat or towel are encouraged.

Mad Libs

As part of this classic word game, you’ll have a chance to stretch your creative muscles and have a laugh!

Guided Drawing

Join us for an opportunity to learn new drawing skills or practice your drawing talent. All you need is a piece of paper and a writing utensil of your choice (pencil, pen, marker, crayon).

WEDNESDAY, NOVEMBER 4 | 12:45 PM - 1:45 PM | YOUTH PANEL

AUDITORIUM

Taking action and changing our world: The power of youth

- Audrey Kettlewood, Youth Leader, Dover, NH, Youth to Youth
- Grace Lunney, Youth Leader, Dover, NH, Youth to Youth
- Kristen Piel, Youth Leader, Dover, NH, Youth to Youth
- Elsa Rogers, Youth Leader, Dover, NH, Youth to Youth
- Belle Wensley, Youth Staff, Dover, NH, Youth to Youth

This presentation is designed to illustrate the power of youth when they work together to strengthen their communities. In this highly visual session, the presenters will provide examples of youth acting as change agents and partnering with adult entities to identify areas of growth. Action steps described fall into several categories of advocacy, including: media, teaching others, community awareness campaigns, and policy change or legislative initiatives. Presenters will provide instruction on the key steps used to replicate several of the actions, such as the process for passing a local ordinance, recording a radio spot, and implementing initiatives that counter advertising aimed at promoting youth substance use.

A MESSAGE TO OUR VOLUNTEERS

Thank you to our wonderful volunteers for their time and commitment to the conference!

Washington State Prevention Summit Planning Committee

Adam Halvorsen	Erin James	Margaret McCarthy
April Heikkila	Eveth Padilla	Marty Meineke
Angie Funaiolo (Co-chair)	Fallon Baraga (Co-chair)	Peggy Gutierrez
Angie Rowley	Gerry Apple	Peggy Needham
Brenda Barrios	Jennifer Dorsett	Penny Spencer
Britney Sorensen	Julee Christianson	Sara Cooley Broschart
Catherine Kelley	Julia Krolikowski	Scott Waller
Dayana Ruiz	Katherine Ingman	Sonja Pipek
Derek Franklin	Kelly Kerby	Sybil Iverson
Elima Bird	Kersten Tano	Tony Edwards
Elizabeth Glavish	Kirstin McFarland	Vashti Langford
Emily Hamack	Liz Wilhelm	

Washington State Prevention Awards of Excellence

Youth Leadership: High School

Amara Farah

Youth Leadership: Middle School Club

Garrison Middle School Prevention Club

Lifetime Achievement

Cynthia Stark-Wickman

Prevention Professional

Brenda Barrios

Prevention Professional

Carrie McKinley

Tribal and Urban Indian Prevention Professional

Larry Jackson, Jr.

Contributions to Prevention by an Agency

Puget Sound Educational Service District Student Services and Intervention Services Program
Kim Beeson and Tracie Holiday-Robinson

Implementation of a Prevention Program

Cowlitz Tribe Healing of the Canoe Program

Community Prevention Coalition

Forks Community Coalition
Ceciliajean Ashue and Phillip Sifuentes

TUESDAY, NOVEMBER 3 | 11:00 AM-12:15 PM | WORKSHOP SESSION I

ADULT WORKSHOP ROOM A**Alcohol regulation: National debate and state implications**

Cassandra Greisen Turre, MPA, Director, Public Policy, National Alcohol Beverage Control Association

Since federal Prohibition was repealed in 1933, states have taken point on adopting and amending their alcohol laws, rules and regulations that govern the sale and service of alcohol within their borders. Yet there has been a growing debate, led by the federal courts, calling these regulations into question. A 2019 U.S. Supreme Court ruling put states on notice that they must substantiate their regulations and their public health and safety intent with evidence. This session will discuss this national debate, explain the implications for state alcohol regulation, and review how data collection, science and policy surveillance can help provide the rationale nexus between alcohol regulations and public health and safety.

ADULT WORKSHOP ROOM B**Prevention practices to reduce disparities and increase positive outcomes**

Albert Gay, MS, Lead Consultant for Albert Gay Incorporated

This training is designed to raise awareness of the power of the individual, organizations, and the prevention system to impact negative health and behavioral health outcomes that may be a result of disparities influenced by biases of individuals and discriminatory practices of institutions. Coalitions are the perfect vehicle to bring resources to vulnerable populations that have historically or newly experienced negative consequences of those discriminatory practices. By using culturally competent practices within the Strategic Prevention Framework, we can make a more equitable community where all populations can reduce substance use and achieve more positive health outcomes. Upon completion of this training, the participants will be able to understand the impact of bias and discrimination on vulnerable populations and the resulting disparities and inequities; realize the need for Cultural Humility as an individual and Cultural Competence as an organization; understand how to use the Culturally and Linguistically Appropriate Services (CLAS) Standards to move organizations positively along the Cultural Competence Continuum; see the "Big Picture" of how to use the Public Health Approach and the Strategic Prevention Framework to reduce disparities and transform communities through systems change.

ADULT WORKSHOP ROOM C**Implementing one-session Prevention Plus Wellness Programs during a pandemic**

Chudley Werch, PhD, President, Prevention Plus Wellness, LLC

COVID-19 has led prevention specialists and program developers to adopt new strategies to provide evidence-based programs during challenging and changing environments. This session will discuss the unique aspects of evidence-based and evidence-informed Prevention Plus Wellness (PPW) programs, as well as new adaptations, that allow them to be quickly and easily implemented in-person or online, to one youth or to a group of youth or young adults. PPW programs are designed to prevent alcohol, tobacco, e-cigarette, marijuana and opioid use while promoting protective wellness behaviors including physical activity and sports participation, eating healthy breakfasts and foods, getting adequate sleep, controlling daily stress, improving spiritual practices and increasing anti-racism behaviors.

TUESDAY, NOVEMBER 3 | 11:00 AM-12:15 PM | WORKSHOP SESSION I (CONTINUED)

ADULT WORKSHOP ROOM D**Mentoring relationships and substance use prevention**

Susannah Dunlap, Youth Mentoring Program Coordinator, Lopez Island Family Resource Center

Laura Mendoza, Program Manager, MENTOR Washington

Alice Nelson, Executive Director, Youth Services of Kittitas County

Tom Pennella, Partnership Director, MENTOR Washington

Moriah Candler, Community-Based Program Director, Big Brothers Big Sisters of Southwest Washington

Trusting and supportive relationships with positive adults can be impactful in the lives of young people. During this session, we will learn from three high-quality mentoring programs about how they are using mentoring to address substance use prevention in youth and how a focus on trauma-informed care is helping with this goal. The panelists joining us are from Lopez Island Family Resource Center, Big Brothers Big Sisters of Southwest Washington, and Youth Services of Kittitas County.

ADULT WORKSHOP ROOM E**Operation Prevention: A free opioid prevention curriculum**

Cathleen Drew, Senior Prevention Program Manager, Community Outreach and Prevention Support Section, Drug Enforcement Administration

Operation Prevention - www.operationprevention.com - is a joint initiative by the Drug Enforcement Administration and Discovery Education. Operation Prevention currently has two program tracks: a student curriculum for grades 3-12 and a workplace module for adults. The student program provides free curricula to educate elementary, middle, and high school students on the impacts of drug misuse, and kick-starts lifesaving conversations in the home and classroom. It includes digital download lesson bundles with interactive presentations and educator guides for each lesson, a guide for parents to help them understand and talk with their kids about drugs, a self-paced interactive computer module, and a set of video field trips that take students on a journey with forensic chemists, addiction scientists, special agents, and people in recovery. The workplace module is for employers and employees, and provides online instruction on opioid misuse prevention in the workplace. Participants will learn how to implement these free opioid misuse prevention programs that can be used in classrooms, home schools, youth organizations, hospitals, and the workplace.

TUESDAY, NOVEMBER 3 | 2:00 PM - 3:15 PM | WORKSHOP SESSION II

ADULT WORKSHOP ROOM A**The Washington alcohol policy landscape: A case study for prevention**

Sara Cooley Broschart, Public Health Education Liaison, Washington State Liquor and Cannabis Board
Cassandra Greisen Turre, MPA, Director, Public Policy, National Alcohol Beverage Control Association

There is wide recognition that alcohol is a unique consumer good that demands regulatory attention to protect the public from harm. The state structure of alcohol regulation - the variations state by state - was an intentional design to ensure the policies within a state reflected the will of its people. According to a recent national poll, people are generally satisfied with their state's alcohol regulations yet changes to laws governing how, when and where alcohol is sold are changing each year. This session will spotlight Washington State, reviewing how its alcohol policies have changed over time, the implications of these changes, and how public health and safety stakeholders can engage in these important debates shaping the alcohol marketplace in the state.

ADULT WORKSHOP ROOM B**Bringing HOPE into practice**

Robert Sege, MD, PhD, Director, HOPE National Resource Center at Tufts Medical Center, Professor of Medicine and Pediatrics, Tufts University School of Medicine

Understanding the Healthy Outcomes from Positive Experiences begins the road to practice transformation. Incorporation of the four building blocks of HOPE: relationships, environment, engagements, and opportunities for social emotional development – leads to improved results for children, youth and families. This interactive workshop will use a series of videos and small group discussions to lead each participant to discover how HOPE relates to their own work. The workshop will conclude with opportunities for participants to plan for immediate and longer term change in their own work.

ADULT WORKSHOP ROOM C**Gaming and gambling: Getting to the "next level" of prevention**

Julie Hynes, MA, CPS, Executive Director, Oregon Council on Problem Gambling
Tana Russell, SUDP, NCTTP, WSCGC-II, Assistant Director, Evergreen Council on Problem Gambling

The issue of youth gambling is one that often draws little attention and the consequences of such behavior are typically misjudged (Decode & Derevensky, 2009; Deverensky et al., 2014). Many adults are unaware of the mechanisms in popular video games that accept real money to access their services and are quite similar to conventional gambling mechanisms. Furthermore, it is difficult to determine the immediate impact of youth gambling because problems are not easy to see, and negative consequences of gambling may not start manifesting until early adulthood. In this session, participants will gain: 1) an overview of the most up-to-date landscape of youth gambling and problem gambling, including ways in which the video gaming and gambling worlds have converged and potential COVID-19 impacts; 2) an understanding of prevention science that connects problem gambling with other behavioral health outcomes; and 3) evidence-based prevention strategies to help address this increasingly relevant issue.

TUESDAY, NOVEMBER 3 | 2:00 PM - 3:15 PM | WORKSHOP SESSION II (CONTINUED)

ADULT WORKSHOP ROOM D**Communicating our meaning, purpose, and scope: Telling our stories of impact with meaningful communication**

Jennifer Fees, Spokane County 4-H Coordinator, Washington State University Extension
Kate Foster, Whatcom County Strengthening Families Program Coordinator, Washington State University Extension
Carol Fowler, Snohomish County Strengthening Families Coordinator, Washington State University Extension
Donna Kelly, Community Prevention Wellness Initiative Coordinator, Pend Oreille County Counseling Services
AnaMaria Diaz Martinez, Associate Professor, Human and Family Development Regional Specialist, Washington State University Extension
Diane Smith, Associate Professor, Food Access and Health Promotion Specialist, Washington State University Extension

Good communication and messaging are vital to the success of our prevention work. How do we communicate the impacts of our work in the field to a diversity of communities? In the context of evidence- and research-based prevention programming, this session will help participants identify key messaging and communication strategies through hands-on (virtual) activities. Session participants and presenters will work together through interactive and experiential activities and will also include group driven dialogue of best practices.

ADULT WORKSHOP ROOM E**Drug misuse among college students: The importance of strategic planning and seven keys to an effective prevention program**

Rich Lucey, Senior Prevention Program Manager, Community Outreach and Prevention Support Section, Drug Enforcement Administration

This session will feature an overview of current drug use rates among college students; a review of the seven keys to a successful drug misuse prevention program; an overview of Drug Enforcement Administration's (DEA) strategic planning guide to preventing drug misuse among college students; and resources from DEA to support your prevention efforts. This interactive session will encourage dialogue with the attendees about successes and challenges they face in preventing drug misuse among college students.

ADULT WORKSHOP ROOM A**Before you launch: Pilot testing your Positive Community Norms messages and materials**

Jeff Linkenbach, EdD, Director and Research Scientist, The Montana Institute
Sara Thompson, Senior Trainer, The Montana Institute

This interactive workshop will offer insight into an important step in Positive Community Norms Communications: Pilot Testing and Refining. Before our messages go out into the public, we want to explore how they will be received in the environment. To do that, we pilot test and then refine our work. This workshop will provide practical ideas, skills, and tools to effectively engage in pilot testing. Participants will walk away with a good understanding of why and who to pilot test, how to create and administer an effective pilot test, how to analyze results and determine necessary revisions, and what can happen as a result of pilot testing.

ADULT WORKSHOP ROOM B**Certification of Prevention Professionals**

Jennifer Dorsett, CDP, CPP, Prevention Specialist Certification Board of Washington
Leanne Reid, CPP, Prevention Specialist Certification Board of Washington
Pam Tindall, CPP, Prevention Specialist Certification Board of Washington

Professionals working in the field of prevention will be introduced to the Prevention Specialist Certification Board of Washington (PSCBW), its vision and mission. Presenters will then explain and outline the process of how to become a Certified Prevention Professional, including specific application requirements, such as prevention work experience and prevention education/training. The process of registering for the International Certification and Reciprocity Consortium (IC&RC) prevention specialist examination will be reviewed. Several PSCBW board members will be present to answer questions you may have.

ADULT WORKSHOP ROOM C**A couple of things about cannabis**

Brittany Cooper, PhD, Associate Professor, Human Development, Extension Specialist, Youth and Family Program, Director, Prevention Science Graduate Program, Washington State University
Kevin P. Haggerty, MSW, PhD, Professor, School of Social Work, Endowed Professor of Prevention, Director, Social Development Research Group, University of Washington

This session will provide you with a couple of important new resources related to cannabis policies. First, we will introduce you to the cannabis policy toolkit. The toolkit provides an overview of policies in Region 10. The intent of the toolkit is to help practitioners support and advocate for strong cannabis regulation policies. We will also introduce you to Cannabis Concentration and Health Risks: A report for the Washington State Prevention Research Subcommittee. Again, this consensus report is intended to provide community members with information they can use to educate policy makers about the potency of cannabis.

ADULT WORKSHOP ROOM D**Fostering resilience**

Kristin Souers, MA, LMHC, Fostering Resilient Learners

Childhood trauma is real, and it is more prevalent than we might believe, especially now. In this engaging, relevant, and practical session, learn from childhood trauma expert Kristin Souers (author of the best-selling and award-winning *Fostering Resilient Learners: Strategies for creating a trauma-sensitive classroom* – ASCD, 2016) about the importance of incorporating trauma-invested practices into the work we do with caregivers and our youth. Because we're in a service-oriented profession and continuously look outward to help others, we'll turn our lenses around to build self-awareness, investigate the power of relationship, examine our belief systems, our communication styles, and embrace the concept of grace as we collaboratively build a Culture of Safety for our youth, families, staffs, and communities. If we're going to be good to others, first and foremost we've got to be good to ourselves. This session is rich with strategies and approaches to do just that...so we can foster resilient learners.

ADULT WORKSHOP ROOM E**Opioids: A dialogue about the latest trends and new information and resources for preventionists**

Caleb Banta-Green, PhD, MPH, MSW, Principal Research Scientist, Alcohol and Drug Abuse Institute, Affiliate Associate Professor, School of Public Health, Affiliate Faculty, Harborview Injury Prevention and Research Center, University of Washington

Opioids present substantial and ever changing challenges for individuals and communities. Learn about the latest trends in Washington State regarding the types of opioids and consequences of use. Discuss educational approaches and tools to address prescribed and unprescribed use of opioids. Become familiar with web resources for the general public and service providers that are written plainly and evidence-based.

WEDNESDAY, NOVEMBER 4 | 12:45 PM - 2:00 PM | WORKSHOP SESSION IV

ADULT WORKSHOP ROOM A**Positive Community Norms: Community stories using the Science of the Positive**

Derek Franklin, MA, LMFT, Clinical Programs Manager Mercer Island Youth and Family Services, Mercer Island Healthy Youth Initiative

Mike Graham-Squire, Community Health Manager, Neighborhood House, SE Seattle P.E.A.C.E. Coalition

Jeff Linkenbach, EdD, Director and Research Scientist, The Montana Institute

Heather Schjenken, Prevention Specialist, Montana Institute Trainer

Join us as The Montana Institute's very own Jeff Linkenbach facilitates a panel discussion highlighting real-world examples of Positive Community Norms messaging campaigns. Dr. Linkenbach will be joined by prevention professionals who will reflect on their experiences using the Science of the Positive to change norms and transform their communities. Together, Jeff and the panelists will explore the importance of utilizing data to inform planning processes, how collaborating with key audiences can inform message development, the relevance of evaluation data in measuring success and the remarkable transformation that can take place when we collectively balance concern and hope in service of ensuring healthy, safe communities.

ADULT WORKSHOP ROOM B**Pulling Together for Wellness: Building on community strengths, visions, and values**

Jan Ward Olmstead, MPA, Senior Public Health Policy and Project Advisor, American Indian Health Commission for Washington State

The health of American Indian and Alaska Native people is connected to culture, the impact of historical and intergenerational trauma, and culturally grounded measures to address root causes and health inequities of today. An overview of the Pulling Together for Wellness (PTW) framework will be presented to introduce the key elements of the framework and use of the seven generation strategies. The PTW framework is a comprehensive tribal-driven and culturally grounded prevention framework. The framework was developed through the guidance of Washington Tribal and Urban Indian Leaders. It adapts evidence-based practice by integrating western science and Native epistemology.

ADULT WORKSHOP ROOM C**Using youth-adult partnerships to effectively engage youth**

Elizabeth Weybright, PhD, Youth and Families Program Unit Interim Director, Associate Professor and Adolescent Extension Specialist, Washington State University

This session will review characteristics of youth-adult partnerships, how partnerships can serve to promote youth engagement and positive youth development, and how to disseminate youth-adult partnerships within community organizations. Examples will be provided from youth-adult partnerships in Washington State University 4-H youth development programs.

WEDNESDAY, NOVEMBER 4 | 12:45 PM - 2:00 PM | WORKSHOP SESSION IV (CONTINUED)

ADULT WORKSHOP ROOM D**Putting the prevention voice into Liquor and Cannabis Board Rulemaking**

Sara Cooley Broschart, Public Health Education Liaison, Washington State Liquor and Cannabis Board

Kathy Hoffman, Policy and Rules Manager, Washington State Liquor and Cannabis Board

Casey Schaufler, Policy and Rules Coordinator, Washington State Liquor and Cannabis Board

Audrey Vasek, Policy and Rules Coordinator, Washington State Liquor and Cannabis Board

The Liquor and Cannabis Board (LCB) regulates and sets many of the requirements for alcohol and marijuana licensees across the state. Come learn about this often neglected part of the policy process and how it fits in with legislation. We'll review the process and options for participation, many of which are now online, and share input about how the prevention voice can be most effective. We'll briefly go over current allowances that have been extended to licensees due to COVID-19 with time for discussion on how to get involved.



ATHENA

The site for substance abuse prevention and mental health promotion professionals and volunteers.

www.TheAthenaForum.org

- Funding opportunities
- Online trainings
- Job postings
- Prevention news
- Prevention science resources
- Excellence in Prevention Strategy List
- Training and events calendar
- And much more!

Washington State
Health Care Authority

YOUTH WORKSHOP ROOM A

Chance vs. choice: How to design a life of purpose

Jake White, Founder, Vive18

“If you could design your own life exactly how you wanted, what would it look like?” Jake White started his own business in college with this question in mind. Today he throws massive, fun, substance-free events and speaks to students all over the country. Come learn how you can use your own gifts and abilities to create a purposeful life, have a blast and positively influence the world while you’re at it!

YOUTH WORKSHOP ROOM B

Make an IMPACT using the Strategic Prevention Framework

Jennifer Dorsett, CDP, CPP

Kristi Sharpe, CPP, Coalition Coordinator, Kennewick Key Connection

During this interactive presentation youth and advisors will work through the steps of the Strategic Prevention Framework. There will be real life applications, a strategy review and game of understanding to finish up this high energy learning experience.

YOUTH WORKSHOP ROOM C

Keep gaming and gambling safe: Are you getting to the next level?

Tana Russell, SUDP, NCTTP, WSCGC-II, Assistant Director, Evergreen Council on Problem Gambling

You’ve likely heard about the risk of using alcohol and other drugs, but have you learned about the risks associated with problematic gaming/gambling amongst youth? In this session, we’ll learn about how the worlds of video gaming and gambling may be connected, how COVID-19 has impacted gaming/gambling behavior amongst youth, how to game responsibly, and what young people can do to help prevent problem gaming and gambling in their communities.

YOUTH WORKSHOP ROOM D

Mental models and the challenge zone

Vincent Perez, MPA, Equity Institute, Rethink Manhood, La Cima, Dare to Dream Academy

Who are you? What stories do you live by? In this workshop, participants will be invited to think about thinking. Using a series of models, we will explore the roots of our socialization, examine a growth process, and consider the narratives in our lives. Join us to consider how the ideas in your mind shape your decisions and possibilities.

YOUTH WORKSHOP ROOM A

Your voice, your power: Presentation skills for youth advocates

Grace Lunney, Youth Leader, Dover, NH, Youth to Youth

Hannah Martuscello, Youth Staff, Dover, NH, Youth to Youth

Cam Mitchell, Youth Advocate, Dover, NH, Youth to Youth

Claire Roy, Youth Leader, Dover, NH, Youth to Youth

Conor Wiley, Youth Staff, Dover, NH, Youth to Youth

Getting your message out often requires speaking to others. This workshop illustrates the core concepts for effective verbal delivery of a prevention message for youth advocates. There will be a focus on building the core elements that make up a good presentation, including: volume control and projection, vocal animation, animating the body, and verbal speed control. Participants are taught to identify these core skills and shown how they are used in a prevention context, such as when giving a press conference, recording a radio spot, teaching a topic, or testifying at a hearing.

YOUTH WORKSHOP ROOM B

Youth leadership through the power of your why

Amanda Dugger, Community Outreach Coordinator, Greater Spokane Substance Abuse Council

Terrance Nelson, Regional Outreach Coordinator, Pacific Northwest Adult & Teen Challenge

This session will provide attendees the skills to implement leadership within their communities by addressing the “Power of Your Why”. Through interactive activities the attendees will gain skills on sharing their stories with positive messaging as well as connecting with their peers through a fun and engaging breakout session to help find their foundation for impacting their community, school and home. Workshop attendees will need to have access to a pencil and paper.

YOUTH WORKSHOP ROOM C

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YOUTH WORKSHOP ROOM D

Becoming a true difference maker

JC Pohl, President and CEO, TEEN TRUTH

An inclusive school culture that attends to the social-emotional needs of all students can produce happy, healthy, and successful students which leads to an unstoppable legacy of excellence. Come to this session to gain a greater understanding of the critical issues affecting your school culture and learn how to develop an action-based plan that builds school culture from the inside out. Paper and a writing utensil will be needed for this workshop.

YOUTH WORKSHOP ROOM A

Passion class

Lamarr Womble, Speaker, Passion Ignitor and Student Leadership Expert, Coolspeak

This workshop will allow student leaders to DREAM big and identify real passions in the world of work. Passion Class will allow recipients to formulate, visualize and record ideas to help them reach their personal and organizational goals!

YOUTH WORKSHOP ROOM B

Media literacy, brand logo game, and marijuana facts game

Luke Fincher, Youth Presenter, Rock Solid/San Juan Island Prevention Coalition

Luke will share his interactive workshop on media literacy, advertising, and marijuana facts. In our digital age, we must be critical thinkers. Advertisers want our attention more and more, especially as we are physical distancing in these uncertain times, our screen time has probably increased for many of us. We'll also play a brand logo game to guess the products and breakdown advertising. We'll also test your knowledge and do a marijuana facts game from YouCanWa.org, a trusted site for facts about marijuana. Join me as we have a little fun and perhaps learn something, too!

YOUTH WORKSHOP ROOM C

Leadership 201: The power of print

Vincent Perez, MPA, Equity Institute, Rethink Manhood, La Cima, Dare to Dream Academy

Learn to lead through the power of the written word and visual imagery. Many of life's opportunities require us to put our vision, gifts and gratitude to paper. The written word and images have the power to create important connections, share stories, make money, and propel us forward. This workshop will explore multiple forms of writing and creativity for leadership, project planning, and social justice work. We will learn to communicate important issues, connect with mentors, and match your projects with principal evaluation criteria.

YOUTH WORKSHOP ROOM D

Thrive planning method

Charles Clark, Thrive Coach and Creator of The Thrive Planner

During this workshop with Charles Clark, you will learn a proven effective way for vision-creating and goal-setting. It's a simple five-step planning system that makes it easy to organize your thoughts and achieve your goals faster and easier.

YOUTH WORKSHOP ROOM E

Becoming a true difference maker

JC Pohl, President and CEO, TEEN TRUTH

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Community Anti-Drug Coalitions of America (CADCA) represents over 5,000 community coalitions. We have members in every U.S. state and over 30 countries.

There's power in numbers – join us! Membership offers you a wide array of benefits, including:

- **Access to the CADCA Community – an online forum to network, share resources and learn from other CADCA members**
- **Discounts of \$200 or more to the National Leadership Forum and Mid-Year Training Institute**
- **Advocacy efforts on Capitol Hill to keep prevention funded**
- **Eligibility/priority access to contest, grant and scholarship opportunities**
- **Volunteer request referrals**
- **...and more!**

Visit us in the virtual exhibit hall to learn how CADCA membership can help your coalition gain the support, resources and training to address your toughest challenges.

CADCA.org



 CADCA

Substance use disorder prevention public awareness resources

You can access many of the campaign assets, resources and information on communication strategies by visiting [The Athena Forum](#).



Focus On
Underage drinking prevention campaign for teens.



Not A Moment Wasted
Substance use disorder prevention and wellness messages for young adults.



Rethinking College Drinking
Underage drinking prevention campaign for college students.



Start Talking Now
Substance use disorder prevention and wellness messages for parents of teens and young adults.



Starts with One
Opioid and prescription drug prevention campaign for young adults, parents and older adults.



Tribal Opioid Solutions
Opioid and prescription drug prevention campaign for tribal communities.



STAY HOME, STAY HEALTHY WITHOUT VAPOR PRODUCTS

Although most young people do not use vapor products, health professionals are concerned about the increase in youth use.

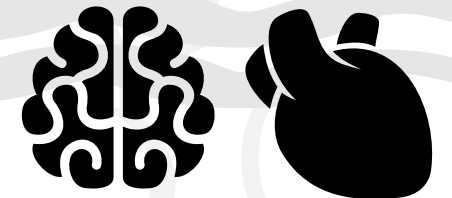
Use of vapor products by youth is not safe and has been associated with severe lung injury in Washington and nationwide.

Called e-cigs, e-hookahs, mods, vape pens, vapes, tank systems, and electronic nicotine delivery systems (ENDS), some vapor devices look like USB drives that can go unnoticed in schools and by parents. **(JUUL is one such device that delivers a high dose of nicotine.)** The market continues to evolve with new products in various shapes and sizes.



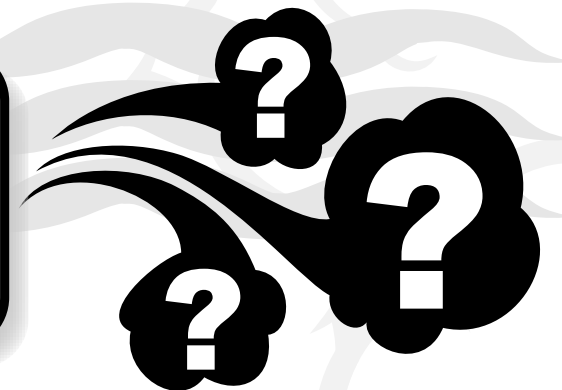
Many think they produce a water vapor when in fact they create aerosols that contain harmful chemicals and ultrafine particles that are inhaled into the lungs and exhaled into the environment.

Nicotine is highly addictive and can harm the developing brain, which continues to develop until about age 25. Nearly 9 out of 10 people who smoke first tried smoking by age 18.



It is difficult to know what vapor product e-liquids contain because **their contents are not regulated** nor are there sanitation requirements.

Some vaping liquids listed as having "0 mg" of nicotine have been found to have significant amounts of nicotine when tested by independent testers.





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