



EMPOWER:

United in Prevention

NOVEMBER 2-3, 2021



Washington State
Health Care Authority

WELCOME

November 2, 2021

Dear Prevention Professionals:

Welcome to the 2021 Washington State Prevention Summit, "EMPOWER: United in Prevention." For the second year in a row, we gather in this virtual setting to ensure the continued health and safety of all Summit participants and staff. We remain just as committed in our desire to share knowledge and experiences and to leave these two days with an invigorated sense of service for all Washington State communities.

We continue to experience various challenges within the Covid-19 pandemic that has affected us all differently. Despite these difficulties, I believe we are more united in our substance use prevention and mental health promotion efforts than ever before. As creative prevention professionals, we continue to adapt how we conduct prevention work so our communities can feel empowered during these changing times. We also have become significantly aware of our sense of community and how to care for each other while mindful of our individual health needs. There is still much to be done, but the spirit and unity I have seen from you all have inspired me beyond words, and I thank you for that.

Additionally, we continue to be empowered by our goal of addressing systemic and historical injustices that continue to plague our communities. The growing calls from passionate individuals and groups around our country have reminded us here at the Division of Behavioral Health and Recovery (DBHR) that the road to equitable access to behavioral health services requires constant travel with empathetic effort. As you all work in your communities to strive to make this a reality, we at DBHR remain committed to supporting your efforts and advocating at the state level for systems that place the health and wellbeing for all Washington State communities and individuals as the highest priority.


I could not be more excited about the program line-up that we have for this year's Summit. With speakers that bring a wealth of knowledge in their respective areas of prevention expertise to workshop sessions that highlight current prevention priorities, there are plenty of opportunities to feel united with each other and inspired by our critical work. These two days go above and beyond to highlight the overall goal of the Summit: To provide an enriched training and networking opportunity for professionals engaged in health promotion and the prevention of substance misuse, violence, and other high-risk behaviors, in a setting that promotes cultural humility. While there is unfortunately no youth track this year, I hope you all can take the information you learn to continue to involve your youth and make them feel empowered to build healthy communities.

As you participate in this year's Summit, I want to leave you with a couple of questions to ponder that I hope you can walk away being able to answer. If you are a veteran of the Summit, how will you use this information to adjust your best practices to have an even more significant impact on your community during this time of change? If you are relatively new to the field of prevention, how will you utilize the tools and knowledge presented as well as this community of professionals as you begin your work?

I want to end by taking a moment to thank the Prevention Summit Planning Committee who have worked diligently all year to create another virtual program that celebrates the work you all are doing and identifies current priorities as we continue to be united and empowered in our work. I also want to give a special thanks to all the leaders in our state that continue to be a part of Washington State's prevention services.

We hope you enjoy the 2021 Summit!

Sincerely,



Keri L. Waterland, Ph.D., MAOB, MAC
Division Director
Division of Behavioral Health and Recovery



TABLE OF CONTENTS

Agendas.....	4
Committee & Awards.....	5
Featured Speakers.....	6-7
Workshops.....	8-11
Optional Meetings.....	11

The 2021 Washington State Prevention Summit is presented by:



SPONSORS
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Washington State
Liquor and Cannabis Board

EXHIBITORS

Check out our exhibitors in the virtual Exhibit Hall!

ADAI Clearinghouse - University of Washington
adaiclearinghouse.net

Prevention Plus Wellness
preventionpluswellness.com

Washington State Health Care Authority
hca.wa.gov

PRE-CONFERENCE MEETINGS

Monday, November 1, 2021

9:00 AM-3:00 PM	2021 Washington State Prevention Provider Meeting
3:30 PM-4:30 PM	HCA/DBHR Listening Session
4:30 PM-5:30 PM	Educational Services District Student Assistance Program Meeting
4:30 PM-5:30 PM	CPWI Cohort 7 Meeting

AGENDA

Tuesday, November 2, 2021

9:00 AM-9:45 AM	Welcome
9:45 AM-10:00 AM	Transition/Exhibit Hall Break
10:00 AM-11:00 AM	Keynote I
11:00 AM-11:15 AM	Transition/Exhibit Hall Break
11:15 AM-12:30 PM	Workshop Session I
12:30 PM-12:45 PM	Transition/Exhibit Hall Break
12:45 PM-1:45 PM	Power Session
1:45 PM-2:00 PM	Day 1 Evaluations

Wednesday, November 3, 2021

9:00 AM-9:45 AM	Welcome & Awards Ceremony
9:45 AM-10:00 AM	Transition/Exhibit Hall Break
10:00 AM-11:15 AM	Workshop Session II
11:15 AM-11:30 AM	Transition/Exhibit Hall Break
11:30 AM-12:30 PM	Closing Keynote & Farewell
12:30 PM-12:45 PM	Day 2 Conference Evaluations
12:45 PM-1:45 PM	Prevention Voices WA: Tools for Policymaker Engagement

Washington State Prevention Summit Planning Committee

Kersten Tano (Conference Chair)	Elizabeth Glavish	Margaret McCarthy
Isaac Derline (Conference Support)	Emily Hamack	Marty Meineke
Mary Segawa (Conference Support)	Erin Carosa	Peggy Gutierrez
Adam Halvorsen	Eveth Padilla	Peggy Needham
Angie Rowley	Fallon Baraga	Penny Spencer
Angie Funaiole	Gerry Apple	Robb Hutson
Brenda Barrios	Jennifer Dorsett	Sara Broschart
Cristal Connelly	Julee Christianson	Scott Waller
Dayana Ruiz	Katherine Ingman	Sonja Pipek
Derek Franklin	Kelly Kerby	Sybil Iverson
Elima Bird	Kirstin McFarland	Tony Edwards-Lenton
	Krista Timm	Vashti Langford
	Liz Wilhelm	

Washington State Prevention Awards of Excellence

Tribal and Urban Indian Prevention Professional

Joe Hipp
All Nations Foundation, Puyallup, WA

Prevention Professional

Haley Greene
Prosser Thrive Coalition

Prevention Professional

Holly McIntyre
Earlybird Alliance

Prevention Professional

Rebeca Barrios
Sunnyside United Unidos

Contributions to Prevention by a Community Prevention Group

Prevention Voices

Lifetime Achievement

David Harrelson
Retired

Lifetime Achievement

Seth Dawson
Retired

TUESDAY, NOVEMBER 2 | 10:00 AM - 11:00 AM | KEYNOTE I | AUDITORIUM



Phillip Gardiner, Dr. PhD

Why Menthol Why Now; Enough is Enough!

This plenary will cover the history of the tobacco industry’s predatory marketing of menthol cigarettes in the Black Community. We will talk about what menthol is and what it does to your body, the ultimate candy flavoring. We will look at the more than 30-year fight to get menthols out of the Black Community. Lastly, we will discuss what we/you can do to join the fight.

TUESDAY, NOVEMBER 2 | 12:45 PM - 1:45 PM | POWER SESSION | AUDITORIUM



Capt. Jeffrey Coady, PhD, Acting Director, Center for Substance Abuse Prevention

Changing the Risk Trajectory: Opportunities for Prevention

Multiple stressors during the pandemic – isolation, sickness, grief, job loss, food instability, and loss of routines – have affected communities across the nation and posed unprecedented challenges for prevention service providers. In response, the prevention field has demonstrated its ongoing commitment to ensuring sufficient prevention program capacity, minimizing barriers to services, and addressing disparities across populations. As the prevention landscape continues to evolve, there are new opportunities for communities to effect long-term changes. Dr. Coady will discuss SAMHSA’s efforts to support states, tribes, and jurisdictions in their efforts to design, develop, implement, evaluate, and sustain comprehensive substance use disorder prevention systems, which are responsive to and reflective of the communities being served.

WEDNESDAY, NOVEMBER 3 | 11:30 AM - 12:30 PM | CLOSING KEYNOTE | AUDITORIUM



Juan Bendaña (Emcee)

Empowerment to Overcome & Farewell

This has been the most challenging year we have ever faced. Even though we have gone through unimaginable challenges, we can still thrive and feel empowered. Just because the world feels closed, doesn’t mean we need to be. We can still thrive through uncertainty and come out the other side better than before. How? By building resilience.

We all need a fresh start. We all need a reset button so that we can move forward and thrive. The definition of resilience is “the capacity to recover quickly from difficulties”. In this engaging presentation, Juan shares empowering stories of challenge that highlight the core strategies of building resilience. Juan shares a part of himself with the audience that has them rethink their life’s biggest challenges and helps them to build a real plan to thrive.



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!



TUESDAY, NOVEMBER 2 | 11:15 AM-12:30 PM | WORKSHOP SESSION I

WORKSHOP ROOM A**The Triangulum: The Intersection Between Tobacco, Marijuana, and E-cigarettes**

Phillip Gardiner, Dr. PhD

This workshop will explore the intersection between tobacco marijuana and e-cigarettes, the latter being the delivery device for the before mentioned substances and a host of others. We will look into dabbing, dripping, hookah use and heat not burn products. The smoking landscape has radically changed and “dual-use” seems to be becoming the norm.

WORKSHOP ROOM B**From Quarantine to “Quarantinis”: Impacts of Pandemic-Related Alcohol Consumption on Policy and Prevention**

Elyse R. Grossman, JD, PhD

Excessive alcohol consumption is a public health problem. Even before COVID-19, the data clearly showed recent increases in both alcohol consumption and alcohol-related harms. Additionally, alcohol was becoming more available due to deregulation resulting from legal challenges to state alcohol laws and the U.S. system of alcohol distribution (i.e., the “three-tier system”). Then COVID-19 happened – and our world turned upside down. Now we face new questions: What is COVID-19’s impact on alcohol consumption and other alcohol-related harms? How has the availability of alcohol changed during the pandemic? And what has been the impact of these changes? During this virtual presentation, Dr. Elyse R. Grossman will share her recent research on these questions and more. She will also address the most important question: What can we do to prevent excessive alcohol consumption and alcohol-related harms now and in the future?

WORKSHOP ROOM C**Big Change is Possible! Enhancing Environmental Prevention Efforts in Washington State**

Rodney Wambeam, PhD, Senior Research Scientist, Wyoming Survey & Analysis Center, University of Wyoming

This workshop offers an overview of environmental strategies, what they are and why they are an important part of a comprehensive approach to prevention. It also discusses how to choose, implement, and evaluate environmental strategies; and it provides examples of successful implementation of these strategies in communities. Participants will have an opportunity to discuss their own experiences and ask questions.

TUESDAY, NOVEMBER 2 | 11:15 AM-12:30 PM | WORKSHOP SESSION I (CONTINUED)

WORKSHOP ROOM D**Certification of Prevention Professionals**Kristi Sharpe, CPP, Testing Chair
Jennifer Dorsett, SUDP, CPP, Certification Secretary

Professionals working in the field of prevention will be introduced to the Prevention Specialist Certification Board of Washington (PSCBW), including 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.

WORKSHOP ROOM E**Promoting Health Equity in Washington**Karen Johnson, PhD, Director, Washington State Office of Equity
Sarah Meyers, CPP, Garfield County Prevention Director
Jackie Berganio, CPP, Program Manager King County Dept. of Community and Human Services
Brisa Sanchez, BAS, Coalition Coordinator, Wahluke Community Coalition

What does health equity really mean? Do you need more information about incorporating an equity lens in your prevention efforts? In this session Dr. Karen Johnson will provide an overview of the goals of the Washington State Office of Equity, followed by examples of integrating health equity from the Rural Prevention Network and King County Department of Community and Human Services. Discussion and opportunity to share how you are serving vulnerable and underserved populations will round out this workshop.

WEDNESDAY, NOVEMBER 3 | 10:00 AM - 11:15 AM | WORKSHOP SESSION II

WORKSHOP ROOM A**Your PAX Community**

Kathryn Tummino, BA, OCPS, PAXIS Institute
Trina Simms, MS- Counseling, Paxis Sustainability Coordinator

Evidence-based Kernels make up both the PAX Good Behavior Game and PAX Tools – programs which improve self-regulation, cooperation and relationships, and reduce problematic behaviors in young people. While the PAX Good Behavior Game is implemented in classrooms as part of a teacher’s daily procedures, PAX Tools for Communities creates Nurturing Environments in all the other settings where adults interact with young people: at home and in the community. This interactive session will discuss applications of PAX throughout a community, preview a selection of research-based PAX Tools strategies designed to support adults in their interactions with youth, and review lessons learned in installing community-wide implementations of PAX.

WORKSHOP ROOM B**Sustaining Resources, Efforts, and Outcomes**

Rodney Wambeam, PhD, Senior Research Scientist, Wyoming Survey & Analysis Center, University of Wyoming

This workshop provides information on how to sustain local coalition efforts through grant writing and other methods to maintain the resources necessary for effective prevention. Participants will have time to discuss their own successes, sharing useful experiences for all communities. And the presenter will provide a template for developing a sustainability plan that local coalitions can use in the future.

WORKSHOP ROOM C**Empowering Communities for Change: Tools to Build Prevention Practitioners’ Capacity to Engage and Educate Key Decision-Makers**

Michelle Frye-Spray, MS, CPS, Co-Director and Coordinator of the Northwest PTTC
Kevin Haggerty, PhD, University of Washington and Director of the Northwest PTTC
Julia Dilley, PhD, Multnomah County Health Department and Oregon Public Health
Mary Segawa, MS, WA State Liquor and Cannabis Board

Emerging research and changing (less restrictive) policies are two of the factors which have led to an increased focus on cannabis and alcohol policies by prevention and public health advocates. This session will provide an update on research related to cannabis potency and provide you with tools to help educate and advocate for strong evidence-based policies for both cannabis and alcohol to address this ever-changing climate. The tools include policy guides, an analysis worksheet, and engagement and social media materials and templates.

WEDNESDAY, NOVEMBER 3 | 10:00 AM - 11:15 AM | WORKSHOP SESSION II (CONTINUED)

WORKSHOP ROOM D**Social Media Management for Small Teams**

Stephanie Malhalm, Communications Consultant, Washington State Health Care Authority

Social media is a powerful and essential tool for the public and non-profit sectors. Learn how to manage social media for your organization with these strategies for small teams or a team of one. We’ll go over audience selection, high level social media strategy, content creation, using an editorial calendar, free vs. paid scheduling software and image editors, the power of storytelling, responding to negative comments, and more. Even if you are an experienced social media manager, you may learn something new!

WORKSHOP ROOM E**Opioids & Opiates: A Discussion of WA Poison Center Trends & Perspectives**

Alex Sirotzki, MPH, Public Health Education and Communications Specialist, Washington Poison Center

Discussion around opioids and opiates frequently focuses on substance use disorders, overdose deaths, and illicit markets. There is much more to the picture with these substances, however. At the Washington Poison Center, we help patients with opioid exposures related to substance use, intentional overdoses, medication errors, pediatric accidents, and more. Join us as we explore the basics of opioids and opiates. We will cover the opioids we frequently hear about plus common reasons for calling us, what we are most concerned about, and our top tips for preventing and reducing harm from opioid use.

WEDNESDAY, NOVEMBER 3 | 12:45 PM - 1:45 PM | ADDITIONAL POST SESSIONS

AUDITORIUM**Prevention Voices WA: Tools for Policymaker Engagement**

Prevention Voices WA is working to get prevention professionals at the policymaking table. All Washington State substance misuse prevention grants include activities to educate key leaders about prevention science and how policy impacts our communities. You have the real stories they need to hear! Prevention Voices WA has tools for you to tell these stories and a network that can shout it out. Alone we won’t get anywhere, but together we can be a presence in policy decisions. Learn how to get involved.



BACK TO SCHOOL 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.**

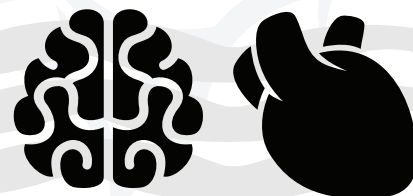
Called e-cigs, e-hookahs, mods, vape pens, vapes, tank systems, and electronic nicotine delivery systems (ENDS), some vapor devices look like USB drives that can go unnoticed in schools and by parents. **(JUUL is one such device that delivers a high dose of nicotine.)**

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.



Vapor devices can also be used to deliver marijuana and other drugs.

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.

Focus on⁺ taking small steps forward

We all face stressful, overwhelming moments—especially during this pandemic. Remember to make space for yourself. Build new habits that can help you cope or find positivity. Spend time with the people who matter. And keep alcohol out of the picture—like 4 out of 5 WA teens do.

Check out our 30-day guides to mindfulness and setting boundaries at FocusOnYouWA.org⁺

Washington State
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The College of Business
AT THE UNIVERSITY OF NEVADA, RENO

CONFERENCE
SERVICES GROUP

For more information, contact us at conferenceteam@unr.edu or call 775-682-8545.