



28TH ANNUAL
National
Leadership
Forum
& SAMHSA's 14th Prevention Day

**PARTNERING FOR
PREVENTION**

28TH Annual National Leadership Forum
PARTNERING FOR PREVENTION

National Prevention Week 2018: Start Planning!

Recording in Progress!

This working will be recorded for
archiving purposes.



NATIONAL prevention week

2018

ACTION TODAY.

HEALTHIER TOMORROW.

MAY 13-19, 2018



David Wilson

Public Affairs Specialist
Substance Abuse and Mental Health Services
Administration Center for Substance Abuse
Prevention

Today's Agenda



- What is NPW 2018?
- Facing Addiction's Community Convening Guide: Organizing a Forum in Your Community
- Operation Prevention Power: Planning Dynamic NPW Events
- Q&A
- NPW 2018 Challenge

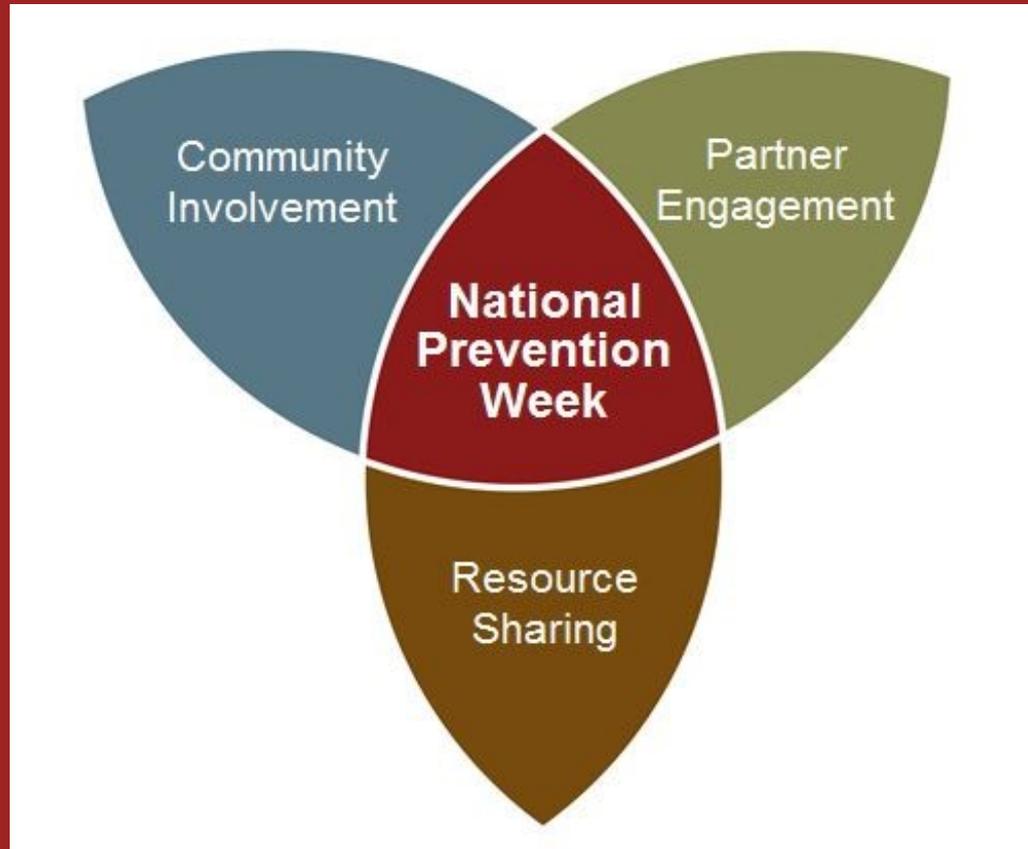


NATIONAL
prevention
week **2018**

ACTION TODAY. **HEALTHIER TOMORROW.**

MAY 13-19, 2018

NPW 2018 Goals



NPW 2018 Theme



**Action Today.
Healthier Tomorrow.**

www.samhsa.gov/prevention-week

Daily Health Themes



Monday, May 14	Promotion of Mental Health & Wellness
Tuesday, May 15	Prevention of Underage Drinking & Alcohol Misuse
Wednesday, May 16	Prevention of Prescription & Opioid Drug Misuse
Thursday, May 17	Prevention of Illicit Drug Use & Youth Marijuana Use
Friday, May 18	Prevention of Suicide
Saturday, May 19	Prevention of Youth Tobacco Use

Partners



jedfoundation.org



National Association of School Nurses



www.samhsa.gov/prevention-week

Why get involved?

- You will be part of a national dialogue about substance use prevention and intervention.
- You can raise awareness of the types of services you provide to your community.
- You can introduce your organization to new audiences and potential partners.
- You can make a difference in your community.



Resources



NPW 2018 At a Glance

NATIONAL PREVENTION WEEK: MAY 13-19, 2018

National Prevention Week (NPW) is an annual observance created by the Substance Abuse and Mental Health Services Administration (SAMHSA) that seeks to raise public awareness and promote action by individuals, organizations, and communities around mental and/or substance use disorders.

ACTION TODAY HEALTHIER TOMORROW.

Everyone can take part in NPW. This year's theme reminds us that simple, daily acts of prevention, such as holding a friend's hand, seeking help, or supporting a family member in need, can lead to healthier lives for each of us today and tomorrow.

NPW 2018 Daily Health Themes

Monday, May 14	Prevention of Mental Health & Wellness
Tuesday, May 15	Prevention of Opioid, Stimulant & Alcohol Misuse
Wednesday, May 16	Prevention of Prescription & Over-the-Counter Drug Misuse
Thursday, May 17	Prevention of Marijuana Use & Youth Marijuana Use
Friday, May 18	Prevention of Suicide
Saturday, May 19	Prevention of Public Safety Use

Planned NPW 2018 Promotional Materials, Activities, and Educational Events

- NPW Action Today: Healthier Tomorrow, Promotional Video
- NPW Online Survey and Feedback Toolkit
- Prevention Power Challenge
- NPW Online Submission for Community Events
- NPW Social Media Toolkit: Prevention Day and Additional SAMHSA Messages
- NPW Webinars on Getting Involved and the Health Themes
- NPW Research (SAMHSA and External) Research Engagement
- NPW Partner Recruitment and Engagement

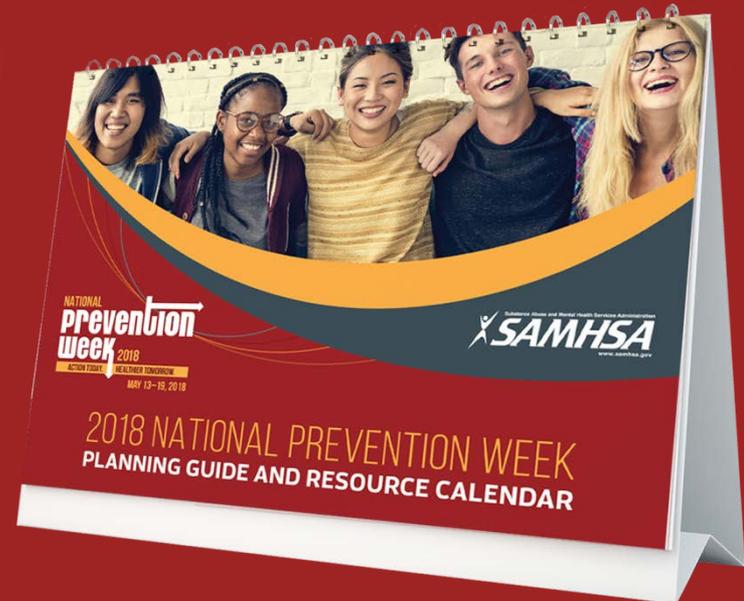
ACTION TODAY. HEALTHIER TOMORROW. MAY 13-19, 2018

Resources



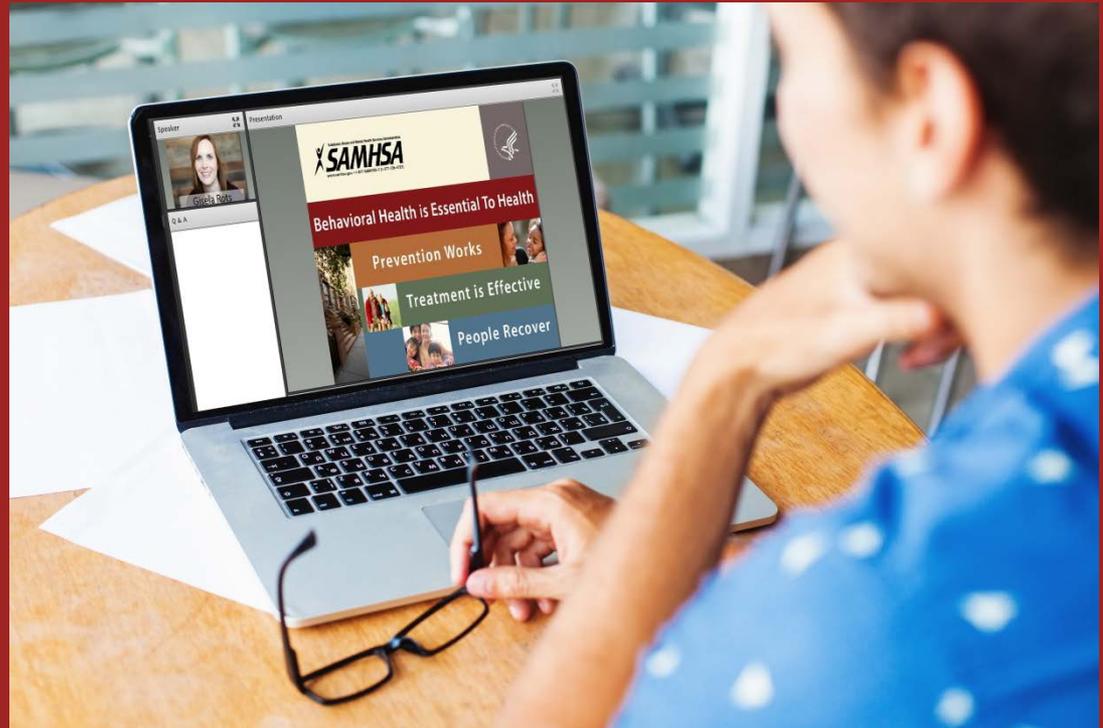
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NPW
national prevention week
MAY 13-19, 2018



www.samhsa.gov/prevention-week

NPW 2018 Technical Assistance Webinars



www.samhsa.gov/prevention-week

NPW 2018 Technical Assistance Webinars



- **Underage Drinking Prevention Today, Healthier Communities Tomorrow:** Available on SAMHSA's YouTube channel
- **Prevention After Trauma:** March 2018
- **Preventing Youth Marijuana Use in the Age of Legalization:** April 2018
- **Partnering for Opioid Addiction Prevention:** May 16, 2018

www.samhsa.gov/prevention-week



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Michael King

Director of Outreach and Engagement



Facing Addiction

with NCADD

FACING ADDICTION'S COMMUNITY

CONVENING GUIDE:

**SUBSTANCE USE PREVENTION, SCREENING, AND
EARLY INTERVENTION**

What is Facing Addiction with NCADD?



Since its history-making launch on the National Mall in 2015, Facing Addiction has become the leading voice among the nearly 45 million people and their families whose lives have been directly impacted by addiction to alcohol and other drugs.

For more than 70 years, the National Council on Alcoholism and Drug Dependence (NCADD) has been a valuable resource for millions of people struggling with addiction and its related issues, and its 83 Affiliates represent the largest national network in the addiction advocacy space.

Origins of our Community Convening Guide

- Policymakers and leaders across the country have worked tirelessly to develop effective evidence-based prevention practices.
- Despite the development of these programs, they are not implemented on a wide enough scale.
- One of the primary reasons is a lack of underlying grassroots pressure on community leaders.
- A working group of nearly 20 individuals from Facing Addiction's Action Network has come together to develop a guide aimed at the grassroots.

Purpose of the Community Convening Guide

- Provide an outline for organizing community forums.
- Display the necessity and efficacy of evidence-based prevention practices.
- Outline the efficacy of SBIRT programming, citing both the latest research as well as examples of successful program implementation.
- This guide may be used by any community group or organization that wants to raise awareness of, and work toward implementing, these practices to address substance use disorders.

Organizing a Forum in Your Community, Pt. 1

We believe hosting forums or town hall-style meetings—where community leaders, parents, students, elected officials, and others can attend—is a vital first grassroots step for spreading awareness and understanding best practices.



Organizing a Forum in Your Community, Pt. 2

We recommend the following steps in order to present the information that follows in our guide:

- Meeting with community leaders
- Designing a forum program
- Building a forum format
- Identifying issue area experts and individuals with real life experience
- Building a sizeable crowd

Organizing a Forum in Your Community, Pt. 3

We emphasize the need to make an “ask” moving forward



Potential “Asks” To Be Made

- Signing statements of support for proposed programming to be delivered to key community leaders.
- Empowering those in attendance to meet with/call/write key community leaders.
- Encouraging those with personal experiences to speak out and tell their stories.
- Forming or strengthening a community-based coalition that seeks to find community-specific solutions to prevent and address substance abuse.
- Encouraging feedback on appropriate “next steps” to educate and strengthen the community.
- Encouraging the audience to learn more about local resources and how to refer friends/family to the assistance they need.

Evidence-Based Prevention Programs & Practices

The following are several examples of evidence-based prevention practices mentioned in the guide:

- Nurse Family Partnership
- Good Behavior Game
- Raising Healthy Children (Seattle Social Development Project)
- Fast Track Program
- LifeSkills Training
- Project Towards No Drug Use
- Strengthening Families Program: For Parents and Youth 10–14
- Coping Power
- Brief Alcohol Screening and Intervention for College Students (BASICS)
- Parent Handbook

Evidence-Based Prevention Programs & Practices

The guide cites the following programs that often unite multiple community sectors aimed at decreasing alcohol misuse:

- Communities That Care
- PROMoting School-community-university Partnerships to Enhance Resilience (PROSPER)
- Communities Mobilizing for Change on Alcohol (CMCA)

Additional policies specifically aimed at reducing alcohol misuse that have proven effective and are analyzed in the report include:

- Targeted tax policies
- Restricting availability
- Commercial host (Dram Shop) policies
- Privatizing alcohol sales and stricter DUI policies

SBIRT Models for Youth from Guide

- SBIRT in school-based health centers in the Bronx, NY
- School-based SBIRT (different from school-based health centers) in King County, WA
- SBIRT for Youth in primary care in New Hampshire
- SBIRT in juvenile justice settings at five sites around the country
- Massachusetts has an entire program to introduce SBIRT in schools through school nurses and counselors
- Wisconsin implementation of SBIRT in schools

Facing Addiction's Working Group

- Addiction Haven (Chandler, AZ)
- Arise & Flourish (Rockville, MD)
- Coalition of Behavioral Health Services (Houston, TX)
- Community Catalyst (Boston, MA)
- Drug Prevention Resources (Frisco, TX)
- EndTheStigma/EnoughIsEnough (Greenfield, MA)
- Glow Media (Washington, DC)
- Conrad N. Hilton Foundation (Agoura Hills, CA)
- Institute for Research, Education & Training in Addictions (Pittsburgh, PA)
- Know The Truth (Minneapolis, MN)
- New Way Recovery (Holland, MI)
- Silver Hill Hospital (New Canaan, CT)
- Community Living Above (West Linn, OR)
- The Council on Alcohol & Drug Abuse (Dallas, TX)

Contact

Michael King, Director of Outreach and Engagement

mking@facingaddiction.org/206-939-2944





We are all
Facing Addiction
in some way.





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MAY 13-19, 2018



Linda Auerback

Substance Abuse Prevention Supervisor
Carroll County Health Department

Operation Prevention Power

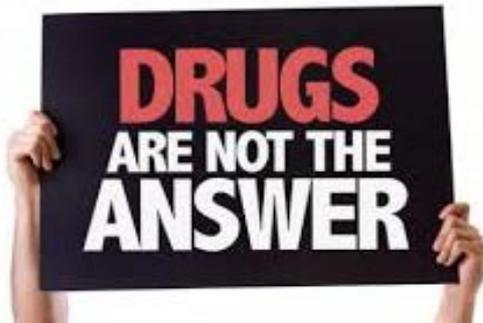
Planning Dynamic NPW Events

Action Today. Healthier Tomorrow. Prevention Works!



Operation Prevention Power 2018

- Partnership with Westminster Elks Lodge and Carroll County Prevention Office
- Youth focused \$2,500 grant secured for event
- Free and open to the public
- Free refreshments and information booths
- Speakers on drug and alcohol topics relating to youth: DEA, Sheriff, State's Attorney, County Commissioner



Messages and Materials

- Outdoor Activities/Stations
 - Carroll County Sheriff's Office Mobile Command
 - McDaniel College SIDNE
 - Intoxiclock
 - Elks Lodge Drug Awareness Trailer
 - Wheel of Fortune
- Indoor Activities
 - Presentation and speakers
 - Awesome door prizes
 - Food

NPW gives us the opportunity to celebrate prevention!

Messages and Materials

- Information Booths
 - Carroll County State's Attorney's Office
 - Carroll County Health Department Injury Prevention
 - Cigi Butts, Sun Guard Man, Sparky, Fatal Vision Goggles
 - Boys and Girls Club
 - CCHD Cigarette Restitution Fund
 - CCHD Women's Health
 - On Our Own
 - Y of Central Maryland
 - Foolproof Improvisational Troupe

School-Based Activities

- Carroll County high school students wrote and produced four PSAs currently airing
 - “Be a True Friend” on alcohol and sexual assault
 - “It Can Happen to You”
 - “Underage Drinking”
 - “Don’t be an Unintentional Drug Dealer” about an athlete and how he started with prescription drugs
- Recruit drama club students
- Involve the schools
- Nearly 4,000 Carroll County high school students attended the Drug and Violence Expo and received National Prevention Week wristbands



National Prevention Week

Drug and Alcohol Facts

- Daily Drug and Wellness Fact written by Prevention Office and widely distributed via email and social media
- 2018 Topics
 - Monday: Prevention and Wellness
 - Tuesday: Alcohol
 - Wednesday: Prescription Drugs, Fentanyl, & Heroin
 - Thursday: Synthetic Cannabinoids and Marijuana
 - Friday: Prevention of Suicide Awareness
 - Saturday: Tobacco and Vaping



National Prevention Week Newsletter

Distributed to more than 2,000 agency and community members

Posted to social media sites



SAVE THE DATE!

MAY 15-21, 2016

Prevention News

Brought to you by the Carroll County Health Department Prevention Office

Stay up-to-date on the latest and upcoming Drug Trends!

COUGH SYRUP



ZOHYDRO



Zohydro ER NDC 43376-250-10
(hydrocodone bitartrate)
EXTENDED-RELEASE CAPSULES

Dispense the accompanying Medication Guide to each patient.
Swallow capsules whole. Do not chew, crush, or dissolve.
100 Capsules R_x only

50mg



This Issue

National Prevention Week
Alcohol
Zohydro ER
A Pathway to Heroin
Over-the-Counter Drugs

Carroll County Coalition
AGAINST
Underage Drinking

Keep our Youth Safe!

Report Underage Drinking parties **BEFORE** they happen.

Call, Text, or Email:
443-547-1509
tipsline.ccsao@ccg.carr.org

Zohydro ER: 'Super Painkiller'

ZOHYDRO ER is a high-dose, pure hydrocodone prescription painkiller that was released for use by the Food and Drug Administration in March 2014. Hydrocodone is a legal opiate prescribed for pain that has qualities similar to morphine. There are over 200 medications that contain hydrocodone. Zohydro is the first hydrocodone-only narcotic painkiller. An FDA advisory committee voted 11-2 against recommending approval of Zohydro, citing the potential for addiction.

Zohydro is five to ten times more powerful than other prescription narcotic painkillers with no abuse-deterrent formulation.

... Continued on Page 2

"Parents Speak Out... Heroin, Prescription Drugs and More"

An informational evening hosted by the Hampstead Police Department with families of overdose victims sharing their journeys, Tim Weber of Weber Sober Homes and a representative from the DEA.



Wednesday, August 20, 2014
7:00 pm

Hampstead Town Hall
1034 South Carroll Street
Hampstead, MD 21074

For more information: Call Chief Ken Meekins • (410) 239-8954

PARENTS WHO HOST LOSE THE MOST.

Don't be a party to teenage drinking. It's against the law.

Partnerships and Collaboration

- Carroll County Sheriff's Office
 - *Community presentations, mobile command, coalition*
- Carroll County State's Attorney's Office
 - *Presentations, "Don't Believe the Lie," coalition meetings, Special Opts High School Assembly, "Heroin Still Kills" video*
- Law enforcement agencies
- Health and human services
- Youth-serving agencies
- Public and private schools
- Local colleges
- Home School Association
- Career and Technology Center
- Local businesses
- Community Media Center
- First responders
- Recovery community
- Faith community
- Parents
- Medical profession
- Pharmacist/pharmacies
- Hospital
- SAMHSA

Creative Partners



A local bridal shop collaborated with the Prevention Office in the filming of a PSA on heroin

Teens received community service learning hours for participation



Agency Involvement



Bulletin Board Challenge

Marketing

Newspaper
Television
Local cable stations
Radio spots
Social media
Schools
Churches
Businesses
Flyers
Coalition members
Community volunteers

The Voice of One, The Power of All– Show Your PRIDE during National Prevention Week

You're invited to The Carroll County Prevention Week Kick-Off Event on Thursday, May 14 3:30 pm to 5:00 pm
Free event open to the public
Carroll County FOP
359 Manchester RD, Westminster MD, 21157
(Behind Kegel Plaza)



The Voice of One, The Power of All- See how our community rallies around Substance Abuse Prevention

Performances by:
Fool Proof Improvisational Theater
Experience the SAMHSA 2015 Video- *The Voice of One, The Power of All*, Activity Stations, Intoxiclock®, SIDNE®
Free Food, Door Prizes and more...

Special Guest Appearances by
David Wilson
National Prevention Week Coordinator, sponsored by the Substance Abuse and Mental Health Services Administration.
State's Attorney Brian DeLeonardo and Sheriff James DeWees
Carroll County's Substance Abuse Prevention Duo

Hosted by the
Carroll County Coalition AGAINST Underage Drinking

Show your Prevention PRIDE and plan to attend!
RSVP by **May 12, 2015** by contacting Carol Mullen 410-876-4802 or email carol.mullen@maryland.gov

Best Practices

- **Start** planning early!
- **Meet** with sponsor face-to-face.
- **Determine** focus of awareness program/forum.
- **Who** is the target audience?
- **Find** a suitable location.
- **Involve** the media, school, and volunteers.
- **Distribute** flyers via email, social media, libraries, churches, schools, and businesses.
- **Network** with community partners.

Key to Success: Promote, Promote, Promote!

National Press Club: NPW Kickoff



Involve our youth!



Foolproof Improv
Troupe

Strong as One. Stronger Together.



Give Teens a Voice

**Strong as One.
Stronger Together.**

Get Involved in SAMHSA's National Prevention Week 2016!

Beginning Sunday, May 15 through Saturday, May 21, Join in and prevent mental and substance use disorders.

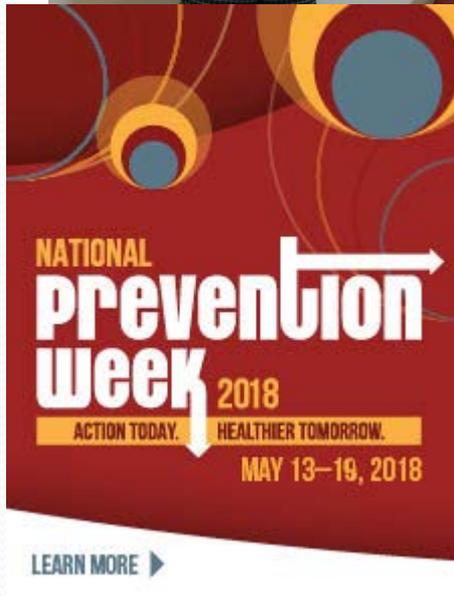
NPW@samhsa.hhs.gov
www.samhsa.gov/prevention-week

2016 Daily Health Themes

- Monday, May 16**
Prevention of Tobacco Use
- Tuesday, May 17**
Prevention of Underage Drinking & Alcohol Misuse
- Wednesday, May 18**
Prevention of Prescription & Opioid Drug Misuse
- Thursday, May 19**
Prevention of Illicit Drug Use & Youth Marijuana Use
- Friday, May 20**
Prevention of Suicide
- Saturday, May 21**
Promotion of Mental Health & Wellness

Substance Abuse and Mental Health Services Administration
SAMHSA
www.samhsa.gov

Dear Future Me Challenge



Signed, My Younger Self

Teens Filming Teens



Getting ready for 2018
NPW activities

Involve Dignitaries
Community Leaders





Contact Information

Linda Auerback, CCP, ICPS
Substance Abuse Prevention Supervisor
Carroll County Health Department
410-876-4803
linda.auerback@maryland.gov

Any questions?





NATIONAL
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ACTION TODAY. HEALTHIER TOMORROW.

MAY 13-19, 2018

Tell us about your events!



The screenshot shows the 'Event Submission Form' for National Prevention Week 2018. The form is titled 'Event Submission Form' and includes a header with the NPW logo and the dates 'MAY 13-19, 2018'. The form contains several fields: 'Submitter's Name', 'Host Organization', 'Supporting URL', 'Email', 'Event Date' (with dropdown menus for Month, Day, and Year), and 'Event Location'. There is a large text area for 'Event Summary'. Below the summary area, there are sections for 'Topics Covered' and 'Type of Event', both with checkboxes. A 'Submit' button is located at the bottom left of the form.

NATIONAL Prevention week 2018
ACTION TODAY HEALTHIER TOMORROW

NPW
national prevention week
MAY 13-19, 2018
www.samhsa.gov/prevention-week

Event Submission Form

Share your National Prevention Week event details with us and get inspired by what others are doing.

Submitter's Name *

Host Organization *

Supporting URL:

Email *

Event Date * Month: Day: Year:

Event Location *

Event Summary *

(Include purpose and goals, expected attendees, how you are getting the word out in your community, and any materials you are developing or using as you plan.)

Topics Covered (select all that apply) *

<input type="checkbox"/> Illicit drug use	<input type="checkbox"/> Tobacco
<input type="checkbox"/> Mental health and wellness promotion	<input type="checkbox"/> Underage drinking and / or alcohol misuse
<input type="checkbox"/> Prescription and opioid drug misuse	<input type="checkbox"/> Youth marijuana use
<input type="checkbox"/> Suicide prevention	<input type="checkbox"/> Other

Type of Event *

- Webinar
- Fair
- Conference
- Run/Walk
- Town Hall Meeting
- Presentation Program
- Other

- Get more exposure for your NPW event!
- Submit event details through the NPW website and we'll help promote it.
- How? Visit the NPW website's "Submit Events" page.
 - URL: samhsa.gov/prevention-week/community-events/submit-events (bookmark the page!)

Dear Future Me



Click link to view video:

<https://youtu.be/KHwNW2oZwTU>

NPW 2018 Challenge



What would you say to your future self about what you're doing today to ensure a healthier tomorrow?

- Write a letter (or draw a picture!) about the choices you're making today to live a healthier, happy life.
- Record a video of yourself reading your letter, or take a picture of your letter or illustration.
- Share it on social media with #DearFutureMe and #NPW2018.



Next Webinar:

**Prevention After Trauma
March 2018**



NATIONAL prevention week

2018

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