National Prevention Week 2018: Start Planning!
Recording in Progress!
This working will be recorded for archiving purposes.
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

www.samhsa.gov/prevention-week
NATIONAL PREVENTION WEEK 2018
ACTION TODAY. HEALTHIER TOMORROW.
MAY 13–19, 2018
NPW 2018 Goals

- National Prevention Week
- Community Involvement
- Partner Engagement
- Resource Sharing
<table>
<thead>
<tr>
<th>Day</th>
<th>Theme</th>
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<tbody>
<tr>
<td>Monday, May 14</td>
<td>Promotion of Mental Health &amp; Wellness</td>
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<tr>
<td>Tuesday, May 15</td>
<td>Prevention of Underage Drinking &amp; Alcohol Misuse</td>
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<td>Wednesday, May 16</td>
<td>Prevention of Prescription &amp; Opioid Drug Misuse</td>
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<td>Thursday, May 17</td>
<td>Prevention of Illicit Drug Use &amp; Youth Marijuana Use</td>
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<td>Friday, May 18</td>
<td>Prevention of Suicide</td>
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<td>Saturday, May 19</td>
<td>Prevention of Youth Tobacco Use</td>
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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.

www.samhsa.gov/prevention-week
Resources

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
Michael King
Director of Outreach and Engagement
Facing Addiction’s Community

Convening Guide:

Substance Use Prevention, Screening, and Early Intervention
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.
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.
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.
NATIONAL PREVENTION WEEK 2018
ACTION TODAY. HEALTHIER TOMORROW.
MAY 13–19, 2018
Linda Auerback
Substance Abuse Prevention Supervisor
Carroll County Health Department
Planning Dynamic NPW Events
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

May 13-19, 2018
National Prevention Week Newsletter

Distributed to more than 2,000 agency and community members

Posted to social media sites
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 Opt 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
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
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 Prevention Week 2018

Action Today. Healthier Tomorrow.

May 13-19, 2018
Tell us about your events!

- 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