

## **SUMMARY FOR SAMSHA PREVENTION DAY AND CADCA LEADERSHIP FORUM PRESENTATIONS**

### SUMMARY OF CADCA WORKSHOPS - ALLEN

#### **CONSTRUCTING EFFECTIVE COALITIONS: TOOLS FOR YOUR TOOL BOX**

Speakers were from Got Outcomes Award Winners: Drug Free Charlotte County (FL), Coalition for a safe and Drug Free Fairfield (OH), and Logan County Drug Free Youth Coalition (OH)

Charlotte collects 55 data sets in 11 domains. The 11 domains are:

- (1) Demographics
- (2) Academic Risk Individual
- (3) Academic Programs and Services
- (4) Juvenile Arrest
- (5) Delinquent Behavior
- (6) Risk Factors: Community, Family, School and Personal
- (7) Substance Use by School Age Youth
- (8) Protective Factors: Community, Family, School and Personal
- (9) Community Social and Health Issues
- (10) Economic Hardship
- (11) Family Conflict, Child Victimization and Maltreatment

Charlotte has a nice logic model displayed as a flow chart (good model for SAPCA to consider—nice graphic)

Charlotte does a Teen Social Norms Survey.

Fairfield does annual environmental scans. For example, Youth scan 35 stores; scanning focuses on pricing, promotion, product and placement for alcohol and tobacco products.

Logan County has a strategic action plan for assessing community change for each local condition. The plan shows the measures and then it has the following categories: change strategy, potential interventions, and who could do this in our community. It also shows the date approved by its Board of Directors.

Charlotte's Lessons Learned

- Resist the urge to chase the “flavor of the day”. Stick with the strategies that chip away at your local conditions.
- Agree on guiding principles in advance
  - No chicken little talk
  - Data based discussion of problems
  - Don't demonize parents and teens
  - No health terrorisms (e.g., no smashed cars for don't drink and drive messaging; instead, focus on the fact that it is illegal to drink.)

**COALITION KAIZEN EVENTS: THE NEXT STEP FORWARD IN PROCESS EVALUATION**

Presenters: Paul Everson, Community Systems Group, MSgt Curtis Hanock, National Guard Bureau, Capt. Benjamin Bruening, Missouri Counter-Drug Task Force

Kaizen is a Japanese word that is roughly translated to mean change for the better. It is taken from the Japanese management approach to continuous process improvement. For coalitions' the Kaizen process assesses a coalition's implementation of the Strategic Planning Framework and the 12 essential processes needed to achieve outcomes.

The National Guard facilitates the Kaizen survey, at no cost to a coalition, during a regular coalition meeting or a board meeting. Using clickers to responses are anonymous, questions are asked and the group's results are immediately shown to the whole group. The process produces a one-page diagnostic, with supporting reports, that highlights the coalition's strengths, caution areas, and weaknesses.

***FEDERAL PARTNER POWER SESSION: ONDCP, CONNECTING COMMUNITIES WITH THE NATIONAL DRUG CONTROL STRATEGY***

Presenters: David Mineta (Deputy Director for Demand Reduction), Marilyn Quagiotti (Deputy Director for Supply Reduction) and Benjamin Tucker, JR (Deputy Director for State, Local, and Tribal Affairs)

ONDCP has a Prescription Drug Abuse Prevention Strategy

The Obama Administration created the Office of Recovery within the White House to focus on addiction recovery.

Within the Office of State, Local, and Tribal Affairs are Drug Free Communities, the Media Campaign and the High Intensity Drug Trafficking Areas Program

A national outreach effort for the Above the Influence Campaign started in June 2010 focusing on broad national messaging and social media presence. It also focuses on local participation and includes Boys and Girls Clubs, Boy Scouts, Girl Scouts, and YMCA; additionally it has a toolkit with a variety of exercises that can be used at the local level.

ONDCP just launched a marijuana resource center that contains facts, knowledge, and tools to better understand and address marijuana in communities;

[www.whitehouse.gov/ondcp/marijuanainfo](http://www.whitehouse.gov/ondcp/marijuanainfo)

## ***WORKING WITH SCHOOLS FOR SUCCESSFUL SOCIAL NORMS CAMPAIGNS***

Presenter: Amity Ann Chandler, Drug Free Charlotte County (FL)

A social norms campaign takes 4-6 years to have a significant impact (middle and high school cohorts—need multiples of these youth to be exposed to the messages).

This coalition puts up new posters in schools every 2 weeks and then takes them down and replaces them with new posters. All messages and images must be pre-approved by the school principals. Check and re-check messages and images to ensure that a negative message does not slip through, even by accident. It happened once in Charlotte County even though an offending image slipped by.

The key is repeated exposure to a variety of positive data-based messages.

Saturation and exposure are very important.

Perception data is needed to target your social norms campaign.

Stickers are cheap, walking billboards.

An unhappy school custodian is an unhappy school principal. Suck up to the custodial staff.

Important to know—duct tape takes paint off walls; duck tape does not.

Send normative text messages, e.g., 86% of middle school students don't need alcohol to have a good time.

Charlotte made baseball cards for each principal with key messages on the back of the cards. These cards are distributed at various community events such as the Chamber of Commerce, Lions Club, etc.

Disruptive knowledge—disrupt misperceptions as they come up.

Text and/or use Facebook to announce the distribution of promotion items.

Use pictures, video and other things that reinforce the visual of the positive norms. Take your video camera out and ask youth, “What did you do Friday night?”

Charlotte has a survey question concerning youth access to alcohol from parents. The one problem with the question though is that it does not ask the youth if the parents gave them the alcohol or if they took alcohol from their parents' supply.

There is an annual national social norms conference but the presenter thinks it has been discontinued. Check out [www.socialnorms.org](http://www.socialnorms.org)

## SUMMARY OF CADCA WORKSHOPS - NORAINÉ

### ***USING COMMUNITY LEVEL EPIDEMIOLOGICAL DATA TO INFORM SUBSTANCE ABUSE PREVENTION PLANNING***

Presenters: Craig Love, PhD (Center for the Application of Prevention Technologies (CAPT)), Carol A. Hagen, PhD, (CAPT Southeast Resource Team), May Yamate, MS (CAPT Northeast Resource Team), John J. Park (Center for Substance Abuse Prevention/SAMSHA)

Where to get existing data:

- Local – Health department, hospitals/clinics/police department, schools
- State/National – government websites, survey specific websites, state data warehouse, state epi workgroup
- Identify data gatekeepers
- Offer data agreements to ensure confidentiality
- Offer to share final data products
- Offer to reimburse for time and resources (if possible)

Discussion Questions to consider:

1. Are there existing data infrastructures in your community that could facilitate the identification and compilation of data?
2. Can you collaborate with partners to develop or improve existing data infrastructures in your community?
3. To what extent does your community have the capacity to collect, analyze, and use data?

### **CONSIDERATIONS FOR ADDRESSING MEDICAL MARIJUANA AND MARIJUANA LEGISLATION**

Presenters: Kevin Sabet, Ph.D (ONDCP Advisor), Sue Thau (CADCA Public Policy Consultant)

Develop messages that will resonate based on facts and statistics.

The people pushing for medical marijuana found a way to make their issue resonate with regular Americans. Coalitions/Preventionists messages were too complicated, nuanced and did not resonate with voters. Ex: “While there may be a future for the development of chemically defined cannabinoid drugs, there is little future in marijuana smoked as a medicine.”

16 states and DC have “medical marijuana.” More than 13 states have pending legislation or ballot initiatives to legalize “medical marijuana.”

We need simple messages, so know the facts and keep them simple. “Medical marijuana” states are clustered at the top of the list in terms of drug addiction and abuse among 12-17 year olds.” The presentation provided many other facts in the same vein.

### ***MYTH BUSTERS: WHAT TO EXPECT IN HIGH SCHOOL***

Presenters: Christopher Parayno and Gladys Castellon (Arlington’s READY Coalition)

The Myth Busters Panels are made up of high school students who visit 8<sup>th</sup> grade health and physical education classes to assist in the transition from middle school to high school. The program is youth developed and driven. The panels focus on health issues, especially drugs and alcohol but also talk about work load, extracurricular activities, and other things a new freshman should expect to face. This program uses peer to peer education.

### **SUMMARY OF CADCA WORKSHOPS – DEREK w/input from Tae’von and Alonzo**

#### ***“Above the Influence” Overcoming the Negative to “Be” the Positive***

Presenters: Mark Krawczyk and Aya Collins (Office of National Drug Control Policy); along with assistance of NYLI (National Youth Leadership Initiative)

This session consisted of analyzing various “Above the Influence” commercials and discussing within our table groups the various ways teens were influenced to partake in drugs and/or alcohol and how they were able to refuse the peer pressure. We also did an activity saying what we were “above” (Drugs, alcohol, violence, etc.) The session in all was very interesting and had many ideas that we could use positive peer pressure to influence teens to do the right thing, similar to Getting Away Helpful in KAT Camp.

#### ***The ABC’s of Advocacy***

Presenter: Sue Thau (CADCA Public Policy Consultant)

This workshop primarily consisted of preparing the youth for Wednesday, which was the day in which they were able to meet with their state’s congress members and discuss laws and policies concerning drug and alcohol abuse in their communities. They really had pretty helpful tips concerning speaking to professionals and how to properly execute their pitch. In all this session was helpful in preparation of speaking and presenting to important figures.

#### ***Peer-to-Peer Marketing***

Presenters: GTM-Guerilla Tactics, Marketing+ Media, with assistance from NYLI

This session allowed us to work on how to market the drug-free message to our peers. We were split into groups and asked how we could market that message to our group’s

specific person who had their own individual interests and hobbies alike. This allowed us to actually act like a marketing team that was attempting to help you rather than trap them. This session was continued on all the other days; however they occurred after the hours we were there but the one we did attend did provide helpful information when it came to marketing.

### ***You Can Make a Difference! Talking to Your State and National Legislators about Policy and Legislation***

Presenters: Shelly Steiner, Austin Allen, and Michaela Adkins (Carter County Drug Task Force)

This session just as the one on the first day focused on your skills when it came to presenting to your representatives pertaining to changing policy about alcohol and substance abuse. This session provided pictures of actual teens doing what they were supposed to and some examples of what not to do. This session was helpful but it seemed a little unnecessary since we had the same type of session the day before.

### ***Leading Yourself, Leading Others***

Presenters: Nancy Newman, Gil Chapa and Marianne Scippa (Challenge Master, Inc)

This session was by far the most fun and interesting. They led us through various activities that required us to use our leadership and networking skills. They really focused on showing us to know how and when to lead or follow, which will allow the coalition to reach their objectives in the best way possible.

### ***SCENE! Students Create Entertainment for Neighborhood Empowerment***

Presenters: Emily Moser and Sierra Brambila (Oregon Partnership); Luke Cottingham (Oregon Partnership and Madison High School)

This session was sort of similar to the Above the Influence presentation in the sense that they used videos and commercials to relay their messages. However, what was different compared to the Above the Influence movement, SCENE used documentaries that were about their own communities to raise awareness. The documentaries were also made by the students with minimal adult assistance. Overall, I think that this session would be useful for educating people about what's going on in certain parts in the community. Also, the documentaries could be used to persuade people to get involved in the coalition's cause.

### ***NEO: The New Generation Choosing to Live a Fun, Active, Healthy Lifestyle***

Presenters: Lynn Skrukrud and Halli Ellis (The Coalition for a Drug Free Nevada County & NEO)

This session was one of the better ones. This group focused on giving teen fun activities to do so they won't have a need to participate in alcohol or other substance abuse. They partner with the businesses and organizations in their community to provide teens with wholesome healthy fun but also useful facts and support pertaining to substance abuse and other conflicts teens may encounter, like bullying. This session was one of the more important ones because their campaign brought their whole community together in the fight against unhealthy life decisions for the youth in the community.

### ***Myth Busters: What to Expect in High School***

Presenters: Christopher Parayna and Gladys Castellon (Arlington's READY Coalition)

This session talked about their group who visits rising 9th graders and talks to them about and squashes the myths about high school. A lot of the myths and rumors about high school students and drugs were proven not to be true. They even started the "2/3 Don't" campaign to show that 2/3 of the students don't use drugs or alcohol which squashes the big myth that "everyone does it". This session was pretty useful, it's good that they were able to present to the upcoming freshmen that they don't have to participate in something unnecessary in order to fit in.

## **SUMMARY OF CADCA WORKSHOPS – SHELLY**

### ***The Power of Social Networks***

Presenter: James Fowler, author of Connected

He talked about how people have profound influence on one another's tastes, health, wealth, happiness, beliefs, even weight. Describes the results of ground breaking research that unlocks a revolutionary new understanding of the sway that we have over one another through our connections. Discussed the fundamental rules governing the formation and operation of social networks and the myriad ways that they help to shape who we are and what we do.

### **[The NIH & NIAAA's Results and Real World Application of AlcoholEdu and Population-Level Prevention](#)**

Presenter: Brandon Busted, company rep.

He discussed NIH and NIAAA national, federally funded survey results. Program has been around for 11 years and over 4 million students have taken the online program. Participating colleges require students to take the course in the summer before they arrive at the college. The course and its surveys have produced the world's largest evaluative database regarding reductions in binge drinking, sexual assault, and drunk driving among

students. There is a high school version, which may be appropriate for our Minnie Howard or 10<sup>th</sup> grade students in their Health and Human Growth classes.

### ***Social Media – Tools for Getting Started***

Presenter: LaDonna Coy, Learning Chi, Inc

When using social media as a coalition, the goal should be to establish relationships, not just getting out messages. Mon/Tues/Thurs are best days to blog. Questions are good to get reactions to Facebook or Blog messages.

Some useful tools:

Prev.chat.com: twitter chat about prevention

Google Alerts – use to see how your coalition is being mentioned (alerts.google.com)

Netvibes.com – reader

Wordpress – use to plug in to Facebook, Blog, etc.

Slideshare – use to load slides

Google Analytics to monitor SAPCA website use

Creativecommons.org (image website)

CADCA Social Media Digital Primer Home

Clubtext.com – use to text large groups

### ***Working with Schools for Successful Social Norms Campaigns***

Presenter: Amity Ann Chandler, Drug Free Charlotte County, Central Florida

Using a variety of methods to implement social norms change in their middle and high schools. Included: putting up posters in the middle and high schools, handing out t-shirts & other items, having mass number of students standing on street corners holding signs with positive messages, etc. Need to allow 4-5 years for the change to occur – basically one cycle of high school. Should have a written agreement between school district/schools and SAPCA to provide continuity in case of personnel changes. Establish personal relationships with school personnel such as secretaries, custodians, etc.