



PREVENTION IS THE ANSWER IV:

An Annual Event of the North Carolina Substance Abuse Prevention Providers Association (NCSAPPA)

Emerging Issues Forum
Expanding Scope and Tightening Belts
During a Time of Budget Cuts and Healthcare Reform

ONE WEEK AWAY!
10.5 credit hours available (NCSAPPB)

WHERE:
June 13 – 14 2011
Elon, North Carolina

2-DAY EVENT
Day One: 10:30a – 5p
Day Two: 8:30a – 3p

✓ *Social Event: Free Durham Bulls tickets on the evening 6/13 (limited seating—register now)*

COST:
(includes lunch and snacks both days)
\$20 /member
\$30 /non-member

Registration information:
www.preventionistheanswer.org

Keynote Speakers

Keynote I:

Substance Abuse Prevention in NC: Current Status-Future Trends

Flo A. Stein, MPH, *Chief of Community Policy Management, Division of Mental Health Developmental Disabilities and Substance Abuse Services, Raleigh, North Carolina*

Ms. Stein's will provide participants with a brief overview of the current status of prevention services in NC, including an update on anticipated changes being driven by the current session of the NC Legislature. Additionally, Ms. Stein, a nationally recognized substance abuse policy expert, will offer insight about the future of substance abuse prevention in light of the continuing work to reform the nation's health care delivery system.

Flo Stein manages community-based substance abuse, mental health and developmental disabilities programs for the State of North Carolina. The NC MHDDSA system has been utilizing transformation tools to develop a person-centered recovery oriented system supported by State, Federal and Medicaid funding. Previously, Ms. Stein directed, administered and supervised the substance abuse prevention, treatment and recovery program for the State of North Carolina, including

three Alcohol and Drug Abuse Treatment Centers. She provides consultation to a number of North Carolina Criminal Justice Initiatives, The North Carolina Institute of Medicine and the NC Focus on Combat Veterans and their Families. She is the current President of the National Association of State Alcohol and Drug Abuse Directors (NASADAD). Ms. Stein serves as an advisor to the Substance Abuse and Mental Health Services Administration (SAMHSA) as member the National Advisory Council and the Partners for Recovery Steering Committee.

Keynote II:

Advocacy and Policy

Kay Paksoy, BSW, *Director of Advocacy, Policy and Legislation*, National Association of Social Workers--North Carolina (NASW-NC)

Ms. Paksoy's presentation will describe the work she does for NASW-NC, and offer tips on how the NCSAPPA can enhance its advocacy and policy work, offering insight on how the policy agenda for NASW-NC is developed and advanced, as well as tips on how to work with local legislators

Kay Paksoy earned her BSW from Campbell University. During her time in school, Kay worked with local youth assigned to community service through the Governor's One on One Program. She worked with program development and advertisement for the agency and did site visits for the youth to help strengthen their personal lives. Kay traveled to South Africa over two winter breaks to the Lotus Home in Mabopane to work with 200 abandoned children and young adults. In 2008, Kay studied abroad in London, England and was introduced to the world of advocacy. Kay spent two months in a youth and women's healthcare agency working with the Press Department to develop creative advocacy tools for international issues that affect young teenagers and was privileged to present her work at the Houses of Parliament. Kay worked with NASW-NC as an intern during her senior year of college and then as an Advocacy Associate. After completing college, Kay worked for the Methodist Home for Children in a level 2 residential group home and continues to help with the youth in the home. When Kay is not advocating or working with youth, she can be found running and cycling. On the occasions where more time is left in the day, Kay will pick up a book or plan her next overseas adventure.

Keynote III:

Understanding Health Promotion

Jon Miles, PhD, *Director* Searchlight Consulting

In Dr. Miles Keynote he will discuss his recent work in co-authoring a SAMHSA commissioned monograph, a *Public Health Approach to Children's Mental Health*. In turn, Dr. Miles will clarify distinctions between language and research differentiating both prevention and health promotion. Dr. Miles will also introduce an intervention model within a public health approach to address mental health related issues centered on treatment, prevention and promotion. He will also share examples of innovative work occurring across the nation and internationally.

Jon Miles recently collaborated with the Georgetown University's National Technical Assistance Center for Children's Mental Health to co-author the monograph *A Public Health Approach to Children's Mental Health*. He has a doctorate in Clinical Psychology from Arizona State University and has extensive experience in research and analysis of data pertaining to child health and well-being with a focus on mental health promotion and mental illness prevention. His direct policy work has included appointment as a Society for Research in Child Development (SRCD) Congressional Fellow and an SRCD Fellow at the federal Administration for Children and Families.

Day One

Mini Track Choices (2 choices)

1.5 Credit Hours

Keys to Prevention Evaluation:

Implementing the Right Strategies, Assessing Fidelity, and Monitoring Outcomes

Al Stein, PhD, *Center Director and Senior Program Evaluator*, Chapel Hill Center of Pacific Institute for Research and Evaluation (PIRE)

This session will cover the key evaluation-related areas for which prevention providers and community prevention stakeholders can (and should) be responsible: needs assessment, fidelity assessment, and outcome monitoring. The objective of the session will be to present pragmatic approaches and tools for collecting and using evaluation-related

Al Stein-Seroussi is a Senior Program Evaluator with the Pacific Institute for Research and Evaluation. His area of expertise is assisting state and local agencies evaluate and monitor their substance abuse prevention initiatives. He is currently the evaluation director of four Strategic Prevention Framework State Incentive Grants (including North Carolina's) and three Safe Schools/Healthy Students grants in North Carolina. Al received his Ph.D. in social psychology from the University of Texas at Austin and his B.A. from Brandeis University. He serves as the Director of PIRE's Chapel Hill Center and lives near Chapel Hill with his wife and three children.

"We're Social!"

Using Social Media to Improve Prevention Messaging

Robin Lindner, *Communications Director*, Drug-Free NC Media Campaign

Christian Karasiewicz, *Social Media Manager and Consultant*

The booming internet universe of social media is so much more than just connecting with old high school friends or posting photos for the world to see; it can actually be very useful! Platforms like Facebook and Twitter have helped to extend our lines of communication; you can connect to parents, other prevention groups, media, and your local community — all for free! Join us for this special seminar on how to learn to become more "social" and how that can help with your overall mission of spreading prevention messaging and service offerings.

Here are a just a few of the topics we will be covering:

- What is social media?
- Why/How social media can help you!
- What kinds of content should I post?
- Setting up Facebook and Twitter accounts
- Building a "fan" base
- The importance of posting photos, videos and events
- "Tagging" people and pages
- Using the "Causes" application
- Simplifying your Facebook and Twitter experience!

Robin Lindner is the Communications Director for the Drug-Free NC Media Campaign, a state media relations resource for Partnerships, Alliances, Coalitions, and Collaboratives, and Centers for Prevention Resources.

Robin has helped Drug-Free NC win three national excellence awards from the Partnership in 2008, 2009, and 2010.

Before her tenure at Drug-Free NC, Robin was a journalist working in broadcast news in Virginia and North Carolina as a reporter and fill-in anchor. She has nearly 15 years experience in media and public relations and is a graduate of the University of Virginia.

Christian Karasiewicz is a Social Media Manager for an online retailer. He has a background in Business, Computer Science and Behavioral & Social Sciences from the University of Central Florida and is a Social Media Consultant in the Washington DC and North Carolina areas.

Day Two

Main Track Choices (3 choices)

3.25 Credit Hours

Confidentiality Laws and Prevention

Mark Botts JD, *Associate Professor of Public Law and Government*, UNC School of Government

In North Carolina, substance abuse information is governed by three privacy laws: the HIPAA privacy rule, state confidentiality law, and the federal law governing substance abuse patient information (42 C.F.R. Part 2). But, where does the prevention participant fit in? After attending this presentation, conference participants will be more prepared to interpret privacy laws, know what prevention information is protected by law, know when disclosure is permitted or prohibited, and how to respond to requests for disclosure.

Mark Botts joined the School of Government (then the Institute of Government) in 1992. Prior to that, he served judicial clerkships with the US Court of Appeals for the Sixth Circuit and the US District Court for the Western District of

Michigan. Botts' publications include *A Legal Manual for Area Mental Health, Developmental Disabilities, and Substance Abuse Boards in North Carolina*. Mark holds a BA from Albion College and a JD from the University of Michigan School of Law.

Developmental Assets Framework: *Everyone Is an Asset Builder*

Basil Savitsky, PhD, Educational Consultant

This workshop will provide an overview of the Developmental Assets (DA) framework developed by The Search Institute. More importantly, this workshop will equip participants with specific skills for using DA in our personal lives. The DA approach can be used in conjunction with any other prevention curricula. It provides a context in which individuals, agencies, and entire communities can focus on *enhancing protective factors* by building on what is currently working in our own lives, in the lives of youth we know, in our families, and in our neighborhoods. The DA approach has been used in positive youth development for over 20 years, has reached 3 million youth, and is useful as a community-wide framework for evaluation metrics. It is increasingly being recognized as the syntax for the common language we as preventionists are working to craft.

Divided into the following 6 sections:

- Overview of the DA Framework
- Exploring the 8 Categories of the 40 Assets
- Assets in our Personal Lives
- Our Circles of Influence
- Enhancing individual and community health through adopting DA to augment risk-focused approaches
- Asset-infused organizations and communities

Basil Savitsky has been in Prevention Science for 6 years. He served as a prevention coordinator with ARP Prevention Services in Western North Carolina for 2 years and is currently an educational consultant with ARP. He is trained as a facilitator in 5 different model prevention curricula and is certified to train other facilitators in an additional 3 curricula. He has provided approximately 50 trainings in communities and school districts throughout the U.S. He has been trained by The Search Institute to deliver the workshop he is giving at *Preventions Is The Answer IV* and is currently managing a Developmental Assets grant in Asheville with the Buncombe County Health Department.

Nicotine Dependence

Karee Redman BSW, Certified Substance Abuse Prevention Consultant

Nicotine Dependence is one of five choices on a required list of substance abuse specific continuing education requirements for SA professionals in NC. This 3 credit hour course will teach you the following topics:

Population-based trends of tobacco use in the U.S.

- Forms of tobacco used in the U.S.
- Principles of nicotine addiction
- Dangers of Secondhand Smoke
- Assisting clients who are ready to quit:
The 5 A's – Ask, Advise, Assess, Assist & Arrange
- Assisting clients who are not ready to quit:
The 5 R's – Relevance, Risks, Rewards, Roadblocks & Repetition
- Aids for Cessation
- History of Tobacco Control Efforts
- How to Get Involved

Karee Redman's *Nicotine Dependence* classes are an engaging and informative way to fulfill the recent credentialing requirements for Substance Abuse Prevention Consultant (CSAPC) certification. Karee is a CSAPC in North Carolina and currently works with 4-H Youth Development through Wake County Human Services providing SA prevention for youth and families. She has worked as a Public Health Educator with Wake County for 17 years and started out with HIV/STI education/outreach. Karee received her BSW from the University of Iowa.

Day Two
Mini Track Choices (2 choices)
1.25 Credit Hours

Enhancing a Public Health Approach:

Focus on Optimizing Health

Jon Miles, PhD, *Director*, Searchlight Consulting

Dr. Miles will take components from his keynote and expand on them during this mini-track. Similar to the Strategic Prevention Framework (SPF), strategies for addressing positive mental health and even preventing mental health related issues require broad collaborative community interventions. Dr. Miles will discuss the importance developing a common language among stakeholders relative distinguishing between mental disability, mental health, and positive community health. Examples from Dr. Miles work in other states will be used as case studies to parallel SPF strategies as they related both the substance abuse prevention and the expansion of services that providers offer.

Jon Miles recently collaborated with the Georgetown University's National Technical Assistance Center for Children's Mental Health to co-author the monograph *A Public Health Approach to Children's Mental Health*. He has a doctorate in Clinical Psychology from Arizona State University and has extensive experience in research and analysis of data pertaining to child health and well-being with a focus on mental health promotion and mental illness prevention. His direct policy work has included appointment as a Society for Research in Child Development (SRCD) Congressional Fellow and an SRCD Fellow at the federal Administration for Children and Families.

Appearance and Performance Enhancing Drugs: A Pragmatic View

Brian Parker, *Program Account Executive*, Taylor Hooten Foundation

The Taylor Hooten Foundation (THF) is the nation's leading organization solely dedicated to educating our youth and their adult influencers on the dangers of Appearance and Performance Enhancing Drugs. THF programs offer an all-encompassing pragmatic view of these drugs and the issues surrounding them. With over one million kids admittedly using these drugs and 85% of our youth never being educated on the topic, we hope to change this situation through increased programming and awareness.

Attendees will be able to further understand the dangers associated with performance enhancing drugs, increase awareness of potential steroid users/ problems, and improve capacity to safely intervene and help our youth face these drugs together. Overall attitudes and opinions of Appearance and Performance Enhancing Drugs will assuredly change after seeing our presentation, and we will be one step closer to achieving our vision of eliminating the use of these drugs across the country.

Brian Parker is the Program Account Executive with the Taylor Hooten Foundation. Brian's role with the Foundation is to assist with the development and promotion of Hoot's Chalk Talk programs throughout North America - to schools, universities, professional associations, and other venues. Prior to joining the Taylor Hooten Foundation, Brian worked in Minor League Baseball with the Atlanta Braves organization as well as the Durham Bulls. As a lifelong fan of sports, Brian is committed to ensuring the education of the youth in the US and in Canada about the dangers of Appearance and Performance Enhancing Drugs. Brian obtained a Bachelor's Degree in Sports Management from Elon University and currently resides in Charlotte, NC.

Additional Training Hours through Group Sessions:

- ✓ **Welcome & Strategic Planning Breakout (1.5 hrs)**
- ✓ **PPA Website Updates (1 hr)**
- ✓ **Plenary: 18 months and beyond (.5 hr)**