

OCTOBER 15 -16, 2024 • ST. CLOUD RIVER'S EDGE CONVENTION CENTER



TH ANNUAL

**MINNESOTA PREVENTION
PROGRAM SHARING
CONFERENCE**

mnprc.org/conference



MnPRC is funded by the MN Department of Human Services Behavioral Health Administration.



MINNESOTA PREVENTION PROGRAM SHARING CONFERENCE



October 15 - 16, 2024

Day 1: 7:00 am - 5:00 pm

Day 2: 7:30 am - 2:30 pm

**St. Cloud River's Edge
Convention Center**

10 4th Ave South

St. Cloud, MN 56301



This year's

conference includes...

- **3 plenary** sessions
- **30+ breakout** sessions
- **20+** exhibitors
- **networking** opportunities

register at

[MNPREV.EVENTBRITE.COM](https://mnprev.eventbrite.com)

Registration deadline: Friday, September 27th, 2024

CONFERENCE SCHEDULE

Check-in will be open in the main lobby of the conference **from 5-7pm on Monday Oct. 14th** and **during breakfast on Day One of the conference.**

TUESDAY, OCT. 15

07:00 AM Breakfast & Check-in
08:00 AM Keynote: Minnesota Prevention Programming: a Tapestry Woven and Weaving
09:45 AM Breakout Session 1
11:30 AM Breakout Session 2
12:30 PM Lunch
01:30 PM Breakout Session 3
02:30 PM Meet Your Region Networking
04:00 PM Thomas X Performance

WEDNESDAY, OCT. 16

07:30 AM Breakfast
08:30 AM Keynote: It's hard but rewarding work. We see you. We need you.
10:00 AM Breakout Session 4
11:15 AM Breakout Session 5
12:15 PM Lunch
01:15 PM Lessons on the Road to Peace: A Peace of My Mind
02:15 PM Closing & Prizes

-schedule subject to change-

REGISTRATION INFORMATION

Regular, group, student, and volunteer registration rates include breakfast, lunch, and snacks on both days of the conference. They also include recorded access to all sessions following the conference.

regular registration \$200

Default ticket type.

registration deadline:
Friday, Sep. 27, 2024

group registration \$160

Register for 3 or more people at the same time to get a 20% discount on your registration. Individuals do not need to be from the same organization/coalition to get this discounted rate.

student registration \$120

This ticket type is for students currently enrolled in high school or a higher education institution only.

recorded-access only \$50

This registration type is for those who cannot attend in person. It will provide access to recordings of sessions following the conference. No CEUs can be provided for this ticket type.

volunteers FREE

Contact madeline@ansrmn.org if you are interested in helping out at this year's conference.

A limited number of scholarships are available for Minnesota Prevention Program Sharing Conference registration based on need and qualifications. Contact madeline@ansrmn.org or 651-646-3005 for more information.

KEYNOTE SESSIONS

Minnesota Prevention Programming: a Tapestry Woven and Weaving

Nancy Riestenberg - *Circle Keeper and Author*

Minnesota has a rich history of primary prevention education programming. From chemical health to child sexual abuse prevention, from social emotional learning to restorative practices, the innovation of educators can be seen in schools, non-profits, and theater, a thick tapestry of care.



Nancy will share her primary prevention journey, highlighting the weaving of creative collaborations between government and community, between teachers and students, between those who have been harmed and those who have harmed. In her 45 years as a prevention specialist, she has seen that primary prevention is woven out of caring relationships, a critical consciousness of the impact of racism on all of us, and practical application of research and evaluation findings. Our continued weavings of prevention work will continue to create practical responses and imaginative innovations.

Nancy Riestenberg has over forty years of experience in the fields of violence prevention education, child sexual abuse prevention, bullying prevention and intervention, and restorative measures in schools. She has worked with school districts in Minnesota and 33 other states. She has presented at conferences and offered keynote speeches around the world. She is the author of Circle in the Square: Building Community and Repairing Harm in School.

Nancy has years of experience working with students and schools. She was the trainer, marketing director, and moderator of the Prevention Program at Illusion Theater, whose primary prevention-focused plays toured around Minnesota and won several awards. Nancy also worked as the Violence Prevention Specialist and School Climate and Restorative Practices Specialist for the Minnesota Department of Education, where she worked on federal and state programs, provided technical assistance, and facilitated seminars on restorative approaches. She is a member of the National Association of Community and Restorative Justice, which awarded her the John W. Byrd Pioneer Award for Restorative and Community Justice in 2015.



prizes!

Search

We're looking for prize donations!

Does your organization have something cool they would like to donate as a prize giveaway for this year's conference?

Let us know by reaching out to kara@ansrmn.org.

KEYNOTE SESSIONS

It's hard but rewarding work. We see you. We need you.

Sheletta Brundidge - Emmy award-winning comedian and radio host, *Sheletta Makes Me Laugh*

Motivational speaker and comedian Sheletta Brundidge will speak at the MN Prevention Program Sharing Conference. Using humor and her personal brand of storytelling to connect with people engaged in substance misuse prevention, Sheletta will inspire and empower them to never give up and keep fighting to make a difference.



Sheletta Brundidge is an Emmy award-winning comedian and radio host. Aware of the serious lack of diversity in traditional media and frustrated by her own inability to find a seat at the table, she decided to build her own. In 2020 Sheletta created SHElettaMakesMeLaugh, a podcast, promotions, and production company. While continuing her role as a talk show host on WCCO Radio and a commentator on TPT's Almanac, Sheletta has risen in stature as an influencer, social media phenomenon, and activist for people with autism and entrepreneurs. With a journalism degree, a newsroom background, and several stints as a standup comedian, Sheletta straddles the worlds of public policy and comedy and is equally at home in both.

EXHIBITORS

A few of the organizations exhibiting at this year's conference include:



There's still time to sign up to exhibit at this year's conference!

Exhibiting is an opportunity to share your organization's mission, services, resources, and initiatives with the prevention community in Minnesota.

Did you know community substance misuse prevention coalitions can sign up to exhibit for free?

To learn more and fill out an application, go to: mnprc.org/exhibitors

...and more!

KEYNOTE SESSIONS



Lessons on the Road to Peace

John Noltner - A Peace of My Mind

Join award-winning photographer, John Noltner, on a journey of discovery and inspiration. This multimedia keynote presentation shares John's story of following his passion while at the same time revealing the wisdom of everyday Americans. Their stories reveal extraordinary insights into how we can work toward common good and create a world that is more just for all.

In a series of four regional sessions in the spring of 2024 and at this conference, prevention professionals around Minnesota reflected on the question "What inspires hope in your prevention work?" John will present and reflect on this body of work, celebrate prevention work in Minnesota, and guide us as we look toward the future. A Peace of My Mind represents John's belief that art and storytelling have the power to transform our hearts as well as our communities and that we each have the power to create positive change in the world.

A Peace of My Mind is a multimedia arts project, created by award-winning photographer John Noltner, that uses portraits and personal stories to bridge divides and encourage dialogue around important issues. Through exhibits, workshops, lectures, on-site studios, and distance learning, A Peace of My Mind leads transformative experiences that help a polarized world rediscover the common humanity that connects us. A gifted storyteller, Noltner has worked on four continents, gathering stories of human courage, grace, and resilience. He has produced projects for national magazines, Fortune 500 companies, and non-profit organizations. A Peace of My Mind reflects his belief that art and storytelling can help individuals, organizations, and communities articulate their deepest values and encourage action toward building social capital and community connections.



Thomas X Performance

Thomas X, Vinny G, Elwood, Taylor O'Shea, and Q

Thomas X brings a unique performance that incorporates Ojibwe culture, Red Lake history, and Anishinaabe elements through raw lyricism. Whether over rap beats, hand drums, or spoken word poetry, Thomas carries a message of indigenous empowerment and awareness. This performance will feature "New Day" by Vinny G, Elwood, Taylor O'Shea, and Q ft. Thomas X, brought to you by the Step Up Deer River program (Drug-Free Communities Grantee) out of Deer River Public Schools.

BREAKOUT SESSIONS

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A Roadmap Through Minnesota Commercial Tobacco Retail Licensing: Basics and Best Practices

Rachel Callanan & Katie Engman, Public Health Law Center & Association for Nonsmokers - MN

Commercial tobacco regulations and laws continue to adapt and shift to keep pace with the evolving tactics of the commercial tobacco industry. This session will provide key tools to take on the industry. First, this session will overview current state, federal, and local laws pertaining to tobacco retail licensing ordinances in Minnesota, including examples of public health best practices such as restricting the sale of flavored commercial tobacco products, setting distance requirements between tobacco licensees and youth-oriented sites, and more. A strong public health-focused commercial tobacco ordinance is only a first step. Local enforcement of commercial tobacco regulations requires consideration of financial feasibility and practical application for effective enforcement. Next, presenters will provide an overview and real-life examples of best practices for the enforcement of tobacco retail licensing regulations, drawing upon requirements in state and federal law, as well as the vast experience gleaned from local public health officials and law enforcement. Finally, presenters will provide attendees a roadmap for where to begin with local advocacy on tobacco retail licensing.

Alternatives to Suspension for Commercial Tobacco Use in K-12 Settings

Marisa Katz & Liz Johnson, Public Health Law Center & American Lung Association

Schools continue to be on the frontlines battling the youth vaping epidemic, contending with students who are addicted to high-nicotine products such as e-cigarettes and oral pouches.

But punitive responses to commercial tobacco-free policy infractions, like suspension and expulsion, isolate—rather than support—youth who struggle with nicotine addiction. Given the impact of addiction on the adolescent brain and the outsized role the tobacco industry plays in predatorily marketing to youth, it is vital for schools to address policy enforcement and accountability through supportive, rather than punitive, measures. This session will briefly address the role the tobacco industry plays in targeting youth and how schools in Minnesota are addressing youth nicotine addiction. The rest of the session will feature a panel discussion—moderated by the presenters and allowing ample time for audience engagement—addressing alternative measures to suspension, including implementing such alternative programs, providing cessation support, and incorporating other public health best practices that prioritize the health and well-being of students.

Behind the Decision: Understanding influences on local policymakers to end the sale of flavored commercial tobacco

Molly Schmidtke, Elyse Levine Less & Emily Anderson, Association for Nonsmokers - MN & Tobacco-Free Alliance

Ending the sale of flavored commercial tobacco products is an effective public health strategy for reducing harms caused by menthol and other flavored products. However, little research exists on the factors that influence policymakers to adopt these types of policies. To better understand policymakers' motivations for supporting comprehensive flavored commercial tobacco policies, Tobacco-Free Alliance and the Association for Nonsmokers-MN, with support from the University of Minnesota School of Public Health, conducted 19 key informant interviews

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with mayors and city council members in nine Minnesota cities with comprehensive policies. Interview responses were coded by theme: communication methods, messengers, information, and motivation. In this session, we will share our key findings. Attendees will learn what drives the decision-making process for flavored commercial tobacco policies and how other policymakers may be motivated to support such a policy in their own community.

Bridging Generations: Collaborative Approaches to Youth Substance Use Prevention

Talia Brodhead & Pam Lanhart, MN Prevention and Recovery Alliance, Brainerd Lakes Area Drug Education (BLADE Coalition) & Thrive Family Recovery Resources

Discover effective prevention strategies and collaborative approaches for addressing youth substance use in our interactive session. Join MN Prevention & Recovery Alliance (MnPRA) and Thrive Family Recovery Resources as we explore evidence-based tactics and emerging trends in substance use prevention. Through insightful presentations and discussions, we will delve into what works, what doesn't, and how to effectively engage both youth and their families. Our session will emphasize the interconnectedness between individual prevention efforts and community-wide initiatives, highlighting the vital role of Drug-Free Community Coalitions. Use this as an opportunity to equip yourself with actionable strategies grounded in evidence, ensuring a brighter, healthier future for our youth and communities. Delve into the dynamic intersection of evidence-based youth substance use prevention and holistic family-centered approaches with Mn Prevention & Recovery Alliance (MnPRA) and Thrive Family Recovery Resources. This immersive

session goes beyond conventional prevention tactics, offering a comprehensive exploration of the familial dynamics influencing substance use behaviors among youth. Backed by compelling data, we unveil the intricate connections between individual risk factors, family dynamics, and community influences. Discover the transformative potential of collaborative, family-centered interventions that address substance use challenges holistically. Through engaging discussions, case studies, and interactive exercises, participants will gain practical insights into fostering resilience, strengthening family bonds, and promoting healthy decision-making among youth. Join us to unlock the power of a unified, family-focused approach in driving sustainable prevention outcomes and building resilient communities.

Building Stronger Communities: Leveraging Character Strengths for Collective Wellbeing

Merri Guggisberg, MKG Parent Coach

Join us for an engaging session focused on empowering individuals and communities through the exploration of character strengths. In this interactive workshop, we will explore practical strategies for leveraging character strengths to enhance personal growth, foster resilience, and strengthen community bonds. Participants will learn how to identify and celebrate their own unique strengths, as well as those of others, using the Values in Action (VIA) Inventory. By recognizing and nurturing these strengths, attendees will discover how to promote positive outcomes and cultivate protective factors that contribute to community well-being, including resilience against challenges such as substance misuse. Through dynamic discussions and activities, this session will inspire and equip participants with tools to

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cultivate a culture of strength, connection, and well-being, benefiting individuals of all ages and backgrounds.

Cannabis Prevention Toolkit for Prevention Professionals

Ken Winters, Oregon Research Institute (MN location) & Smart Approaches to Marijuana Minnesota

There is no Minnesota-tailored resource that effectively communicates science-based knowledge for the public, students, and policy makers about the harms of cannabis use on health as well as the potential medicinal value of cannabis. Smart Approaches to Marijuana Minnesota and The Minnesota Prevention Alliance are developing a new, free prevention resource: the Cannabis Prevention Toolkit. These materials seek to (1) prevent or greatly mitigate expected negative health and safety trends in Minnesota that are typically seen in other cannabis-legal states, (2) upgrade education regarding cannabis as medicine, and (3) empower communities to enact cannabis retail and health policies to align with local standards. As a suite of science-based, engaging, user-friendly resources, the toolkit will support engaging and educational presentations by prevention specialists, outreach workers, and school educators in the community and classroom. Its development was informed by prevention science and cannabis research literature, feedback from end users via focus groups, and input from national experts. Content is a mix of research-based information, activities, videos, discussion questions and resources. PowerPoint slides include notes for the presenter and can be tailored to fit the attendees and setting. A facilitator's manual provides background material and guidance for how to build an

effective community or classroom presentation. The toolkit's signature module is the recently completed parent resource. Intended for parents who seek information about adolescent cannabis use and health, it is appropriate for parent events and gatherings, including those where adolescents are in attendance (e.g., community-based substance use prevention programs, community health fairs, preseason school-based events for parents and students, school-based parent association events, and parent groups supporting teens in recovery from a mental health issue or a substance use problem). Core health topics for the parent module are the following: potency, edibles, harm to the teen brain, harm to social development, harm to teen mental health, cannabis and driving safety, and the impact of cannabis production on the environment.

Change the Outcome - Harm Reduction Approach to Opioid Education for Minnesota Youth

Megan Wagner, Change the Outcome

Come learn about how Change the Outcome, a fully grant-funded and evidence-based program, is partnering with schools and communities all across Minnesota to combat substance use disorder, overdose, and death through education. In this session you will watch our documentary, Reality of Hope, learn about our curriculum, and see what our data says about our impact. Experience firsthand the power of storytelling with a screening of our documentary, "Reality of Hope," which sheds light on the realities of substance use disorder and the journey towards recovery. Additionally, delve into the compelling data that underscores the impact of our initiative, providing tangible evidence of positive outcomes and transformations within school environments.

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Don't miss this opportunity to learn, connect, and be inspired as we collectively work towards creating safer and healthier communities through education and proactive intervention strategies. Join us and the 90,000+ who have experienced our free program and be a part of the movement to Change the Outcome.

Clear the Air: Commercial Tobacco-Free and Smoke-Free Worksite Policies

Rachel Chambers & Reba Mathern-Jacobson, Public Health Law Center & American Lung Association

Commercial tobacco use remains a significant public health concern, with workplace exposure to secondhand smoke posing a serious health hazard. Commercial tobacco-free and smoke-free worksite policies have emerged as an effective strategy to protect employees, promote overall health, and protect and conserve the environment. This session will provide an overview of the health concerns and current research on second and thirdhand smoke as well as commercial tobacco product waste. Presenters will explain the importance of commercial tobacco-free and smoke-free jobsites, exploring how smoke exposure and pollution, as well as discarded product waste, can have serious impacts on health and the environment. Next, the session will focus on the ALA toolkit and the Public Health Law Center's updated model Worksite Policy and how organizations and advocates can navigate and utilize these tools to help improve their communities. Pat McKone will walk conference attendees through the ALA toolkit, including implementation and best practices when utilizing the toolkit to help support a worksite passing a workplace policy. Rachel Chambers will review the updates to the Commercial Tobacco-Free and Smoke-Free Worksite Policy, including

updated definitions, as well as conversations and questions that may arise when an employer decides to enact this policy.

Conference 101

Jason McCoy & Sheila Watercott, Clay County Public Health & Association for Nonsmokers - MN

Welcome to the 50th annual MN Prevention Program Sharing Conference! We're glad you're here, and we know that navigating a professional conference has lots of nuance. This session will guide youth and first-time conference attendees through ways to get the most out of their experience, orient attendees to the format of the conference, provide tools to process and dissect content, and build comfortability to engage with sessions and networking.

Creating Safe Spaces for Intergenerational Conversations on Tobacco and Health

Jonathan Rose & Mimie Mogoaka, Sierra Leone Community in Minnesota

Generational conversations which happen most often spontaneously as part of living within a family and community are the primary vehicles for creating cultural identity and for developing the personal values that stay with a person during their lifetime. From the traditional family dining table, to classrooms, to interactions with siblings and relatives, these daily conversations shape and inform us. Studies show that family, community, and societal generations do not intentionally converse with each other about personal habits and challenges as much as they do within their peer groups. Children rarely discuss their challenges with drugs, tobacco, or alcohol with parents or teachers unless they are discovered and have no choice. Given the importance of intergenerational conversations in personal and community growth and wellness, it is important to

BREAKOUT SESSIONS

create and facilitate safe spaces for critical intergenerational conversations about health and substance use that otherwise will never happen spontaneously. This session will describe two different youth summit sessions, one building on the other. The second was an assembly of diverse community stakeholders within an African/African American community to discuss the use of commercial tobacco products and talk about advocacy to prevent youth from using these products. The panel brought together cross-sectional stakeholders including youth, an educator, a policy maker, a family consultant, Faith leaders, and parents.

Emily's Hope Substance Use Prevention Curriculum - Education as a Key to Prevention

Valerie Peters, Emily's Hope

Over 295 people die from overdose each day, 107,543 a year, according to 2023 Center for Disease Control and Prevention data. In three years, overdose deaths have doubled in adolescent, teen, and young adult age groups due to fentanyl. From 2011 to 2022, an estimated 321,566 children in the United States have lost a parent to drug overdose. These statistics have a profound impact on our youth, families, schools,

and communities. Prevention and education is the key to ending this heartbreaking epidemic. Emily's Hope Substance Use Prevention Curriculum is designed to provide students from Kindergarten to 12th grade with the knowledge and tools they need to make informed, healthy choices and avoid substance abuse. This presentation will provide current data that demonstrates the need for education in substance use prevention, best practices and major elements of an effective drug prevention curriculum, current data of Emily's Hope Substance Use Prevention Curriculum, an overview of the Kindergarten - 5th grade curriculum lesson content, and a preview of the 6th - 12th grade curriculum in development. This presentation will demonstrate the developmental progression of the curriculum to support young learners from Kindergarten through 5th grade and into adolescence and teen years, providing students with the science behind how their bodies and brains function to better understand how substances impact their development. Supporting all areas of development including body and brain development, recognizing social-emotional pressures, and understanding substances builds a



Are you bringing a group of youth to this year's conference?

Visit mnprc.org/conference-youth for relevant information about the conference for youth attendees, including a focus flyer on breakout sessions, youth activities, photo release forms, and more!



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foundation to respond to situational and environmental factors with safe and healthy decisions.

Empowering Youth to Combat E-Cigarette Waste: Insights and Strategies from the Dakota County Vape Waste Team

Elyse Levine Less, Nabiah Kashif & Mekdelawit Tesfaye, Tobacco-Free Alliance

As an innovative way to reduce youth vaping initiation and address the public health problems caused by e-cigarette product waste, Tobacco-Free Alliance created the Vape Waste Team, comprised of 12 environmentally conscious high school students from Dakota County high schools. This youth-driven team disseminated a survey in fall 2023 to address the environmental harms of e-cigarettes (more commonly referred to as vapes, disposable vapes, e-cigs). The team members purposefully emphasized that the survey was led by teenagers and had no affiliation with any official school activities or initiatives. The survey was completed by 421 students from 13 Dakota County area high schools and provided valuable insights into perceptions, disposal knowledge, and practices related to e-cigarette waste among youth. Two highlights from their survey findings include: 78% of surveyed students were unaware that vapes cannot be thrown into the household trash or recycling bins. Almost all of the students surveyed would either ignore a vape found on the ground (55%) or throw it in the trash (38%). Using the survey data, the Vape Waste Team developed targeted communication strategies aimed at raising awareness and driving positive change. The team continues to develop and disseminate messages tailored to different audiences to spark discussions around necessary policy and program changes to address the environmental harms of e-cigarettes. In this session, we will explore the Vape

Waste Team's proactive approach to addressing e-cigarette waste as a model for other communities to use. We will share how this model strengthens youth engagement and discuss data collection methods and communication strategies used as well as lessons learned.

Engaging Youth in Prevention Through Music, Art, and Culture

David Olson-Iverson & Thomas Barrett (Thomas X), Association for Nonsmokers - MN

Engaging kids in prevention is all about relationships and interest. Music can be an effective tool to relate to others, motivate behavior change, and prevent substance use initiation. This session will highlight a collaboration between Deer River High School students, hip-hop artist Thomas X, and local prevention advocates to create a powerful, youth-led anthem about overcoming challenges and embracing change. The anthem, "New Day," will be shown during the presentation. Presenters will discuss how student-created content and music can be used to successfully engage youth in prevention work in person, online, and on social media.

Exploring Key Elements of a Model Ordinances Regulating Cannabis and Lower-Potency Hemp Edible Retailers

Rachel Callanan & Marisa Katz, Public Health Law Center

Under Minnesota's adult-use recreational cannabis law enacted in 2023, the Office of Cannabis Management has full licensing authority over both cannabis and hemp retail businesses; however, cities and counties will be charged with the retail registrations of cannabis and lower-potency hemp edible (LPHE) retailers. Local jurisdictions have the authority under state law to explore other areas of regulatory authority aimed

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at reducing youth exposure and access to these products. LPHE sales are permitted in retail settings commonly frequented by the public, such as grocery stores, coffee shops, and gas stations, so local governments may have a particular incentive to enact further public health protections for the sale of these products. The Public Health Law Center recently published model ordinances for local jurisdictions interested in further regulating LPHE and cannabis retailers through a public health lens. This presentation will provide an overview of the key elements of the model ordinances that go beyond the minimum requirements under state law to best protect public health and safety. Comprehensive policy elements include restricting the sale of LPHEs to retail locations in which only persons 21 years and older are permitted entry, requiring LPHEs to be displayed in a locked case and behind the sales checkout counter, prohibiting the delivery and online sales of cannabis and LPHEs, and more. Like commercial tobacco and alcohol control policies, the presenters will highlight how this model ordinance is intended to maximize local authority to protect public health surrounding cannabis and LPHE retail product sales.

Fostering Youth Peer-to-Peer Engagement through Counter-Marketing Campaigns

Parker Smith, Minnesota Department of Health

According to 2022 Minnesota Student Survey data, 1 in 7 high school students use e-cigarettes. These products contain nicotine, which is highly addictive and can harm brain development as teens grow. Nicotine exposure increases the risk for addiction, and nicotine dependence can harm mental health by worsening symptoms of anxiety and depression. In April 2023, the MDH launched new counter-marketing efforts to reach youth, foster peer-to-peer engagement, and raise

awareness of tools to quit and opportunities to get involved in the community. These efforts were born out of Minnesota's new Youth E-cigarette Prevention and Cessation Initiative. Room to Breathe debuted as a new youth brand – a safe space for youth to learn about the dangers of e-cigarette use and find more information and resources. Hey Norm, a promotional campaign centered around the fictitious character named Norm Davidson, was also launched to encourage youth to talk to their friends about the dangers of vaping. Who is Norm Davidson, and what is the “vape talk?” Many youth know the dangers of e-cigarette use, and they're also concerned about friends who vape. But, they don't feel like it's their place to intervene. Enter Norm Davidson, Founder and CEO of 1-833-HEY-NORM. Who is Norm, you ask? He is a dorky, dad-like figure who is willing to have the vape talk for you! Some would describe him as half Bill Nye, half Saul Goodman. Norm's hotline, 1-833-HEY-NORM, offers vape facts, “vape talk” conversation starters, tools for quitting, and more. Hey Norm was promoted broadly on digital media via out-of-home media and radio and through influencers and community partnerships. Norm even appeared at events like the Twin Cities Pride parade, where youth immediately recognized him, elevating his icon status. By August 2023, Hey Norm had gained nearly 375 million impressions across platforms and extensive recognition among Minnesota youth. Countless texts to the hotline support that youth DO want to help their friends but are looking for ways to avoid an awkward conversation. While “prevention” is hard to measure and awareness is broad, the campaign's strong call to action has driven real action, conversation, and engagement by youth.

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Human Trafficking Prevention For Youth

Anne LaFrinier-Ritchie & Mel Alvar, Someplace Safe & Program for Aid To Victims of Sexual Assault

The presenters will share how the Safe Harbor response has embedded prevention methods into systems interacting with youth. These prevention methods include a statewide launch of Not A Number, which is accessible to youth in a variety of settings including schools, residential programs, and the community. Both presenters have been facilitating this program across the state for the past seven years and have trained other professionals to facilitate this curriculum in their communities. The presenters will also share current data in Minnesota that shows the interconnection between substance use and exploitation and trafficking of youth. The presenters will talk about prevention brought to schools to inform youth about engaging in risky behaviors such as substance use, and how substance use is a risk factor for and often intertwined with sexual exploitation in Minnesota.

Introduction to the Minnesota Prevention Alliance (MPA) Coalition and the Drug Free Communities (DFC) Grant Program

Laura Daak & Angela Graham, Minnesota Prevention Alliance

Join Substance Use Prevention Specialists and Program Coordinators, Angela Graham and Laura Daak as they share information about the Minnesota Prevention Alliance (MPA) Coalition and the Drug-Free Communities (DFC) Grant Program. MPA is working at the statewide level to reduce alcohol, tobacco, and other drug use rates among youth and adults. MPA provides and shares advocacy information, capacity and skill building events and materials, valuable networking opportunities, relevant speakers, and expertise in

substance abuse prevention resources as well as partners with many state and national organizations. The presenters will go into detail about MPA's strategic action plan and share how they can help with your local level goals in relation to substance use prevention. They will also outline how a coalition can prepare for and apply for a DFC grant with the CDC. This session is for anyone who is interested in learning about MPA's work, becoming a member of MPA, and/or starting a coalition or building the capacity of a funded or unfunded coalition in their community. Finally, they will briefly discuss other grant funding opportunities.

It's My Life, My Quit™ - a free and confidential way for youth to quit vaping

Mike Sheldon, Minnesota Department of Health

Youth e-cigarette use is still a problem. Data from the 2023 Minnesota Youth Tobacco Survey (MYTS) reveal that middle school and high school students who vape are finding themselves increasingly trapped in nicotine dependence. E-cigarettes contain high concentrations of nicotine and are available in thousands of flavors that appeal to youth. In 2023, 93 percent of students who use e-cigarettes reported using a flavored product. However, about 7 in 10 students who vape want to quit and nearly two-thirds have tried to quit in the past. While some schools may still rely on suspension and expulsion to penalize students for vaping, these consequences are not shown to be effective in reducing e-cigarette use among students. It is important to consider the impact of the industry's targeted marketing, the science of addiction, and long-term consequences associated with expulsion and suspension. Schools can consider alternatives to suspension. Additionally, removing commercial tobacco use infractions from students' permanent records

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could help build trust with teens and motivate them to engage in quitting programs, knowing there is a reward for completion. My Life, My Quit, a free and confidential service to help youth quit vaping, was developed with teen feedback and has been tailored to meet the unique needs of teens. Coaches combine cognitive-behavioral techniques with motivational interviewing that has been proven effective for changing teen behaviors with drug, alcohol, and commercial tobacco use. My Life, My Quit supports youth ages 13 to 17 with quitting commercial tobacco, especially the use of e-cigarettes and vaping. Youth can enroll online at MyLifeMyQuit.com, by calling 855-891-9989, or by texting "Start My Quit" to 36072.

Let's Talk About the Risk: Marijuana/THC and Youth Brain Development!

Heather & Randy Bacchus, Be Extraordinary, Be You

Randy and Heather Bacchus lost their 21-year-old son, Randy Michael, to cannabis-induced psychosis and suicide in July 2021. With suicide, many questions remain unanswered. However, by delving deeply into today's cannabis and current research, Randy and Heather have gained a wealth of information that has helped them understand what happened to their son. They now share his story to highlight the real-life consequences of adolescent cannabis use, aiming to prevent others from experiencing such tragic loss. In this session, attendees will learn about Randy Michael's story through the vlogs he recorded before his passing. In his delusion, he believed he would become a famous rap artist and was creating a documentary. Instead, this footage serves as a powerful peer-to-peer education tool that adolescents can relate to. Randy Michael shares his love of cannabis, his struggles with quitting, his use of high-potency

products, and the psychosis he experienced. Attendees will learn to distinguish how today's cannabis products are much stronger than those of the past, understand the various forms they come in, and comprehend their impact on adolescent brain development. They will also be presented with updated statistics on the correlation between adolescent cannabis use and mental health issues, including suicide and psychosis. Additionally, attendees will receive information about coalitions that parents can join to support prevention efforts. Through Randy Michael's story, this session aims to raise awareness and provide actionable knowledge to help protect young people from the devastating effects of modern cannabis use.

Maximize Impact, Minimize Waste: Using Artificial Intelligence to Craft Effective Social Media Prevention Campaigns

Carlos Morales, Viva Technology

In the digital landscape, crafting impactful substance use prevention campaigns that stand out is increasingly challenging. Traditional prevention strategies often fall short in engaging target audiences, especially young adults and teenagers, who are most active on social media. This session will explore leveraging artificial intelligence (AI) to enhance the effectiveness of social media prevention campaigns. By utilizing AI, we can create tailored content that resonates with specific demographics, maximize engagement, and optimize resource allocation. This session addresses the critical issues of targeting, engagement, and resource efficiency in substance use prevention campaigns. Participants will explore how AI can analyze strategies to provide insights for creating engaging and relevant content. We will discuss strategies for implementing AI-driven campaigns and highlight

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the benefits of real-time data analytics for ongoing campaign optimization. Attendees will gain practical knowledge on taking advantage of AI to deliver more impactful prevention messages, ensuring that efforts are both efficient and effective in reaching the desired audience, as well as addressing ethical considerations and safety measures necessary when using AI in prevention campaigns.

Next-Gen Nicotine: Exploring Flavors, Formats, and Future Prevention

Willow Najjar Anderson & Molly Schmidtke, Public Health Law Center & Association for Nonsmokers - MN

This session has two parts designed to provide prevention professionals with the latest insights and strategies to counter the evolving commercial tobacco product landscape. Part One focuses on the rise of emerging commercial tobacco products like flavored vapes and nicotine pouches, and tobacco industry marketing strategies. Exploring how these products are promoted and made

accessible online, this presentation highlights significant challenges for prevention professionals, especially regarding underage appeal. Attendees will understand these marketing tactics and gain practical knowledge to counteract misleading campaigns. Part Two examines the regulatory environment for these emerging commercial tobacco products. The FDA has authorized 34 e-cigarettes for sale, only four of which are menthol-flavored, yet the market is flooded with flavored products. This segment explores discrepancies between regulatory approvals and market realities, to uncover why and how unauthorized products persist. Potential actions to reduce these products' availability will also be discussed. By the end, prevention professionals will be better equipped with knowledge and tools to address sophisticated marketing of harmful commercial tobacco products and navigate the regulatory landscape to protect public health.

Still not registered?

A few reasons to attend...

- » **Explore** substance misuse prevention and find inspiration with the passionate people doing impactful work statewide.
- » **Discover** action steps, skills, and strategies to provide the building blocks to succeed.
- » Utilize the **latest research**
- » **Experience** our state's only prevention conference with your team.
- » Access relevant **tools** and resources to move initiatives forward.
- » **Connect** with other prevention champions to learn, partner, and collaborate—be a part of something big!

BREAKOUT SESSIONS

Participatory Budgeting & Opioid Settlements: How to co-create and fund prevention strategies with the community

Noelle Harden, University of Minnesota Extension

Public funding sources such as opioid settlements often come with an impetus to involve community members in budget decisions, but little guidance about how to do so. In this interactive session, we will draw on lessons from the fields of participatory budgeting and participatory grantmaking to explore how these techniques can be used to involve more people in decisions about money in the context of substance abuse prevention. Attendees will gain an understanding of how to use participatory methods in any budgeting process through hands-on activities and personal reflection that connect concepts to real scenarios. Attendees will learn about specific examples of how counties in Minnesota are using a variety of engagement methods in the allocation of opioid settlement funding. We welcome all attendees with any level of prior knowledge to this fun and highly interactive session!

Preventing Substance Misuse through Student-Led Podcasting

Emily Wheeler, Megan Wheeler & Michelle Esquivel, Martin County Substance Abuse Prevention Coalition

"Coffee and Clarity: Preventing Substance Misuse" is a student-led podcast aimed at engaging youth in discussions on substance misuse prevention. This session will share the journey of creating our podcast, which provides educational content to peers, parents, educators, and community leaders. Our podcast addresses substance use trends, prevention strategies, personal stories of resilience, and much more. By leveraging student perspectives, we foster a peer-to-peer learning environment that empowers youth to actively

participate in prevention efforts. The podcast is designed to reduce stigma and provide information in a convenient, judgment-free format, allowing anyone to listen without fear. Not only has the podcast increased our community impact, but it has also engaged our coalition members and attracted new partners. By inviting adults outside the coalition to speak on various topics, we have enriched our content and expanded our network of supporters and collaborators. Our presentation will honor the past by reflecting on the evolution of substance misuse prevention, celebrate the present by showcasing our innovative podcasting approach, and build the future by inspiring attendees to adopt digital media strategies for youth-led prevention initiatives. Participants will learn about developing podcast content, technical production aspects, and strategies for engaging diverse audiences. We will discuss the podcast's community impact and share lessons learned. Attendees will gain practical insights on implementing similar youth-led initiatives using digital platforms to amplify prevention messages.

Prevention of Online Harms Affecting Young People

Maree Hampton, Digital Wellbeing Solutions

It is no doubt that our tech-filled world offers tremendous benefits. And yet, our children and young people have vulnerabilities that make them more susceptible to the harms of technology. Technology apps are designed to hold our attention for as long as possible and our children are particularly vulnerable to this design because of their developing brains. Sadly, the headlines remind us of the devastating effects of online harms, such as when youth access drugs laced with fentanyl via social media or participate in deadly online challenges.

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Depression, suicide ideation, eating disorders, and addiction to pornography are some of the harmful trends related to technology use that we must take actions to reverse. It is hard not to feel dispirited and hopeless when facing the challenges of our 24/7 tech-filled world. We wonder what we can do to halt or prevent these trends from continuing. And, we see children younger and younger receiving smartphones. The good news is that we can all take action. Those in the prevention field have a particularly important role! In March 2024, Jonathan Haidt, author and social scientist released, "The Anxious Generation: How the Great Rewiring of Childhood is Causing an Epidemic of Mental Illness." Haidt summarizes the research and describes four foundational harms of a phone-based childhood: social deprivation, sleep deprivation, attention fragmentation, and addiction. He calls on all of us to play a role in prevention. He provides action steps for parents, educators, schools, legislators, and young people. In this presentation, Maree Hampton will provide an overview of the four harms as well as the recommended action steps for prevention practitioners. Prevention strategies will be shared, and participants will engage in small group activities to consider how to bring prevention of online harms into their work as prevention specialists. Honoring the past will be highlighted by applying prevention strategies in substance abuse to strategies of online harms (i.e., positive social norms). Celebrating the present will be highlighted by the calls for action from the Surgeon General and scientists like Haidt. Building the future will be highlighted by specific action steps that we can all take to reverse the negative trends associated with technology misuse and overuse.

The Power of Youth Leadership: Building Sustainable and Peer-Led Prevention Programming

Claire Weiss & Jace Schroeder, MyHealth for Teens and Young Adults

Peer education plays a crucial role in creating sustainable prevention programming and in promoting positive health outcomes. Young people today are experiencing stressors, environmental changes, and new social norms that connect them more than ever before. Research indicates that adolescents are more likely to modify behaviors and attitudes when health messages come from peers who face the same pressures and concerns as themselves (Abdi & Simbar, 2013). The role of peer education in creating genuine connections, building community, and spreading information is vital to shifting behaviors and norms related to youth health. With the Rings of Engagement from the UMN's Center for Youth Development, my Health centers youth voices throughout the planning, implementation, and evaluation of its peer-led education programming. Throughout this process, building authentic relationships among and with youth is the foundation needed to ensure equitable and meaningful youth engagement. Peer education initiatives empower youth by fostering agency, building supportive networks, and facilitating open dialogue on health-related topics. Moreover, peer-led interventions have been shown to be effective in prevention programming, including topics relating to mental well-being, substance abuse, and violence prevention. This session will address the guiding principles of youth engagement, different models of peer education programming, and foundations for building sustainable peer-led prevention programming among diverse communities.

BREAKOUT SESSIONS

Using Positive Community Norms to Spark Community Level Change

Cassandra Hailey & Jason McCoy, Rock Ridge Public Schools & Clay County Public Health

Community norms influence the choices we make every day. Learn how Positive Community Norms (PCNs) can be used to increase the behaviors we want to encourage, leaning into the good that already exists in our communities to make meaningful, lasting change. The PCN Framework is an evidence-based approach used to prevent child maltreatment, prevent teen substance use, reduce drinking and driving, and increase utilization of mental health services. It is about telling the truth with data while balancing hope and concern with the issues your community is facing. You will leave this session equipped with the tools you need to create a PCN message and the reinforcing energy of knowing the solutions exist within your community.

Youth Voices Speaking Truth to Big Tobacco

Chelsey Skogen & Liz Johnson, American Lung Association

Our initial goal in collecting youth responses to the question “How have commercial tobacco and vaping impacted your life?” was to share these perspectives with decision-makers. We aimed to raise awareness about how Big Tobacco targets young people to create lifetime customers of their harmful products. What we discovered went far beyond our initial expectations. Our findings revealed that regardless of whether a young person has vaped or not, they are all affected by issues related to commercial tobacco at school and home. These include health problems, addiction, and behavioral changes due to high levels of nicotine. Youth identified significant impacts on mental health, bullying related to vaping in schools, immense peer pressure to use

these products, loss of friendships, and changes in family relationships caused by vaping. Public health advocates and youth leaders will lead this session where participants will: (1) learn the latest strategies used by Big Tobacco that have resulted in a teen vaping epidemic in Minnesota, (2) gain insights from youth perspectives on the teen vaping crisis, (3) acquire tools and information to assess this issue within their communities and empower young people to lead efforts in addressing the teen vaping epidemic, and (4) share personal stories and contribute to the collective voice calling for an end to the sale of fruit-, candy-, and menthol-flavored tobacco and nicotine products. This session is highly relevant for prevention professionals working to combat substance use (and its best friend, tobacco use) among youth. Understanding the youth perspective is crucial for developing effective prevention strategies.



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