

2018 MN Prevention Program Sharing Conference

Breakout Sessions

BREAKOUT SESSION	LEARNING OBJECTIVES
<p>Actionable Tools & Resources on the Opioid Dashboard <i>Kate Erickson, Minnesota Department of Health</i></p> <p>Bring your laptop! This will be a hands-on session using the Opioid Dashboard. Participants will look up their county's opioid overdose deaths, opioid prescribing rates, and create graphs to depict the opioid epidemic in their county. We will review other relevant resources on risk and protective factors, prescribing guidelines, naloxone access, syringe access, and infectious disease; participants will select one topic to craft emails, tweets, or talking points to engage stakeholders or provide community education.</p>	<ol style="list-style-type: none"> 1. Learn how to use the Opioid Dashboard to access county information on drug overdose death and opioid prescribing rates 2. Understand how to utilize two resource directories for safely disposing of unused or expired medications and accessing treatment 3. Craft local messaging for one special topic related to the opioid epidemic
<p>Advocating for Tobacco Policy Change, a Community Conversation <i>Jason McCoy, PartnerSHIP 4 Health</i></p> <p>Many rural Minnesota communities are working on public health policies at the city and county level to improve the lives of individuals and create healthy communities. In this interactive session you will hear from two communities who have worked on policies at the city and county level. Learn about the successes and challenges of organizing volunteers, training community advocates, working with decision makers, and engaging media.</p>	<ol style="list-style-type: none"> 1. Understand common challenges encountered while advocating for and passing tobacco policies in rural communities 2. Identify, contact, and engage potential partners who improve chances of success in tobacco prevention efforts
<p>Alcohol and Cancer – Research, Risks, and Messaging <i>Kari Gloppen and Dana Farley, Minnesota Department of Health</i></p> <p>Did you know alcohol is a known risk factor for 7 types of cancer, including female breast cancer? Regardless of the type of drink (beer, wine, or liquor), the risk of cancer increases with the number of drinks consumed. Research estimates that about 5% of cancer deaths each year are due to alcohol. In addition, alcohol is often consumed in tandem with other behaviors that increase cancer risk (e.g., while smoking, while outside in the sun). However, the link between alcohol and cancer is rarely discussed, and surveys have shown that about half of Americans do not know that alcohol use increases risk for cancer. This session will provide an overview of the research that links alcohol use to cancer incidence and mortality. Presenters will also describe the epidemiology of alcohol use and cancer, media campaigns, and discuss potential strategies to increase awareness of the link between alcohol</p>	<ol style="list-style-type: none"> 1. Understand the risk association between alcohol use and several types of cancer. 2. Describe the epidemiology of alcohol use and cancer (National and Minnesota). 3. Learn strategies to increase awareness of the link between alcohol use and cancer.

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<p>and cancer among medical providers and the general public.</p>	
<p>Better Together: How College Campuses Collaborate with Campus & Community Partners to Strengthen Prevention</p> <p><i>Alli Fast, Antonia Yenser, and Andy Cone, Minnesota State Community and Technical College, Minnesota State University – Mankato, and St. Cloud Technical and Community College</i></p> <p>Learn about the partnerships being formed on and off college campuses by grantees of Minnesota’s SPF PFS (Strategic Prevention Framework Partnerships for Success) Project. The case studies shared in this session will illustrate both successful and challenging partnerships, including the outcomes and problem-solving strategies which have resulted. There will be time at the end for discussion and opportunities to share your stories or questions about college collaborations as well!</p>	<ol style="list-style-type: none"> 1. Understand what the Strategic Prevention Framework Partnerships for Success Project at MN colleges is and where we are at in the process. 2. Learn about successful collaborations that have occurred on Minnesota campuses to prevention work at those campuses. 3. Understand challenges in creating and maintaining successful collaborations on Minnesota campuses
<p>Beyond Product, Price, Place, & Promotion</p> <p><i>Bill Geary, Global Evaluation Solutions</i></p> <p>How would you like to update your coalition efforts by incorporating a fresh, research-based approach? While most of us are familiar with the Strategic Prevention Framework (SPF), understanding other approaches will improve your ability to speak comprehensively about prevention and will provide a fresh perspective on your efforts. This session will examine prevention work through these typical marketing principles: product, price, place, promotion and more. This interactive session provides a background of the research for using this approach and the best practices derived from the research. Join us to brainstorm how to incorporate this approach and how to present this information to your coalitions, partners, and communities.</p>	<ol style="list-style-type: none"> 1. Describe what a marketing approach to prevention is. 2. Summarize the best practices associated with the approach. 3. Differentiate between marketing strategies. 4. Consider how to apply these principles to improve their work.
<p>Developmental Relationships: A Protective Factor for Youth</p> <p><i>Gene Roehlkepartain, Search Institute</i></p> <p>Research continually shows that relationships are critical to development of young people. Search Institute’s newest work focuses on helping young people be and become their best by strengthening the positive relationships in their lives, including relationships with parents, peers, teachers, mentors,</p>	<ol style="list-style-type: none"> 1. Understand the research on adult-youth relationships and their impact on youth substance use. 2. Learn tangible ways that adults can strengthen relationships with youth. 3. Learn how coalitions can use this information to engage parents, teachers, and other caring adults around prevention.

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<p>youth workers, and others. These “developmental relationships” help young people develop identity, agency, and commitment to community in a complex, changing world. In this session, participants will learn the five key elements of relationships and tips that caring adults can use for strengthening them. The research behind this, and its implications for preventing youth substance use, will also be shared.</p>	
<p>Evaluation through a Trauma Informed Lens <i>Nora Johnson and Kristin Dillon, Wilder Research</i></p> <p>Evaluation is critical for securing funding, improving your programming, and targeting limited resources to best meet your participants' needs. Trauma experiences put individuals at greater risk for substance use, so evaluation of prevention efforts requires a trauma informed approach. From creating your plan to collecting data to reporting results, this session will provide tips and considerations for conducting an evaluation that values your clients' time, knowledge, and resilience and empowers your organization to improve and sustain its work. This session is for individuals who already have a basic understanding of how to conduct an evaluation.</p>	<ol style="list-style-type: none"> 1. Learn strategies for incorporating participant perspective and buy-in into an evaluation design. 2. Learn tips to make data collection a respectful and beneficial experience for individuals who have experienced trauma. 3. Understand what to consider when reporting results, including ways to enhance participant benefit and buy-in.
<p>Families Like Ours: Mental Health Strategies in a School Community <i>Holly Magdanz and Rhoda Michaelynn, Hopkins One Voice</i></p> <p>While the association between mental health disorders and increased risk of substance abuse is well supported by research, mental health promotion and substance use prevention efforts can sometimes feel like they are operating in separate spheres. Hear how the Hopkins One Voice Coalition prioritized student mental health in their integrated approaches to reducing substance use and promoting healthy youth development. Also learn how the coalition is working collaboratively with school district and community partners to implement new mental health promotion strategies. Rhoda Michaelynn chairs the One Voice Coalition as a volunteer and brings the perspective of a parent to mental health advocacy work. Holly Magdanz, Hopkins One Voice Coalition Coordinator, will discuss the coalition's role in coordinating and supporting mental health strategies across the school district community and increasing community buy-in.</p>	<ol style="list-style-type: none"> 1. Learn how a school community uses Minnesota Student Survey data to identify and prioritize concerns impacting their students, and turns these priorities into strategic action with staff, parents, and students. 2. Learn how coalition and community members can use their perspectives to influence new initiatives, increase community buy-in, and decrease stigma of mental illness and substance abuse. 3. Take away short-term action steps to consider implementing in school systems to support mental health promotion.

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<p>Injunctive Junction...What's Your Function?</p> <p><i>Pat Gordon, Kitra Nelson, and Stephanie Turban Carleton College, M State, Rainy River Community</i></p> <p>This session will explore the role of student beliefs and attitudes with regard to alcohol use among their peers. Participants will learn about an in-person norms education program that has been used on several college campuses to correct misperceptions about drinking and further prevention efforts. Come learn how you could bring injunctive norms education to your community!</p>	<ol style="list-style-type: none"> 1. Learn about the research and application of injunctive norms as a mechanism of alcohol prevention. 2. Experience a mock injunctive norms session and learn how the session has been utilized at several campuses to engage students in real-time norms correction and prevention. 3. Obtain tools to create and adapt an injunctive norms program to fit your community's needs.
<p>Marijuana Policies that Engage, Inform, and Empower Your Community</p> <p><i>Shirley Morgan, HIDTA, National Marijuana Initiative</i></p> <p>How can prevention professionals, community partners, and volunteer citizens be proactive with strategies and safe drug policies regarding the impacts of marijuana in our communities? Participants in this session will hear the presenter's experience in Oregon where her coalition is currently dealing with these issues. The presenter will also share ideas for engaging local government to develop policies prior to statewide legalization and lessons learned about enforcing these policies.</p>	<ol style="list-style-type: none"> 1. Learn how medical and recreational marijuana set the stage for impactful change in our communities 2. Understand the most impactful ways to defeat marijuana measures by being a proactive community coalition 3. Help your community understand the devastating environmental impacts of marijuana 4. Learn how to build partnerships with drug policy makers and governmental officials to help develop safe drug policies
<p>On the Public Health Highway: The Intersection of Marijuana and Opioid Abuse</p> <p><i>Ken Winters, Oregon Research Institute and University of Minnesota</i></p> <p>Several recent media reports and research publications are advancing the message that liberalizing access to marijuana is a strategy to address the opioid epidemic. Is it a good idea to support the view that marijuana is an effective alternative to opioids for chronic pain? This workshop will examine this question by discussing the intriguing studies at the center of this controversy. The strength and nature of population- and individual-level data linking marijuana use to possible changes in opioid prescription and opioid abuse rates will receive detailed attention. Methodological challenges to this type of research and public health implications will also be discussed.</p>	<ol style="list-style-type: none"> 1. Learn current research on the association of marijuana use and opioid abuse. 2. Increase understanding of myths surrounding this topic. 3. Gain appreciation of the public health implications of expanding access to marijuana
<p>Power of Protective Factors for Minnesota Youth: Using Minnesota Student Survey data to Assess and Prioritize Shared Protective Factors</p>	<ol style="list-style-type: none"> 1. Learn how to use a protective factor scale to assess youth needs as well as disparities

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<p><i>Melissa Adolfson and Kelly Felton, EpiMachine, LLC & Regional Prevention Coordinator</i></p> <p>Analysis of Minnesota Student Survey data on protective factors will be presented, highlighting the cumulative impact of enhancing factors from each layer of the socio-ecological model: individual, family, peer, school and community. The presentation will be followed by a hands-on activity will allow participants to practice prioritizing protective factors for their county.</p>	<ol style="list-style-type: none"> 2. Understand which protective factors are most strongly associated with alcohol, tobacco and drug use as well as mental health problems 3. Practice applying your county's data through a prioritization activity
<p>Smoke and Dope: Data and Lessons from Tobacco Control to Prepare for Recreational Marijuana</p> <p><i>Sharrilyn Evered, Kerry Cork, and Christina Thill, Minnesota Department of Health, Public Health Law Center, and American Lung Association</i></p> <p>Many Minnesota high school students and middle school students who currently use e-cigarettes reported using e-cigarettes to vape recreational marijuana, THC, or hash oil. The popularity and use of e-cigarettes is dramatically increasing among youth in Minnesota. This session will cover recent data from the Minnesota Youth Tobacco Survey, an overview and comparison of evidence-based tobacco control strategies that could be adapted in regulating recreational marijuana, and lessons from local communities that have adopted policies to reduce youth access, product availability, and exposure to tobacco. The presenters will describe tobacco control policies that could be considered in regulating recreational marijuana, including increasing the minimum sales age to purchase tobacco, adding e-cigarettes to local clean indoor air laws, local licensing of retailers, and smoke-free housing.</p>	<ol style="list-style-type: none"> 1. Understand the findings from the Minnesota Youth Tobacco Survey. 2. Identify up to three local tobacco policies that could be applied to recreational marijuana. 3. Hear lessons learned from local communities working on advanced tobacco control policy efforts.
<p>Strategic Prevention: Where do I start?</p> <p><i>Kitra Nelson, MN State Community and Technical College</i></p> <p>This workshop will begin by providing participants with general information about what the Strategic Prevention Framework (SPF) process is, how it works, and its effectiveness in planning, implementing, and evaluating prevention projects. The majority of the workshop time consists of a hands-on, structured (and very collaborative) activity which will have you work in teams as part of a mock community. At the end, each team will have a comprehensive and collaborative Strategic Plan created for their mock</p>	<ol style="list-style-type: none"> 1. Understand what the Strategic Prevention Framework is, what the process consists of, and why it may benefit your community and its prevention work. 2. Obtain practical knowledge about how the SPF process can be implemented to help you feel more confident in leading prevention efforts. 3. Access additional information and resources to help bring the SPF process to your community and use the process in your prevention work.

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<p>community. Join us for a fun way to learn the SPF, or introduce it to new community partners!</p>	
<p>Studying Alcohol Marketing in Your Community <i>Melissa Perreault and Angela Graham, Regional Prevention Coordinator & Hubbard in Prevention Coalition</i></p> <p>Alcohol marketing is everywhere and has been shown to be associated with binge and underage consumption. The alcohol industry has self-regulated standards which are supposed to be followed in their advertising to mitigate this risky consumption. Would you like to know how you can involve your coalition members in assessing the alcohol advertising in your community? Join us to talk about community conversations on alcohol marketing and about a tool (AMART) to aid you in assessing it.</p>	<ol style="list-style-type: none"> 1. Learn how to involve stakeholders in the assessment of alcohol marketing in your community. 2. Be introduced to the Alcohol Marketing Assessment Rating Tool (AMART) 3. Learn how to incorporate the AMART in discussions regarding alcohol marketing in your community
<p>That's a wrap! Enhancing AOD Prevention and Education Through Creative Video Marketing <i>Bethany Mauch and Kerri Kava, North Dakota State College of Science</i></p> <p>Getting students' attention about low-risk alcohol use and other harm reduction strategies is hard, but is an essential part of comprehensive AOD Prevention on college campuses. This session will share how a 2-year campus successfully reduced high-risk alcohol use and increased participation in late-night events by (in part) developing and sending creative videos to students and how through student collaboration, these messages have become a cornerstone to prevention and education at this campus. Practical suggestions on how to plan and fund student-led video programming will be provided.</p>	<ol style="list-style-type: none"> 1. Understand how to incorporate creative video marketing strategies into already existing alcohol prevention efforts 2. Obtain knowledge of ideas, tools, and resources that can be utilized to develop creative video messages aimed to reduce high-risk alcohol use. 3. Gain an understanding of the value in collaborating and meeting students where they are to increase message effectiveness.
<p>The New Age of E-Cigarettes: A Research and Policy Update <i>Sara Dufour and Bethlehem Yewhalawork, Association for Nonsmokers – MN</i></p> <p>E-cigarettes have existed for more than a decade, but in the last five years their popularity has increased dramatically, especially among youth. The new generation of e-cigarettes is full of sleek, inconspicuous devices that look like everyday objects such as flash drives, increasing their appeal. Based on recent data from the 2017 Minnesota Youth Tobacco Survey, youth tobacco use has risen for the first time in 17 years largely due to electronic cigarettes.</p>	<ol style="list-style-type: none"> 1. Learn current research findings regarding the safety and health impact of e-cigarettes and vaping devices. 2. Understand how e-cigarette and vaping devices such as JUUL are marketed to youth through advertisements and social media as well as devices, public perceptions, media coverage, usage trends, and research gaps. 3. Become knowledgeable about policy initiatives around Minnesota that are intended to prevent youth e-cigarette use, such as raising the tobacco sales age

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<p>Often, the public perceives e-cigarettes as safer than combustion-based tobacco products, but the truth is we don't yet know the short and long-term consequences. We will present the newest vape products and trends; research about the health risks of e-cigarettes and vaping devices; use rates among adults and youth; marketing tactics and use of social media; and how bold policies such as raising the tobacco sales age to 21 and restricting flavored tobacco products can prevent young people from addiction to these products.</p>	<p>to 21 and restricting the sale of flavored tobacco products.</p>
<p>Tools for Maximizing Meetings <i>Kjirsten Anderson and Laura Bennett, Regional Prevention Coordinators</i></p> <p>Leading meetings with purpose takes tools, resources, and planning. Join us to learn simple tips to improve agendas and techniques to help your team process through stuck spots and planning processes. Test out Appreciative Inquiry, Brain-Writing, Visioning the Ideal, and Mind Mapping. Learn about apps and tools to assist with meeting tasks and projects.</p>	<ol style="list-style-type: none"> 1. Learn multiple ways to facilitate meetings as well as project management tips and tools. 2. Understand ways to help your team get through stuck spots. 3. Learn about apps and tools to assist with meeting tasks and projects.
<p>Understanding our Diverse Communities: Prevention in the Hmong Community <i>Pa Xiong Vang, Hmong American Partnership</i></p> <p>Minnesota is the land of 10,000 lakes and home to over 60,000 Hmong American refugees. In this workshop, participants will learn how look at prevention through a cultural lens and develop an understanding of effective communication strategies when working with the Hmong community in Minnesota, including Hmong middle school and high school age youth.</p>	<ol style="list-style-type: none"> 1. Understand the challenges and opportunities in the Hmong community 2. Become familiar with the perception of health in the Hmong community 3. Learn effective methods to use when working with Hmong youth
<p>Using a Comprehensive Approach to Suicide Prevention <i>Stephanie Downey, Luther C. Talks, and Kelly Brevig</i> <i>Minnesota Department of Health & Evergreen Youth & Family Services</i></p> <p>Research has shown there is not one single factor or cause that leads to suicide. Addressing the complex issue of suicide requires the use of a comprehensive approach versus the implementation of one strategy or approach. Come hear the story of how the Minnesota Department of Health-Community Partners Preventing Suicide Program (CPPSP) is working in Minnesota communities using a comprehensive public health approach to</p>	<ol style="list-style-type: none"> 1. Understand key strategies and approaches to address comprehensive suicide prevention planning in Minnesota communities. 2. Learn how to apply and adapt tools and approaches in a variety of settings and with a variety of topics. 3. Discuss ways to build partnerships with community leadership, professionals and community members.

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<p>address suicide. CPPSP is funded by the Substance Abuse Mental Health Service Administration (SAMHSA) supporting suicide prevention for youth and young adults 10-24 years of age. Participants will learn how tools, strategies and partnerships are being used that are both adaptable and culturally appropriate for a variety of settings and topics. Presenters will share examples of how the approaches have been used in school settings, youth serving agencies, coalitions and tribal communities throughout Minnesota.</p>	
<p>What Role does Alcohol Play in Suicide Deaths? <i>Terra Wiens and Melissa Heinen, Minnesota Department of Health</i></p> <p>It is well understood that acute substance abuse and substance use disorders, particularly alcohol abuse, increases the risk of suicide. As the largest number of suicides in Minnesota occur among white males, we chose this population to investigate the relationship between alcohol and suicide. We used the Behavioral Risk Factor Surveillance System (BRFSS) to examine alcohol use patterns in Minnesota and the Minnesota Violent Death Reporting (MNVDRS) data to look at the presence of alcohol among suicide deaths in 2015 and 2016. There is a clear pattern of binge drinking among white males in Minnesota across the lifespan. This finding, among others shared in this session suggest suicide prevention efforts must also incorporate efforts to address binge drinking, particularly among white males ages 21-24.</p>	<ol style="list-style-type: none"> 1. Examine population characteristics among those with the largest percentage of suicide deaths in Minnesota (white males) 2. Understand factors of alcohol use and acute intoxication which may contribute to suicide risk 3. Explore alcohol use patterns among white males in Minnesota by age group and urban/rural residence 4. Investigate blood alcohol concentrations among youth suicides in Minnesota
<p>Winning With Words: Interactive Session <i>David Mann, Keynote Speaker</i></p> <p>In this session, participants will learn how to structure a presentation of any length for maximum engagement, incorporating stories and illustrations that keep it vibrant. Learn specific techniques for clarifying a message with impact and a process that can be used immediately after the conference.</p>	<ol style="list-style-type: none"> 1. To speak in illustrations and stories more often than numbers and percentages 2. To structure thoughts and organizing material for maximum impact and retention 3. To remain authentic and personable while gaining influence in communication
<p>Your Coalition Story: Assessing and Using Evaluation Products <i>Bill Geary, Global Evaluation Solutions</i></p>	<ol style="list-style-type: none"> 1. Distinguish between the suggested elements of evaluation products. 2. Identify free resources and templates for these products.

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If you're having trouble explaining what your coalition has accomplished, it's probably not your fault! Without the right information it's impossible to share your story in a way that makes sense. Evaluation products are important tools for understanding what your coalition is doing, yet many coalitions have never seen these products, are not using them to their full potential, or have never had them developed. This session is designed for anyone who wants to improve their ability to share their accomplishments and plans with others. We will examine evaluation plans, logic models, and evaluation reports. We will also use samples from each of these products and discuss how they might be useful for understanding the evaluation process and describing your initiative's story.

3. Assess samples from each of these products.
4. Construct a plan for discussing these products with your evaluator.
5. Consider how you can use these products more effectively