2019 Conference Sessions

Using Emotional Intelligence to Help Us Lead on Diversity, Equity & Inclusion

Following from the keynote, where we focus on how diversity, equity, and inclusion begins with understanding our own social identities, this interactive workshop provides a space for participants to take the next step. We'll address how emotional intelligence is necessary for leading on diversity, equity, and inclusion. We'll explore the particular challenges that arise when we step into leading on diversity, equity, and inclusion. Each participant will come away with their own Next Steps Plan for developing as a formal—and informal—leader on diversity, equity, and inclusion.

Anne Phibbs, President, Strategic Diversity Initiatives

Track: Cultural Competency

Transitions: How to Grow During Work & Life Changes

Life is full of transitions, both large and small. We change jobs, move on from relationships, lose loved ones, and reflect on our beliefs and values. These moments of change present great opportunity, but also risk. Depending on how we handle them, transitions can lead to growth *or* setback emotionally, physically, and financially. In this insightful, reflective, interactive presentation, you will learn: how to assess if your life and work reflects your values; how to prepare for transitions we see coming in the future; a 4-step process for making good decisions during times of transition; how to manage relationships during transition; how to handle transitions at work. This presentation features multiple video and music clips that put our moments of transition in perspective. Get ready to learn strategies that will help you learn, grow, and progress during times of transition!

Josh Dye, President, Convene Training + Resilience Community

Track: Capacity

Authentic Persuasion: Communication that Moves Others to Action

As a professional, having a solid grasp of persuasion skills makes you much more effective. Even though you don't sell a product, people need to get sold on your ideas, plans, and processes. Understanding the basics of effective persuasion (while not acting 'salesy') will make your communication easier and produce better results. In this training you will learn: the seven values of superb customer service; unselling: how to effectively sell your ideas, plans, and processes without coming across as salesy; how to guide clients and co-workers to win-win outcomes; how to lead conversations to get positive results; how to assertively ask for what you want without feeling awkward. This is a great training for those who want to communicate more persuasively while remaining authentic and kind.

Josh Dye, President, Convene Training + Resilience Community

Track: Planning

Innovation & Proven Winners: Building a Comprehensive Alcohol Prevention Strategy

Explore the strategies used by a local coalition to address multiple risk factors and local conditions related to preventing underage and binge drinking. See how strategies map onto a logic model and the benefits of including a comprehensive mix of strategies in your planning. Explore the core components and key implementation steps of innovative strategies such as Place of Last Drink, undercover observations of serving practices, and source investigations, while we also see why these projects are a great complement to tried-and-true strategies like compliance checks, responsible beverage service training, and social host ordinances. We will discuss how Partnership for Change launched these projects, and more importantly, how we have sustained momentum over time.

Tara Helm, Partnership for Change Coordinator, North Memorial Health Hospital; Shane Mikkelson, Chief of Police, Osseo Police Dept

Track: Planning

Using the Minnesota Student Survey to Measure Trend

Explore trends in youth substance use over time as preliminary data from Minnesota Student Survey are available, and discuss how attendees can access the data to get local-level results or investigate their own questions.

Sharrilyn Helgertz, Senior Research Scientist, MN Dept of Health

Track: Assessment

Growing Beyond Sustainability—Rethinking How & Why to Keep Your Efforts Going

We often treat coalitions as if they are completely different from other organizations. So many times we talk about sustainability for a coalition in terms of grant dollars, staff, or strategies. But what is often missing is the conversation around *why* and growing the organization beyond what it is. In this session we challenge you to think outside the box to examine a new approach to sustainability.

Melissa Perreault, Regional Prevention Coordinator, Polk Co. Public Health; Jenilee Telander, Regional Prevention Coordinator, Kanabec Co. Community Health

Track: Sustainability

Questions? Esha: esha@ansrmn.org / 651-646-3005 ext.328

Learn more and register at **mnprc.org**

Students Offering Support (SOS): Building Protective Factors & SEL Skills through Service-Learning

Students Offering Support (SOS) is an out-of-school time, group mentoring, I-PARD service-learning model. The program's philosophy is based on the understanding that youth who have fewer protective factors are often at greater risk of engaging in adverse behaviors and may be at greater risk for suicide. SOS program strategies help young people reduce risk factors while increasing their protective factors. Young people and adults effectively partner to create a community culture that encourages youth leadership's role in positive mental health and destigmatizes mental illness. SOS youths' lived experiences demonstrate the positive impact of youth leadership, peer mentoring, and social emotional learning. Their lives inform their work and provide the community support and connection. SOS creates a network of resources for mental well-being with community experts to build protective factors against suicide.

Anne Parish, Program Coordinator, REACH Mentoring Program; MacKenzie Bassett, SOS Student Leader, REACH Mentoring Program

Tracks: Assessment, Planning

Volunteerism in Rural Areas: Trends & Tips

How is your pool of volunteers changing? Are you seeing more, or less, job seekers, students, cultural diversity, Boomers...? Multiple changes in who is volunteering was a major finding of MAVA's research on volunteerism in changing environment. Today's volunteer resource leader needs to be adept at picking up on the trends of who is volunteering and be ready with strategies to work with the changing face of volunteerism. In this session you will: find out the trends your peers are seeing in who is volunteering; explore how updated strategies for engaging volunteers can be applied across the spectrum of who is volunteering and integrated into day to day work; look to future on what to expect on trends in who is volunteering.

Julie Vreeland, Greater MN Program Manager, MN Association for Volunteer Administration (MAVA)

Track: Capacity

The Uses of Ripple Effect Mapping

Ripple Effects Mapping (REM) is an evaluation technique that uses a participatory approach to understanding connections between intended and unintended effects of an initiative (such as a coalition, program, or project) on individuals, groups, sectors, and communities. Ripple Effects Mapping is carried out through conducting a workshop with initiative stakeholders in which the stakeholder group develops a map illustrating the ripple effects of the initiative. In this context, *effects* refer to any type of changes, outcomes, impacts, or other results due to influence from the initiative. Effects can be expected outcomes from an initiative's theory of change, or can be unexpected impacts. Effects can be concrete shifts such as an increase in enrollment, or abstract shifts such as improved relations. This session will give you an overview of how to effectively use Ripple Effect Mapping within the prevention context.

Sean Culhane, Regional Prevention Coordinator, DHS/Project Turnabout; Courtney Clingan, Consultant Improve Group

Track: Evaluation

Coalitions—What's In It For You?

Most of us want the same things for our communities. We want them to be safe from violence, substance use and illness. We want neighborhoods and communities where people thrive and work well together; and we would like to have people in our lives who care for us and whom we trust. But how do we develop a community like that and how do we keep people engaged? Our belief is that communities are built and strengthened when people work together on things that matter to them. We'll talk about what we mean by that, and explore how engagement in such work can be influenced by identifying the "Why" and the importance of inspiring partnership engagement.

Paulette Clark, SE MN Regional Prevention Coordinator; Bill Spitzer, Planning and Implementation Coordinator - Austin Public Schools, APAC - Austin Positive Action Coalition

Track: Capacity

Boundaries, Tough Love & Holding Family Accountable

Designed to assist providers with a greater understand of the Anishinabe family structure in modern times. Understanding how historical and present trauma have impacted and altered the lifestyle of the Anishinabe family structure.

George J. Goggleye Jr., Human Services Director, MN Chippewa Tribe

Track: Cultural Competency, Capacity

Patterns in Electronic Cigarettes Use at National, State & County Levels

In this session we will analyze: the utilization of the National Youth Tobacco Survey (NYTS 2018), Minnesota Youth Tobacco Survey (MYTS 2017), and the Minnesota Student Survey (MSS 2019), which collects data on tobacco use among young adults and youth respectively to highlight alarming increase in vaping both nationally and in the state of Minnesota; the epidemiological profiles of students from both the YTS and MSS to compare prevalence of youth tobacco use in Minnesota with the national data; the introduction of the three Cs (Consciousness, Conviction, and Commitment) method of community engagement as an effective way to engage stakeholders and communities disproportionally affected by the utilization of E-cigarettes to address this growing epidemic.

Emma Boyce, Dept of Human Services

Tracks: Evaluation, Assessment

Community Engagement in Rural Minnesota

Many rural Minnesota communities have begun the Tobacco 21 conversation. In this interactive session you will hear from the first county who successfully passed increasing the tobacco purchase age to 21. Learn about the successes and challenges of organizing volunteers, working with decision makers and media. Presenter represents the west central region of rural Minnesota working in communities with populations between 1,000 and 50,000. Otter Tail Co. was was the first Minnesota county to pass a tobacco 21 policy in November 2018. West central Minnesota is the home of tobacco manufacturers and heavily engaged electronic cigarette advocacy groups.

Jason McCoy, MPH, Clay Co. Public Health

Tracks: Sustainability, Evaluation, Implementation

Using Data To Engage Community & Business Partnership

We all live and work in great communities, but the fact remains many of us are very busy, and engaging key stakeholders and building community partnerships can be challenging. How do we get community key stakeholders and business community engaged? In this workshop we will provide tips and tools on ways to build sustainable community and business partnerships and hear what has and has not worked in our community.

Amber Kent, Coalition Coordinator, Milaca Community Coalition

Tracks: Capacity, Planning

Cannabis—Understanding College Student Use

In order to develop effective prevention and intervention strategies, we first need to understand the nuances (the 'how, what, where, when and why') of student behavior, and the norms surrounding their culture. In this workshop we will share what we have learned about college student patterns of cannabis use and their attitudes about the substance.

Lauretta Perry, Drug & Alcohol Educator, U of M - Duluth

Tracks: Evaluation, Assessment

Alcohol, Tobacco & Marijuana Use Among Minnesota Youth: 2019 Update

The prevalence of alcohol, tobacco, and marijuana use is changing among Minnesota youth. Monitoring youth's use of these substances is critically important because their use often begins during adolescence, and it can have significant health and social consequences. The Minnesota Student Survey (MSS) has asked students (grades 5, 8, 9, and 11) questions on risk and protective factors every three years since 1989. This workshop will provide an update on the trends in the prevalence of alcohol, tobacco, and marijuana use among Minnesota youth from the 2019 MSS data. The presenters will also discuss disparities in the use of these substances, the proportion of youth who are using more than one of these substances, and the impact the substance use may have on their long-term health and wellbeing. Evidence-based strategies for preventing substance use among youth will be highlighted.

Kari Gloppen, Research Scientist, MN Dept of Health; Sharrilyn Helgertz, Research Scientist, MN Dept of Health

Track: Assessment

> ## "Great info to bring home to our coalition!"
>
> *—2018 Conference Attendee*

A Preventive Approach to Teen Mental Health: Change to Chill & Hopkins High School

Teen mental health concerns are rising nationally, statewide, and in local communities. While many factors contribute to mental health challenges, teens today often experience high levels of sustained stress which can lead to a variety of physical and mental health problems, including substance abuse. Stress is an inevitable part of life, and it is critical to support young people in developing healthy, life-long ways to cope with it. Join us to learn about a free, web-based mental-well being program offered by Allina Health – Change to Chill! Developed in collaboration with teens, parents, educators and wellness experts, Change to Chill™ provides teens and those who work with teens relevant resources to manage stress and anxiety so they can live happier, more resilient lives.

Holly Magdanz, MPH, MSW, Hopkins One Voice Coalition Coordinator, Hopkins Public School; Kaila Jordan Lillehei, MPH, Community Health Program Coordinator, Allina Health

Track: Implementation

Grassroots to Grasstops & Everything In Between: How to Build Strong Coalitions

A coalition in which partners are meaningfully engaged and leading the work is what we all strive for when planning a public health campaign. In 2017, the Minneapolis and St. Paul City Councils voted to restrict the sale of menthol flavored tobacco to adult-only tobacco and liquor stores. The key to this success was the local coalitions that support these policies. The Menthol coalition was made up of over 50 health and community organizations and included leaders from various faith communities, public health, youth development, and community clinics. This session will provide an example of how to build a diverse coalition with clear goals and outcomes. Hear from coalition members about how they engaged the community, met with decision-makers, leveraged local media and successfully passed two of the first menthol restrictions in the nation—despite strong opposition from the tobacco industry.

Kristen Ackert, Policy & Research Manager, Association for Nonsmokers - MN; Bethlehem Yewhalawork, Community Outreach Coordinator, Association for Nonsmokers - MN; MN Menthol Coalition members; Annie Krapek, Program Manager, Twin Cities Medical Society; Sylvia Amos, Director of Programs, Stairstep Foundation

Tracks: Sustainability, Cultural Competency, Evaluation, Assessment, Capacity, Planning, Implementation

Strategies, Strategies, Strategies

There are so many different ways to address a community problem. How are you supposed to select the right one? Whether you are new to the field or have been in prevention for years and need a refresher, this session will equip you with the knowledge of what evidence-based practices would work best for your community. You will also leave knowing which strategies you should steer away from and the reasoning behind doing so. Please bring with a smartphone or laptop for hands-on application.

Kelly Felton, Regional ATOD Prevention Coordinator, Pine River-Backus Family Center; Kjirsten Anderson, Regional ATOD Prevention Coordinator, Association for Nonsmokers - MN

Tracks: Sustainability, Cultural Competency, Evaluation, Assessment, Capacity, Planning, Implementation

Policies to Protect Youth, By Youth: Bringing Youth Energy into Positive Advocacy Success

Working with youth can be challenging, but it is also highly effective and rewarding. According to the 2017 MDH Youth Tobacco survey, tobacco use among youth has increased for the first time in 17 years, mostly due to e-cigarettes, which is both alarming and concerning. Bringing youth to the table as e-cigarette use has become an epidemic in high schools is critical, as they are experiencing the epidemic firsthand. During our session we provide information on how to train youth, and share creative, effective, and meaningful ways to engage youth in tobacco prevention advocacy. We discuss how to gather community support *with* youth, and allow youth to share their voice with peers, decision makers, and media. The process for training and developing youth into tobacco prevention leaders will be discussed, including the unwritten and often overlooked time and effort it takes to truly mentor a young person.

Bethlehem Yewhalawork, Community Outreach Coordinator, Association for Nonsmokers - MN; Meghan McFarling, Campaign for Tobacco Free Kids Youth Ambassador, College of St. Scholastica

Tracks: Assessment, Planning, Implementation

Addressing the Opioid Crisis in Tribal Communities with Culturally-Specific & Response Practices

The American Indian Resource and Resiliency (AIRR) team at the University of Minnesota Extension is leading an effort in two of Minnesota's tribal communities to address the opioid crisis. This workshop will provide the audience an opportunity to learn about the team's approach to engaging with tribal communities to build authentic partnerships, identify community needs, and develop culturally-specific education and technical assistance. The audience will have an opportunity to learn about coalition building in tribal communities—and developing culturally appropriate and responsive practices. A cultural recovery capitals model serves as a framework for the development of responsive practices. This model will be explored during the workshop.

Briana Michels, Tribal Community Facilitator, UMN Extension; Susan Beaulieu, Tribal Community Facilitator, UMN Extension

Tracks: Sustainability, Cultural Competency, Implementation

" Concrete, community-based, and positive. "

—2018 Conference Attendee

Tending the Garden: Authentic Community Engagement & Participatory Evaluation

The principles of authentic community engagement and community participatory process are effective methods to learn and understand the values, beliefs, and perceptions that communities have about health and wellness. The Department of Human Services (DHS) with close collaboration with the Lao, West African, and American Indian communities held focused listening sessions and focus groups to understand the impact of gambling and substance use disorder on the community, family, and the individual. These methods were effective in engaging communities to identify needs and implement strategies that are reflective of their values and strengths. Community engagement and community participation are also key components of innovative evaluation practice that go beyond inclusion towards building capacity and providing support to allow the community to direct and evaluate its own initiatives.

Helen Ghebre, Problem Gambling Program & Policy Specialist, MN Dept of Human Services; Elisabeth Atherly, Evaluation Planner, DHS

Tracks: Cultural Competency, Evaluation, Capacity, Implementation

Questions? Esha: esha@ansrmn.org / 651-646-3005 ext.328

Learn more and register at **mnprc.org**

While You're Here...

Fan of the outdoors? Trails and camping abound, inland and along pristine Lake Superior. There are plenty of museums, historic sites, cultural centers, and antiquing for indoor types, and no shortage of eateries for everyone. Make the most of your time—enjoy all the north (and the last of fall) has to offer!