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SAMHSA Hosts Community Prevention Day

For the seventh consecutive year, the Substance Abuse and Mental Health Services Administration (SAMHSA) has hosted a Community Prevention Day as a prelude to the annual Community Anti-Drug Coalitions of America (CADCA) Leadership Forum. Both events were held at the Gaylord National Hotel and Convention Center in National Harbor, Maryland. Community Prevention Day was held on Monday, 7 February 2011, with the CADCA Forum running from 8-10 February. Prevention day culminated with Fran Harding, Director of the Center for Substance Abuse Prevention (CSAP), providing opening remarks. Ruth Satterfield, NPN representative from Ohio, also spoke during the opening session. Workshops with speakers from across the nation included topics ranging from prevention to treatment, and from substance abuse to behavioral health issues.

NASADAD staff presented a workshop entitled, "Everything You Wanted to Know about State and Community Prevention, But were Afraid to Ask." The session included an overview of NASADAD and NPN, an update on latest policy work by the association, and an overview of the association's work related to the military. Fellow NPN members Lisa Shumaker, Ruth Satterfield, Mary Ann DiChristopher, and Donald Hallcom provided previews to their workshops that were held at the CADCA conference later in the week.

Another high-profile speaker during prevention day was Dr. Regina Benjamin, U.S Surgeon General. She provided a powerful lunch plenary addressing the importance of both cultural competency within the public health field as well as not adhering to a "cookie-cutter" model of healthcare, but rather focusing on the needs of the individual.

Overall, it was again a great success and well-attended. The plenary sessions, Community Prevention Day panel, working luncheon, and pre-conference workshops all added value to the Forum.

REMINDERS FOR NPN MEMBERS

**NPN Executive Committee Conference Call
Monday March 7, 2011 2:00 PM EST**

**NPN Public Information and Media Committee Conference Call
Tuesday March 8, 2011 3:00 PM EST**

**NPN Research and Evaluation Committee Conference Call
Wednesday March 16, 2011 3:00 PM EST**

**2011 NPN Research Conference Planning Committee Conference Call
Thursday March 17, 2011 2:00 PM EST**

**NPN Workforce Development Committee Conference Call
Thursday March 17, 2011 3:00 PM EST**

NPN Presents Workshops During CADCA Forum

The Community Anti- Drug Coalitions of America (CADCA) held its 21st Annual National Leadership Forum on February 7-10, 2011 at the Gaylord National Hotel and Convention Center in National Harbor, MD. This year, NPN sponsored four workshops over the course of the week. Donald Hallcom and Mary Ann DiChristopher conducted a workshop titled, “Current Issues for the Prevention Workforce.” This presentation addressed topics related to certification and licensing of substance abuse prevention professionals as well as the need to foster development and career growth for such professionals. “The Intersection of Prevention and Recovery is the Community” was presented by Virgil Boysaw of the Maryland Alcohol and Drug Abuse Administration, and included discussion about cross-functional skills for prevention and treatment coordinators. Arizona NPN, Lisa Shumaker, lead “The Prescription Drug Abuse Epidemic in the Western States and Jurisdictions,” which included strategies currently being conducted , developing community capacity, as well as a presentation of outcomes. “Youth Taking the Lead to Prevent Underage Drinking” included speakers Tanya P. Roberts and Tammy Hudgens, both CSAP fellows. This workshop offered ways in which youth can become involved in leading events and initiating peer involvement in substance abuse education efforts. Additionally, congratulations to the state of New York Office of Alcoholism and Substance Abuse Services (OASAS) for receiving the CADCA Outstanding Membership Award. Mary Ann DiChristopher accepted the award on behalf of New York, (see picture).



On behalf of the New York OASAS, Mary Ann DiChristopher (shown holding award) accepts the CADCA Outstanding State Member Award. Pictured with Mary Ann are (from left to right) Fran Harding, Scott Brady, Sarah Dakin, and Patricia Talaba.

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NASADAD Upgrades Website

The National Association of State Alcohol and Drug Abuse Directors (NASADAD) upgraded its web page (www.nasadad.org) in order to improve communication with the membership and interested stakeholders about the work of the Association and its members. These improvements represent the first phase of the upgrade where the site’s look, layout and software capabilities have been modernized. The second phase will focus on loading more recent updates and materials that have been developed since the initial reconstruction began in the late Autumn of 2010 and acquiring feedback from the members and stakeholders over time to consider additional improvements.

As always, visitors of the website are able to obtain information about the various departments within NASADAD, as well as view products that the organization has worked on. The prevention page contains an archive of past editions of the *Prevention* newsletter, information about the upcoming NPN Prevention Research Conference, the exemplary awards program, and more. A more secure members only section has been developed to allow for information-sharing internal to the association.

HHS Announces \$750 Million Investment in Prevention

*From an HHS Press Release,
9 February 2011*

On 9 February, the Department of Health and Human Services (HHS) announced a \$750 million investment in prevention and public health, funded through the Prevention and Public Health Fund created by the Affordable Care Act (ACA). The “new dollars will help prevent tobacco use, obesity, heart disease, stroke, and cancer; increase immunizations; and empower individuals and communities with tools and resources for local prevention and health initiatives.” In addition, \$88 million will go to SAMHSA of this:

- \$35 million will be for Primary & Behavioral Health Integration
- \$10 million for Suicide Prevention
- \$25 million for Screening, Brief Intervention and Referral to Treatment
- \$18 million for SAMHSA Healthcare Surveillance

Hearing on the Impact of Healthcare on the Workforce

On 9 February, NASADAD’s public policy staff attended the House Education and Workforce Committee hearing on the impact of the health care law on the economy, employers, workforce and employer-sponsored health care plans. Chairman Kline (R-MN) stated in opening statements that “a proposal designed to reduce health care costs will instead increase national health care spending by \$311 billion.”

Paul Howard, Senior Fellow and Director, Center for Medical Progress, Manhattan Institute for Policy Research stated that the negative economic impacts of the Affordable Care Act (ACA) include an increase in the deficit; an increase in insurance costs and reduction in employment; and that the regulatory uncertainty under ACA will hinder job creation.

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UPCOMING EVENTS

ON THE PREVENTION CALENDAR

25th Annual Conference on Prevention of Child Abuse

HOST: Prevent Child Abuse Texas
DATE: February 28– March 1, 2011
LOC: Dallas, TX
INFO: www.preventchildabusetexas.org/nextconference.html

Prevention of Youth Substance Abuse in Rural Communities Conference

HOST: Coalition for Healthy Youth
DATE: March 7-11, 2011
LOC: Lancaster, SC
INFO: <http://www.CoalitionForHealthyYouth.org>

DoD/ VA Annual Suicide Prevention Conference

HOST: Defense Centers of Excellence
DATE: March 13-17, 2011
LOC: Boston, MA
INFO: <http://www.dcoe.health.mil/training/upcomingconferences.aspx>

National Summit on Smokeless and Spit Tobacco

HOST: Texas Department of State Health Services
DATE: May 10-12, 2011
LOC: Austin, TX
INFO: <http://www.smokelesstobaccosummit.com>

19th Annual Meeting

HOST: Society for Prevention Research
DATE: May 31– June 3, 2011
LOC: Washington, DC
INFO: <http://www.wix.com/sprmeeting/2011>

NASADAD/NPN/NTN Annual Meeting

HOST: NASADAD
DATE: June 7-10, 2011
LOC: Indianapolis, IN
INFO: <http://www.nasadad.org>

National Rural Institute on Alcohol and Drug Abuse

HOST: University of Wisconsin– Stout
DATE: June 12– 16, 2011
LOC: Menomonie, WI
INFO: <http://www.uwstout.edu/profed/nri/index.cfm>

National HIV Prevention Conference

HOST: CDC
DATE: August 14-17, 2011
LOC: Atlanta, GA
INFO: <http://www.2011nhpc.org>

24th Annual NPN Research Conference

HOST: National Prevention Network
DATE: September 20-23, 2011
LOC: Atlanta, GA
INFO: <http://swpc.ou.edu/npn>

Online Training Available

From a Higher Ed Center
Press Release, 28 January 2011

The U.S. Department of Education's Higher Education Center for Alcohol, Drug Abuse, and Violence Prevention is offering an online training for evaluating prevention efforts.

Evaluating alcohol and other drug abuse and violence (AODV) prevention efforts assists in determining if chosen strategies are achieving anticipated goals. While getting started may seem daunting, an effective and feasible approach is viewing evaluation as an iterative process that is coupled with program development. This approach can make it easier for practitioners to incorporate evaluation into program implementation.

This online training will provide participants with the five steps of the evaluation process: (1) describing the intervention, (2) identifying process measures, (3) identifying outcome measures, (4) selecting a research design, and (5) utilizing the results. Within this evaluation process, particular attention will be paid to developing a logic model to guide the evaluation and mobilizing campus resources to support your actions. In addition to the presentation, background materials, activities, and an interactive discussion forum will be included in this training.

The training will be available over a two-week period from 28 February– 11 March 2011. For more information visit www.higheredcenter.org/services/training/online-training/logic-models

Call for Proposals

Workshop call for proposals is now underway for the 24th Annual NPN Research Conference. The conference will be held 20-23 September 2011 in Atlanta, Georgia. Proposals must be submitted no later than 25 February 2011. For more information on submitting a proposal, please visit the conference web link at:

<http://swpc.ou.edu/npn/proposal.htm>

NASADAD Bids Farewell to Alan Moghul, Prevention Director

After many great years with the association, Alan Moghul will be leaving NASADAD to begin work with a consulting firm.

Alan has served as Director of the Division of Prevention Services at the National Association of State Alcohol and Drug Abuse Directors (NASADAD) since 1999. In this position he has served as the staff liaison to the Association's component constituency, the National Prevention Network (NPN). Recent initiatives in the prevention field have included managing the annual National Exemplary Awards program; participation in SAMHSA's core competencies workgroup; and assisting in the development of performance indicators for the National Outcome Measures (NOMs) among other various duties. He was responsible for securing funding for the Association's Prevention Division, and to this end has engaged in projects with the Center for Substance Abuse Prevention (CSAP), the National Institute on Drug Abuse (NIDA), and other contractors.



Alan Moghul, Ph.D.

Trained as a researcher in the biological sciences, Alan received his doctorate in molecular pathology from the University of Pittsburgh School of Medicine in 1995. He also holds a Master of Science in Education degree from Wilkes University, Wilkes-Barre, Pennsylvania. Before relocating to the Washington, DC, area, Dr. Moghul held several positions in academia.

Alan intends to remain active within the substance abuse prevention field, and is looking forward to maintaining the wonderful relationships he has developed while working for NASADAD and the NPN.

Alan will be surely missed, but the prevention staff and the NPN especially, along with the NASADAD membership and staff wish him the best of luck in his future endeavors.

Children of Alcoholics Week

An estimated 25 percent of all children in the United States (about 27.8 million) are affected by or exposed to a family alcohol problem. SAMHSA supports the National Association for Children of Alcoholics (NACoA) during its Children of Alcoholics (COA) Week. COA Week celebrates the recovery of the many thousands of children (of all ages) who have received the help they needed to recover from the pain and losses suffered in their childhood, and it offers hope to those still suffering from the adverse impact of parental alcohol and drug addiction.

During this annual celebration of hope and healing, NACoA would like citizens and organizations to spread the word on how frequently children are affected by a parent's suffering from alcohol/drug addictions. Here are some ways to make a difference during COA Week 2011:

Speak out as an organization and as an individual. Advocate for the children and families affected by alcoholism and other drug dependencies.

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Prevention Trivia

Center for Disease Control and Prevention

1. Approximately how many deaths are attributable to excessive alcohol use each year in the United States?
 - A. 95,000
 - B. 79,000
 - C. 24,000
 - D. None of the above
2. Although drinking by persons under the age of 21 is illegal, people aged 12 to 20 years drink what percentage of all alcohol consumed in the United States?
 - A. 11%
 - B. 20%
 - C. 5%
 - D. 32%
3. Youth who start drinking before age 15 years are how many times more likely to develop alcohol dependence or abuse later in life than those who begin drinking at or after age 21 years?
 - A. 3
 - B. 10
 - C. 4
 - D. 5

Answers: B,A,D

CSAP Fellows Present at CADCA

At the February Community Anti-Drug Coalitions of America (CADCA) National Forum, Tanya Roberts (NC) and Tammy Hudgens (MS) presented together on "Youth Taking the Lead to Prevent Underage Drinking". This one-hour session took place on Thursday, February 10th. The presentation shared two perspectives on how youth are engaged in their communities in an effort to make prevention a real issue. The focus for North Carolina was about the regional youth team trained in leadership skills and speaking before the Women's Caucus of the State General Assembly proposing an increase in the beer tax. In Mississippi, the youth have been fortunate to receive much training and skill development from their Fellow, with examples provided during the session.

Tanya Roberts also presented in two additional sessions. The "Privatization & Deregulation – Big Box Stores' Attempt to Make Booze Cheap and Convenient" session was in collaboration with Judy Cushing. This session focused on how Oregon and North Carolina are each responding to this policy challenge. The third session, "United for Health – A Military/Community Collaborative" highlighted a local community's implementation of the first social marketing campaign in collaboration with the military to address responsible alcohol use.

During the time that the CADCA National Forum is held, the Fellows are participating in training sessions for the second and final year of the fellowship term. In this group of Fellows, there are representatives from fourteen states working in various positions in state government.

The SAMHSA CSAP Prevention Fellowship Program was launched in 2006 in an effort to build a workforce of substance abuse professionals.

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CADCA's Social Media Digital Primer

The Community Anti-Drug Coalitions of America (CADCA) has developed a wiki-based primer to help coalitions use web-based tools to enhance communication with members, other stakeholders, funders and the community at-large. This interactive resource covers a range of needs for incorporating social media into communication plans, from the basics on why social media make sense for coalitions to measuring the effectiveness of social media initiatives.

This publication is a living, working document that will change as new tools become available. Each section incorporates a variety of social media tools to enhance planning, implementation and evaluation for local coalitions.

The various sections within the site include a table of contents, introduction, social interaction, beneath social media, social media engagement tools, metrics and measures, and resources.

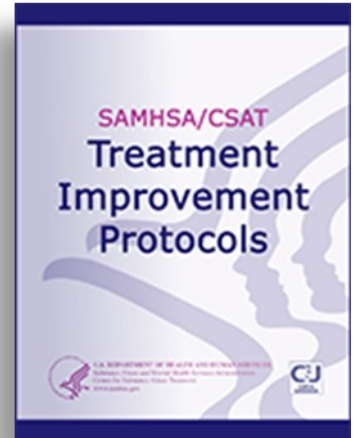
This is a work in progress and input from the field will help CADCA develop an even better product.

Provide feedback by visiting the *Social Media Digital Primer* online at www.cadca.org/SoMeWiki.

Suicide Prevention Training Video

Suicide is the leading cause of death among people who abuse alcohol and drugs, making suicide risk a problem that every frontline substance abuse counselor must be able to address. In collaboration with SAMHSA, the U.S. Department of Veterans Affairs (VA) has developed a training video as a companion piece for SAMHSA's Treatment Improvement Protocol (TIP) 50: *Addressing Suicidal Thoughts and Behaviors in Substance Abuse Treatment*.

A moderator and three panel members discuss ways to manage and address suicidal thoughts and behaviors among individuals with substance abuse issues. Actors portray case scenarios that the panelists discuss. Although the video is designed for VA settings, the content is applicable to all treatment settings.



This 75-minute video depicts and explains appropriate counseling methods, administrative support, and clinical supervision for substance abuse providers treating clients with suicidal thoughts and behaviors. Special attention is given to risk factors, warning signs, and follow-up care. The counseling sessions portrayed in the video employ the specific counseling techniques and the four-step process recommended by TIP 50. SAMHSA recommends that the video be used in conjunction with TIP 50.

EMPLOYMENT OPPORTUNITIES

Prevention Education Supervisor

Phoenix House seeks a Prevention Education Supervisor to coordinate education services for youth and families in the Austin, Texas area. Services include in- school and after- school youth programs, family programs and community education in the areas of substance abuse prevention. Qualified applicants will have a related degree, Certified Prevention Specialist or Intern credential, five years experience working with youth in education or chemical dependency prevention, intervention or treatment setting, with at least one year experience supervising team members. Resumes may be submitted to hr.tx@phoenixhouse.org. Please reference Prevention Supervisor when applying. For more information on Phoenix House and career opportunities, please visit www.phoenixhouse.org. Deadline to apply is March 31, 2011.

Assistant Director, Alcohol and Other Drugs

Colorado State University is seeking an assistant director for Alcohol and Other Drugs. The position involves the coordination of a comprehensive, campus alcohol and other drugs prevention program, using evidence-based practices. Applications must be received by 28 February 2011. Anticipated start date is 1 June 2011. For more information visit www.higheredcenter.org/jobs/assistant-director-alcohol-and-other-drugs.

Southwest Prevention Center Offering Online Prevention Courses

The Southwest Prevention Center is now offering 100% online prevention courses. Dates are scheduled for now through December 2011. The cost of the courses will include CEU credits from the University of Oklahoma.



Courses offered:

- Ethics for the Prevention Professional
- Inhalants: Drug Facts for Preventionists
- Marijuana: Drug Facts for Preventionists
- Methamphetamines: Drug Facts for Preventionists
- Strategic Prevention Framework (SPF) Overview
- Opiates: Drug Facts for Preventionists
- Prescription Drugs: Drug Facts for Preventionists
- Prevention and Early Childhood Development

These courses are offered through the Desire To Learn online course platform at the University of Oklahoma.

Each course involves specific requirements which may include online readings, video and audio clips, assignments, quizzes, surveys, and discussion boards. All courses conclude with a course evaluation. All courses are divided into units or modules based on the course learning objectives.

For more information or for course registration, please visit <http://swpc.ou.edu/events.htm>.

ONDCP Makes Statement on “Bath Salts”

From a Department of Education News Release, 10 February 2011

On Tuesday, 1 February 2011, Gil Kerlikowske, Director of National Drug Control Policy, released the following statement following recent reports indicating the emerging threat of synthetic stimulants, including MDP and mephedrone. These stimulants are often sold and marketed in stores as “bath salts” under names such as “Ivory Wave” or “Purple Wave.”

“I am deeply concerned about the distribution, sale, and use of synthetic stimulants – especially those that are marketed as legal substances. At a time when drug use in America is increasing... I ask that parents and other adult influencers act immediately to discuss with young people the severe harm that can be caused by the use of both legal and illegal drugs and to prevent drug use before it starts.”

Recent information from poison control centers indicates that abuse of these unlicensed and unregulated drugs is growing across the country. According to the American Association of Poison Control Centers, there were 251 calls related to “bath salts” to poison control centers so far this year. This number already exceeds the 236 calls received by poison control centers for all of 2010. Doctors and clinicians at U.S. poison centers have indicated that ingesting “bath salts” can cause chest pains, increased blood pressure, increased heart rate, agitation, hallucinations, extreme paranoia, and delusions. Already, several states have introduced legislation to ban these products.

FUNDING OPPORTUNITIES

Drug Free Communities Support Program Grants

The Executive Office of the President, Office of National Drug Control Policy (ONDCP), and the Department of Health and Human Services (DHHS), Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Prevention (CSAP) are accepting applications for Fiscal Year (FY) 2011 Drug Free Communities Support Program (DFC) grants. The purpose of the DFC Program is to establish and strengthen collaboration to support the efforts of community coalitions working to prevent and reduce substance use among youth.

Since 1998, ONDCP has awarded approximately 1,750 DFC grants, with an estimated 75 new awards expected in FY 2011. Grants have been awarded to communities from every region in the nation and include rural, urban, suburban, and tribal communities.

Additional grantee information is available on the DFC website at www.whitehousedrugpolicy.gov/dfc.

Deadline to apply is March 18

CASAT Seeks T/TA Specialist

The Center for the Application of Substance Abuse Technologies (CASAT) at the University of Nevada, Reno (UNR) is searching for a Training and Technical Assistance Specialist (T/TA Specialist) for a substance abuse prevention center working with states, jurisdictions, federally-recognized tribes, and school districts within a 17-state/jurisdiction region.

The T/TA Specialist will be responsible for working with school districts within the west region that are recipients of federal grants (“Grants to Reduce Alcohol Abuse”) to implement substance abuse prevention in their schools. In addition, the T/TA Specialist will be responsible for providing T/TA to prevention staff from state and jurisdiction governments and tribal organizations. The T/TA Specialist’s responsibilities include developing and implementing T/TA service plans to address these client’s grant-related prevention needs. These plans will take sustainability and the culturally-diverse nature of the region into account. Finally, the T/TA Specialist will assist in planning and implementing regional and national substance abuse prevention events and conferences.

Minimum educational requirements include a bachelor’s degree plus two years of relevant experience or a master’s degree with one year of experience. Applicants who are Certified Prevention Specialists or willing to earn this certification are preferred. Women and minorities are encouraged to apply. Experience working with federal funding and with state government systems and/or in school district systems is helpful. The program is funded by the Center for Substance Abuse Prevention (CSAP). This position is located in the CASAT office in Reno, NV.

To apply for this position, go to www.unrsearch.com and click on Administrative Faculty or go directly to the position at <https://www.unrsearch.com/postings/8700>.

Fellows

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During the 2-year fellowship program, which combines web-based and in-person trainings, fellows improve their skills and their knowledge of prevention practices. During their Prevention Fellowship Program experience, fellows focus on acquiring the necessary skills for success in the fields of public and behavioral health.

Hearing on Healthcare Workforce

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Gail Johnson, President and CEO, Rainbow Station, Inc., an employer, stated that “the law is biased toward mandating coverage rather than providing meaningful cost control.” She noted it will force employers between absorbing rising premiums versus paying tax penalties. Paul Van de Water, Senior Fellow, Center on Budget and Policy Priorities, countered stating that the law will significantly strengthen the economy in the long term and that the law takes essential steps to slow the growth of health care costs, which are consuming an ever-increasing share of the economic output and have contributed significantly to the stagnation in workers’ real wages in recent years. He also noted that Congressional Budget Office (CBO) estimates that health reform will reduce the budget deficit, increase labor market flexibility, improve health outcomes by helping people obtain preventive and other health services and improving continuity of care.

Children of Alcoholics Week

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Stimulate a proclamation. Join with other groups in your town or state to persuade the mayor, governor, or state legislators to make an official proclamation of COA Week 2011. Announce the event with as much fanfare as possible, including a kick-off press conference and as much TV or radio coverage as you can attract. Work with the public affairs office that serves the official who will be signing the proclamation. (View sample proclamation.) Arrange a radio interview for a local authority or call NA-CoA (1-888-554-2627) to help get a national authority.

Distribute prepared materials. Celebrate COA Week 2011 with a simple information distribution campaign.

Use material already developed, such as posters, pamphlets, and publications, and visit websites as well as the offices of organizations whose work is like yours or otherwise well suited to the messages of COA Week.

Become an advocate of support and assistance for the children of alcoholics.

