SAMHSA/NASADAD Annual Meeting
Prevention Coordinators Learning Community
July 17, 2020
I. Welcome and Meeting Overview

II. Learning Community Activities and Accomplishments
   • Branding & Communications
   • Research & Evaluation
   • Workforce Development

Break

III. Discussion Topics: States Sharing with States
   • Briefly share a current challenge and recent success
   • Prevention activities during COVID-19 and preparing for post-COVID

IV. Closing/Final Thoughts
Prevention Learning Communities
Branding & Communications
Learning Community

Co-Chairs: Leslie Brougham-Freeman (LA), Patti Clark (KY)

Goals:

• Increase the understanding of substance use prevention services
• Promote communication strategies, media, and social media campaigns
2019-2020 Activities

The learning community engaged in the following activities over the past year:

• Discussed goals and content for the prevention 1-page document and provided feedback into the draft;

• Developed and disseminated multiple Requests for Information (RFIs) to collect substance use prevention media campaigns and messages for an online catalog
Developed a 1-page document on substance use prevention
Created an online catalog of substance use prevention media campaigns

<table>
<thead>
<tr>
<th>State Prevention Media Campaigns</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ALCOHOL &amp; UNDERAGE DRINKING</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Picture</th>
<th>State</th>
<th>Campaign Title</th>
<th>Target Audience</th>
<th>Link(s)/File(s)</th>
<th>Medium</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Idaho" /></td>
<td>Idaho</td>
<td>Be the Parents</td>
<td>Parents/ Caregivers</td>
<td><a href="https://bestheparents.org/">https://bestheparents.org/</a></td>
<td>Billboard, transit ads, social media ads, radio, digital media ads, tv commercials/PSAs, social media, website, blog</td>
</tr>
<tr>
<td><img src="image" alt="Iowa" /></td>
<td>Iowa</td>
<td>What Do You Throw Away</td>
<td>Youth aged 13-16</td>
<td><a href="http://www.whatareyouthrowingaway.com/">http://www.whatareyouthrowingaway.com/</a> <a href="https://vimeo.com/259310746">186746</a> <a href="https://www.youtube.com/watch?v=fiCNA5syIyI">186746</a></td>
<td>Web banners, Facebook ads, billboards, radio ads, posters, TV commercials</td>
</tr>
<tr>
<td><img src="image" alt="Ohio" /></td>
<td>Ohio</td>
<td>Parents Who Host Lost the Most</td>
<td>Parents, Community Leaders, Youth</td>
<td><a href="https://preventionactionalliance.org/about/programs/parents-who-host-lose-the-most/">preventionactionalliance.org/about/programs/parents-who-host-lose-the-most/</a></td>
<td>Flyers, toolkit, brochures, yard signs, social media</td>
</tr>
<tr>
<td><img src="image" alt="Ohio" /></td>
<td>Ohio</td>
<td>Talk They’ll Listen</td>
<td>Parents/ Caregivers, youth grades 8-10</td>
<td><a href="https://pfsc.ohio.gov/Portals/0/assets/PFSCCommunities/Wayne/2-%20WAYNE%20Media%20Campaign%20APPROVED%207-8-2019.pdf">pfsc.ohio.gov/Portals/0/assets/PFSCCommunities/Wayne/2-%20WAYNE%20Media%20Campaign%20APPROVED%207-8-2019.pdf</a> (var=2019-11-21-164750-213)</td>
<td>Poster, flyer, social media, billboards, newspaper, press release, website</td>
</tr>
</tbody>
</table>

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**Branding & Communications Accomplishments**

- Created an online catalog of substance use prevention media campaigns.
2020-2021 Planned Activities

• Continue building the online catalog of prevention media campaigns;
• Conduct an RFI to collect examples of how prevention strategies are applied and draft mini-case studies
Research & Evaluation Learning Community

Chair: Kasey Strey (TX)

Goals:

• Promote evidence-based prevention strategies and implementation science
• Develop and share consistent prevention measures
2019-2020 Activities

The learning community engaged in the following activities over the past year:

• Provided input into the State STR/SOR Prevention Strategies document;
• Suggested compiling an annotated bibliography of prevention research studies
Research & Evaluation Accomplishments

State STR/SOR Prevention Strategies

How states are using State Targeted Response (STR) and State Opioid Response (SOR) funds to make a difference

PREVENTION INITIATIVES

In April of 2019, the National Association of State Alcohol and Drug Abuse Directors (NASADAD) sent an inquiry to the Single State Agencies for alcohol and other drug services seeking information on how they were using the State Targeted Response (STR) and State Opioid Response (SOR) grants to address the opioid crisis in their states. The results of the inquiry were summarized into state-specific profiles highlighting prevention, treatment, overdose reversal, and recovery support efforts. State profiles generally covered a reporting timeframe between May 2017 - April 2019. A total of 50 state responses were received: Washington D.C. and U.S. Territories did not respond to the inquiry. Below is a brief analysis of the most common ways states have used STR/SOR funds for primary prevention initiatives, as well as select examples of innovative prevention initiatives.

<table>
<thead>
<tr>
<th>Prevention Initiatives Provided</th>
<th>Specific Activities</th>
<th>Percentage of State Respondents (n=50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Programs</td>
<td>Delivering evidence-based curriculum, prescriber education</td>
<td>94% (47)</td>
</tr>
<tr>
<td>Information Dissemination</td>
<td>Media campaigns; community health fairs; speaking engagements; material distribution</td>
<td>92% (46)</td>
</tr>
<tr>
<td>Community-based Processes</td>
<td>Coalitions and task forces; state meetings; community forums; collaboration</td>
<td>84% (42)</td>
</tr>
<tr>
<td>Environmental Strategies</td>
<td>Prescription Drug Monitoring Programs (PDMPs); drug distribution; pockets and medication lockboxes; take back events; policy changes</td>
<td>48% (24)</td>
</tr>
<tr>
<td>Problem Identification and Referral</td>
<td>Screening; Brief Intervention; and Referral to Treatment (SBIRT)</td>
<td>38% (19)</td>
</tr>
<tr>
<td>Alternative Activities</td>
<td>Non-opioid pain medications; sober activities; provider training</td>
<td>14% (7)</td>
</tr>
</tbody>
</table>
Research & Evaluation Accomplishments

Created an annotated bibliography of prevention research studies

Substance Use Prevention Research Articles
January – March 2020

Topics
Risk / Protective Factors ......................................................... 2
Environmental................................................................. 2
Interventions ........................................................................ 3
Tobacco .................................................................................. 3
Stimulants ............................................................................. 3
E-cigarettes and Vaping ......................................................... 3
Opioids .................................................................................. 4
Alcohol ................................................................................... 4
Cannabis ............................................................................... 5
Prevention for College Students ............................................. 6
Prevention for Native American Communities .............................. 7
Data ....................................................................................... 7
Other ..................................................................................... 7

Risk / Protective Factors
- The influence of peer and parental norms on first-generation college students’ binge drinking
  intervention
- Close friends’ drinking and personal income as mediators of Extreme Drinking: A prospective
  intervention
- Adverse Childhood Experiences, Prevalence and Associated with Adolescent health in Maine
  Mikhail Edelman, Justine R. Pelliott, Hans-Peter Kohls
- Adverse Childhood Experiences and Risk for Presentation Copeal Mouse
  Malissa T. Merrick, Derek C. Ford, Tamaara M. Haagenson
- Substances Use and Disparities in Teen Dating Violence Victimization by Sexual Identity Among
  High School Students
  Whitney L. Rustad, Heather B. Clayton, Lianne Fulero Estefan
- Adverse Childhood Experiences: A Model for Effective 21st Century Clinical–Community
  Partnerships
  Christopher G. Richardson, Jacki Butler and Peter Damiano
- Sexual Violence Victimization of Youth and Healthy Risk Behaviors
  Keileen C. Beske, Heather B. Clayton, Whitney L. Rustad, Ruth M. Leavitt

Environmental
- Impact of a University Alcoholic Policy Change on Bystander Responses to Alcohol-Related
  Medical Emergencies
  Harris, A. L., & Walter, N. C.
- Tobacco-free Policies and U.S. Adult Smoking Behavior: Evidence from CVS Health’s
  Benefits of Tobacco-Free
  Farina Rosen M. All, Linda Neff, Xia Wang, S. Sean Hu, Anna Sander, Margaret Mahoney, Paul C. Meltzer
  Sunday Ogba, Lingying Yuan, Holly Lichten
- Effectiveness of Indiana’s Statewide Smoke-free Indoor Air Law in Reducing Prevalence of Adult
  Cigarette Smoking
  James Young Che, Susan Chang Lin, Dong Chul Lee
- Expanding Tools for Investigating Neighborhood Indicators of Drug Use and Violence: Validation
  of the NEDI for Virtual Street Observation
  Elizabeth D. Good, Adam J. Miller, Cara B. Beijers
- Has Cannabis Use Among Youth Increased After Changes in Its Legal Status? A Commentary on
  Use of Monitoring the Future for Analyses of Changes in State Cannabis Laws
  Doreen M. Mui, Peter Reuter
- Moving From Metrics to Mechanisms to Evaluate Tobacco Retailer Policies: Importance of Retail
  Policy in Tobacco Control
Research & Evaluation Learning Community Looking Ahead

2020-2021 Planned Activities

• Host webinars and topic calls on the latest prevention research
• Conduct an RFI to identify evidence-based prevention policies, programs, and practices and draft mini-case studies
Workforce Development Learning Community

Co-chairs: Rafael Rivera (IL), Gail Taylor (VA)

Goals:
- Ensure a well-trained prevention workforce
- Recruit, promote, and sustain the prevention workforce
2019-2020 Activities:

• The learning community engaged in the following activities over the past year:
  • Met with the PTTC National Coordinating Office to discuss TA needs;
  • Hosted a webinar to promote prevention workforce through higher education programs
  • Invited Sandra Del Sesto (IC&RC) to join a call to learn about credentialing updates;
  • Began collecting state workforce surveys to determine common themes and questions
Workforce Development Accomplishments

Webinar: Growing and Sustaining the Prevention Workforce through Higher Education Programs

This webinar highlighted prevention workforce development programs and opportunities across the higher education systems in Alabama and Rhode Island.
Workforce Development Learning Community **Looking Ahead**

**2020-2021 Planned Activities:**

- Collect and analyze workforce assessment surveys to develop questions for the states;
- Disseminate a workforce assessment inquiry to the states and compile results;
- Draft a snapshot of prevention workforce needs;
- Host webinars and topic calls to learn about what states are doing to recruit, train, and sustain the prevention workforce
SAMHSA & NASADAD Annual Meeting
VIRTUAL EVENT
July 13, 15, & 17, 2020

Time for a Break
Discussion Topics:
States Sharing with States
Discussion Topic #1:
Share a current challenge and recent success

States and Territories will be called on alphabetically to share verbally
Discussion Topic #2: Prevention activities during COVID-19 and plans for post-COVID

Share by typing in the Q&A box or raise your hand to be unmuted
Closing and Final Thoughts