Wisconsin Statewide Substance Abuse Prevention Training
Building Prevention—Focused Communities

June 11 and 12, 2015
Kalahari Resort and Convention Center
Wisconsin Dells, Wisconsin

Sponsored by the Wisconsin Department of Health Services,
Division of Mental Health and Substance Abuse Services, Bureau of
Prevention, Treatment and Recovery.

www.uwsp.edu/conted/confwrkshp/pages/prevention.aspx
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Who Should Attend
- Community Coalition Members
- Educators, School Counselors and School Administrators
- AODA Counselors
- Law Enforcement
- Local Elected Officials
- Mental Health Providers
- Prevention Professionals/Prevention Specialists
- Public Health Professionals
- County Human/Social Services staff
- Faith-Based Community Members and Leaders

Statewide Prevention Training Objectives
By attending this training, participants will
- learn more about substance abuse prevention tools and strategies
- gain awareness of local policy development
- share lessons learned and success stories
- network and build relationships

Lodging
A block of rooms has been reserved at the Kalahari Resort for the conference. Rooms are available at the rate of $70 per night for single and $129 for double, triple and quad occupancy. Individuals can make their own reservations by calling the Kalahari at 877-253-5466. Be sure to mention the WI State Prevention Training room block when you call to get the conference rate. Please note that guests will be charged a deposit of one night’s lodging (plus tax if applicable) when a reservation is made.

Earn UWSP Credit
A one-credit UWSP course may be available in conjunction with the WI State Prevention Conference. Please check back for the course syllabus later this summer. Tuition payments are in addition to the conference fee and are at current University of Wisconsin System tuition rates.

Planning Committee Members
DaNita Carlson
Wood County Health Department

Robert Cherry
Community Advocates Public Policy Institute

Sarah Johnson
Janesville Mobilizing 4 Change

Heidi Keating
re:TH!NK Coalition Coordinator; Winnebago County Public Health

Paul Krupski
Department of Health Services

Christy Niemuth
Department of Health Services

Lou Oppor
Department of Health Services

Kari Schultz
UW-Stevens Point Continuing Education and Outreach

Julia Sherman
Wisconsin Alcohol Policy Project; UW Law School

Wayne Sorenson
UW-Stevens Point Continuing Education and Outreach

Scott Stokes
AIDS Resource Center of Wisconsin

Mary Raina Zwadzich
University of Wisconsin Population Health Institute
Supporting the Department of Health Services
Keynote (9:15 – 10:30 a.m.)

Breaking the Silence: Women and Risky Drinking

Throughout the developed world, women are closing the gender gap on risky drinking. This is global, and troubling: the richer the country, the smaller the gap. Please join us to hear the bestselling author behind *Drink: The Intimate Relationship Between Women and Alcohol* explore this confounding trend: why women are drinking more, and what can be done.

Ann Dowsett Johnston – CEO, Pine River Foundation; Founding Director, Faces and Voices of Recover Canada; Founder, National Roundtable on Girls, Women and Alcohol, Toronto, Canada
4. **Employer Perspectives on Drugs in the Workplace**
   This is your opportunity to learn what private and public sector employers are doing in regard to drugs and alcohol in the workplace. Learn why employers choose to drug test, what drugs are tested for, and why drug policies are critical to business success. Examples of employees who have tested positive for drugs and/or alcohol will be shared in the presentation.
   - Jane Birkholz – Training Director, Workforce Solutions, Lakeshore Technical College, Cleveland, Wis.
   - Bill Persinger – Assessment Services Manager, Lakeshore Technical College, Cleveland, Wis.

5. **Evidence-Based Prevention Strategies in Wisconsin 101**
   This session will review how the State of Wisconsin Department of Health Services defines evidence-based prevention strategies. Centered around federal and state requirements for the use of Federal Substance Abuse Prevention and Treatment Block Grant (SAPTBG) funds, this session can serve as a guide for selecting strategies in a comprehensive community prevention plan.
   - Paul Krupski – Prevention Coordinator, Wisconsin Department of Health Services, Madison, Wis.
   - Christy Niemuth – Prevention Coordinator, Wisconsin Department of Health Services, Madison, Wis.

6. **Prescription Drug Community Education and Drug Enforcement Administration (DEA) Disposal Regulations**
   The presentation will focus on the newly enacted DEA Drug Disposal Regulations for law enforcement, DEA Registrants and the general public. It will discuss the Barron County incinerator and how all Wisconsin communities can access it.
   - Chris Fitzgerald – Sheriff, Barron County Sheriff’s Department, Barron, Wis.
   - Kathy Federico – Supervisory Diversion Investigator, Drug Enforcement Administration, West Milwaukee, Wis.

**Noon – 1 p.m. Lunch**

7. **Cultural Awareness and Responsiveness for Coalitions**
   Participants will receive an in-depth and focused understanding of culture. In this interactive workshop, participants will see the impact of understanding culture and how it can be a positive for your coalition.
   - Tracy Johnson – Managing Partner, TJ Group, Freeport, Ill.

8. **Alcohol Policy Basics: What Every Advocate Needs to Know**
   Effective advocates must understand how alcohol is regulated, sold, and served in their community. Wisconsin's local approach to alcohol control and regulation creates flexibility and sometimes confusion. Learn the difference between what a community can do to improve the community alcohol environment and what must be done to meet state law.
   - Julia Sherman – Coordinator, Wisconsin Alcohol Policy Project, Madison, Wis.
   - Jami Crespo – Policy Analyst, Public Health Madison and Dane County, Madison, Wis.

9. **The Brain, Behavior and Addiction: Making Sense of the Mystery**
   Neuroscience research has shown that addiction is actually a brain disorder that negatively affects thinking and behavior. This workshop will describe in layman’s language how a person moves from use to abuse to addiction and explains the behaviors that fly in the face of logical decision making.
   - Flo Hilliard – UW-Madison Continuing Studies, Madison, Wis.

10. **Partnership for Success: How the Milwaukee Area Teamed Up Against Prescription Drug Abuse**
    Attendees will learn how three local coalitions in Milwaukee County partnered to implement the Partnerships for Success II grant. By focusing in the areas of community education, prescriber education and increasing disposal options, they were able to have a bigger impact than had they
worked alone. Attendees will learn how they helped form new partnerships, implement new policies and broke down barriers in prescription drug prevention work. This unique, collaborative approach allows for individual area expertise to be utilized and still have greater community impact. Attendees will learn about areas where they can collaborate in their own communities for their prescription drug prevention work.

**Kari Lerch** – Prevention Services Manager, Community Advocates, Milwaukee, Wis.

**Tammy Moelter** – Coalition Coordinator, West Allis-West Milwaukee Community Coalition, Milwaukee, Wis.

**Kathy Hahn** – Public Health Nurse, Franklin Health Department/Franklin Area Parents and Students United, Franklin, Wis.

11. **Sheboygan’s Tavern Safety Coalition: A Collaborative Approach To Address Crime and Disorder In and Around Taverns**
The Tavern Safety Coalition (TSC) was formed in early 2012 as a collaborative effort between law enforcement, tavern owners, citizen groups, AODA groups and others to address a multitude of crime and disorder problems in and around Sheboygan’s taverns. The effort has aided in a 31% reduction in assaults and disturbances in and around taverns from 2012 to 2013. The TSC uses ideas such as a clear code of conduct, banning those who violate the code of conduct, as well as added training for bar owners and staff in responsible alcohol service to improve the environment in its taverns. It has also resulted in greatly improved relationships and communication between stakeholders.

**Scott Mittelstadt** – Lieutenant, Sheboygan Police Department, Sheboygan, Wis.

12. **Chasing the Methamphetamine Dragon**
Meth. Shard. Ice. Crystal. Tweaking. Have you heard any of these terms? They all relate to the use of Methamphetamine (Meth), which is once again on the rise in Wisconsin. During this presentation, a Prevention Specialist with seven years of experience coordinating regional and community Meth Prevention Coalitions, will highlight the signs and symptoms of use, what effect it has on the body, and how it’s use endangers children, and how to respond if you suspect that someone is either making, using, or trafficking Meth.

**Kathy Asper** – Prevention and Outreach Services Manager, Arbor Place, Inc., Menomonie, Wis.

2:30 – 3:30 p.m.

13. **Mission: Sustainability!**
All projects and/or coalitions have to deal with thinking about sustainability; have you? Whether you just started a project or are nearing the end, it is important to work on sustainability strategies. Come understand the components, options and tools to use in your sustainability planning!

**Kari Lerch** – Prevention Services Manager, Community Advocates, Inc., Milwaukee, Wis.

**Dorothy Chaney** – President, Wisconsin Community Health Alliance, Marshfield, Wis.

14. **What’s New in Alcohol Advertising, Products, and Promotion**
Research continues to show a link between youth exposure to alcohol advertising and underage alcohol use. Review recent findings, new products appealing to youth and what some communities are doing to limit youth exposure to alcohol advertising.

**Julia Sherman** – Coordinator, Wisconsin Alcohol Policy Project, Madison, Wis.

15. **Empowering Youth to Affect Change in Their Own Community**
A youth team describes their training and involvement in the community process, what they learned about their community and how they are using this information to create change.

**Kathy Comeau** – Project Coordinator, Better Brodhead, Brodhead, Wis.

**Stephanie Tresemer** – Project Coordinator, Better Brodhead, Brodhead, Wis.

16. **A Four Pillars Community Action Plan**
The scourge of heroin and opiate abuse has affected every county in Wisconsin. Brown County leaders established a multi-disciplinary task force in 2012 to address the extreme and varied problems using the four pillars approach that had been developed and employed in
17. Shifting your Perspective: Trauma-Informed Care, a Path to Healing
Everyone experiences trauma. Trauma affects everyone differently. A person can be triggered and find themselves re-experiencing their original trauma. This session will focus on what trauma is and its prevalence. We will also discuss the guiding principles behind trauma-informed care.

Scott Webb – Trauma-Informed Care Coordinator, Wisconsin Department of Health Services, Madison, Wis.

18. Changing Conversations
The cultural expectation around using alcohol and medications is sent to our youth in many ways we don’t realize. This session will discuss these messages, and how we can change the conversations. Additional time will be provided to brainstorm further messages to care to our communities.

Lori Cross Schotten – CEO, Certified Recovery Coach, Wisconsin United We CAN, Menasha, Wis.

Kris Murphy – Wisconsin United We CAN, Menasha, Wis.

19. How to Engage in the Community Health Improvement Efforts of Health Departments and Hospitals
Local health departments and non-profit hospitals are required to periodically conduct community health improvement plans and processes (CHIPPs), including the assessment of community health needs and resources, identification of community priorities, implementation of strategies and evaluation of those efforts. Prevention coalitions that collaborate in CHIPPs can greatly improve the sustainability and impact of health improvement initiatives. This session will explore best practices for working together, sharing resources and focusing on evidence-based efforts to address key prevention issues.

Sara Jesse – CHIPP Learning Manager, Community Health Improvement in Action, Wisconsin Association of Local Health Departments and Boards, Reedsburg, Wis.

Heidi Keating – re:TH!NK Coalition Coordinator, Winnebago County Public Health, Oshkosh, Wis.

20. Building Partnerships Between Law Enforcement and Coalitions
This session focuses on engaging law enforcement with coalitions to provide long term community problem solving. Participants will recognize elements of a successful coalition, know how to engage law enforcement, and discuss methods to obtain sustainability.

Edward Kondracki – Retired Police Chief, City of La Crosse, La Crosse, Wis.

Chris Fitzgerald – Barron County Sheriff, Barron County Sheriff’s Department, Barron, Wis.

21. Prevention Specialist Certification
The Wisconsin Department of Safety and Professional Services issues the certifications for Prevention Specialists and Prevention Specialists-in-Training. This presentation will outline the certification requirements.

Katie Paff – Policy Analyst, Department of Safety and Professional Services, Madison, Wis.

22. Preventing Fatal Opioid Overdose
Fatal Opioid Overdose exceeds the number of fatalities from motor vehicle crashes in Wisconsin. This workshop will provide an overview of AIDS Resource Center of Wisconsin’s (ARCW) Opioid Prevention Program. Participants will learn how to respond to an opioid overdose.

Veronica Shaheen – Opioid Overdose Prevention Specialist, AIDS Resource Center of Wisconsin, Milwaukee, Wis.

Scott Stokes – Director of Prevention Services, AIDS Resource Center of Wisconsin, Green Bay, Wis.
Friday, June 12, 20

Keynote (8:30 – 9:30 a.m.)

Why Education Works
History shows us that drug education works when the message is powerful, consistent and sustained over time. During a period in which some are calling for surrender to the drug culture, how do we use our time, talents and education with a renewed sense of purpose and passion? What is the message to be shared and why is this work so important for the future of America?

Monte Stiles – Motivational Speaker and Drug Educator, Monte Stiles LLC, Boise, Idaho

23. E-Cigarettes and Other Tobacco Products (OTP): The New Face of Tobacco
As cigarette smoking rates have dropped, e-cigarette and OTP use has rapidly increased. These products are addictive, appeal to youth and contain harmful substances. This session will explain why this matters and what can be done to address the skyrocketing use and related public health impact.

Emily White – Campaign Specialist, American Cancer Society Cancer Action Network, Madison, Wis.
Ryan Sheahan – Tobacco Free Columbia/Dane County Coalition, Madison, Wis.

24. Evaluating Culturally Based Practices
Using evidence-based programs and practices in prevention work is increasingly a requirement of funders. However, very few evidence-based programs are relevant to American Indian communities. Rather, American Indian communities have rich cultural practices that are successful in prevention to draw upon, but these are not recognized in the methodology of western science as evidence-based. Using the framework of the medicine wheel, this session will describe a four-step approach to developing an evaluation plan for culturally based practices and programs, translating Indigenous knowledge into western framework to begin the process of gathering data to document efficacy of culturally based practices and programs.

Nicole Butt – Owner, Evaluator, and Trainer, BEAR Consulting, LLC, Pewaukee, Wis.

25. Multi-Jurisdictional OWI Task Force
Development and Deployment Strategies
Law enforcement agencies are combining resources and formulating strategies to decrease traffic crashes. These task forces are expanding to not only include police but also other public and private sector partners. This session will demonstrate the need for YOU to participate.

Bob Bott – Regional Program Manager, WisDOT – Bureau of Transportation Safety, Holmen, Wis.
Timothy Sharpee – Operations Captain, Wauwatosa Police Department, Wauwatosa, Wis.

26. Ending the Adolescent Buzz
This session introduces participants to two separate adolescent prevention programs: Teen Intervene and Prime for Life. The impacts of each program will be explained, the staff time required for implementation and related costs will be explored.

Kimeko Hagen – Executive Director, Options Treatment Programs, Appleton, Wis.
Dawn Schulze – Coordinator, Student Health and Counseling, UW-Superior, Superior, Wis.

5:30 – 6:30 p.m. SCAODA Public Forum
The SCAODA Public Forum is an opportunity for the State Council to gather input from the general public and/or conference participants for directions on utilization of the Substance Abuse Block Grant funds and programmatic changes. Input will be taken from the public by State Council representatives.

7 – 8 p.m. Recovery Meeting
27. Town, Gown, Gassed and Grounded: Creating Effective Campus-Community Responses to Student Alcohol Abuse
UW-Madison and UW-La Crosse address alcohol-related issues on campus with hard data, evidence-based approaches and a spirit of collaboration. Hear how these two important, but very different institutions identify specific alcohol-related issues and address them within the campus and the greater community.

Kate Noelke, MPH, CHES – Wellness and AODA Coordinator, UW-La Crosse, La Crosse, Wis.
Reonda Washington – Prevention Specialist, Alcohol and Other Drugs, UW-Madison/University Health Services, Madison, Wis.

28. An Overview of the Wisconsin Prescription Drug Monitoring Program
In this session, we will describe the development and operation of the Wisconsin Prescription Drug Monitoring Program (WI PDMP), demonstrate how healthcare professionals can use the WI PDMP to obtain information about patients’ prescription histories, discuss future enhancements planned for the WI PDMP and present preliminary statistics from the program.

Chad Zadrazil – Director, Wisconsin Prescription Drug Monitoring Program, Wisconsin Department of Safety and Professional Services, Madison, Wis.

29. Washington State Recreational Marijuana Law and the State’s Prevention Response
This session will provide an overview of Washington State’s Initiative 502 and how the state and prevention community have responded to the changing environment. The presentation will include information on prevention strategies with positive outcomes related to marijuana and how Washington State identifies communities in greatest need to receive the programs. Information will also be shared related to community impacts since I-502 was passed.

Michael Langer – Chief, Office of Behavioral Health and Prevention, Washington State Division of Behavioral Health and Recovery, Olympia, Wash. (Continued in Session 35)

30. Substance Abuse Prevention is Suicide Prevention
Did you know that the work you do to prevent substance abuse can also help prevent suicide? In this session you’ll hear about the connection between suicide and substance abuse. You’ll also learn how to foster partnerships between local substance abuse prevention coalitions and suicide prevention coalitions to better address both of these issues in your community.

Debi Traeder – Suicide Prevention Coordinator, Mental Health America-Wisconsin, Schofield, Wis.

11 a.m. – Noon

31. Collective Impact and Public Health
This session will provide a brief overview of Collective Impact frameworks and share stories of how it is being implemented in the context of health promotion in Wisconsin.

Amy Meinen – Director, Wisconsin Obesity Prevention Network, UW-Madison Department of Family Medicine, Madison, Wis.
Paula Tran Inzeo – Assistant Director, UW Center for Community Nonprofit Studies, Madison, Wis.

32. Lobbying vs. Advocacy
Advocacy and lobbying are effective ways to generate interest, support and create awareness about how a community is impacted by public policy. Coalitions are in an excellent position to impact public attitudes and policy as they are community-based and focused. However, many are concerned about where is the line between lobbying and advocacy? This session will focus on the differences between the two.

TBO – xxxxxxxxxxxxxx, Wis.

33. Strategies for Success: Building Support for Evidence-Based Policies
Advocating successfully for prevention policy requires a mix of relationship building, media savvy and local government know-how. Learn from two successful coalitions how to get prevention policy adopted, enforced and retained.

Melissa Dotter – Drug Free Communities Program, Marathon County Health Department, Wausau, Wis.
Sarah Johnson – Coalition Director, Janesville Mobilizing 4 Change, Janesville, Wis.
34. Development and Implementation of Student AODA Policies
Student AODA policies can only accomplish their intended purpose if they: 1) reflect current legal requirements, current district practice, and current district views on the issue; 2) are realistic to implement in the district; 3) are clearly understood by those individuals affected by them and those responsible for enforcing them; and 4) are implemented on a fair and consistent basis. This session will help attendees develop and implement workable and effective student AODA policies in their districts.
Nancy Dorman – Director of Policy Services, Wisconsin Association of School Boards, Madison, Wis.

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Michael Langer – Chief, Office of Behavioral Health and Prevention, Washington State Division of Behavioral Health and Recovery, Olympia, Wash. (Continued from Session 29)

36. Ready, Set…Plan
When coalitions first begin and community members come together, they usually just want to DO something. Yet over the years, the coalitions that seem to have the most success and sustainability are those that take the time to strategically plan their efforts. Although planning is not always fun, it is critical to achieving goals and making impacts. Planning can provide coalitions the opportunity to get buy-in from members, tell the story and success, guide future efforts, and help retain grant dollars.
Annie Short – Behavioral Health Prevention Coordinator, Milwaukee County, Milwaukee, Wis.

12:15 – 1:15 p.m. Lunch
1:30 – 2:30 p.m.

37. People of Faith, Partners in Prevention
This session will provide an overview of the People of Faith, Partners in Prevention manual designed to assist substance abuse prevention specialists to engage the faith community in substance abuse prevention. The materials are available free online and provide a framework for religious organizations and spiritual leaders to play an active role in the prevention of alcohol, tobacco and other drug use problems within their congregations and communities.
Roger Svendsen – Prevention Specialist, S & S Training and Consulting, Maplewood, Minn.

38. Synthetic Street Drugs
Bath salts and synthetic marijuana are two forms of illicit street drugs. They are commonly purchased off the internet and often lead to paranoia, hallucinations and suicidal and other harmful thoughts or actions.
Ron Baures – Captain, Barron County Sherriff’s Department, Barron, Wis.

39. Community Involvement in Alcohol Licensing and Density
Community involvement in alcohol licensing is essential to creating a positive alcohol environment. Community and neighborhood groups should be involved in local alcohol licensing but many are uncertain what type of involvement is helpful. Alders from Milwaukee and Wausau discuss difficult licensing issues and framing community involvement to support productive working relationships.
Lisa Rasmussen – Alderwoman, City of Wausau, Wausau, Wis.
Jose Perez – Alderman, City of Milwaukee, Milwaukee, Wis.
40. Recovery Oriented Systems of Care (ROSC): The Role of Prevention Prepared Communities
This workshop will provide an overview of Recovery Oriented Systems of Care (ROSC) and community linkages. While highlighting some of the core strategies for transformation based on the readiness for changes, the team will provide an overview of a Community Readiness Assessment tool and a Community Recovery Capital Needs Assessment.
Langeston Hughes – Comprehensive Community Services Coordinator, Wisconsin DHS/DMHSAS/BPTR, Madison, Wis.
Andrea Jacobson – Substance Abuse Treatment Services Coordinator, Wisconsin DHS/DMHSAS/BPTR, Madison, Wis.

41. The Legalization Landscape: How the Commercialization of Pot and the Popular Culture Have Impacted Our Youth
Emerging products such as butane hash oil, medibles, vaping and drug fashions are being marketed to our youth through social media, advertising, television, movies, celebrities, big business, pro-legalization organizations and even video games. This workshop will cover the evidence of these damaging efforts and how to combat the impact of popular culture on our youth and communities.
Monte Stiles – Motivational Speaker and Drug Educator, Monte Stiles LLC, Boise, Idaho

42. Ethics in Prevention: A Framework from the Feds
Although the field of substance abuse prevention is relatively new, the issues that we often address are complicated and far reaching. The International Certification and Reciprocity Consortium (IC&RC) is an internationally recognized credentialing organization, recognizing six Principles of Prevention Ethics to help navigate the challenges of this emerging profession. This session will highlight the six principles, plus provide some real life scenarios and resources to help understand the principles.
Kathy Asper – Prevention Services and Outreach Manager, Arbor Place, Inc., Menomonie, Wis.