

Wisconsin Statewide Substance Use Prevention Conference Meeting Needs. Advancing Change.

June 11 and 12, 2019

**Kalahari Resort and Convention Center
Wisconsin Dells, Wisconsin**



Sponsored by the Wisconsin Department of Health Services,
Division of Care and Treatment Services,
Bureau of Prevention Treatment and Recovery

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University of Wisconsin
Stevens Point

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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, Prevention Specialists In-Training
- ▶ Public Health Professionals
- ▶ Faith-Based Community Members
- ▶ County/Tribal Health and Human/Social Services Staff and Leaders

Statewide Prevention Conference Objectives

By attending this conference, participants will

- ▶ learn more about substance use prevention tools and strategies
- ▶ gain awareness of local policy development
- ▶ share lessons learned and success stories
- ▶ network and build relationships
- ▶ acknowledge the role that adverse childhood experiences (ACEs), trauma, equity, and stigma play in substance use issues so that these factors can be considered and incorporated into the work that the four previous objectives seek to address

Planning Committee Members

Jazzmyne Adams
Community Advocates, Inc.

Sheila Bannister-Gross
UWSP Continuing Education

Susan Barrett
UWSP Continuing Education

Julie Bever
Rusk County Youth Council, Indianhead Community Action Agency

Chris Boyd
Red Cliff AODA Reduction Team Coalition, Red Cliff Band of Lake Superior Chippewa Indians

Elyse Chay

Kathy Comeau
Better Brodhead

Cecie Culp
Wisconsin Department of Health Services

Phil Duket
Northeastern Wisconsin Area Health Education Center

Tamara Eden
Northeastern Wisconsin Area Health Education Center

Raina Haralampopoulos
Wisconsin Department of Health Services

Nzinga Khalid
Milwaukee County Behavioral Health Division

Adam Kindred
Elevate

Marlana Lammer
Taylor County Drug Opposition Partners

Kari Lerch
Community Advocates, Inc.

Tyler Luedke
Brown County

Joe Luginbill
Chair, Alliance for Substance Abuse Prevention

Kayleigh Mengel
Center for Community Health Advancement, Marshfield Clinic Health System

Christy Niemuth
Department of Health Services

Lil Piñero
Eau Claire County Health Department

Lisa Schuman
Native Connections, Lac du Flambeau Band of Lake Superior Chippewa Indians

Julia Sherman
Wisconsin Alcohol Policy Project; UW Law School

Mai Zong Vue
Wisconsin Department of Health Services

Allison Weber
Wisconsin Department of Health Services

Kimberly Wild
Wisconsin Department of Health Services



SCHEDULE AT-A-GLANCE

Tuesday, June 11, 2019

8:00-9:00 a.m.	Registration/Continental Breakfast
9:15-10:30 a.m.	Keynote – Joe Luginbill
10:30-10:45 a.m.	Break
10:45-11:45 a.m.	Sessions (1-6)
Noon-1:00 p.m.	Lunch
1:15-2:15 p.m.	Sessions (7-12)
2:30-3:30 p.m.	Sessions (13-18)
3:30-4:00 p.m.	Break
4:00-5:00 p.m.	Sessions (19-24)
5:30-7:00 p.m.	SCAODA Public Forum and DHS 75 Listening Session
7:00-8:00 p.m.	Recovery Meeting

Wednesday, June 12, 2019

7:30-8:15 a.m.	Registration/Continental Breakfast
8:15-9:30 a.m.	Keynote – Honorable Rev. Everett D. Mitchell
9:45-10:45 a.m.	Sessions (25-30)
10:45-11:00 a.m.	Break
11:00 a.m.-Noon	Sessions (31-36)
12:15-1:15 p.m.	Lunch
1:30-2:30 p.m.	Sessions (37-42)

Tuesday, June 11, 2019

(ABGH)

Keynote (9:15 – 10:30 a.m.)

Meeting the Needs of Youth and Advancing Change

As an advocate for children and families, Joe Luginbill will share uplifting words, stories, and a message of optimism for change makers in prevention. Joe will share some core ideas and strategies to help guide a brighter future in our communities.



Joe Luginbill – President/
CEO - Luginbill Children's
Foundation, Inc.;
Commissioner - Eau Claire
Area Board of Education;
Chairperson - Alliance for
Substance Abuse Prevention

10:45 – 11:45 a.m.

(Cypress)

1. Get Them – Keep Them – Train Them: Coalition Capacity Building

Running a successful coalition is not an easy task. Your members are busy volunteers with their own agendas, priorities, skill sets, and ways of doing business. This session will cover the fundamentals of capacity building to ensure your most valuable resource - your membership - is supported and structured to have the biggest impact in your community. Real-life examples and tools will be shared.

Sarah Johnson – Health Education Specialist,
Public Health Madison & Dane County,
Madison, Wis.

(Ironwood)

2. Place of Last Drink: A Locally Driven Strategy to Reduce Alcohol Over-service

Place of Last Drink initiatives in Wisconsin will be discussed by three panelists. The focus of the discussion will be on how municipalities have incorporated POLD into their alcohol enforcement strategies, common concerns, essentials for success including cross-jurisdictional efforts, and how other municipalities can start their own POLD initiatives. This panel discussion will welcome audience questions and comments throughout, and we encourage audience members to bring their own experiences and challenges to discuss.

Chris Hughes – Chief of Police, Brodhead Police
Department, Brodhead, Wis.

Katie Eszes – MD/MPH Student, Wisconsin
Alcohol Policy Project, Madison, Wis.

Kelly Klingensmith – Community Health
Education Coordinator, Rock County Public Health
Department, Madison, Wis.

(Banyan)

3. Policy and Advocacy 101

Engaging in policy advocacy can be daunting and difficult. This presentation will identify why engaging in policy advocate is important and

impactful, and how to do it legally with the tools available to advocate.

Mike Bare – *Community Advocates, Inc., Milwaukee, Wis.*

(Suite D)

4. **Marijuana Prevention in Wisconsin: Where Do We Go From Here?**

This session will feature a discussion on how to address the proposed marijuana legalization in terms of educating our youth and community on the possible negative effects if this does happen. Please join us if your community is working with legislators, prevention public awareness campaigns, or have other marijuana prevention resources to share.

Ron Bowman, Jr. – *Restorative Justice Coordinator, Menominee Indian Tribe of Wisconsin - Youth Services Department, Keshena, Wis.*

Sue Wolfe – *Federal Program Coordinator, Lac du Flambeau Public School, Lac du Flambeau, Wis.*

(Suite E)

5. **School Policies Supporting Prevention**

Drawing from experience as a coalition chairperson and school district leader, Joe Luginbill will share effective strategies for enacting prevention-focused policy/program changes within school systems. Joe will outline the process of enacting regional policy change, from gathering initial stakeholders to rallying public support.

Joe Luginbill – *Founder of the Luginbill Children's Foundation, Eau Claire, Wis.*

(Crown Palm)

6. **Screening, Brief Intervention and Referral to Treatment: How SBIRT fits into Prevention**

In this interactive session, we'll discuss WHAT is SBIRT and how it fits within the scope of prevention. After participating in this session, you'll appreciate the SBIRT process and what you can do to promote this practice as an evidence-based prevention strategy.

Laura A. Saunders – *Great Lakes Addictions, Mental Health and Prevention Technology Centers: Project Manager for the State of Wisconsin, Great Lakes Prevention Technology Transfer Center, Madison, Wis.*

Noon – 1:00 p.m. – Lunch

1:15 – 2:15 p.m.

(Ironwood)

7. **The FQHC Perspective - Panel**

Federally Qualified Health Centers (FQHCs) are federally-funded health centers that provide family-oriented primary and preventive healthcare services to rural and urban, medically-under-served communities. FQHCs are intentionally located in areas where people struggle to access quality healthcare due to financial, geographic, or language barriers, and often serve as the only touch point with healthcare services and systems for their patients. To help coalitions better address health disparities and inequities, and potentially integrate the services that both FQHCs and community coalitions are providing in the area of substance use prevention (or at least make all parties aware of the efforts that are being implemented), bringing these stakeholders together at the same table will help to start this conversation. A panel of representatives from three FQHCs in Wisconsin will speak about the specific patient populations they serve, the AODA work they are currently doing, and provide a forum where they can work with community coalitions on potential ways to collaborate in the work that both parties are doing. In this way, community coalitions can better align their prevention work with the primary healthcare that FQHC patient populations in Wisconsin receive and thus, broaden the scope of their reach by allowing them to better target disparate patient populations in their prevention initiatives.

Britni Bolduc, RN – *Clinical Care Coordinator Program, North Lakes Community Clinic, Ashland, Wis.*

Phil Robinson – *Director of Behavioral Health Integration, Family Health LaClinica, FQHC/Roche-A-Cri Community Recovery Center, Friendship, Wis.*

Sheila Weix – *Director of Substance Abuse Services, Family Health Center of Marshfield, Inc., Marshfield Clinic Health System, Marshfield, Wis.*

(Banyan)

8. Alcohol Licensing Guidelines & Conditions: Simple Tools with a BIG Impact

Alcohol licensing guidelines help the community focus on its needs when considering new applications. Alcohol license conditions allow a community to identify and reduce the impact of very localized issues. Both are important yet underutilized aspects of Wisconsin's alcohol policy framework.

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

(Suite D)

9. Toxic Stress and Behavioral Health: Impact and Response

This presentation will focus on adverse childhood experiences (ACEs)/trauma (toxic stress) as a root cause of risk behaviors and health outcomes. Wisconsin data will be highlighted as a way of identifying the scope of the problem and then we will collectively engage in discussions on trauma-informed and collaborative action steps that can be taken to better support those who have been impacted by trauma and prevent the intergenerational passage of trauma.

Robin Matthies – Trauma and Resilience Program Manager, Wisconsin Department of Health Services, Division of Public Health, Madison, Wis.

(Cypress)

10. The Other Side of the Epidemic

This presentation will include a few perspectives on the effects of the epidemic; what can be done moving forward, what are youth saying, and how we are providing quality education programs for our youth, parents and communities. This very powerful presentation has made a big impact on youth, teachers and parents.

Melanie Crandall – Your Choice to Live, Inc., Oconomowoc, Wis.

Sandi Lybert – Co-Founder, Your Choice to Live, Inc., Oconomowoc, Wis.

Ashleigh Nowakowski – Executive Director, Speaker, Your Choice Co-Founder, Your Choice to Live, Inc., Oconomowoc, Wis.

(Crown Palm)

11. Stick Around: The Basics of Sustainability - Part I

Many community coalitions start with an infusion of funds to fix a “problem.” While getting funding is nice, many complex social issues – like substance abuse – will take years or even decades for community coalitions to make long lasting results. This session will focus on what coalitions can do to identify, continue and strengthen their efforts for the long-term.

Melissa Moore – Substance Abuse Prevention Specialist, Marathon County Health Department, Wausau, Wis.

(Suite E)

12. Peers 4 Peers: A Strategy for Engaging Youth in Prevention

This session will present a summary of the Peers 4 Peers program and how to utilize peer helpers to implement youth-led prevention efforts within the school setting. Presenters will then cover how to train peer helpers to provide support to youth with substance use and mental health challenges. Finally, youth, who have recently completed the Peers 4 Peers program, will provide their perspective on the program and how it has impacted their school.

Adam Kindred – Director of Prevention Programs, Elevate, Inc., Waukesha, Wis.

Jessica Warden – Peers 4 Peers Program Coordinator, Elevate, Inc., Waukesha, Wis.

Jack Paul – Peers 4 Peers Officer, Elevate, Inc.

Tina Bolek – Peers 4 Peers, Elevate, Inc., Waukesha, Wis.

2:30 – 3:30 p.m.

(Suite D)

13. Big Tobacco Never Left: Emerging Issues & What Our Youth are Up Against

One in five Wisconsin high schoolers use e-cigarettes and 1 in 9 middle schoolers have tried them. This session will give you the historical context of how Big Tobacco has evolved over time to gain a new generation of users addicted to nicotine. Attendees will become familiar with current trends and products, and why it's

cause for concern. Those attending will leave with resources they can bring back to their communities.

Jenna Flynn – Health Educator, Marathon County Health Department, Wausau, Wis.

(Cypress)

14. The Invisible Population: Risk and Protective Factors for the Lesbian, Gay, Bisexual, Transgender, Queer/Questioning (LGBTQ+) Youth

This presentation will provide an overview of LGBTQ definitions and terms to allow people to have a foundational understanding of acronyms, definitions, and terminology. There will be interactive aspects where I'll ask audience members to engage with certain posed questions as a way to share unique experiences. I will share LGBTQ youth specific data that highlights risk behaviors and health outcomes to showcase disparities between LGBTQ youth and their non-LGBTQ identified peers. Finally, we will discuss ways to create safe and welcoming spaces for LGBTQ youth, protective factors, and ideas for specific advocacy efforts both individually and collectively.

Robin Matthies – Trauma and Resilience Program Manager, Wisconsin Department of Health Services, Division of Public Health, Madison, Wis.

(Banyan)

15. Tools for Data Visualization

Data drives decisions and perceptions, from the assessment and privatization of problems to the evaluation of your efforts. Learn to create effective data visualizations that speak to your viewer and spur them to action by considering your audience's needs, choosing appropriate charts, and implementing graphic design best practices. This interactive skill-building session will equip you with the process and tools you need to create data viz that makes you look like a data whiz.

Sara Jesse – Health Educator and Grants Manager, Sauk County Health Department, Baraboo, Wis.

(Ironwood)

16. Opioid Overdose Prevention & Narcan Training

This workshop will equip attendees with the knowledge and tools to reverse an opioid overdose.

Nicole Sornson – Prevention Training Coordinator, AIDS Resource Center of Wisconsin, Eau Claire, Wis.

(Crown Palm)

17. Stop the Insanity: Plan for Sustainability - Part II

Stop me if you've heard this before...Your coalition has been around for a while with the help of some substantial start-up funds, you feel pretty good about what you've been able to accomplish so far. Then one day the hazard lights turn on, your funding is ending, now what!?! By incorporating sustainability into all aspects of your efforts - from communications to activities to recruitment - you can build a stairway to long term success, the sky's the limit - and your mental health and well-being will thank you! Participants are invited to bring examples or roadblocks to work through with a room full of your colleagues.

Melissa Moore – Substance Abuse Prevention Specialist, Marathon County Health Department, Wausau, Wis.

(Suite E)

18. Key Components of an Effective AODA School Program

This session will provide participants with an overview of the essential components of an effective AODA school program. Participants will be provided with resources that can assist them in developing a program that can address the substance abuse prevention needs of the students in their district. The goal of this presentation is to provide participants with the information necessary to develop a program that can address the unique needs of the students they encounter who are experiencing substance abuse challenges.

Scott Bakkum – School Counselor/AODA Program Coordinator, Oconomowoc High School, Oconomowoc, Wis.

4:00 – 5:00 p.m.

(Cypress)

19. Preventing Addiction Before It Starts: Wisconsin's Game Plan to Address Tobacco at the Point of Sale

The retail environment is used to attract new tobacco users by targeting vulnerable populations with point of sale tactics such as product placement, signage and price discounting.

Youth access to tobacco and constant exposure encourages initiation and discourages cessation.

Join us to learn how to build partnerships that will strengthen community impact and policy.

Carleigh Olson – Policy Coordinator, Wisconsin Tobacco Prevention and Control Program, Madison, Wis.

Jenna Flynn – Health Educator, Marathon County Health Department, Wausau, Wis.

Anneke Mohr – Coalition coordinator, City of Milwaukee Tobacco-Free Alliance, Milwaukee, Wis.

(Ironwood)

20. Alcohol Policy Basics for Public Health Advocates

Alcohol policy in Wisconsin is a constantly changing set of challenges and creative responses from local elected leaders and coalitions. This session will provide an overview of the issues communities are grappling with today and how they are responding. Learn how other communities have responded to these challenges with existing ordinances applied to new situations or new policies.

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

(Suite D)

21. Changing the Conversation on Substance Misuse: An Introduction to Communications Strategies

How do existing patterns of public thinking about adolescent substance use, prevention and treatment, shape public understanding – and how might advocates change the way we frame these issues? This session will introduce strategic framing fundamentals, teach what to say and what to avoid in order to create more effective

communications, and provide opportunities to practice.

Moira O'Neil – Director of Research Interpretation and Application, FrameWorks Institute, Madison, Wis.

(Banyan)

22. A Paradigm Shift in Chronic Opioid Prescribing

Review updated guidelines for chronic opioid therapy for chronic non-cancer pain.

Michael E. M. Larson, PhD – Clinical Health/Pain Psychologist, Director of Controlled Medication Policy Marshfield Clinic Health System, Director of Diversion Prevention HOPE Consortium, Marshfield, Wis.

(Crown Palm)

23. Evaluation 101: Taking the Mystery Out of Evaluation

Are you intimidated by evaluation? Evaluation comes in many forms and doesn't always have to be complex to be useful. Join us in this session as we go over the basics of evaluation, what makes a good evaluation, and participate in a live-action case study to show you that evaluation is feasible for everyone.

Sarah Linnan – Associate Researcher, University of Wisconsin-Madison, Population Health Institute, Madison, Wis.

Aria Walsh-Felz – Assistant Researcher, University of Wisconsin-Madison, Population Health Institute, Madison, Wis.

(Suite E)

24. How to Effectively Engage People with Lived Experiences in Prevention Work

People with lived experiences can provide one of the most valuable perspectives when doing prevention work. Learn from someone who has experience engaging these individuals - what the process is like, what things to be mindful of, what their perspective adds to the work coalitions are or can be doing. Additionally, hear from someone who has lived experience and who engages in this work with local Wisconsin coalitions.

Mark Stoner – St. Croix Chippewa Indians of Wisconsin

(Suite D)

5:30 – 7:00 p.m. SCAODA Public Forum and DHS 75 Listening Session

The SCAODA Prevention Committee's 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 and staff.

The Listening Session will inform attendees about the revision of Wisconsin Chapter DHS 75: Community Substance Abuse Service Standards and the rule-making process. Attendees will be able to provide feedback and changes that they would like to offer for consideration during the revision process.

(Suite E)

7:00 – 8:00 p.m. Recovery Meeting

Wednesday, June 12, 2019

(ABGH)

Keynote (8:15 – 9:30 a.m.)

The Intersection of Addiction and Trauma: A Court's Perspective

A primary focus of this conference is the role that ACEs, trauma, equity, cultural competency, and stigma play in substance use disorders/substance misuse; as such, we will explore addiction through the lens of trauma. Rather than criminalizing addiction, courts are moving toward a trauma lens that encourages healing and recognizes the impacts that inequities, barriers to access, social injustices, and social determinants of health have on substance use patterns and outcomes within various populations and communities. A better understanding of how addressing these issues relates to prevention work is a link that is often over-looked and one that could help to strengthen the prevention work that relevant partners and stakeholders are already doing.



Honorable Rev. Everett D. Mitchell - Dane County Circuit Court Judge and Senior Pastor of Christ the Solid Rock Baptist Church, Madison, Wis.

9:45 – 10:45 a.m.

(Suite D)

25. Juvenile Justice System and Substance Use Prevention

The criminalization of addiction has led to mass incarceration and disproportionately impacted communities of color. Courts in Wisconsin can lead the movement in responding to the growing intersections between trauma, addiction, and the criminal justice system. From a lens of prevention, starting with the juvenile justice system is a useful place to focus attention and efforts. Hear from a pioneer in the field, Judge Everett Mitchell, who has played an important role of recalibrating courts to approach addiction through a lens of trauma. By addressing trauma, families are given the tools to re-engage trauma, emotional numbness, shame, torn inner maps of the world, and emotional flooding. Through these ongoing experiences, courts can engage families, ensure that youth are given an opportunity to have a safe return home, and avoid a cycle of institutionalization through incarceration. Shifting to this approach is an important preventive measure in addressing many of the cycles that perpetuate inequity and contribute to harmful substance use patterns and outcomes.

Honorable Rev. Everett Mitchell – Dane County Circuit Court Judge and Senior Pastor of Christ the Solid Rock Baptist Church, Madison, Wis.

(Cypress)

26. Using Racial Equity Tools to Dismantle Institutional Racism – Part I

The City of Madison has the desire to establish racial equity and social justice as a core principle in all decisions, policies and functions of the City of Madison. This training is an overview of the way employees involved in the Racial Equity and Social Justice Initiative (RESJI) have organized, normalized, and institutionalized by using Equity Analysis Tools.

Kara Kratowicz – Data Projects Coordinator, City of Madison, Wis.

Nancy Saiz – Community Development Specialist, City of Madison Community Development Division, Madison, Wis.

(Suite E)

27. Ethics in Prevention: An Overview – Part I

Ethics courses are often geared for treatment counselors and often do not address the needs and issues that arise in the many arenas of prevention practice: schools, community-based agencies, coalitions and faith-based organizations. This presentation offers an opportunity to discuss ethical concerns specific to the field of prevention, plus provide an ethical framework to shape prevention practice. Participants will explore the Principals of Prevention Ethics, be introduced to an ethical decision-making model, and learn about Prevention Ethics related resources.

Kathy Asper – CPS, Manager of Prevention Services, Arbor Place, Inc., Menominee, Wis.

(Ironwood)

28. Establishing a Public Medication Collection Program in a Wisconsin Health Care System

In 2014 Gundersen Health System established a public medication take back system. This presentation will give first hand experiences on stakeholder participation and best practices and challenges learned during the course of the 4½ years of operation.

Eric Bashaw – Director of Environmental Compliance, Gundersen Health System, La Crosse, Wis.

(Banyan)

29. Democratizing Data: Getting Interactive Opioid Data Dashboards into the Hands of Wisconsinites

Come to learn about the new ways that the Department of Health Services is planning to present data about opioids and drug use. This will be a demonstration of the new dashboards and an opportunity for you to provide feedback.

Lynne Cotter – Research Scientist, Department of Health Services, Division of Public Health, Madison, Wis.

Katharine Rifkin – Substance use Data and Evaluation Specialist, Department of Health Services, Division of Care and Treatment Services, Madison, Wis.

(Crown Palm)

30. Don't be Thanos, Be Iron Man: Exchanging Omniscience for Cultural Awareness and Responsiveness

In this presentation, we will discuss youth buy-in, presence, privilege, and credibility as cornerstones for developing cultural awareness and responsiveness. This presentation will address real barriers between youth and prevention providers/partners.

Damien Smith, Joshua Jenkins, Diamond Thompson – Safe and Sound, Milwaukee, Wis.

11:00 a.m. – Noon

(Ironwood)

31. Building Toward Impact: Lessons Learned and Opportunities to Create Change with AHW

Where do leaders turn when individual behavior change isn't enough? Communities look to changing the policies and systems that make good health possible. Advancing a Healthier Wisconsin (AHW) Endowment supports efforts beyond individual behavior change and towards the systems to improve health for everyone. AHW's approach offers opportunities to generate population and community health data necessary to impact the policies and systems. Join this session to learn how partners in your community can make change. You'll have opportunities to network, build relationships, develop greater awareness of system change strategies, and share lessons learned. Participants will learn AHW's funding priorities and how to submit a competitive application. Join us to hear more!

Maureen Busalacchi – Program Officer, Advancing a Healthier Wisconsin Endowment, Milwaukee, Wis.

Tim Meister – Program Officer, Advancing a Healthier Wisconsin Endowment, Milwaukee, Wis.

(Cypress)

32. Using Racial Equity Tools to Dismantle Institutional Racism – Part II

The City of Madison has the desire to establish racial equity and social justice as a core principle in all decisions, policies and functions of the City

of Madison. This training is an overview of the way employees involved in the Racial Equity and Social Justice Initiative (RESJI) have organized, normalized, and institutionalized by using Equity Analysis Tools.

Kara Kratowicz – Data Projects Coordinator, City of Madison, Madison, Wis.

Nancy Saiz – Community Development Specialist, City of Madison Community Development Division, Madison, Wis.

(Suite E)

33. Ethics in Prevention: An Overview – Part II

Ethics courses are often geared for treatment counselors and often do not address the needs and issues that arise in the many arenas of prevention practice: schools, community-based agencies, coalitions and faith-based organizations. This presentation offers an opportunity to discuss ethical concerns specific to the field of prevention, plus provide an ethical framework to shape prevention practice. Participants will explore the Principals of Prevention Ethics, be introduced to an ethical decision-making model, and learn about Prevention Ethics related resources.

Kathy Asper – CPS, Manager of Prevention Services, Arbor Place, Inc., Menominee, Wis.

(Banyan)

34. Human Dignity and Harm Reduction

This session will be an interactive exchange of perspectives and discovery regarding how harm reduction principles are at the heart of human dignity. We will share a journey together exploring what it sincerely means to meet people where they are at, and more importantly, how to help substance users discover solutions to the challenges in their life. This session will challenge everyone to reach for new ways to offer help, support, and hope to the members of our community. This session is identified as “advanced” and assumes participants have an understanding of harm reduction, but all are encouraged to attend.

Dennis Radloff – MAT Expansion Coordinator, Wisconsin DHS/DCTS, Madison, Wis.

(Crown Palm)

35. Current Issues in Alcohol Policy: Beer Gardens, Wine Walks & Bollards! Oh my!

Many Community Health Improvement Plans include “reducing excessive drinking” as a priority. With 24% of Wisconsin’s adults binge drinking about once a week, excessive drinking is a problem that needs to be addressed at the population level but where to begin? This session provides the foundational ideas behind evidence-based policies that reduce excessive drinking plus practical advice on where to begin implementation in Wisconsin.

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

(Suite D)

36. Words Matter: How to Reduce Stigma by Changing What We Say

Sharing stories can make you feel more alive, confident, aware, courageous, compassionate, and more connected to others. Whether you are sharing your personal story or your business story, what you are saying to others matters. Good storytelling doesn’t only help make a positive impact on others but it also can help to eliminate stigma; creating a long-lasting impact on the world around us. In this powerful, interactive talk, Anthony Alvarado addresses the stigma in prevention and highlights the importance of the language we use.

Anthony Alvarado – President & Co-Founder, RISE TOGETHER, Appleton, Wis.

12:15 – 1:15 p.m. Lunch

Wisconsin Department of Health Services Update

Andrea Palm – Secretary Designee

Paul Krupski – Director of Opioid Initiatives

1:30 – 2:30 p.m.

(Ironwood)

37. Conducting a Community Assessment on Prevalence and Perception of Medication Abuse

There are many communities talking about the

burden of medication abuse, but few have an accurate picture of the prevalence or perceptions that are driving the behavior. In 2011, the Marathon County Health Department and AOD Partnership joined forces to create, implement and evaluate the first Community Assessment on Prevalence & Perception of Medication Abuse report. Now approaching its 5th version, this assessment has helped the community identify trends, strengths and gaps to prevent medication abuse. Supported by a variety of local funders and community partners, the Marathon County Medication Drop Box program is an example of what communities can do when you have a common goal!

Melissa Moore – Substance Abuse Prevention Specialist, Marathon County Health Department, Wausau, Wis.

(Banyan)

38. The C.R.A.P. of Design: Slides and Flyers that Shine

Create visuals with impact by incorporating the design principals of C.R.A.P.: Contrast, Repetition, Alignment, and Proximity. Let your message be seen and understood! Clear, professional looking educational materials grab and hold your viewer's attention and help you communicate your story. This is a design session for non-designers. You will learn the basic best practices you need to immediately start making eye-catching and engaging slides, flyers, reports, and other materials.

Sara Jesse – Health Educator and Grants Manager, Sauk County health Department, Baraboo, Wis.

(Suite E)

39. Education, Exposure, and Empowerment: The 3 E's of Youth Development and Resiliency

This presentation will educate attendees on how to create programming that is tailored to fit the specific needs of the community they are serving. This presentation will be engaging and interactive to reflect effective programming techniques.

Damien Smith, Joshua Jenkins, Diamond Thompson – Safe and Sound, Milwaukee, Wis.

(Suite D)

40. Youth and Marijuana: How We are Growing a Resilient Community

Hear from a Wisconsin coalition about the work they are doing addressing the risks of marijuana use – particularly among youth, existing work on marijuana prevention, and generally what coalitions can do in this area.

Rita Von Haden – La Crosse Prevention Network, La Crosse, Wis.

(Cypress)

41. The KNOW METH Campaign

Meth use in Wisconsin has increased 462% from 2010-2017. Marshfield Clinic Health System, Northwoods Coalition and the Alliance for Wisconsin Youth in partnership with the Wisconsin Department of Justice developed the KNOW METH Campaign to prevent and reduce meth use in Wisconsin. The goal of the campaign is to raise awareness of meth use in Wisconsin, communicating the dangers and risks of use and empower Wisconsin residents to take action.

Kayleigh Mengel – Health Educator - Team Leader, Marshfield Clinic Health System, Marshfield, Wis.

Kurt Heuer – Program Manager, Law Enforcement Criminal Justice Liaison, Marshfield Clinic Health System, Marshfield, Wis.

(Crown Palm)

42. The Historical & Multi-Generational Effects on the Native American Family System and Cultural System Treatment Interventions

This presentation will discuss the definition and etiology of Historical and Multi-generational effects on the Native American family system. It will also provide example of cultural system treatment interventions, to include the effects on the individual, family and community systems. It will look at the Emotional, physical, intellectual and spiritual realms of treatment.

Sonny Smart – Professor of Social Work, UW-Stevens Point Sociology and Social Work Department, Stevens Point, Wis.

