

Prevention Week Plan – Discussion Notes from March 24, 2015

Present: Lisa Scates and Molly Petersen/DOR; Kaelyn Kelly/AG; Stacy Campbell, Jon Ebelt and Vicki Turner/DPHHS

Targeted audience: Parents are the focus. Need to address the perception of harm/risk – as these decrease, use/misuse rises, particular with marijuana and prescription drugs; need to not lose focus on alcohol or tobacco.

Agreed local voice in local communities will have the biggest impact.

Central point of contact will be Vicki.

1. Social Media – schedule Facebook messages to run the whole month of May 2015
 - a. Samples from MTUPP to use as a template for posting – Jon to send
 - b. Samples from Cardiovascular to use as a template – Jon to send
 - c. Everyone to think about the messages that could be put onto FB/Twitter; collect the messages by end of April – to Vicki and Jon to get onto DPHHS FB; other agencies can post as well.
2. OP Ed – Cover the top 4-5 things affecting today's Montana's kids, and give info and resource; use data from PNA and YRBS – cover marijuana and Rx drugs. Vicki to draft by mid-April
3. Broadcast Media – explore live interview segments
 - a. Wake Up Montana – ABC – reporter in Helena
 - b. MT Public Radio – Eric Whitney – phone interview
 - c. Northern News Broadcast – phone interview
 - d. Jon and Vicki to discuss further
4. Press Release – Dept of Rev to release their piece on talking to kids re: alcohol abuse/misuse – data is showing fairly steady news, but there is more work to do; direct to parentpower.mt.gov (no daily press release on each Prevention Week topic)

5 - data

*talking about
PNA
for P5 +
DUI Task
Force*

Other:

Vicki will inquire to BRFSS staff to see if there is a way to correlate perception of risk/harm that is covered on YRBS and PNA to young adult reporting on BRFSS. (NOTE: Per BRFSS Coordinator, Emily Ehrlich,

“Unfortunately BRFSS doesn’t have anything that directly correlates to what you’re looking for. In 2014 we did ask the Alcohol Screening and Brief Intervention Module but the module focuses on whether or not a health care provider offered advice about alcohol use rather than personal beliefs. It might be interesting to compare whether or not respondents reported receiving alcohol advice against their reported drinking habits, but unfortunately we won’t have the data until mid-summer.

As far as decreased alcohol use among young adults, there’s been no change in binge drinking or heavy drinking prevalence over the last 3 years.”)

ICC Work Group and National Prevention Week 2015 Planning Meeting – March 24, 2015
Rm 107, 111 Sanders
Helena, MT

Purpose: The ICC Work Group is planning a series of different media outreach strategies for National Prevention Week, which is May 18-23rd.

Background: National Prevention Week is an annual health observance dedicated to increasing public awareness of, and action around, substance abuse and mental health issues. The national theme for 2015 is “The Voice of One, the Power of All.”

Strategy: The ICC Work Group would like to participate in this national effort by the way of implementing a diverse set of media strategies to include press releases, op-eds, and the use of social media messaging (Twitter, Facebook, etc.) around the topics of National Prevention Week, and leverage a collective effort among key ICC member agencies: DPHHS, DOR, OPI and AG’s. We would like to give this a try for 2015, and if it is successful without creating a large burden of time and work, would want to try something similar again in 2016.

Listed below are the individual prevention themes for each day of the week with the state agency and PIO identified.

- Monday, May 18: Prevention of Tobacco Use – ie. MTUPP staff, Stacy Campbell & DPHHS PIO – Jon/Chuck
- Tuesday, May 19: Prevention of Underage Drinking & Alcohol Abuse (DOR) – ie. Dept of Rev staff Lisa Scates & PIO – Molly Peterson
- Wednesday, May 20: Prevention of Opioid & Prescription Drug Abuse – ie. AG’s Office, Kaelyn Kelly & AG PIO – Anastasia Burton
- Thursday, May 21: Prevention of Illicit Drug Use & Youth Marijuana Use – ie. Vicki Turner & DPHHS PIO – Jon/Chuck)
- Friday, May 22: Prevention of Suicide – DPHHS Karl Rosston and DPHHS PIO Jon/Chuck and/or OPI Project AWARE grant staff Tracy Moseman & OPI PIO – Allison Hagen
- Saturday, May 23: Promotion of Mental Health & Wellness – not a directly link to ICC, but perhaps something on ACEs – Vicki & DPHHS PIO Jon/Chuck.

Next Steps: Need to identify given the current landscape, topics that the most newsworthy/timely, and then the topics that are just informational or those that lend well to social media, and then assign accordingly.

ICC Work Group and National Prevention Week 2015 Planning Meeting – March 24, 2015
Rm 107, 111 Sanders
Helena, MT

Media Guidance – draft

Press Releases: In terms of continuity with the press releases – here is what we are thinking:

- Drafts would be written for review by their agency PIO by mid April, and then a coordinated effort to get them out the week of May 18th in the order indicated above.
- Agency staff would write a 500 word press release highlighting the main topic area and either provide information on a topic, resources or a “call to action” in talking to youth about making smart choices, etc.

Format:

All start with the same sentence. Something like “The Department of _____, in conjunction with the Interagency Coordinating Council (ICC) on State Prevention Programs, wants to remind Montana that (day of the week), (date), is National (title of the week).”

And end with this wording:

“The ICC is charged with developing, through interagency planning and cooperation, comprehensive and coordinated prevention programs that will strengthen the healthy wellbeing and safety of children, families, individuals, and communities – particularly families that are deemed to be at risk. The ICC is comprised of the following agencies: Attorney General’s Office, Public Health and Human Services, Office of Public Instruction, Montana Children’s Trust Fund, Board of Crime Control, Labor and Industry, Department of Corrections, Department of Revenue, Office of Indian Affairs, Military Affairs, Department of Transportation, Higher Education, and two community members, Diane Cashell of Bozeman and Marilyn Bruguier Zimmerman of Missoula.”

Op-Ed: Opinion pieces with good stats, that is longer than a press release and timely information; hit main newspapers; drafted and ready to go by mid-April.

Social Media:

Agency Facebook messages that can be loaded and scheduled into Facebook pages so they run during Prevention Week.

Agency Tweets – short, impactful messages to run during Prevention Week.

FOR IMMEDIATE RELEASE

May 14, 2015

CONTACT

Lisa Scates, Alcohol Education Coordinator, Montana Department of Revenue
(406) 444-4307, LiScates@mt.gov

Molly Petersen, Acting Public Information Officer, Montana Department of Revenue
(406) 444-4331, MollyPetersen@mt.gov

National Prevention Week May 17 – 23: Stop Substance Abuse Before It Starts

HELENA – The Department of Revenue's Liquor Control Division and the Interagency Coordinating Council on State Prevention Programs (ICC) encourage Montanans to celebrate National Prevention Week May 17 through 23. National Prevention Week calls attention to the importance of preventing substance abuse problems before they begin. This year's theme, *The Voice of One, the Power of All*, highlights the vital role that both individuals and communities have in helping people lead healthy, productive lives.

Tuesday, May 19, is Prevention of Underage Drinking and Alcohol Abuse Day. According to the National Survey on Drug Use, 2.4 million adolescents have an alcohol or drug problem (www.drugabuse.gov). The Centers for Disease Control and Prevention state that alcoholism is the third leading lifestyle-related cause of death in the nation (www.cdc.gov) and the National Institute on Alcohol Abuse and Alcoholism reports that alcoholism and drug dependence cost the nation over \$276 billion a year (www.niaaa.nih.gov).

"Research shows that some children start to experiment with alcohol beginning at age nine," said Vicki Turner of the Department of Public Health and Human Services Prevention Resource Center and the ICC. "It is never too early for parents to talk to their kids about alcohol, and to keep talking. Sometimes it is the small conversations that make the biggest impact." Lisa Scates, alcohol education coordinator for the Department of Revenue's Liquor Control Division added, "Kids are more vulnerable to alcohol dependency because alcohol affects a rapidly-developing teen brain much differently than an adult brain."

According to the 2014 Prevention Needs Assessment (www.dphhs.mt.gov), lifetime use of alcohol among eighth, tenth, and twelfth graders in Montana dropped from 65.1 percent in 2010 to 58.5 percent in 2014. Unfortunately, however, students' perceived harmfulness of having five or more drinks once or twice a weekend is lower compared to the 2013 Monitoring the Future survey (www.drugabuse.gov).

"With prom, graduation, and early summer approaching, the department and ICC encourage parents to take the opportunity to talk to your kids," Scates said. Resources for parents are available online in the Order Materials section on www.AlcoholServerTraining.mt.gov. For more tips on how to talk to your kids, visit www.ParentPower.mt.gov. If you and your teen would like to show your support for a healthy lifestyle and smart choices, take the SAMSHA Prevention Pledge at www.facebook.com/samhsa/ and help spread the message.

The ICC is charged with developing, through interagency planning and cooperation, comprehensive and coordinated prevention programs that will strengthen the healthy wellbeing and safety of children, families, individuals, and communities – particularly families that are deemed to be at risk. The ICC is comprised of the following agencies: Attorney General's Office, Public Health and Human Services, Office of Public Instruction, Montana Children's Trust Fund, Board of Crime Control, Labor and Industry, Department of Corrections, Department of Revenue, Office of Indian Affairs, Military Affairs, Department of Transportation, Higher Education, and community member Diane Cashell of Bozeman.

For more information, call Lisa Scates at (406) 444-4307 or Vicki Turner at (406) 444-3484.

##