

April 2016

Montana Prevention Coalition Communication Post

PREVENTION AT WORK IN MONTANA



“Team Work Makes the Dream Work.” - Anaconda Leadership Academy Graduation

by Dan McGoldrick, BAMS Prevention Contract Administrator

“Team Work Makes the Dream Work!” That’s what a recent graduate of the Anaconda Leadership Academy Graduation at Anaconda High School called out from the podium to much applause. The photo above captures the contagious enthusiasm in that auditorium. The Leadership Academy (LA), now in its 4th year, is open to 9th -12th graders. The participants commit to 10 hours of community service per month and if they fulfill all the requisite obligations, they graduate in a year. Then they can come back and be co-coaches to pass on their acquired knowledge and skills to their peers. Graduates of the LA also earn a credit at Montana Tech that they can also use at participating universities in Montana.

Michelle Harrington, the Block Grant and PFS Prevention Specialist for Western Montana Mental Health Center’s (WMAS) - Tri-County Addiction Services, helps facilitate the program with a host of other community partners including the Graduation Matters program and Anaconda Community Intervention Incorporated (ACI). Each LA “Team” has a coach. This year, the local Rotary Club President, an MSU Extension Agent, two dedicated teachers and others donated their time and effort to coach.

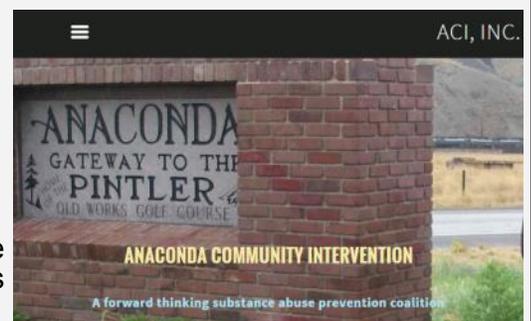


The LA enhances protective factors, especially opportunities for pro-social involvement and encourages participants to make healthy choices and not drink or use drugs. Incidentally, local data reflected a spike in

binge drinking in the class of students with the least LA participants in the program. While no direct correlation can be made, the positive affect of this program are as bright as the beaming faces of the kids posing with their certificates above.

ACI is a non- profit working to develop an ongoing effort within the community to recognize and constructively address the community’s needs regarding drug & alcohol abuse. Michelle partners with them in many successful capacity building efforts and worked for them before she became a Prevention Specialist for WMAS. ACI was born many years ago in part because area students read an unfavorable article about underage drinking in Anaconda and decided to get organized to do something about it. This leads us to more outstanding news out of Deer Lodge County.

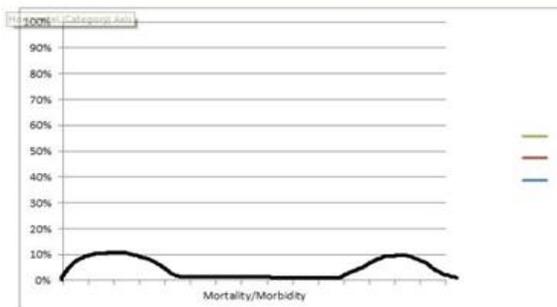
There is a social host ordinance on the docket that’s likely to pass. Undaunted local Junior National Honor Society students aimed high by deciding to make the ordinance their community service project in 2015. Many of you know firsthand how difficult it is to garner support for this law designed to hold party hosts accountable. The Anaconda students rolled up their sleeves and did the ground-work while preventionists supported them anyway they could. Their initial efforts did not succeed at the ballot. Not shying away from a challenge, the students redoubled their efforts the following year. We applaud the collaborative efforts of all those involved. Once again it’s apparent that given a forum and a few tools to accompany their tenacity, kids with a mission can be our greatest asset.



Our Greatest Resource Can Be Found in Each Other **By Kim Martinell, Prevention Lead, Southwest Chemical Dependency Clinic**

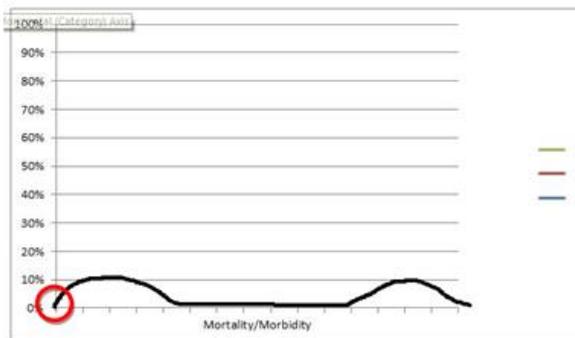
Last year, I attended a medical conference in Missoula where I had the chance to hear Dr. Jerry Jurkovich, Director of Surgery and Trauma Services at Denver Health and Hospitals, present "*Trauma Systems: What is the Evidence They Save Lives?*" His presentation regarding the evolution of trauma systems left me with a whole new respect for prevention. A trauma system is a predetermined and organized response to managing and improving the care of severely injured people. It spans the continuum-of-care; from prevention and emergency care to rehabilitation.

Dr. Jurkovich spoke on trauma and mortality rates. For example, when a person faces a trauma event, such as a car accident, statistically speaking there are two specific times that death rates spike: 1). Directly after the incident and 2). Three to four days following the incident.



(Please note charts are not to scale and are for presentation purposes only)

Regardless of whether or not someone in critical condition receives rapid response to excellent critical care, they may die. The ONE greatest factor in reducing mortality is.....



....at the axis of this chart
(see red circle).

The axis represents BEFORE the accident occurs. Preventing the accident from occurring is the key factor in determining mortality. The axis is our target with consideration to our work in prevention of underage drinking and prescription drug abuse. Our goal is to find ways to motivate youth to avoid that first drink or drug and the potentially devastating effects that follow.

Having worked for over 15 years as a trauma x-ray technician and currently as an EMT, the role of prevention in relation to mortality really resonated with me. Despite the fact that whether or not someone has access to best critical care available, avoiding the incident has the greatest impact on saving lives. Prevention is the key to decreasing deaths and injury.

Realizing the positive impact that prevention can have on creating healthy communities is one thing; implementing is another. Changing a culture or "the way we have always done it," is very difficult.

As the prevention specialist in Beaverhead County, it seems like positive change is slow. Beaverhead County, located in Southwest Montana, is the largest county by area in the state. Our diverse population includes people in agriculture, mining, health care, higher education, timber, recreation (fishing, skiing, snowmobiling, hiking, camping, boating) etc. Similar to many rural communities in Montana, people living here embrace the culture and do not see a need for change. This low community readiness is one of the greatest challenges we face.

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April's Prevention Events

Covering **23** Eastern Montana Counties between the two of them; 9th Degree Prevention Ninjas **Sara Mahoney** and **Nicole Hackley** explain prevention strategies at the local level to the audience at the Statewide DUI Task Force Meeting held in Helena April 26th and 27th.



Native American SAPST Training at the Blackfeet Reservation was well attended April 25th—29th. Many thanks to **Bethany Fatupaito**, Project Director for the **Tribal Prevention Initiative (TiPI) Grant for the Rocky Mountain Tribal Leaders Council** for arranging it.



Prevention Specialist Suggestion Box

STOP Prescription Drug Abuse In The Flathead Coalition

Prevention Specialist **Linda Ravicher** from Flathead Valley Chemical Dependency Clinic ran one of the strongest and longest running Underage Drinking Coalitions in the state out of Kalispell until she decided to take on prescription drugs. When the PFS Grant came along, she formed a new coalition called the **Stop Prescription Drug Abuse in the Flathead Coalition**.

Recently she told us about a documentary put out by the FBI called **"Chasing the Dragon."** It's a hard look at the opioid addiction epidemic. She highly recommends it to other preventionists. When Linda speaks, we listen!



Twitter Facebook Share



Chasing the Dragon
02/05/2016
Play Local/Download

"Our Greatest Asset..." by Kim Martinell continued form page 2

I am continually amazed at the work others are doing throughout the state in prevention. Last week, I had the opportunity to spend time with **Butte Cares** Linda Lowney and Donna Kenney along with Brandee Tyree of the **Missoula Forum for Youth** to discuss strategies and collaboration with our communities. Their knowledge and enthusiasm is inspiring. We are all eager to work together and look at ways to team up.

At the recent DUI Task Force statewide meeting, I sat in awe at the presentations given by Sara Mahoney and Nicole Hackley. Clearly, they are both very professional and knowledgeable prevention specialists. Their unbridled energy and passion for working with others in their communities to strive for positive change was evident.

There were other prevention professionals who also spoke at the meeting and were equally impressive, i.e. Barb Reiter, Billy Reamer, Christine Steele, etc.

I believe the greatest influence in our successes as prevention specialists as we strive for positive change in Montana is two-fold:

1. The knowledge base, expertise and professionalism that Peg Shea, Dan McGoldrick, Billy and Christine bring to the table.
2. The invaluable breadth of experience, collaboration and support we get from each other.

Each prevention specialist throughout our great state has remarkable strategies and plans to work towards positive change in their communities. Even though each county is different, many of us successfully use similar strategies to achieve our goals. Thus, working together, we have the ability to reduce costs and decrease the time and effort it requires for various projects. The most beneficial aspect of networking and collaboration among ourselves is discussing ideas, barriers and thoughts, thus creating a stronger force to strategize.

Beaverhead County Prevention Efforts

I have a couple of things that I wanted to share with you (which you are welcome to use in your community, if you choose) that have been well received in Beaverhead County:



Fishing and hunting activities are prominent in our county. Considering this, we ordered personalized fold over card cases to give to all local establishments that sell hunting and fishing licenses. This has been a huge success. Each person that purchases a license is offered a case to carry their license and keep it somewhat waterproof. Surprisingly, we have local businesses contacting us on a regular basis, requesting more cases. This is a perfect way to reach community members we might otherwise miss. The logo says "**Buzzed driving is drunk driving....be the change, don't drink and drive.**"

Finally, the following is a billboard we have situated off of I-15. I have received a lot of very positive feedback from this billboard. A couple of months ago, I held a very successful competition using Facebook asking for someone to identify the location of the sign. The purpose of this contest was to raise awareness.



Because this billboard message was so well received, I had four similar banners created. One will be used during health fairs, Expo, and other community events and the other three will be displayed at various, high visibility areas throughout the county.

I see my job as working to create a culture that fosters healthy choices. Thank you to each of you for all of your support, assistance and friendship as we work to improve our communities and reach common goals. I am grateful and really enjoy every person that I get to work with and love the enthusiasm, knowledge and drive that each of you have.

From the Prevention Resource Center

CAPT

SAMHSA's Center for the Application
of Prevention Technologies



CAPT Connect National Event

Preventing Youth Marijuana Use: Changing Perception of Risk

National Prevention Week 2016 Webinar

Description

As social norms regarding the harms of marijuana use shift, communities face increasing challenges to prevent and reduce youth marijuana use. At the same time, limited information exists on the effectiveness of strategies designed to prevent marijuana use among young people.

This presentation will explore how attitudes, beliefs, and norms about marijuana influence its use, highlighting examples of how states have increased perception of risk among young people. Discussion will also highlight strategies for preventing youth marijuana use and new CAPT tools to support prevention efforts.



Event Dates

- Thursday, May 19, 2016
 - 2:00pm to 3:00pm EDT
 - 1:00pm to 2:00pm CDT
 - 12:00pm to 1:00pm MDT
 - 11:00am to 12:00pm PDT

Register

Hello prevention specialists—we know there are coalitions out there that aren't on our map yet—help us out!

Or we will put your coalition on our Slacker List which is a long way off from the pleasant boundaries of our state.

To make prevention efforts in Montana easier and more cohesive, the PRC is developing a map of prevention coalitions across Montana. This requires the name of coalition and a contact person, and their location. Each coalition will be linked to a map which will make finding out who is working nearby or on similar projects much easier. Send your details to Mackenzie.

Mackenzie Antila
Prevention Fellow
PO Box 4210

Helena, MT 59604-4210

(406)444-3477 mantila@mt.gov

Local Pride—Put your Coalition on the Map!

