

# Montana Prevention Coalition Communication Post

February 2016

PREVENTION AT WORK IN MONTANA

BOYD ANDREW  
MANAGEMENT SERVICES

## Updates on the Partnership For Success (PFS) Youth & Parent Social Media Forums



**By Christine Steele, Prevention Specialist, Chemical Dependency Bureau in partnership with Brianna Fox, the Social Media Project Coordinator of Havre HELP**

Havre HELP is contracted to establish a Statewide Social Media Campaign & Parent Forum. We are excited to share our progress in this endeavor as it will eventually be taking place in all 56 counties. The youth's social media campaign is called *Own it* and its mission is to create a community of teens in Montana who *Own it*; meaning their lives, their choices, their relationships, their future, their pain, their mistakes, their healing, and their hopes. The *Own it* community is made up of teens throughout Montana who are creating and sharing alcohol/drug prevention messaging, so that they and their peers are empowered to make healthy, safe, and positive choices.

*Own it* will share messaging that highlights and encourages healthy lifestyles. The *Own it* team(s) will be using forward thinking posts, statistics, research, and humor to create a positive, inclusive social media environment. In addition to daily posts, they will be promoting a state-wide conversation among youth about risk management and prevention all of which will be monitored on their social media pages. The official launch of the *Own it* webpage and Facebook page will be **March 14<sup>th</sup>, 2016**. If you are interested in having youth in your community participate in this program please contact Brianna Fox for more information via email [briannaf@bgchi-line.com](mailto:briannaf@bgchi-line.com) or by phone (406) 265-6206 x322.

Havre HELP's Rich Jespersion dedicated an enormous amount of time and energy establishing the parameters of the campaign as well as forming a youth pilot program. Rich retires this February so DPHHS would like to thank him for all his hard work in getting the project off the ground and wish him a much deserved, happy retirement. In his place, we welcome Brianna Fox!

Brianna is very social media savvy and has previously used social media in an internship and community organizing capacities. She has experience with report writing, data entry, working with youth, goal and strategy development, as well as being exposed to grant reporting/writing and alcohol/drug prevention efforts through her work at Hill County Justice Court. Brianna is extremely excited to continue working on the *Own it* campaign. Her goal is to develop an effective drug and alcohol prevention campaign that is easily recognized by Montanans and regarded as helpful, insightful, and inspiring. She is looking forward to seeing this campaign blossom and create positive impacts in Montana in the next few years.

Rich & Brianna traveled around the state to create local youth teams, each of which has a required adult advisor. In addition to the youth advisors, a state-wide task force of prevention specialists and other prevention-inclined individuals are in place to be a sounding board for ideas, provide feedback, and solicit participation in the campaign.

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In addition to getting the youth campaign up and running, Havre Help is working on an adult counterpart to the *Own it* campaign. The parent's social media forum will have its own webpage and social media pages and will provide resources and strategies for parents about prevention, positive choices, and supporting their children. Stay tuned for information on its future launch.



A banner for the CADCA 26th Annual National Leadership Forum &amp; SAMHSA's 12th Prevention Day. The banner has a dark blue background with white and yellow text. On the left, it says "26th Annual National Leadership Forum &amp; SAMHSA's 12th Prevention Day" and "February 1-4, 2016" at the Gaylord National Hotel &amp; Convention Center in National Harbor, MD. On the right, it says "COALITIONS—MONUMENTAL" and "IMPACT!" in a stylized, colorful font with stars.

Several members of your Montana Prevention Coalition recently attended Community Anti-Drug Coalitions of America (CADCA) National Leadership Forum in Washington, DC. The CADCA Forum is a nationwide training event for substance abuse prevention and treatment professionals and researchers. It featured more than 70 training courses to help participants learn effective strategies to address drug-related problems in their communities. Over the course of four days, community drug prevention coalitions from all regions of the country and internationally, government leaders, youth, prevention specialists, addiction treatment professionals, addiction recovery advocates, researchers, educators, law enforcement professionals, and faith-based leaders gathered to hone their skills and share experiences.

We reached out to one Montana attendee, **Colleen Smith, the Executive Director of Youth Connections Coalition here in Helena**, to give us a few impressions - a kind of stream of consciousness wrap up. Here are some of the things Colleen found noteworthy:

One coalition posted info on a different theme every day of the week on social media: Medical Monday, Tobacco Tuesday, Weed Wednesday, Thirsty Thursday, Fast Fact Friday, Social Saturday and Senior Sunday.

One coalition used neon green stickers (**included here on the last page of the newsletter**) and put on 12 packs stating it was illegal to give alcohol to minors and cited the law. It included what the punishment was too. They did that around high drinking days - graduation, prom, New Year's Eve, 4th of July, etc. They also did window clings on beer coolers that said: kids are watching, please be responsible. Window clings may be a real thing or a red herring to see who is really reading the Communication Post.

Someone shared the observation that even though media coverage was all over Ebola, only 1 person from the US died in a year, whereas 47,000 people died from overdoses in a year.

One coalition did robo-calls by their sheriff to say when they were doing safety check points. While check points in Montana will never fly, the robo-calls could be used to remind people to designate a driver on high DUI days - New Year's Eve, St. Patty's Day, Graduation, 4th of July, etc. They are going to use life-size cut outs of law enforcement officers in convenient stores near the beer - research shows it cuts down on shoplifting, so they're going to try it to reduce underage buying and buying for minors.

Teaching Tweens to be Medicine Wise: Scholastic has a whole curriculum that's free. [www.scholastic.com/OTCliteracy](http://www.scholastic.com/OTCliteracy) there is stuff for teachers, parents, kids.

One coalition had a press conference and used a "big check" (literally) to show how much a year it costs society because of drugs. The media grabbed that photo and it was shown everywhere. It's a good way to show why we're needed and relevant.

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### *Colleen Smith's CADCA Forum Impressions continued*

Lights for a cause – put a light out for each person who died from DUIs. Good visual.

To engage veterans, there's a website [www.showyourwarpaint.org](http://www.showyourwarpaint.org).

Thought: taking the first drink or first joint is like rolling the dice. How many people would go to Vegas and bet their whole life on a roll of the dice.

Weed out the myths – ask kids to talk about their experience and use testimonials.

Thought: If we don't change things, we're just building farm teams for the prisons we're building.

One coalition used the campaign: I will be a parent, not a bartender; teen brains matter.

## **From the Prevention Resource Center**

**Montana's Prevention Resource Director – Vicki Turner - also attended the CADCA Forum in Washington D.C. and we are grateful for the takeaways she provided below. Always looking out for Montana's Preventionists, Vicki also gives you instructions on how to access some of the training materials provided at the Forum that are available through the CADCA Website.**

**SAMHSA's 12<sup>th</sup> Prevention Day – February 1st, 2016** – scroll down the page (link below) to the schedule grid and then all of the sessions are linked (double click) to the evaluation and the Power Point (if a Power Point was used):

<http://www.cadca.org/events/26th-national-leadership-forum-including-samhsas-12th-prevention-day/samhsas-12th-prevention>

Prevention Day sessions Vicki attended:

**Harnessing the Power of Social Media (part 1)** - fairly basic, but the slides have some good tools and ideas.

**Preventing Mental Illness by Preventing Substance Abuse** - presented by Dr. Michael Compton who was on the authoring group from the Institute of Medicine's Preventing Mental, Emotional, and Behavioral Disorders Among Young People and then he has a Clinical Manual of Prevention in Mental Health. This presentation has more current research on the shared risk and protective factors of substance abuse prevention and mental health prevention. When you look at his slides from the presentation, it's a bit hard to decipher his presentation, but for me as we begin to have conversations about aligning behavioral health (the full continuum to include primary substance abuse prevention and mental health promotion) with physical health, this kind of information is essential to the conversation.

**Substance Use Facing Rural Communities – Montana's Elevate Youth Coalition (Sanders/Mineral Counties)** did a great job of discussing youth led, adult guided youth work.

# More From the Prevention Resource Center

*(Vicki's CADCA impressions continued)*

**CADCA Forum Breakouts February 2<sup>nd</sup>-4<sup>th</sup>, 2016:**

<http://www.cadca.org/events/26th-national-leadership-forum-including-samhsas-12th-prevention-day/training-sessions> - click on the Course Grid at the right of the screen and the Training sessions will be listed, all of the sessions are linked (double click) to the evaluation. To open the Power Points, the password is: **nlf2016** (from there you should be able to download and save or just view). Not all Power Points are posted. The state is a CADCA member, thus I am sharing the password for your use as a state funded preventionist.

CADCA sessions Vicki attended:

Cultural Humility vs Cultural Competence – very interactive session, and I appreciated the discussion on cultural humility

Understanding the Marijuana State Policy Landscape – very interesting and presented some key pieces on how to recognize problematic provisions in legislative and ballot initiatives

The National Drug Threat Assessment – fascinating data about where heroin, fentanyl, meth, cocaine, marijuana and synthetics are produced and trafficked.

Understanding and Effectively Addressing Social Determinants of Health for Community Coalitions – no Power Points posted yet.

**I would like to thank all of DFC grantees for supporting the youth that represented our great state not only in the training sessions, but for their leadership, knowledge expertise, prevention passion and poise in talking to the Montana Congressional delegation – makes me Montana proud! - Vicki**

**26<sup>th</sup> Annual National Leadership Forum**  
& SAMHSA's 12<sup>th</sup> Prevention Day

February 1-4, 2016  
Gaylord National Hotel & Convention Center  
National Harbor, MD

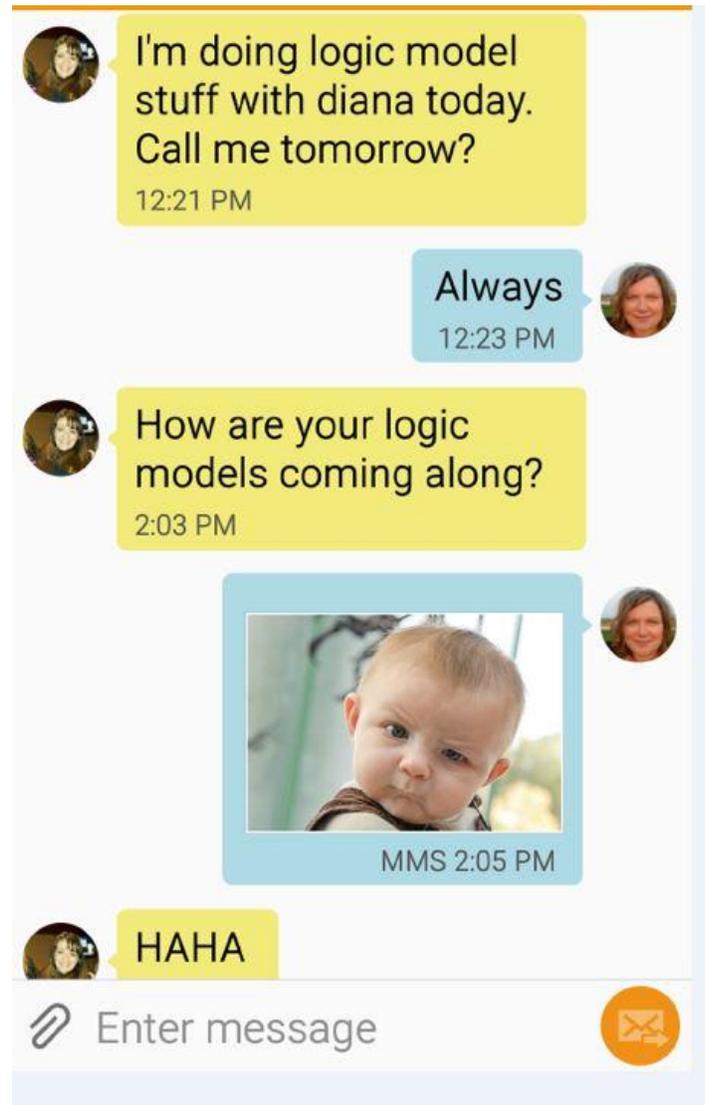
**COALITIONS—  
MONUMENTAL**



## Logic Model Update:

From Billings to Conrad, the Montana Prevention network is thoroughly excited about the impending conversion to logic models in all their glorious details nestled in within many layers of Excel spreadsheets.

This recent text exchange from two senior Prevention Specialists who sat at the rowdy table in the back during our December SAPST training tells that story.



The sticker below that Colleen discovered at the CADCA Forum was created by a coalition in Kenton County to place on 12 Packs sold at convenient stores.

