

Montana Prevention Coalition Communication Post

July 2015

BOYD ANDREW
MANAGEMENT SERVICES

PREVENTION AT WORK IN MONTANA

COMMUNITY ORGANIZING

Your colleague Ernie Bighorn hosted the first ever Creator's Game at Fort Peck in June. Mr. Bighorn co-hosted the event with Courage Crawford, the director of the Medicine Wheel, a cultural-based spiritual healing circle designed to help the tribe's at risk youth. The two spent months organizing the community for the event to ultimately bring together an unprecedented number of tribal entities as well as federal and state grants to help with funding.

Partnership For Success (PFS) funds enabled Ernie to hire prevention educational specialists, including members of Ernie's youth council. He also purchased Teepees which served as homes for the youth and families that attended the 5 day event. In keeping with a community organizing PFS prevention plan, the protective factors addressed included increasing youth perception of community attachment, neighborhood attachment and community valuing its youth through raising the perception of traditional values. Pre and post event surveys were used to evaluate perception data.

Approximately 85% of the youth participants were from the Assiniboine and Sioux Tribes of Fort Peck. For a little while each day, kids from the tribal corrections facility were brought in to participate in many activities that fostered cultural wellness and tribal enrichment. Other Native Americans came from South Dakota, Wisconsin and elsewhere to learn how to play Lacrosse through the tutelage of Oneida tribal members from New York. The event was a huge success and will now take place annually and hopefully grow in conjunction with other prevention efforts on the Fort Peck Reservation. The drumming, dancing and singing greatly elevated the spirits of all who attended physically and otherwise.

Media Advocacy

Prevention Specialists across the state have been busy working with their coalitions, task forces and key leaders to decide what messages would be most effective on billboards and print ads in their communities. That process involves mining their local data and targeting the identified risk and protective factors in their prevention plans to increase community concern about underage drinking and prescription drug abuse. Check out some of the billboards and print ads on page 3, 4 and 5.

The Future of the "Communication Post" Pitch

Going forward this Communication Post will be a forum for prevention specialists to share information and discuss what is going on in their communities. What is working, what is not working, what we can all do better as a team. Prevention specialists are the most important members of the Montana Prevention Coalition. We invite and encourage you to write the articles and decide what you'd like to see in this Post each month. Ultimately, prevention specialists should make a case for such things as universal state-wide messaging or instead catering messaging to the unique dynamics of local communities. Here, you can advocate for your causes as you are *(continued on page 2)*

The Future of the “Communication Post” Pitch *(continued)*

the experts in building and guiding coalitions. Each month we will focus on two of the five prevention strategies that align with prevention plans and be a clearinghouse for what your colleagues are up to. Ideally, we’d like to showcase the efforts of 2 to 3 of you at time. We’re not living in silos, we have a tremendous team assembled to lean on, learn from and draw inspiration. The stellar team at the state, those wily contractors and of course you in your local communities are all fully invested in the success of collective prevention efforts.

Please let Peg Shea and Dan McGoldrick know what you want to share in this monthly post. We’ll be glad to help you draft your stories and voice your concerns. Next month we’ll be focusing on Nicole Hackley’s superlative partnerships with law enforcement in her five PFS counties on the north eastern edge of the greatest state in the union.

Evaluator’s Corner

Next month the evaluation team will be introducing themselves. They are the experts in community needs assessments, evaluating community-based interventions, and understanding the need for evidence-based decision making based on the best data available. You may be unaware of the depth of experience, breadth of knowledge and commitment to Montana’s kids inherent in this combination of professional consultants and University of Montana Kid’s Court research and outreach directors that make up evaluation team.

UPCOMING PREVENTION ACTIVITIES & FORUMS

As a result of Michelle Harrington's efforts in developing and supporting new partnerships with community organizations, she was able to help fund the first ever **Camp H2O**. This intensive leadership camp for Anaconda Middle School Students is the result of collaboration between multiple Anaconda prevention organizations. It will be held August 17th - 20th. *Call 406-563-7163 if you'd like to volunteer.*

Helena Drug Forum October 6, 2015 at the Saint Peter's Hospital Education Center

<http://www.youthconnectionscoalition.org/content/reduce-rx-abuse-2/>

28th National Prevention Network Conference, November 17 - 19th 2015 in Seattle, Washington

<http://www.npnconference.org/>

RESOURCES & TRAINING

As most of you know, one of the best resources you will always have available is the **Prevention Resource Center** and the tireless efforts of Vicki Turner and her staff at the state: <http://prevention.mt.gov/>

Registration for Pitching Prevention: Building Capacity through Communication National Webinar Series

<https://www.surveymonkey.com/r/register-CAPT-0899>

Community How To Guides on Underage Drinking

http://www.nhtsa.gov/people/injury/alcohol/Community%20Guides%20HTML/Guides_index.html

Prevention Training and Technical Assistance: Logic Models

<https://captus.samhsa.gov/prevention-practice/strategic-prevention-framework/plan/2/a>

Training with CAPT and Caroline Cruz at Salish Kootenai College in Pablo August 26 & 27, 9:00 A.M.

Fitting Native American Cultural Strategies in an Evidence Based Format (no pre-registration or fee required)

In future Posts we will have a Section for The Chemical Dependency Bureau to present their news & information. We’re all glad to have Billy Reamer on board as the new Prevention Supervisor. He brings a wealth of prevention knowledge and experience from working in the field in Montana and Utah. Peg Shea and Dan McGoldrick will also have a platform to keep you abreast of upcoming activities & tasks with the usual good cop/bad cop delivery system.

She gets her hair done at the salon.



She gets her clothes at the mall.



She gets her drugs from your medicine cabinet.

BE INFORMED!
choicesmattermissoula.com

She gets her clothes at the mall.
She gets her hair done at the salon.



She gets her drugs from your medicine cabinet.

- 1. PROPER USE**
 Take prescriptions prescribed only to you and take exactly as directed.
- 2. PROPER STORAGE**
 Lock-up your medications, store medications "Up and Away" from kids and pets.
- 3. PROPER DISPOSAL**
 Dispose of unused and expired medications by taking them to the 24-Hour Drop Box at the Missoula Police Department 435 Ryman (pills only) or ask your pharmacist.

Be Informed!
www.choicesmattermissoula.com



You'll notice on all of Brandee Tyree's Missoula Billboards, a web address is provided to direct individuals to a website with more information on effective prevention strategies. Choicesmattermissoula.com includes proper storage, use and disposal information for prescription drugs. It includes local data to raise awareness about the percentage of Missoula's youth taking prescription drugs without a doctor's permission. The imagery seeks to counter the well ingrained perception that dangerous drugs come from the streets and dark alley ways, not that harmless looking medicine cabinet.

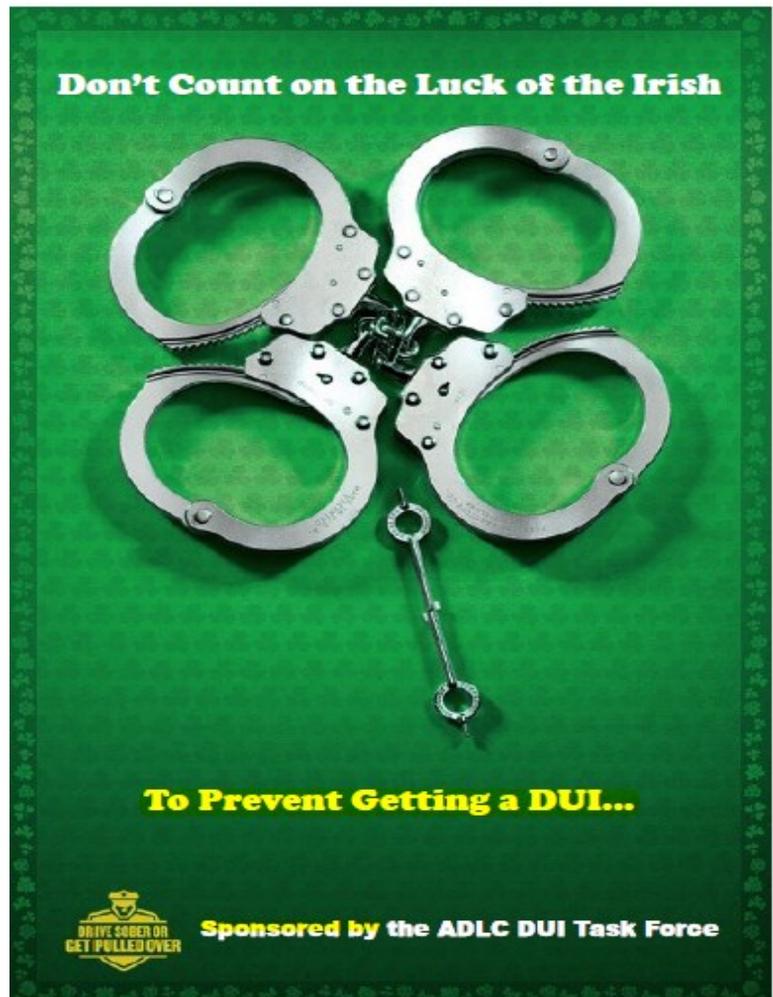
Parents will immediately learn from scrolling down the web page that the risk of drug abuse in children is reduced by 50% when they talk to their kids about the dangers. The problem is clearly presented but more importantly, your colleague provides explicit directions about the solution, where the drop boxes are located with both an image of the building and a map link with directions. Despite all this focus on the solution, a recent newspaper article on the broader local drug problem chose to focus only on the problem rather than the solid work being done on many local fronts to address it. The reporter was well informed of prevention efforts. Many of you in the field know this battle in some form or another too well. You are out there living in the solution in a world that is largely more interested in the provocative allure of the problem. But no matter, Montana's front line prevention operatives do not give up, they soldier on and many terrible things never happen because of their efforts.

Hailey Dean's Beaverhead County PFS Billboard on display outside Dillon



We'll miss you Hailey, so will the communities of Beaverhead and Madison County where you made tremendous strides in Prevention. Good luck on the ranch!

Michelle Harrington provided TA to the Anaconda-Deerlodge County DUI Task Force to incorporate perception data regarding underage drinking for holiday ads including this one for Saint Patrick's Day. Through that collaborative effort this timely design appeared in local newspapers.



Faylee Favara's proposed billboard request below for Mineral Co. was the result of collaboration with the Health Department, Sheriff's office, Schools, and a youth coalition (Elevate Youth) to develop the billboard message. Two other groups are hanging billboards targeting youth at the same time.

Joyful **Tragic**

Don't let Alcohol End Your Life

Choose the Future!

Brought to you by
Western MT Addiction Services
Prevention

WESTERN MONTANA
ADDICTION SERVICES

MUSAP

Hc

**Missoula's biggest drug problem is not on our streets...
... it's in our medicine cabinets!**

Safeguard your home!
Safeguard your prescriptions.

PROPER STORAGE

LOCK UP PRESCRIPTION DRUGS AND KEEP THEM UP AND AWAY FROM CHILDREN.

PROPER USE

YOUNG PEOPLE THINK THAT BECAUSE PRESCRIPTION DRUGS ARE "MEDICINE" THAT THEY ARE NOT HARMFUL. IF NOT USED PROPERLY, THEY CAN BE AS HARMFUL AS ANY OTHER DRUG.

PROPER DISPOSAL

PROPERLY DISPOSE UNUSED, UNNEEDED OR EXPIRED PRESCRIPTION DRUGS TO KEEP YOUR FAMILY SAFE! TAKE THEM TO THE 24-HOUR DROP BOX AT THE MISSOULA POLICE DEPARTMENT (435 RYMAN STREET). NO QUESTIONS ASKED.

11% OF OUR LOCAL TEENS HAVE TAKEN A PRESCRIPTION NARCOTIC WITHOUT A DOCTOR'S PERMISSION IN THE PAST 30 DAYS.

MPNA, 2012

Be Informed!

WWW.CHOICESMATTERMISSOULA.COM



Pharmacy Cards distributed at local pharmacies to raise awareness. If you miss it on the website, you'll see one in the pharmacy.

You talk to me about drugs and alcohol.

What about the dangers of misusing prescription drugs?

www.choicesmattermissoula.com