

# THE POWER OF PREVENTION

CELEBRATING  
PARTNERSHIPS TO  
PREVENT AND REDUCE  
SUBSTANCE MISUSE

VIRTUAL CONFERENCE REGISTRATION: [click here](#)

OCTOBER 4, 2021  
8:30 AM - 3:00 PM  
VIRTUAL CONFERENCE



The Partnership @drugfreeNH (The Partnership), in partnership with the University of New Hampshire Extension (UNH Extension), invites you to join us in advancing the field of prevention by attending **The Power of Prevention: Celebrating Partnerships to Prevent and Reduce Substance Misuse** on **October 4, 2021**. It is with an abundance of caution that we have decided to hold the Power of Prevention Conference virtually.

## REGISTRATION STEPS:

- 1 Review and select your workshop.
- 2 Register on the [UNH registration website](#) and select your breakout sessions.
- 3 To make your \$75.00 conference registration payment visit [jsi.com/payments](#). Use Reference Code and Invoice Number: **2021CONF**

## VIRTUAL AGENDA

8:30 AM - 9:00 AM	WELCOME AND INTRODUCTORY REMARKS
9:00 AM - 10:00 AM	KEYNOTE ADDRESS
<p><b>Telling a New Prevention Story: Communicating about Adolescence, Development, and Opportunity</b></p> <p><i>Clara Gibbons, BA, FrameWorks Institute</i></p> <p><b>WORKSHOP DESCRIPTION:</b> Efforts to prevent adolescent substance misuse often involves rich, exciting youth development activities, but the public doesn't hear about them often enough. How can we tell more powerful stories about our work and what it means for communities, families, and youth themselves? Senior Strategist, Clara Gibbons, will offer a guided tour of research from the FrameWorks Institute on how to tell a new story about prevention— one which changes the focus from avoiding negative outcomes to supporting healthy adolescent development</p>	
10:00 AM - 10:15 AM	BREAK

10:15 AM - 11:15 AM

## SESSION A WORKSHOPS

### How to Create and Roll Out a Strategic Partner Toolkit for Your Opioid Messages

*Christin D'Ovidio, MFA, CCPH, and Emma Kane, BS, JSI Research & Training Institute, Inc.*

**WORKSHOP DESCRIPTION:** Partner Toolkits are an excellent way to engage the many organizations, leaders, advocates and individuals who want to extend and amplify the core campaigns or communication plans your organization has developed. Toolkits can be simple or complex and can be constructed for boots-on-the-ground and digital savvy users. This workshop will go through a toolkit that was created for an opioid awareness and action campaign in New Hampshire. Participants will learn what went into making this toolkit, and how it was rolled out and used.

### Living Well with Chronic Pain: An Evidence-Based Program for Adults in Your Community

*Melissa Lee, MEd, CPS, and Angela Balamuth, BS, UNH Extension*

**WORKSHOP DESCRIPTION:** UNH Extension has partnered with Southern NH Area Health Education Center to help build capacity to deliver what is known as the Chronic Pain Self-Management Program, a national evidence-based program to help adults live more fulfilling lives while managing chronic pain. Learn about the components of the Chronic Pain Self-Management Program, who can benefit, and how it can be utilized as an opioid prevention strategy in our NH communities.

### Using Mobile Technology for Primary, Secondary and Tertiary High School and College Violence Prevention Efforts

*Sharyn J. Potter, PhD, MPH, Elizabeth A. Moschella, PhD, MA, University of New Hampshire*

**WORKSHOP DESCRIPTION:** Learn how mobile technology can be leveraged for young people in high school and college. This workshop describes the development and pilot of two prevention and response apps developed by researchers and practitioners at the UNH Prevention Innovations Research Center. Both apps were interactively developed with target audience members and other stakeholders. Unlike other college and student safety apps, uSafeUS® and uSafeHS TM provide primary prevention that facilitates users' safe exit from potentially dangerous situations, secondary prevention that enables users to secure help when violence occurs, and tertiary prevention that enables users to obtain resources to help themselves or a friend in the aftermath of violence. The apps also shift the paradigm of how technology and violence prevention education can be combined to improve student and school safety and serve the needs of both students and school leaders.

### Bringing Youth Voice to Prevention

*Andrea Majewski, Collegiate 4-H Member and Youth Representative of NH Youth Empowerment Groups*

**WORKSHOP DESCRIPTION:** Engaging youth and promoting the voices of youth is crucial for prevention efforts to be successful. This workshop will bring together several examples of organizations and coalitions that have successfully engaged and empowered youth in prevention. The session will begin with an overview of what youth-adult partnership is, and best practices for implementing these principles from a collegiate 4-H Youth Development Program member. The session will also hear from active youth preventionists about their work and what makes youth-adult partnerships successful.

**11:15 AM - 11:30 AM**

**BREAK**

**11:30 AM - 12:30 PM**

**SESSION B WORKSHOPS**

## **A Plan That Fits: Developing a Communication Plan to Meet Your Organization's Needs**

*Christin D'Ovidio, MFA, CCPH, and Emma Kane, BS, JSI Research & Training Institute, Inc.*

**WORKSHOP DESCRIPTION:** Learn how to draft different types of communication plans with different core objectives for your organization. This workshop will show you how to apply a framework to create and execute various plans by viewing them as a program component of the larger organization. This workshop will cover a variety of planning outlines and models, including using the logic model and will highlight simple and more complex evaluation methods you can apply in developing your plans.

## **Coalition Engagement in a Virtual World**

*Suzanne Weete, BA, Dover Mental Health Alliance, Mariah Coulstring, BA, CPS, Haverhill Area Substance Misuse Prevention Coalition, and Julie Yerkes, MEd, CPS, JSI Research & Training Institute, Inc.*

**WORKSHOP DESCRIPTION:** You may have “2020” vision, but as good as your eyesight may be, none of us saw the pandemic coming. Much of our prevention work is done in collaboration with community members, partners, and systems in NH. Coalitions are at the heart of grassroots community action. This session will highlight how several NH coalitions pivoted their work to meet the changing circumstances and needs in their communities. Hear from your peers and local experts about the challenges and successes that have come from their experiences, and how they envision the future of coalition work.

## **Implementing SBIRT (Screening, Brief Intervention, Referral to Treatment) for Youth**

*Lea Ayers LaFave, PhD, RN, and Martha Bradley, MS, JSI Research & Training Institute, Inc.*

**WORKSHOP DESCRIPTION:** This session is for those interested in understanding the benefits of screening youth on their use of substances along with other behavioral risks and exploring how to build a supportive response that meets them where they are at. Building on experience implementing SBIRT in the primary care and pediatrics settings, this presentation will cover how to apply those valuable lessons learned to a pilot SBIRT project in a NH school setting.

## **Children Deserve Recovery, Too!**

*Monica Gallant, MS Candidate, Director of Prevention Services, Boys & Girls Club of Souhegan Valley & The Resiliency Retreat*

**WORKSHOP DESCRIPTION:** The Children's Resiliency Retreat is a selective prevention program for children impacted by a loved ones' substance use disorder. This experiential program is intended to mitigate the adverse effects of growing up in a household affected by this disease by giving children the tools and opportunities to develop social emotional competence, sense of purpose, belonging and most of all, hope. The Children's Resiliency Retreat has been identified by the NH Bureau of Drug and Alcohol Services', NH Services to Science Expert Panel as a “Promising Practice” and has also won the Boys & Girls Club, Yankee Chapter Professional Association's award for Health and Wellness.

12:30 PM - 1:15 PM

LUNCH BREAK

1:15 PM - 2:30 PM

CAPNOTE ADDRESS

## Storytelling Workshop: Putting Communications Strategies into Practice

*Clara Gibbons, BA, FrameWorks Institute*

**WORKSHOP DESCRIPTION:** This hands-on workshop is a deeper dive into FrameWorks' strategies for communicating about adolescence, prevention, and positive youth development. Participants will have opportunities to put the recommendations into practice and receive feedback in this applied session.

2:45 PM - 3:00 PM

CLOSING REMARKS

### CONTINUING EDUCATION CREDITS

This program has been approved for 4.5 Category A Continuing Education Credits by the National Association of Social Workers, NH Chapter. CEU #3855

\*NASW-NH approval also covers professionals licensed through the NH Board of Mental Health Practice and the NH Board of Psychologists

The NH Prevention Certification Board has approved this program for 5 Certified Prevention Specialist (CPS) contact hours for Domains 3 & 6.

Participants must be present and engaged for at least 80% of the program and submit an evaluation in order to receive credit.



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\*The Partnership is a public-private collaboration between the NH Department of Health and Human Services' Bureau of Drug and Alcohol Services (BDAS), the NH Governor's Commission on Alcohol & Other Drugs, the NH Charitable Foundation, the NH Center for Excellence/JSI.