

Maine's Prevention Workforce: Learning, Sharing, Developing, Working
OSA 11/5/09 Annual Provider Day

Session 1A: 9:30-10:45 Renaissance Room

A Cross Jurisdictional Law Enforcement Approach Addressing Underage Drinking

Presenters: Nancy Findlan, Tracey Frost, Neill Miner, Lisa Larrabee Moderator: Jacinda Goodwin

Come learn how Central District is using creative cross jurisdictional law enforcement approaches to provide enforcement, compliance, and party patrols. You will hear about the NKUDTF as well as the newly formed SKUDTF. Providing for the enforcement and compliance of underage drinking laws can be a challenge!

Participants will be able to:

1. Describe how police department policies and practices can influence the effectiveness of dealing with underage drinking in the community.
2. Compare their community to the readiness components to determine if their community is ready to use a cross-jurisdictional approach in dealing with underage drinking.
3. Describe how the Central Maine HMP District has successfully used this model in approaching enforcement, compliance and beyond.

Session 1B: 9:30-10:45 Cameo Room

Getting Parents to the Table: Strategies for Meaningful Parent Involvement

Presenters: Liz Blackwell-Moore, Zoe Miller Moderator: Erica Schmitz

Learn about effective techniques for getting prevention messages to parents as well as ways to engage parents in dialogue about reducing underage drinking. This session will help attendees develop an action plan for reaching parents in their own communities

Participants will be able to:

1. List two strategies CPHC has used to successfully reach parents with prevention messages and engage them in dialogue about reducing underage drinking.
2. Describe adaptations to strategies that allow for reaching and engaging parents from various backgrounds.
3. Create an action plan for reaching and engaging more parents in their service areas.

Session 1C: 9:30-10:45 Madison Room

Using Social Media to Carry the Message of Prevention.

Presenter: Amanda Edgar, Ronni Katz Moderator: Jo McCaslin

Come learn more about social networking and electronic communication to carry the message of prevention to the public. Find out how to utilize free social marketing sites, blogs, bulletin boards, websites and electronic newsletters.

Participants will be able to:

1. Identify social media techniques.
2. Use a media marketing tool.
3. Integrate at least one strategy into their program or organization.

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Session 2A: 11:00-12:15 Renaissance Room

Beyond Citations-Partnering with law enforcement to prevention underage drinking

Presenters: Melissa Fochesato, Terry Goan, Adrienne Gallant, Don Finnegan, Jo Morrissey
Moderator: Maryann Harakall

This session will provide an overview of what coalitions need to know in order to gain law enforcement attention and learn more about how this target audience functions and what they need, including a basic orientation to police culture. Attendees will hear from the CCUDEF and how law enforcement and the coalition have partnered to work together

Participants will be able to:

1. List 2 benefits of having law enforcement as partners and identify 2 strategies to recruit or increase involvement.
2. Identify strategies in the OSA work plan that are conducive to law enforcement partnership
3. Describe 2 barriers and receive suggestions from coalition and law enforcement on overcoming barriers.

Session 2B: 11:00-12:15 Cameo Room

Engaging Parents in Living Room Meetings around Underage Drinking

Presenter: Emily Wolff, Suzanne DiBella-Olson, Zoe Miller Moderator: Geoff Miller

The Parent Living Room Guide will be previewed and attendees will have the opportunity to hear from the pilot sites of this project, what worked, what did not work and what changes have been made to the guide. Attendees will begin to develop a plan for implementation in their area.

Participants will be able to:

1. Demonstrate how to use the guide.
2. Discuss experiences and lessons learned from the guide's pilot implementation—including what worked, and what didn't.
3. Identify at least three steps to take in order to implement Living Room Meetings in their community.

Session 2C: 11:00-12:15 Madison Room

2009 MIYHS results & UD Prevention and the influence of risk factors, MYDAUS 00-08

Presenters: Nancy Birkhimer, Jean Zimmerman, Melanie Lanctot Moderator: Linda Philips

This session will provide an overview of the new MIYHS results and show which risk factors as measured by the MYDAUS over the past 8 years has a strong link to youth substance use. It will also provide suggestions on how local data can be used, limitations and potentials for the data.

Participants will be able to:

1. Report drinking prevalence trends among Maine 6-12th graders between 2000-2008
2. Demonstrate through the data that family and community attitudes have a significant influence on students' alcohol use.

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Session 3A: 1:00-2:15 Renaissance Room

Alcohol Enforcement for Coalitions

Presenter: Robert Ullrich. Moderator: Anne Rogers

This session will provide a basic review of Maine Liquor Laws and provide ideas on how to organize a task force. A preview of the database that the Lewiston PD has developed will be shown. Showing the usefulness of the database - tracking tool/data collection system and how the tool has helped streamline the process of dealing with underage drinking in this area will be discussed.

Participants will be able to:

1. Summarize 2 Maine Liquor Laws and how they are applied
2. Describe important factors in developing and operating a successful County Law Enforcement Team.
3. Describe the database used by the Androscoggin enforcement team to collect necessary law enforcement data, and know how to gain access to it for their team.

Session 3B: 1:00-2:15 Cameo Room

Using Data to Engage your Community

Presenter: Dalene Dutton. Moderator: Peter Brough

This session will provide an overview of how to use your data effectively and discuss a variety of data types that can be used in outreach efforts. This session is for those looking for concrete examples of how to use data in different ways, not just graphs and tables.

Participants will be able to:

1. Identify multiple ways to present data (beyond tables and graphs).
2. Identify various outreach projects or goals that would benefit from inclusion of data.
3. Leave with at least three ideas for use of data in their own communities.

Session 3C: 1:00-2:15 Madison Room

Using Community Readiness to Select & Implement the Right Prevention Strategies

Presenter: Nancy Findlan, Neill Miner, Alison Webb. Moderator: Cheryl Cichowski

This session will look at what communities are/are not ready to do and how to refine required strategies or adopt new strategies to fit local readiness. This is designed to encourage prevention managers and state level policy managers to take *community readiness* into account when planning programs and evaluation.

Participants will be able to:

1. Describe 4 core elements of the concept of "Community Readiness"
2. Identify at least one success or failure where in their own community where readiness impacted the success or failure
3. List 2 things they can do differently, going forward and based on their own community's readiness, in their role in implementing environmental prevention strategies, to make their work more effective.