

Success in Prevention – Today and Tomorrow

Maine Office of Substance Abuse 7th Annual Prevention Provider Day

Thursday November 4, 2010

8:30 a.m. to 3:30 p.m.

Morgan Hill Event Center, Hermon, Maine

(Located just west of Bangor on Rte. 2. Directions will be provided along with your confirmation)

8:30 - 9:00 **Registration**

9:00 –9:15 **Welcome**

9:15-10:15 **Steve Rowe, keynote address**

10:30-11:30 **Session 1**

1A Parent Campaign 2005-2010: Successes, Outcomes & Lessons Learned

Presenter: Joanna Morrissey Moderator: Leanne Morin

This session will share successes, evaluation outcomes, & lessons learned from the 21 Reasons parent media & outreach campaign, 2005-2010. Efforts include a combination of PSA's, print and web ads, media advocacy, public presentations, and community outreach.

Participants will:

- Examine a 5-year Parent Media & Outreach Campaign case study with successes, outcomes, and lessons learned from the 21 Reasons coalition in Portland, Maine.
- Identify 3 key learnings to apply to their own work.

1B The Neurobiology of Substance Abuse: Why Addiction is a Brain Disease

Presenters: Dr. Alan M. Rosenwasser and Zachary Macklin

Moderator: Maryann Harakall

Substance abuse problems have devastating consequences for susceptible individuals. This session will address what addiction is, as well as problems associated with it.

Participants will:

- Learn about the addiction cycle, general brain anatomy, and specific brain regions involved in drug reward and addiction.
- Learn the critical importance of the dopamine system in drug reward and addiction as well as how a wide variety of addictive drugs interact with this brain dopamine system.

11:45-12:45 **Lunch**

1:00-2:00 **Session 2**

2A Drug Overdose Prevention Projects in Maine: An Overview of Strategies on Outreach to Vulnerable Populations.

Presenters: Jayne Harper, Ronni Katz, Tim Shaw Moderator: Cheryl Cichowski

The Maine Office of Substance Abuse funds three Drug Overdose Prevention Projects – in Portland, Bangor, and Kennebec County. This session will provide a brief history of drug overdose in Maine, the evolution of this program, and strategies used by the three projects to reach some of the most vulnerable and underserved populations within our communities.

Participants will:

- Be able to describe the most recent state and regional (Cumberland, Penobscot, and Kennebec Counties) drug overdose statistics along with descriptive data such as drugs most commonly involved in fatal overdoses.
- Be able to name at least three strategies for conducting educational outreach among vulnerable and underserved populations.

2B Positive Youth Engagement.

Presenter: Chris Gorman Moderator: Jacinda Goodwin

This will be a fast-paced, interactive workshop that will provide participants with the skills and tools needed to increase youth engagement in your work. It will focus on how to overcome some of the recruitment and retention barriers as well as how to ensure that the youth you are working with remain motivated and engaged in their projects throughout the year. Attendees in this workshop should come prepared to engage in discussions, participate in interactive initiatives and possibly even dress up like superheroes.

Participants will:

- Increase their ability to engage young people in advocacy efforts and sustain their own
- Identify a goal for their youth engagement efforts.
- Identify a concrete action step to help them reach that goal.

2:15-3:15 **Session 3**

3A Table Talks 2010: Panel Presentation on Real Life Challenges and Tips for Success. Presenter: Suzanne DiBella-Olson Moderator: Cheryl Cichowski

This session will provide an overview of the implementation of Table Talks. A panel of Table Talks organizers will share their stories—including a description of specific challenges that they faced, lessons learned and tips for success.

Participants will:

- Hear real-life challenges and tips for success by Table Talks organizers.
- Be able to identify 3 key learnings to apply to their own work.

3B Evaluating Substance Abuse Prevention in Maine.

Presenter: Sarah Goan Moderator: Maryann Harakall

This session will help OSA grantees learn how to use data and evaluation as a regular part of their work. Participants will learn about data sources, tools and resources and analyses that are available to them. They will also learn how to apply data and evaluation to their own work through the use of logic models, basic research approaches, simple data tracking efforts and easy analysis. Lastly, the session will discuss effective ways of presenting data to make your case.

Participants will:

- Learn about data sources and evaluation resources that are available.
- Increase knowledge about how to use data and evaluation in their own work.

3:15-3:30 **Evaluations/Wrap-up**