



Leading the Challenge

**DYNAMIC ONLINE
CONFERENCE**

JUNE 9 – 12, 2020

IN PARTNERSHIP WITH



The Commonwealth Prevention Alliance would like to acknowledge the following collaborating partners for their valuable contributions and assistance in helping to make this conference possible.

PA Department of Drug and Alcohol Programs

PA Commission on Crime and Delinquency

Penn State College of Health and Human Development,
Evidence-based Prevention and Intervention Support, Edna Bennett
Pierce Prevention Research Center

Washington Drug & Alcohol Commission, Inc.

Enterprise Holdings

Production Assistance Provided By:

Common Ground Consulting, LLC
&
Rana Labs

Hello fellow Prevention colleagues!

As CPA celebrates its 30th annual conference, is there a better way to honor our history than to simultaneously embrace a new and evolving future?

The decision to transform the conference into a dynamic virtual event was not an easy decision, but is one that honors the important role CPA plays in supporting prevention activities across the state. With your help, we've narrowed down the workshops from the original format and designed this dynamic online conference model that will still focus on essential prevention priorities in PA, while providing you with the tools and resources needed to support the families and communities in which you work and live.

The new format for this conference is a total of 13 workshops, each 60 minutes in length and consisting of two parts.

Part one will be an extraordinary 30-minute pre-recorded video from one of our fantastic presenters, sharing the information they deem most essential to their topic. As a participant, you will have access to the video, slides, handouts, and any other links or resources they share. You will be watching the pre-recorded video live along with other participants in each session, and you'll be able to ask questions and discuss content shared during the video- all in real time.

Part two will be a 30 minute live, hosted Q&A session between you and the well-prepared presenter. The presenter will be seeing all participant comments and questions in real time while during the video, so that afterwards, there will be direction and guidance for this live portion. All videos will be translated into Spanish and include closed captioning.

We understand this may sound "different", trying a whole new way of conferencing that we have not experienced before. Rest assured, we are all in good hands with Common Ground Consulting and Rana Labs, our amazing Production Team, allowing for this virtual conference to happen.

Please do not hesitate to contact me with any questions or concerns you may have about this process, registration, or anything else in this brochure. You will always have support available to you!

Sincerely,

Jeff Hanley
Executive Director, Commonwealth Prevention Alliance
Jeff.hanley@commonwealthpreventionalliance.org

VIRTUAL CONFERENCE AGENDA

Tuesday, June 9

- 9:00am – 10:00am KEYNOTE: Reimagining Advocacy in Our Upside-Down World | Craig Bowman
10:30am – 11:30am Networking Event (details coming soon)

Wednesday, June 10

- 9:00am – 9:05am WELCOME & OPENING REMARKS | Jennifer Smith, Secretary DDAP
9:05am – 10:00am KEYNOTE: Bringing Alcohol Out of the Shadows | Cassandra Greisen
10:30am – 11:30am CBD – How Did We Get Here? | Randall Clark
1:30pm – 2:30pm Methamphetamine: What's Old is New | Melanie Swanson
3:00pm – 4:00pm High Alert: Medical Marijuana in the Workplace - Facts About PA's Medical Marijuana Law | Katherine Koop Irwin & Ryan West

Thursday, June 11

- 9:00am – 10:00am KEYNOTE: Can You Hear Me Now?! Strategies for Spreading Your Prevention Message | Craig Zettle
10:30am – 11:30am Suicide Prevention | Matthew Wintersteen
11:30am – 11:45am STATE OF THE STATE | Geoff Kolchin, PCCD
1:30pm – 2:30pm Partnering with Communities of Color | Lenore Wyant & Maddie Roman-Scott
3:00pm – 4:00pm Mindful Language Matters | Tim Phillips

Friday, June 12

- 9:00am – 10:00am KEYNOTE: Programs and Policies in Problem Gam(b)ling Prevention | Julie Hynes
10:30am – 11:30am There is a Place for Worship in Prevention | Tammy Taylor & Amy Eisert
12:30pm – 12:45pm Maggie Marcopul and the Early Career Preventionist Awards Presentation
12:45pm – 1:00pm Social Media Giveaways (details coming soon)
1:30pm – 2:30pm The Science and Solution to Stress | Joni Sturgill
3:00pm – 4:00pm Life Experiences and Resulting Behaviors | Marilyn Stein

TUESDAY, JUNE 9

Keynote: Reimagining Advocacy in Our Upside-Down World

Craig Bowman, B.A. - Common Ground Consulting LLC

This keynote will discuss the critical role that advocacy must play as our agencies are forced to grapple with a myriad of serious issues, even as resources are more constrained than ever. But, this won't be your everyday advocacy session. We're going to shake things up a bit. We want you to unlearn some of what you've been taught and begin to think about how you and your agency can change the game when it comes to garnering attention for your critical work. We'll help you understand how values like passion, change, trust, and gratitude can be leveraged effectively in your advocacy efforts; and we'll explore the impact of actively building and leveraging high-trust relationships as a tool for making a difference in the social-profit sector, our communities, and the world. We'll also talk about stress and burnout in these challenging times; and you'll leave this session with new ideas, a renewed passion for your work, and concrete tools for integrating advocacy activities into your day-to-day activities.

WEDNESDAY, JUNE 10

WELCOME & OPENING REMARKS

Jennifer Smith, Secretary, Pennsylvania Department of Drug & Alcohol Programs

Keynote: Bringing Alcohol Out of the Shadows

Cassandra Greisen, M.P.A. - National Alcohol Beverage Control Association

While other substances may get the share of the media attention, excessive alcohol consumption remains a consistent public health issue. Come learn the latest science on effective strategies to address local conditions that influence the alcohol environment and how communities are using these strategies to promote healthy and safe communities.

CBD-How Did We Get Here?

Randall Clark, R.Ph. - Walberg Family Pharmacies

During our discussion of Cannabidiol (CBD) in general we will dig into the reasons we see CBD oil signs on every street corner. How did we arrive at this point? How is CBD from the retail world different from CBD from the medical marijuana dispensary? Our discussion will cover CBD and how it acts in our body, both naturally and exogenously. Where CBD works in our body and how the products produce the effects we experience. We will look at the indications, efficacy, claims, side effects, etc. of various CBD products available in the marketplace. We will touch on good manufacturing practices and how they apply to CBD products.

Methamphetamine: What's Old is New

Melanie Swanson, M.Ed., C.T.T.S., I.C.P.S. - The Council of Southeast Pa, Inc.

Methamphetamine is making a comeback and it is critical to get in front of the issue before it becomes the next epidemic. This presentation will explore the history of methamphetamine and its current resurgence, methods of use, source of supply, health effects, addiction, poly-drug use with opioids and other substances, prevention strategies, and treatment options. The impact on the community will also be addressed. Information regarding resources will be provided.

High Alert: Medical Marijuana in the Workplace - Facts About PA's Medical Marijuana Law

Katherine Koop Irwin, J.D. - Tucker Arensberg, PC

Ryan West, M.S., C.F.I. - Greenbriar Treatment Center

The session will provide an overview of Pennsylvania's Medical Marijuana Act (the "Act"), including how individuals acquire medical marijuana, the different types of marijuana sold under the Act, signs of impairment, the employment specific provisions in the Act, and an employer's right to maintain a drug free work place versus an employee's right to use medical marijuana. Kate and Ryan will discuss issues with drug testing under the Act and the interplay between the Act and the Drug Free Work Place Act, the Americans with Disabilities Act, the Family Medical Leave Act, and the Pennsylvania Human Relations Act as well as recent court decisions dealing with employment discrimination claims and medical marijuana.

THURSDAY, JUNE 11

Keynote: Can You Hear Me Now?! Strategies for Spreading Your Prevention Message

Craig Zettle, B.S. - National Health Promotion Associates

Participants in this workshop will explore examples of best practices in spreading their prevention messages with schools, families, and communities they serve. The presenter will share examples of activities that have been successful in recognizing students, informing parents as well as raising awareness and support in communities. Participants will explore and work through activities designed to provide them with ideas for creating their own communication strategies and plans.

Suicide Prevention

Matthew Wintersteen, Ph.D. - Thomas Jefferson University

Suicide is a major public health problem in the United States with over 47,000 Americans dying by suicide in 2017. This presentation will review suicide prevention strategies, as well as a number of empirically-supported intervention approaches, with a particular focus on youth suicide. Additionally, warning signs for suicide will be discussed as well as effective approaches to immediately engage, intervene, and assess. Finally, attention will be paid to helping individuals develop effective safety plans to assist when in crisis.

State of the State

Geoff Kolchin – Deputy Director, Prevention Initiatives, Office of Justice Programs, Pennsylvania Commission on Crime and Delinquency

Partnering with Communities of Color

Lenore Wyant, B.S., M.S. & Maddie Roman-Scott, B.A., M.A.

Engaging and partnering in communities of color to provide prevention programming can prove challenging. Cross-cultural differences and subtle non-verbal cues can send messages we don't intend to send. This workshop will provide participants with a space for unrestricted sharing and growth from lived experiences and will provide useful information and resources that can be implemented when you return to your community.

Mindful Language Matters

Tim Phillips, B.A., B.S., C.A.D.C., C.F.C., C.R.C. - Westmoreland County Drug Overdose Task Force

Stigma remains the biggest barrier to addiction treatment faced by patients. In discussing substance use disorders, words can be powerful when used to inform, clarify, encourage, support, enlighten & unify. Choosing the words we use more carefully is one way we can all make a difference & help reduce stigma.

FRIDAY, JUNE 12

KEYNOTE: Programs and Policies in Problem Gam(bl)ing Prevention

Julie Hynes, M.A., R.D., C.P.S. - Oregon Council on Problem Gambling

The convergence of gaming and gambling has been rapid--but are prevention and behavioral health specialists equipped to address the issues programmatically? In this virtual workshop, we will talk about specific risk and protective factors that are common to problem video gaming/gambling and other behaviors. We will take understanding of recent trends and these factors into action. What current prevention programs and practices are currently being used to address problem video gaming and problem gambling in the U.S.? How can we leverage these efforts into the new world created by COVID? During our interactive portion of this virtual session, you're invited to share your current prevention programming, and we'll discuss ideas on how to realistically and effectively fold in the concepts discussed into your work.

There Is A Place for Worship in Prevention

Tammy Taylor, C.P.S. - Washington Drug and Alcohol Commission

Amy Eisert, B.S., M.A. - Mercyhurst University Civic Institute

Has prevention explored worship as an avenue for preventing high risk behaviors? Both faith leaders and community preventionists have found that working together can provide strength in their efforts to combat substance use disorders and other high-risk behaviors. This workshop will provide examples of ways faith leaders and preventionists can engage their communities in addressing substance use disorders at the local level.

The Science and Solution to Stress

Joni Sturgill, B.A., M.S., ERYT-500, A.A.D.P. - Healthy Body Peaceful Soul, LLC

Stress has a significant impact on attention, emotion, the brain, nervous system, and body, yet stress is inherent in our lives, and even necessary in certain amounts. In this workshop, learn about the effects of stress and the solution and science of how to build resilience. The stress antidote is a combination of

practices, from mindset to mindfulness. Joni will offer evidence-based techniques to help improve attention, increase emotional regulation, reduce feelings of stress and anxiety, and increase compassion. She will discuss the 3 components to understanding and embodying mindfulness, plus the 3 A's of mindset philosophy that help cultivate your ability to move through challenges with greater ease and more skilled decision-making.

Life Experiences and Resulting Behaviors

Marilyn Stein, M.Ed., C.A.A.P., C.J. - MGS Consulting, LLC

This workshop will consider the impact of early childhood trauma while considering the resulting behaviors that we see throughout the lifespan. The behaviors include SUD's and criminal behaviors that put families and even communities at risk.

PCB CONTINUING EDUCATION

PCB Credits are provided free for all conference attendees who need to receive these credits for their workplace or personal credentialing through the Pennsylvania Certification Board. Because this is a virtual conference, your attendance will be verified by way of an evaluation. The evaluation for each workshop will have a few questions regarding quality review (as usual), but also a few questions on basic comprehension, to prove you have attended the workshop. Additional information regarding this attendance and evaluation process will be provided the week of the conference.

CONFERENCE REGISTRATION DEADLINE:

Monday, June 8, 2020

	Cost per person	Student
Tuesday 6/9 – Friday 6/12 - All 13 workshops -	\$250	\$125

CPA Member Benefit - FREE access to additional video training sessions:

- Up to an additional 10 videos, selected from the list of 2020 workshops, are being recorded for future release (late summer/early fall).
- CPA will apply for PCB credits for each of these video sessions.
- All videos will be translated and available in Spanish.
- More details to come!
- There will be a fee attached to these videos for Non-CPA members.

REGISTRATION PROCESS

- **Register NOW for the Conference.** The Neon CRM system will be used again for this year's registration process. Click the link above or visit the CPA website and hover over "Conference" in the navigation bar, and select "Register for Conference".
- Students who are enrolled in a Pennsylvania accredited institution of higher learning may register at a special discounted rate. To receive the student discount code to use during registration, please email an image of your student ID and copy of current academic schedule to Jeff.Hanley@commonwealthpreventionalliance.org.

Please note: There are a limited number of student registrant spaces available.

PAYMENT – CREDIT OR CHECK ONLY

- Credit card payments must be made at the time of online registration.
- Payments made by check must be mailed no later than Friday, June 5, 2020.
- For mailed payments, please include a printed copy of your invoice and mail it with your check made payable to:
Commonwealth Prevention Alliance
P.O. Box 142 Beaver Falls, PA 15010
Attn: Conference

CANCELLATION AND SUBSTITUTION POLICY

You must contact us in writing no later than Friday, June 5, 2020, by 4:00 pm to cancel your registration for the conference. For cancellations made by this date, your registration fee will be refunded less a \$50 cancellation fee. **No refunds will be given for cancellations made after 4:00 p.m. on Friday, June 5, 2020.** Partial refunds may be granted if an attendee is unable to attend the conference due to a family death, illness, or other extraordinary circumstance. Registrants and/or their sponsoring organization for whom we have not received payment, will be billed for the full amount owed. Those who have delinquent bills will not be eligible to register participants for future conferences until all balances are paid in full. Registrants may request to allow a substitute in their place in lieu of requesting a refund.

Send all cancellation and substitution requests, as well as questions, in writing to Jeff Hanley:
Jeff.hanley@commonwealthpreventionalliance.org.

ONLINE CPA MEMBERSHIP REGISTRATION

If you are not currently a CPA member or need to renew your membership, use this opportunity to enroll and take advantage of the additional training videos provided by membership. It is easy and quick to activate and pay for your membership with the NeonCRM system. The system accepts most major credit cards and still allows for check payment if desired and receive your invoice immediately!

Go to the [CPA website membership page](#) for more information on rates and other membership benefits. Agencies that have an existing membership due for renewal must have their primary member handle the membership renewal. If you have questions during the enrollment process, contact Kelly Burke Kelly.Burke@mcbhc.org or Beth Neveux bneveux@co.butler.pa.us.