

# CPI Newsletter – Winter 2016

## WHAT'S NEW?

As 2015 draws to a close, CPI celebrates another year of serving California's diverse Substance Use Disorder (SUD) prevention (Pv) community. The CPI Team is grateful to have supported so many Pv professionals in their critically important work. From 2012-2015 alone, CPI engaged with the field by:



- Training 12,991 participants
- Delivering 253 trainings and webinars, and more than 2,600 TA days
- Developing 13 publications, 40 webinars or trainings, and 10 Professional Competency curricula
- Supporting 46 counties in developing their Strategic Pv Plans

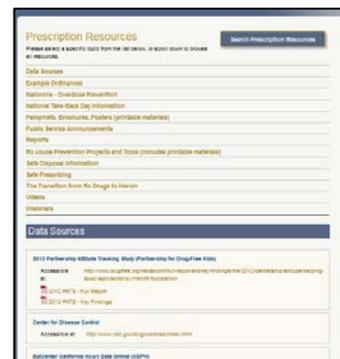
As 2016 begins, we look forward to creating successful collaborations with counties, communities, coalition partners, and California's extensive Pv workforce. This newsletter highlights several new CPI webpages, Prevention Tactics, and archived webinars. To showcase CPI consultants and draw your attention to CPI services of which you might not be aware, a "Consultant Spotlight" is included.

During 2016, we will continually evaluate our processes and adjust, as needed, in order to provide better support. You can do your part to stay current by reading the quarterly newsletter, signing up for event announcements, and following CARS on social media (see the end of the newsletter for links).

## Announcements

### Announcing Two New Major Online CPI Resources!

Prescription drug abuse and marijuana use are key concerns for the Pv field. These topics have sparked complex legal, political, and medical debates across state and county agencies. To support the Pv workforce with useful tools and reliable data, CPI developed two online portals: "[Marijuana Resources](#)" and "[Prescription Resources](#)." The new pages are located on the CPI website and contain selected links to dozens of trainings, policy and planning tools, marketing materials, research studies and reports, and California local resources. These user-friendly databases are organized by key topics and are searchable by topic or keyword. Visit the new portals now by either clicking on or copying and pasting the following links in your browser:



[http://ca-cpi.org/resources/browse\\_marijuana\\_resources.php](http://ca-cpi.org/resources/browse_marijuana_resources.php) (Marijuana)

[http://www.ca-cpi.org/resources/browse\\_prescription\\_resources.php](http://www.ca-cpi.org/resources/browse_prescription_resources.php) (Prescription Drugs)

*Do you like the new pages? Have a suggestion? Tweet us @CARSRP!*

### Office of National Drug Control Policy (ONDCP) Funding Announcement for Coalitions: Drug-Free Communities (DFC) Support Program

The ONDCP has opened the application period for 2016 DFC Support Program grants. The purpose of these grants is to establish and strengthen collaboration to support the efforts of community coalitions working to prevent youth substance use. The goals of the Program are to (1) establish and strengthen collaborations to support the efforts of community coalitions that are working to prevent and reduce substance use among youth and (2) reduce substance use among youth and, over time, reduce

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substance abuse among adults by addressing community factors that increase the risk of substance abuse and promote the factors that minimize the risk of substance abuse. Approximately 70 grants will be awarded for up to \$125,000 per year, up to 5 years.

<http://www.cadca.org/resources/drug-free-communities-support-program-grant-announcement-released>

## **National Registry of Evidence-Based Programs and Practices (NREPP)**

### **Open Submissions: Deadline of January 26, 2016**

The Substance Abuse and Mental Health Services Administration's (SAMHSA) NREPP is currently accepting applications for interventions to be listed in the registry. NREPP is a repository that is intended to improve access to reliable information about mental health and substance abuse interventions. Visit the SAMHSA website for details regarding program submission criteria.

[www.nrepp.samhsa.gov/](http://www.nrepp.samhsa.gov/)

## **Register for the 24<sup>th</sup> Annual Meeting of the Society for Prevention Research (SPR)**

May 31 – June 3, 2016: San Francisco, CA

SPR is “dedicated to advancing scientific investigation on the etiology and prevention of social, physical and mental health, and academic problems.” Conference participants will include researchers, policy-makers, and practitioners interested in Pv and public health. This year’s theme is “Using Prevention Science to Promote Health Equity and Improve Well-being.” A special focus will be placed on Pv science to address health inequities in the U.S. and abroad.

<http://www.preventionresearch.org/2016-annual-meeting/>

## **Register for the 26<sup>th</sup> National Leadership Forum & SAMHSA’s 12<sup>th</sup> Prevention Day**

February 1 – 4, 2016: Washington, DC

The National Leadership Forum from the Community Anti-Drug Coalitions of America (CADCA) is a training conference for community-based SUD Pv professionals, coalition leaders, and researchers. This year, the theme is empowering “community super heroes” to make “monumental impact.”

<http://www.cadca.org/forum2016>

## **Consultant Spotlight – Dana Goodrow, MSW, MPH**



Do you ever wonder how to use social media like Facebook and Twitter to engage youth, parents, and your community in SUD Pv strategies? Have you stumbled when creating or sustaining a social media presence to promote programs and services, advertise events, and communicate with stakeholders? Dana Goodrow is a CPI consultant who can help.

With Masters’ degrees in social work and public health and a Bachelor’s degree in journalism and writing, this former non-profit director has served as a consultant to organizations across California. Dana has written step-by-step basic guides to create a Facebook page or Twitter account, assign administrators, manage privacy, invite followers, and develop content. For more advanced social media users, she has written individualized social media marketing plans that include goals and objectives,

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fundraising efforts, and overall social media management. Dana has guided organizations through the process of designing a central message, creating segmented messages for different audiences, effectively managing the messaging initiative, and evaluating the results. Beyond her social media work, Dana has worked on numerous projects ranging from strategic planning to evaluation.

Through CPI, Dana has developed a 6-hour Prevention Extension (PX) training on “Media Advocacy in Environmental Prevention” currently available as a CPI PX workshop. To apply to host this training or other PX trainings, visit [http://ca-cpi.org/training/form\\_PX\\_Training\\_application.php](http://ca-cpi.org/training/form_PX_Training_application.php).

## Prevention News



### **Drug Enforcement Administration (DEA) Announces “360 Strategy” to Address Heroin, Prescription Drugs, and Violent Crime**

The DEA 360 Strategy comprises a three-fold approach to fighting drug traffickers:

- **Provide DEA leadership** with coordinated DEA enforcement actions targeting all levels of drug trafficking organizations and violent gangs supplying drugs in our neighborhoods, as we have been doing with ongoing law enforcement operations.
- **Have a long-lasting impact** by engaging drug manufacturers, wholesalers, practitioners and pharmacists to increase awareness of the heroin and prescription drug problem and push for responsible prescribing and use of these medications throughout the medical community.
- **Change attitudes** through community outreach and partnership with local organizations following DEA enforcement actions to equip and empower communities with the tools to fight the heroin and prescription drug epidemic.

<http://www.dea.gov/divisions/hq/2015/hq111015.shtml>

### **Teen Substance Use Down, According to 2015 Monitoring the Future Study**

The recently released Monitoring the Future Study found that youth use of ecstasy, heroin, amphetamines, and synthetic marijuana all declined in 2015. Alcohol and cigarette use both reached their lowest levels since the study began in 1975, marking the continuation of a downward trend. Approximately 50,000 8th, 10th, and 12th graders are surveyed in the Monitoring the Future study each year, with a sample of each graduating class continuing to receive follow-up questionnaires. The study is conducted by the University of Michigan under a series of research grants from the National Institute on Drug Abuse.

<http://www.monitoringthefuture.org/data/15data.html#2015data-drugs>

## Prevention Tools

### **Now Available: Behavioral Health Barometer – HHS Regions, 2014 National Survey on Drug Use and Health (NSDUH), SAMHSA**

The regional behavioral health barometers provide summarized data from the National Survey on Drug Use and Health (NSDUH) and the National Survey of Substance Abuse Treatment (N-SSATS). The Region

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IX provides an overview of youth substance use, adult mental health and treatment, and SUD treatment in California and surrounding states.

<http://www.samhsa.gov/data/browse-report-document-type?tab=46>

## **Online Course on the Primary Prevention Component of the Substance Abuse Prevention and Treatment Block Grant (SABG)**

This nine-module training from SAMHSA is divided into three sections: the first three modules provide an overview of the statutory and regulatory requirements of the SABG; the second three modules provide further detail about the primary prevention programmatic requirements; and the last three modules describe primary prevention performance and expenditure reporting in more detail. The course is designed for individuals who are new to the SABG or prevention, but it is also a useful refresher for anyone who works on the SABG.

<http://www.samhsa.gov/grants/block-grants/sabg/primary-prevention-course>

## **Relevant Reports**



### **Risk and Protective Factors and Initiation of Substance Use: Results from the 2014 NSDUH SAMHSA**

This report utilizes data from the 2002-2014 NSDUHs to present trends in people’s perceptions of the risk associated with cigarettes, alcohol, and illicit drugs, as well as the perceived availability of these substances. Some key trends include decreased likelihood in perceiving great risk of harm from monthly or weekly marijuana use, LSD or cocaine use, and binge alcohol use. However, the number of adolescents who recently initiated use of alcohol or cigarettes was lower than most recent years, as was the number of new initiates to the nonmedical use of pain relievers. The full report is available below.

<http://www.samhsa.gov/data/sites/default/files/NSDUH-DR-FRR4-2014rev/NSDUH-DR-FRR4-2014.pdf>

### **The Prescription Opioid Epidemic: An Evidence-Based Approach**

#### **Johns Hopkins Bloomberg School of Public Health**

This report is based on the work of experts convened by Johns Hopkins Bloomberg School of Health and the Clinton Foundation to promote appropriate and safe use of prescription opioids. Focusing on “Community-Based Prevention Strategies,” the workgroup synthesizes the available evidence regarding opioid use, abuse, and misuse and provides recommendations for action (Part 7, pp. 44-46).

<http://www.jhsph.edu/research/centers-and-institutes/center-for-drug-safety-and-effectiveness/opioid-epidemic-town-hall-2015/2015-prescription-opioid-epidemic-report.pdf>

## **WIN of the Quarter**

Would you like to inspire others with news about community projects, programs, innovations, awards, opportunities, and stories that promote the positive impact of Pv across the state? Email your submissions to the CPI Project Director, Erika Green, at [egreen@cars-rp.org](mailto:egreen@cars-rp.org), so we can share your story as a “Win of the Quarter” in an upcoming CPI newsletter.

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## WHAT'S AVAILABLE FOR YOU?

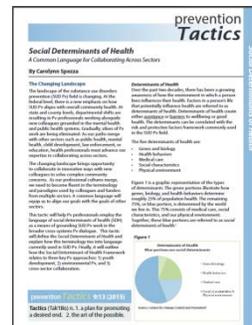
### Products and Publications

CARS and the CPI Technical Assistance (TA) team create and disseminate publications that are relevant, timely, and research-based. The appropriate resources can make your work easier by translating sophisticated research findings into concrete tips and strategies for practical application. The CPI Prevention Tactics and other products are downloadable and available at no cost.

#### **NEW!** Social Determinants of Health

This Tactic helps Pv professionals employ the language of social determinants of health (SDH) as a means of grounding SUD Pv work in the broader cross-systems Pv dialogue. This Tactic defines the *Social Determinants of Health* and explains how this terminology ties into language currently used in SUD Pv. Finally, it outlines how the Social Determinant of Health Framework relates to three key Pv approaches: 1) youth development, 2) environmental Pv, and 3) cross-sector collaboration.

<http://www.cars-rp.org/wp-content/uploads/2015/11/Prevention-Tactics-Vol9-No13-2015.pdf>



#### Preventing Substance Abuse in Military Members and Their Families

The focus of this Tactic is to examine the challenges experienced by military members and their families that may result in an increased risk for substance abuse. The Tactic highlights best practices, Pv programs, and resources best suited for military members and their families and highlights the importance of wellness, resiliency, and protective factors for military members and their families at risk for substance abuse.

<http://www.cars-rp.org/publications/Prevention%20Tactics/PT09.14.15.pdf>



### Scheduled Webinars

Please visit [www.cpiwebinars.org](http://www.cpiwebinars.org) to register for the following upcoming webinars:

#### Foundational Competencies – Sustainability

January 26, 1:00 – 2:30 pm PST

Participants will learn how sustainability is connected to each step of the SPF and how to create a sustainability plan that will nourish prevention efforts into the future.

#### Core Competencies – Planning

February 9, 1:00 – 2:30 pm PST

This webinar will provide participants with an overview of: the role of logic models in program planning; strategic planning to address community needs and desired outcomes; and identifying resources to sustain prevention efforts.

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## Core Competencies – Implementation

March 16, 1:00 – 2:30 pm PST

This webinar will provide participants with an overview of: ideas for selecting an appropriate prevention strategy; understanding the difference between evidence-, science-, and research-based strategies; and ensuring fidelity and adaptation are considered for implementation.

## Core Competencies – Evaluation

April 19, 1:00 – 2:30 pm PST

This webinar will provide participants with an overview of: the role and purpose of evaluation; types of evaluation designs and strategies; components of a useful evaluation plan; and strategies to disseminate evaluation findings.

## Archived Webinars

Please visit [www.cpiwebinars.org](http://www.cpiwebinars.org) to access our archive library. Recently archived webinars include:

- **NEW!** [CPI Kick-Off Webinar](#) – This webinar highlights CPI’s accomplishment for the prior contract and introduces the service deliverables for the new contract that began October 1, 2015. DHCS’ vision, organizational structure, and staff are presented, including staff pictures, roles, and responsibilities.
- [Marijuana Prevention in Action: Lessons from the Field](#) – This webinar provides an overview of the current landscape of marijuana use in California, shares examples of effective marijuana use prevention strategies, and discusses opportunities to involve the community with prevention efforts.
- [Introduction to Logic Models](#) – This webinar explains the importance and use of logic models for prevention planning and helps participants develop measurable logic model statements.

CPI has a robust library of archived webinars that are viewable anytime from the CPI website: [http://www.ca-cpi.org/training/webinars\\_past.php](http://www.ca-cpi.org/training/webinars_past.php). The webinars include topics that continue to support the needs of the Pv field:

- Key Concepts in Pv
- Sustainability
- Capacity
- Planning
- Evaluation
- Mentoring
- Media Strategies
- Vulnerable Youth
- Youth Development Strategies
- Pv Implementation, Issues and Topics
- Cultural Competence and Responsiveness
- Environmental Pv and Public Policy
- Substance Abuse Pv: Current Issues for the Field
- Supporting the Strategic Pv Framework Process

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## Online Training Series

The first five courses of the Professional Competencies, the “Core Competencies,” are now available online at the CPI website and can be taken individually or as a whole series. The “Core Competencies” courses build proficiency in the Strategic Prevention Framework (SPF) and include:

- Assessment: Assessing need, resources and readiness
- Capacity Building: Building capacity and community organizing
- Planning: Using outcome-based logic models and developing strategic plans
- Implementation: Implementing evidence-based policies, programs, and practices
- Evaluation: Monitoring and evaluating programs and strategies for improvement and decision making

## Prevention Extension (PX) Trainings

The CPI project is committed to providing on-site trainings to the Pv field on a variety of emerging and relevant topics. These high quality, no-cost trainings are located throughout the state and provide TA on best practices in SUD Pv. Continuing Education Units for alcohol and drug counselors, licensed clinical social workers, and marriage and family therapists are offered at these events for a nominal fee.



### Upcoming PX Trainings:

*Pv Brief Intervention (BI)* is a short-term counseling intervention that consists of two to four sessions with adolescents who use alcohol and/or other drugs. This approach uses motivational interviewing, cognitive behavioral therapy, and the stages of change model to meet the needs of adolescents. The PX Brief Intervention trainings are appropriate for educators, school administrators, school staff, counselors, nurses, and others who regularly work with adolescents.

#### **PX Brief Intervention Training**

Stanislaus County – January 22

<http://events.r20.constantcontact.com/register/event?oeidk=a07ebzibq693c13f8f&llr=8wdk4ubab>

#### **PX Brief Intervention Training**

Ventura County – February 18

<http://events.constantcontact.com/register/event?llr=8wdk4ubab&oeidk=a07ec02gnp3842cfd34>

#### **PX Brief Intervention Training**

Kern County – February 23

<http://events.constantcontact.com/register/event?llr=8wdk4ubab&oeidk=a07ec039vklida080ecc>

#### **PX Brief Intervention Training**

Santa Clara County – March 22

Registration information TBA

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*Conducting Focus Groups with Youth and Parents* will help workshop participants increase their understanding of their CHKS data in order to improve school climate, student engagement, and parent engagement. The workshop will also help participants devise action plans from the information they receive in their focus groups. This training is especially appropriate for LCAP Coordinators, CHKS Coordinators, and school principals and administrators.

## **PX Conducting Focus Groups with Youth and Parents**

Humboldt County – February 26

<http://events.constantcontact.com/register/event?llr=8wdk4ubab&oeidk=a07eby96tyl60711b7c>

## **Customized Technical Assistance (TA)**

TA is tailored to meet the individual needs of the Pv field. Subject matter experts provide TA through consultation calls or site visits to assist with specified areas as requested by the Pv professional.

Examples of consultation topics include:

- Strategic Planning
- Logic Model Development
- Evidence-Based Practices and Programs
- Local Evaluation Strategies

## **Follow CARS for Current CPI News**

Follow CARS on Twitter: <https://twitter.com/CARSRP>

Follow CARS on Facebook: <https://www.facebook.com/CARS.rp>

Connect with CARS on LinkedIn: <https://www.linkedin.com/company/center-for-applied-research-solutions-cars->

Are you subscribed to the CPI Newsletter? If you would like to receive the monthly newsletter, email Joanne Oshel at [joshel@cars-rp.org](mailto:joshel@cars-rp.org).

CPI is funded through the California Department of Health Care Services, Substance Use Disorder Prevention, Treatment & Recovery Services Division (DHCS) with training and technical assistance (TTA) administered through the Center for Applied Research Solutions (CARS). The TTA project is intended to serve California agencies and organizations involved in community-based prevention. CPI is able to provide no-cost TTA support for planning and prevention services that include a broad community perspective.

