



# Northwoods Coalition Annual Meeting and Training

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Registration Packet

June 24-25, 2014

The Plaza Hotel & Suites  
Eau Claire

## Hotel Accommodations

The event will be held at The Plaza Hotel & Suites, 1202 West Clairemont Avenue, Eau Claire, WI 54701. Cost of room per night is \$74 with up to four people maximum in each room.

### *Instructions*

- Participants are responsible for making their own reservations. To make a reservation, call (715) 834-3181. Northwoods Coalition members will receive a group rate, be sure to mention code #8593 when making your reservation.
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## Registration

### *Instructions*

1. Registration fee for participants is \$50, non-refundable. The fee includes all meals and workshops on June 24<sup>th</sup> and 25<sup>th</sup>. Registration fees must be submitted by **June 9<sup>th</sup>**. Please complete the attached payment form and submit along with your check.
  2. Participants must complete the online registration form. Complete one registration form per participant.  
Link to register: <https://www.surveymonkey.com/s/2014NWCAMATMEMBERS>
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## Tickets for Evening Event

On June 24<sup>th</sup>, there will be an Awards Gala in the evening. Tickets for guests are available. Additional tickets for the event are \$20 per guest.

### *Instructions*

- If you plan to bring a guest(s), please indicate the number of additional tickets you would like to purchase on the attached payment form.

**Schedule At-A-Glance**  
Workshop Overview  
Tuesday, June 24, 2014

Session #1  
10:15 - 11:15am

**Workshop A**

**Ethics in Prevention** (*Two-hour workshop continued in Session #2*)

*Kathy Asper, Manager of Prevention and Outreach, Arbor Place, Inc.*

Ethics courses are often geared for treatment counselors and often do not address the needs and issues that arise in the many arenas of prevention practice: schools, community based agencies, coalitions and faith-based organizations. This presentation offers an opportunity to discuss ethical concerns specific to the field of prevention, plus provide an ethical framework to shape prevention practice. Participants will explore the 12 Principals of Prevention Ethics, be introduced to an ethical decision making model, participate in discussion of case studies that have ethical implications and learn about Prevention Ethics related resources.

**Workshop B**

**Rise Together - Faces and Voices in Recovery** (*Offered again in Session #2*)

*Anthony Alvarado, Co-Founder & CMO, Rise Together*

*Douglas Darby, Co-Founder & CDO, Rise Together*

Bringing a face and voice to recovery - learn how to start a movement that helps break the stigma of addiction, mobilize your community (e.g. recovery, business, youth, etc.), and fosters the idea of healthy living. This educational workshop will cover the work that *Rise Together* is currently doing to make a positive difference in their communities and help you do the same. Come join us!

**Workshop C**

**Fun with Data**

*Penny Black, Assistant Researcher, University of Wisconsin Population Health Institute*

This workshop will highlight the Wisconsin Epidemiological Profile of Alcohol and Other Drugs - what's included in the Profile, a description of the prioritization process at the state level and how this process can be applied at the local level, and ways to use the Profile.

**Workshop D**

**Candidate Education Community Forums**

*Maureen Busalacchi, Executive Director, Health First Wisconsin*

This workshop will provide an overview of how to plan a successful community forum for the purpose of educating candidates about important local public health issues. With many years of experience planning community forums to tackle tobacco issues and to advocate for smoke-free policies, Health First Wisconsin has now adapted its Candidate Education and Community Forum Guide for use by other coalitions. This guide is comprehensive, covering all aspects of planning a candidate education event including: timelines, checklists, scripts, and tips for contacting candidates and managing media relations, and more.

### Workshop E

#### Reducing Prescription Drug Abuse: A System Approach

*Dr. Edward Krall, Psychiatrist and Assistant Medical Director, Marshfield Clinic*

The Marshfield Clinic is addressing the prescription drug epidemic with a comprehensive approach that includes policies, education and collaboration with the communities it serves. This presentation will describe how Marshfield is dealing with this problem.

### Workshop F

#### Lasting Prevention: Going Deeper with Resilience and Youth Well-Being (*Two-hour workshop continued in Session #2*)

*Kathy Marshall Emerson, National Resilience Resource Center LLC, Executive Director*

This extended workshop builds on the plenary session and more deeply explores resilience and principles for realizing health and well-being in a practical, enjoyable and highly interactive way. Participants will leave with a personal understanding of how they mentally operate from the inside out and how that opens new doors to lasting, effective prevention efforts with both youth and adults. The workshop is filled with "ah ha's!" and a new view of how we can experience greater joy and peace of mind in both personal and professional life. Practical suggestions and helpful resources will be discussed. Brief, clear links are made to groundbreaking, emerging federal mental health, youth development and prevention research evidence. Come to this workshop to laugh, learn and see with new eyes.

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Session #2  
11:30 - 12:30pm

### Workshop A

#### Ethics in Prevention (*Workshop continued from Session #1*)

*Kathy Asper, Manager of Prevention and Outreach, Arbor Place, Inc.*

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### Workshop B

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Bringing a face and voice to recovery - learn how to start a movement that helps break the stigma of addiction, mobilize your community (e.g. recovery, business, youth, etc.), and fosters the idea of healthy living. This educational workshop will cover the work that *Rise Together* is currently doing to make a positive difference in their communities and help you do the same. Come join us!

### Workshop C

#### Government Relations - Working With Your Legislatures

*Ryan Natzke, Director of State Government Relations, Marshfield Clinic*

In this workshop learn how to work with your state and federal legislators. Learn what the difference is between educating and lobbying, and what it takes to get their attention.

### Workshop D

#### Oh Why, Oh Why, OYRBS!

*Emily Holder, Education Consultant- HIV Prevention and School-Age Parent Programs, Wisconsin Department of Public Instruction*

Wisconsin's Online Youth Risk Behavior Survey (OYRBS) offers schools, CESAs, and county health departments a mechanism to gather student data on health behaviors, attitudes and perceptions, and protective factors. This workshop will include an introduction to the OYRBS system, a discussion of what data can be collected through the OYRBS, including Drug Free Communities core measures, and how that data can be used in a variety of ways to advance public health. Link to OYRBS: [http://ssp.wi.gov/ssp\\_oyrbsindex](http://ssp.wi.gov/ssp_oyrbsindex)

### Workshop E

#### Co-Occurring Mental Health and Substance Abuse Disorders: The Reality and the Need

*Dr. Edward Krall, Psychiatrist and Assistant Medical Director, Marshfield Clinic*

*Sheila Weix, MSN, RN, CARN, North Central Health Care*

This workshop will outline the presentation and prevalence of co-occurring disorders including identification of high risk populations. Evidence-based treatment options will be discussed as well as the current reality in terms of treatment availability and accessibility. Finally, recommendations for future directions in the care of these clients will be made.

### Workshop F

#### Lasting Prevention: Going Deeper with Resilience and Youth Well-Being (*Workshop continued from Session #1*)

*Kathy Marshall Emerson, National Resilience Resource Center LLC, Executive Director*

This extended workshop builds on the plenary session and more deeply explores resilience and principles for realizing health and well-being in a practical, enjoyable and highly interactive way. Participants will leave with a personal understanding of how they mentally operate from the inside out and how that opens new doors to lasting, effective prevention efforts with both youth and adults. The workshop is filled with "ah ha's!" and a new view of how we can experience greater joy and peace of mind in both personal and professional life. Practical suggestions and helpful resources will be discussed. Brief, clear links are made to groundbreaking, emerging federal mental health, youth development and prevention research evidence. Come to this workshop to laugh, learn and see with new eyes.

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Session #3  
1:30 - 2:30pm

**Workshop A**

**Electronic Cigarettes: A Brief History in Wisconsin**

*Maureen Busalacchi, Executive Director, Health First Wisconsin*

This presentation covers the basics of what electronic cigarettes are and explains why they are relevant to current conversations about public health. Learn about who is really being helped and who is being harmed in an unregulated e-cigarette market; how the e-cigarette industry's marketing strategies compare to Big Tobacco's; what pre-emptive policies e-cigarette supporters have already attempted to pass; and what we can do to protect our state's clean air.

**Workshop B**

**Wisconsin Drug Threat Assessment / Wisconsin Drug Control Program Overview**

*Master Sergeant Michael Hemberger/Senior Criminal Analyst, Wisconsin National Guard Drug Control Program*

Hear a summary of the drug situation in Wisconsin and an overview of Wisconsin's National Guard Drug Control Program and how the program works with Law Enforcement and Community Based Organizations.

**Workshop C**

**Public Awareness Campaigns Panel Discussion**

*Lacie Ketelhut, CHES: Health Educator, CESA #4, representing La Crosse County Prevention Network and*

*Lisa Listle, Project Director, Together For Jackson County Kids, "A Prescription for Safe Communities"*

*Jeff Kostner, Special Agent in Charge, Wisconsin Department of Justice, "The Fly Effect"*

*Join panelist as they describe their public awareness campaigns. A question and answer period will follow.*

**Workshop D**

**PUSHBACK Against Drug Abuse: Using the Collective Impact Framework to Address Substance Abuse**

*Melissa Dotter, Drug Free Communities Program, Marathon County Health Department & Marathon County AOD Partnership*

Traditional methods of solving social problems, such as substance abuse, aren't working. Too many organizations are working in isolation from one another. Sound familiar? In Marathon County, we knew we needed to go beyond education and simple collaboration to engage the community in a structured way to reduce this growing burden. Using the Collective Impact framework (reviewed by Stanford), leaders in Marathon County have begun the conversation on "how we can do what we do better" by pulling together a diverse group of agencies and organizations in support of a common agenda (and new Pushback Against Drug Abuse initiative) to solve this complex issue impacting our families, friends and neighbors.

### Workshop E

#### **SAMHSA's Town Hall Meetings Initiative: Rallying Communities Around Underage Drinking Prevention** (*Offered again in Session #5*)

*Marion Cornelius Pierce, Public Health Analyst, US Department of Health and Human Services' Substance Abuse and Mental Health Services' Center for Substance Abuse Prevention (SAMHSA)*

This year, thousands of local organizations will be hosting Town Hall Meetings to mobilize communities around underage drinking prevention. Get a behind-the-scenes look at the why's, how's, where's and when's of SAMHSA's Town Hall Meetings (THM) Initiative. Learn what underage drinking has to do with anything (from school performance to risky behaviors); how local groups organize THMs; their success stories; the evaluation process; and what THMs may look like in the future.

### Workshop F

#### **"The Right Way to Pitch Media Stories" Panel**

*Rob Kreibich, Regional Marketing and PR Specialist, Marshfield Clinic*

Rob will lead a panel discussion on ways to make your organization or issues relevant to the media. What elements of a story idea make it newsworthy? Local media will be joining Rob on this panel to discuss these things.

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Session #4  
3:00 - 4:00pm

### Workshop A

#### **Community Facilitated Logic Model-Tearless, Pain-Free, and Actionable!**

*Tracy Herlitzke - Statewide Director of Wisconsin Safe and Healthy Schools Center / Director of CESA 4 Health Programs*

A logic model can help your group clearly define your goal and act on what is important. The purpose of the workshop is to learn more about and participate in using the community facilitated logic model as a tool for capturing community input. This tool takes the traditional logic model approach and translates it into a less daunting process that breaks the logic model process down into a series of manageable, jargon-free questions. You will experience and practice using the process by participating in a community meeting.

Participants will:

- Understand what a logic model is and why it is useful.
- Understand the purpose of engaging community in the logic model process.
- Become familiar with using the community facilitated logic model as a community participatory planning tool.

### Workshop B

#### **WI Prescription Drug Monitoring Program One Year Later**

*Chad Zadrazil, PDMP Program Director & Andrea Magermans, PDMP Program Analyst, Wisconsin Department of Safety and Professional Services*

In this workshop we will discuss the prescription drug misuse and abuse epidemic and preliminary statistics from the Wisconsin Prescription Drug Monitoring Program (WI PDMP). We will also describe the development and operation of the WI PDMP, demonstrate how prescribers, pharmacists and others can use the WI PDMP to obtain information about patients and discuss future enhancements planned for the WI PDMP.

### Workshop C

#### Personal and Professional Development through the Lens of Culture, Bias, and Priorities *Donald Rosin, Safe and Supportive Schools Initiative--DPI*

This workshop will help you explore your personal and professional lives looking through the lens of Culture, Bias, and Priorities. Understanding that our personal lives and experiences affect our thoughts and actions in our professional lives. We need to take time to do a self-evaluation in order to grow in our professional lives.

### Workshop D

#### Kaizen Survey and National Guard Bureau Civil Operations

*Sergeant First Class Gregory Pliier, Civil Operations Program Manager/NGB-CO-SME, Iowa Counterdrug Task Force*

Join National Guardsmen who work in Counter Drug as they provide an overview of the National Guard Bureaus Civil Operations program and its relationship to coalitions. They will brief participants on the use of the free Kaizen survey and how it could benefit coalition work.

### Workshop E

#### Volunteerism -The Three R's (Recruit, Retain, and Recognize Volunteers)

*Matthew Van Ess, Volunteer Wisconsin - Director & Health Educator, Marshfield Clinic Center for Community Outreach*

Volunteers are the lifeblood of many organizations, yet we often neglect them. This workshop looks at simple and practical ways to get them, keep them, and make them happy.

### Workshop F

#### Drug Trends in Northwestern Wisconsin (Two-hour workshop continued in Session #5)

*Jeff Kostner, Special Agent in Charge, Wisconsin Department of Justice - Division of Criminal Investigation*

Learn about drug trends in northwestern Wisconsin from Special Agent Jeff Kostner. Topics covered will include: if marijuana is a problem, if methamphetamine is gone, heroin in northwestern Wisconsin and what is new.

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Session #5  
4:15 - 5:15pm

### Workshop A

#### Health First Wisconsin on Alcohol

*Maureen Busalacchi, Executive Director, Health First Wisconsin*

In this workshop, learn about Health First Wisconsin's work advocating for public policies that make our state a safe and healthy place to live, learn, work, and play. Executive Director Maureen Busalacchi goes over Health First's state priorities on alcohol: 21-is-21, sobriety checkpoints, and raising the alcohol tax. Learn more about how to utilize the Burden of Alcohol report released by Health First last year.

### **Workshop B**

#### **SAMHSA's Town Hall Meetings Initiative: Rallying Communities Around Underage Drinking Prevention** (*Offered in Session #3*)

*M. Cornelius Pierce, Public Health Analyst, US Department of Health and Human Services' Substance Abuse and Mental Health Services' Center for Substance Abuse Prevention (SAMHSA)*

This year, thousands of local organizations will be hosting Town Hall Meetings to mobilize communities around underage drinking prevention. Get a behind-the-scenes look at the why's, how's, where's and when's of SAMHSA's Town Hall Meetings (THM) Initiative. Learn what underage drinking has to do with anything (from school performance to risky behaviors); how local groups organize THMs; their success stories; the evaluation process; and what THMs may look like in the future.

### **Workshop C**

#### **Ordinance 101: What, When and How for Alcohol Policy Advocates**

*Julia Sherman, Coordinator, Wisconsin Alcohol Policy Project at the University of Wisconsin Law School*

Ordinances are the work horse of municipal government, but what do you do with them? Learn the role each part of an ordinance plays in creating effective enforceable alcohol policy. Learn when ordinances must be adopted and when other tools in the municipal tool box can be used. Understanding municipal government makes you a more effective advocate and enables you to participate fully in local policy development discussions.

### **Workshop D**

#### **Wisconsin Department of Health Services Funding, Priorities and SCAODA Public Forum** (*Offered again in Session #7*)

*Lou Oppor, Section Chief Substance Abuse Services Section, Christine Niemuth, Prevention Coordinator, Paul Krupski, Prevention Coordinator, State of Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services Bureau of Prevention Treatment and Recovery*

In this workshop we will give a preview of the 2014 Wisconsin Epidemiological Profile on Alcohol and Other Drug Use report and how the Wisconsin Department of Health Services uses the report to determine priorities and concepts for possible future funding changes. The majority of the workshop will be spent on an overview of the Substance Abuse Block Grant prevention set a-side funding, how the reporting system works and ideas on how coalitions can partner with local human service agencies.

### **Workshop E**

#### **Are We Legal? - Prescription Drug Disposal**

*Owen Putman, Special Agent, United States Department of Justice*

Learn more about the upcoming legislative changes regarding prescription drug collection and disposal from the perspective of the United States Department of Justice.

### **Workshop F**

#### **Drug Trends in Northwestern Wisconsin** (*Workshop continued from Session #4*)

*Jeff Kostner, Special Agent in Charge, Wisconsin Department of Justice - Division of Criminal Investigation*

Learn about drug trends in northwestern Wisconsin from Special Agent Jeff Kostner. Topics covered will include: if marijuana is a problem, if methamphetamine is gone, heroin in northwestern Wisconsin and what is new.

**Schedule At-A-Glance**  
Workshop Overview  
*Wednesday, June 25, 2014*

Session #6  
9:00 - 10:00am

**Workshop A**

**Work With What You Got: What Coalitions Can Do Now to Reduce Alcohol Misuse?**

*Julia Sherman, Coordinator, Wisconsin Alcohol Policy Project at the University of Wisconsin Law School.*

This workshop will focus on evidence-based policies and practices possible under existing law and Wisconsin's alcohol policy framework. Under-enforced or unenforced policies offer coalitions an opportunity to build relationships with law enforcement and community leaders while working to improve the alcohol environment. Topics covered include alcohol age compliance checks and coalition involvement in licensing.

**Workshop B**

**The Science of Addiction: You are on the Front Lines!**

*Michael Humphrey, Director of the Nurses Professional Program, Lisa Stangl, Director of Marketing, Joel Cycenas, Outreach Manager, The Hazelden Betty Ford Foundation*

Join us for this fast paced presentation on how you (as a professional) are on the front lines of addiction in many ways. We will illustrate the continuum of care on prevention, intervention, treatment and recovery management. We will also present ways for you to reach out to others who need your professional guidance and direction.

**Workshop C**

**Community Festivals: Making a Change in Community Culture**

*Tracy Herlitzke - Statewide Director of Wisconsin Safe and Healthy Schools Center / Director of CESA 4 Health Programs*

The La Crosse Changing the Culture of Risky Drinking Behavior Coalition has successfully worked with health care providers, educators, law enforcement and local elected leaders to implement community policies which will improve the local alcohol environment. In 2010, the Coalition turned its attention to alcohol serving polices at the outdoor events and festivals in the area. The Coalition targeted 12 evidence based policies which reduce alcohol misuse at large events and are readily observable to the volunteer survey teams. The policies selected are among those suggested by the University of Minnesota Alcohol Epidemiology Program for outdoor events. Come learn more about how to evaluate how alcohol is sold and served at community events and how you can affect change around your community and its festivals.

Participants will:

- Examine best practices to improve alcohol control at community events and festivals to reduce underage access to alcohol and binge drinking.
- Review community festival assessment tool, methodology, scoring process, and results to evaluate how alcohol is sold and served at events.

### Workshop D

#### State Certification of Prevention Programs and Prevention Specialist

*Lou Oppor, Section Chief Substance Abuse Services Section, Christine Niemuth, Prevention Coordinator, Paul Krupski, Prevention Coordinator, State of Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services  
Bureau of Prevention Treatment and Recovery*

In this workshop we will review how the Wisconsin Department of Health Services certifies prevention programs for the state and how to complete the Prevention Specialist certification offered through Wisconsin Department of Safety and Professional Services.

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### Session #7 10:15 - 11:15am

### Workshop A

#### Tools and Tips for Social Media Success

*Christy Vogt, Communications Coordinator, Wisconsin Clearinghouse (UW-Madison)*

Facebook and websites and Twitter, oh my! There are a lot of social media tools out there, and it's easy to feel overwhelmed. This workshop is designed to share top tools that can maximize your social media impact. We'll cover message schedulers, e-mail marketing, and website development to help boost your social media success. Using the tools is just one piece of the puzzle: we'll also discuss how to make a social media plan and evaluate your efforts. Whether you're a beginner or a pro, this workshop will leave you with something new to try back home!

### Workshop B

#### Smart Approaches to Marijuana in WI Communities: Development of a Statewide Initiative to Prevent and Reduce Marijuana Use Among Youth

*Representative from the Milwaukee County Substance Abuse Prevention Coalition (MCSAP)*

In 2014, the MCSAP coalition became the WI state-affiliate of Smart Approaches to Marijuana, a national bi-partisan movement to champion smart policies to reduce marijuana use. In this workshop, MCSAP will describe the four pillars of SAM, and discuss the initial planning for the initiative's roll-out across the state. MCSAP will elicit feedback from participants on the SAM WI strategy to inform the strategic plan and environmental and policy efforts moving forward, and opportunities to get more involved in the initiative will be discussed.

### Workshop C

#### Success in CHIP - Hospitals, Healthcare, Coalitions

*Lisa Laatsch, Marketing & Community Relations, Lakeview Medical Center*

*Laura Suave, Lead Nurse, Barron County Department of Health and Human Services*

*Sarah Turner, Grants Coordinator, Barron County Safe & Stable Families Coalition*

Come hear a panel explain the Community Health Improvement Plan (CHIP) and how they made it work in Barron County. This panel will share their experiences, success and challenges.

### Workshop D

**Wisconsin Department of Health Services Funding, Priorities and SCAODA Public Forum**  
(Offered in Session #5)

*Lou Oppor, Section Chief Substance Abuse Services Section, Christine Niemuth, Prevention Coordinator, Paul Krupski, Prevention Coordinator, State of Wisconsin Department of Health Services, Division of Mental Health and Substance Abuse Services  
Bureau of Prevention Treatment and Recovery*

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**Workshop E - Email Sign-up Only - More Information Below**

**Jump In! A Policy Discussion with the Wisconsin Alcohol Policy Project**

*Julia Sherman, Coordinator, Wisconsin Alcohol Policy Project at the University of Wisconsin Law School*

Sign-up in advance for one of two available 30 minutes consultations on the alcohol policy issue of your choice. For best results, discussion groups should be limited to three individuals from your coalition and the topics should be provided no later than Friday, June 13<sup>th</sup>. Confirmed registrants will receive additional information.

To sign-up email Julia Sherman: [jsherman2@wisc.edu](mailto:jsherman2@wisc.edu). Only two time slots are available during this workshop, so you must be the first to email Julia directly.

The Wisconsin Alcohol Policy Project provides technical support and guidance to community groups and coalitions throughout Wisconsin. Coalition leaders and community groups can seek technical assistance directly by calling the Wisconsin Alcohol Policy Project at 608-262-0370 or contacting Julia Sherman: [jsherman2@wisc.edu](mailto:jsherman2@wisc.edu).