

Community Prevention and Wellness Initiative (CPWI) Learning Community Meeting

December 18, 2013

9:00 a.m. – 11:00 a.m.

Optional Bonus Discussion: Braided Funding

11:00 a.m. - Noon

Via GoTo Webinar

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Agenda

- Welcome
- DBHR updates
- Community Progress Sharing
(Formerly known as Success Stories)
- Media Sector Presentation
- Expected Changes: Rx Take Back
- Braided Funding Discussion

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DBHR Updates

- PFS grant
- Training
- Coalition Coordinator Reporting Module update
- Communications update
- Alcohol Theft Online Survey

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Learning Community Meeting Community Progress Sharing



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Community Progress Sharing

- Brief highlights - 5 to 10 minutes.
- Opportunity to learn, collaborate or mentor.
- Share tips for overcoming challenges.
- Discuss practical action steps.
- Power point presentation not necessary.
- Explain what changed in the community as a result of the effort.
- Need four (4) to five (5) volunteers per month

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Community Progress Sharing

(Formerly known as Success Stories)

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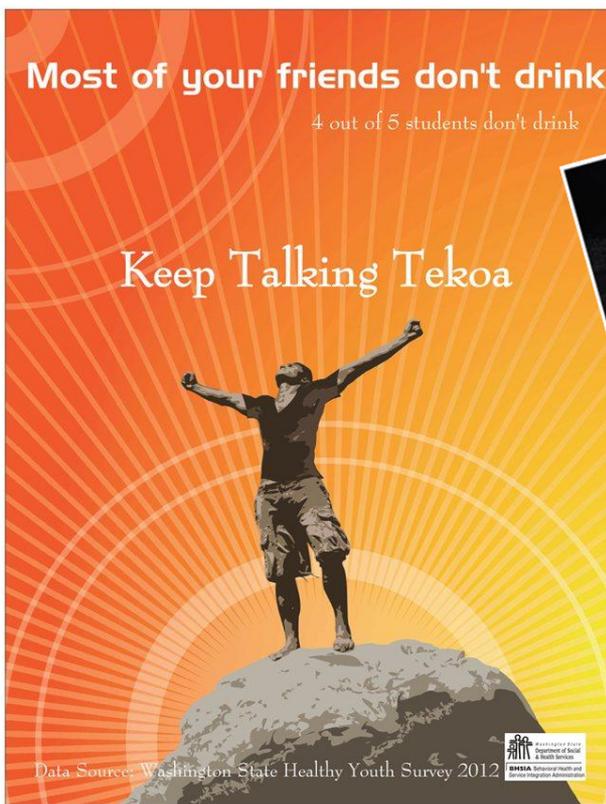
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Dayton Youth Coalition



HEALTHY Tekoa Coalition

Media development



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It's Up To Us to Stop Underage Drinking



Photo by Sara Chase, Chase Photography

9 out of 10 adults have talked to their teen
about the risks of underage drinking

Keep Talking Tekoa

www.starttalkingnow.org

Data Source: Tekoa Community Survey 2013



Most of your friends don't drink

Like seriously
4 out of 5
Tekoa JH/HS students
don't drink alcohol

Keep Talking Tekoa

Data Source: Washington State Healthy Youth Survey 2012

Media Sector Presentation

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Media Resources

December 2013

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Date

Prevention Messages for Adults

- The Partnership@drugfree.org creates high quality, effective ads for print, radio and TV.
 - View at www.drugfreepsas.org User name: drugfree.
Password: psas1
 - PSAs can be tagged with your coalition name
 - Advertising can be sponsored by a business, or can be aired as PSAs.
 - The newest campaign, *Damaged Circuits*, is designed to help adults understand that while teens might think experimenting with drugs is harmless, it can get out of control before anyone realizes there is a problem.

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Prevention Messages for Adults

- More from the Partnership@drugfree.org:
 - [View a TV ad on](#)
<http://www.youtube.com/watch?v=SQpyJkv3pVw>
 - To have your coalition name added to a tagline and receive access to ads, contact [Teri Christensen@drugfree.org](mailto:Teri_Christensen@drugfree.org).
 - The Partnership also contracts with a research firm each year to track trends in youth and adult attitudes about drug use. [See the Partnership Attitude Tracking Study.](#)

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Prevention Messages for Adults

- Talk, they Hear You (SAMHSA). Underage drinking prevention posters, brochures, print ads, articles, and presentations. All can be localized for your community:

<http://www.samhsa.gov/underagedrinking/#tabs-2>

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Prevention Messages for Youth

- The Partnership is now the lead organization for the national *Above the Influence* campaign for teens, which has been proven effective in reducing teen substance abuse.
- The campaign launched a new PSA in October that was created through a contest for teens. The *Made by Me* contest was designed to inspire teens to think about, create and share their ideas and videos.
- The campaign includes advertising, social media and a website. The campaign has 1.9 million “likes” on [FB](#).
- The core message to teens has been very effective: “be true to yourself - drugs rob you of who you are and what you want to do.” Other messages focus on not letting your friends down. See [Campaign Fact Sheet](#) for prevention outcomes and how the campaign was implemented in communities.
- Ads air on TeenNick, TeenNick.com, MTV.com and other teen-focused media environment
- Contact: Teri_Christensen@drugfree.org

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Guides for Building Health Communications and Social Marketing Campaigns

- Centers for Disease Control and Prevention: tools and templates, targeting messages, research and evaluation: <http://www.cdc.gov/healthcommunication/>
- CDC's guide for writing for social media: <http://www.cdc.gov/socialmedia/Tools/guidelines/pdf/GuidetoWritingforSocialMedia.pdf>

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– Questions?

– Contact:

Deb.Schnellman@dshs.wa.gov

or (360) 725-3763

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Poll

Q. What form of mass media does your coalition use most frequently?

- A. Social Media
- B. Print (Newspaper)
- C. Radio
- D. Billboard/Public Transit
- E. TV

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Poll

Q. What form of media would your coalition like to use more of in the future?

- A. Social Media
- B. Print (Newspaper)
- C. Radio
- D. Billboard/Public Transit
- E. TV

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Chat / Question Box

Q. What kinds of resources does your coalition still needed to use media more effectively?

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Braided Funding Discussion

Andi Ervin, Omak Community Coalition

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Rx Take Back Changes

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