

Resources and Ideas from SCA Prevention Networking Session

4/15/21

Outlined below are the activities, tools, ideas and resources shared.

Big Bowl Vote

- Initiative through Prevention Action Alliance:
<https://preventionactionalliance.org/about/programs/big-bowl-vote/big-bowl-vote-2021-report/>
- Lawrence County Drug and Alcohol Commission worked with some of their schools to participate in this survey that asks questions regarding ads youth saw during the Super Bowl to help assess how popular ads for alcohol products are among youth and by asking what they like about the ads show how those ads target youth.
- Bud Light commercials were 3rd most popular ads for the youth who participated in Lawrence County.
- Can discuss/incorporate results of the vote into lesson about media literacy with students following the vote.

Education/Parent Programs

- After advice/TA for connecting with Cathy Hockaday from a prior networking session was able to offer Strengthening Families Program 10-14 virtually. First group of 7 families is wrapping up and families were very engaged.
- Implementing Catch My Breath with high school. Before implementing went through some of Too Good curriculum. Had quality conversations on topics like media literacy. To celebrate the students will be holding a virtual culminating event.
- With support of other area providers was able to connect with families to participate in Strengthening Families Program 10-14 and Guiding Good Choices.

Questions

- Has anyone used the StreamYard, live stream service? (no one in session had experience using)
- Would like to engage parents of younger children, any suggestions of what topics/information these parents need/are interested in?
 - Could ask SAP liaisons what they may be seeing in terms of trends
 - Understanding child development (what can they expect for their age)
 - Building resilience
 - Why school attendance matters (do exercise using plastic cups in a pyramid and talk about impact of taking a piece of the pyramid out)
 - Safe storage of medicines and tobacco products
 - Identify opportunities to hear from parents in your community to find out from them what they need, what information would be of value to them, etc.
- Are there any good resources for helping parents/schools understand CBD and why may/may not be good to use for helping youth with anxiety?
 - <https://childmind.org/article/cbd-what-parents-need-to-know/#:~:text=CBD%20may%20be%20safe%20itself,worsening%20sleep%20problems%20if%20stopped.%E2%80%9D>
 - <https://drugfree.org/article/what-parents-should-know-about-kids-using-cbd/>
 - [CBD 101 for Prevention Professionals webinar](#) from New England PTTC

- What are some talking points to help schools understand the value of having enough people on their SAP team?
 - Could reach out to SAP regional coordinator for advice on what could be communicated
 - Can reference the [SAP Frequently Asked Questions and Best Practice Document](#)
- Any suggestions of resources for educating parents on proactively talking with their children about substance use?
 - SAMHSA's Talk. They Hear You. <https://www.samhsa.gov/underage-drinking>
 - <https://knowwhentohow.org/>
 - Power of Parents - <https://www.madd.org/the-solution/power-of-parents/>
 - [Prevention Action Alliance Know! Workbook](#)

CPA Updates

- Prevention Week:
 - Lunch Breaks from 12-12:30 for next three Wednesdays.
 - Toolkit: <https://commonwealthpreventionalliance.org/2021-prevention-week-toolkit/>
 - Collecting videos and images (3 themes: we are prevention; prevention partner shout-outs; prevention promote)
 - Speakers planned during Prevention Week
- CPA Conference – Registration is still open. [Scholarships](#) are still available (application closes 4/30).
- CPA Award Nominations (Maggie Marcopul Award, Early Career Prevention Professional, and Coalition of the Year) – Please consider nominating someone (don't need to be a supervisor, can nominate a peer).