

# Resources and Ideas from SCA Prevention Networking Session

## 5/21/20

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

### Information Dissemination Activities

- Running PA STOP PSAs through Comcast, along with mobile ads. Used PA START materials in paid ads on Facebook and Instagram.
- Compiled resource guide for resource throughout county, update daily.
- Partnering with pharmacies to have them distribute medication disposal pouches and prevention messages with home delivery prescriptions.
- Challenge: How to know who is actually viewing materials online
  - If video is via YouTube link can at least track number of views.

### Education/Presentations

- Offered Power of Parents virtually and recording of presentation will go on Facebook.
- Delivering Power of Parents via Zoom for parents who have been taking parenting classes.
- Conducting Facebook Live presentations at 7:30 on Monday evenings.
- Beginning virtual cessation classes.
- Send links to CATCH My Breath videos/materials to teachers to use with students.
- Live lessons for youth (and some adults) on alcohol, vaping, refusal skills.
- Provided Project Alert for students online (challenge is one school reported having only 40-50% of students participating in online learning)
- Ben Cort provided online presentation to parents/general public (over 100 people attended). See recording here - <https://conversation.zone/cannabis/>.
- Will be training 20 teachers in Botvin LifeSkills Training to expand LST into the elementary school.
- Incorporated prevention messages into virtual field day school held.

### Training/Community Events/Other Events

- Tik Tok video contest had 20 participants. Winning video had 300 likes.
- Planning photo contest to kick-off summer. The motto will be “more sun, less screen” and the winners of the contest will have their photo/poster displayed on local billboards.
- Conducted poster contest. All who participated were considered winners. Following up with youth/parents who participated and will have each do a video on why they developed their poster. Will then post their video and poster on Facebook.
- Mercer County Commissions proclaimed May as Prevention Month – highlighted that we’re all difference makers.
- Blair SCA got Sheetz to agree to do Project Sticker Shock at all stores in county. Sheetz staff will put the sticker on the alcohol when purchased and will also put brochure in bag. Will put sticker design on billboard and will try to get news/media to do story on why doing this project.
  - Coalition mobilizer’s father had ties to Sheetz management (was way to get to the right people).
  - Northumberland SCA had reached out to Sheetz last year about doing Project Sticker Shock, but they weren’t interested. Hoping this could open door for other counties.

- Blair SCA will reach out to Sheetz contact and see if they can help open door to Sheetz in other counties doing the same.
- Montgomery SCA is planning training for health teachers/prevention specialists to roll out marijuana prevention curriculum for 5<sup>th</sup> – 12<sup>th</sup> grade they have created. Is a two-part training. Montgomery SCA is opening training up for other SCAs/providers to attend. Those who attend both parts of training will also get access to curriculum. Flyer with registration details will be sent to all SCAs.
  - Curriculum: 5<sup>th</sup> grade version is one session. At middle and high school level is 5 sessions, but could be done in as little as three sessions.
- Zoom conference with members of local chamber of commerce on COVID-19 and impact on mental health and SUD.
- Mr. Beaver County Contest – Contestant submissions due 5/22. Then will host judging and on June 1<sup>st</sup> will share on Facebook a series of smaller awards as build up to announcement of winner via a Zoom virtual event. Check out Facebook page to follow contest and learn more - <https://www.facebook.com/Mr.BeaverCounty/>.
- Hosting a webinar, "Wired for Wellness: Addressing Social Media's Impact on Youth Mental Health and Substance Use."

### **Summer Camp/Summer Activities**

- Sending out activity flyers to families. CATCH My Breath materials, links and virtual field trips will be included in newsletter sent to families. Will be challenges for them to complete along with prizes each week.
- Taking programming that would go to summer camps and turning into activity booklets to send to families. For example, one lesson on healthy relationships will include making friendship bracelet (will send supplies for activities to families).
- Prevention in Pajamas – Creating short videos for parents on prevention topics. For example, will address healthy brain development and offer ways to help foster that (e.g. family night, play games to learn to cooperate, physical activities).
- Hold a summer work readiness experience (will need to figure out things like how to pay youth a stipend, etc.)
- Planning to do Incredible Years program in June. Looking into ways to offer both the parent and youth lessons. Also looking to partner with zoo, playground, etc. to provide virtual parent/child activities to practice parenting skills learned.
- Replacing planned field trips for youth and older adults to Quiet Creek Herb Farm with online classes on soap making, virtual tour of farm, and sending home to students bar of soap and information on how to make their own. During online classes will also provide information on gaming/gambling.

### **Reaching Families w/o Internet Access**

- Reaching out to playground programs who will provide lunches during summer.
- Volunteers have been taking bags with educational materials/activities to homes.
- Community centers are providing boxed food and include prevention materials, etc. with that.
- Partnering with Area Agency on Aging to provide prevention information (e.g. info on warm line) with meals delivered to older adults.

## Planning for Fall

- Schools may open at lower capacity and may need to social distance.
- Option could be to have some teachers teach virtually and some in school.
- For social distancing may need to turn gyms into classrooms. Could mean that health/phys ed will teach virtually, which could pose a challenge for prevention specialists coming into health classes to deliver programming.
- Will need to try to meet with schools in summer to determine how they may be willing to implement particularly evidence-based programs.
- Are schools going to let prevention specialists into the school?
- Looking at creating video room at SCA office to be able to offer live lessons through Zoom or other platform (to be able to offer schools a variety of options).
- Being prepared with virtual options already planned for schools may help with not adding to burden on schools.
- Need to begin building our video editing skills.
  - CPA is trying to see if can put together a workshop session related to video editing that can be released after CPA conference.
  - DDAP will ask Central East PTTC if they have suggestion of trainer/trainings on this.
  - Crawford SCA has been partnership with Meadville Neighborhood Center who may be able to provide them assistance with video editing.