

**APRIL 13, 2015**  
**WORKSHOP SESSIONS**

**11:00 AM – 12:45 PM**

**&**

**2:15 PM – 4:00 PM**

**A. Creating Nurturing/Protective Environments: Prevention Prenatally through Childhood and Young Adulthood**

**Dennis Embry, Ph.D.**, *President/Senior Scientist, PAXIS Institute, Tucson, AZ*

The United States leads the way in scientific strategies that can prevent or protect against lifetime mental, emotional and behavioral strategies. That science is better than the early studies of the Salk vaccine against polio. This workshop details how that science could be practically implemented prenatally through late adolescence and young adulthood. Five, simple, cost-effective prevention sciences strategies will be highlighted that can be promoted universally with high probability of protecting children from lifetime risk of mental, emotional, behavioral and related physical disorders. The examples are drawn from the 2009 Institute of Medicine Report on the Prevention of Mental, Emotional, and Behavioral Disorders Among Young People. Participants will receive practical steps and tools on how to bring these strategies to Delaware, including actual instructions, hyperlinks and relevant scientific references.

**B. Transgender Youth 101: Best Practices When Working with Transgender Youth**

**Colleen Dougherty**, *Big Brothers Big Sisters of DE, Wilmington, DE*; **Daniel Norvell**, *Brandywine Counseling and Community Services ALPHA Outpatient Site, Wilmington, DE*; **Amy Herb**, *Center for Comprehensive Behavioral Health, Christiana Care Health System, Newark, DE* and **Sally McBride**, *Parent, Wilmington, DE*

Participants will become familiar with the “T” in LGBTQ. Transgender youth are a growing population in our schools and more states are providing youth with inclusive policies and practices. Within the larger LGBTQ community, the transgender community is often even more at risk for harassment, subjects of violence, substance abuse, and suicide than lesbian and gay individuals. Participants will learn about the transgender community, issues ranging from discrimination to disparities in access to medical and mental health resources and treatment, as well as the views and stereotypes that our society holds regarding the transgender community. Participants will also learn best practices specific to working with transgender youth and how to implement these practices in their own communities, schools, organizations and agencies.

**C. Understanding the Culture of Urban Poverty**

**Keva White, MSW, LCADC, LCSW, VIP Community Services, Inc., Blackwood, NJ**

The culture of poverty is a concept embedded in social theory that explains the cycle of poverty. Although the title of this workshop points to urban settings, the culture of poverty is based on the concept that the economically disadvantaged possess unique value systems that shape characteristics, behaviors and attitudes of individuals and families regardless of geographic location. Poverty coupled with disparities associated with mental health and substance abuse treatment can create great challenges for individuals, families and communities. This workshop provides participants with knowledge, skills and best-practices for working with inner-city youth who come from impoverished backgrounds. Participants will examine the situational and structural causes of poverty. Increase their awareness with respect to how erroneous perceptions and stereotypes of impoverished individuals, families and neighborhoods create barriers to service delivery. Enhance their understanding of the dynamics of generational poverty and impact on children.

**D. Protecting Our Communities from Violence: Cease Violence Wilmington**

**Shawn Allen, Chairperson, Cease Violence Wilmington, Wilmington, DE; Darryl**

**Chambers, M.A., Graduate Research Assistant, Center for Drug and Health Studies, University of Delaware, Newark, DE; and Chaz Molins LCSW, Violence Intervention and Prevention Coordinator, Christiana Care Health System Trauma Program, Newark, DE**

Violence is a Public Health Issue. Like the great infectious diseases throughout human history, violence can be understood better scientifically, and the result must be a new strategy. In 2014, the City of Wilmington launched a new strategy, *Cease Violence Wilmington*, in partnership with Christiana Care Health Systems, to prevent and reverse the increasing violence in the City. *Cease Violence Wilmington* replicates the proven Cure Violence Health Model implemented in large and small cities everywhere, to stop the spread of violence in communities by using the methods and strategies associated with disease control – detecting and interrupting conflicts, identifying and treating the highest risk individuals, and changing social norms.

This workshop will describe the *Cease Violence Wilmington model* implemented in 4 high-risk zones: Hilltop, West Center City, Eastside, and Northeast. The session will highlight the data collection and monitoring around the instances of violence and the situations that tend to forecast or even initiate those instances in the targeted zones. Participants will learn about the three components of the model: 1) Detect and interrupt potentially violent conflicts; 2) Identify and treat those at the highest risk of violent interactions; and 3) Mobilize the community to change norms. Participants will also hear from outreach workers and violence interrupters from the community hired to mediate conflict between those most likely to be a victim or perpetrator.

**E. Assessing Costs and Benefits of Prevention: Utilization of Environmental Strategies to Reduce Substance Abuse and the Burden of Public Spending**

**Stephanie Strutner**, *Allies for Substance Abuse Prevention of Anderson County, TN*  
Coalitions continually face challenges of quantifying value and achieving sustainability. Having a reliable method for eliminating benefits and costs can serve as the basis for demonstrating the savings in public spending associated with implementing environmental strategies aimed at reducing the burdens of substance abuse. This workshop will demonstrate how coalitions can utilize existing research along with local data to conduct a cost benefit study for their local communities.

**F. Communications: Freeze! Capture Your Brand**

**LaDonna McCoy**, *Oklahoma City, OK*  
Effective messaging, media presence and a reputable public image can magnify your coalition's prevention expertise. This workshop will feature principles of message development; messaging campaigns to support strategies; image development and branding; partnership development with media sector; public affairs and media relations; strategies for a dynamic social media presence; and metrics and measures of media and communication strategies. The workshop will also teach participants how to become the media's source and subject matter expert about substance related issues.

**G1. Advancing and Incorporating the Role of Faith Partners in the Work of**

**Bernadette Mills, MEC**, *Through the Word Ministries, New Castle, DE*  
Faith Partners across the nation and here in Delaware are developing innovative programs to engage youth, families and communities in the planning and implementation of prevention efforts. This workshop is designed to highlight how thoughtful, purposeful engagement with communities of faith can support the goals of prevention and help to create long-term community-wide sustainability for our prevention efforts. We will discuss assets that Faith Partners bring to the table that influence and increase capacity for prevention. Participants will hear about successful faith and community partnerships, and explore strategies for beginning or advancing this journey of the work of faith in prevention.

**G2. Own Your Power: Recall, Re-communicate & Reconnect With Yourself**

**S. Renee Smith**, *Dover, DE*  
Do you ever feel overwhelmed, disconnected, or out of alignment with everything and everyone around you? Do you ever question your life's purpose? Does living a more purposeful and passionate life interest you? Do you want to rediscover who you are and what you have to offer the world?

During this highly interactive workshop, nationally-recognized self-esteem and branding expert, author and coach S. Renee will guide and support you as you reflect on where you are, where you want to go while you explore the possibilities of how to get there. Participants will rediscover how to connect with yourself and your life's purpose.

Identify ways to find more meaning and purpose in what you do. Discover new ways of seeing yourself, your abilities and how to make a greater impact.