

WEAVING A TAPESTRY OF HEALTH: PROMOTING CHANGE THROUGH ACTION

◆ Hotel Mead, Wisconsin Rapids ◆ August 8 – 11, 2005



The following is a brief sample of what participants can expect at the 2005 state prevention conference. All workshops and keynote speakers were selected based on feedback from community partners, schools, funders, and prevention professionals. We look forward to your participation in learning how to maintain prevention dollars, action planning for the future, and the promotion of best practices in prevention.

◆ Invited Keynote Speakers



Katherine Kraft, Ph.D, Senior Program Officer - Robert Wood Johnson Foundation

Kraft is a specialist in youth development and whole community approaches focusing on promoting healthy communities and lifestyles. Kraft has developed the innovative “Reclaiming Futures” program, with integrated care systems and community involvement opportunities for youth involved in the juvenile justice system.

George Hacker, Director Alcohol Policies Project -Center for Science in the Public Interest

A 1998 Sunday New York Times Magazine article referred to Mr. Hacker as the “undisputed general of the nation’s alcohol-control forces.” Hacker has promoted reforms to limit alcohol advertising and marketing to young people and vulnerable populations, to increase state and federal taxation of alcoholic beverages, and to provide improved consumer information about the health consequences of alcohol consumption.



◆ Community & School Based Workshops

Social Norms Marketing - Michael P. Haines, Director - National Social Norm Resource Center

The social norms approach uses a variety of methods to correct negative misperceptions, and to identify, model, and promote the healthy, protective behaviors that are, in fact, the demonstrable norm among students.

The Social Norms Resource Center is the only national center devoted exclusively to the understanding and use of the social norms approach.



Effective Youth Organizing – The Praxis Project

Meaningful involvement of youth in leadership and organizing roles is a crucial need among state and local advocacy initiatives. Praxis will share tools for building organizational and program capacity for youth advocacy and organizing. Praxis uses innovative participatory approaches that bridge theory, research, and action.

How Genetics and Brain Science Can Enhance Substance Abuse Prevention Efforts - Michael Bohn, M.D. - Aurora Behavioral Health

Advances in brain science and genetics of alcohol and addictive drug consumption are overviewed. Interactions between genetically governed risk factors and environmental influences such as exposure to drugs and stressful events appear to exert a significant role in the development of regular alcohol and drug use.



Direct Action Organizing – Midwest Academy

The Academy is one of the nation's oldest and best known schools for community organizations and individuals committed to progressive social change. The academy will share the process for identifying community issues and creating positive solutions through campaign organizing.

Community Readiness Survey – Tri -Ethnic Center Colorado State University

This workshop will provide participants with all the skills and free tools needed to implement their own community readiness surveys. A community readiness survey provides methods for assessment, diagnosis, and community change. The Tri-Ethnic Center will conduct an interactive workshop for communities and schools to work together to determine levels of community awareness regarding community initiatives. The survey has also been adapted for use within the Native American population.

Hosted By:
Wisconsin Clearinghouse
for Prevention Resources,
University Health Services,
University of Wisconsin-Madison

Hotel & Registration information will be available soon!
For immediate questions please contact Sarah Apple at (800) 248-9244
or visit our website <http://wch.uhs.wisc.edu/>

◆ Community & School Based Workshops (continued)

Sticks n' Stones Bullying Prevention

This Training of Facilitators includes curriculum and CD. Endorsed by the Health Resources and Services Administration (HRSA), US Department of Health and Human Services and Office of Safe and Drug Free Schools, this program has been adopted by the WI-DPI for statewide implementation for bullying prevention. Easily introduced to students in 3-5 sessions by integrating sessions into any existing classroom curriculum.

Restorative Practice in Your Schools

How to "right the wrongs" by building a resilient student community of healing, equity and responsibility.

Community Trials to Reduce High Risk Drinking

This is a multi-component, community-based program developed to alter alcohol use patterns of people of all ages (e.g., drinking and driving, underage drinking, acute (binge) drinking), and related problems. The program uses a set of environmental interventions and is an approved model program.

School and Community Partnerships: Aligning School Improvement with Local Prevention Efforts

Highlights of the May 23-24, 2005 DPI training that introduced strategies for engaging school-based stakeholders in prevention planning and implementation.

Strengthening Families: For Parents and Youth Ages 10-14

This low cost model program is delivered within youth, parent, and family sessions. Sessions are highly interactive and include role playing, discussion, learning games, and family projects designed to improve parenting skills, build life skills in youth, and strengthen family bonds.

Best Practices & Lessons Learned Workshops

Environmental Interventions - Lessons Learned in Wisconsin

Families, schools, and other community organizations have an important role to play in bringing about changes in the larger physical and psychosocial environment. The choice to use substances may occur at the individual level, but just as family, peer, and school factors influence these choices, so do factors in the community and society. Environmental interventions focus on changing three interrelated factors in the shared environment: norms, availability, and regulations. Panel presenters will highlight successful interventions in Wisconsin.

Building Your Dream Team – Cross Systems Coalition Building

The Milwaukee Youth and Family Development Alliance was established in 1999. The network currently involves over 80 organizations in regular monthly meetings, work groups, and training initiatives, all centered on sharing best practices in youth, family and neighborhood development. This panel will share some lessons learned in coalition building, sustainability and "turfism."

Securing Prevention Dollars Through Tax Increases

This panel highlights lessons learned and best practices by neighboring states who have used environmental strategies, such as raising the beer tax, to secure future prevention dollars.

New Learning Strategies

Cyber Learning Center

Participants will get to test out SAMSHA's new and advanced tools for evaluation and community planning along with other innovative technology resources, including the Parenting Wisely program and the Success in Stages programs, "Build Respect, Stop Bullying" and "Your Decisions Count--Alcohol, Tobacco and Other Drugs."

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