

Addressing Substance Use in Rural Areas

A Joint Training for Regional Prevention Partnerships
and Tobacco Control Program Community Grantees

July 8, 2019



TABLE TOPIC STRUCTURED NETWORKING AND SMALL GROUP DISCUSSION

Table Topic Highlights



TABLE 1

Topic: *Youth Engagement in Educating Legislators and Policy Leaders*

- Be genuine, involve youth from the beginning
- Getting to “Y” as a strategy to engage youth and introduce to YRBS
- Youth are empowered to educate adults

TABLE 2

Topic: *Utilizing Restorative Justice Practices in Prevention Work*

- Common Protocol for 22 schools
- States Attorneys coming together about protocol, soon to work on statewide protocol development

TABLE 3

Topic: *Addressing Substance Use in Rural Communities*

- Taking opportunities to build on established community centers
- Look for low hanging fruit to build excitement and engagement

TABLE 4

Topic: *E-cigarette Toolkit for Schools*

- Make personal connections when introducing tool (hard copy and contact information)
- Released in May – please give feedback to TCPP!

TABLE 5

Topic: *Furthering Local Substance Use Prevention Initiatives and Policies for the 2019-2020 Grant Year*

- Challenge to go up against lobbying interests
- What to do in a less resourced prevention environment (compared to Iceland model)
- 100 monkeys anecdote – hard to get to “critical mass” communication in rural environments
- Perception that norms in public spaces have moved to accommodating SU
- Solutions: Frame messages
- Franklin’s modification of Lamoille Prevention Planner to plan for wellness (proactive rather than reaction)

TABLE 6

Topic: *Beyond Compliance Checks: Engaging, Educating and Collaborating with Retailers*

- CBD pulled from Upper Valley Co-ops – infused food and beverages
- Relationships: store owners are people too
- Retailer trainings: in-person \$25 effective, online no cost, less effective
- Retailer recognition
- Can offer incentives to pay for trainings
- Distillery/craft beer issues
- Lamoille: developing a guide with counter tools data to help communicate data
- Flow chart for retailers to check, go to in person trainings