

AN EXEMPLARY 2-DAY LEARNING OPPORTUNITY ABOUT ALCOHOL, TOBACCO,
OTHER DRUG ABUSE AND VIOLENCE PREVENTION IN MINNESOTA

Program Sharing Conference

MINNESOTA'S 37th ANNUAL
ATOD PREVENTION CONFERENCE

**October
27-28, 2011**

St. Cloud River's Edge
Convention Center
St. Cloud, MN

KEYNOTE SPEAKERS

- **Dr. JEFF LINKENBACH**, Director
of The Center for Health and
Safety Culture at Montana
State University
- **KAO KALIA YANG**
Author and Storyteller
- **JIM MOSHER**, President
Alcohol Policy Consultations



Register online today!
www.emprc.org/ps2011

Sponsored by the Minnesota Prevention Resource Center (MPRC). Funding provided by the MN Department of Human Services, Alcohol and Drug Abuse Division with additional funding provided by the MN Department of Health. Planning support by the MN Departments of Education, Health, Human Services, Public Safety and University of Minnesota Boynton Health Services.

Welcome

to the 2011 Program Sharing Conference. This conference provides learning, networking and skill-building opportunities to those who work to prevent alcohol and other drug misuse and the recreational use of tobacco (ATOD). The conference agenda also encompasses violence prevention as it relates to ATOD use. By sharing how their programs work, and what is effective prevention, presenters and participants learn from one another in this exemplary, two-day learning community.

Program Sharing, now in its 37th year, offers current research, promising approaches and programming enabling Minnesota's prevention workforce to carry effective messages and prevention efforts to a wide range of audiences across the state.

Conference Goals

- Learn about implementing specific ATOD and violence prevention strategies including:
 - > Evidence-based/promising practices and programs
 - > Successful local policy work
 - > Evaluating prevention programs
 - > Parent, youth and community engagement strategies
- Connect and network with leaders in the state during the Q & A with Prevention Specialists who will be available to answer your questions related to substance abuse and related violence prevention.
- Meet the Department of Human Services Alcohol & Drug Abuse Division staff, Regional ATOD Prevention Coordinators, Minnesota Prevention Resource Center (MPRC) staff and MPRC Consultants who are here to serve you.
- Make connections with others interested in preventing problems associated with alcohol, tobacco, other drugs and related violence.
- Enjoy personal wellness opportunities available throughout the conference for you to be refreshed and renewed.

Personal Wellness Opportunities

An important part of being an effective leader in ATOD prevention is your ability and willingness to practice self-care. There will be self-care opportunities throughout the conference. These include:

Exhibits on Self-care Topics

- Onsite chair massage in Exhibit Hall— 10 minute time slots available for purchase.
- Group walk at 12:45 p.m. on Thursday, October 27. Meet by registration table for a 20-minute walk outside. If too cold or raining, the walk will take place inside the St. Cloud River's Edge Center.
- Yoga class offered 6:30–7:15 a.m. Friday, October 28.
- Create your own art at the craft table in the Exhibit Hall.

Making New Friends: Reconnecting with Old Ones

Looking for an opportunity to connect with amazing and passionate prevention professionals like you? Then you will want to find yourself at the Networking Session on Thursday, October 27 from 4:00–5:00 p.m. located in the main foyer. Stop by for some yummy hors d'oeuvres, mingle with others from around the state who work in your field, sign-up for fun door prizes and visit with exhibitors. It will be a GREAT way to end your first day of the conference!

Organizations, Projects, Vendors, and Artisan Displays

Visit the Exhibit Hall to view the displays of various organizations that focus on ATOD and related violence prevention. You are encouraged to visit the exhibits throughout the conference. Exhibits will be open from 8:00 a.m.-5:00 p.m. on Thursday and 8:00 a.m.-2:00 p.m. on Friday.

Music and Entertainment

We will have the privilege of having two talented musicians providing music throughout the conference! Rhoda Anderson Habendank will be sharing her folk music during lunch on Day 1. ChongMoua Lee will be playing the Hmong Harp, Hmong Flute, and Hmong Fiddle before opening session on Day 2 and during lunch. Enjoy!

Cyber Café

Located in the Exhibit Hall, the Cyber Café offers you free access to check email or search the Internet.

Passport for Around the World of Exhibitors

Does anyone out there like to win cool prizes, like free theater tickets, ski passes or other great prizes? Then you will need your passport! The Program Sharing passport, that is. Your passport will be included in your participant packet that you will pick up at registration. You will travel around the world of exhibitors and have at least 15 exhibitors and your Regional Prevention Coordinator initial your passport. Prizes will be awarded at 2:00 p.m. on Friday, October 28 during the closing session. You must be present to win.



Food

Continental breakfast and Thursday's afternoon refreshment break will be served in the main foyer, across from the registration table. Please feel free to bring your breakfast with you when you go to Glenn Carlson Hall to hear the keynote

speakers. Lunches will be served in the Glenn Carlson Hall. Vegetarian options will be available. Please check the box, "vegetarian meals" when registering.

Networking Reception

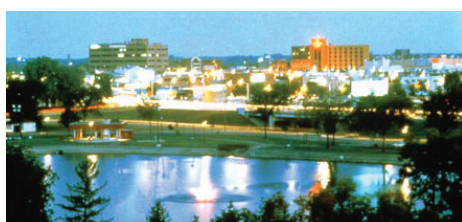
Thursday afternoon's networking reception will take place in the foyer and in the Exhibit Hall. Participants are encouraged to visit with exhibitors and artisans, as well as other prevention professionals during the networking reception. There will be door prizes to sign up for and winners will be announced at the opening session on Friday morning.

Who should attend?

- ATOD prevention professionals
- Public health educators
- Psychologists
- Counselors
- Law enforcement personnel
- School nurses
- School chemical health personnel
- Social service specialists
- Coalition coordinators and members
- Anyone interested or working in ATOD and violence prevention

Places to Explore During Your Time in St. Cloud

Enjoy your time away from home by enjoying the sights of Historic Downtown St. Cloud. There is live music, dancing, karaoke, comedy, pool and food. Take a pleasant walk down the streets of Historic Downtown and find many unique and specialty items, some of which are located in buildings dating as far back as 1880. Try one of the many local establishments for dinner or to enjoy a great cup of coffee. All addresses and information, plus coupons to various establishments can be found at the Visitor's Bureau Booth in the main foyer, across from the registration table.



Keynote Speakers



Dr. JEFF LINKENBACH
Director of
The Center
for Health and Safety
Culture at Montana
State University

JEFF LINKENBACH

Jeff Linkenbach, Ed.D., is a Senior Research Scientist and Director of the Center for Health & Safety Culture at Montana State University. Jeff is well known for founding the National MOST Of Us® Institute and the development of the National Social Norms Conference in 1998. His work has been acknowledged with different awards including the 2003 Public Service Award from the National Highway Traffic Safety Administration for his work in advancing statewide strategies to reduce impaired driving and increase seatbelt usage. For the past 5 years, Jeff and his team have focused on studying the Positive Community Norms framework in communities across North America. Jeff's passion is supporting transformational leaders and his client list includes the White House Office of National Drug Control Strategy, the US Centers for Disease Control & Prevention and many state, provincial and community leaders. Jeff has a passion for innovation and telling the next story in prevention by aligning spirit, science and action.



KAO KALIA YANG
Author and
Storyteller

KAO KALIA YANG

Born in Ban Vinai refugee camp in December, 1980, Kao Kalia Yang came to Minnesota in the summer of 1987, along with her parents and older sister Der. Yang graduated from Carleton College with a bachelor's degree in American Studies, Women's and Gender Studies and Cross-cultural Studies. Yang received her Master of Fine Arts in Creative Nonfiction Writing from Columbia University in New York City.

She is the 2008 recipient of the Spirit of Carleton College Award, and in 2009 *The Latecomer* won Minnesota Book Awards for memoir/creative nonfiction as well as the Reader's Choice Award—the first book to ever win two awards. Yang was selected as one of few U.S. student delegates to attend the 26th International Achievement Summit. She is also the winner of the Lantern Books 2005 essay contest. Her book has become the best-selling title in Coffee House Press history.



JIM MOSHER
President, Alcohol
Policy Consultations

JIM MOSHER

Jim Mosher's pioneering work in alcohol policy has brought him international acclaim. His expertise spans numerous topics, including underage drinking prevention, alcohol marketing, community prevention strategies, alcohol law, dram shop liability and social host liability. His services include consulting, keynote presentations, workshops and trainings, policy analysis and advocacy in media and policy. He has also served as an expert witness and consultant in alcohol litigation cases.



THURSDAY, OCTOBER 27, 2011

8:00 – 8:30 am REGISTRATION / CONTINENTAL BREAKFAST / EXHIBIT HALL OPEN

8:30 – 9:00 WELCOME / ANNOUNCEMENTS

9:00 - 10:30 KEYNOTE SPEAKER / GENERAL SESSION

Telling a New Prevention Story through the Science of the Positive

Jeff Linkenbach, Ed. D., Senior Research Scientist/Director of the Center for Health & Safety Culture at Montana State University

The stories and narrative that we use reflect our cultures and influence norms. The Science of the Positive provides a framework for telling new prevention stories based upon the alignment of SPIRIT, SCIENCE & ACTION. This keynote will explore how to transform culture to grow Positive Community Norms and impact different prevention issues such as substance abuse, child abuse, traffic safety, violence and worksite safety. Effective prevention leaders focus on Telling a New Prevention Story in their communities as a way of transforming culture to grow Positive Community Norms. What is the Positive Community Norms (PCN) Framework? PCN is a process for community transformation. It integrates Science of the Positive leadership, positive norms communication and integration of strategies across the social ecological environment to improve health and safety.

Glenn Carlson Hall

10:30 – 11:00 BREAK / EXHIBITS

11:00 – 12:15 ROUND 1 SESSIONS

Prevention and Intervention of Fetal Alcohol Spectrum Disorder (FASD) in Minnesota

Jan Hofmann, Minnesota Institute of Public Health; Sierra Asamo-Tutu, MOFAS

This presentation will cover FASD prevention resources in Minnesota as well as the national picture from SAMHSA's Strategic Initiatives. Special consideration will be given to Native American communities and their approach to FASD. We will review research behind alcohol use during pregnancy and look at how FASD affects an individual through the lens of the medicine wheel.

Identifying and Selecting Intervening Variables for Prevention Planning

Melissa Boeke, Minnesota Institute of Public Health

Outcome-based prevention planning starts with a solid understanding of substance-

related problems, identification of intervening variables contributing to those problems, then selecting appropriate strategies to address the intervening variables. In this session, participants will learn how to use local-level substance abuse data to identify intervening variables to address with prevention efforts. New online resources related to intervening variables will be showcased.

Not What the Doctor Ordered

Rick Moldenhauer, Minnesota Department of Human Services - Alcohol & Drug Abuse Division

Abuse of prescription medications is the fastest growing drug pattern in Minnesota. Abuse of pharmaceuticals brings with it additional dangers and rationalizations not found with illegal substances. This course

Day One - Thursday

11:00 a.m. – 12:15 p.m. ROUND 1 SESSIONS (con't.)

will focus on three categories; opiates, anxiolytics and stimulant medication, giving patterns of use and symptoms of intoxication and withdrawal, and how they often present as unrelated medical and mental health issues.

It's Time To Talk... Again: Guidelines For Older Adults

Roger Svendsen, S & S Training and Consulting; Steve Zvonar, Northwoods Chiropractic

In this session, you will learn about the growing need for prevention, early intervention and treatment for older adults. You will have a clear overview of the problem and how you could adapt the materials, lessons learned and approach of the "It's Time To Talk...Again: Guidelines for Older Adults" training to your own community. You will experience firsthand the process of assisting older adults to develop guidelines for their own substance use.

Q & A with Keynote Speaker, Jeff Linkenbach

Jeff Linkenbach, Director, The Center for Health and Safety Culture at Montana State University

This will be an opportunity for participants to ask questions to Jeff Linkenbach, the keynote speaker, regarding his presentation on The Science of the Positive and The Positive Community Norms Framework.

Bullying in Minnesota Schools: An Analysis of the 2010 Minnesota Student Survey

Nancy Riestenberg, Minnesota Department of Education

In 2010 the Minnesota Student Survey asked two questions related to bullying behaviors of 130,000 Minnesota 6th, 9th and 12th grade students. This presentation will review the experiences and social context of Minnesota students who bully, are victims, and who are bully/victims. Students regularly involved in bullying incidents have high rates of associated experiences, most of them negative.

Creative Capacity Building for Coalitions

Amber Tisue, Project Turnabout; Laura Bennett, Carlton Cook Lake St. Louis Community Health Board; Nathan Sindt, Community Partnership; Maureen Farrell, Eastern Carver County Schools District 112; We cannot do this work alone. Our most successful efforts come from the combined strengths of coalition members, partners and supporters. This session will give ideas and strategies to build capacity and create sustainability through transformational leadership. You will hear examples and stories from community leaders throughout MN. You will leave with at least five new and exciting ways to strengthen your coalition.

Major Reductions in High-Risk Drinking within a College Community through Best Practices and Partnerships

Robert Reff and Jennifer Sell Matzke, St. Cloud State University

Five years ago St. Cloud State University (SCSU) reaffirmed its commitment to reduce high-risk drinking (HRD). SCSU enacted best practices and empirically validated approaches to reduce HRD. This work began with internal changes to the university such as major revisions to the alcohol and drug sections of the student code of conduct and has moved off campus with a community coalition. This work has decreased HRD by over 38% in only six years.



Enjoy
good food
and
conversation!



12:15 – 1:15 LUNCH

(special music provided)

12:45 – GROUP WALK

(meet at registration table)

1:15 – 2:30 ROUND 2 SESSIONS

Bringing a Community Together to Reduce Underage Alcohol Consumption Through Ordinances, Diversion and A Pact

Robert Reff, St. Cloud State University; Matthew Staehling, City of St. Cloud; Jeff Oxtan, St. Cloud Police Department

This presentation will look at the new St. Cloud IMPACT Diversion Program, which was unveiled last summer in response to a large number of underage alcohol citations. The program is designed to offer individuals who have been charged with an underage alcohol violation the opportunity to receive education and prevention services.

Seeking Native American Community Wisdom on Substance Abuse Prevention

Ted Tessier, Century College

This is a continuing discussion about culturally appropriate prevention strategies for Native American Communities. This talking circle hopes to explore the collective wisdom of all who attend and move toward a prevention model that is culturally appropriate. We especially seek the wisdom of the elders and ask them to attend.

Power of Parents

Lindsey Carlson, Mothers Against Drunk Driving

Parents are the #1 influence on youth's decisions about alcohol. Knowing this, MADD's Power of Parents program seeks to equip parents and other caring adults with the tools to empower using that influence to prevent underage drinking. In this session you will learn about the Power of Parents program and how it can be used as a resource for the adults in your community.

Zero Adult Provider (ZAP)

Sheila Nesbitt, Minnesota Institute of Public Health; Jim Ramstad, St. Paul Police Department

Many Minnesota communities have implemented the Zero Adult Provider (ZAP) project. ZAP has three main goals. 1) Know if and when underage drinking is happening. 2) Identify and charge underage drinkers and adult providers. 3) Ensure consequences make a difference in future individual behavior and in the community at large. Come to this session to hear from representatives who have implemented ZAP in their community and the amazing results they have achieved.

Reflections on Relationships and Student Behavior

Sheldon Braaten, PhD, Behavioral Institute for Children and Adolescents

Children and youth present adults with a wide variety of behavioral challenges which are commonly regarded as problems within the youth. A different perspective is what adults do that can cause or contribute to problem behaviors within youth. This presentation will focus on adults' relationships with students and the significant and often long lasting impact "positive and negative" of their behaviors, on pro-social development.

Unlock Your Inner Evaluator: An Introduction to a Free, Fun and Interactive Evaluation Website

Kristin Dillon, Wilder Research; Amy Leite, Wilder Research; Denise Huynh, Wilder Research

Join us for an exciting, interactive tour of the evaluATOD prevention evaluation website. The website was designed to give professionals interested in prevention, such as yourself, the tools needed to plan, conduct and make sense out of evaluation. The website provides a one-stop shop for evaluation information, including basic written resources, in-depth evaluation guides and interactive e-learning modules. Come learn how to take advantage of this free evaluation resource.

Day One - Thursday

1:15 – 2:30 p.m.

ROUND 2 SESSIONS (con't.)

Synthetic Cannabinoids, Synthetic Stimulants and Other Lesser Known Drugs of Abuse

Jay Jaffee, Minnesota Department of Health

Synthetic cannabinoid products like K2 & Spice and synthetic stimulant products marketed as “bath salts” have received a lot of attention. They are some of many lesser known substances used by some as a drug. Some of these substances are legal, some are illegal and some are urban myths. This session will take a look at some of these substances, what they are, how they are used, the effects of use and efforts to prevent their use.

Effective (and Ethical) ATOD Prevention

Kevin Spading, Minnesota Prevention Resource Center

Attendees will be able to strengthen their understanding of how ethical strategies strengthen effective ATOD prevention and are provided with an overview of effective prevention methodologies. Case studies will be provided to demonstrate how ethical choices, made by individuals or systems can alter the effectiveness of ATOD prevention in a community. Participants will also recognize how ATOD prevention is a community wide effort that requires honesty and transparency within stakeholders in order to be effective and ethical.

2:30 – 2:45 BREAK / EXHIBITS

2:45 – 4:00 ROUND 3 SESSIONS

Partnering for School Success: Strategies for Parent Involvement

Kathleen Olson, University of Minnesota Extension; Colleen Gengler, University of Minnesota Extension

Research has shown that parent involvement is critical to children’s success in school and prevents risky behaviors. The positive influence of parents on children’s learning has never been more important than in today’s climate of reduced school budgets and heightened requirements for

accessing higher education. You will learn teaching tools and practical strategies, including cultural adaptations.

Time Does Not Heal All Wounds: Community Approaches to Designing a Mental Health Prevention Program

Cindy Tri, Parenting Resource Center; Lynn Halmrast, Clay County Public Health

There is currently a National Prevention movement to incorporate mental health and ATOD prevention into a unified effort. When people experience trauma, there is an increase in distress, and at times a break down in families, as they may not have any coping skills, awareness or knowledge and information on how to heal. We are profoundly impacted and frequently left without knowledge or skills as to how to cope much less how to prevent these events from causing or turning to substances and other destructive patterns of behavior to cope as maladaptive solutions. Come and join us for a discussion about national ideas and what we can do in Minnesota.

Beyond the Tables: Creating a Compelling Community Story with Minnesota Student Survey Data

Imogen Davis, Tonka CARES Coalition; Melissa Barker, Hennepin County Human Services and Public Health

The Minnesota Student Survey (MSS) contains over 220 individual question responses in a number of categories. By combining responses to groups of variables and comparing groups of students based on those responses, a more comprehensive picture of youth in the community emerges that can tell the story of the level of healthy engagement and positive attributes, as well as paint a compelling picture of the struggle that many youth face as they deal with bullying, mental health issues, and substance use issues. We will share both the collaborative process used to develop this approach, the technical details of how to do it and share some of the results from Tonka CARES analysis of their community data.



Listening to Learn: Tips for Conducting Effective Focus Groups

Laura Schauben, Wilder Research; Julie Atella, Wilder Research; Muneer Karcher-Ramos, Wilder Research

Focus groups can be a great way to learn what people are thinking. This session will provide practitioners and beginning evaluators with tips to effectively prepare for and facilitate focus groups, addressing such questions as: Is a focus group the right choice? How do I phrase the questions to get the information I want? How can I make the group a good experience for participants? Who should facilitate? What incentives, if any, should I provide?

Many Countries to One Minnesota

Tou Lee, MN Prevention Resource Center
ATOD use and abuse affects people across all cultures and backgrounds. Minnesota today is quite different from the Minnesota of fifty years ago. Attend this workshop to learn more about the many cultures and their people including East Africans, Hispanics, and Hmong who now live and work within the “Land of 10,000 Lakes.” Come and learn what some of the challenges are that are faced by these communities as they pursue their “American Dream.”

College Student Support Network/ Mental Health Awareness

Sara Fier, Southwest Minnesota State University

In this session, you will learn about the Worcester Polytechnic Institutes Student Support Network that was implemented at Southwest Minnesota State University. The Student Support Network evolved into a one-credit Mental Health Awareness class, where students learned about concerns including substance abuse and sexual assault, empathy and communication skills with which to communicate about concerns, and about local resources, using an interactive format. Outcomes indicate improved ability to identify appropriate responses to concerns and increased

confidence and comfort in discussing concerns with their peers.

Moving from Donuts to Fresh Fruit: How to Bring Wellness into Your Prevention Meetings and Events

Kari Erdman, Minnesota Prevention Resource Center; Jolene Bell Makowesky, Minnesota Institute of Public Health

This session will look at practical tips to incorporate wellness into your substance abuse prevention work. There are many avenues that wellness activities can be brought in to teach, empower, inspire, and engage those on your coalitions, project teams, youth groups and participants in your events and trainings. We will be looking at how movement, food, and connection are keys to having successful meetings and events that engage and motivate people. Come ready to learn, move, and be engaged!

Prevention Resources For You

Derek Johnson, Minnesota Prevention Resource Center

You have made it to Program Sharing, but have you truly taken advantage of all that the Minnesota Prevention Resource Center has to offer? Are you a MN-Prev subscriber? Have you utilized our reference library? Ordered free publications or rented an ATOD related video? This presentation will provide attendees with information on how to fully capitalize on the free resources available through MPRC.

4:00 – 5:00 p.m.

NETWORKING RECEPTION

*Hosted in
Exhibit Hall*



Day Two - Friday

FRIDAY, OCTOBER 28, 2011

**8:00 – 8:30 a.m. REGISTRATION / CONTINENTAL BREAKFAST
EXHIBIT HALL OPEN**

8:30 – 8:45 ANNOUNCEMENTS / OPENING REMARKS

8:45 – 10:00 KEYNOTE - GENERAL SESSION

My Grandma's Smile

Kao Kalia Yang, Author and Storyteller

Kao Kalia Yang explores the intersection of Hmong culture and life in America. A refugee child from the camps of Thailand and America's Secret War in Laos, Yang is a product of the American public education system. The author of *The Latehomecomer: A Hmong Family Memoir* (Coffee House Pres, 2008) and a teacher of writing, Yang will reflect on the power of memory in constructing and deconstructing the pressures and powers of dominant cultures and the implications of continual, shifting memory in a life journey that transcends citizenship, class and culture.

Glenn Carlson Hall

10:00 – 10:45 BREAK / EXHIBITS / POSTER SESSIONS

10:45 – 12:00 KEYNOTE

**Alcohol Policy and Social Change:
Creating Safer Community Environments**

Jim Mosher, President, Alcohol Policy Consultations

The keynote presentation will provide an overview of alcohol policy and its role creating safer community environments. Topics will include: an overview of environmental prevention; alcohol marketing and youth; alcohol policy strategies and barriers to implementation. The presentation will include specific examples of youth marketing, highlight key research findings regarding policy effectiveness and discuss the integration of policy strategies with other prevention initiatives. It will close by demonstrating the link between alcohol policy and broader social change goals and with a call to action.

Glenn Carlson Hall





12:00 – 12:45

LUNCH *(special music provided)*

12:45 – 2:00

Q&A WITH PREVENTION SPECIALISTS



This will be an opportunity for you to ask questions to Prevention Specialists on a host of different substance abuse and related violence prevention topics. The prevention specialists will be stationed in different rooms, available to answer your questions.

No formal presentation will be conducted by the Prevention Specialists. You are free to travel from room to room to have your questions answered. **Topics include:**

- **Prescription Drug Abuse and Synthetic Marijuana**
Jay Jaffee, MN Department of Health
- **Cultural Competency**
Kao Kalia Yang, Keynote Speaker
Tou Lee, MN Prevention Resource Center
- **Alcohol Policy Strategies**
Jim Mosher, Keynote Speaker
- **Social Host Ordinances**
Gordy Pehrson, Department of Public Safety
- **Bullying & School Climate**
Nancy Riestenberg, MN Department of Education
- **Substance Abuse & Related Violence Prevention Resources**
Derek Johnson, MN Prevention Resource Center
Regional Prevention Coordinators - Laura Bennett, Region 2;
Lynn Halmrast, Region 3, Nathan Sindt, Region 4, Amber Tisue,
Region 5, Cindy Tri, Region 6; and Maureen Farrell, Region 7
- **Evaluation of Prevention Programs & Strategies**
Laura Schauben, Wilder Research

2:00 – 2:30

CLOSING SESSION AND PRIZE DRAWING



**Mark Your Calendar for
next year's 38th Annual
Program Sharing
Conference
October 25–26, 2012**

Your Conference at a Glance

After reviewing the information-packed sessions described on the previous pages, **SET YOUR OWN AGENDA** by writing in the session titles that most interest you and meet your needs.

THURSDAY, OCTOBER 27, 2011

8:00 - 8:30 a.m. Registration / Continental Breakfast / Exhibit Hall Open

8:30 - 9:00 Welcome / Announcements
Kevin Spading, Director of Minnesota Prevention Resource Center (Glenn Carlson Hall)

9:00 - 10:30 Keynote / **Telling a New Prevention Story through the Science of the Positive**
Jeff Linkenbach, Ed.D., Senior Research Scientist/Director of the Center for Health & Safety Culture at Montana State University

10:30 - 11:00 Break / Exhibits

11:00 - 12:15 Round 1 Sessions

12:15 - 1:15 Lunch (*special music provided*) (**Group Walk at 12:45— meet at registration table**)

1:15 - 2:30 Round 2 Sessions

2:30 - 2:45 Break / Exhibits

2:45 - 4:00 Round 3 Sessions

4:00 - 5:00 Networking Reception (*hosted in Exhibit Hall*)

FRIDAY, OCTOBER 28, 2011

6:30 - 7:15 a.m. Yoga Class

8:00 - 8:30 Registration / Continental Breakfast / Exhibit Hall Open / Special Music Provided

8:30 - 8:45 Announcements and Opening Remarks (*Glenn Carlson Hall*)

8:45 - 10:00 Keynote / **My Grandma's Smile**
Kao Kalia Yang, Author and Storyteller (Glenn Carlson Hall)

10:00 - 10:45 Break / Exhibits/ Poster Sessions

10:45 - 12:00 Keynote / **Alcohol Policy and Social Change: Creating Safer Community Environments**
Jim Mosher, President, Alcohol Policy Consultations (Glenn Carlson Hall)

12:00 - 12:45 Lunch

12:45 - 2:00 Q&A with Prevention Specialists

2:00 - 2:30 Closing Session & Prize Drawing (*Glenn Carlson Hall*)



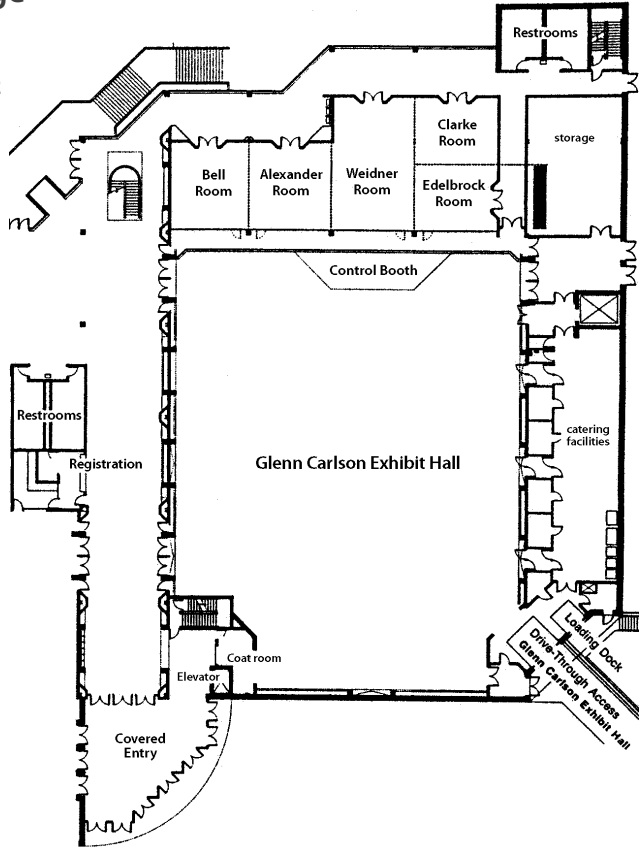
St. Cloud River's Edge

10 Fourth Avenue South

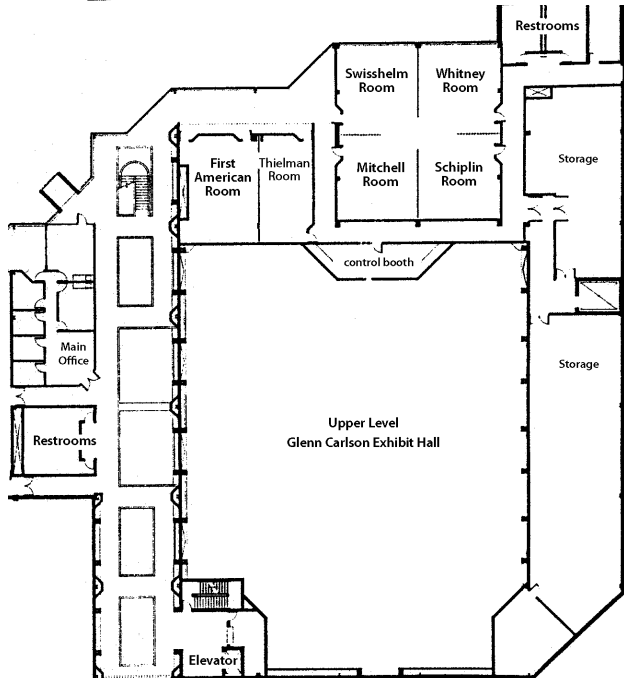
St. Cloud, MN 56301

320-255-7272, 800-450-7272

Lower Level



Upper Level



Conference Logistics

CONFERENCE LOCATION

St. Cloud River's Edge
10 Fourth Avenue South, St. Cloud, MN 56301
320-255-7272, 800-450-7272

HOTEL ACCOMMODATIONS

There are blocks of rooms reserved under the Program Sharing conference at the following facilities:

- 1) **Le ST-GERMAIN Suite Hotel, 404 West Germain, 320-654-1661**
(conference rate: \$129.00 plus tax per night)
- 2) **GrandStay Residential Suites, 213 Sixth Ave South, 320-251-5400**
(conference rate: \$79.00 plus tax per night)
- 3) **Best Western Kelly Inn, Hwy. 23 and Fourth Ave South, 320-253-0606**
(conference rate: \$77.00 to \$87.00 plus tax per night)
- 4) **Country Inn & Suites, 120 Seventh Ave SE, (320) 252-8282**
(conference rate: \$77.00 plus tax per night)

To make a reservation, call the hotel directly and request a room in the Minnesota Prevention Resource Center – Program Sharing Conference block.

Other facilities in the St. Cloud area include:

- 1) Best Western Americanna Inn, 520 South Hwy 10, 320-252-8700
- 2) Holiday Inn Hotel and Suites, 75 South 37th Ave, 320-253-9000

ACCESSIBILITY

If you need an accommodation for a disability, please contact Kari Erdman at 763-427-5310 or 800-782-1878 on or before October 14, 2011.

CERTIFICATE OF ATTENDANCE

Certificates of attendance listing dates and hours of the sessions will be available in each breakout session room. You must be in attendance in the session to receive your certificate. CEUs applied for: Minnesota Boards of Psychology, Social Work, Peace Officers, School Administrators; Board of Behavioral Health and Therapy; and Minnesota Certification Board (MCB). If you are interested in learning more about Minnesota prevention certification, please contact MCB at 763-434-9787.

CONFERENCE CANCELLATION POLICY

Registration fees, minus a \$30 administrative fee, will be refunded if cancellation is made in writing to the Minnesota Prevention Resource Center's office on or before October 14, 2011. Fees are nonrefundable after this date, but registration can be transferred to another person.

WEBSITE

For updated conference information visit our website at www.emprc.org/ps2011.

ADVISORY COMMITTEE

A special thanks to the following advisory committee members for their talent and time: Al Fredrickson, Phyllis Bengtson and Collin Frazier, MN Department of Human Services – Alcohol and Drug Abuse Division; Jay Jaffee, MN Department of Health; Nancy Riestenberg, MN Department of Education; Gordy Pehrson, MN Department of Public Safety; Dana Farley, University of MN – Boynton Health Services; and Kevin Spading, Kari Erdman and Lynne Gosselin, MN Prevention Resource Center.

Registration



ONLINE: www.emprc.org/ps2011 click on Program Sharing 2011 Registration

FAX: 763-427-7841

MAIL: MPRC, Attn: Lynne Gosselin, 2720 Highway 10 NE
Mounds View, MN 55112-4092

1. Register by September 30 and receive the **Early Bird Discount!**

- | | |
|---|--|
| <input type="checkbox"/> Full Conference (Oct. 27–28) \$130 | <input type="checkbox"/> Full Conference Student (Oct. 27–28) \$75 |
| <input type="checkbox"/> One Day (Oct. 27 only) \$90 | <input type="checkbox"/> One Day Student (Oct. 27 only) \$40 |
| <input type="checkbox"/> One Day (Oct. 28 only) \$90 | <input type="checkbox"/> One Day Student (Oct. 28 only) \$40 |

After September 30 registration

- | | |
|---|--|
| <input type="checkbox"/> Full Conference (Oct. 27–28) \$160 | <input type="checkbox"/> Full Conference Student (Oct. 27–28) \$75 |
| <input type="checkbox"/> One Day (Oct. 27 only) \$100 | <input type="checkbox"/> One Day Student (Oct. 27 only) \$40 |
| <input type="checkbox"/> One Day (Oct. 28 only) \$100 | <input type="checkbox"/> One Day Student (Oct. 28 only) \$40 |

\$ _____ **TOTAL AMOUNT DUE**

2. Registrant Information (Please type or print clearly)

Name _____
Organization _____
Address _____
City/State/Zip _____
Email _____ Daytime phone _____

Vegetarian meal requested **Special needs with meals** _____

3. Method of Payment

- Check enclosed made payable to Minnesota Prevention Resource Center (MPRC).
(Please reference registrant name on check)
- Visa Mastercard Discover MN Sales Tax Exemption # _____
Card # _____ Expir. Date _____
Name (exactly as on card) _____
Address (exactly as on card) _____
Signature _____
- Bill my organization. Purchase order number is _____

BILLING ADDRESS (if different than above)

Name _____
Organization _____
Address _____
City/State/Zip _____
Daytime phone _____

A registration refund (less \$30 administrative fee) will be issued if written cancellation is received, on or before October 14, 2011. Fees are nonrefundable after this date but registration can be transferred to another person. No confirmations will be sent.

The 37th Annual Program Sharing Conference may be photographed and video recorded by MPRC staff. Registration and attendance of each participant of this conference acknowledges that as a participant you willingly give your permission to be video recorded and/or photographed, and that the recordings and photographs are the property of MPRC and may appear in promotional and marketing pieces, montages or on the MPRC website.

MINNESOTA'S 37TH ANNUAL
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EVIDENCE-BASED/PROMISING PROGRAMS AND STRATEGIES

Program Sharing Conference

**October
27-28
2011**

Please route to:

- Health Educator
- Social Worker
- School Counselor
- School Nurse
- School Administrators
- Principal
- Psychologists
- Counselors
- Others _____

**Register by Sept. 30
and receive the Early
Bird Discount!**

TIME SENSITIVE