

## Ohio Embraces Peer Support Services as Key to Wellness and Recovery

"The year of the peer" is how Denny M. Wilson described the movement toward developing more peers as professionals in provider and advocacy organizations during his keynote at the *Emerging Practices in Peer Service training conference* held June 8-9 in Columbus.

Wilson, who is 20 years clean and sober, is the founder and CEO of FI Community Housing, Inc., in his hometown of Akron. The non-profit is the oldest recognized recovery community organization in Ohio. A nationally recognized instructor in developing recovery housing and peer support curriculums, Wilson trains recovery coaches and certified peer supporters, and advises jails, Alcohol, Drug Addiction and Mental Health Services boards and providers on creating supportive networks that meet the spiritual and housing needs of people with addictions and mental illnesses.

He is driven by a desire to "assure that nobody goes through what I went through." After pointing a gun at his mother demanding money to buy drugs, his despair made him turn the gun on himself. His sister grabbed his hand and said, "We can get you help."

Utilizing people with lived experience as staff members in organizations that provide services to individuals with addiction and mental health conditions is vital to a recovery-oriented system and an approach supported by the Ohio Department of Mental Health and Addiction Services (OhioMHAS).

"I am proud that we have established a peer service team and applaud our staff members for developing this inaugural conference," said OhioMHAS Director Tracy Plouck in her opening remarks welcoming more than 240 participants. "It's the first large-scale opportunity for peers to come together to build unity and strength as a newly developing workforce. I can feel the energy."

First-day keynote speaker Cherene Caraco called out the crowd as "recovery champions who will help shape the understanding of recovery." As CEO of the peer-run Promise Resource Network, Inc., Caraco trains peers, providers, family members, communities and government officials to promote recovery-based mental health system transformation. She uses her experience as a person in recovery for 27 years from obsessive-compulsive disorder, major depression and anxiety disorders to consult in the U.S. and Europe. Caraco noted that while it is good for people to find their voices



(l-r) Zandia Galvin, OhioMHAS Recovery Supports, and keynote speaker Cherene Caraco, CEO, Promise Resource Network, lead a session on Supported Employment; and OhioMHAS Consumer Recovery Initiatives Lead Sharon Fitzpatrick gets a hug from keynote speaker Denny Wilson, CEO, FI Community Housing.

and tell their stories without shame, peers must go beyond storytelling to being in the room where the decisions are made. "I have never seen a more powerful relationship than that of the peer supporter," said Caraco. "We are change agents. Don't settle."

She explained that the presence of peers as leaders in a recovery-oriented system is not to train other consumers, but to train providers. However, she cautioned that a diagnosis is not a qualification for a job. "We have to be at the top of our game."

Caraco also stressed that employment is the most direct path to recovery. There is an 85 percent unemployment rate among people with behavioral health disabilities, she said, but the main deterrent is fear of work by the unemployed individuals themselves. Several workshop sessions focused on aspects of work, such as maintaining ethics and boundaries on the job, helping people re-enter the workforce using community resources and identifying the impact of earnings on benefits.

In her remarks, Director Plouck promoted the importance of establishing quality peer-support services as part of Ohio's efforts toward Medicaid benefit redesign and health care transformation.

"You are on the forefront of a newly developing workforce that will certainly enhance the recovery of Ohioans with mental illness or substance abuse and other addiction issues," said Plouck.

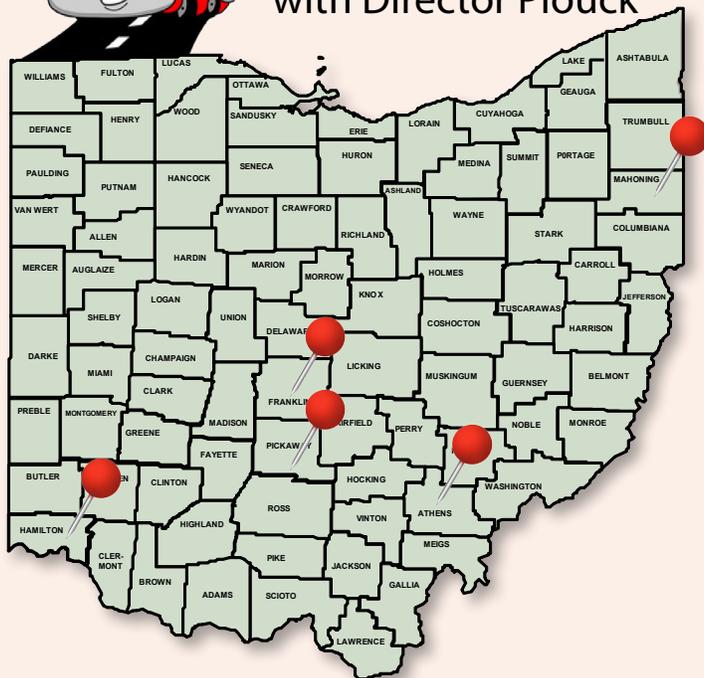
## Neonatal Abstinence Syndrome (NAS) Awareness Week — July 1-7, 2015

OhioMHAS is pleased to join with Gov. John R. Kasich and the Ohio Perinatal Quality Collaborative (OPQC) to **observe** the week of July 1-7 as *Neonatal Abstinence Syndrome Awareness (NAS) Week* in Ohio. OPQC has developed a variety of free resources, including an infographic and suggested social media messages, for individuals and organizations interested in participating. Click [HERE](#) for more information. For more on what Ohio is doing to address NAS, please visit the [Maternal Opiate Medical Support \(M.O.M.S.\) pilot project webpage](#).





## On the Road with Director Plouck



- 5.28 Visited the Center for Chemical Addictions Treatment in Cincinnati to tour the agency and discuss their strategies for addressing the opioid epidemic in Southwest Ohio; visited Summit Behavioral Healthcare.
- 6.1-3 Presented on the topic of Ohio's telemedicine efforts at the National Association of State Alcohol and Drug Abuse Directors annual meeting in Charleston, S.C.
- 6.4 Participated in First Episode Psychosis (FEP) statewide meeting at Highbanks Metro Park.
- 6.12 Met with OASIS Therapeutic Community staff at Pickaway Correctional Institution to discuss upcoming recovery service changes resulting from new partnership with the Ohio Department of Rehabilitation and Correction.
- 6.16 Spoke at the groundbreaking of Doc's Place — Neil Kennedy Recovery Clinic's new recovery housing unit in Youngstown for men in the early stages of recovery.
- 6.17 Provided remarks at the second annual Trauma-Informed Care Summit.
- 6.18-19 Represented Ohio at SAMHSA's 2015 State Policy Academy on Tobacco Control in Behavioral Health.
- 6.23 Provided remarks at the Ohio Judicial Symposium.
- 6.30 Joining Dr. Roderick McDavis, president, Ohio University and Dr. Mark Weinberg, founding dean, Voinovich School of Leadership and Public Affairs, to share opening remarks at the Ohio Promoting Wellness & Recovery Conference.



### Youngstown Provider Breaks Ground on New Men's Recovery Housing Project

The Neil Kennedy Recovery Clinic (NKRC), a wholly owned subsidiary of Gateway Rehab, broke ground this month on a new 12-bed, recovery-supportive housing unit located adjacent to its main campus in Youngstown.

The project is supported by a \$350,000 grant from the Mahoning Valley Hospital (MVH) Foundation. Michael S. Senchak, president and CEO of the MVH Foundation, announced that the recovery house would be named "Doc's Place" in honor of Wellington "Doc" Hager for his many years of alcohol and substance abuse counseling and support to the community.

Doc's Place represents NKRC's second temporary residential housing unit for men in the early stages of recovery from substance abuse. Following the success of Gelbman House, built in 2014, Doc's Place will offer a supportive sober- and clean-living environment for NKRC patients who need more structure than what a regular outpatient program provides, but who no longer require detoxification services and medical monitoring. Services will include housing, 24-hour security, meals and a full day of treatment services at NKRC's main facility, community-building skills with other residents in the house, and recovery coaching to build resiliency and connection to the larger recovering community.

OhioMHAS Director Tracy Plouck (pictured second from right) participated in a June 16 groundbreaking celebration. [Read](#) the media release for more details.

## ANNOUNCING A NAME CHANGE

The not-for-profit state agency that provides pharmaceuticals, medical supplies and other goods to state and local governments and community agencies is changing its name from

**Office of Support Services**

to

**Ohio Pharmacy Services**





## Capacity Crowd at Second Annual Ohio TIC Summit Highlights Need for Trauma-Informed Approaches

More than 300 professionals from throughout the state attended the second annual Trauma-Informed Care (TIC) Summit, held June 17 in Columbus. Building on the momentum from the Summit, a one-day post-conference event focusing on ways to reduce incidences of seclusion and restraint at mental health facilities and developmental disabilities centers was held the following day.

The Summit, co-sponsored by OhioMHAS and the Ohio Department of Developmental Disabilities, was held to inform clinical and administrative leaders in Ohio about trauma-informed care to help them establish priorities in their systems based on the TIC framework for implementing a trauma-informed care approach.

Pictured above (l-r): Joan Gillece, Ph.D., project manager at the National Association of State Mental Health Program Directors, shared information about the Substance Abuse and Mental Health Services Administration's Six Principles of Trauma-Informed Approaches and other concepts proven to be effective in her keynote address; (l-r) OhioMHAS Director Tracy Plouck, DODD Director John Martin and Kim Kehl, OhioMHAS' Trauma-Informed Care project coordinator, share a light moment before the beginning of the conference.

View more photos from the Summit on our [Flickr](#) page. Learn more about Ohio's Trauma-Informed Care initiative [HERE](#).

## Judicial Symposium Focuses on Addiction Treatment, Child Welfare

Ohio's response to the impact of parental substance abuse and the intersection with child welfare and the judicial system was highlighted June 16 as state and local leaders came together to learn about promising judicial practices in addition to innovative substance abuse treatment and child welfare programming.

Judges from 56 Ohio counties and their community partners attended [Ohio's 2015 Judicial Symposium on Addiction and Child Welfare](#), presented by the Supreme Court of Ohio, OhioMHAS, the Ohio Department of Job and Family Services and hosted by the Ohio Association of County Behavioral Health Authorities.

Attendees also heard from national leaders addressing the intersection of addiction, child welfare and court systems in communities throughout the country, and reviewed promising practices and programs throughout Ohio. County teams discussed shared challenges and strategies and developed action plans to ensure that parents and families impacted by addiction receive appropriate judicial and clinical interventions and recovery support services.



**GROW  
POWER**  
OHIO KIDS MATTER

On May 21, a meeting of early childhood professionals included a training on how to make the best use of the OhioMHAS Grow Power packets. The packets contain multiple resources for new parents and trusted caregivers to help them raise healthy children. The training was held at the Mattie B. James Center, a preschool in Columbus. See more photos from the training on our [Flickr page](#).



**PICTURED (l-r) Jeremy Brown, Recovery Mall Director and Michelle Dumford, Adult Basic Education Coordinator share a light moment in the digital learning classroom at Summit Behavioral Healthcare.**

## Innovative Partnership Emphasizes Education as a Key Recovery Support

**B**enjamin Franklin once observed, "An investment in knowledge pays the best interest." For young adult patients at Summit Behavioral Healthcare (SBH), a unique partnership with Cincinnati Public Schools promises to generate life-long dividends that will extend far beyond the institution's walls.

In early 2014, SBH staff launched a partnership with Cincinnati Public Schools (CPS) to enable any patient younger than 22, who had been on an Individualized Education Plan (IEP) and who had not yet graduated from high school, to enroll in CPS and work toward obtaining a diploma.

Through the partnership, qualifying patients are evaluated and then placed in either the Digital Learning Program or connected with a CPS teacher who provides one-on-one instruction in a traditional education program. SBH assists in facilitating these programs by providing group space in its Recovery Mall with limited Internet access for the digital program, as well as a classroom environment for traditional instruction.

Currently, two students are enrolled. This fall promises to be a special time for the pair, as August will mark the first time a patient has graduated from high school while hospitalized at SBH.

"The two graduating patients, our clinical staff, along with the teachers at CPS have worked very hard to make this happen," said Jeremy Brown, director of the Recovery Mall at SBH. "We are very proud of this new partnership, and I am confident that this first graduation is only one of many to come."

Recovery is built on access to evidence-based clinical treatment and recovery support services for all populations. Likewise, access to support services such as education helps patients navigate systems of care, remove barriers to recovery, stay engaged in the recovery process and live full lives in communities of their choice.

## Tamara Junge Appointed New CEO at Northwest Ohio Psychiatric Hospital

This month, OhioMHAS **announced** the appointment of Tamara L. Junge as chief executive officer at Northwest Ohio Psychiatric Hospital (NOPH) in Toledo. As CEO, Junge will oversee a staff of 202 employees and be responsible for the well-being, care and treatment of 114 patients. In addition to overseeing day-to-day operations, Junge will also manage relations with the Alcohol, Drug Addiction and Mental Health Services (ADAMHS) Boards in the 23-county catchment area served by the hospital. Junge brings more than 20 years of experience in behavioral health and human services leadership to her new position.



**Tamara L. Junge**



**Surendra Bir Adhikari, Ph.D., discussed his research during a June 18 Lunch and Learn program at TVBH.**

## Workshop Examines Suicide, PTSD and Trauma Among Bhutanese Refugees

On June 18, Twin Valley Behavioral Healthcare hosted Surendra Bir Adhikari, Ph.D., MedSoc, health disparities lead with the OhioMHAS Office of Quality, Planning and Research, as part of the hospitals' ongoing "Lunch and Learn" series. Dr. Adhikari's presentation **[Mental Health, Suicide, PTSD and Trauma in Bhutanese Refugees in Ohio: Learnings for Cultural Competence](#)** introduced audience members to findings from his study on pre- and post-migration experiences of Bhutanese refugees in Ohio. He addressed the demographics, mental and physical health, substance use, linguistic barriers and medical challenges of the refugee population. Dr. Adhikari noted that Bhutanese refugee communities throughout the U.S. are at an increased risk of death by suicide, calling for stepped up mental health treatment and prevention outreach to Bhutanese refugee communities, especially in a culturally and linguistically competent manner.

# Rewards “in store” for Summit Patients

By: *Laura Menze, SBH occupational therapist*

**A**t Summit Behavioral Healthcare in Cincinnati, incentive and entertainment (I&E) funds, which are gained through commissary profits and vending machine commissions, are designated for unit incentive programs, among other hospital programs. “Unit incentive stores” are an example of one such incentive program, which now regularly serves 125 patients. Occupational therapy staff have established these specialized shops on all four forensic admission units at the hospital, and are soon expanding to include a forensic long-term unit. The program not only serves to reinforce positive behaviors by offering incentives for those patients who are doing well it also is designed to promote development of life skills, self-efficacy and self-esteem.

Patients earn signatures throughout the week for safe and appropriate behavior. Because stores are located on the unit, all patients, with occasional exceptions secondary to emergent safety concerns, are invited to attend. Items may be purchased using designated I&E funds, and are also supplemented by high-quality donations from staff members and their families and friends.

Unit incentive stores teach important life skills through the behaviors that are reinforced. Through the process of maintaining signatures cards, patients learn and are rewarded for safe and appropriate behavior. They receive signatures for positive behavior such taking showers, taking medications, attending groups and displaying safe behavior. Patients may also earn credit in the form of prizes awarded for unit activities.

The stores are typically open on a weekly or every-other-week basis in an on-unit group room. Cabinets are stocked with goods and a clothing rack. Each store is operated independently by unit occupational therapy staff with minor variations in pricing and signature conversions. Other disciplines, including psychiatry, psychology, and nursing staff assist in running the stores.

Patients are able to peruse and touch store goods at their leisure and look for items for which they may want to budget and save. They choose to purchase clothes that express their

individual style and preferences. Because some items, such as watches and sweaters are more expensive, the important skill of saving and delayed gratification is reinforced.

Because unit staff, familiar with the individual patients, run the stores, interactions within the store become an important opportunity to reinforce skills learned throughout hospitalization, such as utilizing coping skills to manage disappointment when unable to buy a desired item or reviewing reading a balance book as taught in money management group.

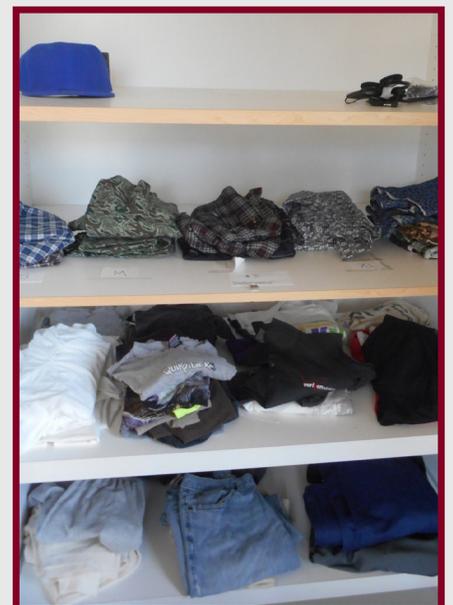
By actively working for and choosing items for purchase, patients demonstrate a great sense of ownership in their purchased items. They take pride in their new clothing, often changing into the new items immediately after group, thereby improving self-esteem. They also learn responsibility through keeping their signature card and requesting signatures as earned. Though no physical funds are transferred through the incentive store (the currency of the store is “imaginary money”), patients know that they have worked for their purchases, which represents a valued achievement for the majority of individuals who are recipients of Social Security checks and do not regularly engage in paid employment. Patients have also used the incentive store as a way to contribute to and care for family members, such as by purchasing gifts.

Patient workers with appropriate privilege levels go into the community quarterly with staff to purchase items. These individuals have expressed appreciation for this opportunity.

**“Unit incentive stores teach important life skills through behaviors that are reinforced.”**



*Some of the items offered at the patient “incentive stores” at Summit Behavioral Healthcare. Through positive behavior, patients gather signatures, which work like currency, to purchase clothing, gifts and other goods.*





Chad Hibbs

## Hibbs to Lead Ohio Family and Children First

Chad Hibbs has been appointed executive director of Ohio Family and Children First. In his new role, Hibbs will work in partnership with and respond to requests from the Health and Human Services Cabinet, the Governor's office and the Office of Health Transformation; convene planning, policy and fiscal workgroups to address cross-system issues, needs and service gaps related to children and families; provide guidance and technical assistance to county-level Family and Children First Councils (FCFCs); and communicate with state officials, agencies and community partners about initiatives, policies and funding impacting children and families.

Hibbs, whose appointment was effective June 14, previously served a combined 10 years as director of the Guernsey and Coshocton counties' Family and Children First Councils before being named OFCF's East Regional Coordinator in 2014. In that role, he managed OFCF activities in 44 counties in eastern Ohio and served as interim project director for a \$4 million Engaging the New Generation to Achieve their Goals Through Empowerment (ENGAGE) system of care implementation grant from the federal Substance Abuse and Mental Health Services Administration.

He holds a master's degree in Organization Development and a bachelor's degree in Communication, both from Bowling Green State University.

## News & Research Roundup

### UNITE To Face Addiction Rally Planned for Oct. 4

*Unite To Face Addiction*, a grassroots advocacy effort bringing people, communities and organizations together to face addiction and stand up for recovery, will host a rally on the National Mall in Washington, D.C., on Oct. 4. UNITE To Face Addiction is being organized by an independent coalition of national, state and local non-profit organizations to produce a collaborative and unifying event to raise awareness and reduce the human and social costs of addiction. Field organizers are working in communities across the country to encourage participation. Michael King is overseeing recruitments efforts in Ohio. "The time has come to face addiction and stand up for recovery," King said. "Join us for this transformative event and we will ignite and build a movement to address one of the most pressing health issues of our time." For more information, please email [mking@facingaddiction.org](mailto:mking@facingaddiction.org).



### New Study: Suicide Rate Among Black Children Up Unexpectedly

The suicide rate among black children has nearly doubled since the early 1990s, while the rate for white children has declined, according to a *study published May 18 in JAMA Pediatrics*. The findings, covering children ages 5-11, surprised researchers as "suicide rates are almost always lower among blacks than among whites of any age." The study analyzed Centers for Disease Control and Prevention data from 1993 and 2012.

### Psyberguide: Your Go-To Guide to Mental Health Apps

A new resource for individuals with mental illness will identify and review useful mental health apps. Called "*Psyberguide*," the website is dedicated to providing information to consumers, not clinicians, by using nonclinical jargon to orient consumers to the more than 5,000 available apps that could help manage mental health conditions, according to the website. Psyberguide also publishes evidence and ranks apps on the basis of their clinical efficacy, which could be helpful in certifying that some mobile apps are not harmful and have no security or privacy issues.

### SAMHSA Planning Grants for Certified Community Behavioral Health Clinics

The Substance Abuse and Mental Health Services Administration, Center for Mental Health Services is accepting applications for fiscal year *2016 Planning Grants for Certified Community Behavioral Health Clinics*. The purpose of this program is to support states to certify clinics as certified community behavioral health clinics, establish prospective payment systems for Medicaid reimbursable services, and prepare an application to participate in a two-year demonstration program. Populations to be served are adults with serious mental illness, children with serious emotional disturbance and those with long-term and serious substance use disorders, as well as others with mental illness and substance use disorders. The deadline to apply is Aug. 5.

## News & Research Roundup cont.

### Female Military Veterans Commit Suicide At Nearly Six Times The Rate Of Other Women

New [government research](#) from the Centers for Disease Control and Prevention shows that female military veterans commit suicide at nearly six times the rate of other women, a startling finding that experts say poses disturbing questions about the backgrounds and experiences of women who serve in the armed forces. The research shows female veterans are committing suicide at a rate approaching that of male veterans.

### NIDA Director Calls for Humane Response to Addiction as a Brain Disorder

"If we as psychiatrists can embrace addiction as a disease of the brain that disrupts the systems that allow people to exert self-control, we can reduce the stigma that surrounds this disorder — for insurance companies and the wider public — and help to eliminate the shame and suffering that accompany the addict who experiences relapse after relapse after relapse." That was the message that Nora Volkow, M.D., director of the National Institute on Drug Abuse, brought to American Psychiatric Association members last month at the 59th Convocation of Distinguished Fellows at APA's 2015 annual meeting in Toronto. [Read more.](#)

### Survey: Many Primary Care Physicians Lack Understanding of Opioid Abuse

Many primary care physicians have misconceptions about opioid abuse, a [new survey](#) from the Johns Hopkins Bloomberg School of Health finds. Almost half of internists, family physicians and general practitioners incorrectly believe that abuse-deterrent pills are less addictive than standard opioid painkillers, according to the survey. The survey also found that one-third of the physicians mistakenly thought most prescription drug abuse occurs by means other than swallowing pills as intended. According to several studies, the most common way in which prescription drugs are abused is by ingestion, followed by snorting and injection, the article notes. Results appear in the [Clinical Journal of Pain](#).



### Naloxone Kits Resulted in Almost 27,000 Drug Overdose Reversals Over 18 Years

Use of naloxone kits resulted in almost 27,000 drug overdose reversals between 1996 and 2014, according to a [new government study](#). Providing naloxone kits to laypersons reduces overdose deaths, is safe and cost-effective, researchers noted. Although the number of organizations providing naloxone kits to laypersons is increasing, in 2013, 20 states had no such organizations, and nine had fewer than one layperson per 100,000 population who had received a naloxone kit, according to researchers. More than 600 organizations have programs in place to provide naloxone kits to friends and family of opioid drug users.

### SAMHSA: Underage Drinking Decreasing

The rate of underage drinking dropped 6.1 percent from 2002 to 2013, according to a [new report from the Substance Abuse and Mental Health Services Administration](#). Binge drinking among U.S. residents ages 12 through 20 also declined, by 5.1 percent. In 2013, the study found 22.7 percent of young people said they had an alcoholic drink in the past month. In contrast, 16.9 percent of 12- to 20-year-olds used tobacco and 13.6 percent used illicit drugs. Approximately 5.4 million (14.2 percent) of people in this age group said they were current binge drinkers. According to SAMHSA, binge drinking is defined as having five or more drinks on the same occasion on at least one day in the past 30 days. In 2002, just under 20 percent of young people said they were binge drinkers. The rate of binge drinking for those between ages 18 to 20 has remained between 39 percent and 44 percent for the past 20 years.

### Growing Number of Young Children Exposed to Marijuana

An increasing number of children under age 6 are being exposed to marijuana, according to a [new study](#). Three-quarters of cases involve children who ingest the drug in the form of brownies, cookies and other foods containing the drug. Researchers at Nationwide Children's Hospital in Columbus investigated marijuana exposures among children younger than 6 in the U.S. using data from the National Poison Data System. They reported 18.5 percent of exposures required admission to a health care facility. More than 75 percent of cases involved children younger than 3, [Time reported](#). Some children in the study experienced coma, decreased breathing or seizures. Levels of THC, the main psychoactive ingredient in marijuana, can be especially high in marijuana food products, the researchers noted. Between 2006 and 2013, they found a 147.5 percent increase in marijuana exposure in children younger than 6. The exposure rate jumped 610 percent in states where marijuana was legalized.



# Training Opportunities

## CWRU Center for Evidence-Based Practices Trainings

The Case Western Reserve University Center for Evidence-Based Practices has released its schedule of upcoming trainings. Click the links below for more information:

July 23 — [\*Job Development Applications for Housing Professionals \(Columbus\)\*](#)

July 24 — [\*Job Development Applications for Housing Professionals \(Cleveland\)\*](#)

July 30 — [\*Job Development Applications for Housing Professionals \(Toledo\)\*](#)

Aug. 12 — [\*Job Development Applications for Housing Professionals \(Fairfield\)\*](#)

Aug. 18 — [\*Job Development Applications for Housing Professionals \(Cleveland\)\*](#)

Sept. 2 — [\*Job Development Applications for Housing Professionals \(Cleveland\)\*](#)

Sept. 15 — [\*Job Development Applications for Housing Professionals \(Columbus\)\*](#)

Sept. 22 — [\*Job Development Applications for Housing Professionals \(Fairfield\)\*](#)

## Free Training for Peers in the Workplace — June 30

OhioMHAS and the P.E.E.R. Center (Peers Enriching Each others Recovery) will sponsor a free [\*Peers as Professionals: Living with the Stigma of Mental Health, Addiction and Trauma in the Professional Workforce Environment\*](#) training for professionals living with mental health, addiction or trauma issues who work in positions other than peer-service delivery. The training, which is designed to provide needed self-advocacy and coping skills and to help foster a better understanding of an individual's role as a peer and professional in the workforce, will be held June 30 from 1-4 p.m. at the State Library of Ohio, 274 E. First Ave., Columbus. Email [info@thepeercenter.org](mailto:info@thepeercenter.org) for more information.

## SAMHSA Medical Monitoring in Behavioral Health Webinar — June 30

SAMHSA's Center for Integrated Health Solution, in partnership with the American Psychiatric Association, is sponsoring a free [\*Medical Monitoring in Behavioral Health: The Role of the Psychiatric Medical Team\*](#) webinar on June 30 from 1-2:30 p.m. Individuals with mental health and substance use conditions are at greater risk for medical conditions — such as metabolic syndrome, diabetes and COPD — than the general population. While integrating primary care into behavioral health is one solution to reducing the rates of chronic medical conditions, psychiatrists and other behavioral health providers who operate in stand-alone mental health and addiction treatment organizations can also make strides toward identifying chronic conditions and getting their clients the treatment they need. This webinar explores those topics and more. Click the link to register.

## Media 101: Getting Your Message to the Public on a Shoestring Budget — July 13

The Research Institute at Nationwide Children's Hospital Center for Injury Research and Policy will host [\*Media 101: Getting Your Message to the Public on a Shoestring Budget\*](#) July 13 in Columbus. The workshop is designed for public health professionals who are new to developing or managing outreach plans. Cost is \$50. Attendance is limited to 40 participants. Click the link for more information.

## 8th Annual National Rural Youth Substance Abuse Prevention Conference — Aug. 5-7

The Coalition for Healthy Youth will present its annual National Rural Youth Substance Abuse Prevention Conference Aug. 5-7 at the University of South Carolina — Lancaster Campus. [\*Prevention of Youth Substance Abuse in Rural Communities\*](#) is the only national conference that focuses on the unique challenges of prevention from a rural context. The three-day, annual conference includes nationally recognized keynote speakers, breakout sessions and optional evening activities. The theme of this year's conference will focus on exploring the critical issues facing rural communities, along with effective strategies to meet these challenges. Topics will focus on the growing use of social media tools, sustainability and environmental prevention. Cost is \$189. In addition, a two day pre-conference, Grant Writing Survival Camp (Aug. 3-4), is available to the first 50 registrants at an additional cost of \$175. For more information, call 803.283.4995 or email [coalitionforhealthyouth@gmail.com](mailto:coalitionforhealthyouth@gmail.com).

## 2015 Addiction Studies Institute — Aug. 12-14

The Ohio State University Wexner Medical Center will host its [\*2015 Addiction Studies Institute\*](#) Aug. 12-14 at the Greater Columbus Convention Center. Click [HERE](#) for more information and to register. Questions? Please call 614.273.1400 or email [info@addictionstudiesinstitute.com](mailto:info@addictionstudiesinstitute.com).

## Training Opportunities, cont.

### 26th Annual UMADAOP State Conference — Aug. 31 - Sept. 2

Urban Minority Alcoholism and Drug Abuse Outreach Programs of Ohio (UMADAOPs) will host its 26th annual state conference *We've Come too Far to Turn Back Now* Aug. 31-Sept. 2 at the Kalahari Indoor Waterpark in Sandusky. Cost is \$275. For more information, contact the Lorain UMADAOP at 440.246.4616, ext. 21 or email [rwilliams@umadaops.com](mailto:rwilliams@umadaops.com).

### Save the Date! 13th Annual NADD: State of Ohio IDD/MI Conference — Sept. 21-22

OhioMHAS will partner with the Ohio Department of Developmental Disabilities and the National Association for the Dually-Diagnosed (NADD) to host the *13th Annual NADD: State of Ohio IDD/MI Conference* "Mental Health Aspects: Treatment and Support" on Sept. 21-22 in Columbus. Keynote presenters will include Craig Erickson, M.D., associate professor of psychiatry at Cincinnati Children's Hospital Medical Center and Jarrett Barnhill, M.D., from the University of North Carolina School of Medicine. Registration will be available beginning in July.

### Save the Date! Health Educator's Institute 2015 — Oct. 22-23

The Ohio Society for Public Health Education will present the *2015 Health Educator's Institute — The Art of Health Promotion: Tools to Craft a Masterpiece* Oct. 22-23 at Deer Creek State Park. Click the link for more information.

### Save the Date! Ohio Council 2015 Annual Conference & Exhibit Hall — Oct. 22-23

The Ohio Council of Behavioral Health & Family Services Providers will hold its Annual Conference & Exhibit Hall on Oct. 22-23 at the Hilton Columbus/Polaris. More information will be available later this year at [www.theohiocouncil.org](http://www.theohiocouncil.org).

### International Community Corrections Association Annual Conference — Nov. 8-10

The International Community Corrections Association (ICAA) will present its *23rd Annual Research Conference: Doing What Matters series: Sustaining Impact: Effective Programs, Measurable Outcomes and Strong Organizations* Nov. 8-10 at the Boston Park Plaza Hotel in Boston, Mass. An estimated 200-300 participants, including researchers, policy makers, criminal justice practitioners and the formerly justice-involved, are expected to attend. The conference will be intergenerational with a special emphasis on the emerging research and implications for policy and practice.



### Social Norms Training

*On June 12, Drug-Free Action Alliance hosted 50 youth leaders from across the state for a social norms training featuring a presentation from Jay Otto, a research scientist from Montana State University. Otto discussed the science behind social norming campaigns, introduced concepts of actual and perceived norms and outlined steps Ohio youth could take to create successful norming campaigns. He emphasized that clarifying misperceptions between actual and perceived norms is an important goal of any social norming campaign and cited seven steps to good campaigns, which mirror Ohio's strategic prevention framework: identifying the issue and focus audience, collecting baseline data, developing a message based on the data and audience assessment, developing a community plan for implementation, pilot testing and then implementation. Underlying all this activity is evaluation on which the success of the campaign and what outcomes were achieved would be determined. This is an ongoing cycle of planning, testing, implementation and evaluation that allows for adjustments and tweaking.*