

## FOUNDATIONS OF PREVENTION

### PREVENTION 101: FOUNDATIONS OF SUBSTANCE ABUSE PREVENTION

This introductory workshop provides an overview of the foundational theory, principles, and strategies within the field of substance abuse prevention. The course is appropriate for those new to substance abuse prevention or for those who want a general refresher course. Learn about prevention research and theory, and traditional prevention approaches. Data-driven planning, evidence-based implementation, and outcome-based decision making are covered in this training. (ONE DAY WORKSHOP)

### APPLYING THE STRATEGIC PREVENTION FRAMEWORK (SPF)

The training is broken into five modules corresponding with the SPF steps: 1) Assessment, 2) Capacity Building, 3) Planning, 4) Implementation, and 5) Evaluation. In full, it is a two-day training; however, each module can be requested as a half-day training course. Participants will learn strategies for applying the SPF in real-world settings, whether integrating the SPF county-wide, or apply the principles to local organizations. (EITHER TWO DAY OR HALF DAY WORKSHOPS)

### APPLICATION OF THE INSTITUTE OF MEDICINE (IOM) MODEL

The IOM categorization of prevention into universal, selective and indicated populations has been widely adopted in the prevention field. This training provides a basic overview of the IOM population-based approach to planning prevention services. Group discussions focus on real-world case examples. Learn the benefits of using the IOM population categories for identifying and recruiting participants, selecting effective interventions, anticipating feasible outcomes, and moving towards a continuum of services approach. (ONE DAY WORKSHOP)

### Evaluation Series

#### GRASSROOTS PROGRAM EVALUATION

Evaluation is often viewed as an activity that is expensive, time consuming, and beyond the resources of prevention specialists. Rather than attempting to collect information that answers basic questions for programs, prevention specialists are often afraid to collect any information, if they can not do the perfect study. Given the limited resources, this means that most programs do nothing rather than settle for achievable goals. Don't let this happen to you. This training provides an overview of the topic of program evaluation for AOD prevention programs. (ONE DAY WORKSHOP)

### PAINLESS PROGRAM EVALUATION: A STEP-BY-STEP GUIDE TO MEASURING OUTCOMES

Conducting a solid and informative program evaluation is essential to providing effective prevention efforts. This workshop will help you design and implement a program evaluation geared toward your specific program outcomes. This includes consultation to help you: select an appropriate measure format (e.g., interviews, questionnaires); determine whether an instrument is appropriate for your population; and decide on optimal standardized or locally developed instrumentation for your program. Please come prepared to discuss specific issues and challenges, and bring copies of your proposed measures and evaluation logic model. (ONE DAY WORKSHOP)

### GOT DATA? A STEP-BY-STEP GUIDE FOR MAKING DATA WORK FOR YOU

This workshop will address all aspects of data including: collecting, entering, storing, processing, analyzing, and reporting. Learn general guidelines and strategies for data management, and basic analysis techniques. You will also learn how to write effective reports that gives information to stakeholders in a meaningful way. Participants are encouraged to bring specific issues and challenges to discuss, as well as samples of evaluation-related documents such as, logic models and evaluation instruments (surveys, focus group questions, interviews, etc.). (ONE DAY WORKSHOP)

### AIN'T NO MOUNTAIN HIGH ENOUGH: TAKING YOUR EVALUATION TO THE NEXT LEVEL

When the basic mechanics of successful prevention efforts are in operation — logic models in place, services implemented, and evaluation plans in action — the next step is to determine how far to go. Shift into high gear! This workshop helps you advance program and evaluation design (with an emphasis on documenting evidence at the local level); enhance program materials (i.e. replication and training manuals); identify opportunities for replication and expansion; and create action plans for applying for awards and recognition. (ONE DAY WORKSHOP)

### YOUTH IN FOCUS: CONDUCTING YOUTH-LED FOCUS GROUPS

Focus groups are an excellent way to gather non-scripted information from community members and to engage young people in a meaningful way. They can be a particularly useful strategy for understanding the "why" behind common norms, attitudes, and perceptions. This workshop is appropriate for youth who will be engaging in focus group efforts and their adult allies. Participants will learn how to develop focus group questions, to use interviewing and facilitation techniques, and to summarize and utilize the data collected. (ONE DAY WORKSHOP)



923 College Avenue  
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[www.ca-cpi.org](http://www.ca-cpi.org)  
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### NEED CUSTOMIZED TRAINING AND TECHNICAL ASSISTANCE?

When you need training or technical assistance in a specific skill or content area that meets a unique local need, our team of expert consultants is available. They will work closely with you to develop and deliver customized training and technical assistance at your site based on the information most relevant to reaching your goals.

### HOST A WORKSHOP IN YOUR COMMUNITY

Your organization can host one or more of the NO COST workshops described in this brochure.

### CONTACT US FOR DETAILS

For more information regarding how to bring a workshop to your community, attend scheduled workshops, registration information, and curricula abstracts, please contact the Community Prevention Initiative.

Toll-free 1-877-568-4227 (1-877-568-4CARS)

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The Community Prevention Initiative (CPI) is a project funded and directed by the California Department of Alcohol and Drug Programs and administered by the Center for Applied Research Solutions (CARS). [www.cars-rp.org](http://www.cars-rp.org).

## The AOD Prevention Extension

# 2009 CATALOG

### PREVENTION TRAINING WORKSHOP SERIES



Making prevention more accessible to communities throughout California

HOST OR ATTEND A WORKSHOP IN YOUR COMMUNITY AT NO-COST

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CPI offers the Prevention Extension Workshop Series, which aims to make state-of-the-art research and practices in the field of Alcohol and Other Drug (AOD) prevention more accessible to communities throughout California.

The series addresses emerging issues and proven practices in the AOD prevention field. The workshops are in line with the Substance Abuse and Mental Health Services Administration’s Strategic Prevention Framework, each workshop covering at least one of the Framework’s steps.

Our workshops offer the following services and resources to communities and participants:

- No cost one-day workshops in accessible locations across the state.
- State-of-the-art curricula developed by leading experts in the AOD prevention field.
- Continuing Education Hours (CEHs) are available to LCSWs, MFTs and AOD Counselors.
- Participant handbooks containing the material presented, including workshop exercises and other resources.
- Access to additional technical assistance requested by workshop participants.
- Networking opportunities with other community members interested in prevention work.

The workshops are provided at NO COST to groups of at least 20 participants. To attend a workshop for information on how to bring a workshop to your community please contact CPI at our toll-free number 1-877-568-4227 (1-877-568-4CARS) or visit our website at [www.ca-cpi.org](http://www.ca-cpi.org), where you can find out more about our workshops and other services.

## PREVENTION IN ACTION: PROGRAMS, PRACTICES, AND STRATEGIES

### ENGAGING YOUTH AND FAMILIES: CULTURALLY COMPETENT RECRUITMENT AND RETENTION STRATEGIES

Recruitment and retention are critical to the success of any prevention program. This workshop highlights applied strategies for increasing outreach success and participant engagement. Learn about proactive and reactive recruitment strategies, and social marketing techniques. The workshop emphasizes youth and parent participation strategies and culturally appropriate techniques for facilitating participation. (ONE DAY WORKSHOP)

### FROM RISK TO RESILIENCE: INSIDE-OUT PREVENTION – Newly updated in 2009

How can you promote the healthy development of young people, even those already experiencing problems? This training shifts the focus of prevention from mitigating risk factors to tapping protective factors that enhance youth resilience. Training topics include an overview of the research base, identification of personal assets identified with resilience, examination of the resilience process, and an exploration of prevention strategies that tap youth resilience. Participants will have an opportunity to apply strategies to their circumstances. (ONE DAY WORKSHOP)

## Community-Based and Environmental Prevention Series

### ENVIRONMENTAL PREVENTION 101: COVERING THE BASICS – Newly updated in 2009

Are you thinking about integrating environmental approaches into your prevention efforts? This workshop focuses on the distinctions between environmental and individual-based prevention, and the theoretical foundation for using environmental strategies. Environmental prevention is the promotion of health and safety by changing the policies, settings and community conditions that contribute to high-risk, unhealthy behaviors. The training also looks at specific types of environmental strategies and ways to effectively engage your community in these efforts. (ONE DAY WORKSHOP)

### ENVIRONMENTAL PREVENTION: STRATEGIES FOR ENGAGING YOUTH

Environmental prevention changes the settings and messages young people are exposed to, at a community level. This workshop offers innovative methods for involving young people in prevention by using proven youth-led strategies. Specific topics include: foundations of environmental prevention as a strategy vs. campaign; presenting environmental prevention strategies to and with young people and adult allies (including approaches using visual and participatory methodologies); concrete

tips and strategies for recruiting and retaining young people in prevention activities; and linking the research with the practice. Participants will engage in an action-planning activity to identify follow-up strategies. (ONE DAY WORKSHOP)

### COMMUNITY ACTION TO REDUCE BINGE DRINKING – Newly updated in 2009

The workshop includes an overview of effective and promising practices to address binge-drinking issues, whether on a high school or college campus or in a community. Learn about environmental prevention strategies that are designed to change community norms and environmental factors that contribute to problems resulting from underage and binge drinking. Participants will have an opportunity to apply the environmental approach to their communities by developing an action plan. (ONE DAY WORKSHOP; ALSO AVAILABLE IN SPANISH)

### RESPONSIBLE BEVERAGE SERVICE (RBS) TRAINING – Newly updated in 2009

This workshop identifies the benefits of RBS, and outlines the current liquor laws and the implications these laws have on business owners. The training focuses on the professional servers’ standards established by the State of California Department of Alcoholic Beverage Control. Learn how to identify and handle minors and intoxicated individuals, and learn the importance of creating partnerships with law enforcement and community stakeholders. An optional test will be administered after the workshop for anyone requiring an official certificate of completion. (HALF-DAY WORKSHOP; ALSO AVAILABLE IN SPANISH)

### PUBLIC POLICY 101: FROM ASSESSMENT TO ENFORCEMENT – Newly updated in 2009

This introductory level training provides an overview of environmental prevention (EP) theory and application. At the core of most EP strategies are public policy initiatives and laws. Learn to assess, develop, and monitor proven-effective policy strategies for preventing substance abuse in your community. The training will address the important role that norms and policies play in reducing risk and enhancing resiliency factors for AOD abuse. (ONE DAY WORKSHOP)

### TOOLS FOR REGULATING LOCAL ALCOHOL AVAILABILITY

Communities have long made the connection between alcohol-related problems and the availability of alcohol, specifically the proximity of retailers and bars to schools,

parks and neighborhoods. Many communities have turned to land use powers to regulate how, when and where alcohol may be sold. This training provides an overview of the key components of local land use-related regulatory tools. Learn how to mobilize communities to work together with policy makers and land use planning staff, and develop an action plan to initiate an ordinance in your own community. (ONE DAY WORKSHOP)

### PREVENTION AND THE LEGISLATIVE PROCESS

Workshop participants will learn the ins and outs of the California State Legislature, the differences between state and local control, and the influential power of organizations and lobbying to further prevention goals. The workshop builds on basic concepts of environmental prevention, community organizing and policy work. Explore current policies relevant to the AOD prevention field and also consider the relationship to the Alcohol Beverage Control (ABC) regulatory body. (ONE DAY WORKSHOP)

### MEDIA ADVOCACY BASICS

News media activities can bolster public policy efforts and can be used in combination with community organizing activities. Learn how to access the news media to put your community’s AOD issues on the public agenda. This workshop will demonstrate how to secure the media (TV, newspapers, radio) coverage you want, to achieve excellent content and coverage of your issues. (ONE DAY WORKSHOP)

## Mentoring Series

### CREATING A SAFE AND EFFECTIVE MENTORING PROGRAM

This workshop is especially helpful for new mentoring programs. It covers the primary roles of mentoring staff, how to monitor each “match” to ensure that each party feels supported by the program through the creation of a “community of caring.” The basics of how to make a successful match, when to end a match and start a new one, how to provide supervision balanced with support, and how group activities can be used as a tool for support in these efforts will all be included. (ONE or TWO DAY WORKSHOP)

### FOSTER YOUTH MENTORSHIP TRAINING FOR PROGRAM MANAGERS

Prevention programs that serve youth in foster care need to understand the foster care system and the special needs of these children. Learn how to create programs that are friendly and accessible to foster youth and the agencies that serve them. In this workshop, you will learn to map

the resources available to foster youth, understand the role of a mentor, construct matches with clinical support, and integrate the mentor into the foster youth’s treatment team. (ONE DAY WORKSHOP)

### MENTORING PROGRAM BASICS

This workshop is helpful for organizations that are considering starting a mentoring program. It focuses on three important tools for developing new mentoring programs: 1) the Recommended Best Practices, 2) developing a policies and procedures manual, and 3) creating a mentor training manual. In addition, this workshop focuses on common obstacles that new managers encounter and the solutions to these challenges. (ONE DAY WORKSHOP)

### PREPARING MENTEES FOR SUCCESS: A PROGRAM MANAGER’S GUIDE

Mentoring programs tend to focus on training their mentors but seldom extend the same attention to orienting their mentees. Training mentees helps them to optimize the mentoring experience and ensure that the program operates safely. This workshop will explore what successful programs are doing to promote safe, healthy, and successful matches by working with mentees before they are matched. (ONE DAY WORKSHOP)

### RISK MANAGEMENT FOR MENTORING PROGRAMS

This workshop will help program managers and administrators to not only evaluate safety and liability issues in their program, but to institute an ongoing risk management. The curricula is based on the book, “More Than a Matter of Trust: Managing the Risks of Mentoring,” written by the Nonprofit Risk Management Center in Washington D.C. (ONE DAY WORKSHOP)

## BUILDING PARTNERSHIPS, CAPACITY, AND SUSTAINABILITY

### ASSET MAPPING: FINDING ALTERNATIVE RESOURCES

Your community is a bank of human assets and financial wealth. This workshop teaches participants how to map local assets — both people-based and material-based — and then develop creative approaches to tap renewable, community based resources. Learn how other communities have succeeded and how to access resources that are not widely used by prevention programs. (ONE DAY WORKSHOP)

## GRANT WRITING: DEVELOPING AND MAINTAINING AOD PREVENTION PROGRAMS

This workshop is designed for both beginning and intermediate level grant writers. It offers the nuts and bolts of grant writing, and more. You will learn how to tailor your proposals to different audiences, how to use the Internet in both researching and writing to possible grant sources, and how to develop a Proposal Ready System. Participants will get a comprehensive compendium of public and private funding entities specific to AOD prevention. (ONE OR TWO DAY WORKSHOP)

## STOP THE TRAIN, I WANT TO GET ON! A GUIDE TO BUILDING LONG-TERM PARTNERSHIPS WITH SCHOOLS

The public school system sometimes operates like a train that speeds along fueled by the national vision of educating everyone, while having difficulty finding time to stop at the platforms full of people, programs, and systems ready and willing to help. This capacity building workshop helps you create or strengthen partnerships with schools for AOD prevention. You will learn tips and strategies for establishing, nurturing, and sustaining partnerships. (ONE DAY WORKSHOP)

## WORKSHOPS COMING SOON:

Be on the lookout for announcements regarding the following new workshops that are currently under development:

- Prevention for Individuals with Disabilities: Culturally Competent Outreach and Integration Practices
- Preventing Prescription Drug Abuse: A Focus on Older Adults and the Elderly
- Capacity Building: Building Partnerships, Developing Skills and Resources and Forming an Infrastructure that will Ensure Sustainability