



Northeast & Caribbean (HHS Region 2)

**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

Northeast and Caribbean PTTC Quarterly Newsletter | Summer 2023



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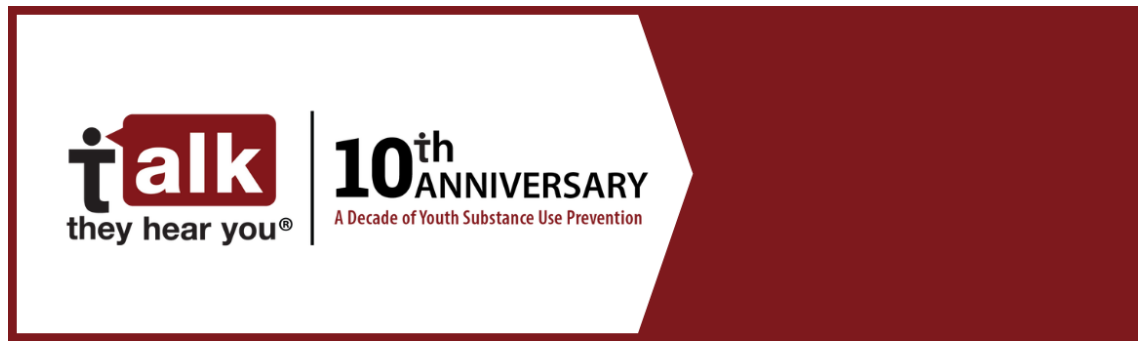
[To view this Newsletter in Spanish, click here.](#)

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## ***Current Events***

As collegestudents return to campus this month, it's important to equip them with more than just new school supplies. As highlighted in the recent [Substance Use Among College Students](#) article, substance misuse has become a widespread health problem on college campuses and treatment for college students poses unique challenges. Recently, the Mid-America PTTC hosted Dr. David Anderson on their podcast, [Prevention Perks](#), to discuss the newly developed webinar series, [Enhancing Professional Competencies for Preventing Drug and Alcohol Use Among College Students](#) which compliments the previously published [Prevention with Purpose: A Strategic Plan for Preventing Drug Misuse Among College Students](#). For additional resources on prevention and its role on college campus, check out the [Campus Drug Prevention Website](#)

and the [Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery Website](#), including the [Prevention 101 Series](#).



Likewise, the new school year for younger students will bring both new needs and opportunities, since, as we know, the foundational prevention skills provided to children and adolescents are key to healthier choices across the lifespan. Among the resources that the National Institute on Drug Abuse has created to support this work is a [catalog of resources for educators and parents](#) including [conversation starters](#) to empower caregivers to start age-appropriate conversations related to alcohol and substance misuse. SAMHSA has also revamped their campaign “[Talk. They Hear You.](#)”, which has reached its 10-year anniversary, including data visuals [Be Prepared to Have Difficult Conversations](#) and [Getting Ahead of the Problem](#) available in English and Spanish. To support conversations on specific substances for work with adolescents, SAMHSA also has “[Tips for Teens Sheets](#)” [alcohol](#), [cocaine](#), [e-cigarettes](#), [hallucinogens](#), [heroin](#), [inhalants](#), [marijuana](#), [methamphetamine](#), [opioids](#), [sedatives](#), [steroids](#), [stimulants](#), and [tobacco](#). For more specific information on opioids and fentanyl, the National Fentanyl Awareness Day’s session “[What Parents Need to Know About Fentanyl Poisoning & Overdose](#)” has been shared to further support caregivers in their own education.



For a gamified learning experience, be sure to check out [Kahoot! “Why Are Drugs So Hard To Quit!”](#) and the National Institute of Alcohol Abuse and Alcoholism’s new “Alcohol and Your Brain Virtual Reality Experience” available through the [App Lab](#) and as a video on [YouTube](#).

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## *Spotlight on Learning*

**[Adapting Evidence-Based Practices for Under-Resourced Populations](#)** - From the SAMHSA series, this Evidence Based Resource Guide focuses on the process of adapting evidence-based practices (EBPs) for under-resourced populations who experience obstacles in obtaining healthcare services because of their socio-demographic characteristics, as well as looking at the research supporting such adaptations. This guide provides examples of research on adapted

EBPs for mental health and substance use disorders for clients with a wide range of demographic characteristics.

EVIDENCE-BASED RESOURCE GUIDE SERIES

### Adapting Evidence-Based Practices for Under-Resourced Populations



**Reducing Vaping Among Youth and Young Adults** - Also from the SAMHSA series, this guide discusses programs and policies to reduce and prevent vaping (e-cigarettes use) among youth and young adults. Many of the programs and policies are modeled on evidence-based tobacco control strategies, which have been adapted to address vaping among youth and young adults.

EVIDENCE-BASED RESOURCE GUIDE SERIES

### Reducing Vaping Among Youth and Young Adults



## Resources

\*NEW\* The US Department of Health & Human Services has launched a website to help the public identify resources, explore unbiased information on various treatment options, and learn how to reach out for mental health and substance misuse. [FindSupport.gov](#) helps people navigate through common questions and provides information on how to find treatment based on insurance status.

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The Southeast PTTC has published an [Onboarding and Orientation Guide for Prevention Specialists](#). The purpose of this resource is to provide an overview of, and orientation to, the field of substance misuse prevention.

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Here at the Northeast & Caribbean PTTC, we've published our three-day training materials, [Antes de Tomar Acción, Identifiquemos las Necesidades y Recursos Comunitarios, y las Prioridades de Servicio](#), presented in San Juan, Puerto Rico, to prevention professionals from across the island. The training was developed using current data from the territory and reviews needs assessment process and how to use data informed planning when selecting interventions. For more of our Spanish Language Materials, check out [our website](#).

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The 988 Suicide & Crisis Lifeline is a network of over 200 state and local call centers supported by SAMHSA. In the last year, 5 million texts, chats, and calls have been initiated by individuals with suicide, mental health, or substance misuse crisis. Recently, the service expanded their offerings to include [Spanish Language chat and text](#). Additionally, the platform utilizes Language Line Solutions to provide translations over the phone in 240 languages. In the coming months, the 988 Lifeline will add video phone services to better support individuals with hearing impairments.

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# Upcoming Trainings

## **Social Norms in Substance Use Prevention: Session 1**

August 22, 2023 at 1PM – 2:30PM ET

[Click here for additional information or to register!](#)

## **Social Norms in Substance Use Prevention: Session 2**

August 29, 2023 at 1PM – 2:30PM ET

[Click here for additional information or to register!](#)

The Social Norms Approach is a prevention strategy that corrects misperceptions of risky behaviors and focuses on the healthy behaviors that already exist in groups. Research shows that most people overestimate risky or unhealthy habits and under-perceive normative healthy behaviors, and that decreasing the over-perception of unhealthy or risky behaviors improves health outcomes. During these sessions, participants will explore the fundamental principles and key concepts behind the Social Norms Approach and begin imagining a process in their own communities that uncovers and promotes the positive norms that already exist. Attendees will have the opportunity to ask questions, share experiences with planning and implementing the approach in various settings and receive practical guidance for applying social norms theory to creating a culture of health and well-being in their communities. In Session 1, we will describe the Social Norms Approach, list elements of an effective Social Norms Process, and identify the data needed to build a Social Norms Campaign. In Session 2, we will also cover identifying the data needed to build a social norms campaign, as well as describe what are more and less effective approaches to health communication and social marketing, and list elements of a social norms marketing print ad. Attending both Session 1 and Session 2 is recommended, but not required.

## **Equitable Language: Why It Matters**

August 31, 2023 at 1PM – 2:30PM ET

[Click here for additional information or to register!](#)

Words have power and the way in which we do our work as prevention professionals relies greatly on how we communicate and engage with the

audience we are trying to reach. Our language - from the words we use in our communication tools and events, to terminology, framing and representation – can have an immense impact on the communities we serve. Using equitable language is a skill that can be learned and applied in the work we do as prevention professionals, paving the way to greater successes at achieving positive outcomes.

## **Facilitation Skills: Tips & Techniques from the Field**

Sept 7, 2023 at 1PM – 3:00PM ET

[Click here for additional information or to register!](#)

As prevention professionals, facilitation in both virtual and face-to-face spaces is an integral part of our work. The ability to convene partners -- whether in meetings, trainings or events – and lead them through collaborative decision-making and other processes is essential to the success of community-based change efforts. Participants will explore what facilitation is, skills needed for successful facilitation and real-world tips and techniques for consensus-building with groups, managing group dynamics and handling challenging situations as a facilitator. This is an encore presentation of our July 25th event, with some additions.

We want to know about you and your training needs! Have any suggestions?

[Email us.](#)

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Northeast & Caribbean PTTC Newsletter is delivered quarterly. For more information or to submit an item, contact Clare Neary at [cneary@ssw.rutgers.edu](mailto:cneary@ssw.rutgers.edu).

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The PTTC Network is funded by Substance Abuse and Mental Health Services Administration (SAMHSA).

Click [here](#) to join our mailing list & learn about our trainings.

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