



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Addressing Emerging Prevention Issues: Building Strategic Partnerships to Improve Health Equity: Webinar

Webinar: Wednesday, August 5, 2020, 1:00 pm to 2:30 pm Eastern Standard Time

A primary goal of prevention practitioners working to prevent substance use and misuse is to increase behavioral health equity—that is, to ensure that all community members have access to the same opportunities.

One important way to do this is by engaging partners in prevention planning efforts that represent, or have established relationships with, members of our communities who are traditionally under-represented. Strategic partnerships can provide access to marginalized populations and insight into the prevention needs of under-represented groups. They can help us understand substance use patterns that may not be captured through traditional data collection efforts, and the conditions that contribute to these patterns. They can help us develop the relationships and resources needed to identify and implement prevention efforts that are most likely to be effective and be sustained. And they can also help to ensure that our work doesn't inadvertently exacerbate existing inequities.

This webinar is part of an online learning series along with a peer-sharing call to be held on August 13, 2020. This online learning series is designed to help practitioners cultivate and sustain these strategic partnerships.

During the webinar, we will explore the relationship of partnership development to health equity, strategies for identifying these critical partners, and approaches to building these relationships.

Click here to register: [Webinar, August 5, 2020](#)

This series builds on the below previous NeC PTTC Events. To access recordings of these events, click on the webinar and peer-sharing call links below:

- Effective Responses to Emerging Substance Use Issues: Applying Lessons Learned from Addressing the Vaping Epidemic to New Prevention Priorities
 - [Webinar: March 25, 2020](#)
 - [Peer-sharing Call: April 1, 2020](#)

- Strengthening Data Collection Efforts to Respond to Emerging Prevention Priorities
 - [Webinar: May 18, 2020](#)
 - [Peer-sharing Call: May 22, 2020](#)

We look forward to your participation!

Questions? Contact Project Coordinator Clare Neary at cneary@ssw.rutgers.edu