



## Great Lakes Prevention Technology Transfer Center: Year 1 in Review (2018–2019)

The Great Lakes Prevention Technology Transfer Center (PTTC) provides training and technical assistance services to the substance use prevention field including professionals/pre-professionals, state agencies, community organizations, and other stakeholders in the prevention community in the six states within HHS Region V: Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. Our

partner is Educational Development Center (EDC), a global nonprofit that advances lasting solutions to improve education, promote health, and expand economic opportunity. We also work closely with the Great Lakes ATTC and Great Lakes MHTTC, both of which are also at the Center for Health Enhancement Systems Studies (CHESS) at the University of Wisconsin–Madison.

### Areas of Focus

#### Preventing and Reducing Stigma

The Great Lakes PTTC is committed to preventing and reducing the pervasive stigma associated with having, treating, or being in recovery from a substance use disorder. Efforts include:

- Spreading the message that a substance use disorder is a chronic medical condition rather than a moral failing
- Encouraging the use of non-stigmatizing language related to substance use disorders
- Building awareness of anti-stigma initiatives at the community and state levels in the Great Lakes region

#### Process Improvement in Prevention

The Great Lakes PTTC has adapted the NIATx process improvement model for the prevention audience. In Year 1, we conducted NIATx Change Leader Academies throughout the region focused on the following process improvement aims for prevention:

##### 1. Coalition Functioning

- Increase meeting attendance
- Increase sector representation
- Increase number of volunteer hours logged

##### 2. Prevention EBP Implementation

- Increase number of schools using programs
- Increase number of schools meeting program fidelity standards
- Increase parent attendance at program sessions
- Increase parent completion rate of programs with multiple sessions
- Increase communication reach of messaging media campaign

Great Lakes (HHS Region 5)  
PTTC  
Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

### Free Training & Technical Assistance!

The Great Lakes PTTC is funded by SAMHSA to support the substance use disorder prevention, treatment, and recovery services workforce in IL, IN, MI, MN, OH, & WI

**Our areas of emphasis:**

- Naloxone education
- Overdose prevention training
- Anti-stigma training
- Process improvement in behavioral health

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[www.pttcnetwork.org/greatlakes](http://www.pttcnetwork.org/greatlakes)



## Year One Highlights

During our first year, the Great Lakes PTTC worked to launch our center and focused on building relationships with key stakeholders across the region. In addition to implementing our start-up efforts, we engaged 1,600 individuals through 40 events, which included on-site trainings, intensive technical assistance projects, webinars, meetings, and conference exhibiting. Examples include:

### Trainings

- Motivational Interviewing for College Prevention staff: Minnesota Series
- Self-assessment of Your Practice
- NIATx Change Leader Academies
- Sustaining Your Positive Prevention Outcomes
- Linking Data to Research: Principles in Action

### Webinars

- Data-driven Decision Making for Prevention Planning and Implementation
- Effective Alcohol Policy – Strategies for Creating Environmental Change
- The Intersection of Substance Use Disorders, Opioid Misuse, Overdose, and Suicide: Understanding the Connection
- Motivational Interviewing for Smoking Cessation
- Preventing the Spread of Stigma

### New Product: Alcohol Awareness Card

This double-sided wallet card offers a quick guide to standard drink sizes, describes the signs of alcohol poisoning, and outlines steps to take to help someone who is at risk of alcohol overdose. Produced in collaboration with the Great Lakes ATTC. We have distributed more than 2,500 cards.



### Great Lakes PTTC Topical Working Groups

Topical working groups harness the insight and experience of prevention professionals to identify common challenges, innovative strategies and approaches, and training needs. The Year 1 Topical Working Group focused on prevention in higher education. Participants include prevention providers from across the Great Lakes region, working in a variety of settings to provide the greatest insight into the issues.

### Communication Activities

The Great Lakes PTTC communication strategy in Year 1 focused on increasing awareness of the Great Lakes PTTC and the PTTC Network. Activities included:

- Great Lakes PTTC Website launched in February 2019
- E-newsletter published quarterly through Sept. 2019; monthly effective October 2019
- Social media presence expanded: Twitter, Facebook, and YouTube
- Customer relationship management account established; added 1,200 subscribers

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