



Northeast & Caribbean (HHS Region 2)

**PTTC**

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center presents:

## Small Pebbles Make Big Waves:

### Adding Policy Change Strategies to Your Substance Misuse Prevention Work

#### Session 2

Webinar: Wednesday, September 28, 2022  
1:00 PM – 2:30 PM (EST)

If you've ever tossed a little stone in a calm lake, you know the ripples spread far and wide. The same is true of environmental (community-level) prevention efforts. The past ten years have ushered in radical changes to alcohol and cannabis policies. From the 2012 legalization of cannabis for adult recreational use in Colorado to the pandemic-related changes in home delivery of alcohol, there's been a seismic shift in the substance misuse landscape and the way prevention professionals must approach their work.

This two-part virtual learning event will situate the role of policy within comprehensive prevention efforts, do a deep dive into alcohol and cannabis policies, and explore the fundamentals of policy change and implementation as an environmental intervention. Both interactive sessions will include opportunities for peer sharing and troubleshooting common policy change challenges. In session 2 we will explore building policy change readiness and implementation considerations.

Session 2:

- Discuss preparing your community to do policy work.
- Identify ways to engage stakeholders and community members in policy change efforts.
- Describe ways to incorporate policy work into community youth development efforts.

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Questions? Please contact [cneary@ssw.rutgers.edu](mailto:cneary@ssw.rutgers.edu)