



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 | Winter 2024



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[Current Events](#)

Strategic communication has the power to catalyze key audiences by informing their thoughts, conversations, and actions surrounding prevention efforts. Prevention professionals utilize communication to elevate non-stigmatizing, person-first, research-based prevention science messages which work to change negative perspectives and detrimental narratives. Our two-part series, *Harnessing the Power of Communication to Promote Your Prevention Message*, focuses on [processes for prevention professionals to communicate prevention messages to intended audiences and the best approaches for using common communication vehicles](#). The sessions also explore [harnessing the power of these tools to convey prevention messages and to inspire our audience to envision their place at the community table](#).

More than ever, social media is being used as a communication tool between prevention practitioners and their communities. The improvement of prevention practitioners' media literacy and their use of social media platforms can enhance communication with key audiences and result in more effective prevention efforts. The Pacific Southwest PTTC has published a three-part webinar series designed to help participants better understand core concepts such as media literacy, social media strategies, and the role of advertising in substance misuse, and to develop skills to think critically about social media, its messages, and its role in prevention. The sessions include [Social Media Best Practices](#), [Media Literacy as a Practical Transferrable Skill](#), and [Using Media in Substance Misuse Prevention](#). Additionally, the Northwest PTTC created a [Media Literacy Resource Library](#) to accompany the webinar series.

Spotlight on Learning

The [2022 National Survey on Drug Use and Health \(NSDUH\): Key Substance Use and Mental Health Indicators in the United States](#) provides key findings from the 2022 NSDUH on substance use, mental health, and treatment among the noninstitutionalized U.S. population aged 12 or older. In addition to the current (November, 2023) report, SAMHSA has published a [companion infographic](#), which provides visual representations of selected estimates from the annual NSDUH report. An abbreviated summary of the report's key findings can be found in the [report's press release](#).

Did you miss our [Using Cultural Elements & Brief Interventions to Reduce Substance Use in Hispanic and Latinx Communities](#)? The webinar, which includes a culturally responsive, trauma-informed, and inclusive framework conducive to screening and early intervention, is now available. The content will inform on how taking a few minutes to conduct a person-centered brief intervention can help motivate reduction of substance use with Hispanic, Latino and Latinx communities.

Resources

[Facts About Teen Drinking](#) is a resource for teens, created by the National Institute on Alcohol Abuse and Alcoholism, with research-based information on underaged drinking. The content includes how alcohol affects your health, how to identify signs of alcohol misuse, and where to get help in an accessible format to further educate individuals on the risks of teen alcohol use.



Partnership to End Addiction offers a wide variety of tips for caregivers navigating prevention of substance misuse and managing recovery from substance abuse, available in both [English](#) and [Spanish](#). Be sure to follow them on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#) for access to their infographics, available in both languages, which can be easily shared to support the needs of your community.



[We Think Twice](#), an online forum designed *by teens for teens*, is seeking to engage more young men in mental health service with their new initiative [\(Men\)tal Health Listicle](#). The website, which is designed specifically to engage young adult men, provides a resource for young men to find expert-informed tips and practices on topics including mental health, substance abuse, and eating disorders. If you are looking for additional resources to share with your community, be sure to check out the [partner promotional toolkit](#).



TTC Network News

NATIONAL PREVENTION *we* EK A CELEBRATION OF POSSIBILITY

[National Prevention Week](#) is happening May 12, 2024, through May 18, 2024. New this year is [#MyPrevention Story](#), an invitation from SAMSA to be a part of the national conversation celebrating efforts to prevent substance misuse or promote mental health. An on-going virtual campaign, [#MyPrevention Story](#) provides a powerful avenue to demonstrate that prevention happens every day and not just during the second week of May. You can access resources to

highlight your community's NPW (or any other time!) efforts with this [toolkit](#) and plan [activities](#) throughout the year.



Join the South Southwest PTTC on February 27, 2024, from 2:30PM – 4:30PM CT for their webinar, [Alcohol, Equity, and Social Justice: Breaking the Silence](#). The session will draw from both historical perspectives and recent events, along with research findings, to unveil the alcohol industry's role in creating and perpetuating social, economic, and health inequities. Additionally, it will examine evidence-based alcohol policies aimed at alleviating inequities and addressing social justice issues. The session is designed for community coalition coordinators and members who are preparing to engage in policy and social change, ultimately transforming the community's relationship with alcohol and those who profit from its production and sale.

Join the Great Lakes PTTC on April 11, 2024, from 10AM – 11:30AM CT for their webinar, [We Serve Too! Increasing Resiliency in Military Connected Youth](#). The session will focus on enhancing the existing infrastructure to deliver substance misuse prevention programs to military-connected youth who experience unique challenges that impact their educational and social-emotional learning, putting them at greater risk for substance use and behavioral health challenges.

Upcoming Trainings

Perceptions of Substance Use and Older Adults

Thursday, February 22, 2024 at 10:00 AM – 11:00AM ET

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

The stigma of substance misuse can impede appropriate and preventive care that is critical for older adults and their wellness. Biased perceptions of substance misuse can often dismiss health related impacts of substance misuse and impede prevention efforts with the aging community. The webinar will explore how stigma of substance misuse with older adults underscores the lack of screening and tailored prevention. Content will further inform and educate on age-related challenges that increase substance misuse, medication adherence, and person-centered brief intervention approaches.

A Prevention Practitioners Guide to Risk & Protection Factors

Substance misuse prevention problems are adaptive challenges – that is, complex and evolving problems that require multifaceted and dynamic solutions. While the focus on addressing substance misuse prevention problems is essential, it is by identifying and working through the risk and protective factors that influence those problems that prevention practitioners can most effectively bring about positive change. Join us for one, two or the full series of three to learn all about these factors and how we leverage them to strengthen our prevention efforts!

Session 1

Tuesday, March 19, 2024

1:00 PM – 2:30 PM EST

Risk and Protective Factors 101 will introduce risk and protective factor theory, including definitions and key characteristics, and will present a process for identifying the factors that are most relevant to your community's priority problems.

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

Session 2

Tuesday, March 26, 2024

1:00 PM – 2:30 PM EST

Shared Risk and Protective Factors will make the case for prioritizing shared risk and protective factors, or factors that affect outcomes across multiple issues or behaviors and will highlight examples of substance misuse-related factors that also influence other behavioral health issue areas across various contexts.

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

Session 3

Tuesday, April 2, 2024

1:00 PM – 2:30 PM EST

Going Deeper on Protective Factors will explore the importance of harnessing protective factors to advance our prevention aims and the rationale for taking a systems-level approach to promoting healthy development for all members of our communities as part of our substance misuse prevention efforts.

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

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

[Email us.](#)

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

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

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