



Pacific Southwest (HHS Region 9)

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



Northwest (HHS Region 10)

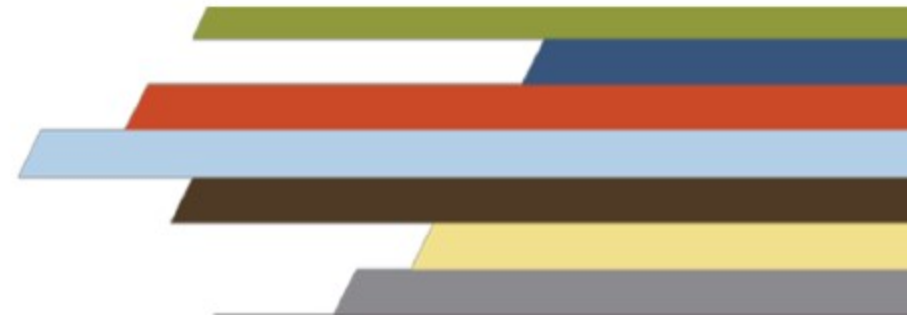
**PTTC** Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration



# Help Enrich African American Lives (HEAAL) Coalition and Youth Taking Charge (YTC)

## Prevention Strategies in Urban Cities

*Clyde Miller/ Loren Grizzard*



# Disclaimer

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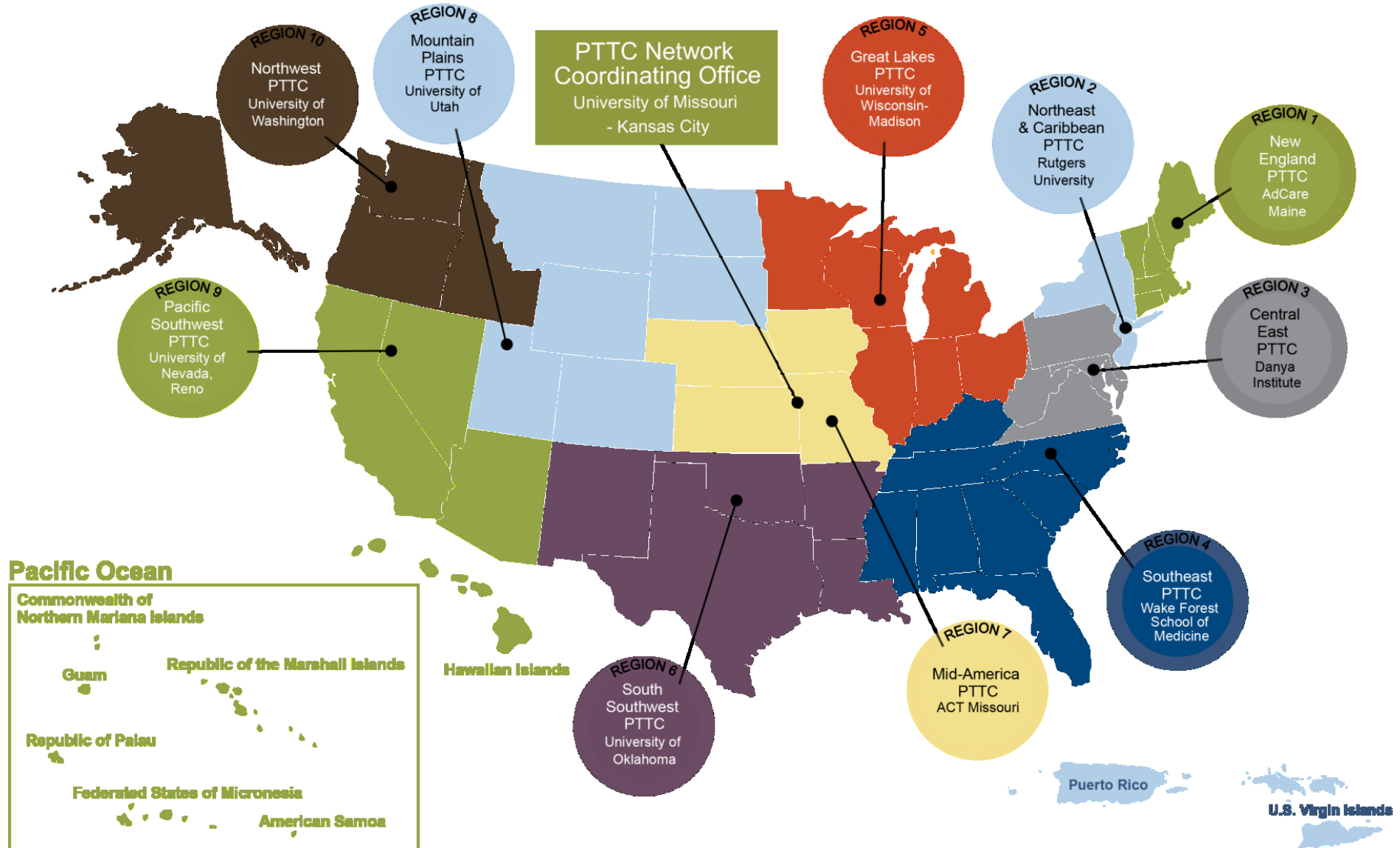
This webinar is being recorded and archived, and will be available for viewing after the webinar. Please contact the webinar facilitator if you have any concerns or questions.



**PTTC**

**Prevention Technology Transfer Center Network**  
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**PTTC Network**



# For Us, By Us Prevention Strategies In Urban/Inner-Cities

Clyde Miller / Loren Grizzard / YTC  
Facilitators





# Today's Objectives

- Articulate the significance of using evidence-based strategies to address substance use in Urban/Inner-Cities
- Identify strategies that have worked successfully in other communities that may work in theirs
- Understand the individual and collective risk factors and analyze WIIFM's of youth in Urban/Inner-Cities

# Presenters



**Loren  
Grizzard**



**Clyde  
Miller**

WHY For Us, By Us?

# Tanner Community Development Corporation (TCDC)

- Mission & Vision: TCDC advocates and celebrates education and healing across Phoenix's diverse communities
- Reaching In: To educate and develop the physical person (family) with tools that will prepare them for living in the future
- Reaching Out: To bridge the gap between the church and the community. Ministering to the church and unchurched.
- Reaching Up: To provide a spiritual foundation for people to experience the presence of God on earth.





# Help Enrich African American Lives



# About HEAAL Coalition

The HEAAL Coalition has been instrumental in reducing substance misuse of alcohol, marijuana, and opioids by African American youth in Maricopa County AZ communities. We have established an awareness of harm caused by substance misuse, proven through evidence based prevention strategies.

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The HEAAL membership uses the Strategic Prevention Framework model, 7 Strategies for Community Change, and the 6 CSAP Prevention Strategies to implement prevention strategies throughout the community.



# The Goal of the Help Enrich African American Lives (HEAAL) Coalition

- To increase the adult and youth perception of harm of African American youth substance misuse of alcohol, marijuana, and opioids and identify the associated risk/protective factors.
- To increase the adult and youth perception of harm of African American youth substance misuse of alcohol, marijuana, and opioids and identify the associated risk/protective factors.



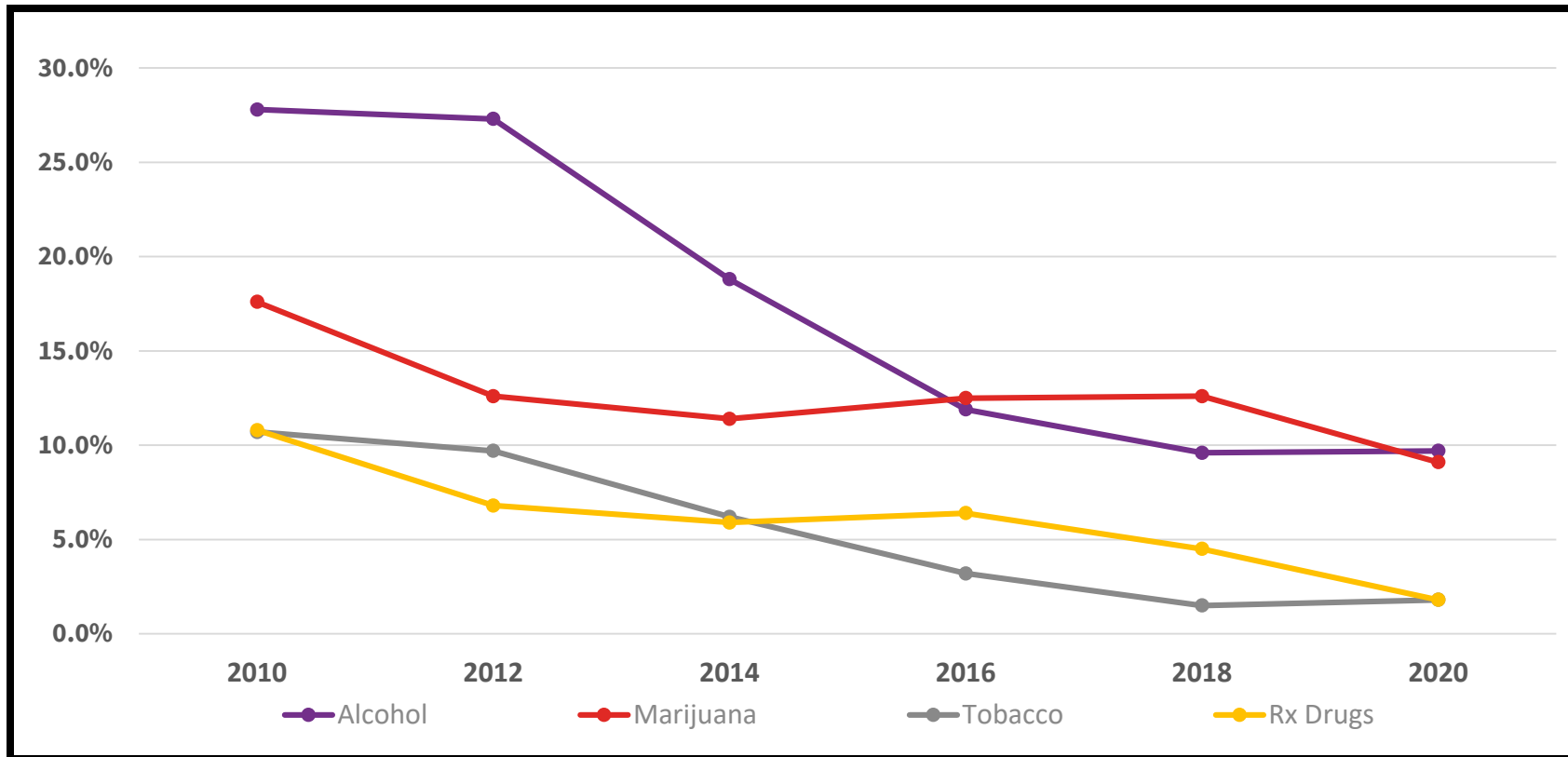
# The Significance Of Using Evidence-based Strategies To Address Substance Use In Maricopa County, Phoenix Az

## EVIDENCE BASED STRATEGIES





## Percentage Of African American Youth In Heaal Service Area Reporting Past 30 Day Use



# Strategies That Have Worked Successfully In Our Community

## Engagement With Youth

### Youth Taking Charge (YTC) Youth Group

- › CADCA Principle – “Youth Led/Adult Guided”
  - › Leadership Training / Workforce Development
  - › Youth Peer Conversations on the effects of Alcohol/Marijuana/Opioids/Fentanyl
  - › Social Media Posting
  - › SACLAz Youth Advocacy Day Collaboration
- 

### Implement Alternative Activities

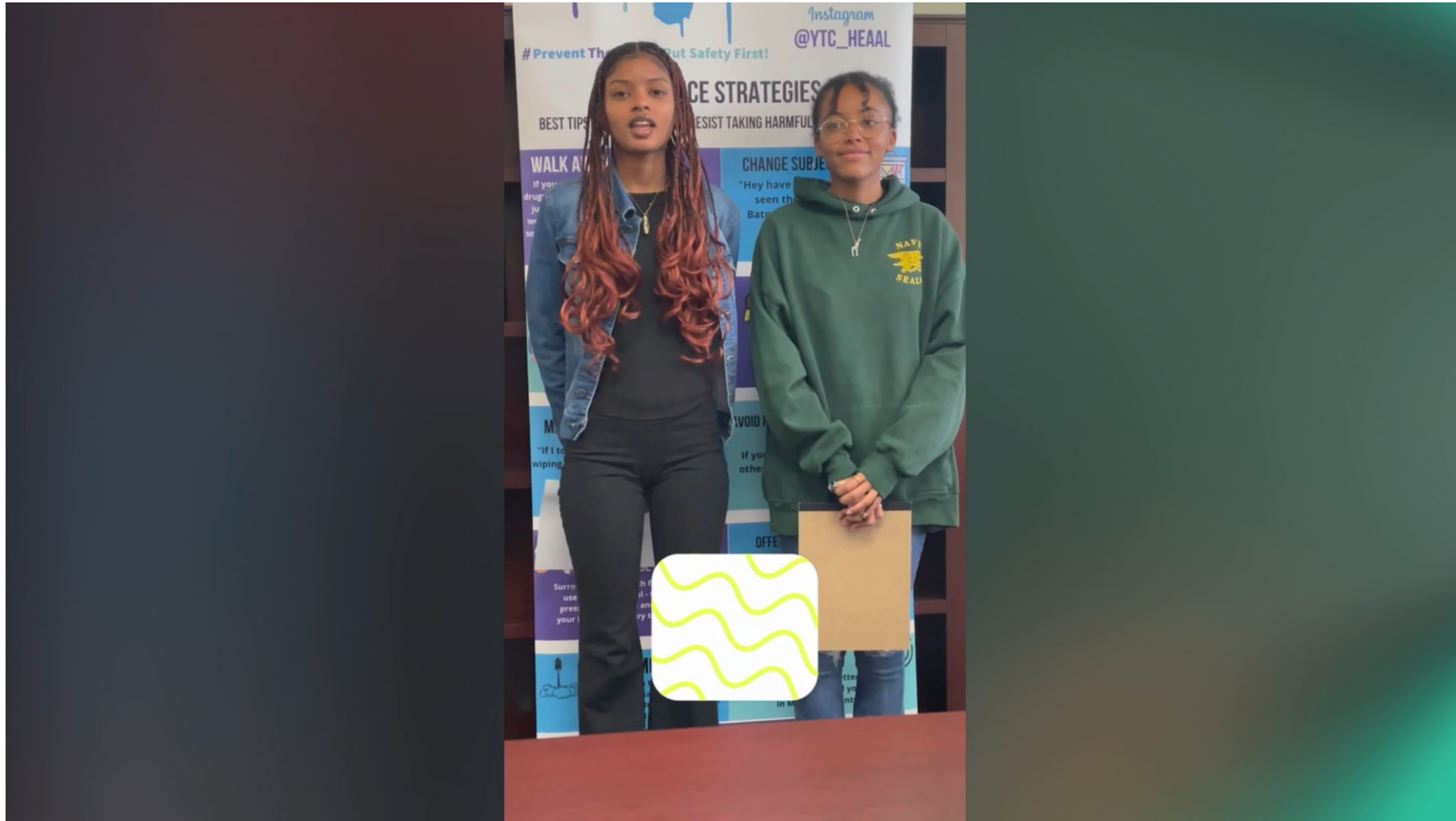
- › Digital Media/Art/Dance/Basketball/Volleyball/Golf Camps
- 

### Collaboration With:

- › Schools – Elem/Middle/High - Mindfulness Rooms
- › Youth Serving Organizations – Boys & Girls Club / YMCA / Omega Youth Leadership Academy (OYLA)



# (YTC) Youth Taking Charge – On The Spot Interview



# Engagement With Youth





# Mindfulness Rooms



Mindfulness Room Equipment drop off & Set up @ Empower College Prep

HEAAL provides mindfulness room equipment for students to get through the school day





Ladies First Workshop

For the first in its history, HEAAL was able to support workshops for young ladies. They were able to learn about, Health & Fitness, mental health, Education, financial Literacy and advocacy





# In The Community





Covid -19 Family Memorial  
Celebration OF Life Dinner

The dinner took place at the  
Marriott Hotel In Chandler







Juneteenth 2023



Each year at the Juneteenth event, Held at Eastlake Park, HEAL comes out to support and spread awareness about substance misuse in the community.



International Night At Suns  
Game January 2023

HEAAL is a program under the Tanner community Development corporation (TCDC). All TCDC programs were highlighted during the game





## D.E.A. Takeback 2023

HEAAL participates in National D.E.A. Prescription Takeback in April & October. It is held at a local Walgreens



# Arizona Black Rodeo

GAIN Event (Getting Arizona Involved In Neighborhoods) is a event that takes place in October.

IT gives HEAAL the opportunity to come out to the community of what the coalition and encourage to get involved in making communities safe for everyone.





## Maryvale H.S. Homecoming 2023



HEAAL was able to come out to Maryvale High school during their homecoming

Football Game and provided information to parents & Teens about substance misuse in the community



# Dribble 4 Cancer 2023



Dribble 4 cancer was a special event where community came together to spread awareness about cancer and to raise funds to find a cure.





# HEAAL Webinars 2022 - 2023

HEAAL Host Webinars,  
community forums,  
Prescriptions Take backs,  
and movie events

HEAAL COALITION PRESENTS:  
A BLACK & BROWN CONVERSATION


## THE RISE OF FENTANYL



In this webinar, you will learn what Fentanyl is, and how it is contributing to the overdose epidemic across the country. We will discuss education/awareness, communication, storage/disposal and overdose prevention.

FACILITATED BY  
**DESIREE GREENE, MPH, MS**  
DIVISION PROJECT MANAGER  
DIVISION OF COMMUNITY ADVOCACY AND INTERGOVERNMENTAL RELATIONS  
ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM (AHCCCS)

WEDNESDAY, MAY 31, 2023 AT 3:00PM  
REGISTER WITH ZOOM LINK OR QR CODE ABOVE

[https://us06web.zoom.us/joining/register?jTZYvuu=0arQWah2zbN0SU7IK73\\_FCAIB](https://us06web.zoom.us/joining/register?jTZYvuu=0arQWah2zbN0SU7IK73_FCAIB)



HEAAL  

HEAAL COALITION PRESENTS A  
BLACK & BROWN CONVERSATION

## YOUTH ACCESS TO DRUGS VIA SOCIAL MEDIA


The newest drug dealing trends;  
How youth are obtaining substances



FACILITATED BY **MARGARET CARTER**  
**THURSDAY APRIL 27TH | 3:00PM - 5:00PM**

THROUGHOUT THIS PRESENTATION WE ARE GOING TO EXPLORE ALL ASPECTS OF SNAPCHAT. WE ARE GOING TO IDENTIFY THE APPLICATIONS ORIGIN, THE APPEAL TO OUR YOUTH, WHO ARE CURRENTLY USING SNAPCHAT AND HOW THEY ARE USING IT.

<https://tinyurl.com/Heaal-Webinar-April-2023>

Click the on the link above or use QR code to join on the webinar



HEAAL  

HEAAL COALITION PRESENTS  
A BLACK & BROWN CONVERSATION

## THE NEW METH


Facilitated by  
**Loren Grizzard**



There is a new type of meth flooding our communities. And it is far more potent, more addictive, and more deadly.

Meth is no longer created in small amounts in homemade labs. It's mass-produced by criminal organizations, then smuggled into the U.S. through our southern border. This meth is highly pure, potent, and low in price.

Learn more by registering at zoom link below or scan QR Code.

<https://tinyurl.com/HEAAL-Webinar>



HEAAL  

HEAAL Community Forum  
*(Help Enrich African American Lives)*

## Resilient Youth Mental Health

Transition to post pandemic era effect on youth mental health

March 22nd, 2023  
Networking & Registration - 5:30pm | 6:00pm - Panel Discussion  
South Mountain Community Center  
212 E. Alta Vista RD, Phoenix, AZ 85042

To RSVP Please Use Link Below or Scan QR Code Above

<https://forms.gle/rxYtydqY7r4Z3bn36>



HEAAL 

Are you looking for a place to drop off your unused or outdated medications?

## PRESCRIPTION DRUG TAKEBACK

Drop off location:  
1825 W Bethany Home Rd. Phoenix AZ 85015.  
Drop off your outdated or unused medications

[www.heaalaz.org](http://www.heaalaz.org)

HEAAL 

HEAAL COALITION 

HEAAL 

**saturday  
APRIL 22ND, 2023  
10am-2pm**



HEAAL COALITION PRESENTS A  
BLACK & BROWN CONVERSATION

## QUANTUMANIA

Presented by  
**YTC (YOUTH TAKING CHARGE)**

March 25th 2023 | 11:00am  
AMC Center 24, 565 W 3rd St, Phoenix, AZ 85004  
Register at link below or QR Code to the right  
<https://forms.gle/F8a6kaV7EHTA2BA>

Seating is limited, must register by 3/23/23



HEAAL 

HEAAL COALITION PRESENTS  
A BLACK & BROWN CONVERSATION

## The Effects Of Vaping

Understanding what vaping is, why kids vape, and how it affects their health. Also learn the substances that can be added. And learn about the different policies affecting vaping.

FACILITATED BY **JOE YUHAS**,  
PRINCIPAL, TENTHENTY'S PUBLIC AFFAIRS  
MANAGER - CAMPAIGN FOR TOBACCO FREE KIDS

**MAY 26TH 2022, 6:00PM**  
REGISTER WITH ZOOM LINK BELOW OR USE QR CODE

[https://us06web.zoom.us/joining/register?jTZYvuu=0arQWah2zbN0SU7IK73\\_FCAIB](https://us06web.zoom.us/joining/register?jTZYvuu=0arQWah2zbN0SU7IK73_FCAIB)



HEAAL 

HEAAL COALITION PRESENTS  
A BLACK & BROWN CONVERSATION

## Stop Stigma, Save Lives!

In this webinar you will learn about what stigma is. How it can create the fear of being judged and/or discriminated against. And the ways it can prevent people from getting the help they need.

FACILITATED BY **JANICE PODZIMEK**,  
INTERPERSONAL VIOLENCE LIAISON  
CERTIFIED BRAIN INJURY SPECIALIST, WITH  
THE BRAIN INJURY ALLIANCE OF ARIZONA

**JULY 28TH 2022, 6:00PM**  
REGISTER WITH ZOOM LINK BELOW OR USE QR CODE

[https://us06web.zoom.us/joining/register?jTZYvuu=0arQWah2zbN0SU7IK73\\_FCAIB](https://us06web.zoom.us/joining/register?jTZYvuu=0arQWah2zbN0SU7IK73_FCAIB)



HEAAL 

# Coalition's Current Work On:

Engagement with faith-based community members

## 01.

Church Media  
Ministry

## 02.

Training opportunities in

- › Trauma informed care
- › Prevention -Substance misuse & suicide

## 03.

Gather Community  
Level Data

## 04.

Support Community  
Events





# Coalition's Current Work On: ACEs/PCEs/Trauma Informed Care

- › AZ ACEs Consortium member
- › Certified ACEs facilitator and coach
- › Provide ACEs training to Community at large / Faith Based Organizations / Community Based Organizations
- › Trauma Informed Care
  - › Mindfulness Rooms
  - › AZ Faith Network (TI)
  - › Weave trauma informed care practices into trainings & webinars



# Community Based Process

The coalition's membership represents 12 Community Sectors which helps to bring a diverse and wide range of resources to the group.

The sectors, are Youth, Parents, Business, Media, School, Youth Serving Org., Law Enforcement, Religious/Fraternal Org., Civic/Volunteer Org., Healthcare Professional, State/Local/Tribal Govt., Other Org. involved in reducing substance misuse.

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**Meetings are held virtually on the 4th Monday monthly at 9:30 am**

- › Community Spotlight
- › Activities Updates & Training Opportunities
- › Work Group Breakouts/Reports
  - › Community Education/Suicide Awareness
  - › Marketing/Membership
  - › Sustainability
  - › Youth Advisory Board



# Community Based Process: Collaborative Partners

AZ ACEs Consortium	Arizona Suicide Prevention Coalition	Counter Drug Task Force (National Guard)
Maricopa Elder Behavioral Health Advocacy Coalition	MATFORCE	South Mountain WORKS Coalition
Tempe Coalition	Urban Indian Coalition	Way Out West Coalition / R.U.G. / 3PC





# Community-Based Process: Community Partners

Positive Image Sports	Boys & Girls Club	Maryvale YMCA	Mayo Clinic
Walgreens	Maryvale Community Center	Phoenix Police Department	Maricopa County Sheriff's Office
Moms Demand Action for Gun Sense in America	Lindo Park Block Watch	Arizona State University	Laveen Elementary School District
Arizona Homeschool Network Association	Empower College Prep		





# Community Based Process: Training

## Trainings delivered to coalition members and/or training opportunities provided to coalition members

- › Monthly Coalition Meeting Community Spotlights
- › Annual Hope Conference – AZSPC
- › AZ Drug Summit – MATFORCE
- › Annual Leadership Forum – CADCA
- › Annual Mid Year Training Institute – CADCA
- › National Coalition Academy – CADCA
- › SafeTALK – Living Works
- › Adverse Childhood Experiences – ACEs Consortium
- › CPR/1st Aid – National Red Cross
- › Strategic Prevention Framework – CADCA
- › Community/Coalition Technical Assistance - PTTC
- › Substance Abuse Prevention Skills Training – HIDTA



# Community Collaboration

**“If you want to go fast go alone, if you want to go far go together.”**

The HEAAL Coalition has a large service area which includes the South Mountain, Laveen, and Maryvale communities. We feel that collaboration is essential as it provides the sharing and enhancement of resources and strategies. Coalitions each have their own strengths and challenges. As we come together with our common goals and strategies we increase our impact on our community members and the opportunities for our youth to make healthy decisions.





1,381,211  
Reached

FY 2023



# Individual And Collective Risk/Protective Factors

98.40%

increase in parent/child conversations about stress and healthy coping strategies.

78.03%

increase in parent/caregiver report of youth utilization of mindfulness activities.

20.6%

decrease in the number of African American youth in our service area indicating that they are using to cope with stress, and a **30.3%** decrease in these youth saying that they are using to cope with sadness.

98.8%

increase in the number of African American youth in our service areas indicating that they did not use the target substances in the past 30 days due to perceived harm, and a **30.2%** increase in the number of these youth saying that they did not use due to parent disapproval.

29.5%

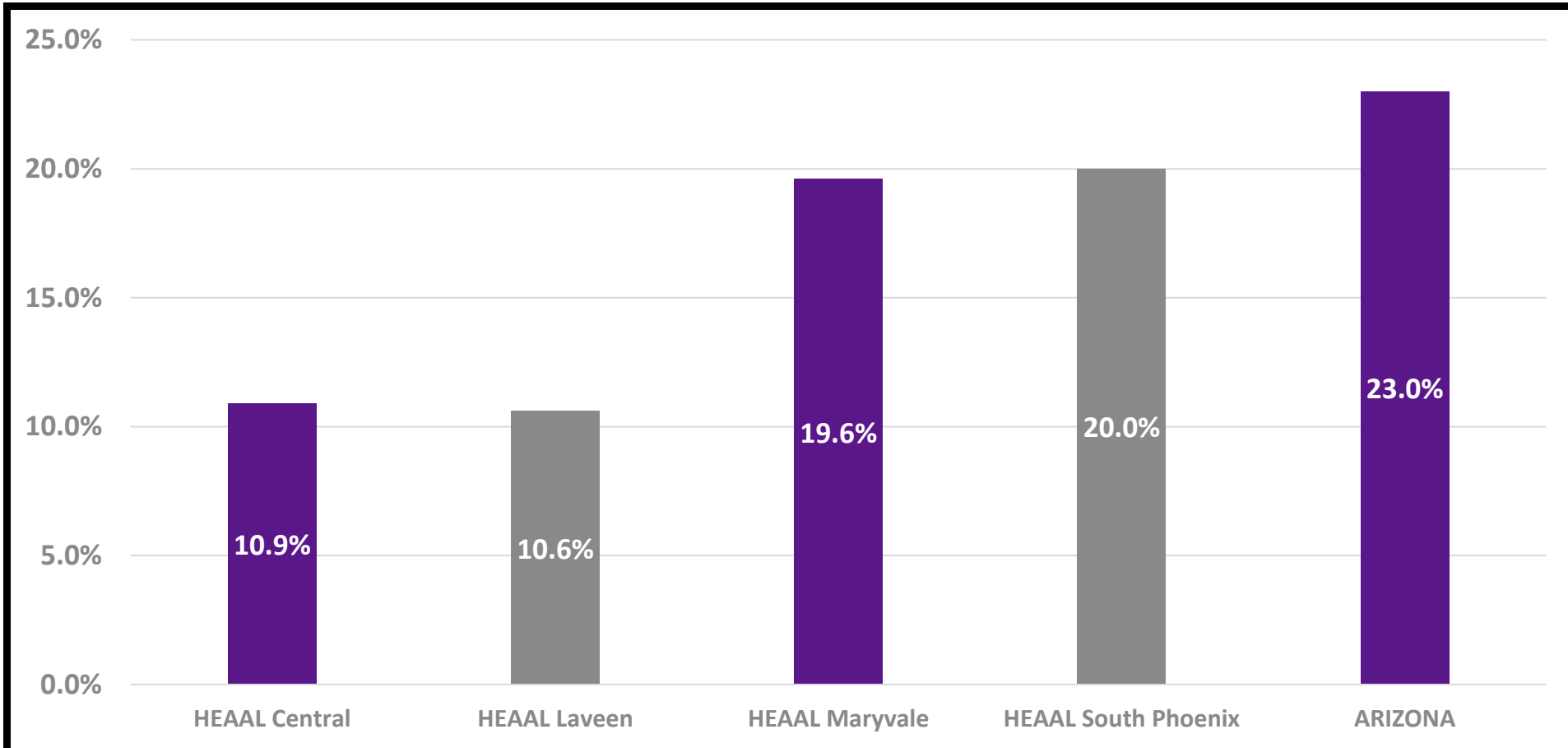
increase in youth reporting that they did not use substances in the past **30 days** due to perceived risk of physical harm.

14.8%

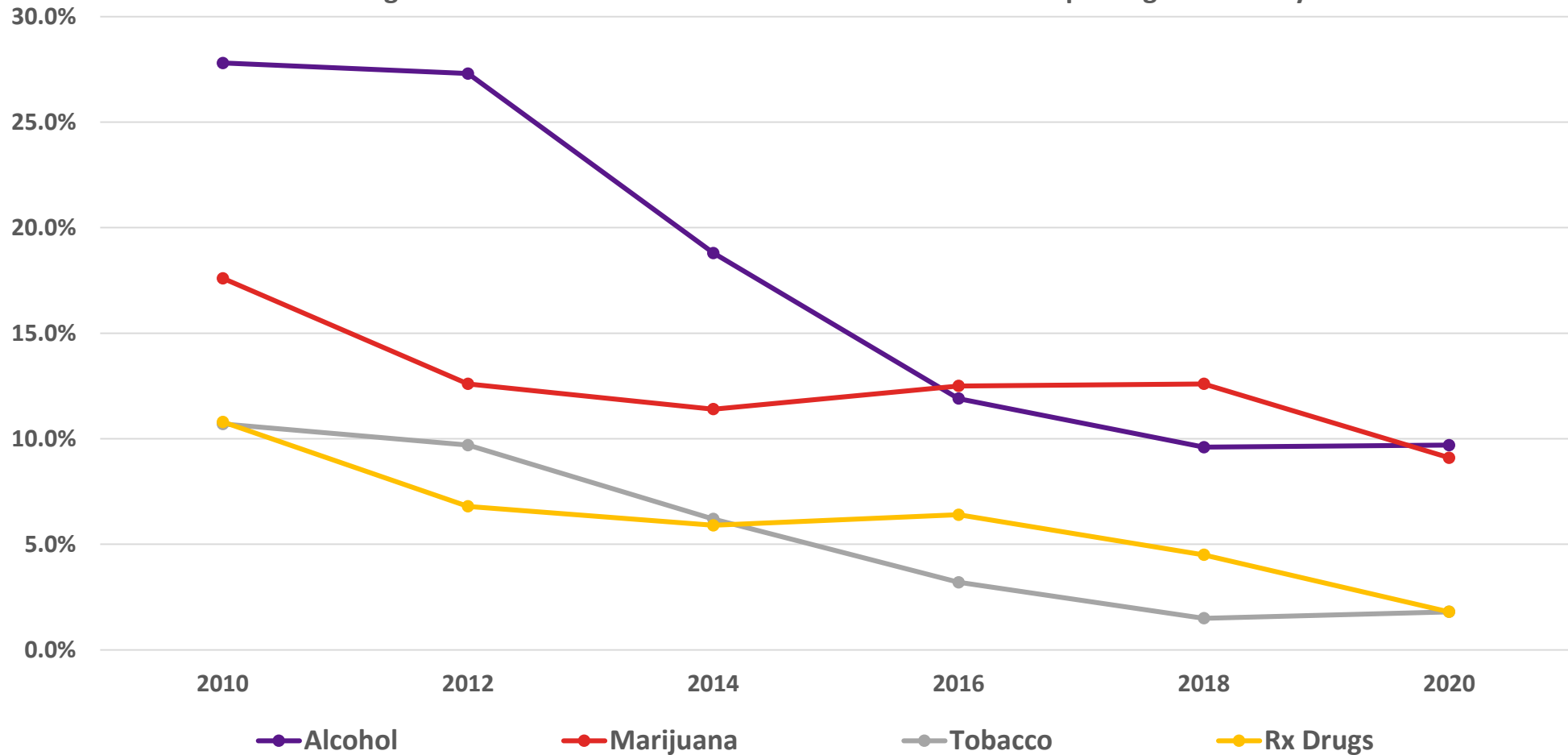
increase in youth who report that parent/caregivers are talking to them about the risks of substance use and a **38.9%** increase in parents reporting having more frequent conversations about the risk.



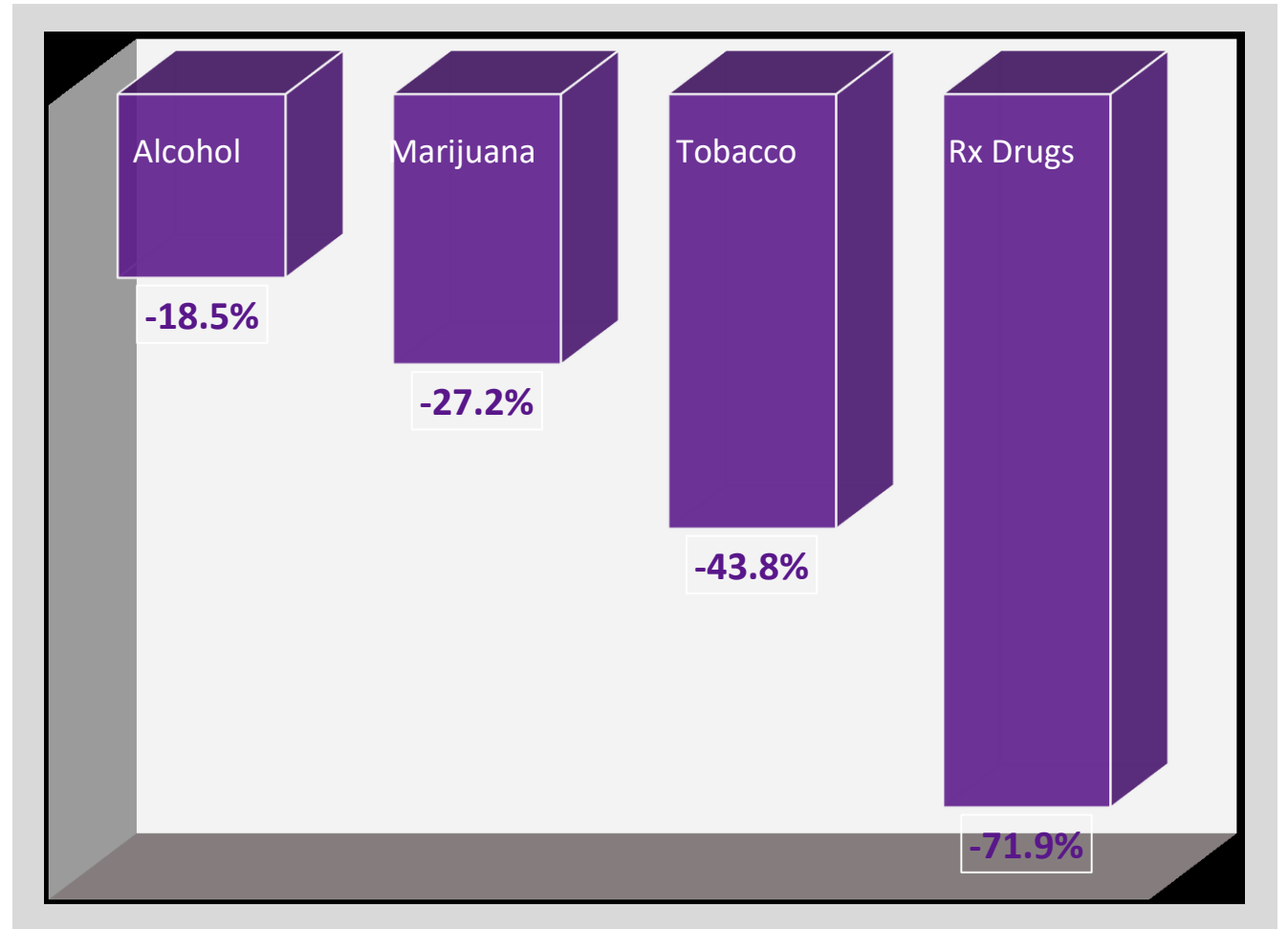
## Percentage Of Youth Reporting Any Past 30 Day Substance Use (2020)



Percentage of African American Youth in HEAAL Service Area Reporting Past 30 Day Use



**% DECREASE IN PAST 30 DAY  
USE AMONG AFRICAN  
AMERICAN YOUTH IN THE  
HEAAL SERVICE AREA  
THROUGH DFC (2016-2020)**





# Outcome Highlights

**29.5%**

A **29.5%** increase in youth reporting that they did not use substances in the past **30 days** due to perceived risk of physical harm

**47.5%**

Emerging trends: **47.5%** increase in youth awareness of the dangers of fentanyl; youth vaping is now 53.6% lower than the state rate

**14.8%**

A **14.8%** increase in youth who report that parent/caregivers are talking to them about the risks of substance use and a **38.9%** increase in parents reporting having more frequent conversations about the risks

**14.8%**

A **14.8%** increase in youth who report that parent/caregivers are talking to them about the risks of substance use and a **38.9%** increase in parents reporting having more frequent conversations about the risks

**13.0% and 9.0%**

A **13.0% and 9.0%** increase in parent/caregivers monitoring and properly storing prescription drugs and alcohol kept in the home, respectively

**10.1%**

A **10.1%** increase in youth knowledge about effective resistance strategies and a corresponding **95.9%** increase in youth utilizing these skills when offered substances.



# Additional Outcomes

**133.3%**

increase in community awareness of how to access naloxone

**119.8%**

increase in community knowledge of overdose reversal methods

**32.4%**

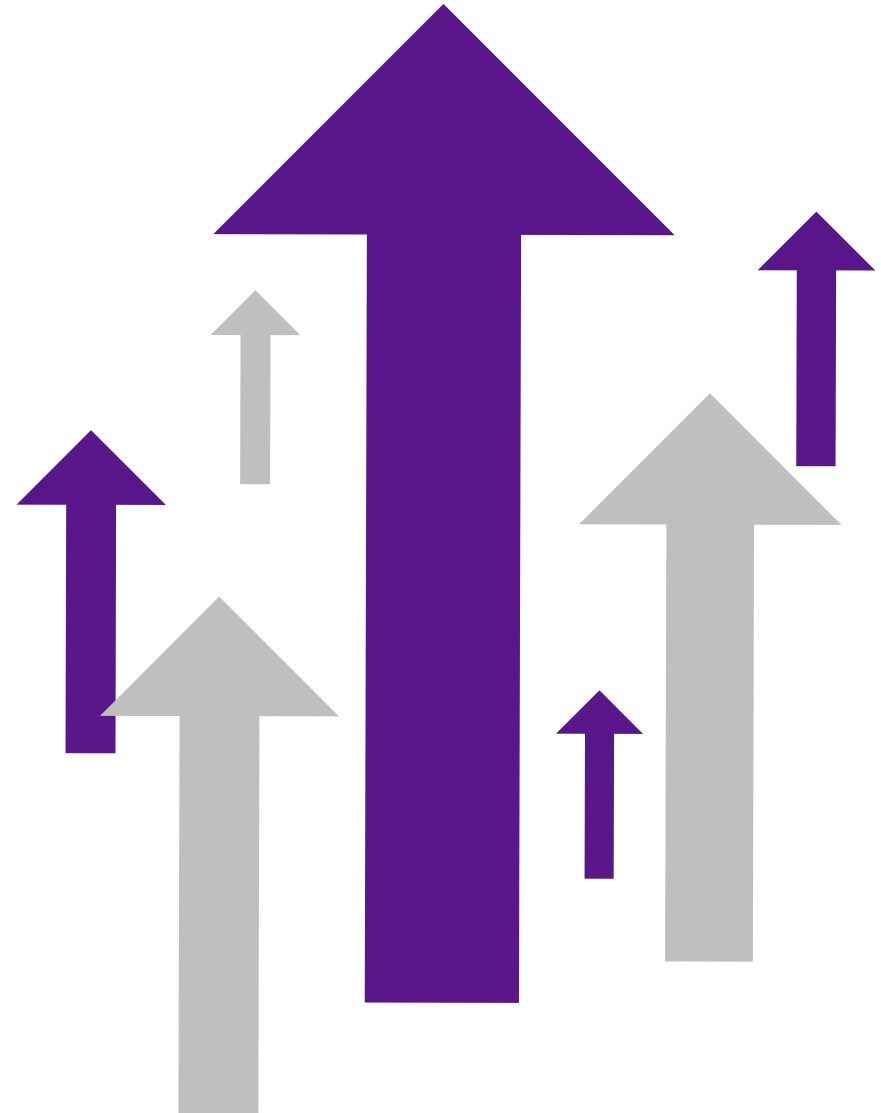
increase in knowledge gain on the factors that mitigate or reduce the likelihood of suicide in our community

**28.6%**

increase in knowledge gain on factors affecting youth and adult suicide among our community members

A multitude of barriers related to physical and mental health inequalities and accessing mental health, substance use and suicide prevention were also identified in these data and are being used to guide additional community assessment and ongoing prevention strategies in our community

The evidence of outcomes of interest is taken from data collected from the Arizona Youth Survey, Community Views Survey and programmatic pre-post surveys.









Help Enrich African American  
Lives Coalition  
700 E. Jefferson St., Ste. 200  
Phoenix 85034



602-253-6904



[healaz.org](http://healaz.org)



[healaz@gmail.com](mailto:healaz@gmail.com)



HEAAL Coalition



@healaz





# Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

*Thank you!*



# International Certification & Reciprocity Consortium

*Exam Candidates, Certified Professionals, IC&RC Representatives*

Prevention Domains:

- Professional Growth and Responsibility
- Community Organizing
- Prevention Education & Service Delivery

[internationalcredentialing.org](http://internationalcredentialing.org)



# Contact Information

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# Thank You!

