



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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

Addressing Community Attitudes that Promote Youth Substance Misuse

Webinar: Wednesday, June 5, 2024
1:00 PM – 2:30 PM (EST)

With decades of research behind us, prevention practitioners know it is possible to prevent youth from using substances. Yet, the community attitude that youth substance misuse is inevitable – a rite of passage – is still pervasive and sends youth a message of permissiveness and acceptability, which contributes to youth use. In addition, attitudes still exist that stigmatize and shame people who are addicted to substances despite decades of addiction research identifying substance use disorder (SUD) as a compulsive brain disorder. This can prevent people from accessing harm reduction and treatment services when needed.

Join us for this interactive webinar that will examine the community attitudes that reinforce these societal norms. Participants will explore how to use language to mobilize community participation in substance misuse prevention and reduce stigma, as well as methods that work to correct community misperceptions about substance misuse.

Learning Objectives: As a result of this training, participants will be able to:

- Describe community attitudes that promote youth substance misuse and prevent access to harm reduction and addiction resources.
- Identify language that mobilizes community participation in youth substance misuse prevention and stigma reduction.
- Correct community misperceptions utilizing valid research that demonstrates youth substance misuse is not inevitable and addiction is not a choice, but a brain disorder.

Certificates: Registrants who fully attend this event or training will receive a certificate of attendance via email within two weeks after the event or training.

Presenter bio: Tracy Desovich, MPH, CPS - Tracy has over 30 years of experience in substance abuse prevention and public health. Her experience includes developing, implementing, and evaluating prevention services for students at the University of Connecticut and the Massachusetts Institute of Technology. Her expertise includes community health assessment, planning, organizing and evaluation, leadership development, utilizing data to mobilize change, social norms marketing and healthy communities' principles.

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Questions? Please contact cneary@ssw.rutgers.edu