The 2017 CCHA Conference
This conference will be held in conjunction with the Meeting of the Minds conference at the Kansas City Airport Hilton, April 6-8, 2017

Partners in Prevention and CCHA are proud to be partnering with Heartland National TB Center on sessions and CEUs for Meeting of the Minds.

Accrediation Statements:
CME: The Centers for Disease Control and Prevention is accredited by the Accreditation Council for Continuing Medical Education (ACCME®) to provide continuing medical education for physicians.

CNE: The Centers for Disease Control and Prevention is accredited as a provider of Continuing Nursing Education by the American Nurses Credentialing Center’s Commission on Accreditation.

Session Preview

Thursday, 8am-5pm Pre-Conference
(7 hours of content)

RESPOND: Partnering for Campus Mental Health
Presenter: Christy Hutton, University of Missouri

Caring about others is easy, but knowing what to do can be difficult. On our campus, we often hear, “I want to help, but I’m not sure what to do or say and I don’t want to make things worse.” Join us for this pre-conference RESPOND training to learn specific skills for how to effectively support a person experiencing emotional distress or a mental health crisis. This day long course will teach you how to recognize signs of emotional distress or crisis situations, to offer support, and to help others access appropriate campus or community resources. You will leave the training feeling more empowered to offer support and more knowledgeable about making referrals to professional mental health providers. This program is appropriate for college and university students, faculty, and staff.
Targeting Harmful and Underage College Student Drinking and Cannabis Use
Presenter: Jessica Cronce, PhD

Alcohol and cannabis are the two substances most frequently reported to have been used by college students in the past 30 days (Johnston et al., 2016). Approximately one-third of college students endorse heavy episodic (or binge) drinking in the past 2 weeks, and almost 5% of college students report daily cannabis use (Johnston et al., 2016), patterns of behavior that may place them at greater risk for negative consequences (e.g., Volkow et al., 2014; Wechsler et al., 1998). Independent of frequency or quantity of use, underage drinking and cannabis use are of great concern, as they carry legal consequences and may have greater impact on developmental trajectories than use later in life (Steinberg, 2005). Substantial research has examined the efficacy of individual and environmental strategies for reducing harmful and underage drinking. Based on a synthesis of this vast scientific literature, the National Institute on Alcohol Abuse and Alcoholism (NIAAA) created the College Alcohol Intervention Matrix (CollegeAIM) decision tool to help college stakeholders compare and contrast different evidence-based prevention strategies in order to select a mix of individual and environmental strategies that will work best on their campus. Less research has examined the efficacy of prevention strategies to reduce cannabis use among college students. This preconference workshop will review how to use NIAAA’s CollegeAIM as well as discuss specific prevention strategies to effectively target harmful and underage college student drinking and cannabis use based on extant evidence, including the Brief Alcohol Screening and Intervention for College Students (BASICS).

Infusing Motivational Enhancement into Individual & Small Group Sessions with Students
Presenter: Robert Chapman, PhD

This extended session (3-4 hours) will review the basic principles of Motivational Enhancement Therapy and suggest its utility in addressing high-risk and dangerous student behaviors such as “binge drinking,” off-label use of prescription medication, and/or the use of illicit substances. Specific techniques, a.k.a. “gimmicks” or “tricks” will be introduced, explained, and demonstrated. An demonstration of employing some of the tools presented in an interview with an actual student will serve as the “capstone” for this presentation.

Engaging men in prevention efforts on your college campus
Presenters: Kim Scates and Chris Walters, University of Missouri; Matthew Huffman, Missouri Coalition Against Domestic and Sexual Violence

This workshop strives to engage professionals in the conversation of how to encourage men to participate in prevention efforts on individual college and university campuses. During this pre-conference, presenters will discuss the socialization of men and boys and how that influences individual campus culture. Participants will have the opportunity to learn about peer-led efforts on the University of Missouri campus and workshop implementation strategies with fellow colleagues. All of this is designed to lead to the creation of a plan for incorporating engaging men into individual campus prevention strategies.

In this workshop participants will:
- Identify how the socialization of boys and men influences your campus culture
- Have the opportunity to learn about peer-led efforts on the University of Missouri campus
- Create a plan for incorporating engaging men into your campus’ overall prevention strategies
360 degrees of Peer Education: Looking at All the Roles of Peer Educators
Presenter: David Arnold, NASPA

This pre-conference workshop will examine the roles of peer educators and peer education groups from different lenses of responsibilities and charges. Whether your group aims to provide peer-to-peer support, or function as a health promotion agency on campus, this session will go through the tools that individual peer educators can use to develop themselves and sustain their groups’ goals. Each peer leader will leave this workshop with a set of personal and professional goals to implement the lessons learned in this interactive, informative pre-conference workshop.

Friday, 9:45am-10:45am Breakout Sessions
(one hour of content)

Creating a Trauma Informed Environment
Presenters: Mary Wyandt-Hiebert and Kim Webb

This presentation will provide information about creating campus environments that are trauma informed. Basic understanding of the brain-body response to trauma lays a foundation for creating a trauma-informed environment using various venues of interaction of people across campus for the identification of those affected by trauma.

After this presentation, the learner will be able to:
- Explain the neurobiology of trauma
- Describe screening tools for identifying history of trauma
- Discuss comprehensive components of a trauma informed campus

The Brief Alcohol Screening and Intervention for College Students (BASICS): Efficacy and Practical Considerations
Presenter: Jessica Cronce, PhD

This session will review the research supporting the efficacy of BASICS in reducing drinking and alcohol-related consequences among college students, as well as discuss practical issues related to implementation, including training, fidelity, and use of technology for assessment or intervention delivery. By the end of the session, participants will be able to (1) describe what BASICS is and is not, and for whom it may be appropriate, (2) describe the scientific foundation underlying BASICS, and (3) describe how different implementation-related factors may impact intervention effect.
Preventing Collegiate Prescription Stimulant Misuse and Abuse  
Presenter: David Arnold, NASPA

The number of emergency department visits involving non-medical use of ADHD medications nearly tripled from 5,212 in 2005 to 15,585 in 2010, according to the Substance Abuse and Mental Health Administration (SAMHSA). A representative of the Coalition to Prevent ADHD Medication Misuse (CPAMM) will give insights into ADHD medication misuse, abuse and diversion among college students, and share CPAMM plans to take action on the issue. Topics will include existing research regarding ADHD medication misuse among college students, insights from CPAMM’s National Summit, research/focus groups planned by the National Association of Student Personnel Administrators (NASPA) and potential opportunities for collaboration. Participants will apply knowledge from this session to incorporate prescription medication misuse and abuse prevention into comprehensive campus prevention efforts.

Participants will:
- Gain awareness about the growing problem of prescription drug misuse and abuse
- Learn about stimulants and the role they play in college culture
- Be able to develop presentations/messaging related to prescription drug misuse/abuse for their campus

Friday, 11:00am-12:00pm Breakout Sessions  
(one hour of content)

Dealing with the impact of Racism  
Presenter: Christy Hutton, University of Missouri

The mental and physical impact of ongoing exposure to racism and microaggressions is real, but it can often go unrecognized for what it is. In order to provide support for yourself and/or others, it is important to recognize some of the physical, cognitive, and emotional symptoms that people may be experiencing as a result of the racial climate on campus, in our communities, and in our society at large. This session will provide information for recognizing symptoms and strategies for self-care as well as for showing support for others. This session will also be a safe space to ask questions and share your experiences.

Participants will:
- Learn dialogue and vocabulary surrounding racism, microaggressions, etc.
- Recognize symptoms and effects of racism
- Develop strategies for self-care and support
Behavioral Economics: Lessons for Collegiate Prevention Specialists?
Presenter: Robert Chapman, PhD

This presentation will consider what behavioral economists have to teach AODV prevention specialists. One aspect of Behavioral Economics (BE) is the concept of “choice architecture” or engineering the environment so as to offer individuals subtle “nudges” designed to help them make personal choices and behavioral decisions that enhance their quality of life, personal health, and social responsibility. Various constructs in BE--priming, the affect heuristic, anchoring heuristic, availability heuristics, etc--will provide the vehicle for this discussion while specific suggestions outlining how they apply to the prevention of high-risk student AOD choices will ground this presentation in the “real work” of those attending.

As the result of attending this workshop, participants will:

- Review the basic principles of behavioral economics and their potential to inform the universal, selected, and indicated prevention of high-risk drinking and other drug-related behaviors on campus
- Receive specific examples of how various constructs in behavioral economics such as priming, the affect heuristic, anchoring heuristic, availability heuristics, etc. may be applied on their campus
- Learn where they may obtain further information about behavioral economics in order to develop such prevention strategies on their campuses

Treating Addictive Disorders as a form of Internal Homelessness
Presenter: Percy Menzies

Addiction throws patients from a thriving to a survival mode – a very destructive state. The present treatment is episodic, palliative and does not address the aspects of the disorder that keep patients in a sustained state of ‘survival’.

The key components of treatment include:

- Treatment of demand (same day treatment)
- Medical detoxification in the home environment
- Sobriety maintenance
- Sobriety enhancement
- Life-long primary care

At the end of the presentation the audience will have a better understanding of:

- Why it is critical to initiate treatment immediately
- Why non-medical approach does not work
- Treatment should include psychosocial factors associated with the addictive disorder
- Maintain long-term patient contact through primary care
Sleep Promotion Within the College Population
Presenter: Eric Davidson, Interim Director, Eastern Illinois University Health Service

Respondents of the National College Health Assessment frequently cite sleep as one of the leading health issues negatively impacting academic success. This program will identify factors which contribute to positive sleep practices which should be promoted to college students, offer participants an opportunity to discuss how they have attempted to improve the sleep of their students, and provide a review of health promotion practices and strategies used to promote sleep.

Safe, Sober, Consensual: Exploring the Intersection of Alcohol & Sexual Assault Prevention
Speaker: Matthew Huffman, Missouri Coalition Against Domestic Violence and Sexual Assault

Alcohol is the most commonly used substance in drug-facilitated sexual assaults, but it’s hard for students and administrators alike to talk about drinking and consent. Double-standards placed on women and men can easily, even if unintentionally, lead to victim-blaming and assumptions of consent. Even though state laws require conscious ability to consent, and college campuses are embracing affirmative consent policies, these double-standards can influence the response to survivors of sexual assault and the implementation of policies. This interactive workshop will thread the connections among healthy sexuality, sexual violence and alcohol as a tool of sexual assault.

Participants will:

- Discuss the differences between healthy sexuality and sexual violence
- Examine how drinking culture adds to victim-blaming attitudes
- Develop trauma-informed messages around alcohol-facilitated sexual assault

Brief Interventions for Cannabis Use Among College Students: Current State of the Science
Presenter: Jessica Cronce, Ph.D.

Compared to what is known about brief interventions for alcohol use among college students, there is a dearth of research on similar interventions for cannabis use. Several programs targeting cannabis use patterned after efficacious alcohol programs exist; however, evidence-based strategies effective for alcohol use may not directly translate to cannabis use, and research is needed to answer this empirical question. By the end of this session, participants will be able to (1) describe what research is available on brief interventions for cannabis use, (2) evaluate how aspects of efficacious alcohol interventions may or may not directly translate to cannabis use prevention, and (3) describe what adaptations of efficacious alcohol interventions may be warranted when applying them to cannabis use based on available research.
MAT for the Addicted Brain – What Works
Presenter: Percy Menzies

This session will provide attendees with a brief history of past medications used in treatment of addictive disorders as well as a brief history of the development of anticraving medications to prevent relapses. During the session, attendees will receive an overview of the five FDA-approved medications for the treatment of addictive disorders.

At the end of the presentation the audience will have a better understanding of:

- The impact of past treatments on the present treatment approach
- How the behavioral and neurochemical aspects of addiction interact with the environment
- Pharmacology of FDA-approved medications
- Role of MAT in enhancing recovery

Friday, 3:00pm-4:00pm Breakout Sessions
(one hour of content)

Get on the Right Track with WRAP®
Presenters: Stacey Williams, LMSW, Advanced Level WRAP Facilitator and Mickie McDowell, BA, Advanced Level WRAP Facilitator

Participants will receive a basic overview of Wellness Recovery Action Plan (WRAP®) and how to apply it in their personal lives. WRAP® is a personalized wellness and recovery system born out of and rooted in the principle of self-determination. WRAP® helps people to: 1) decrease and prevent intrusive or troubling feelings and behaviors; 2) increase personal empowerment; 3) improve quality of life; and 4) achieve their own life goals and dreams. Working with a WRAP® can help individuals to monitor uncomfortable and distressing feelings and behaviors and, through planned responses, reduce, modify, or eliminate those feelings. A WRAP® also includes plans for responses from others when an individual cannot make decisions, take care of him/herself, and/or keep him/her safe.

The Epidemic of Rape Culture
Presenters: Mary Wyandt-Hiebert and Kim Webb

This presentation focuses on the every day exposure to rape culture that often goes unnoticed. With emphasis on 10 elements that contribute to rape culture, the learner will begin to see the widespread prevalence of rape culture in every day life.

After this presentation, the learner will be able to:

- Describe 10 elements of rape culture
- Discuss the prevalence and impact of rape culture
- Identify at least 3 ways to address rape culture as part of prevention efforts on campus
Screening and brief intervention is a structured set of questions designed to identify individuals at-risk for alcohol use problems, followed by a brief discussion and a referral to treatment as needed. This session will prepare attendees with an overview of the SBIRT model, and specific requirements to provide the AUDIT screening, have brief intervention discussions, and make referrals on campus and in the community. In addition, this session will discuss the adaptation of the SBIRT model to include screening for problematic marijuana use with the CUDIT-R. Implementation for the SBIRT model is appropriate for non-clinical campus team members, including peer educators.

Emerging Issues in Campus Safety
Presenter: Kim Richmond, Director, National Center for Campus Public Safety

The role established by Congress and the U.S. Department of Justice (DOJ) for the National Center for Campus Public Safety (NCCPS) is to serve as a national resource for addressing critical issues in campus public safety. In alignment with this role, the NCCPS partnered with various associations, campuses, and government agencies to facilitate emerging issues forums with campus safety officials from across the country on topics relevant to campus safety.

The NCCPS will provide an overview and summary recommendations from recent forums, including the impact of campus carry legislation on campus public safety, police and community relations, and marijuana legalization and decriminalization.

Participants will:

- Learn about growing issues in campus safety and the impacts
- Discuss legislation and changing policies regarding safety issues
- Develop strategies to address these issues as they become more prevalent
Friday, 4:15pm-5:15pm Breakout Sessions
(one hour of content)

Healthcare and the Transexperience
Presenter: L.M. Daily, Partners in Prevention

Do you want to provide inclusive health care but feel uncomfortable talking about transgender issues with patients? Are you afraid you might say the wrong thing so you avoid asking questions related to gender? Do you just want to learn a little bit about what navigating health care while trans looks like? Then this session is for you. In the session we will discuss ways to facilitate conversations, explore issues related to trans health care, and provide you with opportunities to make your care more inclusive. The goals for the session include 1) increasing your understanding of language and terms specific to the trans community 2) providing insight into specific medical considerations for trans patients and 3) facilitating discussion related to trans health care.

Participants will:
- Be introduced to language specific to the trans community
- Gain a better understanding of the ways in which identifying as trans affects your access to health care, experience interacting with health care professionals, and struggles specific to the trans community
- Practice different ways of asking patients about their gender identity and navigating conversations about trans health care
- Hear from health care provider and trans identified individuals about their experience with trans health care
- Learn about resources about trans inclusive health care

Health Promotion for Higher Education 101
Presenter: Eric Davidson, Interim Director, EIU Health Service

With greater attention toward health and wellness issues, many university leaders seek health promotion as a likely solution. Geared for new health promotion practitioners, professionals whose primary job responsibilities and training lie outside of health promotion, and students considering a career in health promotion in higher education setting, this workshop will address what health promotion is and is not, indicate where HP lies within a continuum of care, identify principles which guides current higher education HP practice, and highlight current tools and resources specific to delivering a health promotion practice in higher education.

Screening, Brief Intervention, and Referral to Treatment (SBIRT) Training, Part II
Presenter: David Arnold, NASPA

Screening and brief intervention is a structured set of questions designed to identify individuals at-risk for alcohol use problems, followed by a brief discussion and a referral to treatment as needed. This session will prepare attendees with an overview of the SBIRT model, and specific requirements to provide the AUDIT screening, have brief intervention discussions, and make referrals on campus and in the community. In addition, this session will discuss the adaptation of the SBIRT model to include screening for problematic marijuana use with the CUDIT-R. Implementation for the SBIRT model is appropriate for non-clinical campus team members, including peer educators.
Overview of ACHA Guidelines and Toolkit for Addressing Sexual and Relationship Violence
Presenters: Mary Wyandt-Hiebert and Kim Webb

This presentation will provide an in depth review of the key points of the ACHA Guidelines and newly developed Toolkit for addressing sexual and relationship violence. The presenters have served as appointed co-chairs of the task force that developed the newly revised ACHA position statement, guidelines, and toolkit. A trauma-informed approach and public health framework serve as the foundation of the critical information that every campus should consider as they address sexual and relationship violence.

After this presentation, the learner will be able to:
- Discuss the ecological model in relation to sexual and relationship violence
- Identify key elements for prevention and risk reduction programs
- Explain trauma-informed care for the victim of sexual and/or relationship violence

Using the NIAAA College Alcohol Intervention Matrix (College AIM) for Campus Alcohol Prevention Planning
Presenter: Jessica Cronce, Ph.D.

CollegeAIM is a user-friendly, interactive decision tool based on a synthesis of the substantial and growing literature on campus alcohol prevention. It includes strategies targeted at both the individual and environmental level. CollegeAIM is designed to help college stakeholders compare and contrast different evidence-based prevention strategies in order to select a mix of individual and environmental strategies that will work best on and around their campus. By the end of the session, participants will be able to (1) describe what CollegeAIM is and how it is distinctive, (2) describe why it is needed, and describe how college/university personnel (and off-campus partners) can effectively use CollegeAIM to guide evidence-based prevention efforts.

Care Enough to Follow-up: A ZeroSuicide Best Practice
Presenter: Dr. Bart Andrews

Would you believe that just sending letters to persons at risk of suicide is an effective suicide prevention strategy? Can simply calling someone after an appointment to check on them prevent a suicide? Can creating a systematic follow-up system save lives, improve client experience and enhance care coordination among providers? The answers to all these questions is YES, YES and YES. Follow-up services and Collaborative Care are revolutionizing health care services. We know longer need to wait for our clients to reach out to us. In fact, we get better outcomes when we reach out to them.

Learning objectives: participants will:
- Discuss the importance of follow-ups in suicide prevention
- Learn other strategies for suicide prevention
- Gain skills to better address individuals at risk for suicide
This presentation is about divination, that is, attempting to discern the future of AOD prevention in higher education. As challenging if not grandiose as such an objective may be, this presentation is nonetheless grounded in the wisdom of Casey Stengel who once quipped, never make predictions, especially about the future. It is presumptuous to suggest that a conference presenter can foresee the arrival of the next “Social Norms Marketing” or “BASICS.” That said, it is all but certain that whatever the next promising practice may be, some will view “it” as a panacea and employ it exclusively, expecting it to alleviate all AOD-related untoward incidents on campus. When considering the future of AOD prevention in higher ed, prognostications must include addressing the high-risk and dangerous use of marijuana along with the other AOD “usual suspects.”

In particular, this presentation will look to counseling theory in order to “peak behind the curtain” for prevention’s future. Participants will be asked—and this question comes directly from Solution-Focused Brief Therapy and the work of Steve de Shazer and Insoo Kim-Berg—to imagine a time in the future when preventing AOD-related issues is no longer a problem for higher education. From that brief yet provocative question, participants will be invited to consider:

- What did you do that made “it” go away?
- How can you do more of “that”?
- How can you invite/motivate/enlist others to do “that”?

As the result of attending this extended session, participants will:

- Understand prevention as something done “with” students rather than simply “to” or “for” them
- Recognize that preventionists have already done much of the heavy lifting regarding prevention; success is not finding the next “big thing,” but learning how to coordinate all the little things we already do.
- Consequently, recognize the importance of the role they play in mapping the future

Implementing Effective Collegiate Alcohol and Other Drug Prevention: Lessons Learned from Colorado
Presenter: David Arnold, NASPA

Fifteen campuses participating with the Colorado Coalition for Campus Alcohol and Drug Educators (CADE) implemented prevention efforts in one of three domains: problem identification/referral, environmental/policy change, and educational dissemination. Programs addressed alcohol, marijuana, or prescription medication abuse prevention. The CADE project director will review the campus efforts and share lessons learned for attendees to take back to their own campuses to replicate the institutional efforts from CADE campuses.
Keynote Sessions
(1 hour of content)

Cracked Not Broken, the Kevin Hines Story
Presenter: Kevin Hines

Kevin Hines is an award-winning global speaker, bestselling author and mental health advocate who reaches audiences with his story of an unlikely survival and his strong will to live. Two years after he was diagnosed with bipolar disorder (19 years of age), he attempted to take his life by jumping from the Golden Gate Bridge.

He was awarded a Lifetime Achievement Award for his outstanding work as a suicide prevention advocate and speaker by the National Council of Behavioral Health. He has also been recognized by SAMSHA as a Voice Awards Fellow and Award Winner, an Achievement Winner by the US Veterans Affairs, and he has received several Three Star Marine General’s Medal Award in addition to his numerous accolades.

In the summer of 2013, Kevin released his memoir titled, Cracked Not Broken, The Kevin Hines Story. It has continued to sell out and is on several bestsellers’ lists. Kevin’s will to live and stay mentally well has inspired people worldwide. Thousands of people have reached out to him expressing thanks for his message of hope. His compelling story has touched diverse, global audiences.

His mantra: “Life is a gift, that is why they call it the present. Cherish it always.”

Rachel’s Challenge
Presenter: Darrell Scott, Rachel’s Challenge

This moving keynote describes inspiring story of Rachel Scott whose example of kindness and acceptance was brought to light when she became the first victim in the Columbine High School tragedy. Conveyed through stories from Rachel’s life and writings, this keynote address shows the profound positive impact we can have on those around us. The presentation demonstrates to the listener the power of deliberately reaching out in word and action to others to start what Rachel called “a chain reaction of kindness and compassion.” It encourages participants to examine their own lives in the light of the following five challenges:

- Look for the Best in Others
- Continue to Dream
- Be a Positive Influence
- Speak and Act with Kindness
- Start your own Chain Reaction

Darrell is the founder of the Rachel’s Challenge program. He has spoken to over five million people in live settings around the world, not counting the millions he has spoken to through programs such as Oprah, Larry King Live, CNN, and the Today Show. He has authored or co-authored five books, and meets with politicians and educators regularly concerning issues of school violence.
Requests for campus mental health services are on the rise. This is not because our students are less resilient, it is because they are more resilient. As our youth become more proactive in seeking out assistance, we need to adjust our helping culture to meet this need. We as helpers have an opportunity to look at our own culture, what are our strengths and what are the areas we need to make changes. Our youth are changing quickly and we need to keep pace or get left behind.

Building upon the sessions at Meeting of the Minds 2017, this professionals only keynote and discussion will allow participants to reflect on the comprehensive nature of the work that we do as advocates for health and safety of college students on our campuses.