



Opioid
Response
Network
STR-TA

Proceedings Report: Prevention Thought Leaders Meeting

January 22-23, 2020 - Phoenix, Arizona

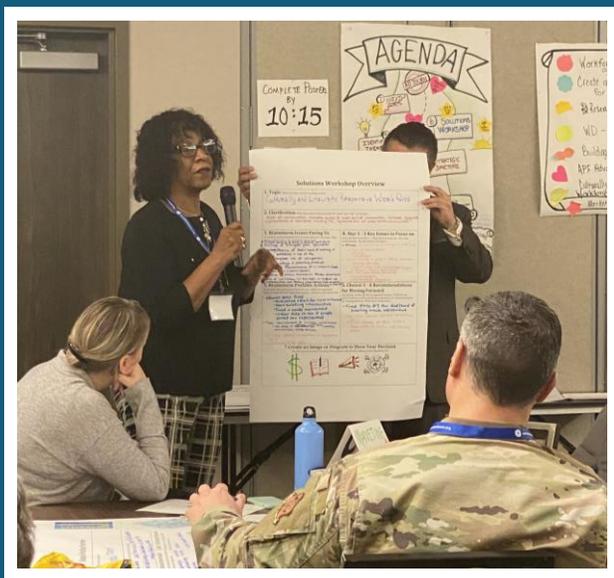




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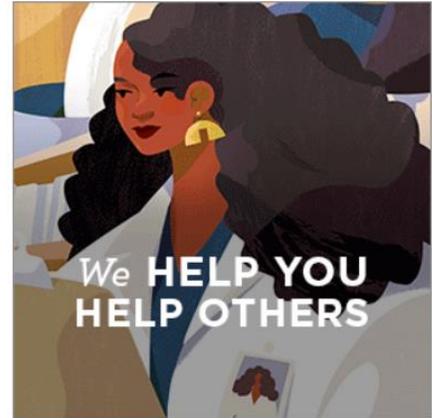
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Introduction

The Substance Abuse and Mental Health Services Administration (SAMHSA) awarded the State Targeted Response Technical Assistance (STR-TA) and State Opioid Response Technical Assistance (SOR-TA) grants to the American Academy of Addiction Psychiatry (AAAP) working collaboratively with the Addiction Technology Transfer Center (ATTC), at the University of Missouri - Kansas City, Columbia University Division on Substance Use Disorders and 40 national professional organizations representing over two million constituents. This unprecedented coalition form the *Opioid Response Network (ORN)* to provide free education and training across the U.S. to address the need for evidence-based practices in the prevention, identification, treatment, and recovery of opioid use disorders (OUD) and stimulant use disorders (StUD).



Each state and territory are assigned an *ORN* technical assistance (TA) team with a pool of consultants representing prevention, treatment (prescribers with two years' experience treating opioid use disorders with medications) and recovery. These consultants have been identified and vetted by the *ORN* and are required to sign guiding principles. All consultants provide evidence-based practices and resources as defined by the *ORN* leadership. The goal of the *ORN* is to streamline efforts to fill gaps where needed and as defined by requesters to:



- **Increase** the number of prescribers and allied health professionals trained in best practices to respond to opioid use disorders and stimulant use disorders.
- **Increase** the availability of peers to support people at risk of, or seeking recovery from, opioid use disorders and stimulant use disorders.
- **Reduce** barriers for clinical and peer providers to deliver effective evidence-based prevention, treatment and recovery interventions.

For more information, visit: www.OpioidResponseNetwork.org



To date, nearly 2,500 TA requests have been received. As of January 2020, the majority of requests received derived from the treatment sector (56%), followed by those from multiple sectors (22%), recovery (13%) and prevention (9%). During this time, a total of 5,735 educational activities were held as a result of the requests; 846,439 professional colleagues and staff have benefited from *ORN* activities; and at least 2.8 million individuals have been impacted.¹

¹ Cates-Wessel, K. (2020, January 22). *ORN* Prevention Thought Leaders Meeting, Phoenix, Arizona.

Prevention Thought Leaders Meeting

Prevention is defined as evidence-based actions taken to delay the initial use of alcohol, tobacco, and other drugs, and to prevent substance misuse in order to promote healthy behaviors.² A cohesive and well-qualified prevention workforce is necessary to implement evidence-based prevention in communities and at the state level. With prevention as an integral player for the *Opioid Response Network (ORN)*, the leadership felt it was important to convene a meeting of prevention professionals across the country to:

1. Examine the state of the prevention field's response to the opioid epidemic;
2. Explore prevention EBIs and the prevention workforce as it relates to the opioid epidemic;
3. Identify ways the *ORN* can support communities from a prevention perspective to respond to the opioid epidemic through technical assistance;
4. Define the opportunities for collaboration among prevention, treatment and recovery; and
5. Document the results of this meeting in a proceeding document outlining recommendations for the prevention workforce.

Participants

Forty-seven prevention professionals from across the country gathered for the two-day meeting. Participants represented a variety of organizations including Community Anti-Drug Coalitions of America (CADCA) based in Washington, D.C. and the Prevention Technology Transfer Center (PTTC) Network regional and national centers from across the United States and Puerto Rico. Subject matter professionals, consultants and national prevention leaders were also present. (See Appendix A: Participant List).



² Substance Abuse and Mental Health Services Administration (2019). Substance Misuse Prevention for Young Adults. Publication No. PEP19-PL-Guide-1 Rockville, MD: National Mental Health and Substance Use Policy Laboratory. Substance Abuse and Mental Health Services Administration. <https://store.samhsa.gov/sites/default/files/d7/priv/pep19-pl-guide-1.pdf>

A pre-meeting survey was shared with all meeting attendees prior to the gathering in Arizona. The survey was designed to provide foundational knowledge about all partners involved in the event, to ascertain current involvement of participants with the *ORN*, and the potential for building future relationships with the *ORN*. The survey also allowed for participants to share prevention resources. Attendees were able to record successes and challenges that were reviewed at the conclusion of the meeting. Participants were invited to connect meeting themes with their future organizational plans. Twenty-five participants completed the pre-meeting survey.

Facilitation and Agenda

The meeting was facilitated by Angie Asa-Lovstad and Karie Terhark of HueLife. HueLife facilitation is based on two core values: profound respect and inclusive participation. The facilitation methodology and agenda were designed in collaboration with *ORN* input specifically to meet the goals of the meeting. The agenda included presentations by prevention professionals and both small and large group brainstorming, analysis and problem-solving activities (see Appendix B: Meeting Agenda). The sessions were charged with highly interactive activities that involved participants working in collaborative groups, brainstorming ideas and using consensus methods to arrive at common themes. Participants described the sessions and activities as energizing, synergistic and innovative.

The facilitation began by incorporating what participants learned about front-line research into a group discussion to encourage participants to respond and share their insights. This discussion set the stage for an activity called the "Strategic Juncture," which allowed small groups to identify the current status of prevention. In this exercise, small groups answered questions about the strengths and challenges facing the current prevention workforce. Findings from the Strategic Juncture activity were then categorized into themes through a large group consensus process. The eight themes generated provided the foundation for the activity on the second day where participants, in self-selected groups organized by theme, worked through the issues that were present in that particular theme and identified possible actions. From that small group work, a few tangible next steps were identified and presented to the large group.

For more information about HueLife, visit: <https://hue.life>

ORN Prevention Network and Key Prevention Partners

To lay the foundation for the Prevention Thought Leaders meeting, key ORN prevention partners who presented on their role in the network included: 1) the Prevention Technology Transfer Center (PTTC) Network, 2) Evidence-Based Intervention (EBI) Workgroup, 3) National Prevention Network (NPN) and 4) Community Anti-Drug Coalitions of America (CADCA).



Prevention Technology Transfer Center (PTTC) Network

Established in 2018 by SAMHSA, the PTTC Network comprises 10 Domestic Regional Centers, 2 National Focus Area Centers, and a Network Coordinating Office. Together the Network serves the 50 states, District of Columbia, Puerto Rico, U.S. Virgin Islands, and the Pacific Islands of Guam, American Samoa, Palau, Marshall Islands, Micronesia, and the Mariana Islands.

The purpose of the Prevention Technology Transfer Center (PTTC) Network is to improve the implementation and delivery of effective substance use prevention interventions and provide training and technical assistance services to the substance use prevention field. The PTTC develops and disseminates the tools and strategies needed to improve the quality of substance use prevention efforts; providing intensive technical assistance and learning resources to prevention professionals in order to improve their understanding of prevention science, epidemiological data, and implementation of evidence-based and promising practices; and developing tools and resources to engage the next generation of prevention professionals.

For more information about the Prevention Technology Transfer Center (PTTC) Network, visit:

<https://pttcnetwork.org/centers/global-pttc/about-pttc-network>

National Prevention Network (NPN)



The National Prevention Network (NPN), a component group of the National Association of State Alcohol and Drug Abuse Directors (NASADAD), is an organization of state alcohol and other drug use prevention directors that provides a national advocacy and communication system for prevention. State prevention representatives work with their respective State Agency Directors to ensure effective alcohol, tobacco and other drug use prevention services in each state.

The NPN believes that prevention is a complex process requiring more than a singular strategy or approach. The NPN uses its leadership role to promote high-quality prevention services through:

- Communication among states to increase awareness and availability of effective and innovative prevention strategies;
- Advocacy at national, state and regional levels for prevention services;

- Development of recommendations and policy guidelines to enhance state use of prevention resources; and
- Leadership of national campaigns to mobilize cooperation around national efforts.

As a key partner of the *ORN*, the NPN is able to support the prevention workforce through collaborative work with the IC&RC on credentialing. The NPN identifies and promotes prevention coursework and related degree programs. The NPN also supports the *ORN* by providing input on and updating existing training material and/or content for future training.

In order to assess the needs of the country's prevention workforce, the NPN plans to conduct a needs assessment by gathering existing workforce survey tools to draft a workforce snapshot of all states.

For more information about the National Prevention Network, visit: <https://nnpconference.org/> or <https://nasadad.org/npn-4/>.

Community Anti-Drug Coalitions of America (CADCA)



The mission of CADCA (Community Anti-Drug Coalitions of America) is to strengthen the capacity of community coalitions to create and maintain safe, healthy and drug-free communities globally. This is accomplished by providing technical assistance and training, public policy advocacy, media strategies and marketing programs, training and special events.

Since 1992, CADCA has demonstrated that when all sectors of a community come together, social change happens. CADCA represents over 5,000 community coalitions that involve individuals from key sectors including schools, law enforcement, youth, parents, healthcare, media and others. CADCA also has members in every U.S. state and territory and more than 30 countries around the world. The CADCA coalition model emphasizes the power of community coalitions to prevent substance misuse through collaborative community efforts. CADCA believes that prevention of substance use and misuse before it starts is the most effective and cost-efficient way to reduce substance use and its associated costs.

Through the *ORN*, CADCA is leveraging its relationship with prevention professionals across the country and network of member coalitions. CADCA has built a team of 76 prevention consultants and is responsible for vetting & onboarding new consultants when needed or when a valuable consultant is identified. CADCA identifies appropriate consultants for TA requests. In addition, CADCA is vetting new prevention materials for the *ORN* project, with attention to accuracy, use of evidence-based practices, and use of non-discriminatory, person-first language and organizing webinars around special topics.

For more information about CADCA, visit: <https://www.cadca.org/about-us>

Prevention Workforce Challenges and Opportunities³

Challenges in the prevention workforce were identified prior to the meeting and include: professionalism/career track, credentialing, leadership and funding. Introductory presentations and a pre-meeting survey identified recruitment and retention of a consistently well-educated prevention workforce as the primary challenges. Opportunities were identified, such as improving procedures for prevention credentialing and certification, and enhancing training and experiences to promote and support leaders in the prevention field. Ongoing advocacy for increasing prevention funding was discussed as a priority to support workforce development efforts.

Promising Workforce Development Efforts

Selected researchers from the field presented on current and promising efforts to support the prevention workforce.

Partnerships in Prevention Science Institute (PPSI)



Partnerships in Prevention Science Institute (PPSI) is a multidisciplinary non-profit research institute at Iowa State University. Its mission is to conduct practical research that focuses on promoting capable and healthy youth, adults, families and communities. PPSI scientists conduct both evaluation studies establishing the evidence-base for preventive interventions and partnership-based dissemination studies, to enhance capacity for the large-scale delivery of programs once their efficacy has been demonstrated. Through this work, PPSI scientists and implementation specialists are developing initiatives to foster prevention workforce development.

Richard Spoth, PPSI Director, presented a model for delivering universal evidence-based interventions (UEBIs). The model is called PROMoting School-community-university Partnerships to Enhance Resilience (PROSPER). The PROSPER model is a research-based partnership delivery system in which community teams implement and sustain programs in the community. Prevention coordinator teams link the community to the state's extension system and provide technical assistance, while the state management team coordinates technical assistance and provides guidance and ongoing support. Studies have shown that the use of the PROSPER design can have positive impacts on substance use and associated costs. Findings demonstrate ample evidence for real-world implementation systems using a sustainable community partnership model. Studies highlight key strategies for achieving translation of prevention science to widespread community practice, with its combination of real-world implementation and practically significant findings. Overall, UEBIs have potential population health impact and economic benefits, especially with an effective delivery system.

For more information about Partnerships in Prevention Science Institute, visit:

<https://www.ppsi.iastate.edu/>

³ Castillo, P. & Taylor, G. (2020, January). *ORN Prevention Thought Leaders Meeting*, Phoenix, Arizona.

The International Society of Substance Use Prevention and Treatment Professionals (ISSUP) is a global, not-for-profit, non-government organization to support the development of a professional prevention and treatment network. It serves as a focal point for information about substance use prevention and treatment.

ISSUP's contribution is informed by science and research, promoting evidence-based, high-quality, and ethical approaches and practice to substance use prevention and treatment. It does this through a unique website, providing access to up to date information and support for the substance use prevention and treatment community. The website, along with an annual international meeting, offers training and networking opportunities, as well as resources that support the professionalization of the workforce. Zili Sloboda, President of Applied Prevention Science International (APSI), presented on the current understanding of the etiology of substance use and new concepts in prevention, including the link between prevention and socialization. She reviewed the different types of professionals that deliver prevention, including many that may not typically be considered prevention professionals.

Dr. Sloboda provided an overview of the ISSUP's Universal Prevention Curriculum that is designed to:

- Meet the current demand for an evidence-based curriculum for substance use prevention professionals-researchers, practitioners, policy makers;
- Provide a curriculum for those professionals who may not 'label' themselves substance use prevention professionals, but who are providing substance use prevention services;
- Ensure that regionally- and nationally-based prevention professionals obtain consistent science-based-information and skills training; and
- Build an international prevention capacity through training, professionalizing and expanding the substance use prevention workforce.

For more information about Partnerships in Prevention Science Institute, visit:

<https://www.issup.net/about-issup/international-partners/apsi>

Meeting Outcomes – Workforce Development Needs

The following categories of workforce development and potential solutions emerged from the Strategic Juncture activity and subsequent thematic analysis. These eight categories represent the potential areas of focus for addressing the challenges facing the prevention workforce.

1. Prevention Workforce Credentialing & Training

Need	Action
Consistent professional credentialing	Support credentialing consistency across the country.
Increased professional recognition	Promote professionalism of the field through model hiring and procurement processes.

2. Create a Business Model for Prevention

Need	Action
Adequate and consistent funding	Develop prevention business models which lead to funding sustainability.

3. Research to Practice

Need	Action
Meaningful prevention outcomes	Support rigorous evaluation of existing and new/innovative prevention programs.
Improved prevention science	Promote the implementation of best practices and mechanisms for evidence-based implementation.

4. Prevention Workforce Career Path

Need	Action
Opportunities for professional advancement	Promote pathways such as educational tracks in higher education for professional advancement.
Leadership	Provide opportunities for leadership development.
Equity	Identify the skill sets needed to promote equity among prevention professionals.

5. Building Systems Capacity

Need	Action
Increased collaboration and integration among prevention professionals	Organize an umbrella organization for prevention.

6. Advocacy for Prevention Funding

Need	Action
Coordinated advocacy for resources	Coordinate national partners and provide training for prevention advocates around working with legislators.
Increased state and federal funding for prevention	Encourage preventionists to educate legislators by sharing success stories.
Reduced funding silos	Advocate for collaboration and cooperation among federal and state prevention funders.

7. Culturally Linguistically Responsive Prevention Workforce

Need	Action
A linguistics-appropriate workforce	Recruit prevention professionals from the populations served by prevention.
	Provide training for prevention professionals around culturally responsive prevention strategies.

8. Prevention Marketing and Messaging

Need	Action
Increased understanding of prevention	Develop a clear/concise prevention message that can be used widely.
Improved prevention marketing	Create a centralized communication vehicle/platform to develop and disseminate prevention messaging.

Next Steps

What are the goals and objectives for the coming year?

Key partners will take the lead on the areas of workforce development where there is already traction.

Goal: NPN will lead the Development of Consistent Standards for Prevention Workforce Credentialing & Training

Objectives:

1. Convene three meetings among the NPN workforce development committee to discuss the current credentialing standards for the prevention workforce.
2. Attend two national meetings with the *ORN* Prevention Stakeholder Committee, PTTC Network Coordinating Office, and CADCA to identify ways to collaborate across entities to advance the standard for the prevention workforce.
3. Identify one cross entity project to collaborate on with the *ORN* Prevention Stakeholder Committee, PTTC Network Coordinating Office, and CADCA that would advance the standard for the prevention workforce.

Goal: CADCA will lead the Creation a Business Model for Prevention

Objectives:

1. Convene at least three meetings of the CADCA Coalition Advisory Committee to discuss the creation of a business model for prevention.
2. Develop an overview statement describing the need for a business model for prevention.
3. Attend two national meetings with the *ORN* Prevention Stakeholder Committee, PTTC Network Coordinating Office and the NPN to present the need for a business model for prevention.

Goal: The PTTCs Network Coordinating Office will convene meetings for national entities to examine prevention workforce needs.

Objectives:

1. Convene a cross PTTC Working Group that will identify Workforce Development needs.
2. Attend two national meetings with the *ORN* Prevention Stakeholder Committee, CADCA Coalition Advisory Committee, and the NPN to identify one cross entity project to collaborate on that will address prevention workforce development needs.
3. Document process of national stakeholder entities through meeting summary documents for the two national meetings.

Goal: The *ORN* Prevention Stakeholder Committee will convene meetings of national entities to examine efforts that will advance the delivery of Technical Assistance (TA) addressing opioids, stimulants and other substances for the prevention workforce.

1. Participate in two national meetings with the PTTC NCO, CADCA Coalition Advisory Committee, and the NPN that will identify one cross entity project to collaborate on that will address prevention workforce development needs as it relates to the delivery of TA addressing opioids, stimulants and other substances for the prevention workforce.
2. Document process of national stakeholder entities through meeting summary documents for two national meetings as it applies to the delivery of TA addressing opioids, stimulants, and other substances for the prevention workforce.

Summary Statement

Over the course of the two-day meeting, participants were asked to brainstorm about the challenges and critical considerations for the future of the prevention field. From these discussions emerged the following themes:

- Workforce development (credentialing, training and career path)
- Relationship between research and practice
- Creating a business model for prevention
- Building systems capacity
- Advocacy prevention and funding
- Culturally responsive and linguistically appropriate workforce
- Prevention marketing and messaging

On the second day of the meeting, a solutions workshop was conducted to further dissect and address the established themes. The proposed solutions are within this report.

In their reflection of the first day's activities and discussions, participants described the day as challenging, thought provoking, and inspiring. By the close of the meeting, participants reported a sense of collaboration and solidarity within the network, and hope for an action-oriented path toward the future. This report, and the goals and action steps therein, shall serve as another steppingstone in the path toward strengthening the prevention workforce and its response to the opioid epidemic.

Funding for this initiative was made possible (in part) by grant no. 6H79TI080816 from SAMHSA. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

Appendix A: Participant List

FIRST NAME	LAST NAME	ORGANIZATION/CENTER
Angie	Asa-Lovstad	HueLife (Facilitator)
Michele	Baker	UMKC
Virgil	Boysaw Jr	CADCA Coalition Advisory Committee
Shane (Christopher)	Britt	CADCA Coalition Advisory Committee
Aimee	Campbell	ORN AI/AN Supplemental Team
Pat	Castillo	CADCA
Kathryn	Cates-Wessel	AAAP
Cindy	Christy	UMKC
Sharon	Colbert	UMKC
Amy	Daniels (Pepin)	JSI - (writer)
Chuck	Daugherty	Mid-America PTTC
Holly	Echo-Hawk	ORN AI/AN Supplemental Team
Hannah	Eckes	UMKC
Brooke	Fischer	UMKC
Merilee	Fowler	CADCA Coalition Advisory Committee
Michelle	Frye-Spray	Northwest & Mountain Plains PTTC

Scott	Gagnon	New England PTTC
Holly	Hagle	UMKC
Carlton	Hall	Consulting
Viannella	Halsall	UMKC
Alicia	Hughes	Washington State Health Care Authority
Michael	Knabel	UMKC
Laurie	Krom	UMKC
Jeffrey	Ledolter	ATTC
Pierluigi	Mancini	National Hispanic & Latino PTTC
Lena	Marceno	UMKC (Altarum)
Marjean	Nielsen	Mountain Plains PTTC
Michelle	Nienhius	NPN
Deborah	Nixon Hughes	Central East PTTC
Krystal	Olmos-Romero	UMKC
Julia	Parnell Alexander	Great Lakes PTTC
Craig	PoVey	NPN
Kristen	Powell	Northeast & Caribbean PTTC
Gabrielle	Richard	(NPN) AZ Healthcare Cost Containment

Debbie	Richardson	UMKC
Beth	Rutkowski	Pacific Southwest ATTC
Cindy	Sagoe	National American Indian & Alaska Native PTTC
Katy	Shea	JSI - (writer)
Anne Helena	Skinstad	National American Indian & Alaska Native PTTC
Zili	Sloboda	APSI
Richard	Spoth	Iowa State
Steve	Steine	National American Indian & Alaska Native PTTC
Gail	Taylor	NPN
Karie	Terhark	HueLife (Facilitator)
Janice	Williams (Peterson)	SSA
LaShonda	Williamson-Jennings	South Southwest PTTC
Mark	Wolfson	Southeast PTTC

Appendix B: Meeting Agenda



**Opioid
Response
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STR-TA**

Thought Leaders Meeting
January 22, 2020 9:00am - 4:00pm
January 23, 2020 9:00am - 12:00pm
 Cambria Hotels & Suites – Phoenix, AZ

Objectives

- Examine the state of prevention field’s response to the opioid epidemic
- Explore prevention EBIs and the prevention workforce as it relates to the opioid epidemic
- Identify ways the *ORN* can support communities from a prevention perspective to respond to the opioid epidemic through technical assistance
- Define the opportunities for collaboration among prevention, treatment, and recovery
- Document the results of this meeting in a proceeding document outlining recommendations for the prevention workforce

Session 1: Wednesday, January 22, 2020		Session 2: Thursday, January 23, 2020	
9:00	Welcome and Introductions	9:00	Welcome and Recap of Session 1
9:30	5 Minute Overviews <i>ORN- Kathryn Cates-Wessel</i> PTTC Network and EBI Workgroup- <i>Holly Hagle & Marjean Neilson</i> NPN- <i>Tracy Flinn</i> CADCA- <i>Pat Castillo</i>	9:30	Solutions Workshop
		11:30	Closing Reflection
10:15	Break	12:00	Adjourn
10:30	Existing Workforce Development Efforts NPN-WDW- <i>Gail Taylor</i> Partnership in Prevention Science Institute- <i>Richard Spoth</i> Universal Prevention Curriculum (Targeting early career prevention professionals & graduate students) - <i>Zili Sloboda</i>	NOTES:	
11:30	Reactions & Report outs		
12:00	Lunch		
1:00	Strategic Juncture Analysis		
2:45	Identifying Themes for Developing Prevention Workforce		
3:30	Closing Reflection		
4:00	Adjourn		

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