

HEARTLAND ALCOHOL & SUBSTANCE ABUSE CONFERENCE

SEPTEMBER 25-26TH, 2019

Embassy Suites, Norman, OK



Integration of Law Enforcement, Prevention, Education, & Community

Hosted by: Wichita Mountains Prevention Network

<https://www.heartlandconference.org/>

AGENDA

September 25, 2019

7:00-8:00 Vendor Set-up
7:00-8:45 Registration/ Continental Breakfast
9:00 Welcome/Opening Ceremony (Color Guard)
9:30-10:15 General Session/ Keynote Speaker (Jermaine Galloway)
10:15- 10:30 Break
10:30-11:45 Breakout Session #1
11:45-1:00 Lunch on your own
1:00-2:15 Breakout Session #2
2:15-2:30 Break/ afternoon refreshments
2:30-3:45 Breakout Session #3
3:45-4:00 Break
4:00-4:30 Closing/ Drawing

September 26, 2019

7:00-8:45 Registration/ Continental Breakfast
9:00-10:00 General Session/ Keynote Speaker (Jo McGuire)
10:00-10:15 Break
10:15-11:30 Breakout Session #4
11:30-11:45 Break
11:45- 2:00 Lunch Provided
 Awards Ceremony
 General Session with Keynote Speaker (Mike Snowden)
2:00-2:15 Break
2:15-3:30 Breakout Session #5
3:30- 3:45 Break
3:45-4:30 General Session Closing/ Drawing

**Breakout Sessions
September 25, 2019**

Morning Keynote: Jermaine Galloway RM- OK AB

10:30-11:45 am

The Opioid Epidemic & Operation Prevention	Lisa Sullivan, DEA- Dallas Field Division	OK H
Tradition Not Addiction (Culture is Prevention)	Raquel Ramos, Cheyenne & Arapaho Tribes, Partnership for Success (PFS) Specialist	OK C
Medical Marijuana in OK: What You Need to Know	Adria Berry, State Chamber of Oklahoma	OK D

1:00-2:15 pm

Still High!	Jermaine Galloway, Tall Cop Says Stop	OK AB
Engaging and Working With Youth (a youth perspective)	The Shawnee Youth Coalition (SYC)	OK C
2M2L, What is it & How do I get involved?	Erik Smoot, OK ABLE Commission & Stacy Potter, ROCMND	OK D

2:30-3:45 pm

How did we end up here? Discussion with a physician on the evolution of the opioid crisis in Oklahoma & ways to avoid repeating those same unintended causes in the future.	Dr. Dan Criswell, MD, Duncan Regional Hospital & Clinical Professor, SW OK Family Medicine Residency	OK D
Tackling College Tailgating Culture	Chuck Lester, RPC Director, OSU Prevention	OK H
Vaping: Liquid Smoke & Mirrors	Rick Rayl (RPh, Director of Pharmacy at University Behavioral Health of Denton)	OK C

Sept 26, 2019

9:25-10:00 am- Morning Keynote: Jo McGuire RM OK E

10:15-11:30 am

Oklahoma Prevention Needs Assessment (OPNA) Survey- The Village Impact	Barbara Ellis, Retired Lawton Public Schools Administrator, WMPN Board Chair	OK B
Drug Overdose in OK	Avy Redus, OK State Department of Health- Injury Prevention Service	OK C
Bar Checks	Todd Anthony, Oklahoma ABLE Commission	OK D

Lunch Keynote-Mike Snowden, Oklahoma Bureau of Narcotics

2:15-3:30 pm

Safe Workplaces and Legal Marijuana: What is an Employer to Do	Jo McGuire, Executive Director of the National Drug & Alcohol Screening Association	OK E
To Catch a Moonshiner- The Dirty Truths that Cable Television Couldn't Show You	Joe Daniels, Special Agent in Charge, OK ABLE Commission	OK D

The Opioid Epidemic & Operation Prevention (Lisa Sullivan, DEA- Dallas Field Division Diversion Program Manager):

The opioid overdose epidemic is one of our Nation's most pervasive drug issues. According to CDC there were over 72,000 drug related deaths in 2017, or approximately 197 per day. The DEA and Discovery Education have joined forces to combat a growing epidemic of prescription opioid misuse and heroin use nationwide. Operation Prevention's mission is to educate students about the true impacts of opioids and kick-start lifesaving conversations in the home and classroom. Since its launch, Operation Prevention has reached over 2M students nationwide. This session will 1) provide insight of the nationwide problem involving opioid prescriptions and emerging drug trends; 2) identify how the DEA responds to the heroin and prescription opioid pill crisis; and 3) discuss the various DEA resources for schools, educators, parents and students.

Tradition Not Addiction (Raquel Ramos, Cheyenne & Arapaho Tribes PFS Tribal Specialist): Tradition Not Addiction is a community and school based prevention program with cultural classes, mass media messages, and youth coalition. The Cheyenne Arapaho Tribe houses Tradition Not Addiction and is a tribal PFS grantee. Tradition Not Addiction emphasizes the importance of substance abuse prevention and improving mental health. This session will share the successes of the Tradition Not Addiction program and provide insight into working with tribal youth and communities.

Medical Marijuana in Oklahoma: What You Need to Know (Adria Berry, State Chamber of Oklahoma, Vice President, Government Affairs): Have you ever wondered how Oklahoma became the home of the most progressive medical marijuana program in the nation? This presentation will attempt to answer that question by exploring how we got here as a state, what our lawmakers have done since State Question 788 became law, and what the future may hold. We'll explore the language contained in the "Unity" bill, HB2612, and discuss, among other things, some of the rules adopted by regulatory agencies that oversee the new industry. This session will educate attendees about what is included in Oklahoma's medical marijuana laws and regulations.

Still High! (Jermaine Galloway, Tall Cop Says Stop): This session will test your knowledge regarding current local and national drug trends. Topics will include a wide spectrum of drug clothing, logos, trends, clothing stash compartments, marijuana concentrates, marijuana edibles, drug legalization, e-devices, inhalants, over the counter drugs, cough medicines, opioids, synthetic drugs party drugs, designer drugs, new drug paraphernalia, drug identifiers, new drug clothing companies, and other non-assuming stash items that are popular culture items. Whether you work, live, or frequent rural areas or more densely populated areas this session will be relevant to you. This training is unique, in that it provides over 125 visual aids for attendees to hold and become familiar with, along with photos and information on local and national locations who are promoting underage drinking, violence and substance abuse.

Engaging and Working with Youth- A youth perspective (The Shawnee Youth Coalition): Many times, adults feel like they are helping, supporting and working with youth, when in reality they are alienating, frustrating, and sending mixed messages to them. This session will help adults understand how best to engage and work with youth and help create safe and supportive communities. The Shawnee Youth Coalition (SYC) is a youth-led organization that works to change their community for the better. It is comprised of 7th -12th graders who meet regularly to plan and implement strategies, activities, and volunteer in their community.

2M2L, what is it & how do I get involved? (Captain Erik Smoot, Oklahoma Alcoholic Beverage Laws Enforcement Commission & Stacy Potter, Certified Prevention Specialist, Prevention Programs Director, ROCMND Area Youth Services): The 2 Much 2 Lose (2M2L) breakout session will provide brief look at the 2M2L law enforcement and community training as well as the youth component that has been used in communities to reduce underage drinking. The session will offer how specialized instruction for both law enforcement agencies and community members can benefit communities. The session will go into how the training incorporates tactical instruction in party dispersals, compliance checks, and shoulder taps with community building strategies. The session will also discuss how the training will equip law enforcement officers and community members with the knowledge and skills to properly perform prevention strategies in a joint effort to enforce the underage drinking laws. 2M2L also has a youth component that has shown to be very instrumental in local efforts to reduce underage drinking. Examples of those efforts will be discussed. Youth can be very influential in local policy advancement as well as state laws being passed around underage drinking. Youth also are trained how to develop a strategic plan for their local community during 2M2L camps. Trainers will discuss the curriculum used at these 2M2L youth camps. Trainers will use past experiences as well as recent to describe the 2M2L overall program through an interactive presentation as well as videos and PowerPoint.

- Participants will learn how the adult 2M2L training for law enforcement and community members will aid in local efforts to decrease underage drinking
- Participants will learn how the youth 2M2L training will aid in local efforts to decrease underage drinking
- Participants will learn how they can start the process of getting local training for their community and youth

How did we end up here? Discussion with a physician on the evolution of the opioid crisis in Oklahoma & ways to avoid repeating those same unintended causes in the future (Dr. Dan Criswell, MD, Clinic Professor, OU-Lawton Family Medicine, Duncan Regional Hospital): The current opioid misuse/overuse and substance abuse did not develop overnight. In fact, the current status has been in development for over thirty years. The intended outcome for our session is improve understanding of what factors were at work from a physician's perspective that led us here and what we can do to return to a more balance approach to the use of opioids for treatment of chronic pain. In so doing there are four main pillars for discussion:

- A. How did we get here?
- B. What were the physician's/provider's treatment assumptions?
- C. What did physicians/providers discover?
- D. Now what do we do?

Tackling College Tailgating Culture (Chuck Lester, RPC Director OSU):

Like many other college towns Stillwater, Oklahoma has seen an exponential increase in the scope and scale of tailgating related to sports and special events. This increase combined with existing high-risk college-aged drinking creates an explosive mix with the potential for dire implications. The University and Community Substance Abuse Coalition sought to improve local tailgating culture by applying the Strategic Prevention Framework model to this challenging issue. This session is an account of their challenges, successes, and lessons learned.

Vaping: Liquid Smoke and Mirrors (Rick Rayl, RPh, Director of Pharmacy at University Behavioral Health of Denton): "Young people have taken a technology that was supposed to help grownups stop smoking and invented a new kind of bad habit, one that they have molded in their own image. The potential public-health benefit of the e-cigarette is being eclipsed by the unsettling prospect of a generation of children who may really love to vape." This presentation explores vaping from the advent of the modern e-cig to the harmful effects of nicotine on the body. It reviews the complex gadgetry of the ESD and the composition of the e-juice. This session will review the history of vaping, discuss the health risks associated with vaping, and better understand the addiction potential of nicotine.

Keynote: It's Not "Just a Little Pot" (Jo McGuire, Executive Director of the National Drug & Alcohol Screening Association) Dabs, Shatter, Earwax, Budder and Honey. If you have no idea what those five words mean, then you don't know jack about weed. It's time to catch-up and understand what today's marijuana looks like, new ingestion methods, how it affects the user and how to detect use. Get ready to learn something you did not know when you walked in the door.

OPNA: The Village Impact (Barbara Ellis, Retired Lawton Public Schools Assistant Superintendent, WMPN Board Chair): The goal of this session is to de-escalate the fear of using the Oklahoma Prevention Needs Assessment to disseminate information to your village. School districts have many challenges to overcome to increase academic performance. Teachers are prepared to teach children who come into the classroom that are eager to learn, but are often unprepared to reach children with social and/or emotional deficiencies. Many educators are not prepared for or aware of the abuse and behavioral problems that can be tackled by the community as a whole readying youth to set goals for academic classroom, this presentation lends itself to community action by outside agencies such as city government, neighborhoods, local agencies, and churches or organizations such as boy and girl scouts, boys and girls clubs, etc.

Drug Overdose in OK (Avy Redus, OK State Department of Health- Injury Prevention Service): This session will provide an understanding of the drug problem in Oklahoma. Identifying proper ways to store and dispose of prescription medications and prevention strategies to reduce drug-related morbidity and mortality. It will also provide an understanding of the Oklahoma Opioid Prescribing Guidelines and supplemental materials.

Bar Checks (Todd Anthony, OK ABLE Commission): Agents from the Oklahoma ABLE Commission will discuss proactive enforcement options (Bar Checks, Walk throughs, inspections) as preventative tools to lessen alcohol related incidents. As well as discuss new and upcoming changes to the liquor laws.

Drugs and Rock N Roll (Mike Snowden, Oklahoma Bureau of Narcotics)

Safe Workplaces and Legal Marijuana: What is an Employer to Do (Jo McGuire, Executive Director of the National Drug & Alcohol Screening Association): We will discuss why workplace policies are a necessity surrounding employee substance use to include marijuana. Legal or not – working under-the-influence compromises safety standards. Who is liable and culpable when bad things happen? We will talk about the Do's and Don'ts to follow when enforcing a policy with an overview of the myths/truths surrounding the misunderstood drug test and the ever-elusive impairment solution.

To Catch a Moonshiner- The Dirty Truths that Cable Television Couldn't Show You (Joe Daniels, Special Agent in Charge with the Oklahoma Alcoholic Beverage Laws Enforcement "ABLE" Commission): Joe Daniels comes from a law enforcement family from an area of Oklahoma that has always been the hotbed of liquor activity and has developed a culture that has condoned moonshining and minors consuming as a part of life. Joe started his law enforcement career as a Deputy Sheriff in Pittsburg County in 1989. After three years with the Sheriff's Office, Joe became an Agent for the Alcoholic Beverage Laws Enforcement (ABLE) Commission and advanced to the rank of Special Agent in Charge in McAlester in 2007 where he covers 30 counties in southern Oklahoma to investigate alcohol related crimes. ABLE Commission SAC Joe Daniels takes attendees on a photo journey into moonshine operations located in the backwoods of southeastern Oklahoma. Captain Daniels shares the disturbing practices employed by moonshiners, including the story of many unsanitary operations. This presentation includes a live demonstration of an operating still to educate attendees on the distillation process from beginning to end.

Prescription Monitoring Program: Best Practices (Brian Veezy, Oklahoma Bureau of Narcotics PMP Educator)

The Prescription Monitoring Program is a wonderful tool that can help prescribers make the best decisions when treating their patients. It includes dispensations of all controlled dangerous substances made in and into the state of Oklahoma. It also connects PMP users to 28 other states and the Military to get a full picture of their patients prescription history. The Prescription Monitoring Program: Best Practices training will provide an overview of how to register for the PMP, how to use the PMP for patient treatment, how to use the PMP to protect your own practice, and ways to identify potential redflags.