

2025 Heartland Prevention Conference Agenda

Wednesday, June 4th

5:00 p.m.-7:00 p.m. - Attendees and Vendors are able to check-in early for the conference at the Registration Table

Day 1: Thursday, June 5th

7:00-8:45	Vendor Set Up
	Registration
9:00-10:15	Welcome & General Session: Keynote Top 10 Things We've Learned from the Opioid Epidemic - Dr. Jason Beaman, Oklahoma State University
10:15-10:30	Break
10:30-11:45	Breakout Session #1
	Oklahoma Medical Marijuana Authority - Nyomi Barrick-Wommack and Porsha Riley, OMMA We will explore three critical focus areas related to medical marijuana and its products: the effects on youth, driving under the influence of cannabis (DUI-C) and vaping. Each topic plays a significant role in Oklahoma's medical cannabis industry. Participants will learn about efforts by the Oklahoma Medical Marijuana Authority (OMMA) to identify and address issues within each area. We will also examine the latest research at both state and national levels, providing a comprehensive understanding of challenges and advancements in medical cannabis regulation and safety.
	Be Better - Kent and Kassi Turner, PASS Coalition How a simple motivational text message developed into a learning experience of mindset perspective and increased emotional intelligence. When people in a relationship have completely different mindsets—whether in terms of growth, fixed, infinite mindset, or emotional vs. logical thinking—communication can be challenging but also an opportunity for deeper understanding. In this session, we will look at how we communicate with each other and try to reach an understanding of how “words matter”. We will compare and contrast fixed, growth, and infinite mindsets and how Emotional Intelligence (EI) plays a crucial role in motivating someone who struggles with self-doubt. The overview should be concise and informative, giving the reader a clear understanding of the project's purpose and goals.
	Focusing on Data: Using Focus Groups to Fill Data Gaps in Rural Areas - Jennifer Gormley and Gina Olheiser, Wichita Mountains Prevention Network This breakout session would cover the challenge of data suppression when doing assessments in rural areas, and how to use focus groups to gather necessary qualitative data in order to be effective in our prevention work. Topics would include getting educator buy-in, creating questions, liability waivers, note taking and facilitation.
	Beat Burnout and Build Resilience - Dana Berryhill, DPH, DOP Learning Objectives: 1. Participants will be able to recognize signs and symptoms of burnout and understand its prevalence and impact within mental health, law enforcement, education and substance use disorder professions. 2. Participants will learn actionable self-care practices, identify support systems and explore techniques to build resilience in themselves and their teams.
	Effectively Engaging Rural Schools & Communities About Substance Prevention - Misty Russell,

	ROCMND Area Youth Services Are you having a hard time engaging your local school and community about prevention? Listen and experience how our DFC (Drug-Free Community) Coalition has built strategic partnerships with our school and community to help develop and implement effective strategies and programs to educate and inform our youth and community about vaping, substance use, and mental health. The presentation and panel discussion will highlight tools and practices to address these critical issues.
11:45-1:00	Lunch on Your Own
1:00-2:15	Breakout Session #2 F1RST Comprehensive Wellness for First Responders - Dena Williams A F1RST therapist will provide foundational insights into the unique stressors and demands the job can have on performance, health, and longevity and how this can impact overall connection and quality of life. Evidence-based skills will be offered that can foster immediate benefits for the First Responder. These takeaways include: • Understanding how past experiences and on-duty calls get triggered off-duty • Ways to regulate the nervous system • Tactics to improve daily wellness and connection First Responders sacrifice greatly. The quality of their lives should be protected. The F1RST team looks forward to meeting you at this important session. Supporting Our Veterans: Suicide and Substance Misuse - Leslie Franklin, OKC VA This session provides a comprehensive approach to working with veterans, emphasizing current data trends, tailored interventions, collaboration, and holistic support to address the critical issues of suicide prevention and substance use. The session aims to equip attendees with the knowledge, skills, and resources necessary to effectively support veterans in preventing suicide and addressing substance use, ultimately improving outcomes for those who have bravely served our country. Building Bridges: Equitable Community Engagement and Conversation - K'Cee Scoggins and Aaron Graffman, Oklahoma State University The "Building Bridges: Equitable Community Engagement and Conversation" workshop focuses on equipping participants with practical skills to engage community members about opioid-related policies, including Narcan access and distribution. Participants will learn effective communication strategies for addressing misconceptions, building trust, and encouraging support for harm reduction initiatives. Through interactive role-play scenarios, attendees will practice navigating conversations about the opioid crisis, highlighting the importance of equitable access to life-saving resources like Narcan. This workshop underscores the critical role of grassroots advocacy in amplifying underrepresented voices, fostering community resilience, and driving policy change to combat the opioid epidemic. Warning Signs for Educators - Special Agent Brook Wilson, DEA The session will focus on illicit fentanyl, general knowledge, how it's made, distributed and used along with the dangers associated with illicit fentanyl. This will allow the attendees to understand what to look for, how to prevent illicit fentanyl use, and what to do if there is an overdose or suspected overdose of fentanyl. Clearing the Air: The Not-So-'Minor' Issue of Underage Vape & Tobacco Use - Todd Anthony, ABLE This session offers valuable insights for schools, law enforcement, and community leaders on addressing the increasing issue of youth vaping and tobacco use. Participants will learn about current policies, including Oklahoma's State Law, FDA, and Federal regulations, as well as effective enforcement strategies. We will explore the challenges surrounding vape product registration, flavored product bans, and the legal complexities of youth access. Attendees will gain access to resources for supporting educational programs provided by the ABLE Commission, and hear from law enforcement experts about enforcement tactics. This session aims to equip participants with the knowledge necessary to tackle vaping in schools and communities, ensuring stronger enforcement and better protection for youth health.
2:15-2:30	Break - Afternoon Refreshments Provided

2:30-3:45	Breakout Session #3 NEAR Science - Beyond ACEs: Deepen Your Understanding of Neuroscience, Epigenetics, Adverse Childhood Experiences & Resilience - Julie Williamson and Ellen Roberts The NEAR Science explores Neurobiology, Epigenetics, ACEs Study and Resilience. We know that Adverse Childhood Experiences (ACEs) can increase risks of long-term physical, emotional and social disparities; however, we also know that protective factors can support children, adults and families and decrease those risks. This training explores how life experiences impact our biological nervous system. It takes a deeper dive into the ACEs Study and how to interpret the results to find best fit practices to increase the Core Protective Factors of building capabilities, increasing attachment and belonging, and fostering the growth of community, culture and spirituality. Diverting to Success - Suzanne Williams, Tiajuan Miller, and Amanda Coldiron, OKARR Attendees should join the "Diverting to Success" breakout session to discover a groundbreaking approach to criminal justice reform in Comanche County that emphasizes effective diversion strategies, community-centered sentencing, and systemic support to reduce recidivism and foster meaningful recovery-transforming lives while saving taxpayer dollars. Deadly Dose - Special Agent Brook Wilson, DEA Provides information on fentanyl, synthetic opioids, and other related substances. The escalating use of fentanyl-related substances increases the risk to responders during routine law enforcement emergencies or life-saving activities and should be treated with extreme caution to avoid health-related complications. Additionally, information on substance recognition, PPE, detection, and other best practices will be discussed. Building Community Partnerships: Overdose Response Teams & Overdose Fatality Review Committees - Becky Devine, LMSW, LCDC, CPS This session will provide an overview of two key public health and public safety partnership programs: Post-Overdose Response Teams (ORT) and Overdose Fatality Review (OFR) Committees. Participants will learn what these programs are all about, how they operate, and the foundational steps to implementing them in their communities. Drawing from Recovery Resource Council's experience leading ORTs in five North Texas counties—more than any other organization in the state—and working to launch Texas' first OFR, attendees will gain practical insights into fostering collaboration between public health, first responders, and community organizations to improve overdose prevention and response efforts. Innovative Prevention Strategies for Rural Communities - Steve Berry and DeShawna Smyth, South Western Oklahoma Development Authority Our Substance Use Prevention, Treatment, and Recovery staff from the South Western Oklahoma Development Authority will come and share some of the innovative strategies that we have used in our rural communities and if they were successful or unsuccessful for us. We would like to have an open discussion at the end of the presentation for everyone to share innovative strategies they have tried and if it was successful or not. We hope by having this open discussion everyone can get some new ideas to try in their local communities to further their prevention work.
4:00-4:30	Prevention Awards Presentations Closing & Drawing

Day 2: Friday, June 6th

7:00-8:45	Registration
9:00-10:00	General Session: Keynote Brian Surber, Oklahoma Bureau of Narcotics
10:00-10:15	Break
10:15-11:30	Breakout Session #1 Crafting Impactful Policy Briefs - Casey Denny, Larissa Warden, and Aaron Graffman, Oklahoma State University The "Crafting Impactful Policy Briefs" workshop equips participants with the tools and strategies to design concise, visually engaging, and effective policy briefs tailored to drive meaningful change. Drawing on insights from the ICCPUD Federal Alcohol Policy Academy, this session provides a hands-on approach to drafting briefs that translate complex issues into actionable recommendations. Participants will learn how to structure their briefs, integrate compelling data and quotes, and utilize design elements that resonate with policymakers. By the end of the workshop, attendees will have the skills to create professional briefs they can implement in their communities to advance policy initiatives effectively. PIVOT Preserves Success Story - Brittney Williams We will be discussing the avenues of prevention that Pivot offers through providing our HOPE standards: H-housing and basic needs, O-overall health and well-being, P-permanent connections, E-Education and employment. Six Pillars for Creating an Impactful & Sustainable Youth Conference - Jennifer Gormley and Suzy Bruner, Wichita Mountains Prevention Network TeenCon is a youth behavioral health conference in Jefferson County, Oklahoma. Now in it's fourth year, this event brings together county 6th and 9th graders for a single day packed with activities, games, and workshops designed to help them make smart choices for their physical, mental, and emotional health. So how did this rural county with a population of 5,300 and a 23% poverty create an independent, financially sustainable youth conference from scratch? This workshop will guide attendees through the entire process from vision to day-of execution, including tracking systems, volunteer recruitment & empowerment, and fundraising & resource management. Ideal for anyone with 1+ years of prevention experience, attendees will leave this session with a solid framework for bringing such an event to their communities. Trauma and Its Impact on Safe and Effective Policing – An Overview - Deneka Turney Cain and Geno Stewart, Texoma HIDTA Public safety professionals are at a higher risk for Substance Use Disorder (SUD) than the general public and a law enforcement officer is 2.5 times more likely to die by suicide than in the line of duty. These risks can be traced back to trauma. Officers are the front lines for most of our society's tragedies and emergency response and it is taking its toll on their health and wellbeing. Additionally, most people who encounter law enforcement are experiencing a traumatic event of some sort and that trauma is most likely impacting their behavior and choices. By teaching officers the science of trauma and how it impacts them personally and the communities they serve, we can begin to turn the tide and prevent future health and safety challenges. In this overview, the Oklahoma Overdose Response Strategy team presents the background, components, and methods they are using to train law enforcement in trauma. When officers learn about how trauma impacts physical and mental health in themselves and those they serve, they can use that knowledge to improve officer and public safety, improve investigations and evidence gathering, prevent further health consequences, and improve job satisfaction.
11:30-12:00	Break
12:00-2:00	Lunch Provided General Session: Keynote Panel on Marijuana in Oklahoma - Brian Surber-OBN, Dr. Jason Beaman-OSU, Keith Brown-HIDTA, Dane Towery-OAG, Nyomi Barrick-Wommack-OMMA, and Porsha Riley-OMMA

2:00-2:15	Break
2:15-3:30	Breakout Session #2 Identifying, Approaching & Helping: Recognizing & Addressing The Signs of Substance Use & Mental Health Disorder - Steve Dixon Description: In today's fast-paced world, recognizing and addressing the signs of substance use and mental health disorders is more crucial than ever. This comprehensive training is designed to equip you with the knowledge and skills needed to identify, approach, and assist individuals struggling with these challenges. Target Audience: Law enforcement, professionals, school personnel, and community members. The training covers how to recognize and react to substance use and mental health disorders, providing insights into the early warning signs that may indicate the onset of these issues. Participants will learn about the critical indicators of self-harm and suicidal thoughts, and how to provide support and resources to those in need. Additionally, the training includes effective strategies for de-escalating potentially volatile situations, ensuring the safety and well-being of all involved. Staying Human - Danny Long The session will be based on the effects of cumulative trauma and how to better cope. Civilian Response to Active Shooter Events - Kevin Jackson, Dickson Police Department In today's unpredictable world, the unthinkable can become a reality without warning. However, knowledge is power, and preparation can be the difference between victim and survivor. Law enforcement officers and agencies are frequently requested by schools, businesses, and community members for direction on what they should do if confronted with an active shooter event. The Civilian Response to Active Shooter Events (CRASE) course, designed and built on the Avoid, Deny, Defend (ADD) strategy developed by ALERRT in 2004, provides strategies and guidance for surviving an active shooter event. Topics include the history and prevalence of active shooter events, civilian response options, medical issues, and considerations for conducting drills. Answering the Call - Chelsey Stevenson, Wichita Mountains Prevention Network and Johnny Shumate, National Guard Counterdrug Task Force The biggest impact you can have in your community, and in your coalition's growth is to answer the call. If someone in your community needs assistance and it connects to your purpose, you have to answer the call. In this session, you will learn about simple ways to increase your presence in the community, and adapt to the needs your community has. Learn how the National Guard Counterdrug Task Force has increased the coalition's capacity in a rural county, and how they can be a resource for you too. Tackling Toxic Trends: Poison Center Strategies for Preventing and Managing Opioid, Stimulant, Marijuana and Newer Drugs of Abuse Exposures - Kristie Edelen, Oklahoma Poison Control This interactive session will provide attendees with innovative strategies for preventing and managing exposures to opioids, stimulants, marijuana and newer drugs of abuse. Led by a clinical toxicologist and pharmacist from a 24/7 poison center, participants will learn about the near real-time poisoning surveillance database, which tracks trends in substance-related exposures. We'll share valuable insights from actual case calls to the center, highlighting how our team supports healthcare providers and first responders in managing poisoning, overdose, and exposure cases. Attendees will walk away with practical, evidence-based tools and strategies that can be adapted to their own communities, helping prevent harm from these substances and improving outcomes for individuals affected by toxic exposures. This session is ideal for community members, prevention professionals, law enforcement, and educators seeking to strengthen their approach to substance abuse prevention and response.
3:30-3:45	Break
3:45-4:30	Closing & Drawings