

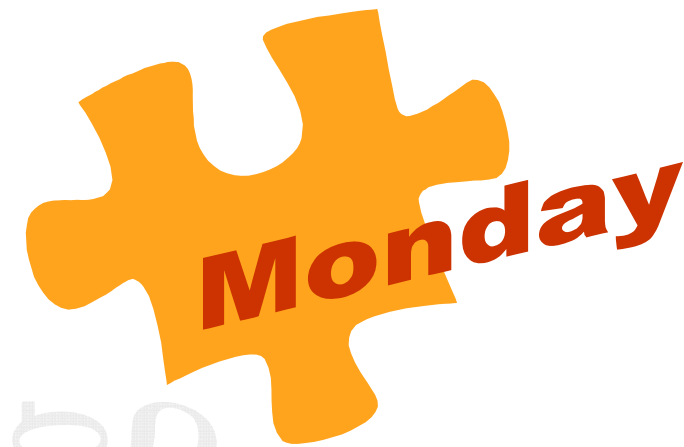
*Montana Community Change Project
Spring Institute 2009*

New Frontiers
New Frontiers

*A Dialogue on Fostering Change
in Rural Communities*

**May 4-8, 2009
Hilton Garden Inn
Kalispell, Montana**

Hosted by the Institute for Public Strategies and the
State of Montana, Addictive & Mental Disorders Division



Intentional Organizing

11:00 a.m. — 12:00 p.m.

Registration—Lobby

12:00 p.m. — 1:00 p.m.

Welcome and Introductions

Glacier Room I & II
(Lunch Provided)

1:00 p.m. — 2:00 p.m.

Systemic Environmental

Prevention: The Art of Integration

James Baker, CEO
Institute for Public Strategies

2:00 p.m. — 2:15 p.m.

Break

2:15 p.m. — 3:15 p.m.

How We Got Here

Deborah Smith Parker, Project Director
Solutions for Treatment Expansion
Project (STEP)
Futures Associates Inc.

3:15 p.m. — 3:30 p.m.

Break (Snacks Provided)

3:30 p.m. — 4:15 p.m.

Wibaux County Case Study

Natale Adorni, Program Officer
Eastern Montana Community Change
Project—Wibaux County

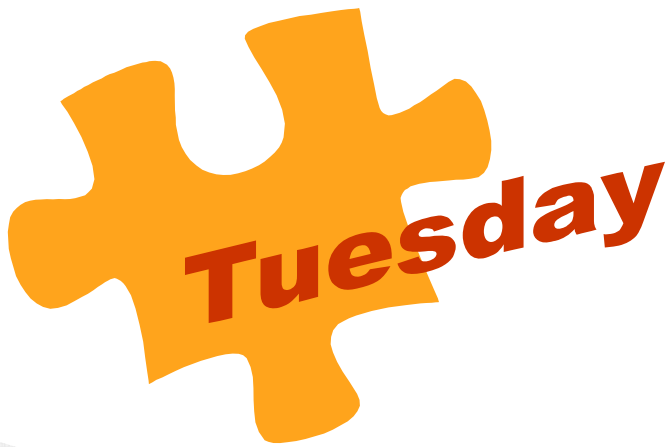
4:15 p.m. — 4:30 p.m.

Break

4:30 p.m. — 6:00 p.m.

**Before and After your First meeting
with Policy Makers**

Deborah Smith Parker, Project Director
Solutions for Treatment Expansion
Project (STEP)
Futures Associates Inc.



- 8:30 a.m. — 12:00 p.m.** **America's Second Language as a Basis for Social Change**
Larry Wallack DrPH, Keynote Speaker
Dean, College of Urban and Public Affairs
Portland State University
- 12:00 p.m. — 1:15 p.m.** **Lunch Break—On Your Own**
- 1:15 p.m. — 2:00 p.m.** **Writing Like a Journalist**
David Madison, Media Advocacy Specialist
Institute for Public Strategies
- 2:00 p.m. — 2:15 p.m.** **Break**
- 2:15 p.m. — 3:00 p.m.** **Understanding the News Spectrum**
David Madison, Media Advocacy Specialist
Institute for Public Strategies
- 3:00 p.m. — 3:15 p.m.** **Break (Snacks Provided)**
- 3:15 p.m. — 4:00 p.m.** **Editorial Strategies**
David Madison, Media Advocacy Specialist
Institute for Public Strategies
- 4:00 p.m. — 4:15 p.m.** **Break**
- 4:15 p.m. — 5:00 p.m.** **Media Events**
David Madison, Media Advocacy Specialist
Institute for Public Strategies



Wednesday

8:30 a.m. — 9:00 a.m.

Debrief on Day 2

James Baker, CEO
Institute for Public Strategies

9:00 a.m. — 10:00 a.m.

Social Host Laws: Model Policy Implementation and Enforcement

Daniel Hicks, Keynote Speaker
Program Administrator, Prevention Services
Ventura County Behavioral Health Department

10:00 a.m. — 10:15 a.m.

Break (Snacks Provided)

10:15 a.m. — 11:15 a.m.

Moving from “Home Party Problem” to Local Policy Development

Daniel Hicks, Keynote Speaker
Program Administrator, Prevention Services
Ventura County Behavioral Health Department

11:15 a.m. — 11:30 a.m.

Break

11:30 a.m. — 12:30 p.m.

Social Host Laws: Model Policy Implementation and Enforcement

Daniel Hicks, Keynote Speaker
Program Administrator, Prevention Services
Ventura County Behavioral Health Department

12:30 p.m. — 2:00 p.m.

Lunch Break—On Your Own

2:00 p.m. — 3:00 p.m.

Social Host Laws: Model Policy Implementation and Enforcement cont'

Daniel Hicks, Keynote Speaker
Program Administrator, Prevention Services
Ventura County Behavioral Health Department

3:00 p.m. — 3:15 p.m.

Break (Snacks Provided)

3:15 p.m. — 5:00 p.m.

Local Powers: The Ventura Responsible Retailer Program

Daniel Hicks, Keynote Speaker
Program Administrator, Prevention Services
Ventura County Behavioral Health Department

Policy Development

Applied Data



8:30 a.m. — 9:00 a.m.

Debrief on Day 3

James Baker, CEO
Institute for Public Strategies

9:00 a.m. — 10:00 a.m.

Montana's Offender Survey Results

Allison Gidley, Prevention Advisor
Institute for Public Strategies

10:00 a.m. — 10:15 a.m.

Break (Snacks Provided)

10:15 a.m. — 11:15 a.m.

Offender Survey Application Protocol

Brenda Simmons, Project Director
Institute for Public Strategies

11:15 a.m. — 11:30 a.m.

Break

11:30 a.m. — 12:30 p.m.

Offender Survey Application Exercise

Brenda Simmons, Project Director
Institute for Public Strategies

12:30 p.m. — 1:45 p.m.

Lunch Break—On Your Own



Enforcement

1:45 p.m. — 2:45 p.m.

Evaluating the Montana Community Change Project

Daphne Herling, MSW
MTCCP Process Evaluator
Bureau of Business and Economic Research, University of Montana
Steve Seninger, PhD
MTCCP Evaluator
Bureau of Business and Economic Research, University of Montana

3:00 p.m. — 3:15 p.m.

Break (Snacks Provided)

3:15 p.m. — 4:15 p.m.

Working with Law Enforcement: Compliance Checks

Officer Steve Pre 'tat
Great Falls Police Department

4:15 p.m. — 5:00 p.m.

Debrief on Day 4

James Baker, CEO
Institute for Public Strategies

This concludes the Institute for everyone EXCEPT the staff of the Montana Community Change Project.



Attendance on Friday is limited to the staff of the Montana Community Change Project

8:30 a.m. — 9:00 a.m.

Final Debrief

James Baker, CEO
Institute for Public Strategies

9:00 a.m. — 11:00 a.m.

Strategic Planning Breakouts:

- ***MTCCP Adjudication Team***—
Cindy Larson, Project Coordinator, Jefferson County Community Change Project
- ***MTCCP Rapid Response Media Team***—*David Madison, Media Specialist, Institute for Public Strategies*
- ***Native American Strategies***—
Gary Acevedo, Tribal Judge, Flathead Reservation
- ***Statewide RBSS Policy Development***—*LuAnn McLain, Project Coordinator, Hi-Line Community Change Project*
- ***Statewide Alcohol Tax Policy Development***—*Ivy McGowan, Project Coordinator, Northwest Community Change Project*
- ***Statewide DUI Policy Development***—*Nichol Scribner, Project Coordinator, Eastern Montana Community Change Project*

11:00 a.m. — 11:15 a.m.

Break (Snacks Provided)

11:15 a.m. — 12:00 p.m.

MTCCP Recognition Ceremony

Wrap Up

Speaker Biographies

Gary Acevedo

Gary Acevedo has been involved in alcohol prevention efforts since May 1983. He worked for six years with the Confederated Salish and Kootenai Tribes Alcohol treatment program doing group education and direct treatment services. He also provided community outreach programs and was involved in statewide tribal alcohol prevention efforts. In 1988 he was appointed to the Confederated Salish and Kootenai Tribes tribal court bench where he served as the tribal court's juvenile court judge as well as hearing adult criminal, family law and a variety of civil cases for the next 19 years.

In 2007 he took a break from judicial duties and served with the Montana Community Change Project as an Environmental Prevention Program Officer for the Flathead Reservation as part of the Northwest Montana Community Change Project. In March of 2009 he returned to the tribal bench to serve again as a tribal trial court judge.

Natale' Adorni

Natale' Adorni is currently the Program Officer for the Eastern Montana Community Change Project in Wibaux County. She earned her Bachelor of Arts in Speech Communication/Sociology from San Jose State University and is working toward a Master's Degree in Sociology/Criminal Justice. She has over twenty years of experience working in the human service field.

Prior to joining the Montana Community Change Project she was the Program Director of an intensive level therapeutic adult group home in Eastern Montana. This was preceded by seven years as a Community Social Worker for the Department of Public Health and Human Services/Child and Family Services Division covering Wibaux, Carter and Fallon Counties. During the time she was a Community Social Worker she successfully established relationships with professional leaders in the community through Child Protective Team meetings. This relationship building and networking resulted in sustainable improved services, more efficient crisis intervention and ultimately better care to children and families categorized as at risk and continue to benefit the community through work being done with this project in Eastern Montana.

Appointed Positions:

Montana Association for Homes and Children, Helena, Montana

Legislative Steering Committee for Eastern Montana Providers, Helena, Montana

Police Advisory Commission Liaison, Isleton, California

Juvenile Justice Commission Committee Member/Little Hoover Commission under Governor Pete Wilson, Sacramento, California

James Baker

James Baker is founder and CEO of the Institute for Public Strategies, a firm specializing in community-based, results-focused prevention. He designed and led the federal Model Program, Cross-border Binge Drinking (The Border Project) and led the Media Advocacy and Community Mobilization portions of the Model Program, Community Trials to Reduce Alcohol Trauma. He also co-designed the Training and TA model for the Montana Community Change Project. He is interested in encouraging broader systemization in prevention, both nationally and in other states, in order to make prevention work produce better results.

Allison Gidley

Allison Gidley a Prevention Adviser with the Institute for Public Strategies (IPS). She provides training and technical assistance to the Hi-Line Community Change Project, Jefferson County Community Change Project, Southwest Montana Community Change Project and Pikanii Action Team. Allison moved to Montana in 1998 after receiving an undergraduate degree from the University of Washington in Sociology. In 2006, she received her Master's degree in Health and Human Development from Montana State University. Her research for her Master's degree focused on a community-based participatory research project addressing women's health and cervical cancer education on the Crow Reservation in Northeast Montana. She has also worked in the health field as a prevention specialist for Gallatin County, a Juvenile Probation officer in Moab, Utah, and on the Wilderness staff for a wilderness treatment center in Marion, Montana. She currently is a member of the Board of Directors at Bridger Clinic.

Daphne Herling, MSW

Ms. Herling is the Director Montana KIDS COUNT. Ms. Herling has many years experience in the non-profit sector as both a fundraiser and a community organizer. She has developed coalitions and trained community leaders in a wide variety of topics. Her work in the community have included; economic development, poverty, hunger, disabilities and homelessness. As a trained facilitator, she has conducted focus group, key informant interviews and assisted groups in vision, mission and goal development. Her fundraising experience encompasses raising funds for national and statewide group from private and corporate foundation, special events and major donor campaigns.

Dan Hicks

Dan Hicks is a former IPS Senior Preventionist for Ventura, California, now Program Administrator for Prevention Services - Ventura County Behavioral Health Department. Using the IPS "Environmental Prevention Model" extensively over the last seven years, Dan coordinated the Ventura County Limits project, a multi-agency partnership to reduce underage and binge drinking through the use of research, policy and sustained enforcement at the local level.

A graduate of Princeton University, Dan has been an alcohol policy advocate for more than 20 years, working closely with city and county governments, public safety agencies, community coalitions and retail alcohol establishments. He has facilitated policy discussions among elected officials, police officers, parents groups and local media; played a central role in the development of civil liability penalties for "Social Hosts;" and co-created the City of Ventura Responsible Retailer program, which features a fully-funded Alcohol Enforcement Officer paid from annual alcohol permit fees.

Cindy Larsen

Cindy Larsen is the Project Coordinator for the Jefferson County Community Change Project. Cindy was born and raised in Miles City and currently lives in Whitehall with her husband and two children. She is the Project Coordinator for the Jefferson County Community Change Project. Her work in prevention began in high school as a member of Students Against Drunk Driving (SADD) following a fatal DUI crash that involved a classmate. Cindy has a bachelor's degree in Human Services from Western Washington University.

David Madison

David Madison is a Media Advocacy Specialist with the Institute for Public Strategies in Bozeman, MT. He provides statewide training and technical assistance to all of the Montana communities funded to reduce binge drinking and drinking and driving through the Montana Community Change Project. Madison is an award-winning journalist and documentary television producer with family roots in Montana. He started his career in high school covering sports for The Raleigh News & Observer and The Chapel Hill Newspaper. Madison graduated from the University of North Carolina in 1993 and went to work editing the Boise Weekly, before moving on to newspapers in Utah and Montana. As a television producer, Madison has created programming for Wyoming PBS, Showtime, Discovery Channel, National Geographic Channel and the History Channel. He lives in Bozeman with this wife, Kathleen Gaines Madison, and two daughters, Lily and Mae.

LuAnn McLain

LuAnn is the Project Coordinator for the Hi-Line Community Change Project. She has a master's degree in public health from the University of Missouri and has many years in the non-profit and public sector in prevention and community health, including work on two Montana Indian Reservations and in Arizona. During her seven years with the HELP Committee she developed the Safe Kids/Safe Communities Coalition and established the local permanent fitting station for child passenger safety; the Tobacco Use Prevention Coalition; the Juvenile Detention Alternative Initiative as a pilot site in Montana through the 12th Judicial District and collaboration with the Annie E. Casey Foundation; and Project Safe Neighborhood through the 12th Judicial District. Her experience includes 11 years as executive director of a philanthropic organization dedicated to helping animals, especially companion animals and as a pet columnist for 16 years.

Ivy McGowan

Ivy is a Project Coordinator with the Montana Community Change Project. She was born and raised in Plains, Montana which is also a part of the Northwest region of the MCCP. She currently resides in Polson, Mt with her husband and 4 children. Ivy's career in Human Services began while she was attending high school in Plains. She started working with people who had developmental disabilities. Her love of helping people was her driving force for attending the University of Nebraska's Human Service program in Omaha, Nebraska. She graduated UNO in 1999 with a bachelor's degree. While attending college her studies focused on human psychology development and program planning. While attending college she worked as a Program Manager for the State of Nebraska where she worked extensively on strategic planning and systems development. After graduation Ivy returned to her home state of Montana where she continues to work in the field, though a different area, that she has always enjoyed.

Her favorite pastimes include playing with her kids and watching them play school sports. She also spends a lot of time doing outdoor activities including hiking, swimming, boating, wakeboarding, skiing and camping. Most of all, she LOVES HER JOB WITH THE MONTANA COMMUNITY CHANGE PROJECT!

Nichol Scribner

Nichol Scribner is the Project Coordinator for the Northeastern Montana Community Change Project. Nichol is a Montana native, born in Missoula, raised in Laurel and currently living in Glendive with her husband and 3 children. She earned her bachelor's degree in communication studies from the University of Montana in 2002 and in 2007 completed a Master's in business administration. During her time in Missoula she volunteered with the Missoula Justice Courts as a mediator and continues to focus on building skills in dispute resolution. This is the first job Nichol has worked in prevention and feels her education as well as her experience has been a great asset in this project. She is thankful for the hard working program officers in the northeast region who have built a great team unity which attributes to much of the success we are seeing in that region. They really make her job exciting and interesting. She is encouraged everyday by the small steps each community is making in their efforts to create sustainable change.

Steve Seninger, PhD

Dr. Steve Seninger, a senior research professor and a Ph. D. economist at the University of Montana's Bureau of Business and Economic Research has worked on public health and social policy issues over the past 35 years. His research and consulting with government and business includes evaluation studies and cost analysis and have been presented at conferences and published in peer reviewed journals. Dr. Seninger is principal investigator for the epidemiological analysis and state evaluation of substance abuse in Montana's Community Change Project. and public policy issues.

Brenda Simmons

Brenda is a project director for the Institute for Public Strategies in Montana. Brenda, a Montana native, currently provides leadership to the training and technical assistance component of the Montana Community Change Project, a federally funded project designed to address binge drinking and drinking and driving throughout the state. Brenda has extensive experience developing and implementing community-wide prevention campaigns and providing intensive training and technical assistance to prevention professionals. Brenda has a unique set of expertise using media advocacy, policy development and advocacy, intentional community organizing, high-visibility enforcement and applied data and research to improve public health and safety conditions in communities. Brenda has a bachelor's degree in communication from the University of Montana, a master's degree in communication from San Diego State University and more than ten years of experience in public health.

Deborah Smith Parker

Deborah Parker is a public policy strategist with broad-based experience in both public and private sectors of behavioral health including program and product development and management, technical assistance and training, public policy advocacy, community organization, and media advocacy.

Deborah currently works in San Diego County for Futures Associates, Inc., and directs the Solutions for Treatment Expansion Project (STEP), an innovative campaign to is to educate and mobilize alcohol and drug, and mental health residential treatment, sober living and other independent living providers and advocates about how to recognize zoning and land use discrimination and develop strategies for combating it. She developed the behavioral health product for CCN, Inc., a national managed healthcare company and managed the provider network contracting. She was executive director of the California Women's Commission on Alcoholism and Drug Dependency, a state-wide technical assistance and advocacy organization for women and addiction and was planner for the Chicago Model Cities Program.

Deborah received her BS in English from the University of Wisconsin-Madison. She is a many times published writer.

Officer Steve Pre'tat

Master Patrol Officer Steven Pre'tat is a fourteen year veteran with the Police Department in Great Falls, Montana. He is currently assigned to the Special Projects Section within the Support Services Bureau. In addition to his day-to-day activities, Officer Pre'tat has taken on writing grants for the police department. In doing so, he has written and been awarded in excess of 1.5 million in grants in 3 years. Officer Pre'tat retired from the United States Air Force in 1994 where he spent most of his military career in the Middle East and Europe. He is married to Daralee and has two children, Chris and Tayler.

Lawrence Wallack, DRPH

Lawrence Wallack is Dean, College of Urban and Public Affairs Portland State University. He is also Emeritus Professor of Public Health, University of California, Berkeley and was a founding senior fellow and first President of the Rockridge Institute, a California-based think tank.

He was the founding director of the Prevention Research Center (1983-86), the first federally funded national alcohol research center with a primary emphasis on prevention. From 1986 to 1995 he was the principal investigator for the California site of the Community Intervention Trial to Reduce Smoking (COMMIT). This project, funded by the National Cancer Institute, was

the largest randomized community trial ever developed for the prevention of smoking.

In 1993 he was the founding director of the Berkeley Media Studies Group, an organization conducting research and training in the use of media to promote healthy public policies. Dr. Wallack is one of the primary architects of media advocacy -- an innovative approach to working with mass media to advance social and public health issues. He has published extensively and lectures frequently on the news media and public health policy issues. He is the principal author of News for a Change: An Advocate's Guide to Working with the Media, (Sage, 1999) and Media Advocacy and Public Health: Power for Prevention (Sage, 1993). He is also co-editor of Mass Media and Public Health: Complexities and Conflicts (Sage, 1990).

Dr. Wallack has been honored with several awards. He was one of the original recipients of the Innovators Award (2000-05) from the Robert Wood Johnson Foundation. This award recognized lifetime achievement and innovation in the area of prevention. Other awards include:

- Distinguished Wellness Lecturer, University of California, Berkeley (1997)
- Alfred W. Childs Distinguished Award for Faculty Service, School of Public Health, University of California, Berkeley (1996-97)
- University of California Health Net Wellness Award Lecturer (1994)
- Early Career Award, Community Health Education Section, American Public Health Association (1984)
- Peer Recognition Award, Society of Public Health Educators, Northern California (1983)
- Beryl Roberts Prize in Health Education (1980)

Dr. Wallack has appeared on Nightline, Good Morning America, the CBS Evening News, the Today Show, CNN, Oprah, and numerous local news and public affairs programs. He has provided consultation to a wide range of local, state, national, and international organizations on issues related to public health, social change, and mass media. His research has received substantial funding from major philanthropic foundations, state, and federal agencies.

He currently serves on the Board of Directors/Governors/Trustees of the Portland City Club, the World Affairs Council, the Institute for Portland Metropolitan Studies, the Sidney Lezak Project, the Policy Consensus Initiative, and the Praxis Project.