

Keystone Conference: Advancing Prevention Practices

Youth Cannabis Prevention Conference

September 23, 2021

Capitol Plaza Hotel and Conference Center | Montpelier, Vermont
9:30 am–4:00 pm (registration opens at 9:00; lunch provided)

This conference provides an opportunity for prevention professionals to come together and refine or develop new cannabis use prevention strategies based on current trends and impacts focused on Youth. Based on lessons learned from other New England states and Vermont's own legislation for a legal retail market, panels and workshops will explore community-based education, policy development, youth messaging and other topics.

See reverse side for session descriptions.

Who Should Attend? Prevention professionals and youth allies currently working to address youth substance misuse including cannabis.

Registration While the conference is free of charge, seating is limited and pre-registration is required to attend. Register here: eventbrite.com/e/keystone-conference-advancing-prevention-practices-tickets-163367086353



Offered at no charge through the Vermont Department of Health, Alcohol and Drug Abuse Programs (ADAP)

COVID-19 protocols issued by the State of Vermont will be in effect and followed at the conference. Updates will be provided to those registered. For information on the policy and procedures of the conference center, visit capitolplaza.com/covid-safety-protocols.php

Conference Session Descriptions

MORNING PANEL

Lessons Learned from Other States with a Legal Retail Marketplace

Scott Gagnon, Associate Executive Director of AdCare Educational Institute of Maine, Inc., and Director of the New England Prevention Technology Transfer Center (PTTC)

Megan Scott, MSW, Substance Use Prevention Program Manager, Tobacco and Substance Use Prevention and Control Program, Division of Disease Prevention, Maine Center for Disease Control and Prevention

Heidi Heilman, President, Massachusetts Addiction Prevention Alliance

ACTION PLANNING

Facilitated by Liz Blackwell-Moore. Throughout the day, participants will be thinking about current prevention strategies in the context of the coming retail cannabis market in Vermont and identify new strategies for preventing youth cannabis use. At the final session, participants will choose a prevention strategy they would like to work on over the next year and work in small groups to create an action plan for that strategy.

MORNING WORKSHOPS

Messaging to Prevent Youth Cannabis Use

With Liz Blackwell-Moore, MPH, Birch Lane Strategies.

Vermont will have a retail cannabis market in 2022. For many in prevention, there is a concern that with greater access to retail cannabis, youth cannabis use will increase. Creating and using prevention messages around youth use of cannabis is an important prevention tool, yet public health often falls back on using messages around the harms of use which are messages that often work best with the young people least likely to use. In this workshop, participants will explore the research on effective substance use messaging and credible messengers to prevent and reduce youth cannabis use. This will include building a deeper understanding of the way underserved and/or

marginalized young people are impacted differently by prevention messages and messengers. Participants will then work in small groups to look at the current statewide campaigns (Let's talk Cannabis and Parent Up) and other local campaigns to identify ways of incorporating them into local prevention efforts as well as identify gaps in messaging or messengers that they could address as a local coalition or in partnership with others.

Working with Local/Municipal Decision Makers

With Seth Jensen, Deputy Director, Lamoille County Planning Commission; Jessica Bickford, Coordinator and Alison Link, Policy and Community Outreach Coordinator, Healthy Lamoille Valley; Alice Stewart, Mount Ascutney Prevention Partnership; and

Kimberly Gilbert, AICP, Regional Planner, Two Rivers-Ottawaquechee Planning Commission.

Join this roundtable discussion featuring community prevention staff partnering with regional planning staff to educate local communities and municipal decision makers to help them navigate the cannabis retail laws and community health considerations. Come prepared with questions, share your experiences and examine the opportunities for education at the local level.

Cannabis Legalization and Youth—The Massachusetts Experience

With Jennifer Flanagan, MS, Director of Regulatory Policy, Vicente Sederberg LLP, Former Commissioner, Massachusetts Cannabis Control Commission; and Julie Johnson, PhD, Director of

Research, Massachusetts Cannabis Control Commission.

This workshop will discuss the experience of adult-use cannabis legalization in Massachusetts, as it pertains to research and public health regulations/implementation and youth cannabis research and provisions. Highlighted will be the public health provisions in Massachusetts's adult-use cannabis legalization and the importance of a research agenda and baseline data for the cannabis regulatory body. Also included will be a discussion on ways in which youth cannabis use prevention and diversion was prioritized in Massachusetts.

Best practices for retail sales: Lessons Learned from Retail Tobacco

With Tanya Wells, Tobacco Control Program Manager, Vermont Department of Health

AFTERNOON WORKSHOPS

Reducing and Preventing Cannabis at College

With Tom Fontana, AOD Team, University of Vermont.

Addressing cannabis misuse on a college campus requires multiple approaches. This session will start at the State and National level considering the impact on campus policy then focus on the campus community regarding data collection and norms. Training and engagement of faculty and staff will be considered. We will discuss working with students, proactive and reactive approaches, and supporting abstinence. The socioecological model will be utilized to consider cannabis prevention and harm

reduction at the college level. There will be an introduction to the biannual review, CollegeAIM, and T-Break Guide. Join in to share your thoughts and experience.

The Layers of Cannabis Policy, And Where Prevention Fits In

With Scott Gagnon, NEPTTC.

This workshop examines the multiple layers of policy with respect to cannabis: state, local, and organizational, and how cannabis policies on all levels can impact the risk factors that influence substance use, in particular youth substance use. Addition-

ally, in this workshop participants will learn how to approach planning prevention approaches within a context of commercialized cannabis, including a discussion of the prevention tools we have in our toolbox that can help us in this work.

How to Engage Youth through Storytelling

With Becky Holt, Vermont Story Lab.

Learn a variety of storytelling techniques that can be used to connect with youth and incorporate their voices in the creation and implementation of prevention messaging around youth use of cannabis. In this hands-on,

interactive session, participants will have the opportunity to practice skills and understand how and where they might be most effective to encourage conversations and facilitate discussions. Participants will receive storytelling instructional handouts and a list of resources.

Polysubstance Vaping

With Dr. Andrea Villanti, Vermont Center on Behavior and Health and Others.

A look into Vermont data on how young people are using cannabis and the relationships between vaping nicotine and vaping cannabis.