

Reaching Target Populations



Featuring: Albert Gay, Associate, Center for the Application of Prevention Technologies (CAPT)

June 22, 2017

Comfort Inn
525 N Canal Rd, Lansing, MI 48917

8:00am: Registration; 8:30am to 4:00pm (Training)

This event is sponsored by the Michigan Department of Health and Human Services, Behavioral Health & Developmental Disabilities Administration, Office of Recovery Oriented Systems of Care, and facilitated by The Michigan Association of Community Mental Health Boards (MACMHB). If you have questions, please contact Annette Pepper at apepper@macmhb.org or call 517-374-6848.

Who Should Attend? PIHP prevention coordinators, Partnership for Success Grantees, publicly funded preventionists, coalition members.

Priority populations are often difficult to access and engage. This reduced access often means a reduction of resources for those within those groups; thereby creating a number of social, health, and behavioral health disparities. Community organizations that desire to change these negative outcomes through planning and interventions may find barriers, fears, and obscurity along the way. These challenges often prevent direct services from effectively reaching the population of focus, short-circuiting the planning, time, resources, and energy put into the intervention.

Therefore, coalitions and community members need tools and tips to help overcome these challenges. This workshop is designed to be hands-on and team based for community coalitions involved in substance misuse prevention. Participants will have opportunities to reflect upon key population data gained through the Strategic Prevention Framework, access the coalition's capacity to engage the focus population, and discover implementation strategies for recruiting members of the hard to reach population of focus.

Objectives for the participating community coalition teams are as follows:

- Use local data to discuss populations of focus
- Engage in culturally responsive dialogue
- Perform Cultural Capacity SWOT Analysis for engagement with focus population
- Discuss and strategize around local barriers and challenges
- Create local key stakeholder linkages for community support and planning
- Look at strategies for recruiting hard to reach populations
- Produce detailed action plans for focus population engagement and recruitment

The Michigan Association of Community Mental Health Boards is approved by the Michigan Certification Board for Addiction Professionals to sponsor substance abuse training. MACMHB maintains the responsibility for the program and content. Substance abuse professionals participating in this training will receive 6.5 (Specific) contact hours.

Certificate Awarded: At the conclusion of this seminar, bring your Certificate of Attendance form to the MACMHB Staff to be initialed. You will turn in the top, to be initialed by MACMHB staff..

If you are over 5-minutes late or depart early, you forfeit your certificate of attendance for the entire training. Please note this is a rule that MACMHB must enforce or we could lose our ability to provide continuing education in the future. This rule will be strictly followed.

Featuring: Albert Gay works with the Center for the Application of Prevention Technologies (CAPT) as an associate and with Indiana University's School of Public Health as an Education and Training Specialist and Research Associate with the Indiana Prevention Resource Center. In this position, he coordinates substance misuse and HIV prevention strategies and trainings. In the field of prevention, Albert has held national training positions in the areas of substance misuse prevention. Nationally, he has trained the behavioral health workforce, the United States military, and diverse population groups and community coalitions in the Strategic Prevention Framework. Locally, Albert was the coordinator for a Communities That Care coalition; and currently, he is the chair of a county council and a key stakeholder for a city wide coalition (both of which are Drug Free Communities Coalitions). Besides prevention, his other areas of interest include faith-based initiatives, mental health promotion, societal and health disparities, cultural competence, historical trauma, and strategic planning.

Overnight Accommodations: and Training Location:

Comfort Inn, Address: 525 N Canal Rd, Lansing, MI 48917. Call (517) 627-8381 and mention you are with Reaching Target Populations training to get a \$75/per night rate + tax.

Reaching Target Populations
June 22, 2017 - Attention: Annette Pepper
Comfort Inn, Address: 525 N Canal Rd, Lansing, MI 48917

8:00am – 8:30am Registration & Coffee; 12:00pm – 1:00pm (Lunch provided); 8:30am – 4:00pm (Training)

3 Ways to Register:

Online - www.macmhb.org/education

FAX - 517-374-1053 ❖ MAIL - MACMHB, 426 S. Walnut, Lansing, MI 48933

Check date/location that you plan to attend

\$25 PER PERSON (COST SHOWN INCLUDES COFFEE & LUNCH)

PLEASE PRINT OR TYPE

Name: _____ Title: _____

Board/Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Area Code/Phone: _____ E-Mail: _____

Dietary Needs: Vegetarian Vegan Gluten-free Allergic: _____

Other: _____ Physical Needs: _____

Arrangements for special needs will be honored for those written requests received 10 business days prior to the conference. Clearly state your specific needs for mobility assistance, interpreters, etc. Attempts for on-site requests will be made.

In Case Of Emergency During Conference, Contact: _____ Cell Phone: _____

Beginning in 2017, payment will be required prior to attendance. Payment methods available in advance and onsite: credit card, check or exact cash. If payment has not been received prior to the event, fees will be collected at registration the day of the event unless alternate arrangements are pre-approved by MACMHB. NOTE: Purchase orders are not considered payment. All no shows will be invoiced the full registration amount.

Cancellation Policy: Cancellations must be received in writing at least 10 business days prior to the conference for a full refund less a \$15 administrative fee. If cancellation is received less than 10 business days prior to the training, no refund will be given and the full charge will be incurred. Substitutions are permitted at any time.

Evaluation: There will be an opportunity for each participant to complete an evaluation of the course and the instructor. If you have any issues with the way in which this conference was conducted or other problems, you may note that on your evaluation of the conference or you may contact MACMHB at 517-374-6848 or through our website at www.macmhb.org for resolution.

Severe Weather Policy: Trainings will take place as scheduled and we will not be able to refund training fees. In the event of severe weather, please check the www.macmhb.org website for scheduling delays and event updates.

BY SUBMITTING THIS REGISTRATION, I AM AGREEING TO THE TERMS AND CONDITIONS TO MACMHB'S ABOVE POLICIES.