



Staying Engaged During COVID 19

Dorothy J. Chaney
CADCA Trainer

May 13, 2020



cadca.org

LiveStream Training

- Goal is to keep everybody engaged
- I will do my best to monitor the chat box
- Email me after the session if you want specific information or want to share
- chaneymom@gmail.com



Objectives

At the end of the session, participants will be able to:

- Explain how local conditions have changed with COVID 19
- Discuss how coalitions are responding with key messages relevant to communities and families
- Share what other coalitions are implementing in response to COVID 19
- Will allow for 30 minutes or more of discussion

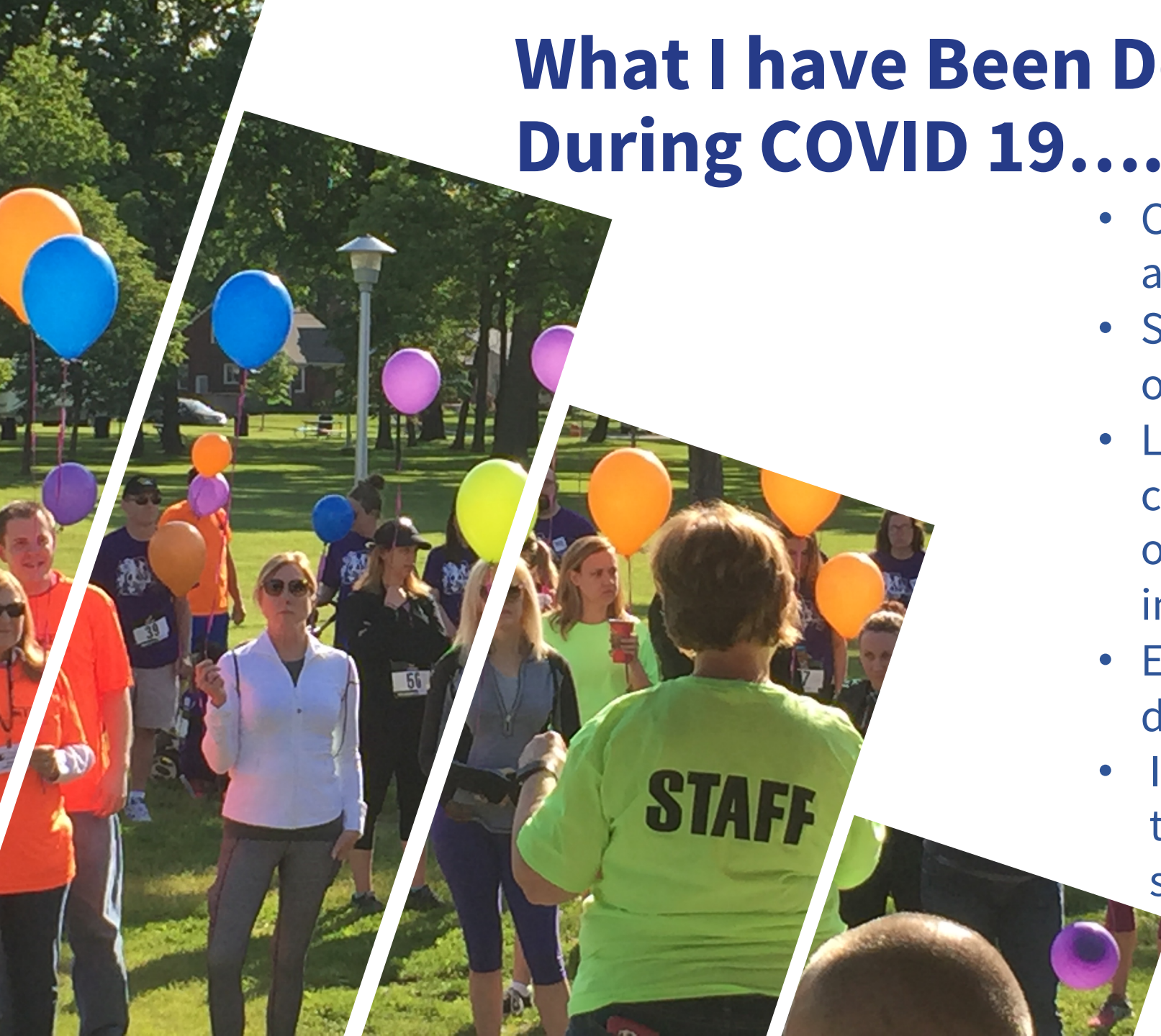
Why This Session is Important



- Coalitions are looking for ways to stay engaged
- We are trying to be responsive to the way COVID 19 is changing the landscape
- Looking for ways to keep the work moving forward
- In-kind Match!
- This session is a **learning and sharing community**
- *I have learned a lot and am learning more every day!*

What I have Been Doing During COVID 19....

- Connecting with coalitions all across the country
- Supporting Coalitions to overcome COVID 19 challenges
- Learning that *once again* – community coalitions are agents of change and innovators to improve communities
- Excited to continue the discussion with you today
- I have learned that now more than ever, coalitions want to share ideas



Our New Virtual Community

- In order to get the work done, coalitions need to stay connected
- There are many options to keep coalitions connected using technology – and this may last beyond COVID 19
- Many free options, and many platforms have free versions as well as paid, upgraded versions
- Platforms exist to not only conduct meetings and webinars but to keep projects moving and to engage groups in discussions, planning and more

Staying Connected Options

- Google Hangout
- Zoom
- Microsoft Teams



- Allow for much more than video conference and webinars
- Free versions have limitations
- Require some level of technology skill to use

- Free Conference Call
- Go To Meeting
- Zoom
- WebEx



- Free versions have limited options and not all allow screen sharing
- Require some level of technology skill to use
- Free versions are adequate for basic meetings and conference calls
- Limited number of participants



Free Platforms

Google Docs

<https://docs.google.com/>

Asana

<https://asana.com/>

Trello

<https://trello.com/>

Zoom

<https://zoom.us/>

Kahoot

<https://kahoot.com/>

Tips for *Selecting a Platform*



- What is your budget
- What are you trying to accomplish? Meetings or workgroups, shared documents, etc



- Technology level of participants
- Internet and computer availability
- Do we need to see each other? Will a conference call work?

Tips for *Planning* Online Meeting



- Choose technology that is most accessible and user friendly for your coalition members



- Ensure that there are options for both online and phone in case access to internet is a problem



- Send a pdf of any slides or documents via email prior to the meeting
- Ask participants to test the technology prior to the meeting
- Facilitator should be online 20 minutes before the meeting starts

Tips for *Running* Effective Online Meetings



- Ask people not to multitask – *using cameras when possible helps with that!*



- Follow an organized agenda and allocate time for people to get involved
- Send discussion questions prior to the meeting so that people are prepared to participate



- Monitor both the chat box and the phone lines – provide options for people to participate
- Assign roles – chat box monitor, time-keeper, note taker, tech point person etc. *One person cannot do it all!*

Checking In

- What forms of technology are you and your coalition using to stay connected?

Moving the Work Forward During COVID 19



Moving the Work Forward: Assessment



Assessment Activities



Online Youth Focus Groups



Online Community Survey



Environmental Scan by Car

Local community data collection example



Participate in online survey for Coalition Against Teen Substances in Luna County

Bill Armendariz, Deming Headlight Published 11:37 a.m. MT April 9, 2020

Luna County Coalition Against Teen Substances needs your help



Costilla-Gonzalez (Photo: Courtesy photo)

LUNA COUNTY, N.M. – The outbreak of COVID-19 and subsequent quarantine efforts to stem the spread of the virus, have threatened the required community's participation in the New Mexico Community Survey (NMCS), a vital statistical tool used by the Coalition Against Teen Substances (CATS).

"The New Mexico Community Survey provides the Coalition Against Teen Substances with valuable guidance on where to focus our resources to best serve the community's needs," said John Costilla-Gonzalez, CATS program specialist. As a subcommittee of the Luna County Health Council, CATS is composed of invested community members and service providers dedicated to reducing alcohol use among youth and prescription drug misuse in the region.



Source:
<https://www.demingheadlight.com/story/news/2020/04/09/take-part-online-survey-coalition-against-teen-substances/2970346001/>

Moving the Work Forward: Capacity



Capacity Building Activities



**Coalition Member
Survey**



**Revise By-laws, Job
Descriptions**



**Member Orientation
Packets**



**Coalition Member
Development**

- Many online learning opportunities now
- Ask members to do online course and report at next meeting
- <http://learning.cadca.org>

Checking In

- What assessment and capacity building activities are you working on now – or could work on now?

Moving the Work Forward: Planning/Implementation



Responding to New Local Conditions

Retail

Availability

Retail Alcohol Environment

Liquor Laws Loosen Up in the Face of Delivery-Only Dining

Some states are letting restaurants turn to takeout booze to make up for lost profits

Caleb Pershan • Mar 20, 2020, 4:01pm EDT



[Home](#) / [Local](#) / [Article](#)

Fargo approves to-go, delivery and curbside liquor sales for 30 day period



-assets.rubiconproject.com...

What Is YOUR COVID 19 Alcohol Environment?

- What are your community's/state's alcohol laws
- What has been adapted or changed with the pandemic
- How many restaurants/bars are selling curbside?
- How many are selling mixed drinks to go?
- How many are checking ID?
- How can we respond now – and how can we be prepared for the post COVID alcohol environment?

Coalition in Connecticut Provides ID Scanner for Curbside Sales



Key Messages

Dear Liquor License Holder,

REACH, the Calumet County substance misuse prevention coalition, hopes that you are staying healthy during this difficult time- Selling alcohol is a legitimate business that plays a valid role in our community. It is also a privilege that has very specific responsibilities attached to it. We ask that you continue to fulfill those responsibilities during the Safer at Home order and beyond.

We believe that helping you avoid violations of the law such as selling alcohol to underage young adults or violating Wisconsin's Emergency Order, will help to reduce the problems that come with underage drinking. City of Chilton Police Department and REACH are working as a team to prevent the sale and distribution of alcoholic beverages to underage youth and to maintain compliance with the Emergency Order.

Especially during this time, it is imperative that your employees remain vigilant in checking IDs of those purchasing alcohol from your establishment to prevent alcohol sales to underage buyers. We encourage you to remind your staff of the importance of not selling alcohol to those under the age of 21.

Governor Ever's Executive Order allows taverns and restaurants to continue to sell liquor "to go" in the original unopened package for consumption off the licensed premise. It is not legal to sell mixed drinks such as Old Fashioneds or Bloody Marys "to go", regardless if sold in cups or vacuum packages, unless they are sold in original, unopened packages. It is legal to sell a growler of beer in its proper container. All alcoholic beverages can only be sold for consumption off of the licensed premise.

We request your cooperation in necessary efforts by our community to reduce the availability of alcohol to our youth and to protect the safety of all community members. Please work with us to ensure your business' compliance with alcohol sales laws.

If you would like further information, please email Annie von Neupert, REACH Coalition Project Coordinator, at annie@cablinc.org.

Yours in safety,

Angeline von Neupert
REACH Project Coordinator

Chief Craig Plehn
City of Chilton Police Department



Responding to New Local Conditions

EXTREME

Alcohol Culture

EXTREME Alcohol Culture

Drinking alcohol may heighten risk of getting coronavirus, WHO suggests

Joshua Bote, USA TODAY Published 5:36 a.m. CT April 16, 2020 | Updated 5:34 a.m. CT April 17,



The World Health Organization warns that alcohol may put people at increased risk for coronavirus and weaken the body's immune system. Wochit

Associated Press

U.S. online alcohol sales jump 243% during coronavirus pandemic

Published: April 2, 2020 at 11:21 a.m. ET

By Associated Press

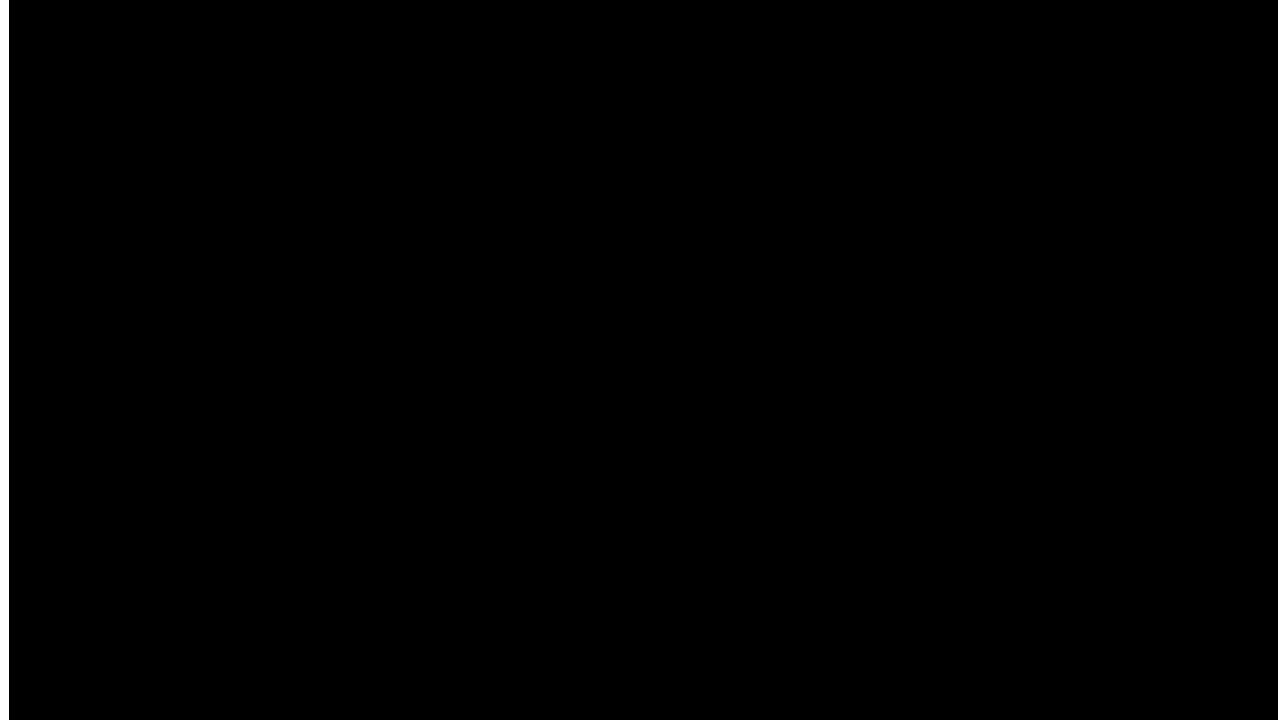
Online alcohol sales far outpaced in-store sales



Finally a realistic Barbie



SNL Video



<https://www.youtube.com/watch?v=EGyTXmKpVlw>

The Alcohol Culture Is NOT New....

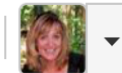
...but COVID 19 has accelerated the problem



Strategies & Counter - Messages



cadca.org



Building drug-free communities.

search




ANNUAL SURVEY OF COALITIONS

Enter to win a \$100 Visa gift card!
Contact survey@cadca.org for your survey link

CADCA Members

Settings

Community Home

Discussion 4.2K

Library 409

Events 0

Members 13K

Latest Discussion Posts

Add

Upload File



RE: July Mid-Year

By: [Amy Pica](#), 14 minutes ago

Hi Jamal - Yes, CADCA is monitoring the pandemic closely and Mid-Year is still proceeding as planned. The early bird rate ends June 22nd. Please don't hesitate to reach out with additional questions. All the best, Amy ----- ...

Latest Shared Files

Add



RE: Fwd: IN VERY POOR TASTE! Help, we need to get this ...

By: [Amy Pica](#) 18 hours ago

A Coordinated Response

Stephen B. Burke
Chairman
NBC Universal
30 Rockefeller Plaza
New York, NY 10112
SBurke@nbcuni.com

Dear Mr. Burke,

On Saturday, May 9, 2020, NBC's Saturday Night Live shared a skit that featured children drinking alcohol with the repeated words "let kids drink." While we recognize this was created in satire, we feel this could be harmful to youth who are exposed to the content, both as it aired on television and is being shared online across Saturday Night Live's social media platforms.

As a community substance use and misuse prevention coalition, our work on preventing underage alcohol use is of utmost importance. The National Institute on Alcohol Abuse and Alcoholism (NIAAA) have shared insight with us surrounding the [prevalence of binge drinking](#) and [underage drinking](#) during the current COVID-19 pandemic. Especially during this time of uncertainty and fear, sharing content that features youth alcohol use and parents allowing underage drinking could be extremely damaging to our prevention efforts.

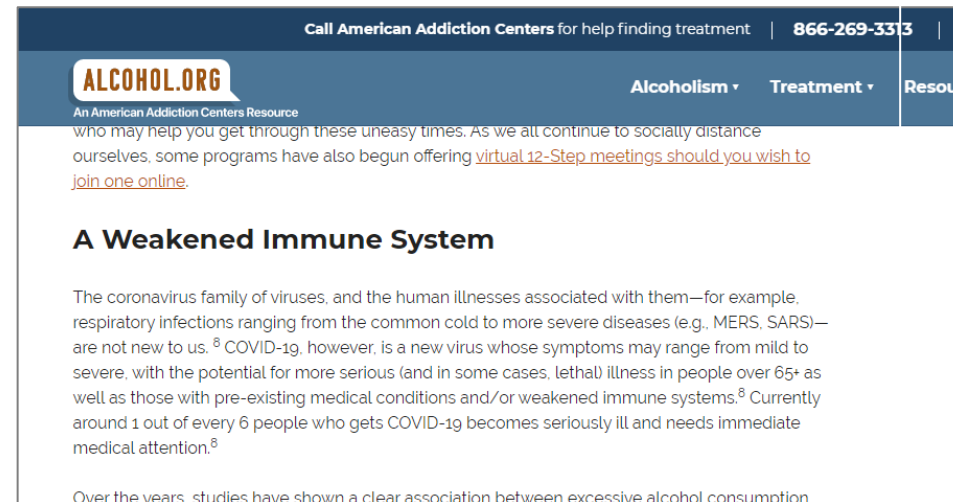
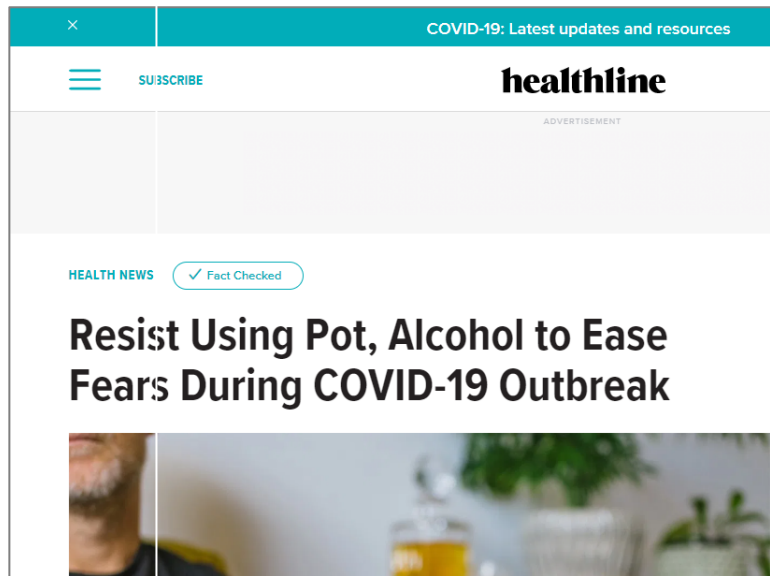
In the future, we ask you to please be more responsible with the content you share and consider the implications on our nation's youth. In addition, we ask that you remove the "Let Kids Drink" video from your social media channels, to limit the exposure children and parents may have to this [particular content](#).

Sincerely,

Name
Organization

Substance Use Prevention during COVID-19

Coordination and Communication




Updated Research and Information

Substance Use Prevention during COVID-19


Coordination and Communication

Upcoming Partner Events

TUESDAY, APRIL 14




Virtual Chair Yoga
14 Apr @ 10:30am | Zoom Chair Yoga
● Coalition Partner
Join us for Chair Yoga. Everyone can access the health benefits of yoga in this




Show & Tell with your Pets
14 Apr @ 2:00pm | CAMP Rehoboth
Zoom ● Coalition Partner
A circle for LGBTQA+ youth (ages 13-18) to find support, connection, and a safe

WEDNESDAY, APRIL 15



Join us for a FREE online **Breast Health Presentation**
Wednesday, April 15, 2020
11:00 a.m. to 12:00 p.m.
Presented by **Women's Health Screening Program**
● Coalition Partner
Join us for an online breast health presentation brought to you by the



Get Experience in Mindfulness
15 Apr @ 12:00pm | Zoom Meeting
● Coalition Partner
Looking for a sense of calm in your new routine? Join University of Delaware

CURRENT RECOMMENDATIONS INCLUDE:

- > Avoiding close contact with people who are sick.
- > Avoiding touching your eyes, nose, and mouth with unwashed hands.
- > Covering your cough or sneeze with a tissue, then throw the tissue in the trash.
- > Washing your hands often with soap and water for at least 20 seconds, especially after going to the bathroom; before eating; and after blowing your nose, coughing, or sneezing. Use an alcohol-based hand sanitizer that contains at least 60% alcohol if soap and water are not available.
- > If you are sick, STAY HOME!!!

HEALTH INFORMATION

We are considering the CDC and the Delaware Division of Public Health to be the experts on the virus and our response to it.

Their websites are here:

- > CDC: <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>
- > DPH: <https://dhss.delaware.gov/dhss/dph/epi/2019novelcoronavirus.html>

Please refer to them for detailed information and guidance

TRAVEL

If you are travelling for business or pleasure, please be sure to follow all guidance from the CDC on how to prepare and what you should do upon your return:

- > <https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html>

SELF CARE

We recognize that the situation creates high levels of anxiety. We know everyone is worried about potential infection of themselves and loved ones. Please take care of yourselves and take care of each other. We want to help, let us know what you need!!


[Scroll to Top](#)

Promoting Partner Events

Promoting Access to Resources



The screenshot shows the website for the San Antonio Council on Alcohol & Drug Awareness (SACADA). The navigation menu includes Home, About, Services, COVID-19 Resources, Events, News, Resources, Giving, and Contact. The main heading is "COVID-19 Resources for Kids". Below this, there is a section titled "Color Pages For Kids" with a link to "Print the Complete Alphabet Coloring Book Here" and two sub-links: "Letter 'A' Coloring Sheet" and "Letter 'B' Coloring Sheet".



The screenshot shows the website for PARENTS LEAD.ORG. The main heading is "Talking to Your Child about COVID-19 High School". Below this, there is a paragraph of text: "The World Health Organization officially declared coronavirus a pandemic. Health experts predict that the virus and its impact on our communities are just beginning." The background of the page features a young man with his hand on his chin, looking thoughtful. At the bottom, there is a partial sentence: "You play an important role in helping children and teens better understand..."

Key Messages

During COVID-19 Underage Drinking is Still a Problem

According to the 2019 Monitoring the Future Survey:

Over 52% of Seniors reported drinking alcohol and 20% of 8th Graders Reported drinking alcohol

Risk Factors

- Family History of alcoholism
- Peer Pressure
- Depression or other Social/emotional problems

Extra COVID-19 Risk Factors

- Loss of Social Connections
- Loss of Support systems
- Increase of in home stress
- Loss of milestones

Naturally there is extra stress right now for everyone!
Have the conversation around drinking today! It is never too early to start

 **RISAS**
Rhode Island Student Assistance Network

 **CCAP**
Criminal Justice Training Center

 **CRASHION**
Rhode Island Substance Abuse Task Force

Made with PosterMyWall.com

What Parents/Adults can do to prevent Underage Drinking

Talk Early and Talk Often about drinking with your kids. You can prevent underage drinking by having the conversation about underage drinking!

Be a Positive Role Model

Don't give alcohol to teens

Avoid using alcohol in high risk situations i.e. before driving

Monitor or lock up your alcohol
Make clear rules around alcohol in your home

COVID-19 has caused a lot of stress and uncertainty for everyone. Help your teens find some healthy coping techniques within the home. There is help out there if you feel your teen needs it. Call 1-800-662-HELP

 **RISAS**
Rhode Island Student Assistance Network

 **CCAP**
Criminal Justice Training Center


 **CRASHION**
Rhode Island Substance Abuse Task Force

Made with PosterMyWall.com



Fargo Cass Public Health



Apr 8 at 8:02 AM • 

Avoid compromising your immune system during the **#COVID19** pandemic. Drinking too much alcohol can weaken your immune system, making your body a much easier target for disease. Drinking a lot on a single occasion slows your body's ability to ward off infections – even up to 24 hours after getting drunk. Learn more at the National Institute on Alcohol Abuse and Alcoholism, <http://ow.ly/sVv850z4K9s>.

#FCPH #Publichealth #prevention

#alcoholawarenessmonth #speakvolumes

Checking In

- What are some ways that you have disseminated the message about excessive alcohol use and health?

Innovative Ways of Messaging – Using Technology

Podcasts

Social Media

While COVID specific messaging is important – our other messages continue too



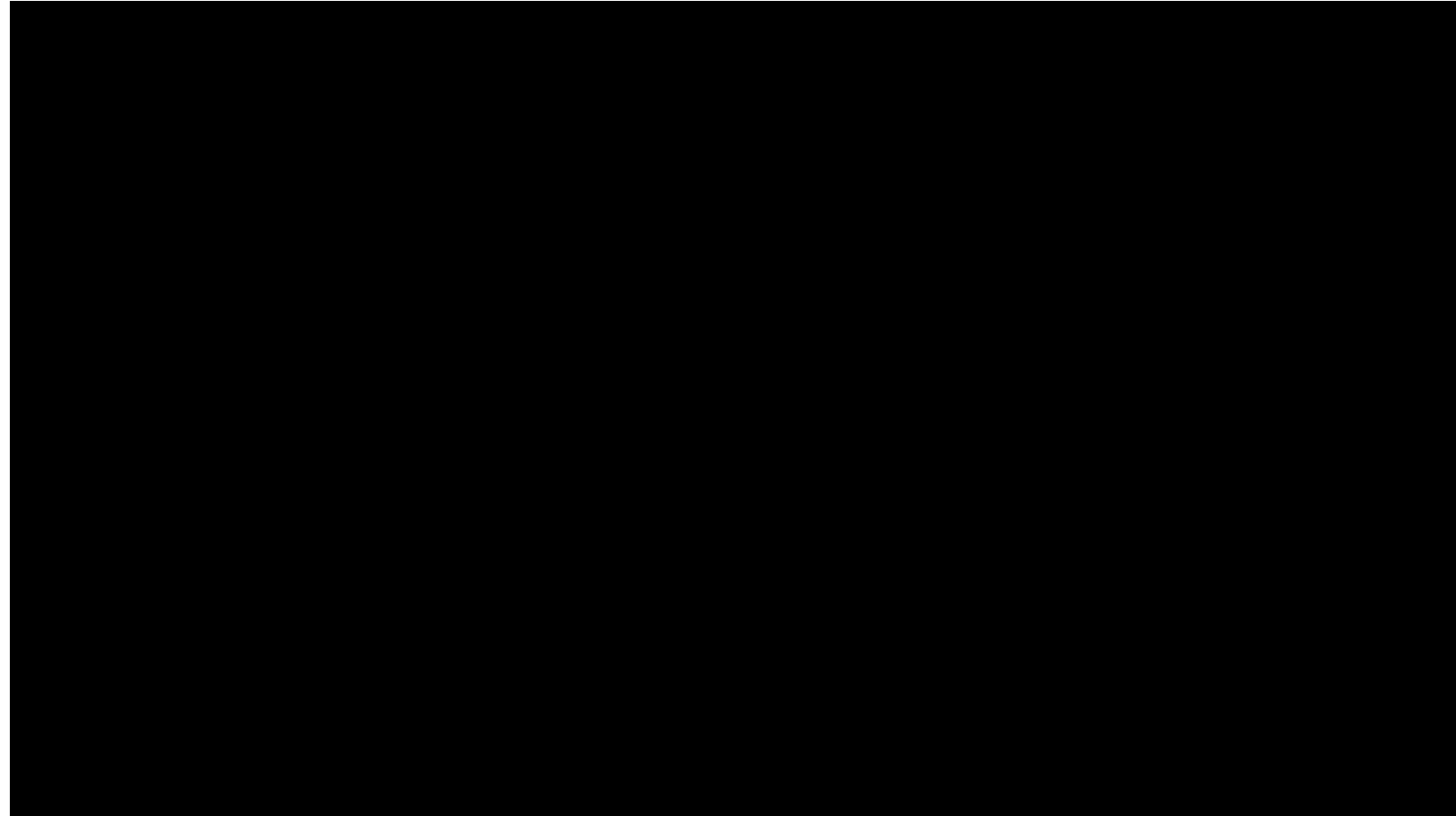
Podcasts

Engaging Coalition in Developing Podcasts

- How the podcast idea came about – they had a dentist be guest presenter on the opioid epidemic – and nobody showed up!
- Wrote a grant to the local community foundation for \$1000 for equipment
- Started with Soundcloud. Free but limited. Bought a subscription
- They branded the podcasts – “Clear Thinking”
- Can search for it on your phone’s podcast app



Engaging Coalition – Youtube Ads

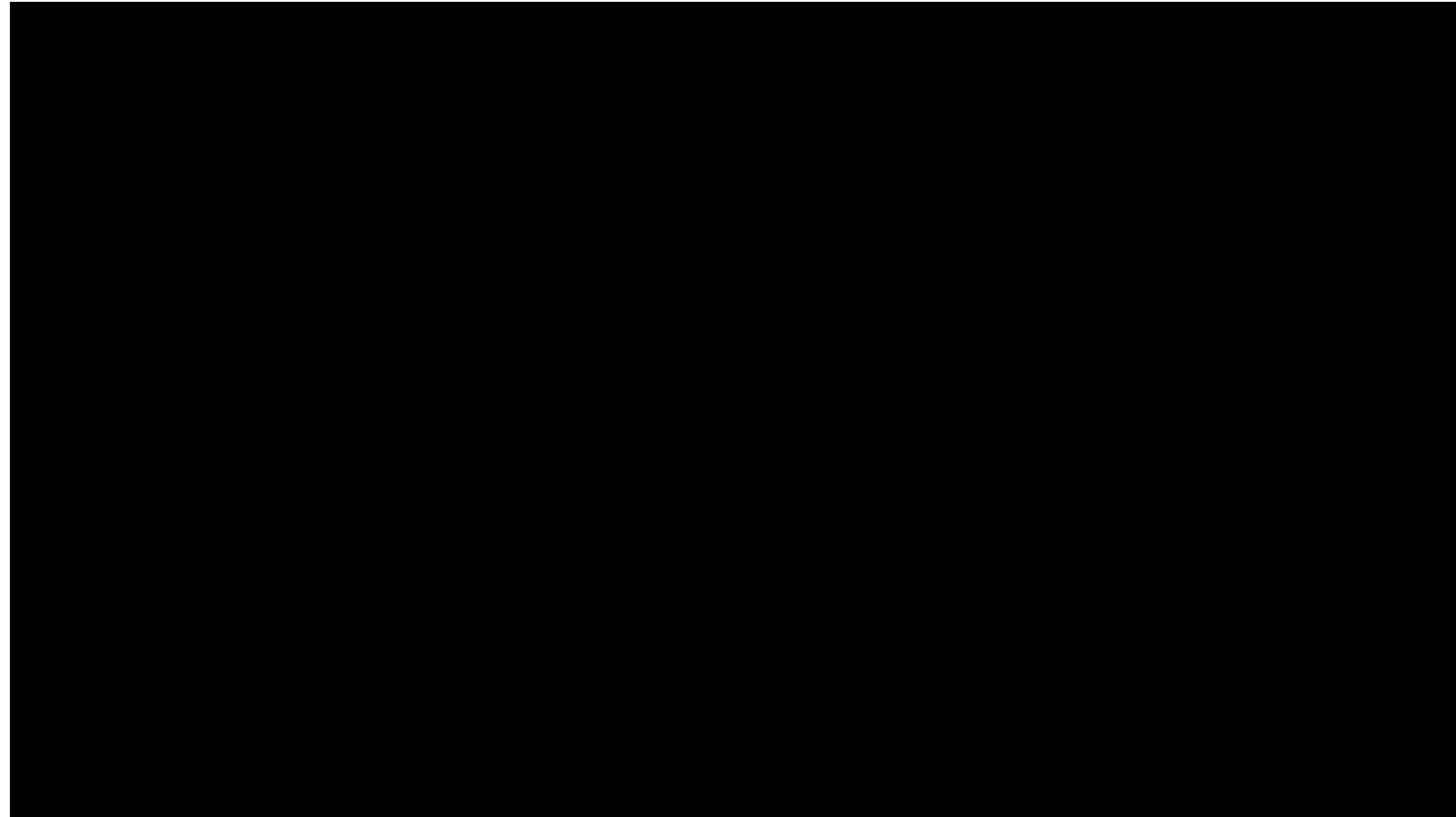


<https://www.youtube.com/watch?feature=oembed&v=txdPH-uj33Q>

Youtube Ads

- Youth coalition members wanted to reach students where they are online
- Video was shot with an iphone
- Message came from youth coalition members– they talked about the misconceptions held by most youth
- Ads play on youtube and facebook – coalition sets a daily budget
- This is a great way to engage youth and leverage technology and creativity skills!
- Sectors involved in this initiative – youth, schools, business, healthcare, public health, parents
- Great way to get messages out – low cost and pandemic proof!

Engaging Youth in Key Messages



https://www.youtube.com/watch?feature=oembed&v=dTc_y1QtqTw

Other Important Key Messages

Vaping & COVID-19

Because vaping causes damage to the lungs it makes one more susceptible to getting COVID-19

Young people might find themselves vaping more than normal or even experience withdrawal from nicotine during the quarantine

THERE ARE WAYS TO QUIT!

- *Youth can text HOPE4RI to 88709
- *Plan ahead to have a "quit day" and dispose of devices
- *Get to know/understand your triggers
- *Challenge a friend to quit together

In High School?

You can reach out to you Student Assistance Counselors from East or West for additional help!

Reach by Email:
East: Tonya Douce
West: Ashley DeSalvo



Rhode Island
RISAS
Student Assistance Services



CCAP
Cranston Community Assistance Program



Drug Free Kern
@DrugFreeKern



Can Vaping Put Teenagers at Greater Risk of Getting Seriously Ill With Coronavirus?

blogs.edweek.org/edweek/rulesfo...

#Vaping #COVID19 #DrugFreeKern #KernCounty



Can Vaping Put Teenagers at Greater Risk of Getting Seriously Ill With Corona...

Even before the coronavirus arrived, schools were concerned about the negative health effects of e-cigarettes on students. Here's one more reason t...

blogs.edweek.org

1:12 PM · Apr 21, 2020 · [Twitter Web App](#)



Other Important Key Messages

KEEP KIDS SAFE DURING THIS UNCERTAIN TIME

Youth will be left on their own out of necessity. Without school and events, most of these young people will likely experience bouts of boredom and look to alleviate their stress.

It's during these times that they are most vulnerable to making poor choices.

PLEASE MONITOR AND SECURE YOUR ALCOHOL AND PRESCRIPTION MEDICATIONS

Tips for leaving kids home alone:
<https://fyi.extension.wisc.edu/homealone/>



Dear resident of Dodge County,

With COVID-19, we are all Safer-at-Home. But is your home drug-safe?

Two-thirds of teens who misused pain relievers say that they got them from family and friends, including their home medicine cabinets. With family members at home (and often bored) it's important more than ever to be sure your home is safe by locking up your medications.

Prescription drug misuse among teenagers is on the rise.
[Learn how to lock up prescription meds now.](#)

Coalition Work is More important than ever – *and we are all in it together*

Whatever your strategies – link them to DATA – Don't forget SPF!

Coalition may look different – but there is still a lot of work that can be done

We also need to prepare for life after the pandemic – will the local conditions change – or will they remain (for example – alcohol sales curbside)

Coalitions around the nation are rising to the new challenges – and we are stronger together!

Do You Have Strategies To Share?

Do you want any resources I shared today

- Share your great ideas on the CADCA Forum
- Email Me!
- chaneymom@gmail.com



Questions and Answers

