

Toolkit: Planning a Community Educational Event to Address Addiction

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I. Purpose

Promoting community education events surrounding substance misuse is important for:

- Raising awareness
- Reducing stigma
- Providing hope in the process of recovery

This toolkit will provide you with guidance and concrete examples of how to:

- Plan
- Organize
- Implement a community education event

Previous forums have attracted people personally affected by addiction, as opposed to the general population attending to learn about addiction out of sheer curiosity. Many audience members have been in distress, having either lost a loved one to addiction or worried about someone. Based on this type of audience, the goal of past forums has been to provide resources and education to those loved ones, not to educate the public about addiction in general.

Recently, the [Surgeon General's Report on Alcohol, Drugs and Health](#) presented evidence that addiction to drugs or alcohol is a chronic brain disease that has potential for recurrence and recovery. The message of a forum is hope: that although the brain disease of addiction brings heartache to entire families, services in Lancaster County are not only available, but are growing every month. Ideal panelists are

- Addiction counselors
- Recovery specialists
- Physicians
- People in recovery

They are most qualified to offer empathy to audience members and answer their questions about the disease itself, as well as its intervention, treatment and recovery process.

II. How to coordinate an event

A. Assign an Event Coordinator or group (Week 1-2)

1. Characteristics of an Event Coordinator:
 - a. Great organizational skills
 - b. Attention to detail
 - c. Great communication skills

- d. Excellent time management
- e. Being prepared and planning for contingencies

2. The event coordinator will:

- a. Identify key community contacts and/or local, influential individuals
- b. Select and confirm a venue
- c. Confirm panelists and vendors
- d. Construct an event outline
- e. Organize and help with publicity plan
- f. Organize day-of-event logistics
- g. Collect post-event measurements

B. Venue Selection (Week 1-2)

1. Examples include:

- a. School auditorium
- b. Church auditorium/sanctuary
- c. University
- d. Government buildings

C. Establish community contacts and/or local, influential individuals to participate in event (Week 2-3)

Examples include:

- a. Contact panelists, vendors and other key players
 - i. Suggested vendor and panelist
(See Addendums, Potential Vendor List and Panelists Bios)
 - ii. Original email template (See Addendum, Vendor Email Sample)
 - iii. Outline for speakers (See Addendum, Outline for Speakers)
- b. Lancaster County Mayors
- c. Potential venue contacts (e.g. superintendent, principal, school counselor, etc.)
- d. Publicity contacts (e.g. social media, printing, etc.)

D. Establish a publicity plan (Week 3-4)

- 1. Create an event flyer
 - a. Can be mailed, posted and/or electronically delivered (see sample)
- 2. Confirm additional advertising strategies
 - a. Social media
 - b. Newsletters
 - c. E-blasts including school districts
 - d. Media outlet
 - e. Advertiser/Merchandiser
 - f. Local bulletin boards

- g. Yard signs

E. Confirm details with venue, panelists and vendors (Week 4-5)

1. Venue

- a. A point of contact
- b. Confirm opening and closing of venue on the specified event date
- c. Confirm final speaker count
- d. Confirm final vendor count
- e. Establish sound requirements
- f. Establish setup needs: tables, microphones, podiums, lighting, etc.

2. Speakers and vendors (See addendum, Vendor Email Sample)

- a. Confirm arrival time
- b. Confirm expectations
- c. Review event objectives

F. Day of event. The event coordinator is responsible for:

- a. Print outlines for speakers (See Addendum, Outline for Speakers)
- b. Evaluation optional
- c. Questions for panelists could be collected prior to the Q&A timeframe by distributing index cards. Staff could collect and provide to moderator.

G. Complete outcome sheet

- a. Number of individuals attended
- b. Number of vendors participated

H. Timeline for Coordinator

Week I & II	Event Coordination/Venue
Week II-III	Contact Panelists, Vendors, Key Players
Week III-IV	Publicity Plan
Week IV-V	Confirmation or venue details, panelists, vendors, publicity
Date of event	Print outline for panelists Evaluation

I. Event Support

If you have any questions regarding this toolkit, please contact Christine Glover at cglover@compassmark.org or Rosemary Search at RCSearch@lghealth.org.

J. Code of Conduct at Panel Events

Any behavior or speech perceived as threatening or disruptive in nature by any attendee, panelist, or vendor will be immediately removed from the premises by Law Enforcement. Following removal from the event, an individual risks citation of both §5503: Disorderly Conduct and §2709: Harassment. These charges and any additional charges following removal will be issued upon discretion of responding Law Enforcement.

We are responsible for providing an open forum for education and support to the community at large; behaviors which threaten these objectives will not be tolerated. Law enforcement officials have been made aware of our concerns, and are steadfast in supporting our efforts.

Note: Security/police presence will be at all community events.

III. References

Prevention of Substance Abuse and Mental Illness. (2016, May 11). Retrieved June 28, 2016, from [http: www.samhsa.gov/prevention](http://www.samhsa.gov/prevention)

Addendum: Potential Vendor List

1. Addiction Recovery Systems of Lancaster
Abby Peters- Abby.Peters@arshealth.com
2. Alcoholics Anonymous
Joe H.- joehapen@yahoo.com
3. Al-Anon
Wendy Douts district22publicoutreach@gmail.com
4. ASAP Lititz
Mike Michael- mmichael@lititzmutual.com
5. Blueprints for Addiction Recovery
Ashley Watters- awatters@blueprintsrecovery.com
6. Caron Treatment Centers
Debra Keltz- Dkeltz@caron.org
7. Celebrate Recovery
hallmarlane@gmail.com
New Providence: josephcavanaugh01@gmail.com
8. COBYS Family Services
Abby Keiser- abby@cobys.org
9. Colonial House Inc.
Toni Sacco- Antoinette.Sacco@chinc.org
10. Community Life Network
Jamie Quinn- jamie@communitylifenetWORK.com
11. Compass Mark
Amy Sechrist- asechrist@compassmark.org
Eric Kennel- ekennel@compassmark.org
Christine Glover- cgllover@compassmark.org
12. Donegal Substance Abuse Alliance
Stacy Emminger- cheekymama@comcast.net
13. Drug Court
Andrea- AndreadK@co.lancaster.pa.us
Judge Ashworth's assistant- lantonucci@co.lancaster.pa.us
14. GA
Morris L- lapi@ptd.net
15. Gam-Anon
Shirley L- lapi@ptd.net
16. Gaudenzia
jingolio@gaudenzia.org
17. Gate House
Jodi Holland- jodi@gatehouse.org
18. Gearty and Skiles
Kelly Gearty- KGearty@hsa-pa.com

19. The GOAL Project
Elaine Pettitano-Collins- mail@goalproject.org
20. Lancaster County Recovery Alliance
Scott Theurer- Stheurer15@gmail.com
21. Lancaster Freedom Center
Kathy Birmingham- kathy@lancasterfreedomcenter.com
22. Lancaster General Health
Aarin Deibler- ALDeible@lghealth.org
23. Manos House
Chris Runkle- chris@manoshouse.com
24. Mazzitti & Sullivan Counseling Services
Amanda Jernigan- ajernigan@mazzittiandsullivan.com
25. Namaan Center
Steve Schedler- sschedler@naamancenter.com
26. Nar-Anon
Kris T. Kotrainer1@aol.com
27. Narcotics Anonymous
Gloria- ggmg725@aol.com
28. Office of the District Attorney
Sarah Fritz- sfritz@co.lancaster.pa.us (Will provide Lock Boxes for these events)
29. PA Adult & Teen Challenge
Angie Jakubowski- AJakubowski@PAATC.org
30. PA Counseling Services
Eamonn McAteer- emacateer@pacounseling.com
31. The RASE Project
Sandy Paradis- sandyparadis@raseproject.org
32. Refuge Recovery
Ken- kennydunn@gmail.com
33. Rehab After Work/Onward Behavioral Health
Jedediah Bakier- Jbaker@obhcares.com
34. Retreat Premier Addiction Treatment Centers
Kathleen Nine-Scott- kathleenns@retreatmail.com
35. Safe Haven Treatment Service
Wendy Shoster- wendy@safehavenyork.com
36. TW Ponessa & Associates
Brittany Ponessa- brittany.ponessa@twponessa.com
37. White Deer Run
Margaret Eckles-Ray Margaret.Eckles-Ray@acadiahealthcare.com
38. Wellness Counseling
Richard Wheeler- richardwheeler@rwwca.com

Addendum: Potential Vendor Email Sample

Hello everyone,

I am writing with some exciting news! We have a new Anti-Heroin Task Force Community Event on <date> at <location>. An informational flier is attached for you. The event starts at <time> and you can begin to set up starting at <set up time>.

If you are willing and able to attend, please RSVP to me as soon as possible so we can get you on the roster and have a table ready for you.

The Anti-Heroin Task Force and those at Lancaster General Health/Penn Medicine and Compass Mark, truly appreciate you coming alongside of us to help raise awareness surrounding the treatable disease of addiction, providing hope in the process of recovery.

If you have any questions, please let me know.

Thanks for all that you do.

Addendum: Potential Panelist Bios

David L. Ashworth lantonucci@co.lancaster.pa.us

Judge David L. Ashworth was elected to the bench of the Lancaster County Court of Common Pleas in November, 1999. As such, he is a trial court judge with statewide jurisdiction within the Commonwealth of Pennsylvania.

He is a Senior Adjunct Professor at Franklin and Marshal College and a Drug Court Technical Consultant with the Federal Bureau of Justice Assistance (BJA) in cooperation with American University. He is a member of the National and Pennsylvania Associations of Drug Court Professionals (NADCP & PADCP). In 2010 he was elected to a two year term as President of PADCP. He served as a member of the Statewide Drug Court Accreditation Committee by appointment of the Supreme Court of Pennsylvania. In January 2012 the Lancaster County Court of Common Pleas Adult Drug Court became the first Accredited Drug Court in the Commonwealth of Pennsylvania. He presides over Civil Court, Criminal Court, Drug Court and Discovery Motions Court.

Jack Sodak jacks@retreatmail.com

Director of Outpatient Services for Retreat at Lancaster County PA.

As a licensed professional counselor, certified addiction counselor, and certified clinical supervisor, Jack has over 25 years of experience implementing programs and providing direct care to individuals and families.

Jodi Holland jodi@gatehouse.org

Jodi Holland is Executive Director of The GateHouse in Lancaster PA. She has been in long term recovery since 2002, which drives her passion to advocate for persons in or seeking recovery from mental illness and addiction.

Jodi is leading The Gatehouse in developing a key role within the Behavioral Health Field and delivering superior evidence-based treatment throughout a continuum of care including transitional living within Lancaster County.

Joseph Troncale, MD joseph@retreatmail.com

Fellow, American Society of Addiction Medicine

About 20 years in the field of addiction. Medical Director, Retreat at Lancaster County, a 160 bed drug and alcohol treatment facility. Part-time with LGH in chronic pain management.

Kristin Varner

Director of Training and Advocacy

The RASE Project kristinv@raseproject.org

An active member of the recovery community, Kristin volunteers on several community based committees serving those in need for alcohol and other drug issues. Kristin is a board member of Carlisle CARES and is also a member of Cumberland County Opiate Overdose Coalition (COOP). The Cumberland County COOP is a Coalition comprised of various government and community partners working cooperatively towards a common cause- confronting the heroin and prescription opiate epidemic.

Kristin facilitates the educational trainings for RASE, maintains the “In My Own Words Speaker’s Bureau” and is the responsible for all RASE advocacy efforts

Amy Sechrist: asechrist@compassmark.org

Certified Prevention Specialist, runs the Drug & Alcohol Information Center for Compass Mark, a non-profit providing addiction prevention services in Lancaster & Lebanon. Amy became board-certified in addiction prevention in 2008, and is passionate explaining addiction in a way that resonates with others. She serves on the board of directors for Mental Health America of Lancaster County, and volunteers for their Compeer program.

Lindsey Gruber **Contact available through Kristin Varner-** kristinv@raseproject.org

Lindsey has been clean from drugs and alcohol since July 30, 2013. She practices a rigorous program of recovery that includes not only a system of support but also bettering herself as a person. She has a passion to reach those who are suffering from the disease of addiction by sharing the hope that she has been given through her experience in finding a life of recovery that has worked for her.

She is an accountant, entrepreneur, and adventure seeker with a passion for live music and outdoor recreation and community involvement.

Scott Theurer stheurer15@gmail.com

Scott is in long term recovery from addiction, and is extremely active in the community as a peer mentor. He serves on the board of directors for The Elizabethtown Area Communities That Care and in 2016 was elected as chairperson for the Lancaster County Recovery Alliance. He currently works as a certified recovery specialist (CRS) with the Center of Excellence program at TW Ponessa & Associates, which is part of Pennsylvania's responses to the state's opioid/heroin epidemic.

Addendum: Outline for Speakers

Anti-Heroin Task Force Community Event OUTLINE FOR SPEAKERS

	Speaker	Proposed Times
Introductions/Welcome		5 minutes
Moderator:		N/A
Framing the issue		5 minutes
Panel Presentation <i>Service Provider</i> Treating opioid dependence <ol style="list-style-type: none"> 1. What family members need to know 2. Supporting a loved one through treatment 3. Disease of addiction 4. Signs and symptoms <i>2 People in Recovery</i> <ol style="list-style-type: none"> 1. Personal story/experience 2. How did you find recovery? 3. How are you sustaining recovery? 4. Why is recovery important? <i>Community Resources</i> <ol style="list-style-type: none"> 1. How to access treatment 2. Suggestions to those seeking help 3. Challenges of treatment/solutions 4. Hope: the key to recovery 5. Inclusion resources/prevention/space for abstainers/reducing stigma 		8 minutes/each (total 40 minutes)
Q&A		30 minutes
Closing remarks/Next steps <ol style="list-style-type: none"> 1. Future AHTF Community Events 2. Vendors – How Can I Find Help? 		5 minutes

Addendum: Sample Event Flier

Heroin

A Community Conversation



Over the past four years, the number of deaths from drug overdoses in the county have more than tripled. This is in large part due to wide spread heroin use, which we now find in each of our local communities.

The Lancaster County Anti-Heroin Task Force is working to fight the heroin epidemic in our area. We invite you to come join our event.

The Mission of the Task Force and Community Forums is to:

- Frame the issue of addiction and its impact
- Increase understanding of addiction – a treatable disease
- Share resources and substance abuse treatment options
- Reduce heroin-related deaths

Please join us in our community's response to the heroin crisis.

Date and Time:

Location:



Creating Community Solutions to Tackle Substance Misuse

Event coordinated by



Addendum: Sample Community Forum Sign-in Sheet

Name of your Forum here

Date:

Name _____ _____ Street Address
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Name _____ _____ Street Address
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Name _____ _____ Street	Name _____ _____ Street
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Event Checklist

- Week 1 - 2** Assign an Event Coordinator

- Week 1-2** Venue Selection

- Week 2-3** Establish Community Contacts
 - Panelists
 - Vendors

- Week 3-4** Publicity plan

- Week 4-5** Confirm details
 - Venue
 - Panelists
 - Vendors
 - Publicity

- Date of event** Print outline for speakers

- Evaluation