

27[™] ANNUAL NATIONAL LEADERSHIP FORUM

& SAMHSA's 13th Prevention Day



ENGINEERING
HEALTHY
COMMUNITIES
PRELIMINARY PROGRAM

ENGINEERING HEALTHY COMMUNITIES

veryday, CADCA celebrates champions like you who are engineering healthy communities where youth can thrive.

To equip community change agents with a blueprint for success, CADCA is holding its 27th National Leadership Forum, including SAMHSA's 13th Prevention Day. You know the CADCA Forum as the premier and largest training event for community-based substance abuse prevention leaders—and now, more than ever, you'll find something at the Forum for all facets of our continuum—prevention, intervention, treatment, recovery and research.



Forum offers:

- · Training from top experts in the field
- Information, tools and strategies to take your prevention work to the next level
- The latest science, news and trends on substance abuse issues
- Access to members of Congress on Capitol Hill Day
- The opportunity to network with thousands of advocates passionate about prevention
- Specialized youth leadership training, by CADCA's National Youth Leadership Initiative
- The historic sights and modern attractions of our nation's capital
- And much more!

Ready to take your coalition to the next level? Make your plans to attend Forum and pledge to bring someone new from your community to introduce them to the power of the prevention movement. See you in February!

Membership Breakfast Thursday, February 9

Nathaniel Kendall-Taylor, CEO, FrameWorks Institute will keynote the Membership Breakfast and discuss the most effective ways to frame social and scientific issues for public impact.





National Leadership Awards Luncheon Thursday, February 9

U.S. Senator Sheldon Whitehouse, from Rhode Island, will receive CADCA's National Leadership Award for being a consistent champion for the Drug-Free Communities program and an outspoken advocate for substance abuse prevention in Congress.

UPCOMING DEADLINES

December 19, 2016 Early-bird Registration **January 16, 2017** Hotel Reservations **January 16, 2017** Pre-Registration

IMPORTANT PHONE NUMBERS

IIIII OILIAITI I IIOITE ITOI	VIDEINS
CADCA Main Line	703-706-0560
	1-800-54-CADCA
Event Information	x253
Exhibitor Information	x253
Membership Information	x228 or 261
Registration Information	x253
Sponsorship Information	x231
Hotel Reservations	

Sunday, February 5

3 – 7 pm Registration Open

Monday, February 6

8 am – 7 pm Registration Open

9 am – 4:45 pm SAMHSA's Annual Prevention Day

2 – 4:45 pm Youth Presentation Preparation (Open to All Youth)
5 – 6:30 pm Opening Reception / Coalition Ideas Fair / Exhibits Open

8 – 9 pm Youth Meet Up (Open to All Youth)

Tuesday, February 7

7 am – 6 pm Registration Open

8 – 8:30 am Coalition Ideas Fair Poster Presentations 8 – 8:45 am Networking Continental Breakfast

8 – 3:45 pm Exhibits Open

8:30 – 10:30 am National Leadership Plenary 10:30 – 11 am Networking Refreshment Break 11 am – 12:15 pm Adult & Youth Training Sessions

12:15 – 1:30 pm Lunch Break

1:45 - 3 pmAdult & Youth Training Sessions3 - 3:30 pmNetworking Refreshment Break3:30 - 4:45 pmAdult & Youth Training Sessions5 - 6:15 pmState & Territory Meetings

8 – 9:30 pm National Coalition Academy Graduation

SCHEDULE OF EVENTS

Wednesday, February 8

7:30 am – 4 pm Registration Open

8 – 8:30 am Coalition Ideas Fair Poster Presentations 8 – 8:45 am Networking Continental Breakfast

8 am – noon Exhibits Open

9 – 10:45 am Capitol Hill Day Plenary*
11:30 am – 12:30 pm Congressional Reception*
1 – 2:15 pm Adult Training Sessions
1 – 5 pm Capitol Hill Day Appointments*
2:30 – 3:45 pm Adult Training Sessions

8 – 9:30 pm Youth Meet Up (Open to All Youth)

Thursday, February 9

7:30 am – 2:30 pm Registration Open

7:30 – 8:45 am Membership Breakfast (Open to All)
9 – 10:15 am Adult & Youth Training Sessions
10:15 – 10:45 am Networking Refreshment Break
10:45 am – noon Adult & Youth Training Sessions
12:20 – 2:20 pm National Leadership Awards Luncheon
2:45 – 4 pm Adult & Youth Training Sessions

Friday, February 10

8 am – 4 pm DFC Support Program Applicant Training Session

(separate registration required; attendance is complimentary)

Visit cadca.org/forum2017 to view all the latest updates.

*Times subject to change.

WHO SHOULD ATTEND

Remember, the National Leadership Forum is not just for coalition directors and coordinators. All prevention practitioners and members of the coalition should attend— everyone from your local sheriff to healthcare professionals active in your coalition.

- State & Local Coalition Leaders
- Coalition Members & Volunteers
- Prevention Specialists
- Substance Abuse & Mental Health Professionals
- Parents
- Youth
 - Law Enforcement and Justice Professionals

- Public Health Professionals
- Military and Military Families
- Educators
- Faith Leaders
- Researchers
- Treatment Providers
- Individuals in Recovery
- Mental Health Consumers

ENGINEERING HEALTHY COMMUNITIES

Training Sessions (75 minutes in length) and Coalition Ideas Fair Poster Presentations will be programmed in the following thematic tracks and scheduled throughout the Forum (see schedule for exact days and times).

Calculating Your Impact—Training sessions in this track will feature coalitions and practitioners who have demonstrated evidence of population-level impact and communities' stories where they have measured success. This track will also focus on using data findings to justify strategy implementation; developing and utilizing outcome data; using the research behind coalition effectiveness to extract lessons learned; and proven approaches for replication of strategies in other communities.

The Science of Leadership—There is a science to leadership! Quality leadership is an essential element for longevity, viability and sustainability of community coalitions and their efforts. The coalition movement needs leaders representing many walks of life and for many critical responsibilities over vast periods of time if it is to stay in business long enough to make a difference. Leadership development, performance appraisals and succession planning are natural occurrences in top-shelf corporations, business enterprises and outstanding non-profit organizations. In these hands-on-training sessions, coalition leaders will learn the nuts and bolts of creating leadership, important coalition practices and action planning.

Coalitions Re-engineered—Healthy and sustainable community organizations have learned how to manage the business, not just the program, of their strategic goals. Sustainable coalitions are those that have enough human, social and financial resources to maximize their impact over time. This track will help re-engineer coalitions for success, build strength, formulate strategic return on investments, and plan for institutionalization of their best practices into the community's vision and mission.

Gear Up, Go Viral!—Applying the science of communications is an important component of engineering healthy communities. Effective messaging, media presence and a reputable public image can magnify your coalition's prevention expertise. Training sessions will feature principles of message development; messaging campaigns to support strategies; image development and branding; partnership development with the media sector; public affairs and media relations; dynamic social media presence; and communication metrics.

Linked In!—Place-based strategies allow coalitions to get linked in and mobilize specific populations with initiatives that are relevant and actionable given the geography and culture of the community. When a sense of shared space and connectedness exists, significant and lasting community change should occur in ways that celebrate the populations' distinct cultural and ethnic aspects. This track will feature courses that address both the prospects and challenges of strengthening coalitions in communities with rapidly changing ethnic demographics, American Indian settings, Asian and Pacific Islanders, urban and inner-city core neighborhoods, rural and frontier areas, college campuses, as well as those addressing the needs of the LGBTQ community.

Engineering Policy Change—Coalitions have power because of their large network of drug prevention champions who stand up and speak out. Training sessions will feature engaging policy makers; creating and implementing education and advocacy messages; using media to advance policy and systems change; involving the general public to advance our education and advocacy agenda; and community mobilization tactics.

Leveraging Systems for Transformation—

There's no need to reinvent the wheel! Coalitions are capable of coordinating sophisticated cross-system collaborations and leveraging resources to bring about community-level change. Courses will feature implementing multi-disciplinary comprehensive community initiatives and addressing nexus issues that impact public health and safety. Creating synergies via cross-sector planning and implementation will be covered.

Youth: Framing the Future—Youth from across the country are working to keep their communities' safe, healthy and drug free! Participants in this track will have the opportunity to increase their skills and knowledge by attending a series of interactive sessions. An emphasis will be placed on progressive strategies for community work and state-of-the-art presentation techniques. Proposals of particular interest include those that address comprehensive approaches to youth engagement, youth-led civic change, and engaging youth as change agents to foster systems change. This track is for young people and interested adults.

What's Trending?—Some of the most alarming trends in substance abuse are proving to be more than just a passing phase. Training sessions will feature the latest data available on the impact and implications of "medical" and commercialized marijuana. This track also will include snapshots of the changing landscapes of drug and alcohol prevalence across the nation. Best practices in tackling drugs on the rise and their associated consequences will also be shared.



YOUTH LEADERSHIP TRAININ

You have been looking for a training that will ready youth for this work. The work of prevention. The work of coalitions. You want to give them an opportunity to enhance their knowledge and build their skills so they are better equipped for engineering a healthier community where you live.

Stop your search. Call your youth. And register them today!

Research has shown that young people who received the NYLI Training are more equipped to address their community's problems around underage drinking, tobacco use, medicine abuse and misuse, and/or marijuana use amongst their peers.

CADCA's NYLI training at Forum offers three separate tracks for youth that will give them the blueprint, cogs, screws, and gears to be this generation of

engineers helping make their communities safe, healthy and drug free. They can register for the NYLI Key Essentials, NYLI Advocacy & Policy or Youth Summit Sessions. Please read the following course description to see which track works best for your youth.

Note: If registering for a NYLI Course, youth must commit to participating in each session within that particular course in its entirety.

NYLI Key Essentials is a "Youth-Led, Adult Guided" training experience designed to teach young coalition members and their adult advisors how to dismantle community problems as a team. It is a one-stop shop for young change agents. By training young people to be proficient in community assessment, problem analysis and comprehensive interventions, the NYLI Key Essentials Course transforms young leaders into agents of change.

SPECIAL EVENTS



SAMHSA's Annual Prevention Day

Monday, February 6, 2017 9 am – 4:45 pm

The Substance Abuse and Mental Health Services Administration (SAMHSA) will convene its 13th Annual Prevention Day on Monday, February 6, 2017, in conjunction with CADCA's National Leadership Forum.

SAMHSA's Prevention Day highlights *The Power of Prevention: Strengthening Community Voices*. This exciting one-day event features dynamic speakers and informative training sessions for prevention practitioners, community leaders, researchers, and consumers in the behavioral health field to share SAMHSA's prevention priorities for the coming year and provide participants with the necessary training, technical assistance, and resources to successfully address these prevention issues.

Share your experiences and information with other SAMHSA grantees and partners, and build your program skills across a variety of prevention topics. Also, learn how to leverage your community's efforts, tell your prevention story, and showcase the impact of your prevention programming on community health by getting involved in SAMHSA's 2017 National Prevention Week – Strong as One. Stronger Together. This annual health observance is dedicated to increasing public awareness of, and action around, substance use and misuse as well as mental health issues.

Participants can check out the CyberCafe to find the wealth of SAMHSA's multimedia prevention resources addressing topics such as underage drinking, suicide prevention, prescription drug misuse and abuse, and youth marijuana use.

NOTE: If you plan to register for just Prevention Day, you are required to register online.

Opening Reception & Coalition Ideas Fair

Monday, February 6 5 – 6:30 pm

Be sure to stop by the Opening Reception and Coalition Ideas Fair, where you can socialize and meet the CADCA staff, Forum exhibitors, and the many youth and coalition leaders who will be showcasing effective strategies and innovations. You definitely don't want to miss this opportunity to gather useful resources, interventions, and tools to take back to your own community!

National Leadership Plenary

Tuesday, February 7 8:30 – 10:30 am

The National Leadership Plenary is the official kick-off to CADCA's National Leadership Forum, which brings together top experts to inspire coalitions with their viewpoints and stories and answer your questions. Check cadca.org/forum2017 for the list of speakers.



Recommended for first timers and those new to coalition work.

*In the Key Essentials Course, an adult advisor is required to participate alongside youth during all training sessions.

NYLI Advocacy and Policy Course is new training designed to equip and mold young leaders into strong advocates for the prevention field. Using experiential learning, young people will develop skills on how to be seen, be heard and be valuable when advocating before local, state and federal legislatures. Participants will engage with advocacy and policy experts to best prepare them for current and future civic/political engagement. Youth will learn about the legislative process through a unique experience at the U.S. Capitol. Recommended for youth considering the NYLI Advanced Course at the CADCA's Mid-Year Training Institute July 2017.

*In the Advocacy and Policy Course, all students must have completed the Key Essentials Course to register. An adult advisor is not required for this course, but is recommended.

Youth Summit Sessions are singular interactive training sessions targeted to young coalition leaders who are looking to be energized and elevated. Youth who register for this track may also attend whatever Adult Training Session they desire. While customized for youth, all coalition members are encouraged to join the fun! Recommended for all youth who are interested in session topics.

*There are no prerequisites to attend. An adult advisor is not required for this course.



CAPITOL HILL EVENTS

Wednesday, February 8

Capitol Hill Day Plenary & Legislative Update

*9 - 10:45 am

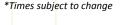
Attend the morning plenary at the Gaylord National Resort and Convention Center to hear from congressional leaders and key Capitol Hill staffers, get the latest information on relevant prevention-focused legislation, and learn how the Administration and Congress are shaping substance abuse prevention policy affecting you and your coalition. CADCA will also present the Congressional Leadership Awards to recognize outstanding members of Congress who have championed legislation and strategies to protect and enhance the federal role in substance abuse prevention, education, treatment and research.

Congressional Reception

*11:30 am - 12:30 pm

Capitol Hill Day continues with an incredible congressional reception on the Hill. CADCA invites distinguished members of Congress and their staff to attend the reception. Don't miss this valuable opportunity to network with members of Congress and key staffers before heading to your congressional appointments.

Visit cadca.org/forum2017 for more information and a complete list of speakers, Capitol Hill Day activities and congressional visits.



Capitol Hill Day Appointments

*1 - 5 pm

Go to Capitol Hill to educate your state's legislators about the effectiveness of substance abuse prevention, education and treatment. Don't miss this exceptional opportunity to tell members of your congressional delegation and/or their key staffers about your coalition and what you're accomplishing in the community. CADCA will set up appointments for your group. Refer to the on-site program for shuttle bus details to/from Capitol Hill.

Membership Breakfast (Open to All)

Thursday, February 9 7:30 – 8:45 am

Rise and shine! CADCA serves up a special breakfast session, open to all Forum attendees, complete with fascinating thought leaders to wake up your mind and energize you with new ideas. CADCA strives to give back to its membership in many ways, including working to contribute to your own professional development. This year's breakfast will feature Nathaniel Kendall-Taylor, CEO, FrameWorks Institute.

National Leadership Awards Luncheon

Thursday, February 9 12:20 – 2:20 pm

Every year, CADCA celebrates prevention leadership and achievement at its Awards Luncheon. Join the celebration of excellence as CADCA presents its National Leadership Award, National Newsmaker Award, GOT OUTCOMES! Coalition of Excellence Awards, Outstanding Youth of the Year and others. Additional highlights include musical performances and an always inspiring youth presentation.



\$221 per night plus tax (1-4 people in room!)

RESERVATION DEADLINE DATE:

January 16, 2017

Visit the Forum website to reserve your room online or call 301-965-2000 (be sure to mention CADCA).

CADCA is pleased to offer a special room block at the Gaylord National Hotel & Convention Center. The CADCA group rate includes complimentary internet in each guestroom and in atriums, local phone calls (up to 20 minutes daily), bottled water (two per guestroom daily), access to the fitness center and a daily newspaper. Guests can also earn Marriott Reward points for their stay.

Government Rate

A limited number of rooms are available at the government per diem rate. Eligible federal government, military or state employees should use the special government per diem rate link on the housing page of the Forum website (cadca. org/forum2017). Proper government ID will be required upon check-in.

Reservation Policies

All reservations must be guaranteed with a major credit/debit card; card will not be charged in advance of arrival. Reservations may be cancelled without penalty up to 48 hours prior to scheduled arrival date. Reservations cancelled within 48 hours and no-show's will be charged one night's lodging.

Credit/debit cards will be charged the full amount of room and tax for the stay (along with a \$50 per day incidental charge deposit) upon check-in to ensure funds are available upon check-out.

Please check with your bank regarding preauthorization hold / funding / cancellation policies, as the hotel cannot be held responsible for duration of such.

Important Note

All rooms are subject to a 6% state sales tax and a 10% occupancy fee. All rooms are booked on a first-come first-served basis and are subject to availability. Rooms are available at the CADCA group rate until January 16, 2017 or earlier if the block sells out.



Visit cadca.org/forum2017 to book your hotel room!

TRAVEL INFORMATION				
To/From Airports	Ronald Reagan National (DCA)	Dulles International (IAD)	Baltimore- Washington International (BWI)	
Estimated Time	20 minutes	55 minutes	45 minutes	
^ Shuttle Pricing	\$18	\$45	\$45	
* Taxi Pricing	\$28	\$80	\$70	

[^] Shuttle service to/from DCA/BWI/IAD is provided by Super Shuttle for a fee. Contact Super Shuttle for service by visiting supershuttle.com.

^{*} Estimated pricing is for one-way rate per passenger.

REGISTRATION INFORMATION

Please visit cadca.org/forum2017 to register now.

FORUM REGISTRATION FEES—SAME RATES AS LAST YEAR!						
	Early-Bird (Aug 2 – Dec 19)	Regular (Dec 20 – Jan 16)	On-Site (Jan 17 – Feb 9)			
ADULT						
Member	\$595	\$695	\$745			
Non-member*/Friend of CADCA	\$805	\$905	\$955			
One-day	\$300	\$350	\$375			
Group**	\$545	\$645	n/a			
YOUTH (under 21 years old)						
Member/Non-member	\$450	\$500	\$550			
Group**	\$425	\$475	n/a			
welco indust	\$250 Guest access is intended for a spouse traveling with a paying attendee. Guest access is limited to the welcome reception, continental breakfasts, breaks, and exhibits only (no courses). Coalition colleagues, industry employees, exhibitor representatives not covered under the exhibitor registration, CADCA members, co-presenters, etc. do not qualify as a guest.					
PREVENTION DAY	COMPLIMENTARY – Online registration required					

^{*} Not a CADCA Member? Purchase a one-year membership and get the reduced member rate to Forum and Mid-Year! Contact the Membership Department at membership@cadca.org or 1-800-542-2322 ext. 228 or 261 to learn more. (Membership fees subject to change).

If you plan to register for just Prevention Day, you are required to register online (paper forms will not

ABOUT CADCA

The mission of CADCA (Community Anti-Drug Coalitions of America) is to strengthen the capacity of community coalitions to create and maintain safe, healthy and drug-free communities globally. This is accomplished by providing technical assistance and training, public policy advocacy, media strategies and marketing programs, training and special events. Learn more at cadca.org.

CADCA MEMBERSHIP

be accepted).

As a CADCA member, you are part of a growing global movement. You also have access to exclusive member benefits:

- Member of premier national organization that is changing the lives of all Americans for the better
- Up to a \$200 discount for Forum and our Mid-Year Training Institute*
- Volunteer request referrals from CADCA's online "Join a Coalition" service
- Eligibility to enter sponsored contest and scholarship opportunities
- Affinity program discounts
- And much more!

If you are not already a member of CADCA, JOIN TODAY.

Visit: cadca.org/membership

Call: 1-800-54-CADCA, ext. 228 or 261

Email: membership@cadca.org

*Does not apply to Friend of CADCA members.

^{**} GROUP: Groups of 5 or more receive a discount on the early-bird and regular rates only. All groups must register and pay by Jan. 16. In order to be eligible for these discounts, your group must meet ALL of these requirements: 1) all individuals must be associated with the SAME coalition or organization 2) the coalition or organization must be a member of CADCA 3) group must contain a minimum of 5 FULL-PAYING individuals (scholarship recipients, presenters, one day rates and spouses do not count towards members of the group) 4) all members must be registered at the same time and pay in one transaction using one form of payment. Cancellations that cause the group to drop below 5 will receive partial refund and cause the remaining registrants to pay the individual rates.

Youth Registrations

Individuals under 21 years old are classified as youth attendees. The age minimum for youth to participate is 12 years old. Children younger than 12 years old may not attend sessions. To participate in the National Youth Leadership Initiative (NYLI) Key Essentials, both youth and adult advisor must attend ALL NYLI Key Essentials sessions throughout the Forum week. Adult advisors must participate with their youth and pay the adult registration rate. An adult advisor is NOT required to attend the Advocacy & Public Policy or Youth Summit training sessions. Youth may attend those training sessions on their own, but adults are welcome to attend. Please check the applicable box on the registration form if you plan to attend either the NYLI Key Essentials, NYLI Advocacy & Policy or the Youth Summit. Youth also may register to attend Adult Sessions. All youth, under 18 years old, attending the Forum must submit a Parent/Guardian Consent Form (available online) to CADCA by January 16, 2017 via e-mail or fax.

Registration Payment Policy

A completed registration with no form of payment or no purchase order does not guarantee the registration rate. CADCA will not process registration forms that do not include payment information. You are not considered registered for the Forum until either payment or a purchase order has been received. Payment must be postmarked by the deadline dates above to get that rate. If your payment will not be post-marked by the current deadline, you must pay the higher rate.

Purchase Orders (POs): If you submit a PO to CADCA, you are guaranteeing future payment for the full amount of the PO and payment must be received no later than February 6, 2017 to attend the Forum. Upon receipt of the PO, CADCA will email an invoice for payment. POs must be received by CADCA via fax

or email by the registration deadline to lock in the current rate. POs received after the above deadlines will be returned for adjustment to reflect the current rates.

Payment Change: Once payment is received, any change to the payment method (such as change in credit card numbers) will be treated as a cancellation and subject to a \$75 administrative fee (per person). Re-registration will be charged at the current rates.

Registration Cancellation & Substitution Policy

All requests for cancellations must be submitted in writing via e-mail to forum@cadca.org by January 16, 2017. Cancellation requests that are received by January 16, 2017 will be processed less a \$75 administrative fee. Refunds will be processed within 45 days after the meeting. There will be NO refunds after January 17, 2017 and refunds or credits will not be given for failure to attend, late arrival, unattended events or early departure. By submitting the registration form, you are agreeing to this cancellation policy. CADCA does allow meeting registration substitutions; registration is still subject to the same cancellation policy. If the registration category is different (member vs. nonmember), the new registrant is responsible for paying the difference (if any) at the time of substitution.

Participants with Disabilities or Special Needs

If you have a disability or special need that may affect your participation at the Forum, please contact the CADCA Meetings and Special Events Department either prior to arrival via email (forum@cadca.org) or on site, to discuss your requirements.

Questions? Contact forum@cadca.org or 703-706-0560 ext. 253.

JOIN THE CONVERSATION

- f facebook.com/cadca
- instagram.com/cadcacoalitions
- twitter.com/cadca
- youtube.com/cadcaorg

EXHIBIT & SPONSORSHIP OPPORTUNITIES

Vendors are welcome to join us and be a part of the Forum. Don't miss this unique opportunity to showcase your organization, products and services to our coalitions. Exhibitors have the ability to generate new leads, gain exposure and access new customers while maintaining relationships with existing ones.

The Exhibit Hall is also the hub for the Networking Reception, Coalition Ideas Fair Poster Presentations, Networking Continental Breakfasts, Refreshment Breaks and more. If you're interested in exhibiting, please contact the Meetings & Special Events Department at 1-800-54-CADCA ext 253 or email dthomas@cadca.org.

Funding from federal partners and corporate sponsors is essential for CADCA to help increase the effectiveness of community anti-drug coalitions across the country. Show your strong support of the field while reaching your target audience.

If you are interested in information on how CADCA can customize a partnership packet for you, please contact the Development Team at 1-800-54-CADCA ext. 229 or email rmendoza@cadca.org.

Non-profit Org.

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COMMUNITIES

HEALTHY



