

Webinar Objectives Describe the purpose of Town Hall Meetings Identify strategies for hosting a Town Hall Meeting Identify strategies for engaging your local coalition in hosting a Town Hall Meeting

Overview of Town Hall Meetings

SAMHSA's Town Hall Meetings • Every 2 years, the Substance Abuse and Mental Health Services Administration sponsors national Town Hall Meetings to educate communities about underage drinking and mobilize them around its prevention. Source: SAMHSA Town Hall Meetings Website (See References) How to Hosta Town Hall Meeting to

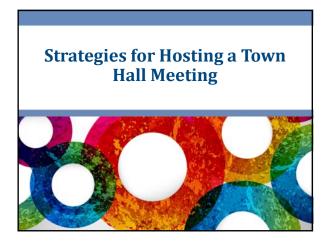
• Alcohol is the most widely used substance among teens in Illinois. • 44.4% of 12th graders report using alcohol in the past 30 days. • Alcohol use increases with age. • 10.8% of 6th graders, while 62.8% of 12th graders report use in the past year. • Age of first alcohol use in Illinois is 14.6. Source: Center for Prevention Research and Development (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking

Underage Drinking Consequences Academic failure Illicit drug use Physical injury & death (Alcohol poisoning, homicide, suicide, traffic crashes) Brain alterations Dependence & addiction Source: SAMHISA TRO SMART to Start (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking

Underage Drinking Progress Alcohol use is on the decline. In 2014, underage alcohol use reached an historic low in the U.S. Past year and past 30-day alcohol use among IL 8th and 10th grade youth decreased from 2012 to 2014. Increased attention by the media, government and local communities have contributed to reductions in underage drinking. Source: 2014 Monitoring the Future Study: SAMMEA 2012 Town Hall Meeting (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking

Purpose of Town Hall Meetings • Educate • Empower • Mobilize Be a catalyst for change by moving a community beyond awareness to evidence-based action. Source: SAMHSA TOWN Hall Meetings Website (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking

Expectations Open the event to the public Educate participants about the problem and the solution Provide for audience discussion of solutions Engage community members in action Lead to measurable results Source: SAMHSA Town Hall Meetings Website (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking







Meeting Types Smaller Events Larger Events Held in conjunction - Stand-alone event with another - Community venue community meeting - Longer time frame - Shorter time frame (2+ hours) (1-2 hours) - Broader participation - Smaller participation - Encourage media - Targeted promotion coverage How to Host a Town Hall Meeting to

Meeting Participants • Youth Public health • Parents • Faith-based organizations • Educators/schools • Businesses · Elected officials • Media Local government (incl. liquor control) • Civic groups Law enforcement Youth-serving How to Host a Town Hall Meeting to

Meeting Goals Educate the community about the prevalence, effects and consequences of underage drinking Educate the community about effective evidence-based strategies to prevent underage drinking Engage the community in strategic planning Share assessment data related to local use rates, consequences and contributing factors Engage the community in prevention efforts How to Host a Town Hall Meeting to Prevent Underage Drinking

Panel presentation/discussion Presentation Presentation Roundtable discussion Community forum Source: SAAHISA Town Hall Meetings Website (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking



Meeting Logistics Reserve the location Develop a schedule Identify a facilitator/moderator Invite speakers and/or panelists Invite participants and key stakeholders Invite participants and key stakeholders Prepare handouts Source: SAMHSA Town Hall Meetings Weblite (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking



Media Coverage Build your media contact list Develop and send a media advisory and/or press release Schedule interviews Develop and provide a press kit at the event Follow-up Source: SAMHSA TOWN Hall Meetings Website (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking



Plan a follow-up meeting Acknowledge your event partners Disseminate materials Maintain public awareness Engage the community in strategic planning and implementing evidence-based strategies Secure funding Source: SAMHSA TOWN Hall Meetings Website (See References) How to Host a Town Hall Meeting to Prevent Underage Drinking

Strategies for Engaging Coalitions in Hosting a Town Hall Meeting

Planning Committee Follow/implement planning steps Develop a budget and a timeline for accomplishing all tasks Secure funding and/or in-kind donations Promote the meeting Staff the meeting Conduct follow-up FORESTIANCE ABUSE PREVENTION PROPESSIONAL DEVELOPMENT How to Host a Town Hall Meeting to Prevent Underage Drinking







References - Center for Prevention Research and Development. 2015. Illinois Youth Survey 2014 State Report. Champaign, It. CPRD, Institute of Government and Public Affairs, University of Illinois. - Johnston, L. D., O'Malley, P. M., Miech, R. A., Bachman, J. G., & Schulenberg, J. E. (2015). Monitoring the Future national survey results on drug use: 1975-2014: Overview, key findings on adolescent drug use. Ann Arbor: Institute for Social Research, The University of Michigan - Substance Abuse and Mental Health Services Administration. 2012 Town Hall Meetings To Prevent Underage Drinking: Moving Communities Beyond Awareness to Action. HHS Publication No. (SMA) 14-4838. Rockville, MD: Center for Substance Abuse Prevention, 2014. How to Host a Town Hall Meeting to Prevent Underage Drinking

Substance Abuse and Mental Health Services Administration. Community Briefing Prevention Toolkit: Town Hall Meetings. HIS Publication No. (SMA) 10-4329. Rockville, MD: Center for Substance Abuse Prevention, 2008, Revised 2010. Substance Abuse and Mental Health Services Administration. Stop Underage Drinking. Town Hall Meetings (Website). https://www.stopalcoholabuse.gov/townhallmeetings/. Accessed October, 2015. Substance Abuse and Mental Health Services Administration. Too Smart To Start. Negative Consequences of Underage Drinking. http://www.stoosmarttostart.samhsa.gov/teens/facts/consequences.aspx. Accessed October, 2015. SUBSTANCE ABUSE PREVENTON PROFESSIONAL DEVELOPMENT PROFESSIONAL DEVELOPM