

2015 EASTERN WASHINGTON

SECTOR SUMMIT



THREE RIVERS CONVENTION CENTER

APRIL 27, 2015

9AM-4PM

COALITION SECTOR SHARING
AND MENTORING PROJECT

2015 Eastern Washington Sector Summit

Agenda

Optional Tracks to Follow: **Coalition Structure**, **Networking With a Purpose** & **Capacity Building**

8:00am – 9:00am – Check In

9:00am – 9:30am – Welcome To 2015 Eastern WA Sector Summit

9:30am – 9:45am – Break and booth tours

9:45am – 10:45am – Sessions to Choose From:

RM A: Leadership Development

RM B: Health Care Professional Sector Networking Café

RM C: Communicating in a Digital Age

10:45am – 11:00am – Break and booth tours

11:00am – 12:00pm – Sessions to Choose From:

RM A: Running Effective Meetings

RMB: Parent and Youth Engagement Networking Café

RM C: Engaging Community Resources/All About Acronyms

12:00pm – 1:00pm – Lunch in general assembly room/networking activity

1:00pm – 2:00pm – Sessions to Choose From:

RM A: Interactive Strategic Prevention Framework

RM B: Engaging Businesses Networking Café

RM C: Coalition Engagement and Recruitment

2:00pm – 2:15pm – Break and booth tours

2:15pm – 3:15pm – Sessions to Choose From:

RM A: Defining Your Role

RM B: Engaging Faith Based Organizations and Leaders Networking Café

RM C: Media engagement and toolkit

3:15pm – 4:00pm – Guest Speaker: Jordan Chaney and Closing Ceremony

Welcome to the first ever Eastern WA Sector Summit!!! We are so happy you have joined us for this opportunity to learn and network about community coalition work. The Pasco Discovery Coalition and the Prosser CIA Coalition have come together to develop a comprehensive and fun program for community members to develop their skills and help mentor others throughout the state. Though tracks are in place, you do not need to stick to just one track. Make sure you pick sessions that suit you and apply to the work you want to do or learn more about. Enjoy!

2015 Eastern WA Sector Summit TRACKS and SESSIONS

TRACK: **Coalition Structure**

Coalition Leadership Development

TIME: 9:45-10:45am

Presenter: Jennifer Dorsett and Kelly Larsen

Host: Woody Doane

Summary and Objectives: Each Coalition has elected leadership – a chairperson, co-chairperson, secretary and other. In this session, facilitators will explore the importance of coalition leadership voice, organization, advocacy, delegation and integrating coalition work into their professional sphere.

Running Effective Meetings

TIME: 11am-12pm

Presenter: Jennifer Dorsett and Prosser FFA Students

Host: Kelly Larsen

Summary and Objectives: Effective meetings are essential for productive coalition work. Participants will be given a thorough overview of Robert's Rules, as presented by the Prosser FFA Club. Each participant will have the opportunity to practice running an effective meeting with the information learned.

Interactive Strategic Prevention Framework

TIME: 1-2pm

Presenter: Ray Horodowicz

Host: Donna Kary

This session will cover the evidence based Strategic Prevention Framework for assessment, implementation and evaluation relating to community substance prevention work. It will also include a piece about capacity building, which is used throughout the model. This session will include fun and easy ways to tie the prevention framework into coalition work.

Defining Your Role

TIME: 2:15-3:15pm

Presenter: Derek Franklin

Host: Ray Aparicio

There are many individuals that make up a coalition. This session will explore the roles members play, including leadership, sector representation and community members. Participants will be able to identify where they fit in to coalition work and how they work together to make a strong prevention coalition. Each participant will review a comprehensive action plan to determine how their sector can be involved with different strategies.

2015 Eastern WA Sector Summit TRACKS and SESSIONS

TRACK: Capacity Building

Communicating in a Digital Age

TIME: 9:45-10:45am

Presenter: Jacob Campbell

Host: Donna Kary

Summary and Objectives: In this digital age, coalitions and other organizations must be able to effectively leverage Internet technologies including social media. Find out the most compelling ways to enter into improved communication with your members. Review current best practices in developing online participation. We will spend time looking at practical application of material and networking.

Engaging Community Resources/All About Acronyms

TIME: 11-12pm

Presenter: Kathleen Clary-Cooke

Host: Donna Kary

This session will explore ways coalition members and leaders can reach out to resources in their community and partner with them in the prevention efforts. Participants will look at how to identify specific gaps and conduct community resource needs assessments. This session will explore local, state, and national resources and demystify the **acronyms** commonly used to refer to them. You will learn what resources are available, how to connect with them and test your knowledge to become the ultimate Jeopardy champion!

Coalition Engagement and Recruitment

TIME: 1-2pm

Presenter: Jennifer Dorsett

Host: Tracy Boyle

This session will focus on engaging different community sectors through leadership development, advocacy and capacity building. Participants will be identifying which voices are needed at the table to effect positive change and use different techniques learned to gain interest and have active membership.

Getting the Word Out: Media Engagement

TIME: 2:15-3:15pm

Presenter: Kathleen Clary-Cooke

Host: Art King

Summary and Objectives: This session will explore strategies for engaging local media to carry the stories your coalition promotes. Topics will include media outlets, the power of publicity, and accessibility. Participant will leave this session with an understanding how to prepare and disseminate a media release and creation of "Swiss Cheese" media releases.

2015 Eastern WA Sector Summit TRACKS and SESSIONS

TRACK: [Networking With a Purpose](#)

[Healthcare Sector Café](#)

TIME: 9:45-10:45am

Presenter: Julie Urrutia

Host: Sandra Linde

Summary and Objectives: This session will explore the role of the healthcare professional in coalition work and development. Participants will learn about achievements and struggles of healthcare sector representation statewide. Through a purposeful networking activity participants will be able to identify cross-sector representation and involvement and how that applies to the Strategic Prevention Framework. Participants will leave with information to help build and engage healthcare sector representatives in their communities and surrounding areas.

[Parent/Youth Café](#)

TIME: 11-12pm

Presenter: Chris Cisneros and Zebbie Castilleja

Host: Sandra Linde

Objectives: This session will focus on youth and parent involvement in community based prevention coalition strategies. Participants will leave with strategies they can use their community and an understanding about how community sectors can draw from parent and youth perspectives in the work they do.

[Engaging Business in Your Community Café](#)

TIME: 1-2pm

Presenter: Derek Franklin

Host: Sandra Linde

This session will be a facilitated discussion on the role of the business sector in a community coalition, and how to engage businesses in your prevention work. Each participant will understand the cross-sector possibilities within the business community and have the opportunity to meet with local business representatives through an organized networking activity.

[Engaging Your Faith Based Organizations and Leaders Café](#)

TIME: 2:15-3:15pm

Presenter: Ray Horodowicz

Host: Sandra Linde

Summary and Objectives: This session will help participants identify faith based organizations and leaders in their community and explore strategies to engage the FBO community in community coalition prevention work. Participants will have facilitated discussions and problem/resolution activities aimed at increasing integration of FBO's into coalition work.

Presenters and Speakers



THANK YOU TO ALL
OUR
SPEAKERS FOR
YOUR TIME AND
SERVICE

Jennifer Dorsett has been a state licensed Chemical Dependency Professional since 2003 and has served local treatment agencies and delivered community based prevention strategies for over 10 years in the Tri-Cities area. Currently, Jennifer Dorsett is the coalition coordinator for the Prosser Community Involvement and Action Coalition.

Kelly Larsen has four years' experience as a federal grant program evaluation specialist and grant writer. Additionally, she has been doing community based prevention work for one year and serves as Pasco Discovery Coalition's Community Coordinator. She received her AA from Columbia Basin College and her Bachelor of Science in Public Health from Central Washington University.

Julie Urrutia received a BA in Education from Washington State University and a MA in Instruction and Curriculum from Grand Canyon University. She currently works as a Health Educator at Prosser Memorial Hospital for high school students and has a passion for community wellness. She serves as the Prosser CIA Health Care Sector Representative.

Jacob Campbell has his bachelors and masters degrees in Social Work from Eastern Washington University. He is the owner and operator the Design Clinic, a sole practitioner branding and design agency. He spent two years as chair for the Pasco Discovery Coalition, currently teaches at Heritage University's social work program as an adjunct faculty member, and he is a mental health therapist for the Pasco School District. Jacob now serves as the Pasco Discovery Coalitions Mental Health Sector Representative.

Zebbie Castilleja is currently a Junior at Prosser High School and serves as their Junior Class President. He is heavily involved with Boys and Girls Club and was named Youth of the Year in 2014, participates with Mustang CIA Youth Coalition and has aspirations of being a Police Officer. Zebbie currently serves as Prosser CIA's Secretary and Youth Sector Representative.

Derek Franklin is the President of the Washington Association for Substance Abuse and Violence Prevention (WASAVP) and the Project Director of the Mercer Island Communities That Care Coalition. He served as the co-lead of the state's Strategic Prevention Enhancement marijuana work group and is on the board of the Washington State Healthy Youth Coalition (WHY). He received a BA in Psychology from Occidental College, an MA in Counseling Psychology from Antioch University, Seattle and has spent over 20 years in the community-based mental health and substance abuse treatment field. He currently manages outpatient and community-based services at Mercer Island Youth and Family Services.

Ray Horodowicz has over 20 years experience working with community-based programs and projects that included drop-out prevention programs in Seattle and conflict resolution projects in Europe and Africa. Ray holds a BA in Psychology from Widener University in Pennsylvania. He has presented at national and state conferences including NPN, CADCA, and the WA Prevention Summit. He has worked full-time in prevention since 2003, when he was hired to help establish a prevention coalition and usher the community through an extensive planning, implementation and evaluation process. Since 2011 he has worked for DBHR and currently works as a Prevention System Manager.

Chris Cisneros has an AA from Columbia Basin College in Early Childhood Development. He is currently the Executive Director for the Prosser Branch of the Boys & Girls Club. Chris has been involved with the Prosser CIA since its inception and currently fills the role of Chair and is the Youth Serving Organization Sector Representative.

Kathleen Clary-Cooke earned her BA in Mass Communication from St. Bonaventure University and her JD from the University of Tulsa College of Law. She worked in advertising, radio, and television before graduating from law school. In 2013 she began work as a Health Educator at Benton-Franklin Health District. She wears several hats including Safe Kids Coordinator, Child Death Review Coordinator, and Community Outreach Coordinator. Kathleen is the media contact for the Health District and acts as spokesperson for BFHD and Safe Kids.

Prosser FFA students have seen Roberts Rule at work since day one of their participation with this youth development organization. Prosser FFA has a strong history of placing at State and National competitions and have conducted several trainings around leadership and meeting development.

Guest Speaker:

Jordan Chaney is a poet and dynamic public speaker residing in Tri Cities WA. He is the author of two published works: Double Barreled Bible and Rocket Fuel For Dreamers. Currently, he serves surrounding areas with public speaking engagements and works as the Director of Urban Poets Society– a youth leadership program that promotes the arts, literacy and leadership in our community.

Thank you to our Room Hosts!

Sandra Linde* Donna Kary* Woody Doane

Tracy Boyle* Art King* Ray Aparicio

Special Thanks and Appreciation

Thank you to Division of Behavioral Health and Recovery for choosing PDC and Prosser CIA for the sector sharing and mentoring project!

Thank you to Amerigroup and Outreach Representative Blanche Barajas for your donation and support to help us carry out our vision of the first ever Eastern WA Sector Summit!!

Thank you to Three Rivers Convention Center for allowing us to host this event at your site!

Thank you to Sandra Linde from Sunnyside Unidos for offering to be a part of not only our committee but our coalition work!

Thank you PDC and Prosser CIA members for your hard work and dedication to make this event possible! You are amazing coalition members and partners! WE are blessed to work with you.

Thank you to Stephanie Atherton. You support our coordinator work with every breath and inspire us to do great things! We want to thank you for your years of coalition support.

Lastly, thank you to the planning committee and oversight for your donated time, speaking, hosting rooms, donating door prizes, having long planning sessions and field trips and most of all for just being so creative, gracious and having the best attitudes!

