



# Fall 2021 Prevention Training Schedule



MidSOUTH CENTER FOR  
PREVENTION AND TRAINING



# **OCTOBER**

## **Do's and Don'ts of Social Media and Other Media Platforms**

**Code:** D22CE012

**Date:** October 19, 2021

**Time:** 1:30 p.m.—3:00 p.m.

**Platform:** Zoom

**Trainer:** Matt Burks

**Description:** The presentation will prepare the participants to be more successful in promoting effective messaging through social media, public service announcements, broadcast media, and other media outlets.

# **NOVEMBER**

## **Arkansas Prevention Certification Board Orientation—Invitation Only**

**Code:** D22CE015

**Date:** November 3, 2021

**Time:** 8:30 a.m.—4:30 p.m.

**Platform:** Hybrid/Little Rock

**Trainer:** Jill Weinischke

**Description:** The Prevention Certification Orientation Course will review the IC&RC requirements for the prevention certification. Prevention certification candidates will receive information that will assist them through each step of the certification process which includes: registration, choosing workshop courses, and preparing a portfolio. All fees and requirements needed for gaining certification and maintaining it will be discussed in this course. Participants will receive information concerning the prevention certification domains and gain insight into important concepts in prevention that will shape their learning experience during the certification process. This course is a prerequisite for the IC&RC Exam Course and is required for IC&RC Certification through the Arkansas Prevention Certification Board.

## **Arkansas Prevention Certification Board Exam Prep Workshop—Invitation Only**

**Code:** D22CE016

**Date:** November 4, 2021

**Time:** 9:00 a.m.— 4:30 p.m.

**Platform:** Zoom

**Trainer:** Amy Mellick

**Description:** Participants will learn about the prevention certification exam. The course is designed to make candidates feel more comfortable with the actual exam as well as to help focus study and preparation time. The Prevention Certification Orientation Course is a prerequisite. Please go to the IC&RC website [www.internationalcredentialing.org/](http://www.internationalcredentialing.org/) to print the Prevention Certification Candidate Guide.

## **The Importance of Grant Evaluation and Logic Models**

**Code:** D22CE017

**Date:** November 11, 2021

**Time:** 1:00 p.m.— 4:30 p.m.

**Platform:** Zoom

**Trainer:** Rodney Wambeam

**Description:** Grant evaluation helps examine strengths and weaknesses of varying grant elements, including interventions, agency policies, and protocols. It helps prove to the funder that positive outcomes were achieved so that current funding is sustained and future funding can be pursued. Participants will learn how to increase their capacity to evaluate programs and create logic models that support effective program implementation.

## **Connecting the Faith Based Community to Prevention**

**Code:** D22CE018

**Date:** November 18, 2021

**Time:** 10:00 a.m.— 11:30 a.m.

**Platform:** Zoom

**Trainer:** Reverend Johnny Riley, Jr.

**Description:** Faith Based Organizations are vital community organizations, and in some cases, desire to intervene in solving the drug misuse and underage alcohol usage problem by means of proper education and training. The speaker will provide directions on how to effectively engage the faith communities' leadership, the youth leaders, and the youth in a youth and young adult community based prevention program.

## **Hidden in Plain Sight**

**Code:** D22CE019

**Date:** November 30, 2021

**Time:** 1:00 p.m.— 2:30 p.m.

**Platform:** Zoom

**Trainer:** Melissa Ayers

**Description:** Do you know about Hidden In Plain Sight? This is a training offered to parents, teachers, prevention professionals, etc., to educate them about products such as alcohol, tobacco, illicit drugs, and paraphernalia that youth can hide in plain sight.

# **DECEMBER**

## **Substance Abuse Prevention Skills Training (Attendance Limited)**

**Code:** D22CE020

**Date:** December 6-9, 2021

**Time:** 8:30 a.m.—4:30 p.m.

**Platform:** TBD

**Trainer:** Lisa Perry, Kendon Gray, and Margaret Morrison

**Description:** The goal of the SAPST is to develop the basic knowledge and skills needed by substance misuse prevention practitioners to plan, implement, and evaluate effective, data-driven programs and practices that reduce behavioral health disparities and improve wellness. The SAPST is intended as an introductory level course; throughout the course of their careers, prevention practitioners will need additional and more advanced workforce development opportunities beyond the SAPST.

## **Coalition Building Efforts in Communities**

**Code:** D22CE021

**Date:** December 9, 2021

**Time:** 1:00 p.m.— 2:30 p.m.

**Platform:** Zoom

**Trainer:** Katherine Donald

**Description:** A community coalition can be a powerful vehicle for engaging community members in improving health, education, public safety, economic development, etc. Participants will learn about building an effective coalition and why it takes strong strategic leadership, beginning with a fundamental understanding of what coalitions are, what they can do, why they fail, and why they succeed.

## **How to Interpret Data for Use in Prevention Planning**

**Code:** D22CE022

**Date:** December 14, 2021

**Time:** 1:00 p.m.— 2:30 p.m.

**Platform:** Zoom

**Trainer:** Mary J. Bollinger

**Description:** This presentation will highlight the usefulness of data and how to interpret it. Participants will learn about the current data being collected in Arkansas and how the information can be used to guide prevention program marketing and how to create social media messages using facts that can be supported by data.

## **SPEAKER BIOS**

**Melissa Ayers**, is a previous Project Leader for a Partnerships For Success Grant. She is the leader of the Out of the Dark Prevention squad in Craighead County. Her squad members represent Valley View High School and Jonesboro High School and have been active in the Out of the Dark anti-drug and alcohol school clubs for several years.



**Dr. Mary J. Bollinger** has expertise in health services research using geographic and spatial models. Dr. Bollinger has integrated population demography and health services research using spatial statistical models and GIS to explicate the role of place based variables in the patterns of PTSD care utilization, community care, trajectories of comorbidities among Iraq and Afghanistan veterans (IAV), long-term outcomes for IAV with vascular injuries, as well as providing demographic expertise on a national needs assessment of rural veterans.



**Matt Burks** is the Project Coordinator for the Office of Arkansas Drug Director. He has multiple years working in and with various media, as well as multiple years' experience involving research and development, creation of documents and media publications, and leading a team in supervisory positions. What started as an interest in radio broadcasting at KSWH radio at Henderson State University in 1997 led to a lengthy and passionate media career in radio (KLAZ 105.9, KQUS 97.5, and KZBB 98.5 in Fort Smith, AR), public relations at Central Arkansas Development Council, Senior News Reporter (The Saline Courier and The Daily Citizen), Media Specialist for the City of Benton and the Benton Police Department, and now with the Office of Arkansas Drug Director.



**Katherine Donald** has served as the Executive Director for the Coalition for a Tobacco Free Arkansas for more than 13 years. For the past 30 years, Katherine has worked professionally for both the private and public sector, in fields affecting adolescent development, family enrichment, public health, and community development. She is a certified trainer and consultant for a national organization that focuses on family enrichment and parental empowerment issues. She has conducted trainings and supervised iterant programs from California to Massachusetts, and much of the Mid-west. Additionally, she has managed and administered a multiplicity of programs at the local level.



**Amy Mellick**, a Regional Prevention Representative with Community Service, Inc., provides alcohol, tobacco, and drug prevention activities and education for a six county area including Pope, Johnson, Yell, Conway, Faulkner, and Perry counties. She is involved in numerous community coalitions with the goal of working towards reducing substance abuse among youth and adults. Amy serves on the board of the Arkansas Prevention Network and the Russellville Chamber Community Council. She is a certified trainer for the youth-led community action training Lead & Seed, Prevention Plus Wellness, Ethics in Prevention, and the Substance Abuse Prevention Skills Training (SAPST). Amy is also a graduate of the Russellville Regional Leadership Academy (Class 32), with the Russellville Chamber of Commerce. She is an Arkansas Tech University alumni, attends New Life Church, and has lived in Russellville since 2008.



**Dr. Lisa Perry** is the Director of Prevention Services at Crowley's Ridge Development Council. Dr. Perry supervises prevention programs in Region 4 and Region 7, as well as Partnerships for Success grant programs and staff in Regions 3, 4 and 7. She also serves as a Regional Prevention Representative for Region 4. Dr. Perry is a Certified Prevention Specialist, holding undergraduate degrees in Mining Engineering Technology and Management. She also holds master degrees in History and Heritage Studies, and a Ph.D. in Heritage Studies. Her record of service in public health dates back to the early 1990s, when she worked in HIV/AIDS prevention and awareness in Lexington, Kentucky.



**Rev. Johnny Riley, Jr.** is a recipient of the U.S. President of the United of America's 2016 Lifetime Achievement Award. He is the Chairman of the Board of Bridging the GAPS of the United States of America ([www.btgofusa.org](http://www.btgofusa.org)) an international non-profit focused on leadership development and the President of Bridging the GAPS of Arkansas ([www.btgarkansas.org](http://www.btgarkansas.org)) focused on youth leadership development and prevention, and community development. He is a principle of J Riley Consulting Group LLC ([www.JRCG.US](http://www.JRCG.US)), a multinational consulting firm focused on leadership, business and community development and marketplace ministry to foster community self-sufficiency. He is the author of four books. Johnny Riley is the former Chief Executive Office of a local Housing Authority. He worked with State Farm Insurance Companies for over 14 years, where he served as a part of the project team to develop the current State Farm Bank, one of the United States of America's largest virtual banks. And he was also the Director of the Office of Workforce Development for the State of Louisiana Workforce Commission (Department of Labor). He managed an annual budget of \$150 million dollars. He was instrumental in providing the labor force during the BP Oil Spill cleanup efforts, the largest man-made disaster in the history of the United States of America. He speaks in conferences annually all over the world (Mexico, Nigeria, South Africa, Malawi, Zimbabwe and Australia). He has spoken to over 100,000 individuals about community-based business developing in the United States and several foreign countries. Recently because of COVID-19 he has spoken at several leadership conferences in the United States and India about how to engage the entire community in the mist of this current pandemic.



**Rodney Wambeam, Ph.D.** is a Senior Research Scientist at the Wyoming Survey and Analysis Center of the University of Wyoming. Dr. Wambeam was principle investigator of Wyoming’s SIG and SPF SIG evaluations and is currently principle investigator of Wyoming’s Prevention Block Grant and PFS evaluations as well as Oregon’s SPF SIG evaluation. He is author of “The Community Needs Assessment Workbook” from Lyceum Books. In his free time, Rodney coaches short track speed skating, organizes Muggle Quidditch games, and acts in his son’s movies.



**Mrs. Jill Weinischke** (Win-es-key) is the current chair for TOUCH Coalition serving Union County and is employed as the Community Impact Manager for SHARE Foundation. She is the former Project Coordinator for the Drug Free Communities Grant to Reduce Underage Drinking, Tobacco, Marijuana and Prescription Drug Misuse among the count’s youth (2010-2021). She is a Certified Prevention Consultant and a graduate of CADCA’s National Coalition Academy. She currently serves as president of the Arkansas Prevention Certification Board, who along with a dedicated board, are working to provide Arkansas’ prevention workforce with professional credentials. Before moving to Arkansas and joining TOUCH, Jill worked for the Florida Department of Health helping underserved communities identify and prioritize needs such as lighting, crime, sewer, paving streets, etc. and training them to research resources to solve their problems. Most importantly, Jill has been married to her husband, Brad, for nearly 24 years and they have three children: Jean Marie-21, Kenny-16 and Nathan-11. They live in El Dorado.



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**Please check our website for upcoming workshops that may be added throughout the year.**

**To Register** you will need your email address and your Access Key Password to sign up for workshops. If you do not remember your password, click on the “Login” link and then click on “forgot my password” and it will prompt you to enter your email address. Go to your email and retrieve your password and then login to register. If you register for a workshop and find that you are unable to attend, please notify the MidSOUTH Center for Prevention and Training as soon as possible.

**MidSOUTH will issue continuing education certificates upon completion of the entire training.**

**Participants must attend the entire training to receive credit. No partial credit is awarded.**

**Persons with disabilities:** UA Little Rock and MidSOUTH will accommodate participants with disabilities, pursuant to federal and state law. Any person with a disability who needs accommodations, should inform MidSOUTH prior to the event by calling (501) 569-3071 or faxing a request to (501) 569-3364.

**In the event of inclement weather, please call (501) 569-3071 to find out if a workshop has been canceled.**



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**Looking for Continuing Education hours online?**  
The following online Substance Use/Misuse  
Continuing Education Classes  
have been added to the MidSOUTH website

**SUBSTANCE USE AND THE MILITARY**

**ALCOHOL**

**TOBACCO**

**MARIJUANA AND OTHER DRUGS**

**HEROIN, COCAINE AND OTHER DRUGS**

**PRESCRIPTION DRUG MISUSE AND ABUSE**

**Training will include six modules with 2 CEUs for each module completed. Participants can earn up to 12 CEUs.**

**These courses can be found at:**

**<https://www.midsouth.ualr.edu/onlinesap/>**

**Note: You will have to create an account to complete these courses.  
(is this a separate account than the one that was used for the other  
courses in this brochure)**



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Register online at [www.midsouth.ualr.edu](http://www.midsouth.ualr.edu)

OR

Fax registration form to the attention of Austin Blue: (501) 569-3364

OR

Scan and email your registration form to: [ajblue@midsouth.ualr.edu](mailto:ajblue@midsouth.ualr.edu)

OR

Mail registration form to:

UA Little Rock - MidSOUTH Center for Prevention and Training  
2801 S. University Avenue, DSKN-622, Little Rock, AR 72204-1099

## REGISTRATION FORM

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Workshop Information:** Please write down the name of the workshop(s) you wish to attend.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Gender:**  Male  Female  Other  Prefer not to disclose

### Race/Ethnicity

African American  Hispanic or Latino  Prefer not to disclose

Asian  Non Hispanic or Latino

Caucasian

Native American

Pacific Islander

Prefer not to disclose



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**ARKANSAS  
DEPARTMENT OF  
HUMAN  
SERVICES**

Division of Aging, Adult and  
Behavioral Health Services



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