

Prevention Today

A NWCSB Prevention Department Publication
November 17, 2020

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Counter Tools

What is Point of Sale Advertising?

Advertising communication materials used to draw the attention of consumers. But tobacco consumers should be 21 right? Next time you visit a store that sells tobacco products, see if you notice any of the following:

- Are any tobacco ads within 3 feet of the ground or at a child's eye level?
- Placement of tobacco products. Next to candy or ice cream?
- Kids toy or candy that may replicate tobacco products
- Discounts or specials for tobacco products?

Every two years, the Prevention Department joins with local coalitions and dedicated community members to conduct Retail Store Assessments and Merchant Education to keep our youth safe and prevent the sale of tobacco sales to youth. To learn more about this initiative visit <https://countertobacco.org/>.

For More Information on Counter Tools visit <https://countertobacco.org/>.

VIRTUAL EVENT FEATURING

Miss America 2020

Camille Schrier

DECEMBER 15, 2020
3:30PM

TO BE PART OF THIS EVENT PLEASE CLICK [HERE](#)

Hosted by the Northwestern Community Services Board Prevention Department

PLEASE JOIN US as we discuss substance misuse and prevention efforts with Virginia's very own Miss America 2020, Camille Schrier. In an effort to educate the community, Ms. Schrier will talk about her platform "Mind Your Meds" and also local efforts in our community to address this important issue.

[REGISTER HERE](#)

REVIVE!

OPIOID OVERDOSE AND NALOXONE EDUCATION FOR VIRGINIA

With your commitment to youth, adults, and families in the community, Department of Social Services employees are uniquely positioned to intervene in opioid-related crises. Knowing how to use Naloxone is a key step in being able to save a life.

ONLINE REVIVE! TRAINING PARTICIPANTS WILL LEARN TO:

- RECOGNIZE SIGNS OF AN OPIOID OVERDOSE
- RESPOND TO AN OPIOID EMERGENCY
- ADMINISTER NALOXONE

UPCOMING VIRTUAL TRAININGS:

Friday, September 25	12:30 - 1:30 p.m.	Register Here
Friday, October 30	12:30 - 1:30 p.m.	Register Here
Friday, November 20	12:30 - 1:30 p.m.	Register Here

Northwestern Prevention Collaborative | Northwestern Community Services Board

Interested in becoming part of our lifesaving network of trained individuals? The Northwestern Prevention Collaborative is hosting virtual REVIVE! trainings. Join us for our last training of the year!

#EveryoneHasARole

November Registration [HERE](#)

Be a Mr. Jensen

Be A Mr. Jensen

ACES

Adverse Childhood Experiences

When children experience traumatic events, it can have lasting effects on their mental health and wellbeing. These events are called ACES.

Why We Care:

Studies show that 26% of adults have at least one ACE while 1 in 8 adults have 4 or more ACES. This trauma increases the likelihood of developing chronic diseases and some cancers.

What We Do:

ACE trainers across Virginia are working to raise awareness through education and connect people to helpful resources in an effort to reduce ACES and ultimately improve the health of our communities.

11/18/2020 9:00AM-12:00PM [Register](#)

12/08/2020 12:00PM-4:00PM [Register](#)

12/16/2020 12:00PM-3:00PM [Register](#)

Location: FREE VIRTUAL TRAINING

Loganport Regional Health | Southside Behavioral Health | Inglehart | regionten | Northwestern Community Services Board

TO REGISTER PLEASE CLICK BELOW

[November 18](#)

[December 8](#)

[December 16](#)

"Share your Ideas with Others and Make Something New."

Part of the wonderful world of Prevention is the sharing of ideas and resources to help build up each of our communities. This is exactly what happened when the Rockbridge Area CSB and Horizons CSB shared their positive messaging campaign. The NWCSB Prevention Department loved the idea and decided to bring it to our community!

Our "Rooted in Positivity" campaign, will feature positive messaging throughout the community.

Interested in being part of this effort? Yard Signs featuring our positive messaging are available for FREE! To get involved email: youthresourcealliance@gmail.com.

Look for our special edition newsletter featuring more information on the campaign!

Connect with us on social media!

[Coming Soon... preventionpodcast](#)

[Awareness to Action](#)

[When Words Are Both Tools and Nibs They Can Change the World](#) - Jack Kornfield

[WORLD](#) Inspires that lives

[FOCUSING on the Power of Breath](#) November 18, 2020

[YOU DON'T HAVE TO STOP SMOKING IN ONE DAY. START WITH DAY ONE.](#)

[Facebook](#) [Instagram](#) [Twitter](#) [YouTube](#)

Virtual Learning Opportunities

Virginia Foundation for Healthy Youth Presents: Tobacco Cessation - Coverage & Billing

November 18, 1:00pm-2:00pm

Tobacco cessation billing and reimbursement is puzzling; however, some states have started to take action.

Billing issues tend to arise when two goals are not met. These goals include: one – patients quit using tobacco and utilize cessation treatments; and two – providers provide cessation treatment and get reimbursed for their work.

This presentation will discuss why providers are not getting reimbursed, which has also led to fewer providers attempting to bill and fewer patients using evidence-based treatment. It will end with giving the audience ideas of what other health systems and states have done to improve reimbursement and what actions they can take to do the same within their health system or state.

To Register Click [HERE](#)

CADCA Presents Wednesday Webinar: Coalition Capacity - Building the Foundation for Success

November 18, 1:00 PM

Community capacity by definition is the interaction of human capital, organizational resources and social capital existing within a given community that can be leveraged to solve collective problems to improve or maintain the well-being of a given community. It's not just about getting people in the room, it's about utilizing their natural skillsets in order to move the work of the coalition forward and, in turn, giving them a sense of purpose. Come join Kym Laube as we move from a group focus to a team approach, creating meaningful ways for members to contribute to and improve community outcomes.

For additional details and to register, click [HERE](#).

Dear Parents: Messages from Tech-Wise Teens

November 19, 7:00 PM

When it comes to screens and teens, it can feel like a battle. You've read the books. You've scoured the data. So, what's left?

How about asking the teens themselves?

Featuring digital wellness ambassador Aliza Kopans, author Amy Crouch, and special guest Max Stosell from the Center for Humane Technology, our young adult leaders offer a fresh perspective: one backed by their personal experiences as youth growing up in a digital age. Discover how teens really feel about social media, phone use, and screen time. Connect the dots between the business of big tech and teens' personal experiences with technology. Parents and teens will come away with new strategies for having productive, meaningful conversations around tech.

Click [HERE](#) to register

We value your opinion!

Please feel free to email us (youthresourcealliance@gmail.com) with your feedback.

See a topic you'd love to learn more about? Or see something missing, let us know! Your feedback is important to us!

Thank you again for supporting our efforts and working together towards a healthier community.