



PREVENTION MANAGEMENT ORGANIZATION OF WYOMING
The first sixteen months report



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Prevention vs Treatment

There seems to be some confusion between substance abuse/suicide **prevention** and **treatment**; using some simple definitions with examples may be helpful. The following information could be used as general talking points, or as an introduction to a presentation that would emphasize the distinction between **prevention** and **treatment**.

Prevention

Prevention is a process that attempts to prevent the onset of the use of alcohol, tobacco, other drugs (ATOD) or suicidal behavior. Environmental prevention focuses on changing community conditions, attitudes or policies so that the availability and demand of substances is reduced and to destigmatize the topic of suicide to foster awareness.

Responsible beverage service training

- Reduce underage drinking
- Promote responsible consumption

Compliance checks

- Reduce underage drinking

Texting tip line

- Reduce underage drinking and social availability
- Anonymous reporting of criminal/suspicious activity

Demerit point system

- Establish policy standards for alcohol sales
- Promotes retail accountability

Mass media & counter-marketing media campaign

- Raise awareness
- Increase community readiness
- Advance environmental change

Gatekeeper/Suicide Intervention training

- Raise public awareness
- Prevent immediate risk of suicide

Treatment

Treatment is a process of medical or psychotherapeutic treatment intended to enable the individual to cease detrimental substance abuse or suicidal behavior.

Counseling & therapy

- Individual, family and group sessions
- Case management
- Inpatient-residential care

Maintenance for those who have become affected

- Support groups
- Aftercare
- Drug and alcohol detoxification

Justice system involvement

- Court mandated alcohol and drug education as a result of legal offenses

The first sixteen months report

The Prevention Management Organization (PMO) of Wyoming began operations July 1, 2012 through a cooperative/contractual agreement with the Wyoming Department of Health. This report highlights some of the PMO accomplishments over the first 16 months of its contract. Although individual county highlights in this report focus on alcohol, it should be noted that all counties also work on suicide, tobacco, prescription drug abuse and other drug prevention. Many of these efforts are included either in the topic or collaboration sections of this report in order to keep the report concise.

Key Collaborations and Successful Outcomes

Wyoming Association of Sheriffs and Chief of Police (WASCOP)

Twenty-four prescription drug drop boxes were distributed in 15 counties throughout the state. A print and radio media campaign was created to raise awareness of the prescription drug problem in our state. The campaign also educated community members about the free service and importance of properly disposing of unused/expired medication into a local drop box.

Wyoming First Lady Carol Mead

The PMO, working with Mrs. Mead, created a statewide media campaign designed to educate parents on the dangers of underage drinking with a call to action: Start talking to their kids early and often.

Yellowstone Behavioral Health Center – Cody

The PMO took the lead in developing a middle-aged men suicide prevention media campaign, initially piloted in Park County with a second campaign to be piloted in Laramie County.

Department of Revenue, State Liquor Division

Tom Montoya, Director of the Wyoming State Liquor Division, designed and funded “community event tool kits” for prevention of underage and adult binge drinking. PMO Community Prevention Professionals (CPPs) and community event organizers utilized the kits at numerous community events statewide. Each event, where kits were utilized, saw DUI, minor in possession and public intoxication arrests decrease significantly.

The Mayo Clinic Nicotine Dependence Center

Twenty-four professionals from 14 Wyoming counties attended the Tobacco Treatment Specialist certification training. The newly trained Tobacco Treatment Specialists will be able to offer personal, face-to-face cessation services in addition to/and in support of the Wyoming Quit Tobacco Program.

Health Communications Inc. -

Responsible Alcohol Beverage Server Train-the-Trainer

The PMO organized a TIPS (responsible alcohol beverage server training) train-the-trainer for law enforcement officers and business owners across the state. Ten people from five counties were trained to provide responsible alcohol beverage server training locally.

WDH Public Health Division and Wyoming Statistical & Analysis Center

The PMO partnered with the Division and WYSAC to develop a Wellness/Chronic Disease Needs Assessment to be administered in five pilot communities. To date, each pilot county has completed its needs assessments, created active local coalitions and has begun moving forward to select best practices to address wellness needs in each county. These steps have all been made with the leadership of county PMO CPPs.

American Association of Suicidology (AAS)

The PMO is collaborating with Dr. Lanny Berman, Ph. D, Executive Director of AAS, to conduct a five-year research project in Wyoming. The project will apply the Air Force Model to a public sector model in Campbell County.

American Foundation for Suicide Prevention (AFSP)

The PMO collaborated with AFSP to:

- Host two Bipolar Education Events in May 2013. The events were held in Sheridan and Cody.
- Host the Cody Out of the Darkness Walk on September 7, 2013, also in collaboration with the Park County Suicide Prevention Alliance. More than \$25,000 in cash and donations were received; 182 people participated in the walk.
- Funded six Applied Suicide Intervention Skills Training (ASIST) workshops.
- Host International Survivors of Suicide broadcasts on November 23, 2013. The broadcasts were held in Casper, Riverton, Sheridan, Gillette and Cheyenne.

Wyoming Prescription Drug Abuse Stakeholders (WRAS)

Bookmarks were created that highlight the importance of donating or properly disposing of unused prescription medications. These bookmarks were collaboratively designed, printed and shared with county PMO CPPs for distribution to pharmacies statewide.

Grace for 2 Brothers – Suicide Prevention Gatekeeper Train-the-Trainer

More than 30 people received training to facilitate Question, Persuade, Refer (QPR) suicide prevention gatekeeper training in their communities.

Key Suicide Prevention Successes

Innovative Assessment Tool

The PMO developed an innovative assessment tool for evaluating suicide prevention readiness in a community, including community suicide prevention coalitions, as well as the readiness and capacity of key leaders and stakeholders. The assessment tool has received national recognition.

Community Coalitions

To date, 22 of 23 Wyoming counties have an active suicide prevention coalition (or subgroup of a larger health coalition).

School Prevention

Throughout the year, the PMO provided technical assistance to: ten schools in Wyoming to develop policies/procedures for suicide prevention, intervention, and postvention; two school districts to identify and implement evidence-based resiliency programs that directly affect suicide prevention; 12 school districts to identify and implement appropriate suicide prevention awareness events; eight schools to participate in a week-long school 'takeover' event with dissemination of suicide awareness materials to students; three junior high schools in Cheyenne with dissemination of materials; six schools provided with suicide postvention support in the aftermath of student deaths by suicide.

Key Community Trainings

A minimum of one suicide prevention gatekeeper training was held in every county. Prior to 2012, these trainings had not been available in most of our rural counties (e.g. Weston, Crook, Niobrara).

Number of trainings held

PMO sponsored trainings statewide: **210**

Other sponsored trainings statewide: **81**

TOTAL: 291 trainings

Number of people trained

PMO sponsored: **5,132** (includes 504 trained in ASIST)

Other: **2,566** (includes 21 trained in ASIST; 985 students in one district)

TOTAL: 7,698 people in Wyoming have been gatekeeper trained in suicide prevention.

Data Surveillance/Collection/Reporting

The PMO contracted with the American Association of Suicidology to bring Psychological Autopsy Certification Training to Wyoming in an effort to develop systematic research into Wyoming suicide deaths.

Community Critical Response

The PMO provided postvention assistance to three communities: Cody, Gillette, and Laramie, following the deaths of community members by suicide. Additionally, the PMO provided technical assistance in responding to multiple crises across the state involving suicide in partnership and collaboration/referral with local mental health centers.

Campbell County Comprehensive Suicide Prevention Project

As stated earlier in this document, a partnership with the American Association of Sociology (AAS) will initiate a comprehensive suicide prevention best practices campaign piloted in Campbell County. This type of research project has never been done before in the United States.

Key Tobacco Prevention Successes

Smoke-free Businesses

PMO CPPs educating local businesses owners on the numerous benefits of a smoke-free environment has resulted in 93 establishments voluntarily going smoke-free across the state.

Tobacco Treatment Specialists Certification Training

As stated earlier in this report the PMO sponsored a five-day intensive course taught by the Mayo Clinic to train 24 people statewide as tobacco treatment specialists. The Tobacco Treatment Specialists now offer personal, face-to-face cessation services, in addition to/and in support of the Wyoming Quit Tobacco Program.

Local Secondhand Smoke Educational Media Campaign

The PMO created a secondhand smoke radio and print media campaign on the negative health effects of secondhand smoke.

Key Successes in the Prevention of Prescription Drug Abuse

Prescription Drug Drop Boxes

Twenty-two prescription drug drop boxes were distributed throughout the state. A print and radio media campaign was created to raise awareness of the prescription drug abuse problem and educate citizens on how to dispose of unused/expired/unneeded medications at drop box locations.

Prescription Drug Abuse Radio and Print Ads

Prescription drug abuse radio and news print ads were created to highlight and educate on the problem of prescription drug abuse in Wyoming, the importance of best practices in the home, and how to dispose of or donate unused prescription drugs.

Pharmacy Informational Prescription Drug Disposal/Donation Bookmarks

As stated earlier in this report, bookmarks highlighting the importance of donating or properly disposing of unused prescription drugs were collaboratively designed, created and distributed to pharmacies throughout the state.

Funeral Home Informational Prescription Drug Abuse Flyers

A flyer was created by the PMO and distributed to funeral homes across the state to insert into bereavement packages. The purpose of the flyer is to educate families on the problem of prescription drug abuse and how to properly dispose of unused prescription drugs.

Realtor Open House Informational Prescription Drug Abuse Flyers

This flyer was created by the PMO and distributed to realtors across the state. The purpose of the flyer is to educate homeowners and realtors on the importance of properly securing medications. Thieves are known to pose as potential buyers and raid medicine cabinets at open house showings.

Local Water Bill Informational Prescription Drug Abuse Flyers

Flyers were created by the PMO and distributed in city water bills to educate residents about the Wyoming Medication Drug Donation Program, and the importance of properly disposing of unused or expired medications.

PMO Wellness/Chronic Disease Prevention Efforts

The Completion of the Needs Assessment and Best Practice Selection

The PMO has reached into wellness by working with the Wyoming Department of Health's Public Health Division and WYSAC to develop and implement a Chronic Disease Needs Assessment. Five counties were identified to participate in a pilot program that has created wellness coalitions in each county. Counties have completed needs assessments and are currently selecting wellness best practices to meet identified wellness gaps in their counties.

Prevention Media Campaigns for Local Communities

Harmful Health Effects of Marijuana Use Campaign

In collaboration with WYSAC, the PMO created research-based talking points and a print and radio media campaign. The talking points and print media were designed to educate the public on the negative health effects of marijuana.

The Dangers of Secondhand Smoke Campaign

The PMO created a secondhand smoke radio and print media campaign that highlights the negative health effects of secondhand smoke.

Prevention of Underage Drinking Campaign

The PMO developed an underage drinking campaign informing parents and the public of the developmental dangers and health effects underage drinking poses for youth. This campaign included extensive radio and print ads. Key local stakeholders and youth were utilized by communities to record the ads.

Prescription Drug Abuse Campaign

Prescription drug abuse radio and print ads were created by the PMO to highlight and educate the public of the problem of prescription drug abuse in Wyoming, the importance of best practices in the home and how to dispose of unused medications.

Earned Media

The PMO has received a large amount of local, state and national awareness of prevention efforts through earned media. Key examples include: Time magazine, National Public Radio, Wyoming Public Radio, local newspapers and online news blogs.

Key Alcohol Policy Improvements

Adult Overconsumption

- In Campbell County, a high-visibility DUI Enforcement Team was created as a collaborative effort among the PMO, Gillette Police Department, Campbell County Sheriff's Office and Wyoming Highway Patrol.
- Also in Campbell County, the Gillette City Council approved the passage of a Responsible Beverage Server Training Ordinance.
- Sheridan County created a Topsy Taxi program with strong support from Sheridan bar owners, the police department, community members and the local taxi service.
- In Uinta County, the Evanston City Council passed a Responsible Beverage Server Training Ordinance.

Underage Drinking

- A Memorandum of Understanding (MOU) with Cheyenne, Casper and Laramie Police Departments provided 126 hours of overtime for enforcement of underage drinking at Cheyenne Frontier Days.
- Collaboration with the Laramie County Liquor Association for implementation of a fake ID confiscation program.
- Collaborated with Northwest Community College to create significant best practice upgrades to the campus alcohol policy.
- Weston County implemented alcohol compliance checks.
- Albany County implemented zero-tolerance enforcement policy for all persons under 21 years of age attending underage house parties.

Community Events

- The Pinedale Town Council passed a malt beverage permit checklist for applicants hosting fundraisers and events where alcohol is provided.
- Sheridan, Carbon and Johnson counties required utilization of the State Liquor Commission's "community events toolkit" at all community events where alcohol is served.
- A mandatory malt beverage permit checklist for community events was approved by the Lincoln County Commissioners.
- An alcohol-free family and youth section was implemented at the Thermopolis Cowboy Rendezvous PRCA Rodeo and the Thermopolis Demolition Derby. The State Liquor Commission's "community events toolkit" was used at the events.

Texting Tiplines

- Natrona County implemented a new Texting Tipline with a smart phone application.
- The Cheyenne Police Department also implemented a new Texting Tipline smart phone application.
- Lincoln County has restructured and remarketed their Texting Tip Line.

Ongoing Policy Initiatives

Adult Overconsumption

- Carbon County – Responsible beverage server training for Rawlins.
- Crook County – Responsible beverage server training for Sundance.
- Natrona County – Implementation of a county-wide standardized demerit point system for retail liquor license renewals.
- Goshen County – Demerit and incentive point system for liquor license renewal in Torrington.
- Lincoln County – Mandatory responsible beverage server training policy in the city of Thayne for alcohol distribution at the Community Center and town property.
- Albany County – Reworking of the demerit point system for Laramie.
- Fremont County – Demerit and incentive point system including responsible beverage server training for liquor license renewal in Riverton.
- Big Horn County – Responsible beverage server training for Lovell.
- Teton County – Researching stiffer DUI penalties and enforcement for the county.
- Platte County – Establishment of a demerit point system for renewal of liquor licenses in Wheatland.

Underage Drinking

- Sublette County – Amending the social host law in Pinedale for community events.
- Sweetwater and Sheridan Counties – Require special permits for community events that include a comprehensive checklist for the sale and consumption of alcohol.
- Washakie County – Responsible beverage server training for community events.

Infrastructure Development and Sustainability

Train-the-Trainer Courses

- QPR (Question, Persuade and Refer suicide prevention gatekeeper training)
- TIPS (Responsible beverage server training)

Educated and Passionate Employees

The PMO has hired CPPs in 22 out of 23 counties. Currently those counties staffed have a local coalition of stake holders who have helped complete a substance abuse and suicide prevention community needs assessment. Each coalition has used the needs assessments to identify evidence based strategies appropriate to each community's unique issues relating to alcohol, tobacco, other drugs and suicide prevention efforts.

Premier Nonprofit Organization

In its first year, the PMO has created a legitimate organization offering a competitive benefits package, wages and a wellness focused working environment.

Frequently Asked Questions

What is the mission of the PMO?

The Prevention Management Organization of Wyoming is transforming wellness in Wyoming through leadership, education and advocacy in our communities.

What is the PMO preventing?

The Prevention Management Organization is the single fiscal agent and the state leader in prevention efforts surrounding alcohol, tobacco, other drugs, suicide and chronic disease.

How is the PMO organized?

- A staff of 10 organizational leaders fulfill the communications, marketing and administrative duties from offices in Buffalo and Cheyenne.
- Four Technical Assistance Providers (TAPs) – two who oversee alcohol, tobacco and other drugs and two who oversee suicide prevention – provide local strategic planning, community support and capacity building from base offices in Laramie, Buffalo and Kemmerer. A Director of Suicide Prevention provides leadership on suicide prevention efforts throughout Wyoming from a base office in Cody.
- The PMO has a total of 42 highly skilled and well-trained Community Prevention Professionals (CPPs) dedicated to work individually or in teams in their respective counties.

Who does the PMO employ?

In all, our team holds 22 bachelor's degrees, 13 master's degrees and one Ph.D. As part of our commitment to education, team members are encouraged to – and often do - seek certification and training in prevention-related topics. The Prevention Management Organization actively seeks out people who have a bachelor's degree in public health, public administration/policy, sociology, education, communications, marketing, counseling, social work, psychology, or other health-related field and/or four years of prevention-related experience.

Who makes the decisions about prevention in each community?

The PMO is committed to local, community-based decision making through active community coalitions. Community Prevention Professionals in each county are able to give key community stakeholders – law enforcement, health care providers, educators and local policy makers – the resources, tools and support they need to reach their prevention and wellness goals through policies and programs that are proven to work.

How do coalitions know what issues to address?

In 2012, coalitions in every Wyoming county completed one of the most extensive and comprehensive Prevention Needs Assessments assembled in the country. Local coalitions strategically assessed quantitative data provided by local, state and federal agencies, including law enforcement, health care and educational institutions, coroners, the Wyoming Department of Health and the U.S. Census Bureau, among others. CPPs provided leadership to solicit input from community members-at-large, collecting qualitative data through town hall meetings and other community-wide meetings.

What prevention work is being done in each community?

The PMO staff is committed to utilizing only those prevention strategies that have been proven to work, a commitment called “best practices.” Working with our active community partners and coalitions, each community has embarked on a strategic plan that specifically targets alcohol, tobacco, other drugs, suicide prevention and chronic disease issues identified by community stakeholders through the comprehensive Prevention Needs Assessment.

Certainly the local communities can’t do it all on their own?

No single strategy exists to solve Wyoming’s problems with the misuse of alcohol, tobacco and other drugs, the tragedy of suicide or the growing concerns of chronic disease. And no single entity can provide the resources needed to accomplish all prevention goals. The PMO believes a comprehensive approach to prevention is best. Although our primary focus is support of local community initiatives, the PMO also collaborates closely with many state and national organizations including, but not limited to:

- Wyoming Department of Health, Public Health Division
- Wyoming Association of Sheriffs and Chiefs of Police (WASCOP)
- The Wyoming Department of Revenue, State Liquor Division
- Wyoming Statistical Analysis Center (WYSAC)
- Wyoming Suicide Prevention Advisory Council (WYSPAC)
- Wyoming Prescription Drug Abuse Stakeholders (WRAS)
- American Foundation for Suicide Prevention (AFSP)
- American Association of Suicidology (AAS)

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