

**ANNE T. DONNELLY**  
District Attorney

**THE NASSAU COUNTY HEROIN PREVENTION TASK FORCE**  
Education, Outreach & Prevention Committee

# COMMUNICATION IN PREVENTION

## Developing Trauma Informed & Culturally Appropriate Messaging



**FRIDAY  
APRIL 29, 2022  
10:00-12:00PM**

HOSTED BY THE ADELPHI INSTITUTE FOR  
ADOLESCENT TRAUMA, TREATMENT AND TRAINING

## SCHEDULE

## 10:00-10:15am

## Welcome: Rene Fiechter, Chair HPTF, NCDA

**10:15-12:00pm**

**This interactive webinar will explore key communications strategies for prevention coalition members to effectively communicate the importance of substance misuse prevention efforts as well as engage new partners and community members. During this session, participants will review the relationship between trauma and adverse childhood experiences (ACEs) with increased risk for future substance misuse.**

**Retool your experience with familiar strategies to develop compelling messages that include practices incorporating equity and trauma-informed language and practices.**

**Ivy Jones Turner, MPA, CPS**  
**Jess Goldberg, MA, MPH, CPS.**



**TO REGISTER CLICK LINK  
OR SCAN CODE**

http://events.r20.constantcontact.com/register/event?oeidk=a07ej4h554m51cdb4a7&lr=nmb7fngab



## 2.0 FREE CE's via Zoom

CE's will be provided by the Mental Health Association for LMSW/LCSW, LMHC, LMFT, & CASAC  
CTLE Credits provided for Teachers/Educators through BOCES

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# THE NASSAU COUNTY HEROIN PREVENTION TASK FORCE

## SPEAKERS:



Ivy Jones Turner is an experienced prevention professional and manager with over 15 years of experience providing TTA on behavioral health promotion and prevention for federal, state, and community-level clients. TTA topics addressed include program planning and needs assessment, implementation, evaluation, collaboration and partnership development, and incorporating cultural responsiveness (competence) and health equity, particularly for agencies serving underserved and system-engaged youth populations. Guides states and jurisdictional leaders on designing, implementing, and evaluating state and sub-recipient level substance abuse prevention efforts. Works with urban and rural school districts with identifying, implementing and sustaining school and community interventions to prevent youth violence and bullying, and promote social-emotional and mental health. Managed all facets of two national mentoring technical assistance centers serving youth populations with a variety of risk profiles, including developing training and online resources. Expertise assisting agencies in developing and expanding partnerships and collaborating with a variety of community and faith-based organizations.



Jessica Goldberg, a certified prevention specialist and highly skilled trainer, designs and delivers impactful learning events, consultation, and coaching support. For over a decade, she has specialized in building capacity to improve health, mental health, and behavioral health. She brings a deep commitment to health equity and mental health equity to her leadership of in-person and virtual training and technical assistance (TTA). Goldberg leads the design and delivery of TTA for the Northeast and Caribbean Prevention Technology Transfer Center. As a member of Prevention Solutions@EDC, she supports state agencies and community-based organizations in using evidence-based strategies to address behavioral health-related challenges. Her areas of expertise include preventing youth substance use; promoting cross-sector collaborations; addressing health disparities; and supporting strategic planning, logic model development, and sustainability planning.