

# 2014 NATIONAL INNOVATIVE COMMUNITIES CONFERENCE

ENLIGHTEN, INSPIRE, INNOVATE.



A community collaboration brought to you by Reach Out  
and Partners for Innovative Communities

**JUNE 25-26**

Ontario Convention Center, CA



## Thank You to Our Sponsors

Partners for Innovative Communities would like to thank our major sponsors and participating organizations for their support in the 5th annual National Innovative Communities Conference! Your partnership helps bring community driven solutions on a local and national level.

## Major Sponsors



## Participating Organizations



## Contents

4. Message from Our Chairperson
5. Message from Reach Out
6. Day 1 at a Glance
7. Day 2 at a Glance
8. Day 1 - Wednesday, June 25
9. Opening and Lunch Plenary
10. Day 1 Breakout Sessions (Wednesday, June 25)
11. Day 1 Breakout Sessions
12. Day 1 Breakout Sessions
13. Day 1 Breakout Sessions
14. Day 1 Breakout Sessions
15. Day 1 Breakout Sessions
16. Law Enforcement Training (Wednesday, June 25)
17. Day 2 - Thursday, June 26
18. Opening and Lunch Plenary
19. Lunch and Closing Plenary
20. Day 2 Breakout Sessions (Thursday, June 26)
21. Day 2 Breakout Sessions
22. Day 2 Breakout Sessions
23. Day 2 Breakout Sessions
24. Day 2 Breakout Sessions
25. Thank You
26. Underage Drinking Campaign 2014
27. Maps

## Welcome to the 5th annual National Innovative Communities Conference!

We hope you enjoy your stay in beautiful Ontario, California. We are excited to bring new and diverse breakout sessions, along with speakers to help resolve issues and bring solutions to your community.

Keep a look out for some added new features to our conference program to help guide you through breakout sessions that may be more suitable for you including icons and tags.

These colorful tags represent topics for each individual session focus:



We have also incorporated youth and adult sessions like previous years. There are indicators to identify which session are for adults and youth. These icons will recommend that certain sessions may not be suitable for particular age groups.

We know you will learn new strategies and discover new ideas during this two day conference and we are excited to see what you take out of this!

**\*Sesiones con interpretación en español serán indicadas por letras rojas al final de la descripción de cada sesión.**



Ontario Convention Center, CA



For more information on Partners for Innovative Communities (PIC) and Reach Out, visit us online and to follow us on Facebook, Instagram, and Twitter! (Keywords: @PIC\_SOCAL, facebook.com/picsocal, and WeAreReachOut). During the conference feel free to #NICC2014 for any pictures you take or anything you have learned from the conference!

Also, be sure to check out [www.pic-nicc.org](http://www.pic-nicc.org) after the conference for pictures and updates leading to next year's conference! If you would like to become more involved with PIC and Reach Out or become a future sponsor, feel free to call us at (909) 982-8641.



[www.picsocal.org](http://www.picsocal.org)  
[www.we-reachout.org](http://www.we-reachout.org)

## A Message from Our Chairperson

### A Beacon in our Community

Welcome to the National Innovative Communities Conference—our 5th year of bringing greater health and wellness to all!

We've brought speakers from across the nation to share their knowledge, experience, and energy with the Inland Empire. As the conference has grown, our region is able to share with communities across the country the dynamic, successful, and proven strategies we've learned.

This year we're focusing on workshops to enlighten and inspire innovative approaches to health and wellness. We aren't here to highlight social problems, but instead to focus on solutions, ideas, and policies that have a record of success in creating safer and healthier communities. These practices are directed toward increasing and achieving long-term benefits—direct and indirect—in our homes, community, state, and nation.

We are all pieces to the solution, and we hope you leave with the necessary tools and contacts to change your world.

On behalf of Partners for Innovative Communities, thank you for joining us and for being a beacon in our community!

Sincerely,

**Asia Williamson**, MSW, ASW

Partners for Innovative Communities Chairperson  
San Bernardino County Public Defender's Office



## About Partners for Innovative Communities

Partners for Innovative Communities (PIC) is a multi-sectorial coalition engaged in creating safe, healthy, peaceful communities. The mission of PIC is to bring together people, resources, government, and community organizations to develop community-driven approaches to systems-level issues.

The coalition works throughout San Bernardino, Riverside and Los Angeles Counties. In addition to planning and organizing the annual National Innovative Communities Conference, PIC has four standing work groups that, with help from community members and organizations focus on building safe, healthy and peaceful communities.



To learn how you can get more involved within your community and make a difference with the help of the Partners for Innovative Communities coalition, visit [www.picsocal.org](http://www.picsocal.org) or connect with us on Facebook at [facebook.com/picsocal](https://facebook.com/picsocal) and Twitter @PIC\_SoCal for updates and current progress on how we are coming together in creating safer and better communities.

## A Message from Reach Out

### Our Common Goal: 'Building Community'

Community—you're going to hear this word repeated during the next two days. Building our community means giving people an environment that deepens our human bond and increases our quality of life. It's possible if we hold a common vision.

For the past five years, Partners for Innovative Communities (PIC) has joined Reach Out, our backbone agency, to bring innovative and dynamic speakers to the National Innovative Communities Conference. This year, we present successful programs and strategies to help our community thrive.

The sessions and presenters will highlight the successful nature of working—not alone, but with partners, collaborative initiatives, and colleagues on a broad array of issues. They have one common goal: To build community.

Reach Out's role in our community challenges us every day to continue growing our knowledge base, affiliations, and awareness of PIC's accomplishments—all thanks to our dynamic relationships in the community. We serve more than 20,000 of our most disenfranchised residents in the Inland Empire by developing community leadership, providing mentors to foster and probation youth, giving parents the skills to meet their children's needs, counseling struggling students, and working with cities toward Healthy Cities initiatives.

Additionally, we're exhorting decision-makers to include elements in their local housing and business plans that will improve our community—places where people can gather, grow food, ride their bike, walk, and keep negative influences to a minimum, all while supporting the local economy.

So when you've heard "Community" for the umpteenth time during the conference, just smile and remember our vision. Your community will thank you for attending this conference. Enhancing our community is a reality if we work together.

Sincerely,

#### **Diana Fox**

Founding Chairperson, Partners for Innovative Communities  
Executive Director, Reach Out



## About Reach Out

Reach Out is dedicated to embracing communities to strengthen the human bonds that enable all community members to grow, thrive, and lead. Since 1969, we have provided equal access to networks of support, quality education, career options and opportunities to develop skills to succeed.

Reach Out offers assistance, awareness and leadership programs; Reach Out's programs support our youth, their families and our communities!

If you would like to get more involved in supporting Reach Out, please visit [www.we-reachout.org](http://www.we-reachout.org) and remember to follow us on Twitter @WeAreReachOut and connect with us on Facebook at [facebook.com/wearereachout](https://facebook.com/wearereachout).



## Day 1 at a Glance

## Wednesday, June 25

7:30am	● <b>Registration</b>	
8:30am	● <b>Opening Ceremonies</b>	<p><b>Ballroom</b> Trudy Raymundo; Director, San Bernardino County Public Health</p> <p><b>Ballroom</b> Jay Orr; CEO, Riverside County Public Administration</p>
10:00am	● <b>Break</b>	
10:15am	● <b>Breakout Sessions</b>	<p><b>Room 100</b> School Safety</p> <p><b>Room 103</b> LGBTQ Bullying and Community Considerations</p> <p><b>Room 104B</b> Working Together: The Impossible Dream? (Assessing Service Organizations' Collaborative Efforts to Promote and Sustain Community Health)</p> <p><b>Room 106</b> Domestic Minor Sex Trafficking and Survivor Story</p> <p><b>Room 107</b> Unhealthy Cities... and What Everyone Can Do to Cure Them—Success Stories from the Inland Empire</p> <p><b>Room 200B</b> Youth Advocacy</p> <p><b>Room 200C</b> "The Whole World is a Stage: My Role is _____???!!"</p>
11:30am	● <b>Lunch Plenary</b>	<p><b>Ballroom</b> Bob Doyle; Director, The Colorado Tobacco Education and Prevention Alliance</p>
1:00pm	● <b>Breakout Sessions</b>	<p><b>Room 100</b> Evaluated Approaches to Marijuana Prevention</p> <p><b>Room 103</b> Youth Engagement: Who, What, How, and How Come</p> <p><b>Room 104B</b> Introduction to Trauma Informed Care</p> <p><b>Room 106</b> Growing Your Roots</p> <p><b>Room 107</b> Why Our Kids are Getting Sicker—Quicker!</p> <p><b>Room 200A</b> How to Bully-Proof Your Community</p> <p><b>Room 200B</b> #Change: What Does it Take?</p> <p><b>Room 200C</b> Teen Dating Violence</p>
2:15pm	● <b>Break</b>	
2:30pm	● <b>Breakout Sessions</b>	<p><b>Room 100</b> New Gang &amp; Graffiti Trends: What Your Community Needs to Know</p> <p><b>Room 104B</b> Preventing the Next Tobacco Industry – The Marijuana Legalization Smokescreen</p> <p><b>Room 105</b> The Five Stages of Alcohol Regulation</p> <p><b>Room 106</b> Proactively Prevent Potential Problems through Positive Programs</p> <p><b>Room 107</b> Homeless Outreach Proactive Enforcement (H.O.P.E)</p> <p><b>Room 200A</b> Technological Awareness and Cyberbullying</p> <p><b>Room 200C</b> COMMUNITY Development</p>
3:45pm	● <b>End of Day One</b>	

## Day 2 at a Glance

## Thursday, June 26

7:30am	● <b>Registration</b>																		
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3:45pm	● <b>End of Day Two</b>																		

# Day 1

## Wednesday, June 25



ENLIGHTEN, INSPIRE, INNOVATE.



## Wednesday, June 25

### Opening Plenary



#### **Trudy Raymundo; Director, San Bernardino County Public Health**

Trudy Raymundo has proudly served the County of San Bernardino since 1990. In that time she has brought her skills and expertise in program and fiscal policy to several key positions. Since her start with Public Health in 1997, she has provided program and fiscal oversight across various functions, including Child and Family Health and Ryan White services. Raymundo served as the primary healthcare analyst at the County Administrative Office, ensuring the fiscal health of the three healthcare Departments, including Public Health, Behavioral Health and Arrowhead Regional Medical Center. Raymundo was appointed as Public Health Director in 2012. She currently Chairs the San Bernardino County, Reentry Collaborative, and in conjunction with the County's Probation department and a diverse set of county stakeholders, helped to develop a countywide strategic plan to address the needs of the recently incarcerated and address strategies for successful reintegration of the recently incarcerated into the communities within the county.



#### **Jay E. Orr; CEO, Riverside County Public Administration**

Jay E. Orr was appointed the CEO of the County of Riverside, California, on April 1, 2012 by the Riverside County Board of Supervisors. Orr began his service with the County of Riverside in 1987 and practiced law with the Office of the Riverside County Public Defender.

As CEO of the County of Riverside, Orr leads a team of 20,000 dedicated public servants and oversees an annual operating budget of \$5 billion dollars. As CEO he is tasked with implementation of policies set forth by the five members of the Riverside County Board of Supervisors.

A graduate of University of California at Santa Barbara he holds a Bachelor Degree and a Jurist Doctorate Degree from Ventura College of Law.

## Lunch Plenary



#### **Bob Doyle; Director, The Colorado Tobacco Education and Prevention Alliance**

Bob Doyle has worked in tobacco prevention for twenty years. His first eight were spent in California. Since then, he has worked with tobacco control programs in Colorado, Ohio, and Maryland with a record of accomplishment and success in programming, community education, media advocacy, and public policy.

He is currently the Executive Director of the Colorado Tobacco Education and Prevention Alliance, a statewide non-profit working on tobacco and marijuana use. He is also the Chair of the Colorado SAM (Smart Approaches to Marijuana) Coalition, a statewide coalition working to educate the public, and eventually remove marijuana legalization/commercialization from Colorado.

# Wednesday, June 25

## BREAKOUT SESSIONS

10:15am-11:30am

### School Safety

Wayne Sakamoto; Safe Schools Director, Murrieta School District

Room 100

10:15am-11:30am

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

The district-wide Safe Schools Program reduces incidents on and off school campuses and includes an extensive school and law enforcement partnership, staff and parent trainings and student-led activities which have developed a culture of communication throughout district schools. Participants will be able to use the tools from this presentation to identify, assess, and combat incidents on and off school campuses. **Sesión disponible en español.**

### LGBTQ Bullying and Community Considerations

Dolores Dickson; Street Outreach Coordinator, Family Assistance Program and Ami Davis; LGBTQ Advocate/CHW Administrator, Family Assistance Program

Room 103

10:15am-11:30am

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

This Workshop is designed for youth and adults. For youth, it is an interactive explanation of what bullying is, why it exists, and how to appropriately report it. This includes “when does teasing go too far?” and statistics about LGBTQ populations and bullying/suicide. For adults, this workshop offers signs and symptoms of bullying, how to intervene most effectively with school staff, how to identify your child as either a bully or a victim, and what to do about it. If age appropriate, the workshop discusses mental health hardships for LGBTQ and the act of suicide due to bullying.

### Working Together: The Impossible Dream? (Assessing Service Organizations’ Collaborative Efforts to Promote and Sustain Community Health)

Kent H. Badger; Professor, Health Services Management, University of La Verne, School of Community and Global Health, Claremont Grad. Univ. and the Community Transformational Research Institute, Jay E. Orr; CEO, Riverside County Public Administration, Michael A. Osur; Deputy Director County of Riverside, Dept. of Public Health, Rusty Bailey; Mayor, City of Riverside, Cecilia Arias; Community Benefit Health Manager, Public Affairs Kaiser Permanente Riverside Medical Center

Room 104B

10:15am-11:30am

 Healthy City

Who Should Attend:  ADULTS  YOUTH

This workshop will focus on identifying the key factors that appear to encourage (and discourage) collaborative efforts between the public, private, and not-for-profit sectors in efforts to create healthy communities. The presenters will identify the important driving forces and obstacles to developing effective working relationships between their own organizations and others within their communities. Participants will leave with a greater understanding of how to avoid the pitfalls that often lead to dysfunctional relationships and outcomes, and how to encourage organizational engagement that produces effective and sustained community health.

### Domestic Minor Sex Trafficking and Survivor Story

Anne-Michelle Ellis; Coordinator CASE & Asia Williamson; Social Service Practitioner CASE

Room 106

10:15am-11:30am

 Provider

Who Should Attend:  ADULTS  YOUTH

Domestic Minor Sex Trafficking is designed to give a broad overview of Human Trafficking, narrowing in on the Commercial Sexual Exploitation of Children in the United States. In addition, it provides a background of

# Wednesday, June 25

the factors that contribute to the initial recruitment and ongoing victimization of young people by traffickers. Identification and assessment of victims is addressed and the training session concludes with a focus on national and local resources that are available. Participants will also hear a first-hand account from a trafficking survivor. **Sesión disponible en español.**

## Unhealthy Cities...and What Everyone Can Do to Cure Them-Success Stories from the Inland Empire

Center for Civic Policy and Leadership

Chris Gray; Senior Associate, Fehr & Peers, Peggy Hazlett; City of Ontario Chamber of Commerce, Fred Alvarez; City of Ontario

Room 107

10:15am-11:30am

 Healthy City

Who Should Attend:  ADULTS  YOUTH

The Inland Empire is one of the unhealthiest areas of the State with high levels of air pollution, crime, pedestrian fatalities, and community disengagement. We all know about the issues and challenges facing residents of Riverside and San Bernardino County, but few pathways forward have been offered that can address these issues. The Center for Civic Policy and Leadership is preparing a guidebook for Inland Empire cities and their residents which offers real examples of how cities were able to change their course to improve health outcomes. This guidebook is oriented around a series of case studies which provide local examples of how a community addressed one challenging issue. This workshop offers a glimpse into the guidebook. Speakers will discuss three of these case studies, focusing on community gardens, community policing, and biking. Each case study will review the specific challenge and discuss the key barriers and strategies each city used to address their issue.

## Youth Advocacy

Ebony Miles; Youth Policy Coordinator, Reach Out Room 200B

10:15am-11:30am

 Policy

Who Should Attend:  ADULTS  YOUTH

Through interactive engagement, this workshop will teach youth all about policy, advocacy, and leadership in the community with their peers. A portion of this presentation will focus on Tobacco Policy and what students in the Chino Valley Unified School District were able to accomplish this year through the Youth Policy Initiative. Participants will be able to see the impact they can have in their own communities and how they can create a better future, not only for themselves, but their peers as well. Active participation engages youth and moves them toward a greater understanding of why it's important to abstain from tobacco, drugs, and alcohol.

## "The Whole World is a Stage: My Role is \_\_\_\_\_???!!"

Maj. Gen. US Army (ret) John R. Hawkins III; Natl. Asst. Executive Director, National African American Drug Policy Coalition (NAADPC)

Room 200C

10:15am-11:30am

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

If in fact, "...the whole world is a stage," I suggest that all people, young and old, must consider doing their best to do three things:

- (1) Be and stay in the character required by the situation at hand;
- (2) Know your lines;
- (3) Be in the proper costume.

There are times to be on your best behavior and times to just relax. There are times to say and be "matter of fact" and times to be compassionate and very polite. There are times to wear shorts, jeans and flip-flops or tennis shoes, and times to dress for success. The important thing is to know how and when to take on the characteristic required for the situation. Love for self and one-another combined with healthy habits and courage make it easy. **Now**, let's do some role playing.

# Wednesday, June 25

## LUNCH PLENARY - Ballroom

11:30am-1:00pm

## BREAKOUT SESSIONS

1:00pm-2:15pm

### Evaluated Approaches to Marijuana Prevention

Erica Leary; Program Manager, North Coastal Prevention Coalition, John Byrom; Prevention Specialist, North Coastal Prevention Coalition  
Room 100

1:00pm-2:15pm

 Policy

Who Should Attend:  ADULTS  YOUTH

In 2010, NCPC was awarded a National Exemplary Award for Innovative Substance Abuse Prevention Programs, Practices, and Policies by the National Association of State Alcohol and Drug Abuse Director for its Countering Pro-Marijuana Influence Project. As a result of this award, NCPC was invited to apply for the Service of Science Initiative. STS is a national initiative of the U.S. Substance Abuse and Mental Health Services Administration designed to enhance the evaluation capacity of local innovative programs and practices. NCPC's Countering Pro-marijuana Influences project implements a variety of environmental prevention strategies to reduce marijuana use--particularly among the youth. NCPC works with policy makers to implement private and public policies restricting the sale of drug paraphernalia and pro-drug merchandise, ordinances to prevent the proliferation of marijuana dispensaries, and continued growth of its annual event to counter the 'unofficial marijuana holiday' of April 20 (aka 4/20). Final results were extremely positive.

### Youth Engagement: Who, What, How, and How Come?

San Bernardino County Public Health Department:  
Amelia S. Lopez; Health Education Specialist II,  
Bernadette Beltran; Health Education Specialist,  
Francis Delapaz; Health Education Specialist,  
Room 103

1:00pm-2:15pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

This workshop is for participants (adults and youth) who would like to or are planning to engage youth in prevention. An overview of key elements necessary to begin or enhance the process will be covered, including: benefits of youth engagement, recruiting strategies, establishing youth/adult partnerships, developing a positive environment that fosters youth empowerment, components for skill development, team building and leadership opportunities. Examples of Friday Night Live youth led campaigns will be shown via video and/or slide presentation.

### Introduction to Trauma Informed Care

Steven Hale; MSW, IYRT Program Coordinator,  
Valley Star Community Services, Wandalyne Lane-  
Williams; Program Manager: PRAAC/IYRT, Valley Star  
Community Services

Room 104B

1:00pm-2:15pm

 Provider

Who Should Attend:  ADULTS  YOUTH

Introduction to Trauma Informed Care is based on the workshop "Caring for Children Who Have Experienced Trauma" developed by the NCTSN for resource providers and caregivers. The purpose of the Introduction to Trauma Informed Care workshop is to educate resource providers and caregivers about the effects of trauma on youth development, self-esteem, and self-care. Youth trauma is one of the leading causes of youth substance abuse, bullying, self-harm, and poor self-image. Youth trauma has been shown to be a factor for increased risk for human trafficking, domestic violence, and teen suicide. Workshop attendees will gain a better understanding of youth trauma, learn some youth engagement skills, and develop some self-care

# Wednesday, June 25

strategies. The Introduction to Trauma Informed Care workshop is appropriate for caregivers in any form and for professionals who would like a refresher on youth trauma and its effects on our youth.

## Growing Your Roots

Scott Chan; Program Director, Asian Pacific Islander Obesity Prevention Alliance, Kyle Tsukahira; Project Specialist, APIOPA

Room 106

1:00pm-2:15pm



Who Should Attend:  ADULTS  YOUTH

This workshop will focus on food accessibility, justice, and sovereignty through the lens of the Roots Community Supported Agriculture (CSA) program run by the Asian Pacific Islander Obesity Prevention Alliance (APIOPA). Learn more about what a CSA program is, how it can help communities reclaim their right to fresh, healthy, and culturally relevant produce, and how to start a CSA program in your community. Join the conversation today! **Sesión disponible en español.**

## Why Our Kids are Getting Sicker-Quicker!

Bill Beacham; PhD, Executive Director, Center for Drug-Free Communities

Room 107

1:00pm-2:15pm



Who Should Attend:  ADULTS  YOUTH

Why Our Kids are Getting Sicker-Quicker is an intensive, comprehensive presentation that explores adolescent chemical use, abuse and dependency including pharmaceuticals and the Black Box Warning label. It incorporates new research on the rapidly developing pre-frontal cortex of the adolescent brain and how chemical use can arrest its development at critical stages of growing up and why it becomes dependent faster than adults (5-15 rule) along with how to change brain chemistry. Participants will be able to identify different stages of chemical use and the appropriate interventions for each stage and how chemical use affects athletic performance. We will summarize, "The Models of Prevention" Where we've been and Where We're Going! **Sesión disponible en español.**

## How to Bully-Proof Your Community

Members of the Fontana Mayor's Youth Advisory Council

Room 200A

1:00pm-2:15pm



Who Should Attend:  ADULTS  YOUTH

The Mayor's Youth Advisory Council is a youth led organization committed to impacting the San Bernardino and Riverside County region. Members of the council have become specialists in the field of Anti-Bullying through numerous trainings, workshops, presentations, and community outreach. The Mayor's Youth Advisory Council would like to arm surrounding communities with the ability to STAND UP, to STOP bullying in their communities. The workshop will be highly interactive and will provide real life examples of anti-bullying methods.

## #Change: What Does It Take?

Salvador Gutierrez; Program Manager, Latino Health Collaborative, Teresa Ramirez; Healthy Coalition Coordinator, Latino Health Collaborative

Room 200B

1:00pm-2:15pm



Who Should Attend:  ADULTS  YOUTH

Living in a healthy community requires active participation from all individuals, especially youth. Join us and learn about overcoming health barriers within communities through fun and interactive games for teens. This team building youth empowerment workshop will teach teens how to positively impact their community.

## Teen Dating Violence

Melissa Woods; Domestic Violence Advocate, Family Assistance Program, Ami Davis, LGBTQ Advocate/ CHW Administrator

Room 200C

1:00pm-2:15pm



Who Should Attend:  ADULTS  YOUTH

This workshop is designed to allow parents and youth to understand the signs of teen dating violence, which

## Wednesday, June 25

can lead to adult domestic violence, mental health deterioration and such disorders as depression, isolation, and/or suicide or homicide. The participants will be able to engage in interactive activities and open dialogue concerning relationship violence, how to identify the potential and how to get out or keep their child from them and how to report such. They will hear stories of individuals in domestic violence situations and the hardships they faced. Participants will also be introduced to intimate partner violence, and same sex domestic violence.

### BREAK

2:15pm-2:30pm

### BREAKOUT SESSIONS

2:30pm-3:45pm

#### New Gang & Graffiti Trends: What Your Community Needs to Know

Ontario Police Department C.O.P.S. Division

Room 100

2:30pm-3:45pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

This interactive workshop will focus on new and current gang and graffiti trends in San Bernardino County and surrounding communities. Participants will learn how to recognize gang and graffiti paraphernalia and evolving gang trends in the Inland Empire. Attendees will gain insight on these trends and be better equipped in making a difference their neighborhoods. There will also be post certification for law enforcement attendees. **Sesión disponible en español.**

#### Preventing the Next Tobacco Industry-The Marijuana Legalization Smokescreen

Bob Doyle; Chair, Colorado Smart Approaches to Marijuana

Room 104B

2:30pm-3:45pm

 Substance Abuse

Who Should Attend:  ADULTS  YOUTH

This workshop will continue to focus on prevention of the next tobacco industry and learning from Colorado's marijuana mistakes. As the Chair of SAM Coalition, Mr. Doyle will talk about the messaging and strategies used by the marijuana industry to legalize marijuana, the similarities between the tobacco industry and marijuana industry, the public health and safety impact in Colorado, and how communities and states can counter the movement. **Sesión disponible en español.**

#### The Five Stages of Alcohol Regulation

Fred Alvarez; Consultant, Reach Out

Room 105

2:30pm-3:45pm

 Policy

Who Should Attend:  ADULTS  YOUTH

There are five stages for a city or county to begin regulating alcohol retail establishments in their cities. These stages are introduced into city and county governments by ordinances. In turn these ordinances help communities bring its alcohol retailers into compliance, lower over concentration levels and decrease the availability of alcohol to minors. This presentation will look at each stage, the process of enacting such ordinances, and the results of using each or all the stages. Cities and counties that understand the importance of ordinances related to alcohol regulation are able to raise the quality of life in their communities.

# Wednesday, June 25

## Proactively Prevent Potential Problems through Positive Programs

Arthur F. Kimball; Assistant Principal of Student Services, Students Against Destructive Decisions Room 106

2:30pm-3:45pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

Adults and youth will be shown ways to utilize free resources already in use at Desert Mirage High School, applicable to K-12, to offer positive alternatives to otherwise poor behavior. The focus will be on the transformational model of Positive Behavior Interventions, coupled with the introduction of a SADD (Students Against Destructive Decisions) chapter, as well as other free resources and programs that can be used immediately.

## Homeless Outreach Proactive Enforcement (H.O.P.E)

Reggie Pahia; Detective, San Bernardino County Sheriff's Department, Rob McCoy; Sergeant, San Bernardino County Sheriff's Department, Jeff Collins; Deputy, San Bernardino County Sheriff's Department, Mike Jones; Deputy, San Bernardino County Sheriff's Department

Room 107

2:30pm-3:45pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

Community and Resource outreach regarding Sheriff John McMahon's H.O.P.E. Program. The HOPE Program represents and innovative means for addressing issues related to the homeless population particularly from a law enforcement standpoint. It utilizes a community oriented policing philosophy to balance proactive homeless outreach with enforcement of the law, while seeking to connect members of the homeless population with resources that may help transition them from homelessness.

## Technological Awareness and Cyberbullying

Jared McConnell; Intervention Specialist, Reach Out Room 200A

2:30pm-3:45pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

We live in an age where new technology is being developed and distributed every day. It's important that youth who may have little or no experience with the different forms utilize them responsibly. Youth will learn about different tech mediums including: smart phones, texting, internet, social media, and others. Different ways to be safe and smart while utilizing them will be discussed. Youth will also learn about cyberbullying, the consequences, and what to do if they are being cyberbullied.

## CommUNITY Development

Bill Beacham; PhD, Executive Director, Center for Drug-Free Communities

Room 200C

2:30pm-3:45pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

CommUNITY Building is a dynamic, interactive process of developing a vision of leadership building with a large group of participants that are divided into small Building groups. The vision is constructed with 3x5 cards and each small group builds a 7-story structure with their 3x5 cards and then attaches their structure with three other structures built by other small groups in the room. This is accomplished non-verbally with music playing in the building and attachment stages of the construction. When all structures are completed and attached to three other structures the participants will step back and view their community and share what their vision is and debrief the activity. I have facilitated this activity with as few as 15 or as many as 1000 with both students and adults. This is a powerful Team Building exercise that produces "Aha!" moments.

## END OF DAY 1

3:45pm

# Wednesday, June 25

## Law Enforcement

**(AVAILABLE ONLY TO MEMBERS OF LAW ENFORCEMENT)**



### ABC Compliance and Enforcement Training

Presented by the Ontario Police Department

Date: June 25th, 2014 (Wednesday)

Time: 0800- 1700 hrs

Presenters: Ontario Police Officer Robert Sturgis and Corporal Steve Munoz.  
Room 204



The following topics will be discussed:

- The responsibilities, purpose, and core functions of the Department of ABC.
- Conducting an ABC operation involving Minor Decoys.
- A law enforcement Officer's responsibility regarding ABC laws.
- Types of ABC licenses and the information displayed on licenses.

The crime elements required to arrest a suspect for:

- Sales to a minor
- Beer keg registration
- Sales without a license
- Unauthorized alcohol on the premises
- Sales to obviously intoxicated
- Sales/consumptions after hours
- Consumption or attempt to purchase by a minor
- Minor possession/presentation of false ID

- Officer safety threats encountered when investigating ABC violations.
- Building a case to establish proof of ABC violations.
- Techniques and requirements for an investigation involving minors in possession of alcoholic beverages.
- How to conduct an inspection at an ON and OFF Sale alcohol establishment.
- How to obtain and use tools needed for alcohol enforcement.
- The special programs the Department of ABC uses.

**CLASS SIZE IS LIMITED TO 100 STUDENTS**

# Day 2

## Thursday, June 26



ENLIGHTEN, INSPIRE, INNOVATE.



# Thursday, June 26

## Opening Plenary



### John M. Clymer; Executive Director, National Forum for Heart Disease & Stroke Prevention

John Clymer is the Executive Director for the National Forum for Heart Disease & Stroke Prevention. He is a recognized health policy and systems thought leader whose counsel and hands-on leadership have helped organizations and companies sharpen their focus and increase their impact on health at the global, national, state and local levels. He is part of the leadership team at the Alliance to Make US Healthiest which has developed HealthLead™, the first accreditation for healthy workplaces. Additionally, he is an Adjunct Assistant Professor at Loma Linda University School of Public Health, and he has been a guest lecturer at Johns Hopkins Bloomberg School of Public Health since 2004. Under Clymer's leadership as President from 2001-2008, Partnership for Prevention won passage of landmark Medicare legislation developed a health reform framework on which Barack Obama based his prevention and public health agenda; formed the Leading by Example CEO Roundtable which was recognized in Harvard Business Review's "Breakthrough Ideas" in 2006; and, with former U.S. Surgeon General David Satcher, established the National Commission on Prevention Priorities. Clymer

serves on the U.S. Community Preventive Services Task Force, and has served on the World Economic Forum's Global Agenda Council on Chronic Disease and Malnutrition, and several advisory boards. He has testified before various legislatures, given numerous Congressional briefings, and appeared on NBC Nightly News, Fox News, CNBC, public radio, and in print media such as The New York Times.

## Lunch Plenary



### Diane Riibe; Chair, US Alcohol Policy Alliance

Diane Riibe recently transitioned from her position as Executive Director at Project Extra Mile, a statewide network of coalitions and community partnerships in Nebraska working to prevent underage drinking and youth access to alcohol, where she brought her vision to the organization since its inception in 1995. Her experience includes guiding local and state-level alcohol policy efforts; encouraging community/enforcement partnerships to support heightened enforcement of youth alcohol laws; building coalitions and community organizing around environmental, evidence-based strategies; planning media advocacy strategies; and engaging youth leaders. Diane provides training and technical assistance to communities across the country to reduce the public health harm from underage drinking and binge drinking, including her involvement for more than a decade as a national consultant and trainer for the Underage Drinking Enforcement Training Center at PIRE. Diane has most recently presented at the Global Alcohol Policy Conference in Seoul, South Korea in 2013 and at a gathering of the Pan American Health Organization in 2012. Diane also served as a member of the EU/US Civil Society Dialogue on Underage Drinking and a national board member of MADD as Vice President of Public Policy.

# Thursday, June 26

## Youth Lunch and Closing Plenary



### Kory Minor; NFL Veteran, Kory Minor Industries

Kory was born on December 14, 1976 in Inglewood, California and grew up in a single parent household, raised by his mother, Kim. He was dedicated and worked hard in the classroom and on the gridiron honing his talents in high school. In his senior year, Kory was named the USA Today Defensive Player of the Year – college tuition was no longer an issue.

Despite having plenty of options, there was no doubt Kory was headed to Notre Dame, where he started for Coach Lou Holtz as a freshman. Kory was a 4-year star defensive player and team captain. Kory is second All-Time in tackles for loss, with 43.5. Kory's time in the NFL was just a means of survival until he was ready to live his second dream of becoming an entrepreneur. When Kory tells the story, he says, "God gave me those 4 years in the NFL because I was not sure as of yet which direction I really wanted to go." During the off-season, Kory didn't kick back and relax; instead, he was busy with business internships. He gave up a guaranteed comfortable lifestyle to follow his dream of realizing that football had become a job and the fun that once ruled his heart was no longer present. He took the leap.

## Closing Plenary



### Clint Jun Gamboa; Singer/Composer, American Idol Finalist, Season 10

Half Caucasian, half Asian, Clint grew up in two different worlds. But he always knew one thing and that was he wanted to be a recording artist. The singer/song writer continued to follow his heart and dreams of music. He has earned many awards for his talents. In high school, he won various MVP awards in the gospel choir ensemble. He also explored acting talents and won the male leading role in his senior year of high school. Clint was a cast member of off-Broadway gospel musical "Tell Her I Ain't Coming." He also had a cameo in a gospel play entitled "A Man That Finds a Wife Finds A Good Thing."

In his most recent years, Clint became the first three-time Crème de la Crème singing competition Champ at the Annual L.A. County Fair. He has also co-written and recorded songs for the cult phenomenon film "The Room." His latest accomplishment was earning a spot into the Top 12 on Season 10 of "American Idol." Clint is now working on his debut project as a recording artist.

# Thursday, June 26

## BREAKOUT SESSIONS

10:15am-11:30am

### Family Service Association Mobile Fresh

Veronica Dover; Chief Operating Officer, Family Service Association, Cesar Navarrete; Director of Programs Administration, Family Service Association Room 100

10:15am-11:30am



Who Should Attend: ✓ ADULTS    ✓ YOUTH

Aiming to promote healthy eating habits and ease of access to quality produce, Family Service Association has rolled out the MOBILE FRESH, a grocery store on wheels. This innovative program combines the convenience of a corner store with the selection and freshness of a farmers market. FSA's MOBILE FRESH is a dream come true for home-bound seniors who are unable to get out to the store. It is also a solution for residents of "food deserts" and food insecure communities where green grocers are few and far between. This leaves customers little choice but to buy goods at the local corner store, which are often of lesser quality and at higher prices. FSA's MOBILE FRESH will make a real impact, selling its dairy, produce, and dry goods for prices 20 to 30 percent less than at markets. The FSA MOBILE FRESH promotes healthy lifestyles by providing access to healthy and nutritious foods at affordable prices.

### Change Your Questions, Change Your Organization

Barry E. Knight

Room 103

10:15am-11:30am



Who Should Attend: ✓ ADULTS    ✗ YOUTH

Organizations succeed or fail, not because of funding alone or lack of innovative leadership, but because they fail to ask the right questions. Asking the right questions regarding your leadership team, strategies, goals, mission, vision, and core values could radically transform your organization for the better, shorten the learning curve, and help you to achieve massive success and

significance in your industry. This session will focus on the main questions you and your executive team should be focused on and how to navigate actions based on your answers. Get ready to change your questions and transform your organization!

### Building a Healthier Riverside County through Collaboration, Policy Development, Land Use Planning, and Community Engagement

Miguel Vazquez; AICP, Healthy Communities Planner, County of Riverside Department of Public Health, Beth Altshuler; MCP, MPH, CHP, Epidemiologist/Urban Planner, County of Riverside Department, of Public Health, Jay Eastman; AICP, Principal Planner, County of Riverside Department of Public Health Room 104B

10:15am-11:30am



Who Should Attend: ✓ ADULTS    ✓ YOUTH

This session will highlight the robust healthy communities narrative currently taking roots in Riverside County, California, which aims to address health disparities, through policy, planning and design. Presenters will discuss countywide efforts for cross collaboration between cities, the County of Riverside Department of Public Health and various stake holders. Examples will include innovative planning approaches such as the California Endowment's Building Healthy Communities initiative in the eastern Coachella Valley and the City of Riverside's HEAL Zone and Smart Code Specific Plan.

### Working Effectively With Students Who Use Substances

Steve Behar; Ed.D, Director, Child Welfare and Attendance, Lake Elsinore Unified School District Room 105

10:15am-11:30am



Who Should Attend: ✓ ADULTS    ✗ YOUTH

As we work diligently with our youth to prevent substance use/abuse, we need to understand the

# Thursday, June 26

external influences that negatively impact our efforts. Among the many influences youth face daily, instant access to so much often impair their ability to make the best decisions. As adults we need to stay current and aware of these external influences in order to understand what to watch for to facilitate our efforts to aid the youth and their parents we serve. This interactive presentation will help participants learn how to recognize these external influences. Learn about some of the interventions the Lake Elsinore Unified School District has implemented in order to connect students to school - rather than the undesirable connections that are all around them. If you can think of just "One More Kid" that you could have intervened with and possibly helped to make better decisions had you only known a little more, then this presentation is for you.

## Alcohol Advertising and Youth

Cassandra Greisen; MPA, Program Coordinator, The Center on Alcohol Marketing and Youth (CAMY)  
Room 106

10:15am-11:30am

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

This session will focus on how the alcohol industry markets to our youth today. Participants will be part of a dynamic workshop led by one of the nation's leading experts in alcohol advertising, and gain knowledge on how this advertising affects our youth and our community. The Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. **Sesión disponible en español.**

## Healthy Communities from the Transportation/Land Use Planning Perspective: A Personal Journey of a Planner

Josh Lee; Transportation Planning Analyst, San Bernardino Associated Governments (SANBAG)  
Room 107

10:15am-11:30am

 Healthy City

Who Should Attend:  ADULTS  YOUTH

Rather than focusing on the technical aspect of the transportation/land use impacts/benefits on public health, the focus of this presentation will feature Josh Lee's personal journey into how public health began to influence his professional career as a planner. His planning journey into healthy communities began as a planner with Riverside County Planning Department and is still being developed and molded every day at SANBAG. In planning, the word "impact" is often mentioned when analyzing different development projects. Did you know that with the impact analysis and decisions on projects, planning can encourage or discourage people from making healthy choices? This was a journey that he did not expect as a planner, but nevertheless a journey that he would like to encourage other planners to take with him if they have not ventured into it yet.

## Youth Court: A Youth to Youth Juvenile Justice Model

William Staggars-Seals; Youth Court Coordinator, Reach Out, Daijah Outley; Youth Court Volunteer  
Room 200A

10:15am-11:30am

 Policy

Who Should Attend:  ADULTS  YOUTH

Youth Courts "hold juvenile offenders accountable for their actions, educate youth about the judicial and legal systems, empower youth to be active in their communities, and encourage positive behavior." Youth courts are programs in which youth are judged by their peers for delinquency, truancy, and other first time, nonviolent, non-gang related minor offenses. This session will provide youth participants with an introductory lesson on what Youth Court is and how

# Thursday, June 26

it functions by allowing the participants to take part in a hands-on approach with mock trials and personal testimony.

## Sexing and Texting

Elizabeth Bettencourt; Intervention Specialist, Reach Out, Christine Metzler; Prevention Specialist, Reach Out

Room 200C

10:15am-11:30am

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

This interactive presentation focuses on the dangers of texting while driving, including reading text messages while behind the wheel. Videos and an activity help show how dangerous and even deadly this act can be. The laws pertaining to texting and driving are given as well. Additionally, the legalities of sexting and the damage that is inflicted on all parties involved are discussed. Through videos, youth will hear from students in their own words as well as from the parents of those who have been victims of sexting. Sexting can lead to bullying and cyber-bullying and can even result in suicide. An interactive activity to bring home the point that “once it’s out there – it’s out there forever” will be included.

## Exploring the Lure of Sex Trafficking & Internet Dangers

CASE: Deceptions

Room 201A/B

10:15am-11:30am

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

Focusing on prevention and education, this workshop is for teens and young adults who would like to learn more about child sex trafficking and how to avoid becoming a victim. It presents a survivor’s story via short video clips and engages the audience with discussion about this very important topic. This session focuses on the fact that most young people are at risk for becoming victimized by sex traffickers.

## LUNCH PLENARY - Ballroom

11:30am-1:00pm

## BREAKOUT SESSIONS

1:00pm-2:15pm

### Anti-Bullying in Schools

Carmen Mejico; Principal, Kathleen Camarillo; Teacher, Del Norte Elementary School, Liz Cases McAnlis; Parent Teacher Organization, Ontario-Montclair School District

Room 100

1:00pm-2:15pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

This interactive panel presentation will focus on bullying in schools and how one parent group took a multi-pronged approach to combat the issue. The Del Norte PTO, along with Del Norte Teachers and Administration, implemented a curriculum and steps to identify, address, and discipline bullying. The approach taken from the school includes age-appropriate assemblies and activities for different classroom levels. Since the program’s inception, incidents of bullying have dropped and reports of bullying have been taken from noon aides to top school officials. This all-inclusive approach has a proven track record and has made the Del Norte Elementary School an example for the Ontario Montclair School District and is currently under revision for expansion into all schools in the district.

### Regional Campaign Improving Health in Victor Valley

Kevin Mahany; Director of Advocacy & Healthy Communities, St. Joseph Health, St.

Room 103

1:00pm-2:15pm

 Healthy City

Who Should Attend:  ADULTS  YOUTH

This presentation will highlight the work of Healthy High Desert with success stories from the healthy city campaigns focusing on the road to successful collaboration, capacity building, changes to the built environment, health improvement of low-income

# Thursday, June 26

families, and grant funding. The work of HHD is part of San Bernardino County’s vision to improve the health and wellness of its residents.

## Alcohol, Synthetic, and Vaporizer Trends

Fred Alvarez; Consultant, Reach Out, William Stagers-Seals; Outreach and Policy Specialist, Reach Out  
Room 104B  
1:00pm-2:15pm

Substance Abuse

Who Should Attend: ADULTS YOUTH

This session will introduce you to the popular trends related to alcohol, synthetic drugs, and vaporizers being used and sold throughout communities nationwide. Through a variety of visual aids along with photos, videos and detailed descriptions, you will gain knowledge of the trends and items our youths are using to hide from parents, teachers, and law enforcement. It’s time to learn what our youth already know. **Sesión disponible en español.**

## Moving Beyond Nowhere: Overcoming Non-Effective Communication Between Adults and Youth

Cassandra Black; Client Service Advocate, San Bernardino Sexual Assault Services  
Room 105  
1:00pm-2:15pm

Parent & Community

Who Should Attend: ADULTS YOUTH

Often times, when attempting to communicate with our children, we feel stuck, sadly getting nowhere. This presentation is intended to get adults over what seems like an impossible hurdle. We will “Move Beyond Nowhere” and discuss a level of communication that will tackle the difficult issues of our times with a sense of accomplishment. We will narrow in on some effective ways to communicate with youth from ages three through teen years. We aim to show a balance of conversation, verbal and non-verbal cues, listening and guidance skills that bring beneficial results. The presentation content is designed to promote a free exchange of dialogue to increase adult and youth understanding on important issues. Ultimately, the

information is intended to aid in the ability to impart and receive information that supports safety strategies for the prevention of child molestation, dating violence and date rape.

## Building Strong Communities Through Organizing, Action

Diane Riibe; Alcohol Policy Consultant, Alcohol Policy Works; Chair, US Alcohol Policy Alliance  
Room: 106  
Time: 1:00pm-2:15pm

Parent & Community

Who Should Attend: ADULTS YOUTH

Participants will look at the importance of organizing using environmental strategies, the public health approach and the 4P’s of marketing as core in prevention efforts in their community. The presenter will share specific successes -- and the related strategies -- from her work in Nebraska, including efforts to engage local neighbors to enact an alcohol outlet density ordinance. She’ll also share the journey to address alcopops in the state, one that took them all the way to the Supreme Court of Nebraska.

## Food Access: The Farmshare Market Project

Moisés Rivera; Health Advocacy and Policy Specialist, Latino Health Collaborative, Dan Bianchi; Farmshare Program Manager Fayomi Agboola; RN, MPH, RLHPF  
Room 107  
1:00pm-2:15pm

Healthy City

Who Should Attend: ADULTS YOUTH

This work shop will outline Healthy San Bernardino Coalition (HSBC), a coalition co-led by the City of San Bernardino and Latino Health Collaborative (LHC), which was formed to improve the health, wellness and quality of life of the community and workforce in San Bernardino. A priority vision is to increase food access in collaboration with Old Grove Orange, a local agricultural hub of 31 produce growers, and shape healthy behaviors for community members across all socioeconomic levels. Participants will learn what has been accomplished through a linked Community Supported Agriculture (CSA) and Community Health Hub

# Thursday, June 26

model. Consisting of networked food hubs (farmers) and health hubs (community) that connect to create a local food market and distribution network, this successful model allows consumers of low-income populations, typically marginalized from traditional CSA models, to have access to healthy, farm-fresh food.

## BREAK

2:15pm-2:30pm

## CLOSING CEREMONIES

2:30pm-3:45pm

### iLead

Andrew Williams; Psy.D, Reach Out; Alicia Taverner; LFMT, M.A., Reach Out

Room 200C

1:00pm-2:15pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

iLead is an interactive workshop for youth designed to promote leadership and communication skills. This workshop provides youth with valuable information to aid in personal and professional development while having tons of fun. Our unique and creative exercises allow youth to learn while playing and help them realize the importance of becoming an effective leader and communicator.

### Exploring the Lure of Sex Trafficking & Internet Dangers

CASE: Deceptions

Room 201A/B

1:00pm-2:15pm

 Parent & Community

Who Should Attend:  ADULTS  YOUTH

Focusing on prevention and education, this workshop is for teens and young adults who would like to learn more about child sex trafficking and how to avoid becoming a victim. It presents a survivor's story via short video clips and engages the audience with discussion about this very important topic. This session focuses on the fact that most young people are at risk for becoming victimized by sex traffickers.

## Thank You

Partners for Innovative Communities (PIC) and Reach Out would like to thank you for participating at this year's National Innovative Communities Conference (NICC). Every year we aim to bring communities new, cutting-edge strategies and skills to create safe, healthy, and sustainable environments.

This year we asked our speakers to dig deep from within to "Enlighten, Inspire, and Innovate" in their presentations to community leaders, policy makers, educators, parents, and students. We hope you walk away from the conference inspired with exciting new ideas, and a renewed sense of dedication to become an active member of your community.

After attending this conference, we invite you to the Partners for Innovative Communities coalition meetings. We host guest speakers where similar topics from the NICC are discussed. These coalition meetings are usually held once every other month at the Ontario Police Department, CA. They are free to attend with lunch provided. For upcoming meeting information please visit [www.picsocal.org](http://www.picsocal.org) and remember to connect with us through Facebook and Twitter for even more updates. Also feel free to contact us at (909) 982-8641 for any questions about PIC and how you can get involved.

Again, we thank you for attending the 5th annual National Innovative Communities Conference. We are confident that you will take these valuable resources and solutions to become an advocate within your own community to truly make a difference!

For more information on how the National Innovative Communities Conference, please visit our website at [pic-nicc.org](http://pic-nicc.org). We look forward to seeing you at next year's National Innovative Communities Conference!



Partners for Innovative Communities

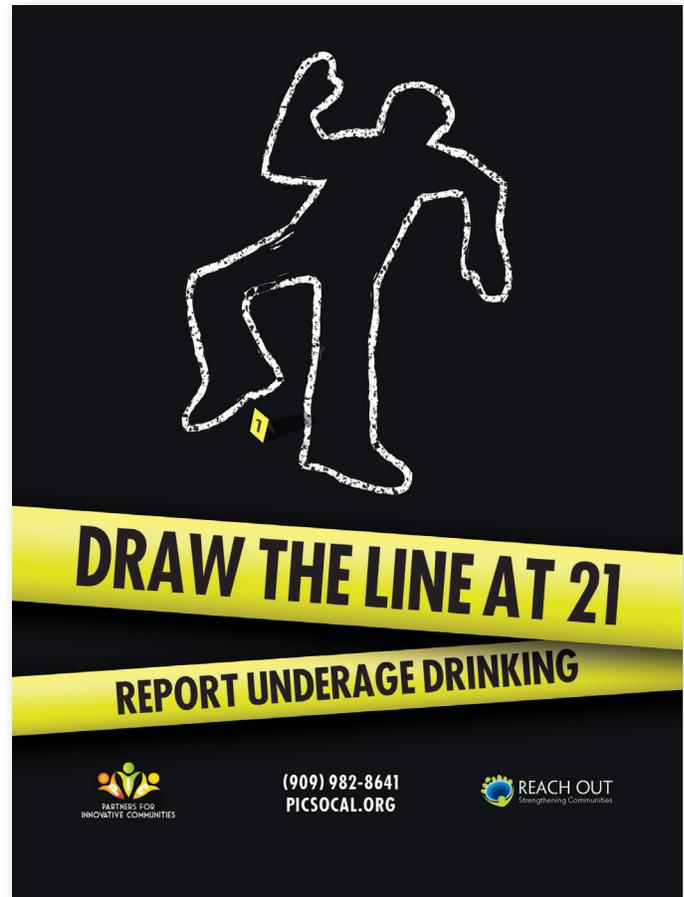
Underage Drinking Campaign 2014

Keep a look out for advertisements rolling out as part of our 2014 alcohol awareness campaign to prevent underage drinking within San Bernardino County. For more information be sure to visit [www.picsocal.org](http://www.picsocal.org) and follow us on Facebook and Twitter.



▼ SOCIAL HOST ORDINANCE - APPLIES TO YOU! ▼

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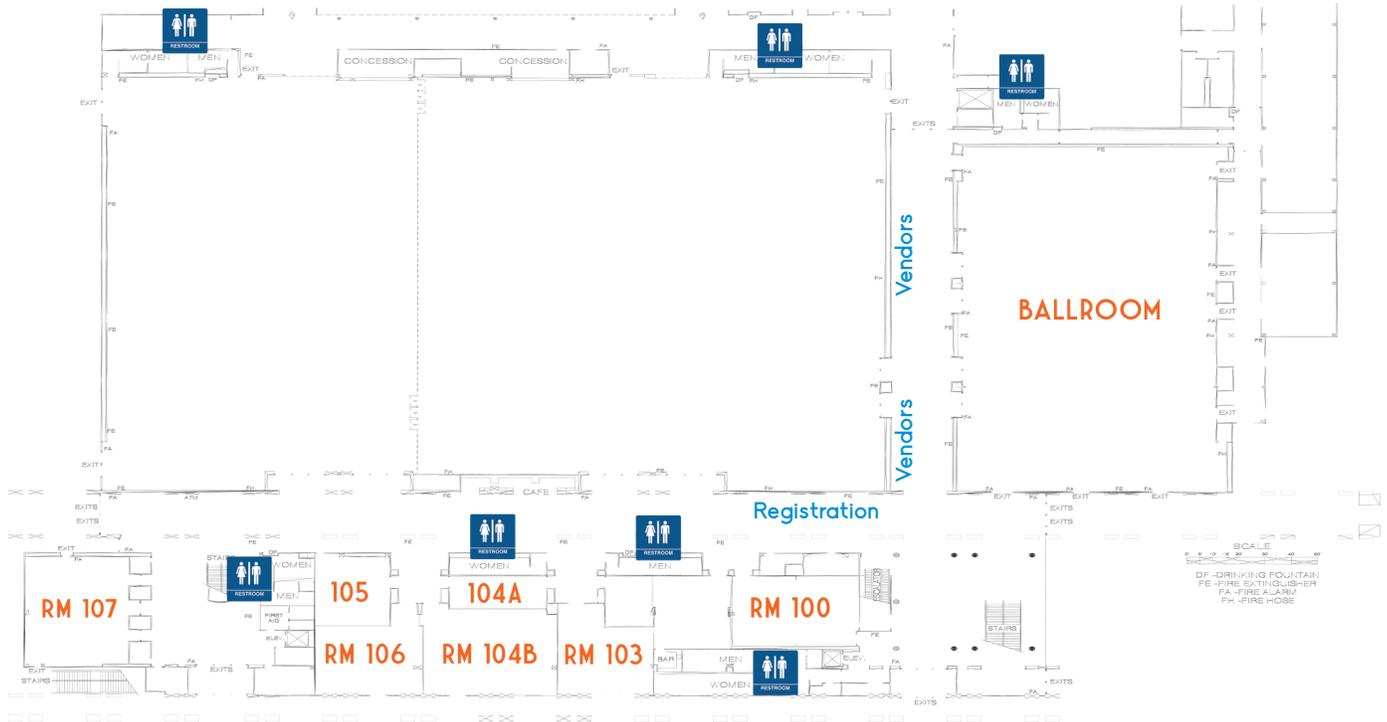
Be a parent,  
not a bartender.



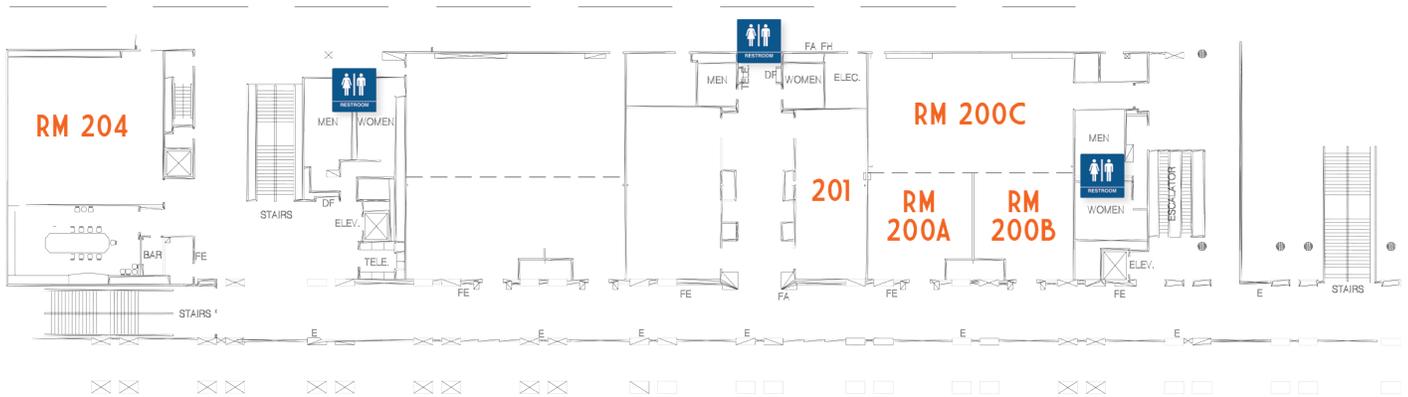
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## 1ST LEVEL



## 2ND LEVEL





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## REACH OUT

Strengthening Communities

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**If you would like updates for next year's conference or to view pictures and highlights from this year's conference, visit [www.pic-nicc.org](http://www.pic-nicc.org).**