



“Working together, with people of all ages and cultures, to develop community wellness and prevention awareness.”



The 13th Creating Cultural Harmony Conference
“Pathway to Positive Perceptions”
February 16, 2007
San Juan College Henderson Fine Arts Center

Conference Agenda

Please join us for a day of knowledge and entertainment as we celebrate the 13th Creating Cultural Harmony Conference. This one-day conference offers the Four Corners region exciting, fun, and culturally diverse presentations and entertainment that will focus on health and wellness, spirituality, violence, substance abuse prevention and community mobilization. Since 1991, the Creating Cultural Harmony Conference gives communities an opportunity to celebrate our differences and to create harmony amongst ourselves. As always, this conference will offer a variety of exciting speakers, fun entertainment and amazing cultural food!

PARTICIPANT ARRIVAL & EXHIBITS

7:30 AM – 8:30 AM

Participant Check-In.....Lobby
Resource Exhibits.....Fine Arts East Hall
WOW—“Wellness on Wheels” Mobile Unit.....Outside Front Entrance

“Wellness on Wheels” Mobile Unit offers the following free services:

- Health Screenings (glucose/cholesterol/body fat)
- Exercise equipment (treadmills/stair steppers/exercise bikes)
- Cooking demonstrations/nutrition education
- Interactive health teaching situations (touch screen computers)
- Mountain bikes, jump ropes, etc.
- Health education/health promotion materials

OPENING CEREMONY & KEYNOTE ADDRESS

“Creating Cultures of Hope Through the Social Norms Approach to Prevention”

8:30 AM - 10:00 AM

We are delighted to have Dr. Jeffrey Linkenbach, EdD and Dr. Linda Hancock, PhD serve as our morning and afternoon keynote speakers. Dr. Linkenbach is joining us from Bozeman, Montana, where he is an Adjunct Research Professor and Director of the MOST OF US Social Norms Research Center with the Montana State University Department of Health and Human Development. Dr. Hancock is joining us from Richmond, Virginia, where she is the Director of the Office of Health Promotion for Virginia Commonwealth University. She is also a Family Nurse Practitioner and Health Educator.

This keynote address will demonstrate the effectiveness of the social norms approach to community wellness. Most of us make healthy choices in life. We choose not to drink and drive, we wear our seatbelts, we don’t use tobacco and we drink moderately if we drink alcohol. However, when surveyed we don’t think other people are like us when in fact they are—we misperceive norms. Research demonstrates that these misperceptions have a negative impact on health and bystander behavior. However, when misperceptions of norms are corrected through media and other methods we can measure dramatic changes in community health.

MORNING WORKSHOPS (Repeated in the afternoon)

10:30 AM – 12:00 Noon

WORKSHOP A: The Science of the Positive

Presented By: Dr. Jeffrey Linkenbach, EdD, Certified Addictions Counselor

The primary message of this workshop is the Social Norms Approach to prevention as applied through Dr. Linkenbach's innovative model known as the Science of the Positive™. This informative and provocative session will challenge participants to re-think how we do health promotion by learning to promote "The Positive" to grow more of the same.

WORKSHOP B: Tobacco Prevention & Cessation: Involving Youth With the Click of a Button

Presented By: Dr. Linda Hancock, PhD, FNP

This session will provide hands on experience using an immediate audience response technology sometimes called "clickers." Tobacco prevention will focus on using clickers to demonstrate true and healthy non-tobacco use norms. Tobacco cessation will focus on how to engage students in active learning techniques in order to debunk myths about tobacco addiction and cessation medications.

WORKSHOP C: *This workshop is two-part. You do not have to attend both sessions but it is highly recommended.*

AM--Monster Slayer: Cross-Cultural Approaches to Treating Methamphetamine Dependence

PM--Exploring the Bridge Between Contemporary Best Practices & Traditional Navajo Healing Methods.

Presented By:

Anderson Hoskie, Traditional Counselor, Totah Behavioral Health Authority

Kristine Carlson, LISW, Clinical Director, Behavioral Health Svcs-Farmington Community Health Center

Paul Ehrlich, MA, Executive Director, Totah Behavioral Health Authority

In this seminar, we will review and examine the basis of effective treatment of methamphetamine dependence-including other substance use and co-occurring disorders-in relationship to traditional Diné (Navajo) healing practices. We will look beyond current rhetoric and explore the essential dynamics of clinically competent and culturally proficient approaches to assessment, diagnosis and treatment. We will explore the similarities and differences of these approaches taking into consideration the residual effects of historical trauma as they affect present day Native Americans seeking help for alcohol and other drug related problems.

WORKSHOP D: Activities to Enhance Group Thinking

Presented By: Paula Feathers, Southwest Center for the Application of Prevention Technologies NM Liaison

This interactive workshop will introduce experiential activities that can be tied into coalition or collaboration meetings, resulting in relationship bonds that enhance group thinking.

WORKSHOP E: Traditional Navajo Media Campaigns to Promote Health and Wellness

Presented By: Navajo Nation Health Promotions & Four Directions Media

Presenters will explain the philosophy of the Navajo Traditional teachings of the Four Directions as related to the creation of health and wellness media campaigns produced and utilized across the Navajo Nation.

MULTICULTURAL FOOD FAIR LUNCHEON & MUSICAL ENTERTAINMENT

12:00 Noon – 1:30 PM

AFTERNOON WORKSHOPS

1:30 PM – 3:00 PM

Morning workshops will be repeated during this time. Please refer to the listing of morning workshops.

CLOSING CEREMONY & KEYNOTE ADDRESS

3:15 PM - 4:30 PM

Dr. Linkenbach and Dr. Hancock will bring closure to the conference in a fun keynote address focusing on positive perceptions. Entertainers will help us celebrate our time of cultural harmony.



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Registration Form

To ensure your seat in your chosen workshop, please send your completed registration form with the registration fee no later than January 31, 2007 to:

Mail: San Juan County Partnership-CCHC, 3535 E. 30th St., Ste. 239, Farmington, NM 87402
Fax: (505) 566-5870
Email: office@sjcpartnership.org
 Make checks or money orders payable to: San Juan County Partnership

There is a \$25.00 non-refundable registration fee, which includes breakfast, lunch and snacks.

Participant Information		
*Please type or print. Complete a separate form for each registrant.		
First Name	Last Name	Middle Initial
Organization		
Address		
City	State	Zip Code
Telephone	Fax	Email

Please select the workshops that you would like to attend and write the titles below.

MORNING SESSION

1st Choice of Workshop: _____
 2nd Choice of Workshop: _____

AFTERNOON SESSION

1st Choice of Workshop: _____
 2nd Choice of Workshop: _____

Do you plan to attend the conference luncheon? Yes _____ No _____

For no additional fee, CEUs (Continuing Education Units) will be provided to all interested participants. Please note 5 CEUs are pending from the Social Work, Counseling and Prevention Boards. CEU certificates will be mailed to identified participants after the conference concludes. **If you are a licensed or certified professional and would like to receive a CEU certificate please select the appropriate field of study below:**

Social Work _____ Counseling & Therapy _____ Prevention _____

San Juan College Henderson Fine Arts Center is an accessible facility. However, if you need special accommodations or interpreters, please contact San Juan County Partnership at (505) 566-5867 prior to the conference.

Sponsored by: Four Corners Training Consortium, TUPAC, Presbyterian Medical Services, City of Farmington, San Juan Regional Medical Center, San Juan College, and Navajo Nation Health Promotions.