



Taking Action

**NATIONAL
RURAL
SUBSTANCE
USE
DISORDER
HEALTH
EQUITY
AND
STIGMA
SUMMIT**

**MAY 18
-MAY 20,
2022**

Rochester, NY

Wednesday - May 18, 2022

10:00am - 11:00am
Common Areas

Check-in

Activities will occur in common areas throughout the program including:

Doors to Recovery

The door will be a tangible outcome from this summit that reflects the topics and values attendees hope to see in all communities through our actions. We will attach these statements to the door and display it in a visible location for people to see so that it becomes an artwork in itself, created by participants.

Taking Action Pledge to End Stigma and Health Inequity

A personal pledge focused on thinking further about strategies that speakers and fellow attendees have shared. Attendees can write down and share one action they hope to initiate in their community after the summit.

Seven Directions: A Center for Indigenous Public Health

Seven Directions will be sharing culturally appropriate resources and promising practices related to opioid use disorder.

Seneca Scientific Solutions+

Public health and planning consulting firm that develops projects and programs centered on sustainability and building organizational capacity.

Center for Experiential Learning (CEL) Information Booth

Opportunity to ask our continuing education team any questions about credits.

11:00am - 11:45am

Lunch

(Provided)

12:00pm - 2:30pm
Main Stage

Opening

Including Keynote by:

Peter Gaumond
Senior Policy Analyst/Chief, Recovery Branch,
White House Office of National Drug Control Policy

Robert Kent
General Counsel, White House Office of National Drug Control Policy

2:45pm - 3:45pm

Breakout Sessions

4:00pm - 5:00pm
Common Areas

Break

Health Equity Collaborative Learning Event

A unique learning experience in which participants collaborate with a group of new acquaintances to solve a series of puzzles with a health equity theme, while forging connections.

5:15pm - 6:45pm

Dinner

(Provided)

7:00pm - 8:00pm

Keynote: Tony Hoffman

Founder & Director, The Freewheel Project

End of Day 1

Thursday - May 19, 2022

7:15am - 8:15am
Common Areas

● **Breakfast**
(Provided)

8:30am - 9:15am
Main Stage

● **Keynote:** Uché Blackstock, MD
Founder & CEO, Advancing Health Equity

9:35am - 10:35am

● **Breakout Sessions**

10:50am - 11:50am

● **Breakout Sessions**

11:50am - 12:45pm
Common Areas

● **Lunch**
(Provided)

1:00pm - 1:50pm
Main Stage

● **Keynote:** Sam Quinones
Journalist & Author

2:10pm - 3:10pm

● **Breakout Sessions**

3:10pm - 3:40pm
Common Areas

● **Break**

3:45pm - 5:00pm

● **Keynote:** Beth Macy
Journalist & Author

5:00pm - 6:30pm

● **Dinner (Provided)**
Hosted Dinner Discussions

End of Day 2

Friday - May 20, 2022

7:15am - 8:15am
Common Areas

Breakfast
(Provided)

8:30am - 9:20am
Main Stage

Keynote: Leonard Lee Buschel, CAADAC
Founder, Recovery Film Festival;
Editor, Addiction/Recovery eBulletin

9:40am - 10:40am

Breakout Sessions

11:00am - 12:00pm
Breakout Sessions/
Networking

Training

Program Assistance Consultations

12:05pm - 1:00pm

Lunch
(Not Provided)

1:00pm - 2:00 pm
Networking

Program Assistance Consultations

End of Day 3

Continuing Education Credits

The Taking Action summit carries the following continuing education credits:

Continuing Medical Education (CME)

The University of Rochester School of Medicine and Dentistry is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Rochester School of Medicine and Dentistry designates this live activity for a maximum of 14 *AMA PRA Category 1 Credits*.TM Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Continuing Nursing Education (CNE)

The University of Rochester Center for Nursing Professional Development is accredited with distinction as a provider of nursing continuing professional development by the American Nurses Credentialing Center's Commission on Accreditation.

Psychology

The University of Rochester Medical Center Department of Psychiatry is recognized by the New York State Education Department's State Board for Psychology as an approved provider of continuing education for licensed psychologists #PSY-0117. Attendance at the entire program is required (no partial credit can be awarded).

Social Work

University of Rochester Medical Center, Center for Experiential Learning is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #SW-0005. Attendance at the entire program is required (no partial credit can be awarded).

In consort with the blessing of all creations in the *Ohen:ton Karihwatehkwen*, the University of Rochester would like to acknowledge that the land the university resides on is the traditional, ancestral, and unceded lands of the Haudenosaunee. We are grateful to the Haudenosaunee who continue to this very day to be the stewards of this land that we all benefit and occupy. We are committed to honoring the lessons of the last Seven Generations, as we work in partnership to reshape the world for the next Seven Generations. This acknowledgment, while important, is just a start and is supported by our university's commitment to listen, learn, and comprehend the Indigenous tragedies of the past while we work together toward building a collective bright future.

Welcome from Our Co-Principal Investigators

Welcome to the *Taking Action: National Rural Substance Use Disorder Health Equity and Stigma Summit*.

You are joining colleagues from across the country who are dedicated to reducing stigma and promoting health equity for people with substance use disorder (SUD) in rural communities. We have convened artists, writers, researchers, innovators, community officials, and people with lived experience to share their stories and knowledge. Whether you are participating in person or virtually, we encourage you to connect with peers, speakers, experts, old friends, and new partners. We also ask that you share your experience and learnings, and we have used a dash of innovation—including via one-on-one or group chat on the conference platform—to facilitate virtual communication.

Our goal is for you to come away from this summit energized, inspired, and equipped with new actionable strategies and an expanded continuous-learning network. We have already achieved one goal: By building on the strong foundation of our collective understanding, passion, and commitment to address stigma and improve health equity in rural communities, this summit will promote advancement of those objectives in rural communities nationwide. At the same time, by connecting and sharing, we empower each other to advance efforts in our own rural communities.

Thank you for participating in the summit and best wishes as you take action!

Gloria Baciewicz, MD



Michele Lawrence, MBA, MPH





Office of the County Executive
Monroe County, New York

Adam J. Bello
County Executive

May 18, 2022

Greetings:

On behalf of the citizens of Monroe County, I want to welcome you to our community, and thank you for your commitment to serving those in need. This week you are gathering for an important cause, the Rural Substance Use Disorder Health Equity and Stigma Summit. This gathering provides an opportunity to share knowledge and collaborate – as we work together to fight Substance Use Disorder and the opioid crisis. SUD impacts every community, indiscriminate of race, gender, age, sexuality, or zip code, that is why this must be our collective fight.

As Monroe County Executive, one of my top priorities is combating the opioid crisis. I am incredibly heartened to host this summit both virtually and in person. Collectively you will gather together as leaders in your respective fields, share knowledge and expertise, and further our efforts to address this crisis. Your presence at this year's summit is a testament to your commitment to helping individuals and communities across the country, from the largest city to the smallest town, who are fighting the opioid crisis and substance abuse.

Here in Monroe County some of our latest efforts to address this issue involve the creation of the Monroe County Improving Addiction Coordination Team (IMPACT), a comprehensive, multi-faceted approach to coordinating and expanding the work of substance use disorder treatment organizations already in the community. Outreach Coordinators will work directly with individuals to find treatment beds, NARCAN, housing, transportation or any other support services they may need while they work toward recovery. IMPACT also partners with Monroe County's Forensic Intervention Team (FIT), an innovative program that partners Office of Mental Health (OMH) clinicians and our County's law enforcement agencies. This partnership rethinks public safety by ensuring support for individuals with mental health needs who interact with law enforcement.

I am hopeful that this conference will breed new ideas and energy in the ongoing fight against substance use disorder. Once again, welcome to Monroe County, and thank you for attending this important summit.

Sincerely,

Adam J. Bello
Monroe County Executive



The [Rural Communities Opioid Response Program \(RCORP\)](#) is a multi-year initiative of the [Health Resources and Services Administration \(HRSA\)](#) that addresses barriers to treatment for substance use disorder (SUD), including opioid use disorder (OUD), in rural communities. The goal is to reduce morbidity and mortality related to SUD in rural communities at the highest risk.

RCORP has [five grant programs](#) in [HRSA-designated rural areas](#), focused on planning, implementation, medication-assisted treatment expansion, neonatal abstinence syndrome, and psychostimulant support. It also has a [technical assistance portal](#) with information and resources.

Rural Centers of Excellence

In addition, RCORP funds three [Rural Centers of Excellence \(RCOEs\)](#) on SUD that work to identify evidence-based interventions for prevention, treatment, and recovery related to SUD and OUD, adapt them for rural communities, and disseminate those best practices and programs.

HRSA awarded RCORP-RCOE funding to three organizations, each with a separate [focus area](#):

1. Recovery housing: [The Fletcher Group](#)
2. Innovative and effective treatment systems such as hub-and-spoke: [University of Vermont](#)
3. Synthetic opioid-related morbidity and mortality in the Appalachian region: [University of Rochester](#)

The RCOEs provide technical assistance to rural organizations to facilitate implementation of evidence-based interventions.



Recovery Center of Excellence

[UR Medicine Recovery Center of Excellence](#) is pleased to join HRSA and our Rural Centers of Excellence partners in helping rural communities address the substance use disorder (SUD) crisis. Our target service area includes 23 rural Appalachian counties in Kentucky, New York, Ohio, and West Virginia. Our goal is to assist those rural communities and others across the country with implementing best practices to reduce morbidity and mortality related to opioid use disorder (OUD) and other SUDs.

[Our approach](#) has been to identify evidence-based and emerging best practices through research, carefully adapt them to be practicable in rural communities, and disseminate resources rooted in them. Practices focus on saving lives, engaging communities, identifying people at risk, providing access to treatment, and supporting long-term recovery. Resources for the 12 best practices we have released—webinars, articles, videos, tools for implementation, and more—can be found on the [“Learn”](#) page of our website.

This summit spotlights our commitment to advancing health equity by eliminating disparities and stigma across rural communities. We hope you will take this opportunity to connect with conference participants to learn about their challenges and innovations so we can make our communities healthier together.

We also invite you to participate in our [Campaign to Reduce Stigma](#) by attending a workshop that uses art to humanize the impact of SUD. Charmaine Wheatley created watercolor portraits of people with lived experience and reflected their experience in painted words and video conversations. Our workshops use these compelling narratives to guide community discussion, learning, and reflection aimed at reducing stigma. We also developed a train-the-trainer curriculum to disseminate this approach more broadly.

We offer [hands-on assistance](#) to support rural communities across the country in their efforts to implement best practices and reduce stigma and health inequity related to SUD. Please contact us at 1-844-263-8762 (1-844-COE-URMC) or URMedicine_Recovery@urmc.rochester.edu.



The [University of Vermont Center on Rural Addiction \(UVM CORA\)](#) is excited to join our partner HRSA RCOEs in working to reduce substance use disorder stigma and its impact on care, treatment-seeking, and quality of life for those affected. Our approach includes arming providers with evidence-based tools to better address substance use disorders with their patients. Supplies we often provide include intranasal naloxone for organizations to distribute to clients, in order to reduce the individual and public health consequences associated with opioid use disorder.

UVM CORA affirms our commitment to ensuring equitable opportunities for those who have experienced disadvantages and injustices related to race, ethnicity, gender identity or expression, national origin, religion, sexual orientation, social position, socioeconomic status, age, or ability. This commitment includes working with communities on what matters to them and building relationships with those who experience the greatest inequities.

In spring 2021, as part of our Community Rounds Workshop Series, we hosted sessions on stigma and the principles of harm reduction. In December 2021, we presented a webinar with Dr. Brady Heward, a member of our Clinician Advisory Board—“Social Determinants of Mental Health and Substance Use”—which explored how social determinants of health lead to inequity in health, health care, and outcomes, and discussed ways to address these issues.

To see recordings of these presentations and learn more about our offerings, please visit uvmcora.org/resources or send us an email at cora@uvm.edu.



The [Fletcher Group Rural Center of Excellence](#) provides evidence-based technical assistance that helps expand the quality and capacity of recovery housing throughout rural America.

To combat stigma and discrimination, the Fletcher Group's numerous outreach and engagement specialists employ a direct community-engagement strategy that supports first-person, nondiscriminatory language; promotes the decriminalization of substance use; and helps educate physicians and staff regarding the beliefs and prescription practices that best serve those needing medication to assist in their treatment.

The Fletcher Group RCOE is also deeply committed to health equity so that everyone has a fair and just opportunity to be as healthy as possible. The Fletcher Group's unique "Recovery Ecosystem" model of recovery housing tackles many of the obstacles to health equity by incorporating housing, transportation, education, and employment into the complete continuum of care needed for long-term recovery.

We take pride in collaborating with our fellow esteemed RCOEs at the universities of Rochester and Vermont and look forward to participating in this National Rural Substance Use Disorder Health Equity and Stigma Summit.

To learn more about the Fletcher Group Rural Center of Excellence, please visit <https://www.fletchergroup.org/>.

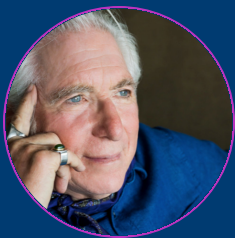
About the Presenters



Uché Blackstock, MD

Founder & CEO,
Advancing Health Equity

Dr. Uché Blackstock is a physician and thought leader on bias and racism in health care. Dr. Blackstock founded Advancing Health Equity in 2019 with the goal of partnering with health care organizations to dismantle racism in health care and to close the gap in racial health inequities. In 2019, Dr. Blackstock was recognized by Forbes magazine as one of “10 Diversity and Inclusion Trailblazers You Need to Get Familiar With.” In 2020, she was one of 31 inaugural leaders awarded an unrestricted grant for her advocacy work from the Black Voices for Black Justice Fund. Dr. Blackstock’s writing, including numerous op-eds, has been featured in the Chicago Tribune, Scientific American, the Washington Post, and STAT News for the Boston Globe. In June 2020, she became a Yahoo! News medical contributor and appeared regularly on radio and cable news programming to discuss the coronavirus pandemic and to raise the alarm about racial health inequities. In April 2021, Dr. Blackstock became an exclusive MSNBC medical contributor. In June 2021, she signed a book deal with Penguin Random House for her generational memoir, *Legacy: A Black Physician Reckons with Racism in Medicine*. Legacy is due to be published in July 2023. Dr. Blackstock received both her undergraduate and medical degrees from Harvard University.



Leonard Lee Buschel, CAADAC

Founder, REEL Recovery Film Festival;
Editor, Addiction/Recovery eBulletin

Leonard Lee Buschel is a Philadelphia native and very happy Los Angeles transplant. He is a California Certified Substance Abuse Counselor with years of experience working with people struggling with addiction. Buschel is the founder of Writers in Treatment, which promotes treatment as the best first-step solution for addiction, alcoholism, and other self-destructive behaviors. He is the director of the REEL Recovery Film Festival & Symposium®, founded in 2008, and for eight years has been the editor/publisher of the weekly Addiction/Recovery eBulletin®. He also directs and produces the annual Experience, Strength and Hope Awards® in Los Angeles. Award recipients include Academy Award-winner Lou Gossett Jr., astronaut Buzz Aldrin, Duran Duran founding band member John Taylor, Emmy Award-winner Joe Pantoliano, Carrie White, Mackenzie Phillips, CNN’s Jane Velez-Mitchell, broadcaster Pat O’Brien, and Jodie Sweetin. Celebrity guests who have appeared onstage have included actors Robert Downey Jr., Ed Begley Jr., Tony Denison, Joanna Cassidy, Jack McGee, Lone Skye, Danny Trejo, Joe Walsh, plus comedians Bobcat Goldthwait, Alonzo Bodden, and Mark Lundholm. Buschel attended Naropa University in Boulder, CO. He just celebrated 27 years clean and sober.

About the Presenters

**Peter Gaumond**

Senior Policy Analyst/Chief,
Recovery Branch, White House
Office of National Drug Control Policy

Peter Gaumond has over 30 years' experience in the substance use disorder treatment and recovery field. He joined the Office of National Drug Control Policy (ONDCP) in 2010 as the chief of the Recovery Branch and currently serves as a senior policy analyst supporting the ONDCP Office of Public Health. In this capacity, Gaumond provides expertise on a wide range of public health policy and regulatory issues, including harm reduction, recovery support services, and employment for people in recovery. As chief of the recovery branch, Gaumond helped frame the federal government's approach to improving long-term recovery outcomes, developing national policy goals and objectives, and creating and implementing plans to achieve them. While providing expertise on a broad range of policy topics, he continues to lead policy and initiatives with a recovery nexus, including the development of recovery support-services infrastructure and efforts to reduce stigma, discrimination, and barriers to recovery and community reintegration.

**Tony Hoffman**

Founder & Director,
The Freewheel Project

After paroling prison on December 13, 2008, Tony Hoffman started living his dream with his addiction behind him. Hoffman is a former BMX Elite Pro and placed second at the 2016 World Championships in Medellin, Colombia, in the Masters Pro class. He also coached Women's Elite Pro Brooke Crain to a fourth-place finish at the 2016 Rio Olympic Games in Brazil. Hoffman has presented on the prestigious TEDx stage, and his video, posted on the motivational website Goalcast, has been viewed more than 12 million times. He is the founder and director of The Freewheel Project, a nonprofit organization that mentors thousands of young people through action sports. Hoffman is an author and one of the most requested mental health and substance use speakers in the country, traveling over 200 days a year to share his inspiring story with various audiences. In 2022, Hoffman will open his treatment center, pH Wellness, where he plans to continue his dream of leading people with substance use disorder to the fulfillment of sobriety and a life of purpose.

**Robert Kent**

General Counsel, White House
Office of National Drug Control Policy

Robert Kent is general counsel with the Office of National Drug Control Policy (ONDCP). In this role, he is responsible for providing overall legal support to all components of ONDCP. Kent most recently served as vice president of advocacy and general counsel for the American Association of Orthodontists. Previously, he was general counsel for the New York State Office of Addiction Services and Supports (OASAS) where he provided overall legal support, policy guidance, and direction to the OASAS Executive Office and all divisions of the agency. Kent led OASAS efforts to implement New York State's Heroin and Opioid Task Force recommendations—such as the Combat Addiction/Heroin Campaign and the Federal Opioid Targeted Grant program—as well as Medicaid Redesign Team (MRT) initiatives. The latter included implementation of historic legislation to increase access to substance use disorder treatment including harm reduction services. He has co-authored articles on patient confidentiality and sober homes and has presented nationally and throughout New York State on the addiction system of care.

About the Presenters



Beth Macy
Journalist & Author

Beth Macy is author of the critically acclaimed and New York Times–bestselling books *Factory Man*, *Truevine*, and *Dopesick: Dealers, Doctors, and the Drug Company That Addicted America*. As with her previous books, Macy drew from three decades of reporting in rural Virginia communities to write *Dopesick*, which unpacks one of the most intractable social problems of our time: the opioid crisis, set against a landscape of job loss, corporate greed and stigma, along with the families and first responders who are heroically fighting back. Stanford University addiction medicine specialist and author Dr. Anna Lembke calls it the first book to capture the entirety of the epidemic. Macy has won more than a dozen national journalism awards, including a Lukas Prize for *Factory Man*, multiple shortlist and best-book-of-the-year honors for *Truevine*, and a Nieman Fellowship for Journalism at Harvard University for her newspaper journalism. A frequent speaker, teacher and essayist, Macy has been published in the New York Times, the Wall Street Journal, the New Yorker, Oprah magazine, and Parade. A new book due out in August, *Raising Lazarus: Hope, Justice, and the Future of America's Overdose Crisis*, will focus on solutions to the opioid crisis and the heroic efforts of frontline workers applying harm-reduction practices.



Sam Quinones
Journalist & Author

A reporter for 35 years, Sam Quinones is a Los Angeles–based freelance journalist and author of four acclaimed books including award-winning *Dreamland: The True Tale of America's Opiate Epidemic* (Bloomsbury 2015). His latest book, *The Least of Us: True Tales of America and Hope in the Time of Fentanyl and Meth* (Bloomsbury 2021), reports on the emergence of a drug-trafficking world producing massive supplies of various drugs cheaper and deadlier than ever and marketing to people who became addicted during the nation's opioid epidemic. With this as a backdrop, Quinones shares stories of Americans' quiet attempts to recover community through simple acts of helping the vulnerable. *The Least of Us* was nominated for a National Book Critics Circle Award for Best Nonfiction Book of 2021. Quinones ignited awareness about the severity of the opioid epidemic, its prevalence across the heartland of America, and the thousands of lives lost with *Dreamland*, which chronicled how market forces of big pharma converged with heroin trafficking from a small village in Mexico to create the U.S. opioid crisis. Quinones has testified before Congress, presented at numerous professional conferences, and spoken in small towns across the country. *Dreamland* won a National Book Critics Circle Award for Best Nonfiction Book of 2015 and was recognized as one of the best books of 2015 by several major media outlets. In 2021, GQ Magazine selected *Dreamland* as one of the "50 Best Books of Literary Journalism of the 21st Century."

About the Presenters

**Lisham Ashrafioun, PhD**

Assistant Professor, Department of Psychiatry, University of Rochester Medical Center; Research Investigator, VA Finger Lakes Healthcare System

An assistant professor in the University of Rochester Department of Psychiatry and research investigator at the Department of Veterans Affairs (VA) Center of Excellence for Suicide Prevention, Dr. Lisham Ashrafioun's focus is on mitigating suicide and overdose risk among individuals with chronic pain and/or substance use disorders through psychosocial interventions and employing strategies to increase engagement in evidence-based treatments. His current work includes using national survey and administrative medical record data to characterize risk in patients with SUD who experience chronic pain and to identify interventions to optimize treatment for these patients. Funding for this work recently has been provided by the VA and National Institutes of Health.

**Madison Ashworth, MS**

Research Associate, Fletcher Group, Inc.

Madison Ashworth is a research associate with the Fletcher Group, Inc., and PhD candidate in economics at the University of Wyoming. She studies the intersection of health and behavioral economics, designing and testing policies to determine their effectiveness in changing individual behavior and public health outcomes. Recently, her research has focused on understanding the impact of COVID-19 on individuals in recovery from substance use disorders, evaluating interventions to reduce stigma around recovery housing and increase political and financial support for recovery housing, as well as evaluating SMART recovery programs within recovery housing. Other COVID-related studies have explored vaccine hesitancy and the effect of social distancing on public health.

**John Blosnich, PhD, MPH**

Assistant Professor & Director of the Center for LGBTQ+ Health Equity, Suzanne Dworak-Peck School of Social Work, University of Southern California

John R. Blosnich is assistant professor at the Suzanne Dworak-Peck School of Social Work and director of the Center for LGBTQ+ Health Equity at the University of Southern California, where his work focuses on social determinants of health and suicide risk. Working with the U.S. Department of Veterans Affairs (VA) for 10 years, he pioneered research about LGBT veterans. Recipient of several VA and National Institutes of Health (NIH) awards, in 2021 Dr. Blosnich received an NIH director's New Innovator Award, which supports his research on expanding suicide prevention into non-clinical sectors targeting adverse social factors and acute life crises for upstream prevention.

About the Presenters



Gina Brockway, CRPA
Peer Recovery Specialist, CASA-Trinity

Regina Brockway has worked in the field of addiction with CASA-Trinity for about four years. She has lived with addiction her whole life. In recovery with six years of sobriety, she is a peer recovery specialist, a full-time student working on her associate's degree in social work, and a mother who adores her young son. She earned her CRPA (Certified Recovery Peer Advocate) and works with people trying to get sober and those struggling with barriers that impede their recovery journey. Her goal is "to help those suffering find hope and a way out!"



Danica Love Brown, MSW, PhD
Behavioral Health Programs Director,
Northwest Portland Area Indian
Health Board

A citizen of the Choctaw Nation of Oklahoma, Dr. Danica Love Brown is behavioral health programs director at the Northwest Portland Area Indian Health Board. She has worked as a mental health and substance abuse counselor, social worker, and youth advocate for over 25 years with additional experience in prevention, drug and alcohol/mental health treatment, community and restorative justice, and sexual health with Native American and adjudicated youth. Dr. Brown specializes in culturally and socioeconomically diverse populations and Tribal communities. Her research focuses on indigenous ways of knowing and decolonizing methodologies to address historical trauma and health disparities in Tribal communities.



Marcus Buchanan, PRSS
Outreach Coordinator, Cherokee County
Health Services Council

Marcus Buchanan's recovery story chronicles his experience with substance use disorder (SUD) as he gradually lost his job, his family's trust, contact with his son, and hope before a "no-nonsense intake nurse" at a medication-assisted treatment clinic told him, "This isn't going to be easy, but she would be there every step of the way if I just stuck with it." Buchanan persisted in recovery, reconnected with family and his son, and returned to college to study social work. He became outreach coordinator at RCORP-grantee Cherokee County Health Services Council in November 2020 and plans a career working with people with SUD in his rural hometown community.

About the Presenters



Yara M. Castro, BS

Health & Social Services Manager,
Mariposa Community Health Center

For more than seven years, Yara Castro has served as the health and social services manager at Mariposa Community Health Center, located in Santa Cruz County, AZ, along the U.S.-Mexico border. She also leads the Santa Cruz County Overcoming Substance Addiction Consortium, a collaborative of providers and organizations working to increase the availability of and access to culturally and linguistically appropriate substance use disorder prevention, treatment, and recovery services. With close to 20 years of experience in community service, Castro has a passion for her community and the work that she does with a team of community health workers. In 2019, she was awarded the Emerging Leader in Rural Women's Health Award from the Arizona Rural Woman's Health Network.



Tedra L. Cobb, MEd

President, Tedra L. Cobb & Associates

Tedra L. Cobb is president of her consulting firm, Tedra L. Cobb & Associates, and founder and president of BACKROADS PAC. Cobb's expertise is in program and organizational development and facilitation of highly effective, interactive educational workshops. Her diverse experience ranges from bilingual counseling (Spanish) in the New York State prison system to directing a community-based health coalition. Her civic engagement includes a term as an elected county legislator, a run for Congress, and appointments to the state's Committee on Open Government and the Northern New York Healthcare Redesign Commission. The common thread throughout her career is building community.



Gem Daus, MA

Public Health Analyst, Office of Health Equity, Health Resources & Services Administration; Adjunct Professor of Asian American Studies, University of Maryland

Gem P. Daus is a public health analyst in the Office of Health Equity at the Health Resources & Services Administration (HRSA). In this capacity, he serves as advisor and coordinator for the needs of Asian American, Native Hawaiian, and Pacific Islander populations, as well as LGBTQ populations. His portfolio includes developing resources and training for cultural competence, language access, health literacy, and addressing social determinants of health. Apart from HRSA, Daus is an adjunct professor in Asian American Studies at the University of Maryland at College Park.

About the Presenters



Cynthia M. Duncan, PhD
Professor Emerita, University of New Hampshire; Senior Fellow, Meridian Institute

Dr. Cynthia (Mil) Duncan is professor emerita in sociology at the University of New Hampshire and senior fellow at the Meridian Institute. Her work focuses on opportunity and social change in rural communities. She was founding director of the University of New Hampshire's Carsey Institute, following four years as director of community and resource development at the Ford Foundation. She wrote *Worlds Apart: Poverty and Politics in Rural America* (Yale University Press 2014), edited *Poverty in Rural America* (Auburn House 1992), and has authored numerous journal articles and book chapters. Dr. Duncan received her BA in English from Stanford University and her MA and PhD from the University of Kentucky.



Martin Felix
Jail Liaison, Santa Cruz County Justice Court

Martin Felix is jail liaison for the Santa Cruz County Justice Court in Arizona, bringing innovation to this newly created position that uses the peer support model. He links people with substance use or mental health disorders to services and support while in jail and upon release to support their recovery, with attention to their individual needs. He started work in peer support at Wellness Connections, Inc., and has been the outreach specialist and site coordinator at HOPE, Inc. Felix is a Certified Forensic Peer Support, Certified Peer Support Specialist, and certified instructor in SMART Recovery and Moral Reconciliation Therapy curriculums. Felix has been in recovery for seven years.



Kassandra Figueroa
Peer Navigator, HOPE, Inc.

Kassandra Figueroa is a peer navigator for HOPE, Inc. and is actively involved in the Santa Cruz County Overcoming Substance Addiction Consortium in Arizona. She provides support services to people in recovery and with a behavioral/mental health diagnosis. She has been in the peer support field for almost three years, including with Wellness Connections, Inc. Figueroa is a Certified Forensic Peer Support, Certified Peer Support Specialist, and certified instructor in SMART Recovery and Moral Reconciliation Therapy curriculums. In recovery for more than four years, Figueroa is using her journey to inspire and guide others through treatment and recovery.

About the Presenters



Michele Herrmann, BS

Program Manager, UR Medicine Recovery Center of Excellence

Michele Herrmann is program manager for UR Medicine Recovery Center of Excellence's emergency department-initiated medications for opioid use disorder program in the Southern Tier of New York State. Through the center, she established a collaboration with West Virginia's Office of Drug Control Policy to increase awareness around naloxone. She began working in outpatient addiction treatment at Strong Recovery in 2009 and, in 2016, became the opioid overdose prevention training coordinator. Herrmann is a trainer of trainers for opioid overdose prevention through the New York Department of Health AIDS Institute. She is currently working toward her master's in public health at the University of Rochester.



Brady Heward, MD

Assistant Professor of Psychiatry, University of Vermont Larner College of Medicine; Co-Director of Clinical Affairs, University of Vermont Center on Rural Addiction

Dr. Brady Heward is assistant professor at the University of Vermont (UVM) Larner College of Medicine, clinical instructor at Yale School of Medicine, and co-director of clinical affairs at the UVM Center on Rural Addiction. He serves as a mentor in the REACH fellowship (Recognizing and Eliminating disparities in Addiction through Culturally informed Healthcare) and has particular interest in health disparities, access to care, and risk and protective factors for adolescent and young adult substance use. Dr. Heward completed medical school, his psychiatry residency, and two fellowships in public and addiction psychiatry at Yale School of Medicine. He completed a child and adolescent psychiatry fellowship at UVM.



Peter R. Jackson, MD

Assistant Professor of Psychiatry, University of Vermont Larner College of Medicine

Dr. Peter Jackson is an assistant professor at the University of Vermont Larner College of Medicine and University of Vermont Medical Center where he specializes as both a child and adolescent psychiatrist and an addiction psychiatrist. In both the American Academy of Child and Adolescent Psychiatry and the American Academy of Addiction Psychiatry, he currently serves on committees responsible for preventing and treating substance use disorders in teens. His current research, teaching, and presentations locally and nationally have included emphasis on the role of parents and family members in the prevention and treatment of substance use disorders and decreasing multigenerational perpetuation of substance use disorders within families. He completed medical school at the University of Utah School of Medicine, residency at the University of Michigan Medical Center, and fellowships in both child and adolescent psychiatry and addiction psychiatry at Harvard Medical School.

About the Presenters

**Myra L. Mathis, MD**

Senior Instructor & Addiction Psychiatrist, Department of Psychiatry, University of Rochester Medical Center

Dr. Myra L. Mathis is a faculty member and board-certified general adult and addiction psychiatrist at the University of Rochester Department of Psychiatry in the Division of Community Psychiatry. She treats patients at Strong Recovery, a UR Medicine outpatient clinic which provides addiction and psychiatric services. Contributing author to peer-reviewed articles and book chapters, Dr. Mathis's academic interests include racial health equity, social justice in psychiatry and addiction, and medical education on substance use disorder treatment. Dr. Mathis received her undergraduate and medical degrees from the University of Rochester and psychiatry training at Yale University School of Medicine.

**Erin Mattison, MPH**

Health Project Coordinator, UR Medicine Recovery Center of Excellence

Erin Mattison is a public health advocate with a passion for empowering people with the knowledge they need to make their own informed decisions. Mattison is a health project coordinator for UR Medicine Recovery Center of Excellence, collaborating on a multi-partner regional clearinghouse project and projects aimed at reducing stigma. She studied community health and health behavior, focusing her research on adolescent health and health disparities on the path to obtaining her MPH. Mattison then spent time working toward causes close to her heart: coordinating sexual health programs for young people in rural western New York as part of the NYS Department of Health Comprehensive Adolescent Pregnancy Prevention Grant and as volunteer coordinator for Genesee County CASA for Children.

**Jacob Moalem, MD, FACS**

Professor of Surgery & Endocrinology & Director of Quality Improvement for the Department of Surgery, University of Rochester Medical Center

Dr. Jacob Moalem is professor of surgery and endocrinology having been recruited in 2008 to establish an endocrine surgery program. He also serves as director of quality improvement for the Department of Surgery at the University of Rochester Medical Center. Along with his clinical work, Dr. Moalem has authored many peer-reviewed publications and textbook chapters and presented research at national meetings. A recent study he led of an "opt-in" prescription system for patients undergoing certain ambulatory procedures found that empowering patients successfully reduced the need for post-surgical narcotics prescriptions. Dr. Moalem continues to lead work in the area of post-surgical prescribing and is implementing an innovative program to systemically reduce opioid prescribing.

About the Presenters



Charles W. Morgan, MD, DFASAM, FAAFP (Charlie)

Health Equity Advocate & Addiction Medicine Specialist

Charlie Morgan doesn't just believe, he KNOWS there is no wrong path for recovery. He has dedicated his life to addressing stigma and advocating for people impacted by substance use disorder. He also celebrates 41 years of continuous, long-term recovery this year. An addiction medicine specialist, he has been deeply involved in health equity work, including transforming Philadelphia's behavioral health system and serving on numerous boards, such as Friends of Recovery New York and the Camden Council on Alcoholism and Drug Dependence. In Georgia in the 1980s, he founded a support group for those affected by HIV at a time when HIV was not openly talked about and there was a lack of support groups. He also co-founded Likemindeddocs, an international organization of addiction specialists who believe that recovery has a spiritual solution, and Western New York Project ECHO for Chronic Pain and Medication Assisted Treatment.



Tom Morris, MPA

Associate Administrator for Rural Health Policy, Health Resources & Services Administration, U.S. Department of Health & Human Services

As associate administrator for rural health policy in the Health Resources and Services Administration (HRSA), Tom Morris oversees the Office of Rural Health Policy within the U.S. Department of Health and Human Services (HHS). With an annual budget of \$317 million, the office administers research and capacity-building grant programs that serve rural communities. Morris works on the HHS Rural Task Force—he was a coauthor of the 2020 HHS Rural Action Plan—and served on the White House Rural Council from 2010 to 2018. He received the HHS Distinguished Service Award in 2012 and Presidential Rank Award for Meritorious Service in 2015. A 1996 Presidential Management Intern, Morris came to government after a career as a newspaper reporter and editor.



Alexis Pleus

Executive Director, Truth Pharm

Alexis Pleus is a licensed professional engineer, artist, writer and activist, but her most important role is being the mother of three sons. In 2014, she lost her oldest son, Jeff, to a heroin overdose. As a result, she founded Truth Pharm to focus on raising awareness, reducing stigma, educating, and advocating to reduce harms caused by substance use. Truth Pharm has impacted legislation, changed the way many view substance use, and gained national recognition. Pleus is co-chair of the New York State Harm Reduction Association. She describes her work as her therapy, allowing her to fulfill her purpose in life: turn negative experiences into positive change for the greater good.

About the Presenters

**Kelly Quinn, CRPA-F, RCP**

Community Outreach Specialist, Strong Recovery, University of Rochester Medical Center

Kelly Quinn is the community outreach specialist for Strong Recovery at the University of Rochester. Recently promoted, Quinn previously served as a peer recovery specialist where she developed peer-led support groups and other programs. A person in recovery, Quinn strives for transparency in her own recovery process stating, "just by living authentically we empower others to do the same." In 2020, she founded Recover Collaborative 501c3, which provides training for those pursuing Certified Recovery Peer Advocate (CRPA) certification and professional development for the CRPA certified. Quinn also partners with community agencies as they develop peer advocate service lines.

**Dusty Rollice**

Peer Recovery Support Specialist, Cherokee County Health Services Council

Dusty Rollice is a peer recovery support specialist with the Cherokee County Health Services Council in Tahlequah, OK, which collaborates with and provides leadership for local health and social service organizations in the county. She works with the Opioid 918 Rural Communities Opioid Response Program, which seeks to deliver intervention and treatment strategies to address opioid use disorder in Cherokee County, OK. Rollice's priority is educating the community about new ways to overcome the harmful effects of substance use disorder. Instead of condemnation and incarceration, she focuses on ways to help.

**Robert A. Ross**

President & CEO, St. Joseph's Addiction Treatment & Recovery Centers

Since 2007, Bob Ross has been CEO of St. Joseph's Addiction Treatment and Recovery Centers, Saranac Lake, NY. Previously, Ross was executive deputy director of the New York State Division of Alcoholism and Alcohol Abuse, serving as acting director for one year; was deputy director of the New York City Bureau of Alcoholism Services; and for 22 years ran his own health care consulting firm with national and international clients. He has served on many boards and received numerous awards, including the 2019 Charlie Devlin Award for leadership and advocacy championing access to services for all people in need, particularly those living in rural communities, and for an exemplary career in state government and in community settings for substance use services.

About the Presenters



Ken Sayres

Health Project Coordinator, UR Medicine Recovery Center of Excellence

Ken Sayres's two-decade career in leadership and management at nonprofit, government, and grant-funded organizations demonstrates his passion to serve his community not only by creating opportunities, but by ensuring that people are equipped to take full advantage of them. Among his accomplishments, as director of Rochester's Bureau of Employment, Skills Training and Youth Services, Sayres brought Operation Transformation Rochester to fruition. In 2016, he entered the substance use disorder field, serving as project director for Rochester's Community Outreach and Recovery Enhancement (CORE) Community Center before joining UR Medicine Recovery Center of Excellence, where his focus is on disseminating programs to help rural Appalachian communities address opioid use disorder.



Patrick Seche, MS, CASAC

Senior Director of Addiction Services & Senior Associate, Department of Psychiatry, University of Rochester Medical Center

Patrick Seche is the senior director of addiction services and a senior associate faculty member in the Department of Psychiatry at the University of Rochester Medical Center. This role includes general oversight of clinical operations, administrative functions, fiscal management of Strong Recovery, which is comprised of three clinics and multiple specialty programs, and oversight for 90 staff and faculty ranging from medical, supervisory, clinical, and support functions. Prior to taking responsibility for all addiction services in 2008, Seche served as clinical coordinator of Strong Recovery Chemical Dependency and senior counselor and team leader in its methadone maintenance program. On the steering committee for UR Medicine Recovery Center of Excellence, Seche focuses on substance use disorder, methadone treatment, and community relations.



Dean S. Seneca, MPH, MCURP

Founder & CEO, Seneca Scientific Solutions+

Dean S. Seneca is considered a national expert on indigenous health disparities and teaches a course on the subject at the University of Buffalo School of Public Health and Health Professions. He is CEO of Seneca Scientific Solutions+, a public health and urban and regional planning LLC that provides capacity-building assistance for tribal nations, states, regions, cities and territories. His previous work on capacity building was as a senior health scientist at the Centers for Disease Control and Prevention. He also served as tribal planning director for the Seneca Nation of Indians. Other areas of expertise include infectious disease outbreaks, emergency preparedness and response, environmental health, and social determinants.

About the Presenters



Lisa Sockabasin, MS, RN
Co-CEO, Wabanaki Public Health and
Wellness

Lisa Sockabasin is a citizen of the Passamaquoddy Tribe at Motahkomikuk. As co-CEO of Wabanaki Public Health and Wellness (WPHW), Sockabasin and her team collaborate with tribal leadership and federal and philanthropic partners to address systemic inequities experienced by Wabanaki communities. Sockabasin has over 20 years of experience addressing inequities experienced by and providing opportunities for tribal populations. Prior to joining WPHW, she served as the director of the Office of Health Equity in the Maine Department of Health and Human Services and held epidemiologist positions with the State of Maine and the North American Indian Center of Boston, Inc.



Lauren Stevens
Culture, Connection, and Support
Division Director
Wabanaki Public Health and Wellness

Lauren Stevens is a member of the Passamaquoddy Tribe in Maine. She is a song giver.



Robin Thompson, DrPH, MPH
Director of Research & Evaluation,
Fletcher Group, Inc.

Driven by the desire to enable equal access to care, treatment, and healthy environments for all, Dr. Robin Thompson earned both her Doctor of Public Health in Epidemiology and Master of Public Health in Health Behavior at the University of Kentucky College of Public Health. Her training and research experiences have primarily focused on the use of mixed methods and epidemiological surveillance to reduce health disparities. She currently serves as Fletcher Group's director of research and evaluation, leading a team working on various research projects related to the expansion and/or improvement of recovery housing and other recovery support services for individuals with substance use disorders.

Meet the Steering Committee

from the University of Rochester Medical Center



Gloria Baciewicz, MD

Co-Principal Investigator;
Substance Use Disorder Lead

Medical Director, Strong Recovery;
Professor, Clinical Psychiatry

Dr. Gloria Baciewicz has specialized in the treatment of persons with co-occurring substance use and mental health disorders since 1986. In her current role as medical director of Strong Recovery in the University of Rochester's Department of Psychiatry, she has provided direct care and clinical leadership since 1992 and has contributed to educational initiatives and program development. She is certified in Addiction Medicine by the American Board of Preventive Medicine and is board certified in General Psychiatry, with added qualifications in Addiction Psychiatry.



Michele Lawrence, MBA, MPH

Co-Principal Investigator;
Adaptation and Implementation Lead

Assistant Professor, Psychiatry and
Public Health Sciences

Michele Lawrence is a thought leader with over 25 years of experience advising executive leadership on health care strategy, clinical transformation, innovation, and rural health. She has worked closely with rural Appalachian communities for over 18 years, creating financially viable hospitals, primary care, and behavioral health programs that partner with each other to improve the health of these communities and all of their residents. Michele has led the development of the Ecosystem of Recovery, a community-wide change management approach to reducing morbidity and mortality from substance use disorder by bringing about multi-faceted system-level change.



Kenneth R. Conner, PsyD, MPH

Identification Lead

Professor, Emergency Medicine
and Psychiatry

Dr. Kenneth Conner has a longstanding program of federally funded research on suicidal behavior, substance use problems, and overdose using a range of research designs including observational studies (cross-sectional, longitudinal), randomized controlled trials, invited reviews, and meta-analyses. He has authored more than 150 research papers on these and related topics. He also served as chair of the Substance Abuse and Mental Health Services (SAMHSA) committee that produced Treatment Improvement Protocol 50 (TIP 50), the first published manual to address suicide risk tailored to frontline substance use treatment providers and their supervisors.

Meet the Steering Committee

from the University of Rochester Medical Center

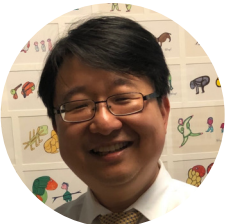


Wendi F. Cross, PhD

Dissemination Lead

Professor, Psychiatry and Pediatrics

Dr. Wendi Cross is faculty in the Department of Psychiatry at the University of Rochester Medical Center. She is a clinical psychologist and the director of the Dissemination Core of UR Medicine Recovery Center of Excellence. She is also director of Clinical Psychology Training, director of Psychiatry's Implementation, Dissemination, Evaluation and Analysis (IDEA) Core, director of the Laboratory for Behavioral Health Skills, and director of the Education Core of the UR Health Lab. She conducts research, publishes widely, and collaborates with investigators on a variety of research including using technology to meet the behavioral health needs of rural communities.



Hochang Benjamin Lee, MD

John Romano Professor and Chair,
Department of Psychiatry

Dr. Hochang Benjamin (Ben) Lee is the John Romano Professor and Chair of the Department of Psychiatry at the University of Rochester School of Medicine and Dentistry and chief of psychiatry at Strong Memorial Hospital in Rochester, NY. Prior to his chairmanship at University of Rochester, he was the founding chief of Yale Psychological Medicine Section. Dr. Lee completed his psychiatry residency, fellowship, and research at Johns Hopkins where he had been a faculty member prior to being recruited to Yale. Currently, Dr. Lee is the editor-in-chief for the Journal of the Academy of Consultation Liaison Psychiatry (2021) and the president-elect of the International College of Psychosomatic Medicine (2022).



Daniel Maeng, PhD

Evaluation Lead

Assistant Professor,
Department of Psychiatry

Dr. Daniel Maeng is a health services researcher with a focus on health economics and quantitative evaluations. An expert applied econometrician and statistician, he has published numerous papers that empirically demonstrate the value of various innovative care delivery models, particularly from the payer's perspective. The ultimate goal of these studies is to establish the economic sustainability and feasibility of such models in today's real-world health care market. He has also developed predictive models and tools that can be used for early identification of high-cost patients in the future. These studies aim to maximize the value of scarce health care resources and avoid avoidable care via early detection and proactive identification of risk factors.

Meet the Steering Committee

from the University of Rochester Medical Center



Natalie Mai-Dixon, MA

Finance Lead

Research and Contracts Administrator,
Department of Psychiatry

Natalie Mai-Dixon has worked with the Psychiatry Department as a research and contracts administrator since 2010. She previously held similar positions at the Columbia University School of Social Work and the University of Arizona. Natalie has also coordinated outreach and education activities in arts administration (for a dance presenter of contemporary and culturally diverse dance in Boston) and HIV/AIDS (for a self-help group for people with HIV/AIDS and an international NGO in Nairobi, Kenya) and has worked with other nonprofits as well. Natalie is originally from Alaska, and enjoys traveling, reading, cooking and gardening.



Patrick Seche, MS, CASAC

Substance Use Disorder, Methadone,
and Community Relations Lead

Senior Director of Addiction Services &
Senior Associate, Department of
Psychiatry

Patrick Seche is the senior director of addiction services and a senior associate faculty member in the Department of Psychiatry. This role includes general oversight of clinical operations, administrative functions, fiscal management of Strong Recovery, which is comprised of three clinics and multiple specialty programs, and oversight for 90 staff and faculty ranging from medical, supervisory, clinical, and support functions. Prior to taking responsibility for all addiction services in 2008, Patrick served as clinical coordinator of Strong Recovery Chemical Dependency and senior counselor and team leader in its methadone maintenance program. On the steering committee for UR Medicine Recovery Center of Excellence, Patrick focuses on substance use disorder, methadone treatment, and community relations.



Lisham Ashrafioun, PhD

Stigma Subject Matter Expert

Assistant Professor,
Department of Psychiatry

An assistant professor in the Department of Psychiatry and research investigator at the Department of Veterans Affairs (VA) Center of Excellence for Suicide Prevention, Dr. Lisham Ashrafioun's focus is on mitigating suicide and overdose risk among individuals with chronic pain and/or substance use disorders through psychosocial interventions and employing strategies to increase engagement in evidence-based treatments. His current work includes using national survey and administrative medical record data to characterize risk in patients with SUD who experience chronic pain and to identify interventions to optimize treatment for these patients. Funding for this work recently has been provided by the VA and National Institutes of Health. Dr. Ashrafioun serves as a subject matter expert on stigma for UR Medicine Recovery Center of Excellence.

Meet the Grant Team



Christine Lasher

Christine Lasher is the director of UR Medicine Recovery Center of Excellence, responsible for developing the center's diverse team and delivering all commitments to HRSA. Prior to the University of Rochester, Christine was an award-winning director and vice president executing complex programs at companies as large as HP. During her tenure as director the team has developed 188 unique products that have been utilized in all U.S. states and territories. Christine earned her BA in psychology from Colgate University.



Alexander Barrette

For his first two years with UR Medicine Center of Excellence, Alexander was on the dissemination core team with particular focus on web-based content. He is committed to finding the most effective ways to connect communities with evidence-based resources and emerging best practices. Currently, as director of special projects, he works to expand on those efforts by considering and testing new approaches to resource development, technical assistance, and community outreach. Alexander is a 2023 PMBA candidate in the University of Rochester's Simon Business School.



Esther Arnold

As senior technical writer, Esther creates evidence-based resources in collaboration with subject matter experts and teammates at the center. Previously, Esther taught writing as a high school teacher and college instructor and wrote for museum exhibitions and archives. Other work includes articles about arts and culture for the Rochester Beacon. She received her PhD in English from the University of Rochester, focusing on the topic of social reform in American literature and film.



Chris Cretelle

The center's senior health project coordinator, Chris has nearly two decades of art and performing arts experience in addition to a professional background in health care and nonprofit management. She believes that art has the power to compel people otherwise unaware of a neighbor's struggle and that a resilient community comes from fostering compassion. She holds an MBA in entrepreneurship from Rochester Institute of Technology and is a certified Project Management Professional (PMP). Chris spends her free time reading and playing with her 9-year-old daughter.

Meet the Grant Team



Michele Herrmann

Michele is program manager for the center's emergency department-initiated medications for opioid use disorder program in the Southern Tier of New York State. Michele began working in outpatient addiction treatment at Strong Recovery in 2009 and, in 2016, became coordinator for opioid overdose prevention training. Michele currently is working toward her master's degree in public health at the University of Rochester.



Sinéad Keane

The center's senior information analyst, Sinéad began her career as a counterfeit and fraud investigator with Pinkerton and has experience in cybersecurity investigations. Her skills in data collection and evaluation equip her to capture the center's progress, interaction with rural communities, and dissemination of resources while ensuring its security. A self-proclaimed lifelong learner, she recently obtained her master's degree in cybersecurity from Southern New Hampshire University and will begin her master's in data analysis this fall.



Erin Mattison

Erin is a public health advocate with a passion for empowering people with the knowledge they need to make their own informed decisions. She is health project coordinator for the center, collaborating on a multi-partner regional clearinghouse initiative and projects to reduce stigma. Erin studied community health and health behavior for her MPH, researching adolescent health and health disparities. She then worked to coordinate sexual health programs for young people in rural New York State.



Casey Pritchard

Born and raised in Rochester, NY, Casey has a passion to see his city blossom and a conviction to help rural communities around the nation. As health project coordinator, he facilitates project management for the center. A project manager with entrepreneurial experience, Casey is working on his MBA at the University of Rochester. His goal is to promote ethical business practices that support and advance community reform.

Meet the Grant Team



Meghan Reno

Meghan is dissemination coordinator for the center. Following graduation from St. Bonaventure University with a bachelor's degree in English, Meghan began her career in social work in Los Angeles, working as a food outreach coordinator serving six parishes in the region. She then became an affordable-housing case manager for St. Joseph Center in Venice Beach, CA, helping individuals and families qualify for Section 8 housing. She joined the center in 2020.



Ken Sayres

Ken's career in leadership at nonprofit and grant-funded organizations demonstrates his passion to serve his community, not only by creating opportunities, but by ensuring that people are equipped to take advantage of them. Previous roles include director of Rochester's Bureau of Employment, Skills Training and Youth Services—where he brought Operation Transformation Rochester to fruition—and project director for Rochester's Community Outreach and Recovery Enhancement Community Center. He now serves as health project coordinator for the center.

Things to Do Around Rochester's East End

Outdoor Events

[Lilac Festival in Highland Park](#)

A park and arboretum with hundreds of lilacs in bloom will be hosting the last weekend of its annual spring festival with live music, games, crafts, art, and food. Other [points of interest](#) in Highland Park include Frederick Douglass Memorial Plaza and Lamberton Conservatory.

[Public Market](#)

A city-run indoor/outdoor market at 280 North Union Street, open Thursday and Saturday until early afternoon, with baked goods, coffee shops, breakfast and lunch, produce, flowers, local art and crafts, and more.

Art & Museum District

On East Avenue, [George Eastman Museum](#), the historic home of Kodak's founder, is located a few blocks from the [Rochester Museum and Science Center](#). A short distance away are the [Memorial Art Gallery](#) on University Avenue, with nearby restaurants in Village Gate Square, and the Park Avenue neighborhood, with restaurants, cafés, shops, and salons. Also nearby are the [Strong National Museum of Play](#) at Manhattan Square and [Rochester Contemporary Art Center](#), across East Avenue from the Eastman School of Music.

Evenings

Movies at the [Dryden Theatre](#) or [Little Theatre](#)

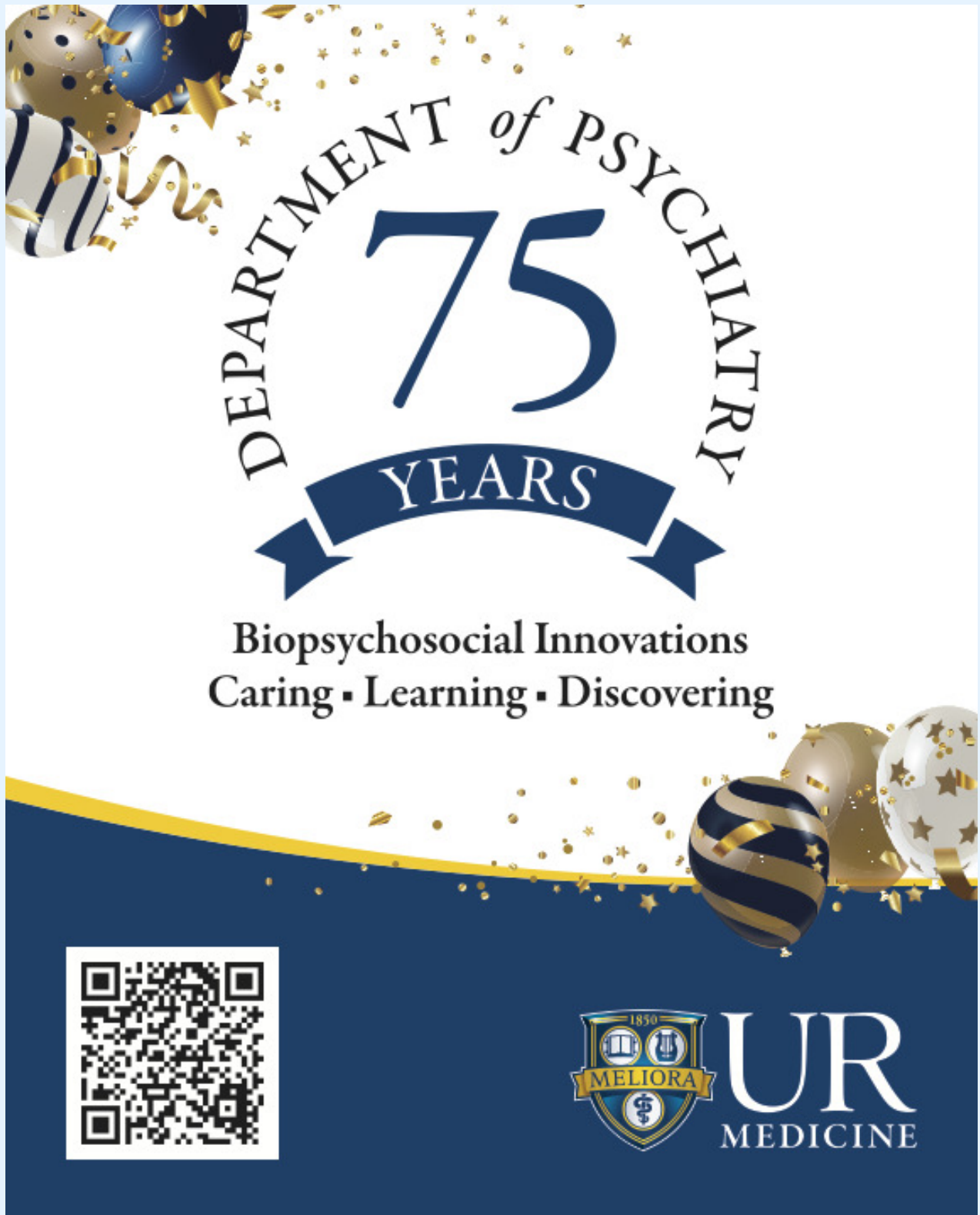
Live production at [Geva Theatre](#)

Free concerts at the [Lilac Festival](#)

Music at the [Rochester Philharmonic Orchestra](#)

Triple-A baseball at [Frontier Field](#)

Learn more about things to do at [Visit Rochester](#) and the City News [event calendar](#).



A celebratory graphic for the Department of Psychiatry's 75th anniversary. The central focus is a large blue '75' with 'DEPARTMENT of PSYCHIATRY' arched above it and 'YEARS' on a blue ribbon below. The tagline 'Biopsychosocial Innovations Caring ▪ Learning ▪ Discovering' is centered below the ribbon. The design is decorated with gold confetti, stars, and balloons in the top-left and bottom-right corners. A QR code is located in the bottom-left corner, and the University of Rochester (UR) Medicine logo is in the bottom-right corner.

DEPARTMENT of PSYCHIATRY

75

YEARS

Biopsychosocial Innovations
Caring ▪ Learning ▪ Discovering



UR
MEDICINE

This HRSA RCORP RCOE program is supported by the Health Resources & Services Administration (HRSA) of the US Department of Health & Human Services (HHS) as part of an award totaling \$12.3M with 0% financed with non-governmental sources.

The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by HRSA, HHS or the US Government.

NATIONAL RURAL SUBSTANCE USE DISORDER HEALTH EQUITY AND STIGMA SUMMIT



Taking Action

2022

Taking Action
Eastman School of Music, Rochester, NY

takingaction.vfairs.com

MAY 18
-MAY 20