

PEER ASSISTANCE SERVICES
YEAR IN REVIEW
2016|2017



Peer Assistance Services

Since 1984

Message from our Board President & CEO

Our 2016-2017 Annual Report provides details on programs, year-end financials, community involvement and outreach, and acknowledgement of our many supporters.

Our staff continue to serve the agency well. Their subject matter expertise, enthusiasm, and steadfast devotion to our mission is more than inspirational. We rely upon them for day-to-day program implementation, community outreach, stakeholder engagement, and business operations. Working with staff and consultants, the Board of Directors dedicated their efforts to agency oversight, strategic and succession planning.

With a rapidly shifting and often unpredictable healthcare and policy landscape, we are guided by our mission and values to continue to serve Coloradans. We have pursued new funding opportunities to support strategies for prevention and intervention programming. These include new funding from:

- The Colorado Department of Healthcare Policy and Financing
- The Office of Behavioral Health
- Signal Behavioral Health Network

We have continued to support the state's efforts, contributing our expertise to prevent opioid abuse, as dependence and overdose have reached a crisis point nationwide. Staff have:

- Offered testimony to the Opioid and Other Substance Use Disorder Interim Study Committee.
- Attended Colorado Department of Human Services Opioid Crisis Stakeholder meetings, offering input regarding prevention and early intervention.
- Attended and provided presentations and webinars on this crisis.

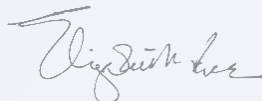
We participate in and contribute to local and national conferences, stakeholder groups, and professional associations to support addressing substance use as a public health issue.

Grounded in our mission and dedicated to substance use prevention and early intervention, we use every opportunity to keep these health issues at the forefront of all that we do.

We thank you for your trust and support.



Jill Taylor, President



Elizabeth M. Pace, CEO



Annual Awareness Event & Founders Awards

Held on June 27, 2017, the event provided a venue to premiere the new One Degree public awareness campaign, focused on prevention and early intervention of alcohol and other drug use. During the reception, attendees had the opportunity to visit demonstration stations and practice conversations about substance use by interacting with virtual humans. This interactive technology was developed by Kognito. Ron Goldman, Kognito Co-Founder & CEO, presented the campaign launch and described how the power of conversations can change behavior, taking people from awareness to action. Cyrille Adam, Kognito Senior Director of Health Programs, provided demonstrations of the interactive technology used by the campaign.

The event featured former Denver Bronco and clinical social worker, Tyrone Braxton. His inspirational personal story highlighted the importance of prevention and early intervention.

Many thanks to all of our sponsors, donors, board members, attendees, speakers and staff for supporting the event to raise awareness of prevention and early intervention of substance use.

Founders Awards

The Peer Assistance Services Board of Directors created the Founders Award in 1999 to honor individuals, foundations, corporations and community organizations that have made outstanding contributions to further the agency mission.

This year awards were presented to:

Ralph Johnson, Executive Director, Colorado Veterinary Medical Association

Rick Lindsey, Former COO, MINES & Associates

Bob Mines, Founder and Chairman, MINES & Associates

Andy Volin, long-time attorney for PAS who passed away in March of 2017.

The award was presented to his family and accepted by his wife, Andi Volin.



Ron Goldman



Tyrone Braxton



Ralph Johnson



Volin Family



Bob Mines



Rick Lindsey

Congratulations 2017 Founders Award honorees!

Selected Presentations, Publications and Exhibits

Presentations

Brian Ferrans

Rocky Mountain High: Marijuana in the Workplace
National Prevention Network Conference, Buffalo 2016

Elizabeth Pace

Impaired Professional Practice—Safety Panel
Colorado Nurses Association Conference, Denver 2016

Katherine Garcia

When Caring Hurts—Compassion Fatigue in the Veterinary Community
Colorado Veterinary Medical Association Convention, Loveland 2016

Elizabeth Pace

Scope of the Problem
Memorial Hospital Nurse Leadership Training, Colorado Springs 2016

Katherine Garcia

Who's in Our Corner Webinar Series
Colorado Veterinary Medical Association, Online 2016

Carolyn Swenson, Erin Sharp, Amber Quartier
Population-Specific Clinical Tools for Screening and Brief Intervention (SBI) Poster Presentation
AMERSA Conference, Washington, D.C. 2016

Misty Aaberg, Cynthia Koenck

Under the Influence and On the Clock: Opioid Abuse in the Workplace Prevention Module
BIG SBIRT Initiative, National SBIRT ATTC, and NORC at the University Of Chicago Webinar Series 2016

Carolyn Swenson

Behavioral Health Assessment with Adolescents Panel Presentation
Colorado Safe Schools Summit, Thornton 2016

Carolyn Swenson

Talking to Adolescents and Parents About Substance Use
Hot Topics in Adolescent Health Conference, Ft. Collins 2017

Carolyn Swenson

Facing Substance Use in Rural Colorado
Colorado Rural Health Forum, Lakewood 2017

Megan Marx

Mental Health and Substance Use Parity, What You Need to Know—Panel
43rd Annual Winter Symposium, Colorado Springs 2017

Katherine Garcia,

Soraya Jallad

Alternative to Discipline Program Trends Panel Presentation

National Organization of Alternative Programs (NOAP) Conference, West Palm Beach 2017

Lynn Koenck

Nursing Peer Health

Assistance Program Overview

Colorado Student Nurses Association, Colorado Springs 2017

Maggie Loggains

Medical Marijuana and Drug Free Workplace Policies
Mesa County Workforce Center, Grand Junction 2017

Publication

Ana P. Nunes, Melissa K. Richmond, Kelly Marzano, Carolyn J. Swenson & Jodi Lockhart (2017): Ten years of implementing screening, brief intervention, and referral to treatment (SBIRT); Lessons learned, Substance Abuse, DOI: 10.1080/0887077.1362369

Exhibits

Advocates for Recovery Rally for Recovery

American Dental Association Conference

Colorado Nurses Association Conference

Colorado Organization of Nurse Leaders Conference

Colorado Student Nurses Association Conference

Colorado Behavioral Healthcare Conference

Colorado Association of School-Based Healthcare

43rd Annual Winter Symposium

National Jewish Allied Health Conference

Colorado Pharmacist Society Conference

Colorado Veterinary Medical Association Conference

Substance Exposed Newborns FASD Prevention Event

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Staff provide subject matter expertise to hospitals, employers, students, community organizations and professional associations
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Peer Health Assistance Programs

The Peer Health Assistance programs provide evaluation, comprehensive case management, referral to treatment, and monitoring services for health and mental health professionals in Colorado with substance use, mental health, and related issues. These professions include:

- Dentists
- Pharmacists
- Nurses
- Veterinarians
- Addiction Counselors
- Marriage and Family Therapists
- Licensed Professional Counselors
- Psychologists
- Registered Psychotherapists
- Social Workers

The program team increases awareness about substance use and visibility of the programs by providing presentations to professional organizations, students, and faculty groups within these professions.

PAS contracts with the Colorado Department of Regulatory Agencies for these programs, which are funded through license fees.



Colorado Nurses Association Exhibit



Program Staff with Board Secretary Jane Klein and Tyrone Braxton

SBIRT in Colorado

While the data collection for the SAMHSA SBIRT grant ended in July 2016, a no-cost extension allowed PAS and OMNI Institute to attend and present Ten Years of SBIRT: Lessons Learned at the American Public Health Association in Denver in November 2016. Staff also attended the national AMERSA conference where they presented two posters generated from data collected through the grant. Prior to the end of the SAMHSA funding, in collaboration with subject matter experts, staff developed and updated several resources including: a marijuana clinical guidance document, SBIRT pocket cards for older adults, women, and adolescents, and an older adult topic summary and literature review.

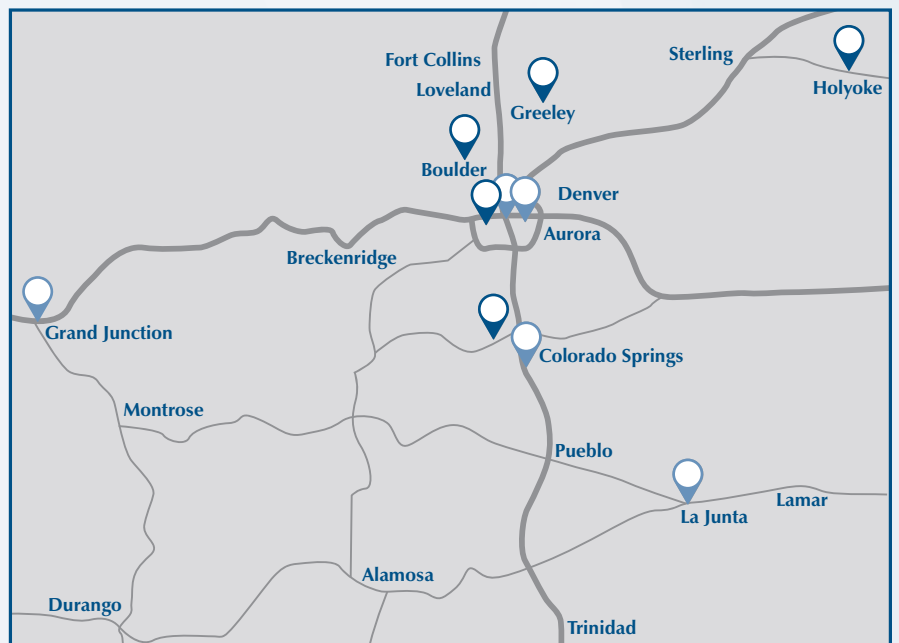
Anticipating the conclusion of SAMHSA funding in February 2017, PAS bid on and was awarded a contract with the Colorado Department of Health Care Policy and Financing to provide SBIRT training and technical assistance to health professionals. Services began in March 2017. The program provides in-person training for health professionals in each Regional Care Collaborative Organization (RCCO) region; easily accessible online interactive SBIRT training that provides continuing education credits for physicians, nurses, and social workers; technical assistance to support SBIRT implementation; development of a public awareness campaign to reduce stigma and increase help-seeking; and continued collaboration with other organizations and initiatives to promote routine early intervention to address alcohol and other substance misuse in adults and adolescents.



Online training module

SBIRT Implementation and Enhanced Public Awareness Campaign

The SBIRT in Colorado program will expand in the next fiscal year to provide SBIRT implementation in clinics in the Northeast and Southeast regions of the state; including in-depth training and long-term technical assistance to four healthcare clinics each year. This effort will be funded through a contract with Signal Behavioral Health Network, a Managed Services Organization.



SBIRT training locations

Prevention

Parents and Caregivers - One Step Ahead Program

One Step Ahead is a statewide substance use prevention program focused on increasing the knowledge and skills of Colorado parents and caregivers, in order to enhance their capacity to prevent substance use with their kids. PAS conducted a comprehensive needs assessment and strategic planning process in 2016,

to identify critical needs and opportunities for parents and caregivers throughout the state. PAS identified parents and caregivers of children ages 5-18 living in southern, southeastern and western Colorado as the highest needs population. PAS developed the following strategies for implementation starting in the fall of 2017:

- Social media campaign to raise awareness of parents and caregivers misperceptions of underage alcohol use and its health effects
- Hosting evidence-based parenting program training of trainers to increase capacity of local parenting programs
- Quarterly newsletters to educate parents and caregivers on substance use prevention topics and other youth health-related information
- Podcast series discussing relevant parent and youth prevention topics, featuring parent/youth stories and their experiences with substance use and other health-related topics
- Ongoing technical assistance and resource sharing for prevention professionals working with parents and caregivers in Colorado

Funded by the Colorado Department of Human Services, Office of Behavioral Health.

Prevention for Working Adults

The statewide Prevention for Working Adults program provides substance use prevention services and technical assistance to employers in Colorado. A statewide needs assessment of employers was conducted in 2016. The needs assessment included surveys to both employers and employees to understand current workplace prevention practices, employer readiness and engagement of prevention services, and the perceptions of substance use in the workplace. The surveys had 81 employer responses and 693 employee responses.

The needs assessment helped staff to target higher risk industries like construction, food service, accommodation and arts/entertainment/recreation. The program is focused on raising overall awareness for employers of substance use impact on the workplace and the benefits of prevention services. Staff also help employers educate employees on policies and employee assistance programs (EAP).

Staff are developing marketing materials to include EAP promotion cards, a program brochure, and an employer toolkit. A new online simulation is in development through a partnership with Kognito. The simulation will enable users to navigate a conversation about substance use with a co-worker. Staff conducted in-person substance use and health-related workshops for employers and provide policy-related technical assistance through a statewide information line.

Funded by the Colorado Department of Human Services, Office of Behavioral Health.





One Degree Campaign

The One Degree: Shift the Influence public awareness campaign was developed by Peer Assistance Services and Kognito in the winter and spring of 2016. Messaging, marketing strategies, and online simulations were created to address alcohol and marijuana use in the general population. Online simulations were developed with the intent to prepare and encourage users to constructively engage their friends, family, and other peers whom they believe may be using alcohol or marijuana in risky or unhealthy ways. The simulations were methodically scripted and then tested with diverse members of the public before being made available online.

PAS premiered One Degree: Shift the Influence at our Annual Awareness event in June 2017. Our supporters and stakeholders were impressed with the elements of the campaign and excited to see more. The campaign was launched to the public in September 2017. The launch includes a robust website, www.shifttheinfluence.org and a mobile app. The public will be directed to the website by advertising on the radio, public transportation, social media, newspapers, and journals.

Online Conversations

One Degree: Shift the Influence enables anyone with a computer or smartphone to practice having constructive, non-confrontational conversations with two virtual humans named Donna and Jordan.

Donna is drinking to cope with the stress of her divorce. Jordan's partying with alcohol and marijuana is getting in the way of his goals. App users play the role of Donna's cousin or Jordan's co-worker and select conversation options to learn how to frame questions and responses in the most effective and non-judgmental manner. These simulations prepare people to initiate real-life conversations with friends or family members, motivating them to make small "one-degree" changes in substance use to improve their health, work, relationships, and overall well-being.

Leadership

Board of Directors:

Jill Taylor, MSN, RN – *President*
 Velvia Garner, MS, RN, ANP – *Vice President*
 Jane Klein, ADN, RN – *Secretary*
 David Stuhr, RPh – *Treasurer*
 Daniel E. Burrows, Esq.
 Dana Bustos, MA, LPC
 Sara Jarrett, EdD, MS, CNS, RN
 Shelly Sandel, DVM

Staff:

Elizabeth M. Pace – *Chief Executive Officer*
 Lee Ann Aden – *Chief Finance Officer*
 Cynthia Hoskins Koenck – *Director, Operations*
 Chris Kesterson – *Program Manager, Peer Health Assistance Programs*
 Katherine Garcia – *Client Services Manager, Peer Health Assistance Programs*
 Bethany Pace-Danley – *Manager, SBIRT in Colorado*
 Carolyn Swenson – *Manager, Training and Consultation, SBIRT in Colorado*
 Brian Ferrans – *Manager, Prevention Programs*

Professional Associations and Community Participation

Advocates for Recovery
 American Nurses Association
 American Psychiatric Nurses Association
 AMERSA: Interdisciplinary Leaders in Substance Use Education, Research, Care and Policy
 Behavioral Health Transformation Council
 Behavioral Health Planning and Advisory Council
 The BIG SBIRT Initiative
 College for Behavioral Health Leadership
 Colorado Academy of Family Physicians
 Community Anti-Drug Coalitions of America
 Colorado Association of Addiction Professionals
 Colorado Coalition for Parity
 Colorado Criminal Justice Reform Coalition
 Colorado Human Resources Association
 Colorado Non-Profit Association
 Colorado Nurses Association
 Colorado Organization of Nurse Leaders
 Colorado Pharmacy Coalition
 Colorado Providers Association
 Colorado Substance Abuse Trends and Response Task Force
 Colorado Suicide Prevention Commission
 Colorado Veterinary Medical Association
 Dental Wellbeing Committee
 Employee Assistance Professionals Association, Colorado Chapter
 Faces and Voices of Recovery
 International Employee Assistance Professionals Association
 International Nurses Society on Addictions
 International Network on Brief Interventions for Alcohol and Other Drugs
 National Association for Addiction Professionals
 National Organization of Alternative Programs
 Society for Human Resource Management
 Suicide Prevention Coalition of Colorado
 Suicide Prevention Commission of Colorado – Training and Development Workgroup
 Western Colorado Human Resources Association
 Western Colorado Suicide Prevention
 Winter Symposium on Addictive Disorders, Behavioral Health and Mental Health

2016-2017 Financials*

Funding Sources

■ Office of Behavioral Health, Colorado Department of Human Services	692,509
■ Colorado Department of Healthcare Policy & Financing	721,699
■ Colorado Department of Regulatory Agencies— Health Care Boards	1,589,000
■ Colorado Department of Regulatory Agencies— Mental Health Boards	300,000
■ Donations	48,329
■ Other Income	71,704
Total Funding	3,423,241



Expenses

■ Program Services	2,434,641
■ Management & General	979,969
Total Expense	3,414,610



*Unaudited as of June 30, 2017

Donors

Thank you to our generous donors!

Addiction Research and Treatment Services	DeBord Insurance Agency, Inc.	MINES & Associates
Lee Ann Aden & Mark Tokheim	Kathy Doughty	Robin Mower
AORN	Employee Assistance Professionals Association Colorado Chapter	Ronald Naff
Dr. Jeffrey & Deborah Bailey Astroth	Lola & Red Fehr	Network for Good
Dr. Kerry Broderick	Brian Ferrans	Marilyn Newell
Dan & Rachel Burrows	Deborah Finnell	National Jewish Health
Dana Bustos	Katherine Garcia	OMNI Institute
Capitol Success Group	Vel Garner	Elizabeth Pace
Ed and Colleen Casper	Harmony Foundation	Bethany Pace-Danley
CeDAR	Highlands Behavioral Health	Andrew Romanoff
Centennial Peaks Hospital	Health Management Associates	Dr. Shelly Sandel & Dr. Bill Henry
Centura Health	Dr. Sarah Hopfenbeck	Signal Behavioral Health Network
Cherry Creek Benefits	Home Care of the Grand Valley	Sobriety House, Inc.
Pat Coan	Laura Jacob	Southern Colorado Society of Hospital Pharmacists
Colorado Advanced Practice Psychiatric Nurses (CNA SIG 31)	Cathy Jarvis	Pat Steadman
Colorado Dental Association	Collis Johnson	Rachel Steffl
Colorado Nurses Association	Chris Kesterson	David Stuhr
Colorado Nurses Foundation	Jane & Annie Klein	Carolyn Swenson
Colorado Physicians Health Program	Cynthia & Lynn Koenck	Jill Taylor & Robert Cartmell
Colorado Veterinary Medical Association	Michael and Barbara Kullas	TRIAD EAP
Colleen Corte	Sharon Marks	USW 920 Local Colorado Professional Staff Chain Pharmacists
Creative Treatment Options	Thomas McLellan	Andrea Volin
Crossroads' Turning Point, Inc.	Bonnie Merenstein	Harvey & Roberta Volin
Jon Danley	Metro Crisis Services, Inc.	Miriam Weil
Mary Davis	MidWestOne Bank	West Pines Lutheran Medical Center
Davis, Graham & Stubbs, LLP	MileHi Integrations, LLC	

*dedicated to quality, accessible prevention
and intervention services in workplaces
and communities, focused on substance
use and related issues*

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www.PeerAssistanceServices.org

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