



Date:

Friday, September 22
8:30 a.m. - 12:30 p.m.

Place:

Capital Area Human Services
4615 Government Street
Bldg. 2, Room 200
Baton Rouge

Pre-register now at:

[http://realhelpbr.com/
Facing-Addiction-Training/](http://realhelpbr.com/Facing-Addiction-Training/)

Facing Addiction

Community Organizing, Messaging and Advocacy Training

Overview: A free, three-hour Community Training Initiative conducted by *Facing Addiction* Director of Outreach and Engagement, Michael King, will be held in Baton Rouge on Friday, September 22. Capital Area Human Services was selected in a competitive process to implement the grassroots based *Facing Addiction* initiative for Baton Rouge.

The training is open to individuals from non-profit organizations, neighborhood groups, health care professionals and providers, faith communities, law enforcement, judicial and legal services personnel, outreach service providers, individuals in recovery, and volunteer advocates.

About *Facing Addiction* and the Baton Rouge Initiative

Facing Addiction is a national non-profit organization focused on developing best practices to address the issues of substance use and abuse in the region. King has conducted numerous grassroots campaigns on local, regional and national levels.



Michael King

The training on September 22 is part of a three-phase initiative being held in 15 cities across the country.

Participants will gain information on:

- Community organizing
- Policy Matters
- Message Training
- Social Media

The initiative calls for a grassroots campaign to develop strategies, secure funding, train citizens to become advocates, and to raise awareness about addiction. The campaign is now being waged in three stages: 1) building the advocacy base, 2) training advocates, and 3) launching the community-wide campaign scheduled for January 2018.



Facing Addiction

For more information: Jan Laughinghouse, PhD., LCSW, at Janzlean.Laughinghouse@la.gov
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Join us to
help make a
difference
in the Baton
Rouge Region