

WHEN

Tuesday, August 4th,
2009

WHERE

Sonoma County
Transportation and
Public Works Building
La Plaza
Training Room A212
2300 County Center Dr.
Santa Rosa, CA 95404

TIME

Registration begins at
8:30 am; Training from
9:00 am—3:30pm

6 CEU's for LCSW, MFT
and AOD Counselors

BBSE Provider #2190
CAADAC Provider
#4N-08-923-0610

Sponsored by:
Center for Applied
Research Solutions
(CARS)

Hosted by:
Sonoma County
Department of
Health Services -
Prevention and Planning

Recruitment and Retention: Culturally Appropriate Strategies *Facilitated by Rocco Cheng Ph.D.*

Workshop Description

Effective recruitment and retention strategies are critical to ensuring successful programs. Achieving strong participation rates is often challenging for prevention providers; this is particularly true when agencies are providing new services or outreaching to new communities or populations. This workshop is intended to assist programs by highlighting applied strategies for increasing outreach success and participant engagement. Both proactive and reactive recruitment strategies will be discussed as well as social marketing techniques and a number of retention strategies. The workshop will have a particular emphasis on parent participation strategies and culturally appropriate techniques for facilitating participation. Additionally, there will be time allocated for group discussion and small group activities and networking to identify current successes and challenges that grantees are experiencing in regards to recruitment and retention. Please come prepared to discuss specific issues and challenges as this will aid us to better support your requests and answer your questions.

About the Presenter

C. Rocco Cheng is Corporate Director of Prevention and Early Intervention Services at Pacific Clinics, a leading nonprofit behavioral healthcare provider in Southern California. He is responsible for planning and coordinating PEI services for various ethnic and age groups in the Clinics' five-county service area.

A licensed clinical psychologist since 1996, Dr. Cheng has worked as a crisis counselor, team leader, project coordinator and program director. At the Asian Pacific Family Center, a division of Pacific Clinics, he directed programs on mentoring, parenting and gang awareness, as well as several prevention projects aimed at reducing substance abuse, HIV, youth violence and gang affiliation.

Through his career Dr. Cheng has kept a strong interest in working with immigrant youths and their families. For five years he led a small team who trained more than 1,500 Chinese adults in parenting skills. Considered the most successful project of its kind, it prompted invitations for him to speak at numerous national conferences. Dr. Cheng also maintains a special interest and expertise in working with "parachute kids" – young people who come to the U.S. to study without their parents. Dr. Cheng is also very interested in the spiritual aspect of prevention at all levels.

Register online by clicking the link below or FAX registration form

<http://www.mypreventioncommunity.org/event/rsonoma>

**Safe and Drug-Free Schools and Communities
Technical Assistance Project
Workshop-By-Request**



Center for Applied Research Solutions

923 College Avenue, Santa Rosa, CA 95404

Phone: 707-568-3800

Fax: 707-568-3810



Registration Transmission

DATE:

TO: Maria Traylor

FAX: 707-568-3810

SENDER: _ _

SUBJECT: SDFSC TA Workshop-By-Request

Recruitment and Retention: Culturally Appropriate Strategies August 4th, 2009, Sonoma County

Pages: 1 total

**Please submit your registration at least 7 days prior to the workshop date.
Please fax request to (707) 568-3810 or contact Maria Traylor at (707) 568-3800**

Name: _____	Title: _____
Organization: _____	County: _____
Address: _____ _____	City: _____
Zip: _____	Email: _____
Phone: _____	Fax: _____

Thank you for submitting your registration! We will contact you shortly.