



LAKE COUNTY COMMUNITIES THAT CARE

Substance Use Prevention

COALITION STRATEGIC PLAN 2017-2020

May 2017

Our efforts are funded through the Department of Health and Human Services Substance Abuse and Mental Health Services Administration Drug-Free Communities (DFC) Support Program. District 10 Health Department serves as the fiduciary agency.

Coalition History and Background

The Lake County Communities That Care Coalition was established in 2013 with the purpose of reducing youth substance abuse by reducing risk factors and increasing protective factors.

Our Vision: Communities where the healthy choice is the easy choice.

Our Mission: Build successful partnerships to create, initiate, and promote healthy lifestyles within our community.

The overall goal of the coalition is to reduce substance abuse, increase community education on alcohol, tobacco and other drugs; and create healthy opportunities for youth and their families.

Planning Process

Development of this plan was facilitated by Kori Bissot of KWB Strategies over three planning meetings during Spring of 2017. On the first day of planning the group began by reviewing the history of the coalition and reviewed data to support risk factors previously prioritized. The group then reviewed local data available to inform the substance abuse problems among Lake County youth. Data review included results from the Lake County Communities that Care Survey 2014 and 2016 with an overview of youth substance use rates followed by more in-depth review for the top drugs of abuse, including alcohol, tobacco, marijuana and prescription drugs.

The coalition prioritized the following substance use problems based on data reviewed and stakeholder input:

- Alcohol use among youth leading to use of other drugs. In 2016, almost half (46.3%) of Lake County students reported having ever used alcohol and one-fifth (20.9%) reported recent use.
- Two-fifths (42%) of Lake County Students report having ever used marijuana with an average age of 1st use at 13.
- Too many youth misuse over-the-counter drugs due to it being easy to get.
- Too many pregnant teens smoke.

The group then reviewed data related to the risk factors that had been prioritized in a previous planning process, including:

- Family Conflict
- Favorable Attitudes Toward Drug Use
- Early initiation of Anti-Social Behavior
- Interaction with Anti-Social Peers

The group confirmed that these risk factors remain the priority issues that they wish to target with interventions. The group then discussed local conditions making it more likely for Lake County youth to experience these risk factors. A vote was taken to assist the group in prioritizing which local conditions should be included for targeted interventions within the strategic plan.

The coalition met for the 2nd planning session in March 2017 to develop strategies. The group began by discussing the most effective role of a coalition and the importance of evidence-based prevention. Following this, they identified potential strategies to address each prioritized local condition. Following this meeting the coalition conducted an on-line survey of membership to collect input on the importance of each possible strategy. Results of the survey were compiled for presentation at the 3rd planning session.

The coalition reconvened in April for the 3rd planning session to finalize strategies for inclusion in the strategic plan based on membership survey results. In addition, the group developed measurable goals and objectives to monitor progress and success of strategic plan implementation.

Acknowledgements

Preparation of this plan was a community effort with representation from numerous community members and organizations committed to supporting the coalition in addressing substance abuse in Lake County.

The following provides a list of community members who have actively supported the development of this strategic plan. Special thanks to all those who contributed their time to this effort.

- ❖ Aaron Tubergen, Trooper, Michigan State Police
- ❖ Craig Cooper, Lake County Prosecuting Attorney
- ❖ Dan Thomas, Trooper, Michigan State Police
- ❖ Diane Smolinski, Community Member
- ❖ Faith Thomas-Jones, Great Start Collaborative
- ❖ Garrett Salters, Trooper, Michigan State Police
- ❖ Jamey Forman-Family Health Care
- ❖ Jen Hansen, District Health Department #10
- ❖ Jen Heiney, Pompeii's Pizza, Owner
- ❖ Joan Runnels, Lake County Commissioner
- ❖ Julie Knoop, Department of Health & Human Services
- ❖ Kim Loop, Lake County Juvenile Court
- ❖ Quran Griffin, District Health Department #10
- ❖ Scott Lombard, Reed City Spectrum Health
- ❖ Shawn Washington, Community Member
- ❖ Sheriff Richard Martin, Lake County Sheriff
- ❖ Stephani VanDerKooi, Lakeshore Regional Entity
- ❖ Stewart Nasson, Guidance Counselor, Baldwin Community Schools
- ❖ Dr. Stiles Simmons, Superintendent, Baldwin Community School

Prioritized Goals:

1. Reduce the percent of Lake county students reporting **ever having used alcohol** by 25% (from 46.3% to 34.7%) by 2022.
2. Reduce the percent of Lake county students reporting **recent use of alcohol** by 25% (from 20.9% to 15.7%) by 2022.
3. Reduce the percent of Lake county students reporting **ever having used marijuana** by 20% (from 42.0% to 33.6%) by 2022.
4. Reduce the percent of Lake county students reporting **misuse of over-the-counter** drugs (establish baseline).

Prioritized Risk Factors: Family Conflict

FAMILY CONFLICT: Half (50.8%) of Lake County students scored at-risk for Family Conflict in 2016.

Objective 1: Reduce the percent of Lake County students scoring at-risk for *Family Conflict* by 25% by 2022 (from 50.8% to 38.1%).

STRATEGIES:

A. Help families meet basic needs by improving their ability to navigate systems and access community resources:

1. Provide educational opportunities for parents to learn financial skills:
 - Promote and support teaching families to make meals on a budget (MSU extension);
 - Expand and promote existing educational opportunities on financial education and navigation; and
 - Offer evening classes for skill development.
2. Develop and promote a comprehensive service directory with basic info about services and contact information to assist families in accessing resources.
3. Establish a 'Pathways to Potential' program to support a Department of Health and Human Services (DHHS) worker in the school to assist families with addressing basic needs.
4. Ensure effective use and coordination of existing community services, including improving referral processes within and between agencies.
5. Partner with the faith-based community to reach community members and support families in accessing resources and services.

B. Address the emotional needs of youth and provide opportunities for youth to build relationships with a positive, trusted adult who cares about them:

1. Support youth through mentoring and life-coaching programs.
2. Establish a community-wide and organized youth sports league and/or youth programs that provide a positive coach or mentor.

C. Support parents in developing parenting skills:

1. Provide parent education opportunities to learn parenting skills:
 - Promote and enhance parenting education and guest speaker opportunities;
 - Community-wide training/events on parenting skills;
 - Parenting support groups; and
 - Support families of youth who have been, or are at risk, of being suspended.

D. Address the special needs of teen parents:

1. Reestablish the Teen Pregnancy Prevention Program (TPPI).
2. Develop a program for teen moms modeled after the Michigan Youth Opportunity Initiative (MYOI) which supports teen foster kids transitioning to adulthood.

Prioritized Risk Factors: Favorable Attitudes Toward Drug Use

FAVORABLE ATTITUDES: One-third (34.3%) of Lake County students scored at-risk for *Favorable Attitudes Toward Drug Use* in 2016.

Objective 2: Reduce the percent of Lake County students scoring at-risk for *Favorable Attitudes Toward Drug Use* by 25% by 2022 (from 34.3% to 25.7%).

STRATEGIES:

A. Raising awareness of the risks of drug and alcohol use:

1. Develop and distribute social media messaging on risks.
2. Raise awareness among parents and people who work with youth on how to identify and respond to drugs and paraphernalia (e.g. tall cop, top secret project, parent presentations).
3. Support expansion of the TEAM Program within schools for law enforcement to provide prevention education to students.
4. Promote the “TalkSooner” marketing campaign and app to help parents talk to their kids about drug risks.

B. Promote a community norms that you can have fun without alcohol or other drug use:

1. Establish a youth drop-in center with positive activities for teens.
2. Provide positive fun activities for youth by partnering with community organizations and volunteers (explorative opportunities, hobby classes, 4H continuation/expansion etc.).
3. Provide/Promote fun and drug-free activities for families.
4. Work to reduce parents providing alcohol to minors or allowing underage drinking.
5. Promote responsible marketing practices and youth-friendly alternatives at community events with alcohol.

Objective 3: 100% of pregnant teens in Lake County will report they understand the risks of smoking while pregnant.

STRATEGIES:

A. Educate pregnant teens on the harms of smoking while pregnant on their baby:

1. Support organizations that work with pregnant teens to provide information on the risks of smoking while pregnant, to encourage and support quitting tobacco and marijuana use during pregnancy.
2. Support efforts to increase availability of medical services locally with a focus on ob/gyn and pediatric.

Prioritized Risk Factors: Anti-Social Behavior

ANTI-SOCIAL BEHAVIOR: Two-thirds of Lake County students scored at-risk for *Early Initiation of Anti-Social Behavior* (67.2%) and for *Interaction with Anti-Social Peers* (68.7%) in 2016.

Objective 4: Reduce the percent of Lake County students scoring at-risk for *Early Initiation of Anti-Social Behavior* by 35% by 2022 (from 67.2% to 43.7%).

STRATEGIES:

A. Support youth to prevent suspensions:

1. Incorporate mindfulness activities within the school to support youth in regulating behavior.
2. Start a Baldwin High School Welcoming Committee (thru existing groups like student council) to support new students' mid-year in getting acclimated.
3. School to Justice Partnership; develop a local board and start participating in the state-wide initiative.

B. Support parents working positively with schools to reduce suspensions:

1. Establish parent ambassadors/liasons to serve as a bridge to help parents work with the schools and to help parents access resources and take-part in opportunities.
2. Collaborate to support school efforts to positively engage with youth and families (e.g. dinner events, reward program, etc.).

Prioritized Risk Factors: Perceived Availability of Drugs

AVAILABILITY OF DRUGS: Almost one-fourth (23.4%) of Lake County students scored at-risk for *Perceived Availability of Drug* in 2016.

Objective 5: Decrease the percentage of youth reporting it is easy to get prescription or over-the-counter (OTC) drugs for misuse (must establish baseline).

STRATEGIES:

1. Educate parents on responsible storage, monitoring and disposal of OTC and prescription medications in the home.
2. Conduct take-back events for prescription and over-the-counter (OTC) medications on-site at targeted locations such as retirement homes.
3. Assess current practices for businesses selling commonly abused over the counter (OTC) medications and encourage placement that reduces likelihood of theft and responsible sales practices for minors.

Objective 6: Decrease the availability of illicit drugs in the community (establish baseline).

STRATEGIES:

1. Provide opportunities for residents to dispose of illegal substances without legal repercussions, such as ‘Amnesty Bins’ and the ‘Angel Program’ at local law enforcement agencies for disposal of heroin.