

Oceana Leads

STRATEGIC PLAN 2017-2021

September 2017

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Coalition History and Background

Oceana Leads, the Oceana County substance abuse prevention coalition, was created to bring community members and stakeholders together to work collaboratively to prevent youth substance abuse. The coalition is a comprehensive community effort that will ensure that prevention efforts are working together in the most effective and targeted way to address local substance abuse issues.

Oceana Leads first united in April of 2016 to begin building a local, community owned strategic plan. The strategic plan was completed over a course of three meetings from April 2016 to the end of October 2016. During the course of the planning process a mission statement was developed and priority areas were identified along with strategies to address those priorities. The strategic plan will guide the coalition in working collectively to address our locally identified priorities.

Planning Process

Development of this plan was facilitated by Kori Bissot of KWB Strategies over three planning meetings during April, September, and October of 2016. On the first day of planning the coalition began by developing the mission statement to guide the planning process and support the coalition in sustaining focus over the next five years.

Mission Statement: To achieve a measurable reduction in youth drug and alcohol use by empowering our community to embrace and engage in effective, local, data-driven strategies.

The group reviewed local data available to inform the substance abuse problems present in Oceana County. Data review included data from the Oceana County Michigan Profile for Healthy Youth (MiPHY) 2014 and 2016 results along with state and national comparisons provided from the Youth Risk Behavior Survey conducted by the Centers for Disease Control and Prevention (CDC). Data review included 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 problem statements based on data reviewed and stakeholder input:

- **Early Initiation of Alcohol Use:** 37.3% of Oceana County High School students report having drunk alcohol in their lifetime with an average age of 1st use being 13.4. (Source: MIPHY 2016)
- **Early Initiation of Marijuana Use:** Almost one-fifth (19%) of high school students report having “ever used” marijuana, with an average age of 1st use being 13.5 years. (Source: MIPHY 2016)
- **Increase in opiate overdoses and deaths**

The group then began working to identify potential intervening variables for each of these problem areas based on further data review and stakeholder input. Based on this work the facilitator compiled recommendations to guide further data collection to assist the coalition in more fully understanding the local conditions contributing to these problem areas.

Between the April and September meeting a dedicated committee met to collect data to inform planning based on priorities established at the first planning meeting in April. In September of 2016, the full coalition reconvened to review this data and prioritize intervening variables and local conditions to target with interventions.

In October 2016, the coalition reconvened for the third planning session to brainstorm and prioritize strategies for inclusion of the strategic plan. At the subsequent coalition meeting in December 2016, measurable goals

and objectives were developed to assist the coalition in monitoring progress and success of strategic plan implementation.

Acknowledgements

Preparation of this plan was a community effort with representation from numerous community organizations committed to supporting the coalition in preventing substance abuse in Oceana County. Special thanks to all those who contributed their time to this effort.

Name	Organization
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Bruce Vanderhoef	Choices West
Carrie Morrison	Mercy Health and Affinia Health
Catalina Burillo	Mercy Health Project
Chad Coppess	Grace Adventures
Cindy Vinke	Oceana Family Court
Craig Mast	Oceana County Sheriff Department
Dan Leimback	Hart Police Department
Dan Thomas	Michigan State Police
Ellen Plummer	West Michigan Community Mental Health
Erika Fatura	Pentwater Public Schools
Eva Berumen	Oceana Hispanic Center
Jen Hansen	District Health Department #10
Jen Sill	Oceana Family Court
Jon LaMaire	Grand Rapids Red Project
Juan Salazar	Hart Police Department
Karen MacWilliams	Lakeshore Medical Center-Shelby
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Katie Jourdan	Shelby Adolescent Health Center, TOPPC
Katie Miller	Mason County Substance Abuse Prevention Coalition
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Mary Marshall	Pentwater Public Schools
Matt McDonald	Hart High School
Mike Hooper	Oceana Family Court
Nathan Chamberlein	True North Services/Project Focus
Nicole Flores	Northwest Michigan Health Services Inc.
Paul Minnick, D.O.	Lakeshore Medical Center Shelby Family Practice
Philip Santellan	The Ladder Community Center
Quran Griffin	Lake County Communities that Care Coalition
Scott Karaptian	Pentwater public Schools
Stephanie Vanderkooi	Lakeshore Regional Entity

Prioritized Goal Area: Alcohol and Marijuana

GOAL 1: Reduce the percentage of high school students reporting having used alcohol at least once by 40% (from 37.3% to 22.4%) and the percentage of high school students reporting having used marijuana at least once by 10% (from 19% to 17%) by 2021.

Objective 1.1: Reduce the percent of high school students who report it would be ‘sort of easy’ or ‘very easy’ to get alcohol by 25% by 2021 (from 55% to 41.25%).

STRATEGIES:

- Educate parents and older peers of legal age on social host laws and the consequences of providing alcohol to minors by conducting a social marketing campaign.
- Support law enforcement in identifying, preventing and responding to underage parties with alcohol.

Objective 1.2: Reduce the percent of high school students who report it would be ‘sort of easy’ or ‘very easy’ to get marijuana by 5% (from 42% to 39.9%) by 2021. (Source: MIPHY 2016)

STRATEGIES:

- Raise awareness of the legal consequences and health risks with marijuana use and the legal implications of adults providing marijuana to minors.
- Empower youth to speak up and be leaders through peer education.
- Encourage peer reporting through the anonymous Okay2Say tip line.
- Research effective local ordinances and advocate for better laws that close loop holes and increase financial consequences to prevent diversion of medical marijuana to youth.

Objective 1.3: Increase the percentage of high school students who report their parents or other adults in their family have talked to them about what they expect them to do or not do when it comes to alcohol and other risky behaviors by 10% (from 77.9% to 85.7%) by 2021. (Source: MIPHY 2016)

STRATEGIES:

- Support parents with information and tools to have effective conversations with youth regarding alcohol and marijuana use.
- Support parents to monitor their teens, educate on the health risks, and communicate no-use messages and follow through with consequences.
- Provide education to parents and empower them to identify and respond to youth alcohol or marijuana use.
- Encourage parents to know who their teens’ friends are and who they are spending time with.
- Increase community engagement through positive, family-friendly community events and opportunities.
- Teach peer refusal and leadership skills to support youth in resisting peer pressure.

Objective 1.4: Increase the percentage of high school students who perceive smoking marijuana once or twice per week is “moderate” or “great risk” by 5% (from 53% to 55.7%) by 2021. (Source: MIPHY 2016).

STRATEGIES:

- Educate teens on the risks of marijuana use; incorporate life experiences as an educational piece.
- Support schools in providing the Michigan Model alcohol and drug components within the middle school.

Prioritized Goal Area: Opiate Related Death and Overdose

GOAL 2: Decrease opiate related overdoses by 10% (from 125 to 113) by 2021. (Source: Lakeshore Mercy Health Hospital 2016)

Objective 2.1: Reduce the rate of opiate prescriptions written in Oceana County by 15% by 2021 (from 14,393 per 10,000 residents to 12,235).

STRATEGIES:

- Determine the ages for highest prescribed.
- Establish a multi-disciplinary team to prevent over-prescribing and provide a supportive environment to all healthcare providers.
- Encourage community reporting through an anonymous tip line for reporting issues related to opiate abuse or diversion.
- Work with healthcare providers to establish a treatment assessment to reduce long-term abuse.

Objective 2.2: Increase the number of organizations training citizens with Naloxone in Oceana County from 0 to 2 by 2021.

STRATEGIES:

- Promote education on Naloxone within the community and how to obtain it to decrease the negative stigma surrounding Naloxone use.

Objective 2.3: Increase community awareness of the risks of prescription opiates. (Baseline data needed)

STRATEGIES:

- Expand the Young Adult Survey to ages 18 to 45 to collect baseline data.
- Enhance patient education on the risks of sharing or selling prescription medications, the importance of proper disposal/storage and that NOT finishing prescription painkillers is an option.
- Raise awareness of alternative pain management strategies.

Objective 2.4: Increase the number of people receiving behavioral health services in Oceana County by % (from 737 to) by 2021. (Data Source: West Michigan Community Mental Health 2014-2015)

TBD

STRATEGIES:

- Raise awareness of available behavioral health treatment options.
- Help to maintain a recovery coach program.
- Support healthcare systems in establishing consistent behavioral health screenings and making appropriate referrals.
- Promote positive community messaging to reduce the stigma of addiction and encourage people to seek treatment.
- Assess current barriers to services and how to navigate around them.
- Monitor changes to Affordable Care Act and address shortfall.

