



Allegan Substance Abuse Prevention Coalition (ASAP) Strategic Plan

Approved on June 7, 2012

Mission Statement:

“Uniting the community to identify and solve substance abuse issues”

Rationale

The Allegan County Substance Abuse Prevention Coalition is a tool to unify county substance abuse prevention efforts in order to maximize the impact of available resources with the ultimate goal of reducing youth substance abuse.

Coordination of prevention initiatives creates opportunities for agency partnering, promotes data driven and outcome based program planning and implementation, increases program accountability, and places our community in a stronger position to secure competitive grants.

The Allegan Substance Abuse Prevention Strategic Plan was created in 2012 to reflect goals and objectives based on the 2009/2010 Michigan Profile for Healthy Youth school based student survey.

Acknowledgements

Preparation of this plan was a community effort with representation from various agencies: local government, civic and volunteer groups, healthcare professionals, law enforcement, schools, and parents.

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- ❖ Nikki Barth, Allegan CMH, Pro Youth Advisor
- ❖ Heidi Denton, Allegan CMH, ASAP Chair
- ❖ Dr. Rik Tooker, ASAP Prescription Drug Subcommittee Chair
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Alcohol

Goal 1: Reduce the number of 9th & 11th grade students that report having ever used alcohol

Objective 1: Decrease youth perception that underage alcohol use is acceptable as measured by the following indicators:

Objective 1A: By 2014 reduce the % of high school students that report they believe more than half the students in their grade drank in the last month by 10%

Strategies:

- Provide accurate non-use statistics of alcohol among youth
 - Work with the PAL's teachers to educate the PAL's regarding accurate numbers
 - Encourage middle & high school health teachers to incorporate accurate statistics into their curriculums
 - Partner with faith based youth groups such as Fellowship of Christian athletes, etc.
 - Partner with Pro Youth team to encourage fun activities that encourage fun without using alcohol
- Provide information via media campaign
 - Work with students to create PSA's to broadcast at their schools and other local media outlets
 - Create social media templates to post on facebook pages, www.talksooner.org, twitter, and to send via text messages

Objective 1B: Increase the % of high school students who report that parents think it would be wrong or very wrong for them to drink by 5%

Strategies:

- ASAP will work with the courts regarding the diversion/MIP penalties to mandate parents to participate in the process with their child
 - Work with juvenile court and judges to increase parental involvement in the MIP process by including a community service mandate as well as increasing the fines
 - Parents of MIP ticketed youth can be mandated to participate in a Victim Impact Panel
- Create a Media Campaign that focuses on "cool parents" who don't allow youth to use in their home and promotes:
 - Parents communicating rules up front when youth are present in their home
 - Parent pledges to supervise youth in their homes including a sticker or decal of some kind on their front door

- Explore the feasibility of local insurance companies offering discounts on homeowner policies if parents participate

Objective 2: Reduce the % of 9th & 11th grade students that report it would be easy/very easy to get alcohol by 10%

Strategies:

- Provide information to retailers that incorporate the penalties for providing to minors
- Explore the feasibility of creating a local website and texting tip line to be used for anonymous tips such as: Youth texting tip (CASE= Community Action Safety Enforcement), Community- real time website with crime info/text tips (crimereports.com)
 - Promote these programs through business cards and websites
- Encouraging parents to lock up alcohol in their home or remove it all together

Objective 3: Decrease the % of high school students that report “no risk” to “moderate risk” for binge drinking by 5%

Strategies:

- Consequences of binge drinking:
 - Encourage middle & high school health teachers to incorporate short and long term consequences of alcohol use into their curriculums
 - Encourage coaches to educate their athletes on the effect of alcohol on their peak athletic performance
 - Training for ASAP members on how to do social marketing around long term organ damage/medical issues
 - Partner with suicide coalition to address any concerns that arise and to raise awareness of substance abuse related concerns
 - i.e. Coping mechanisms instead of drinking
- Promote the benefits of leading a healthy lifestyle
 - Attend community events and health fairs to encourage positive lifestyle choices such as “walk the track” type of events etc.
- Raise awareness of the social consequences:
 - Before/after photos of long term drinkers
 - STI/Pregnancy as a result of intoxication
 - Destroyed relationships (friends, significant others)
 - Bad reputation when you drink as a minor
 - Alcohol poisoning- unintentional consequences related to binge drinking

Marijuana

Goal 2: Reduce the number of High School students that report having ever used marijuana by 5%

Objective 1:

- a. Reduce the % of High School students that report it would be “sort of” or “very easy” to get marijuana by 5%

Strategies:

- Ensure that card carriers and care takers do not provide marijuana to youth:
 - Connect with Drug court or other groups to find out where they first report getting marijuana
 - Promote the legal consequences of parents providing to youth
 - Promote the particulars of the medical marijuana law
 - Promote the proper securing of medical marijuana by card carriers
 - Deglamorize the use of marijuana
- Reduce the ease of non-legal growing and manufacturing of marijuana:
 - Educate parents & other adults on how to identify marijuana and marijuana plants
 - What to do when they find it
 - How to identify marijuana for property owners, farmers, etc

Objective 2:

- a. Reduce the % of High School students that report marijuana use to be “no risk” or “slight risk” by 5%

Strategies:

- Increase awareness of the health risks of marijuana:
 - Medical consequences; education on the risk to lungs etc
 - Flood the schools with speakers and info on marijuana
 - Long term consequences education to schools
 - “Opposite approach”- educate on the successes of a person that didn’t use vs. a person that did
 - Consequences such as suicidal tendencies, STD’s
 - Media campaign flooded with info. on the health risks of marijuana and promoting parents talking to their kids face to face and electronically
- Increase awareness of the legal consequences for marijuana use:
 - Work with law enforcement to report incidence of marijuana use along with alcohol in OWI reports
 - Educate on what the consequences are for possession & use when driving under the influence of marijuana

- Educate card carriers/parents on legal consequences of providing marijuana to youth
 - Provide MDCH with an educational summary to send to card carriers about the potential harm for using medical marijuana in the presence of children
- Promote accurate statistics to correct the inaccurately inflated perception of peer marijuana use:
 - Educate youth on the “most don’t concept”
 - Raise visibility of the social consequences of marijuana use
 - Future consequences on career choices
 - Impaired athletic ability
 - Lower grades
 - Mental health issues
 - Social stigma-focus on specific target audiences

Goal 3: Maintain the coalition’s ability to respond to other drug problems as necessary.

Methamphetamine:

Objective: Keep youth use of methamphetamine low

Strategies:

- Monitor trends among youth & respond if this becomes a problem
- Monitor, report and respond appropriately if meth labs increase

Emerging Drug Trends:

Objective: Ensure that new drug issues (e.g. Synthetic drugs) do not become a problem with Allegan County youth

Strategies:

- Monitor trends and inform the community as needed
- Keep schools and parents informed on what to watch for with the trends

Tobacco:

Objective: Decrease % of youth who report easy or very easy access to tobacco

Strategies:

- Ensure that tobacco retailers do not sell to minors by conducting law enforcement compliance checks and promoting & educating retailers on responsible tobacco retailing practice
- Include tobacco prevention messaging in all alcohol campaigns etc.