



**Ottawa County Substance Abuse Prevention Coalition  
Five Year Strategic Plan  
2010-2015**

**Rationale**

The Ottawa 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.

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## Marjuana

**Goal:** Reduce the percentage of youth reporting current use of marijuana by 10% (from 14.4% to 13.0%)

**Objective1:** Reduce the percentage of youth reporting it is sort of/very easy to get marijuana by 5% (from 35.7% to 33.9%)

### Strategies:

- Ensure that the community is aware of the consequences for distributing marijuana and increase visibility of enforcement activities.
- Advocate for effective child protective service policies that address the provision of marijuana to youth by their parents.
  - Explore and review current practices.
  - Promote strengthening of policy if deemed appropriate.
- Increase enforcement that will limit youth opportunity to purchase or abuse marijuana.
  - Work with schools to have closed campus during lunch hours to reduce the likelihood of youth using marijuana during school hours.
  - Increase visible presence of school resource officers in school parking lots.

**Objective 2:** Increase the percentage of youth reporting that using marijuana once or twice has moderate or great risk by 10% (from 43.2% to 47.5%)

### Strategies:

- Increase community recognition of the legal consequences of marijuana use and possession.
  - Expand distribution of *"Your Choice: Your Consequences: what you need to know about marijuana."*
  - Partner with law enforcement agencies to ensure consistent enforcement when a youth is caught using Marijuana.
- Debunk the Myths: Educate youth on the harmful effects of marijuana.
  - Impact on athletic performance.
  - Effect on the brain and ability to learn
  - Impaired driving ability
  - Address the issue of 'medical' marijuana
- Educate teachers and parents on the signs/symptoms of someone who is high on marijuana.
- Promote comprehensive school policies to address student codes of conduct for athletic programs and other extra-curricular activities.

**Objective 3:** Increase the percentage of youth accurately reporting marijuana use by 'kids in their grade in the last 30 days' by 10% (from 39% to 42.9%)

### Strategies:

- Conduct a social marketing campaign to correct youth's inaccurately high perception of peer marijuana use.
- Engage area SADD and other high school groups to promote the message that most of their peers do not use marijuana.

## Age of Onset

**Goal:** Reduce the percentage of youth initiating alcohol, tobacco, or marijuana use before the age of 15 by 10% (alcohol from 31.65 % to 28.49%, marijuana from 15.29% to 13.77%, tobacco from 19.76% to 17.78%).

**Objective 1:** Decrease the percentage of youth scoring at-risk for poor family management practices by 10% (from 29% to 26.1%)

### Strategies:

- Promote the 5 Strengthening Families Protective Factors and support the work of the Child Maltreatment Prevention Plan.
- Encourage parents to have conversations with their children and set clear expectations regarding alcohol and other drugs.
- Promote opportunities and resources for families to learn about positive family management.

**Objective 2:** Increase the percentage of youth reporting that they have opportunities for pro-social family involvement by 5% (from 84% to 88.2%)

### Strategies:

- Increase opportunities for positive activities for families to do together in their community.
  - Promote awareness of existing opportunities among families and people who work with families.
  - Establish partnerships to expand, enhance, or reduce barriers for opportunities.
- Partner with OSAP Parent Coalition members to increase pro-social involvement.

**Objective 3:** Increase opportunities for youth to develop positive coping skills.

### Strategies:

- Identify and promote current opportunities for early learning of positive coping skills.
- Encourage existing youth groups to incorporate youth coping skills into their programming.
- Train youth professionals on how to identify youth experiencing life stressors and how to assist them.

## Prescription Drugs

**Goal:** Reduce the percentage of youth reporting misuse of prescription drugs at least once in their lifetime by 5% (from 13.5% to 12.8%).

**Objective 1:** Increase the percentage of youth reporting that misusing prescription drugs occasionally has moderate or great risk by 10% (from 80.4% to 88.4%)

### Strategies

- Raise youth awareness of the risks associated with misuse of prescription medication
  - Engage health care providers to inform youth patients and their parents on misuse potential for prescriptions being prescribed and risks associated with sharing medication with a friend.
  - Educate parents and people who work with youth on the health risks of misusing prescription medication and encourage them to talk to youth about the risks.
- Increase community knowledge of the legal consequences for possession/misuse of prescription medication
  - Research and clarify the legal consequences related to prescription misuse.
  - Establish an ad-hoc committee with law enforcement agencies to develop and promote adoption of consistent enforcement policies and procedures.
  - Inform the community on legal consequences and promote visibility of enforcement activities.
- Ensure that schools have appropriate policies in place and that they are enforced.
  - Encourage schools to educate youth and parents on their policy regarding prescription medication possession by youth
  - Provide schools with a tool-kit and support to train school personnel to identify possession of prescription medications and identification that someone is high on prescription drugs

**Objective 2:** Reduce the percentage of youth reporting sort of/very easy access to prescription medication not prescribed to them by 10% (According to YAS 2007, 19% of youth report having gotten prescription medications from at least one source, and 11.4% of youth report having attended a party where prescription medication was available)

### Strategies:

- Promote responsible medication management in the community:
  - Provide accessible prescription drug drop-off sites and ensure community awareness of drop-off opportunities
  - Develop and promote best-practice recommendations for prescription disposal and storage in the home.
  - Educate parents on the best-practice recommendations for prescription disposal and storage in the home.
- Develop best-practice recommendations for persons managing someone else's prescriptions (care giver, parents, etc.).
- Encourage meaningful doctor/patient conversations regarding the rationale for quantity of dosages to reduce over-prescribing of medications with potential for misuse.

## ALCOHOL

**Goal:** Reduce the percentage of youth reporting use of alcohol in the past 30 days by 10% (from 29.7% to 26.7%) and the percentage of youth reporting current binge drinking by 10% (from 19.5% to 17.5%).

**Objective 1:** Increase the percentage of youth accurately reporting alcohol use by 'kids in their grade in the last 30 days' by 10% (from % to %)

**Strategies:**

- Engage area high school groups to develop and distribute messaging to correct the inaccurate perceptions of peer use

**Objective 2:** Decrease the percentage of youth reporting their parents feel "it would not be wrong or only a little bit wrong" for them to use alcohol by 10% (From 13.1% to 11.79%).

**Strategies:**

- Promote and sustain the Talk Sooner campaign to encourage parents to talk with their kids about alcohol, increase positive family management, and promote positive family activities.

**Objective 3:** Reduce the percentage of youth reporting it is "sort of/very easy" to get alcohol by 10% (from 62.2% to 56.0%)

**Strategies:**

- Increase community understanding of the legal consequences related to youth alcohol use and possession.
  - Develop and promote resources to inform parents of legal issues regarding youth alcohol use, including provision to a minor.
  - Educate youth on the legal consequences of alcohol use or possession
    - Expand distribution of the "Your Choice: Your Consequences" brochure
  - Educate young adults of legal drinking age on the legal consequences of providing alcohol to a minor
- Partner with law enforcement and campus security to conduct party patrol on college campuses to raise the perception of enforcement.
- Partner with law enforcement and retailers with a history of sales to youth: Use of undercover law enforcement in retail stores to enforce "attempting to purchase laws" done with the support of the retailer (Cops in Shops).

**Objective 4:** Increase the percentage of youth reporting that using alcohol (how often) is a moderate or great risk by 10% (from % to %)

**Strategies**

- Educating youth on the negative effects of underage drinking and the positive outcomes of choosing not to abuse alcohol.
  - Impact on athletic performance
  - Effect on the brain and addiction
  - impaired driving ability

## COMMUNITY COALITION CAPACITY

**Goal:** Strengthen the capacity of OSAP to prevent substance abuse in Ottawa County.

**Objective 1:** Collect and utilize consistent, reliable, county-wide data to drive prevention planning.

**Strategies:**

- Administer the youth assessment survey (YAS) every other year.
- Provide data and reports that highlight the significant of YAS findings to the community.
- Identify and research emerging drug trends.

**Objective 2:** Build capacity to implement strategic plan.

**Strategies:**

- Increase membership as necessary to implement the strategic plan and ensure that all 12 sectors are represented.
- Develop and foster quadrant based subcommittees that will implement community prioritized strategies of the strategic plan.
- Foster the development of a Parent Coalition
- Foster a youth led collaborative (SLIC)
- Identify opportunities to partner with other collaborative initiatives in the community.

**Objective 3:** Maintain a dynamic planning process that is responsive to community need.

**Strategies:**

- Develop an annual action plan for the OSAP coalition.
- Assist subcommittees in the development of action plans.
- Identify ways that OSAP can respond to newly identified emerging drug trends.

**Objective 4:** Monitor effectiveness of implemented efforts and impact on community indicators.

**Strategies:**

- Monitor implementation of the strategic plan to ensure that the action steps are completed.
- Evaluate effectiveness of services that fall within the OSAP Strategic Plan.
- Track and report changes in youth substance abuse rates and targeted intervening variables in relation to OSAP strategic plan implementation.