



OUTCOME EVALUATION 2010 THRU 2020

Abstract

This report reviews trends in targeted goal areas for Muskegon County, Michigan between 2010 and 2020 and examines the Coalition for a Drug Free Muskegon's contribution to improvements through analysis of trends in targeted intervening variables.

Report provided by Kori Bissot, KWB Strategies



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EXECUTIVE SUMMARY

The coalition for a Drug Free Muskegon County (DFM) was established in 2005 and works to reduce substance abuse by acting as an organizing body for over 50 community organizations. Local stakeholders conduct joint planning and join forces, so that each organization can be more effective, working together to achieve greater impact than any one organization could. The DFM coalition uses the Strategic Planning Framework model to plan and implement efforts to reduce youth substance abuse. This framework requires a community to identify intervening variables and local community conditions that influence the use and consequences of youth substance use in that community and to plan targeted initiatives to address local conditions.

This report examines substance use trends in Muskegon County and examines the coalition’s contribution to improvements through an analysis of trends in targeted intervening variables related to initiatives conducted by the coalition and partnering organizations.

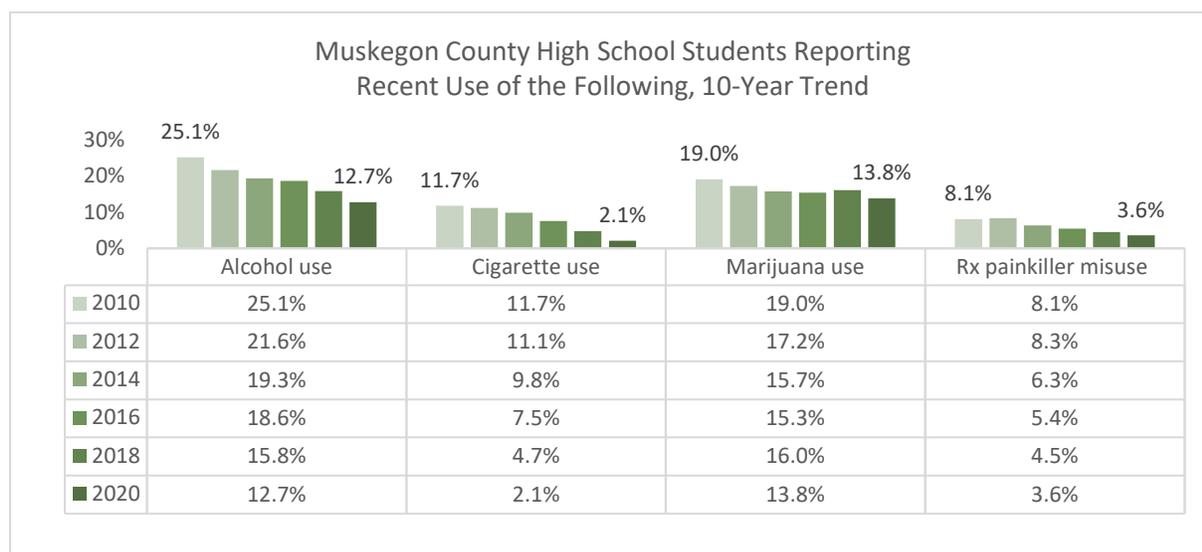
Between 2010 and 2020 the coalition implemented targeted efforts to reduce alcohol, tobacco, and prescription drug misuse. Beginning in 2013, the coalition expanded efforts to reduce marijuana use among teens. During this time, use of each targeted drug decreased among Muskegon County High School (HS) students, including:

Alcohol: Between 2010 and 2020, a 24%↓ in lifetime use, 49%↓ in recent use (past 30 day), and 55%↓ in recent binge drinking (5+drinks). These reductions were greater than achieved state-wide where comparable data is available. In addition, there was decrease in students reporting having driven after drinking (80%↓) and having ridden with someone who had been drinking (57%↓) in the past 30 days.

Tobacco: Between 2010 and 2020, an 82%↓ in recent use (past 30 day), greater than achieved state-wide, and a 93%↓ in frequent (20+days/month) cigarette use.

Marijuana: Between 2012 and 2020, a 12%↓ in lifetime use, compared to a 9%↑ state-wide. Recent use 20%↓ to 13.8%, compared to a 16%↑ statewide to 21.6%.

Prescription Drug Misuse: 56%↓ in recent use of painkillers without a prescription, and a 59%↓ in stimulant misuse.



The following provides a brief synopsis of efforts targeting each intervening variable and a summary of findings for related data indicators for each substance for which the intervening variable was targeted. Unless otherwise noted, changes identified compare 2010 and 2020 for alcohol, tobacco, and prescription drug misuse, and 2012 and 2020 for marijuana. When different timeframes are used for data analysis it is due to changes in data collection.

Reduced Access to Substances: Efforts include compliance checks, retailer education, and recognition for alcohol and tobacco retailers, community education on consequences of providing alcohol to minors, promoting tip line to report underage parties, address over-prescribing of opioid medications, community education on storage and disposal for medications and marijuana (following legalization), increased disposal options for unused medication, and advocacy to prevent local marijuana dispensaries.

Findings: Decrease in HS students reporting it would be easy to get alcohol (22%↓), cigarettes (42%↓), and marijuana (14%↓). While youth survey data is not available for access to prescription drugs, 10+ tons of unused medication collected for disposal.

Peer Disapproval of Use: Efforts include increased visibility of non-using peers, youth developed messaging for peers, and youth leadership development.

Findings: Between 2014 and 2020, decrease in students reporting their friends feel it is 'not wrong' to drink alcohol (24%↓), smoke cigarettes (36%↓), and take a Rx medication not prescribed for them (37%↓). Marijuana was not targeted and remained relatively stable (37.6% to 39.6%).

Perception of Peer Use: Efforts include providing accurate data to correct the inaccurate belief among teens that most of their peers use substances and increasing visibility of non-using peers.

Findings: Decrease in HS students reporting the misperception that most (50%+) of their peers drank alcohol in the past month (36%↓) and smoke at least once a day (69%↓). Not targeted for marijuana (remained stable) or prescription drug misuse (data not available).

Parental Disapproval of Use: Efforts include participation in the regional TalkSooner marketing campaign which provides resources to encourage and support parents in communicating their expectations regarding substance use to their children.

Findings: Decrease in HS students reporting their parents feel it is 'not wrong' for them to drink alcohol (69%↓) and smoke cigarettes (78%↓). Rate worsened for marijuana, from 7.8% to 11.1%. Prescription drug misuse was not targeted and improved (39%↓).

Perception of Risk: Efforts include youth education, community awareness marketing and events, information dissemination on risks, enhanced visibility of law enforcement, educating parents and encouraging them to communicate risks to their children, and education and information dissemination on the dangers of driving under the influence of alcohol.

Findings: Students reporting that regular alcohol use, smoking marijuana, and cigarette use worsened. Prescription drug misuse was not targeted for youth and remained relatively stable.

Beginning in 2016, the coalition joined forces with the Opiate Task Force to reduce opioid related overdoses and deaths. Beginning in 2019, the coalition expanded tobacco reduction efforts to include use of electronic vaping products. Data analysis for these issues is limited due to the shorter duration for implementation.

I. INTRODUCTION

A. About Coalition for a Drug Free Muskegon:

The Coalition for a Drug Free Muskegon (DFM) County was established in 2005 and works to reduce substance abuse and related consequences by acting as an organizing body for over 50 community organizations such as schools, health care providers, law enforcement, government organizations, and civic leaders, as well as business and youth. Its fiduciary and founding organization is the Muskegon Community Health Project, the community benefit department of Mercy Health in Muskegon County.

The coalition's mission is "To reduce substance use disorder in Muskegon County through education, prevention, and treatment."

In 2007, the coalition facilitated their first data driven strategic planning process with over 60 members. The first DFM Five Year Strategic Plan from 2007 – 2012 was adopted and guided efforts over the next four years. Subsequent strategic plans were adopted in 2012 and 2017.

Local stakeholders come together through the DFM coalition to join efforts, with coalition-implemented initiatives, as well as programs implemented by partner agencies to fulfill portions of the community-owned strategic plan. Working in this way, the collective membership of the coalition can have a larger impact through coordinated and targeted efforts that exceed what any one organization would be able to achieve independently. The Coalition has been recognized at both the state and national level for their initiatives and outcomes.

Goal Areas Targeted Between 2010 and 2020 include:

- Underage alcohol use
- Reduce cigarette use among teens
- Reduce marijuana use among teens (beginning in 2013)
- Reduce prescription drug misuse among teens (beginning in 2013)
- Reduce opioid related drug overdose deaths (beginning in 2016)
- Reduce use of electronic vaping products among teens (beginning in 2019)

As a mature coalition, the DFM has sustained capacity since 2008 with consistency of staffing levels and resources to support strategic planning facilitation, evaluation expertise, and marketing support. Leadership at the Health Project and Mercy Health has continually supported and enhanced resources and promoted awareness of the Coalition.

The Coalition for a Drug Free Muskegon County has a website, multiple Facebook pages and media presence, and has produced a quarterly newsletter consistently for five

years. The Coalition has a highly engaged leadership and members that may be attributed to engagement strategies, professional development, and capacity building.

The coalition has consistently provided opportunities, recognition, and resources to build leadership, including:

- Members have been supported to attend state and national conferences to learn new things and to highlight trending initiatives.
- Annually, the coalition provides at least two trainings for members and leaders on such issues such as social media, strategic planning, advocacy, and governance as requested by members.
- A five session Coalition Boot camp was provided in 2015 to over 15 local coalition leaders and staff and additional training has been provided to youth leadership teams, local organizations, and community stakeholders.
- The Coalition has featured stakeholders and members in their quarterly newsletter and e-newsletters and send articles to member organizations for further highlights.

Structure: The coalition is comprised of the general (full) coalition, Executive Committee, and various topic specific coalitions functioning as working groups.

While most action planning and implementation are conducted within subcommittees, the Coalition's Executive Committee oversees staff functions, budgets, evaluation, and the governance structure.

The DFM works with an evaluator to conduct a formative evaluation every few years to assess coalition functioning. This evaluation monitors whether the coalition has the structures, procedures, and group dynamics in place to ensure a well-functioning group that can move effectively through the Strategic Planning Process and sustain efforts over time. Upon completion of this evaluation, the Executive Committee tasks itself with improvements for the coalition.

Coalition efforts are implemented by the following working groups:

- Alcohol Liability Initiative
- KnowSmoke
- Alliance for Marijuana Prevention
- Opiate Task Force
- Muskegon Area Medication Disposal Program

B. Methodology and Data Sources:

To examine the coalition's contribution to improvement in youth substance use rates, the researcher compiled a summary of coalition activities between 2010 and 2020 to develop an evaluation logic model representing the coalition's theory of change. This framework provides an analysis of how the coalition's activities and interventions relate to intervening variables which increase or decrease the likelihood of youth substance use in a community. To evaluate the cumulative effect of a coalition's efforts, the evaluator collected information about efforts implemented targeting the prioritized intervening variable risk factors. The purpose of this is to examine whether there were improvements in the issues targeted by efforts to assess how those improvements relate to corresponding reductions in youth substance use. (Refer to Attachment A for the evaluation logic model).

It should be noted that it is not possible to control for external factors that would also affect youth substance use rates. These external factors can include such things as additional programs or efforts undertaken in the community that are not a part of the coalition's purview as well as environmental changes such as changing laws and regulation. Throughout the report, external factors have been identified as applicable for those factors of which the evaluator was made aware.

Data used to analyze trends came primarily from the Michigan Profile for Healthy Youth (MIPHY) for schools located in Muskegon County between 2010 through 2020, collected every other year. This data source was selected due to the consistency of collection and large sample size throughout the period being reviewed. The MIPHY Survey is conducted by the Michigan Department of Education and provides county-level reports for middle school (7th grade) and high school (9th and 11th grades). State-level data is not provided for the MIPHY so data from the Youth Risk Behavior Survey (YRBS) conducted by the Center for Disease Control was used to provide comparison data for rates in substance use where comparable data is available. The YRBS surveys high school students in grades 9th through 12th in the year prior to MIPHY collection.

Although the coalition targets initiatives for both middle and high school age ranges, this evaluation relies on high school trends for analysis. The focus on high school (HS) students for analysis of outcomes has been done for the following reasons: 1) the rate of MS students reporting risk behaviors is low; making small changes representing only a small handful of students cause exaggerated variation in trends, and 2) the long-term impact of efforts targeting middle school students will be reflected in the high school sample as they were middle school students during the time period being reviewed.

Additional archival data has been reviewed when appropriate for targeted issues. When archival data is used the data source will be noted.

C. Using This Report:

The Evaluation Logic Model provided in Attachment A provides a framework for understanding how the coalition and partner agency initiatives worked to impact the goal areas. It may be beneficial to review this document prior to reading the narrative sections of this report.

Throughout this report, arrows will identify whether a trend has been increasing or decreasing. If the indicator has moved in the undesired direction the arrow will present in red font, (↑) to easily allow identification of indicators with trends in the wrong direction. If only two years of data is available, the arrow identifying whether it is increasing or decreasing is provided but the amount of change will not be provided due to the instability of trend data using less than three data points. If the amount of change equals less than one percentage-point it (~) will be used to indicate that there was no discernable change.

Throughout this report there are initiatives discussed which are primarily implemented by a partnering organization rather than as a project led by the coalition. These initiatives have been included in the report because they are instrumental to the implementation of the coalition's community-owned strategic plan and are conducted in coordination with the various committees of the DFM coalition. When initiatives are discussed that are implemented by a partnering organization they have been identified with the phrase, "partner with..."

In addition, throughout the report the following icons have been used to note areas of success or concern:



Data with trends that are showing substantial worsening and should be noted for monitoring in the coming years.



Indicates data showing substantial, continual improvement indicating a potential area of coalition success.

II. ALCOHOL

A. Data Trends for Targeted Indicators: Muskegon County High School Students

UNDERAGE ALCOHOL USE: High School Students	2010	2012	2014	2016	2018	2020	% Change
Ever drank alcohol (MIPHY)	49.5%	44.0%	43.7%	42.3%	39.3%	37.5%	↓24%
Recent alcohol use (past 30 days)	25.1%	37.0%	19.3%	18.6%	15.8%	12.7%	↓49%
Have ever been drunk	35.9%	28.9%	28.3%	25.5%	22.6%	21.1%	↓41%
Recent binge drinking (past 30 days)	15.5%	11.9%	10.6%	9.7%	8.0%	6.9%	↓55%
Alcohol Involved Traffic Crash Indicators: High School Students	2010	2012	2014	2016	2018	2020	% Change
<u>Drove</u> when they had been drinking alcohol in past 30 days	6.1%	4.9%	3.6%	2.1%	1.7%	1.2%	↓80%
<u>Rode</u> with someone who had been drinking alcohol in past 30 days	25.6%	21.4%	13.1%	12.2%	12.4%	11.0%	↓57%
ALCOHOL RISK FACTOR INDICATORS: High School Students	2010	2012	2014	2016	2018	2020	% Change
Would be 'sort of' or 'very easy' to get alcohol	70.8%	65.0%	59.2%	55.8%	55.5%	55.0%	↓22%
Among students who drank, the % who usually got alcohol by <u>buying it</u> in a store, gas station, bar or restaurant	2.1%	2.8%	5.0%	2.6%	1.8%	3.0%	↑43%
Among students who drank, the % who usually got alcohol by <u>giving someone money</u> to buy it	31.4%	22.7%	21.2%	17.7%	16.8%	13.2%	↓58%
Among students who drank, the % who usually got alcohol by <u>someone giving it to them</u>	38.6%	39.8%	38.7%	43.7%	45.2%	37.5%	↓3%
Drinking 1 or 2 drinks nearly every day is 'no risk' or 'slight risk'	29.3%	29.0%	37.6%	39.1%	28.0%	39.0%	↑33%
Binge drinking 1 or 2x/weekend is 'no risk' or 'slight risk'	--	--	29.5%	31.6%	30.8%	31.1%	↑5%
Parents feel having 1-2 drinks nearly every day is 'not wrong' or 'a little bit wrong'	15.7%	12.0%	6.5%	4.7%	5.4%	5.0%	↓68%
Parents/adult in family has never talked to them about expectations re alcohol or other drugs	--	--	23.0%	22.8%	22.7%	22.5%	~
Believe alcohol use by peers is 'not wrong' or 'only a little bit wrong'	35.7%	32.1%	--	--	--	--	↓
Friends feel having 1-2 drinks nearly every day is 'not wrong' or 'a little bit wrong'	--	--	27.8%	24.9%	23.5%	22.1%	↓24%
Think most (51%+) students in their grade drank in past month.	45.9%	40.0%	40.2%	32.3%	34.4%	29.3%	↓36%

B. Muskegon Alcohol Liability Initiative (ALI):

The Muskegon Alcohol Liability Initiative (Muskegon ALI), a committee of the Coalition for a Drug Free Muskegon County, was established in 2008 and work to reduce underage drinking and alcohol-related injuries in Muskegon County by teaming up with law enforcement, public health and school districts to lead strategies including awareness, education and law enforcement efforts. Muskegon ALI works with the entire community and numerous stakeholders including policy makers, educational organizations, alcohol vendors, parents, and community youth.



Targeted Objectives

To reduce underage drinking and alcohol related injuries and deaths, the ALI coalition works to impact the following:

- Youth access to alcohol, with a focus on retail access
- Increasing youth perceptions of risk for underage drinking
- Perception of risk for drunk driving
- Promote actual teen drinking statistics to correct the myth that most teens drink

Initiatives implemented:

Responsible Alcohol Retailing:

- Vendor Education: Annual distribution of vendor education materials by law enforcement officers to all 300+ alcohol retailers, beginning in 2009.
- Compliance Checks: Annual decoy operations where law enforcement visit retailers to monitor that they are not selling to individuals that are not of legal age to purchase alcohol. Failure results in a citation and retailers that pass are recognized with follow up letters to congratulate them and certificates. Began in 2009.
- Muskegon County Volunteer Server Training: Provide training at no cost for volunteers serving alcohol at community events beginning in 2009.
- Partner with Public Health Muskegon County (PHMC) to provide Training for Intervention Procedure (TIPS) to between 100 and 150 staff at alcohol retailers annually. TIPS is an evidence-based education and training certification program designed to prevent intoxication, underage drinking, and drunk driving.

Media and Awareness

- FaceTheBook: Annual, and year-round, county-wide school-based youth education campaign on the health, legal and social consequences of underage drinking with 2,170 followers on Facebook. Campaign began in 2011. Incorporated vaping and marijuana in 2020.

- Safe Prom: Law enforcement attend prom events to provide a positive presence at area proms to prevent youth drinking or drug use and has been offered to all school districts since 2012.
- Party Patrol: Raise awareness of how and why to report underage drinking parties to Silent Observer. Law enforcement responds to ‘tips’ and Silent Observer pays a tip-out for substantiated tips. Effort began in 2012.
- Young Adult Binge Effects Campaign: To raise awareness of the risks of binge drinking among college students; coordinated with Alcohol Awareness Week beginning in 2017. For more information on the campaign, visit www.bingeeffects.org
- Collegiate Alcohol Awareness Week: Muskegon ALI and local law enforcement teamed up with Baker College and Muskegon Community College for National Collegiate Alcohol Awareness Week. Education is provided to college students on the dangers of drinking and driving and binge drinking. Marketing materials for the Binge Effects Campaign are provided to each school. Students participate in a variety of activities, including a drunk driving simulator and field sobriety tests and skill-building activities for coping with life stressors without substance use beginning in 2009.

Muskegon Area Ride with Pride: Positive Behavior

Program with a student pledge that encourages students to practice safe driving habits, abstain from

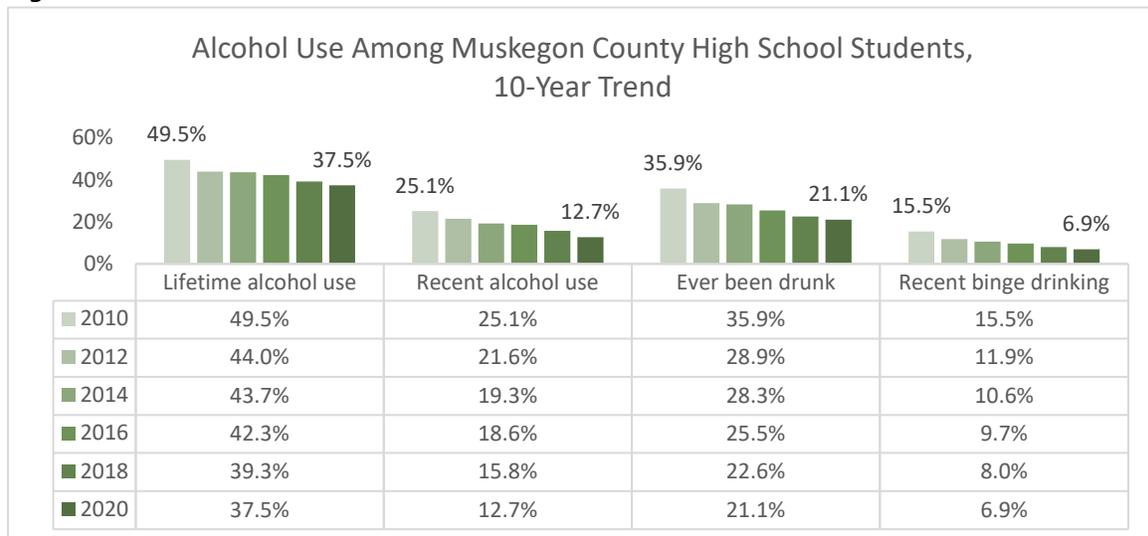
alcohol and drugs, follow the school positive behavior matrix, maintain enrollment, and have no negative school or police contacts. This program started in Mona Shores and has grown to include 9 local school districts in Muskegon county including Oakridge, North Muskegon, Mona Shores, Orchard View, Fruitport, Holton, Montague, Ravenna, and West Michigan Christian. The initiative became so successful that a special committee was established to manage this project beginning in 2019 and continue to attend and provide updates to ALI.



C. Analysis of Findings:

Alcohol Use: As shown in Figure 1, rates of youth alcohol use decreased for each indicator continually between 2010 and 2020.

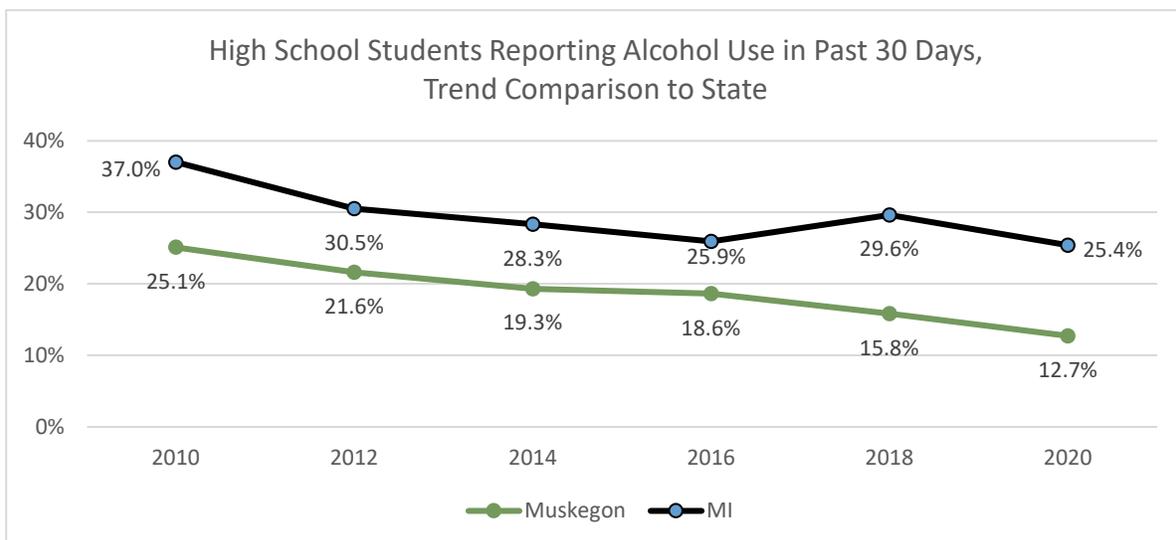
Figure 1



Between 2010 and 2020, lifetime alcohol use among HS students decreased 30% (from 49.5% to 37.5%) and recent use of alcohol (past 30 days) decreased 49% (from 25.1% to 21.1%). High-risk drinking has also declined among HS students with a 55% decrease in HS students reporting recent binge drinking (from 15.5% to 6.9%), and a lower rate than the state-wide rate of 11.2%. HS students reporting they have been drunk decreased 41% (from 35.9% to 21.1%) between 2010 and 2020.

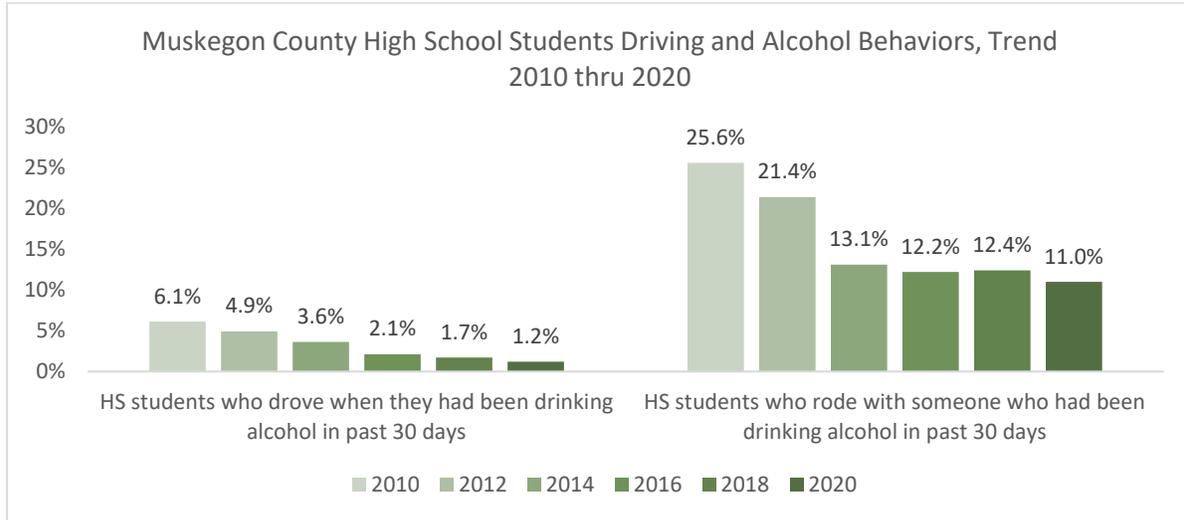
Although rates have also declined state-wide for recent alcohol use, Muskegon achieved greater reductions than statewide (49% ↓ vs. 31%↓) Rates in Muskegon county are also much lower than statewide (12.7% vs. 25.4%) in 2020.

Figure 2



★ In addition, as shown in figure 3, between 2010 and 2020 there was a 57% decrease in HS students reporting they have ridden with someone who had been drinking and an 80% decrease in students reporting they had driven after drinking, greater than statewide improvement (41%↓). Rates in Muskegon County were much than statewide with 16.7% of HS students reporting having rode with someone who had been drinking and 5.4% having driven after drinking in 2020.

Figure 3



Data for college age students is not included in analysis because the efforts were minimal and did not address this population until 2017.

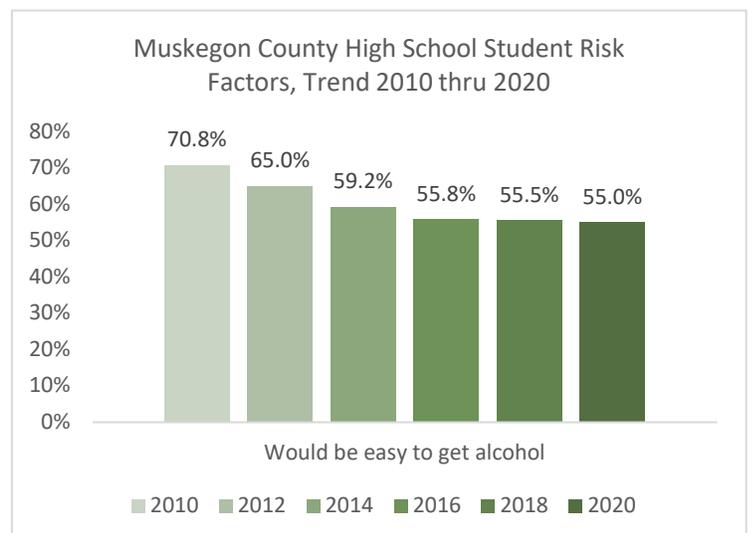
Targeted Intervening Variables: Efforts to reduce underage alcohol use targeted access, perception of risk, and perceptions of peer use.

Access to Alcohol: Efforts to decrease youth access to alcohol worked to decrease retail and social access.

★ Findings: As shown in figure 4, Muskegon County achieved a 22% decrease in HS students reporting it would be easy to get alcohol (from 70.8% to 55.0%). As shown in figure 5, among students who reported recent drinking, there was a:

- 58% decrease in students reporting they usually get their alcohol by giving someone money to buy it for them.
- The percent reporting they usually purchase their alcohol

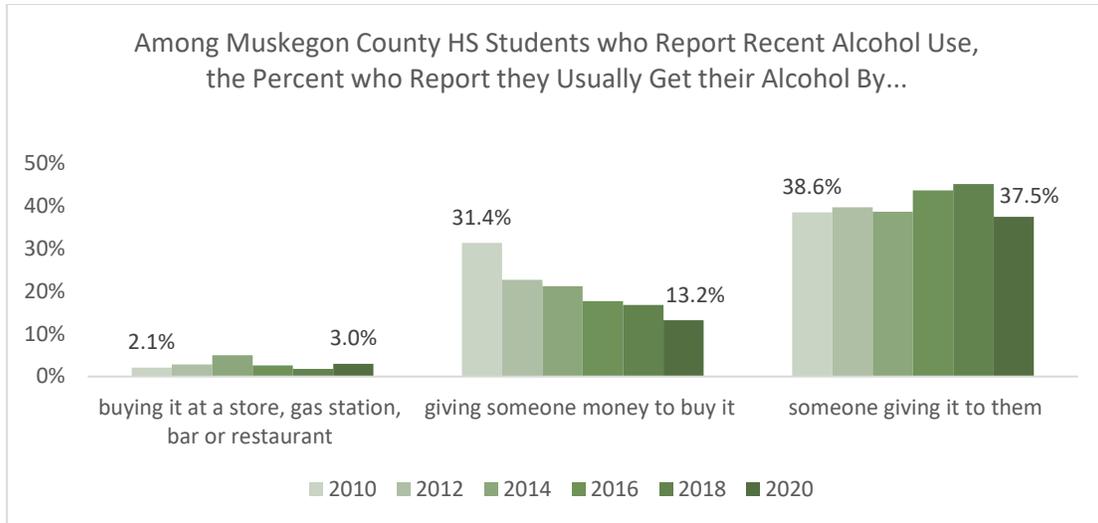
Figure 4



from a retailer remained low at around 2%.

- The percent reporting someone usually gives it to them remained relatively stable with the largest improvement occurring between 2018 and 2020.

Figure 5

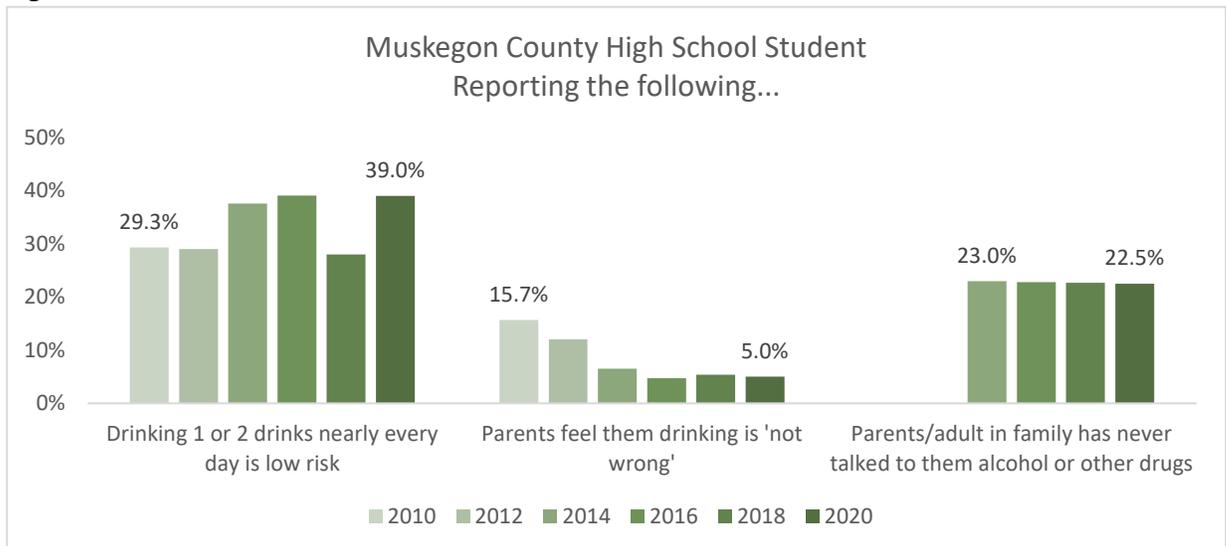


Perception of Risk: Efforts to increase perception of risk worked to increase awareness and visibility of the consequences of underage drinking and to increase parent communication regarding the risks of alcohol use.



Findings: As shown in figure 6, students reporting regular alcohol use (1 or 2 drinks nearly every day) worsened between 2010 and 2020. During the same period, there was a 68% decrease in HS students reporting their parents feel it is 'not wrong' or 'only a little bit wrong' for them to drink alcohol. The rate of students reporting that their parent or another adult in the family has never talked to them about their expectations regarding alcohol or other drugs remained stable at around 23% between 2014 and 2020.

Figure 6

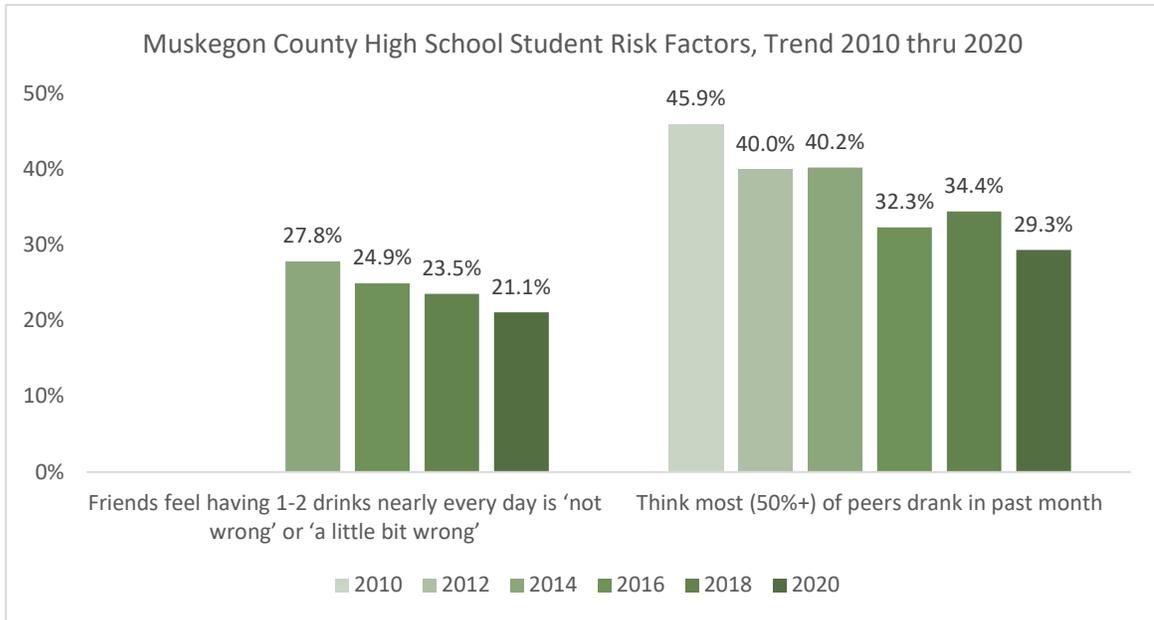


Peer Disapproval of Use and Perceptions of Peer Use: Efforts include increased visibility of non-using peers, youth developed messaging for peers, and providing accurate data to correct the inaccurate belief among teens that most of their peers use substances.



Findings: As shown in figure 7, HS students reporting their friends feel it is 'not wrong' for them to drink alcohol improved between 2014 and 2020 (24%↓). Among HS students, the rate reporting that most (50%+) of peers drank in past month decreased 36%.

Figure 7



III. TOBACCO

A. Data Trends for Targeted Indicators: Muskegon County High School Students

TOBACCO USE INDICATORS:	2010	2012	2014	2016	2018	2020	% Change
Ever smoked a whole cigarette	25.5%	22.9%	21.5%	17.9%	--	--	↓30%
Ever tried cigarette smoking, even one or two puffs	--	--	--	--	21.4%	19.4%	↓
Smoked a whole cigarette before age 13	9.4%	8.9%	8.5%	6.8%	--	--	↓28%
Ever tried cigarette smoking, even one or two puffs, before age 13	--	--	--	--	8.5%	8.3%	~
Smoked cigarettes during the past 30 days	11.7%	11.1%	9.8%	7.5%	4.7%	2.1%	↓82%
Smoked cigarettes on 20+ days in past 30 days (Frequent)	4.4%	4.1%	2.4%	1.8%	0.9%	0.3%	↓93%
Use of electronic vape product in past 30 days	--	--	--	17.5%	24.9%	19.0%	↑9%
TOBACCO RISK FACTORS: Percent of HS Students reporting...	2010	2012	2014	2016	2018	2020	% Change
Would be 'sort of' or 'very easy' to get cigarettes	66.2%	60.3%	53.9%	47.9%	43.0%	38.6%	↓42%
Regular cigarette use is 'no risk' or 'slight risk'	15.1%	15.4%	17.0%	18.9%	20.4%	20.4%	↑35%
Their <u>parents</u> feel cigarette use is 'not wrong' or 'a little bit wrong'	8.5%	6.5%	4.4%	3.3%	3.0%	1.9%	↓78%
Their <u>friends</u> felt cigarette use to be 'not wrong' or 'a little bit wrong'	--	--	23.3%	20.0%	17.0%	14.8%	↓36%
More than half (51%+) of the students in their grade smoked 1+ cigarettes a day	26.9%	25.2%	23.2%	18.0%	12.1%	8.3%	↓69%
Among those who smoked recently, usually got their own cigarettes by buying in a store or gas station	8.5%	7.3%	8.4%	6.9%	8.5%	0%	↓100%

B. KnowSmoke Coalition: KnowSmoke, was established over 20 years ago as the Muskegon Tobacco Coalition. The coalition became KnowSmoke in 2012 and continues working to reduce the use of tobacco to create a healthier place for all.



When the Coalition for a Drug Free Muskegon was established in 2006, KnowSmoke joined forces as the committee dedicated to preventing and reducing tobacco use. The coalition works with businesses, public officials, and the public to create healthy, smoke-free public spaces in our community and support individuals who currently smoke to quit, for good!

Targeted Objectives

To reduce youth and adult tobacco use, the KnowSmoke coalition works to impact the following:

- Reduce youth access to tobacco with a focus on retail access
- Educate the public on the dangers of smoking
- Advocate for policies to increase smoke-free environments
- Help people understand the benefits of quitting and where to find cessation programs and other resources to help them quit.

Initiative Implemented:

- To reduce retail access to tobacco products, KnowSmoke partners with PHMC to participate in the regional No Cigs For our Kids campaign. This initiative provides vendor education to tobacco retailers on how to prevent sales to minors, ongoing compliance checks conducted by law enforcement resulting in citations for those who sell to minors, and recognition for those who refuse sales to minors. Annually, approximately 180 retailers are visited to provide vendor education and approximately 100 compliance checks are conducted by law enforcement.
- Lungs at Work Educational Program: Annually, the coalition members provided multiple education sessions to 100% of Muskegon County School Districts targeting middle school and high schools on tobacco-use prevention programs, also educating them on the physical, social and legal consequences of tobacco use. The Lungs at Work education program is aligned with the Michigan Model (DOE Promising Practice Program) annually to educate youth on the dangers of smoking and tobacco use. Starting in 2004, the program annually educates 4,000 – 5,500 K-12 students in Muskegon.
- Student Awareness and Referral to Not On Tobacco (NOT): KnowSmoke regularly provides awareness for the NOT program, a six-week smoking cessation program for youth. Supported by schools and provided by the Health Project, through United Way funding, to have certified cessation specialists, the program is used as an intervention for students caught using tobacco or vaping in school.

- Youth Leadership Development: The Coalition has supported youth leader education programs that culminates in an annual Youth Summit. Originally lead by Public Health Muskegon County, the Youth Summit educated over 120 youth leaders from multiple school districts on actual teen tobacco use rates and physical, social, and legal consequences of tobacco use. This initiative became independent of the coalition and continues as the Boom Youth Leadership Team supported by HealthWest.
- Kick Butts Day for Youth: Since 2008, the Knowsmoke Coalition annually promotes the Kick Butts for Youth working with local youth groups and leaders to join thousands of kids across the country who are taking part in the nationwide initiative that makes kids leaders in the effort to stop youth tobacco use among their peers.
- Youth Leaders PSA Contest: In 2012, the coalition began implementing a PSA contest with several Muskegon County Schools. The annual contest supports youth in the decision to not smoke or try cigarettes. A celebration is held at the local movie theater and the winners' submissions are promoted throughout the county.
- Zombie Walk: In Spring of 2014, the Muskegon Public School youth leaders held a Zombie Walk illustrating the dangers of smoking and declaring themselves smoke free. This event has since become a county-wide event for youth to declare themselves the "Smoke Free Generation". In 2018, the event incorporated vape-free messaging. Of the 221 people registered (volunteers and walkers), 113 (51%) of them attended. Popularity grew after the first walk in 2014 but in 2017 attendance begin to decline.
- Advocacy and Policy Change: Knowsmoke Coalition actively engaged on multiple local and state policy initiatives that reduced secondhand smoke, raises the minimum age known as Tobacco 21, and smoke free movies. Most recently they worked to change vaping policy within schools, local units of government and the state of Michigan.
- TalkSooner: Since 2009, the Coalition has partnered with the Lakeshore Regional Entity to plan and promote the TalkSooner campaign which works to support parents in understanding the age of initiation of smoking and to discuss substance use issues with their teens. The campaign runs annually within Muskegon County with billboard placement, educational materials, website, and social media support. In 2012, the Coalition assisted with the launch and promotion of a smart phone app.
- Do You Knowsmoke? Media Campaign: Beginning in 2012 through 2014, KnowSmoke coalition purchased ads at the local Cinema theater. It played 650-800 times per year reaching an estimated 75,000 people. The campaign educated Muskegon County adults and youth on the actual use rates of smoking in the county, the statistics related to those who smoke who want to quit, and physical and social consequences related to smoking.

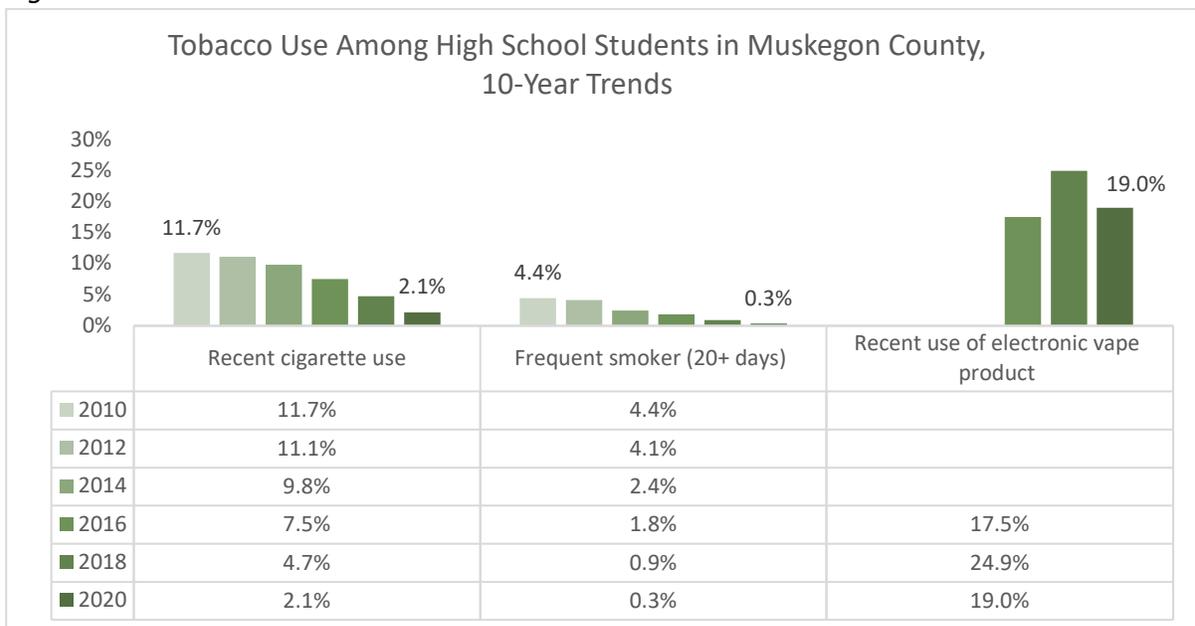
- Beginning in 2019, KnowSmoke began working to address use of electronic vaping products, including:
 - Establishing ‘vape patrol’ which works to prevent vaping at school by encouraging students to anonymously report peers for vaping at school to silent observer.
 - Providing vaping toolkits to schools throughout the county with materials to post in school and share with youth, staff, and parents regarding vaping and provide support for preventing vaping on school property. Information and signage for ‘vape patrol’ are provided in the toolkit.
 - Advocating for restrictions on vaping indoors.
 - Partnering with AMP to provide a lesson plan on the risks of vaping for teachers to use in their classrooms with MS or HS students.

C. Analysis of Findings:

★ Tobacco Use

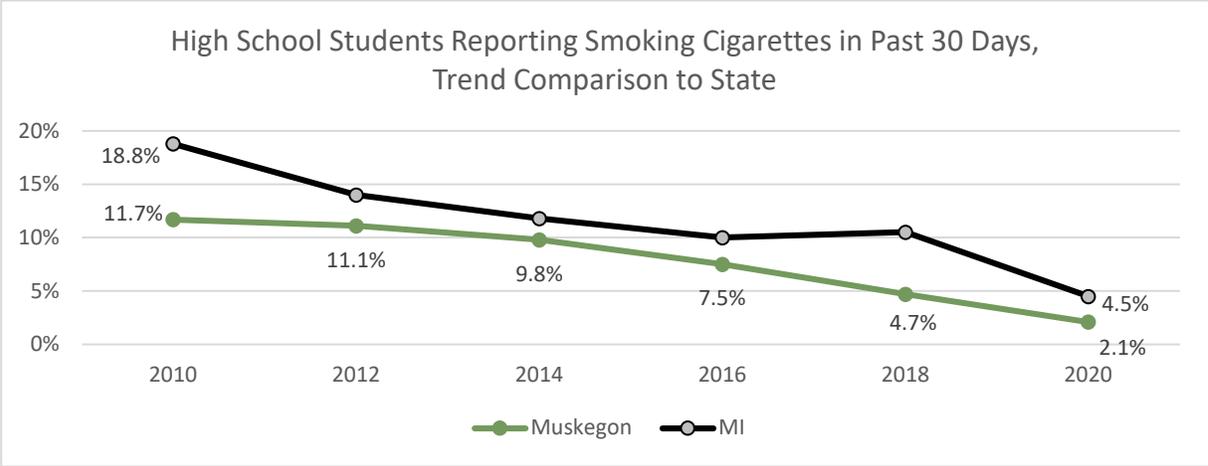
As shown in figure 8, recent use of cigarettes among HS students decreased 82% (from 11.7% to 2.1%) and frequent smoking (20+ days in past 30) decreased 93% (from 4.4% to 0.3%) between 2010 and 2020. Between 2010 and 2016, the rate of HS students reporting they had ever smoked a whole cigarette decreased 30% (from 25.5% to 17.9%). Beginning in 2018, the question was changed to ask if they had ever smoked even 1 or 2 puffs of a cigarette and between 2018 and 2020 the rate decreased from 21.4% to 19.4%, much lower than statewide of 31.1%.

Figure 8



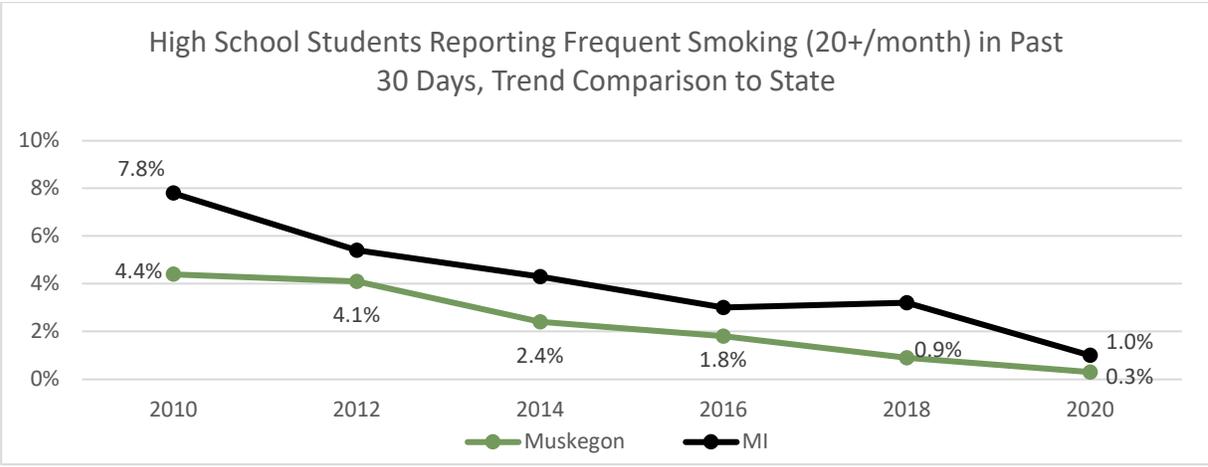
As shown in figure 9, rates of recent cigarette smoking decreased 82% in Muskegon County, with slightly greater declines than achieved statewide (↓76%). Rates of recent smoking among high school students has remained lower than state-wide at approximately one-half the rate state-wide as of 2020.

Figure 9



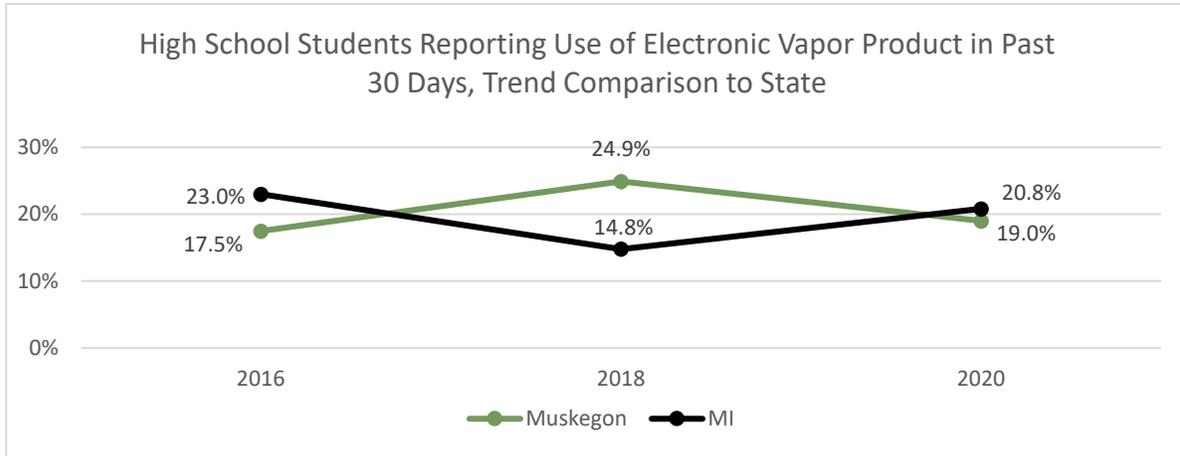
As shown in figure 10, rates of frequent smoking, defined as smoking 20 or more days in the past 30, has decreased 93% for Muskegon County; greater declines than achieved statewide (↓87%).

Figure 10



As shown in figure 11, between 2016 and 2018, rates of Muskegon county high school students reporting recent use of electronic vaping products increased from 17.5% to 24.9%, exceeding both state and national levels. Between 2018 and 2020, Muskegon achieved a 34% decrease (from 24.9% to 19.0%) while rates increased state-wide (↑26%).

Figure 11



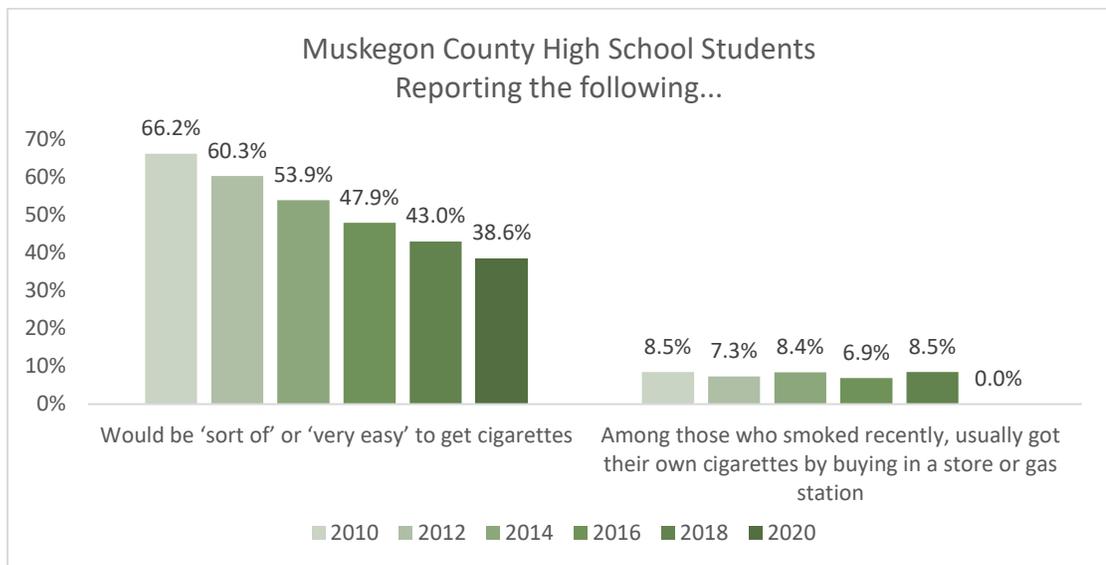
Targeted Intervening Variables for Tobacco: Efforts to reduce underage alcohol use targeted youth access, perception of risk, and perceptions of peer use.



Access to Tobacco: Efforts to reduce youth access to tobacco worked to reduce retail sales to minors.

Findings: As shown in figure 12, Muskegon County achieved a 42% decrease in HS students reporting it would be easy to get cigarettes (from 66.2% to 38.6%). Among students who reported smoking cigarettes in the past month the rate remained relatively stable until 2020 when no students reported they usually buy their own cigarettes. During compliance checks with tobacco retailers in 2019, 98.8% of the 86 retailers assessed refused to sell to a minor.

Figure 12

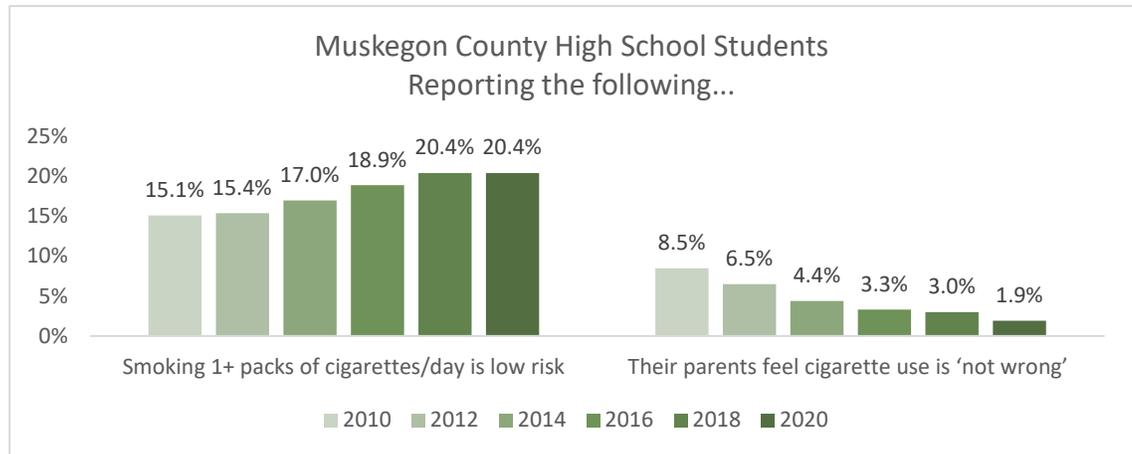


Perception of Risk: Efforts to increase perception of risk for smoking worked to increase understanding of the health risks of smoking and to increase parent communication regarding the risks of smoking.



Findings: Between 2010 and 2020, students reporting smoking as low risk worsened slightly, from 15.1% to 20.4%. During the same period, there was a 78% decrease in students reporting their parents feel it is ‘not wrong’ or ‘only a little bit wrong’ for them to smoke cigarettes. (figure 13)

Figure 13

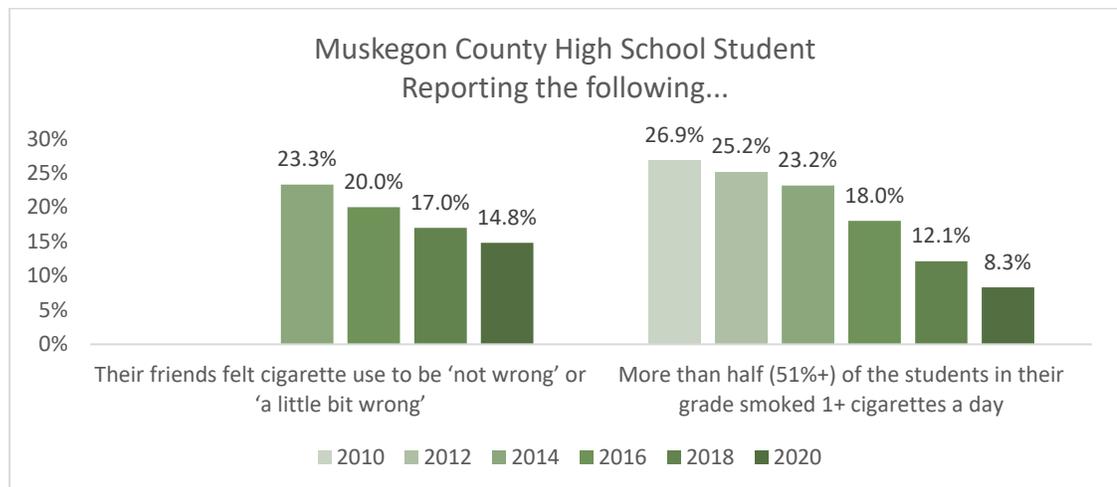


Peer Disapproval of Use and Perceptions of Peer Use: Efforts include increased visibility of non-using peers, youth developed messaging for peers, and providing accurate data to correct the inaccurate belief among teens that most of their peers use substances.



Findings: HS students reporting their friends feel it is ‘not wrong’ for them to smoke cigarettes decreased 36% between 2014 and 2018. Among HS students the rate reporting that most (50%+) of peers smoked cigarettes in the past month decreased 69%. (figure 14)

Figure 14



IV. MARIJUANA

Efforts to address marijuana prevention were incorporated into the coalition’s strategic plan beginning in 2013 and in 2017 a committee dedicated to marijuana, the Alliance for Marijuana Prevention, was established.

A. Data Trends for Targeted Indicators: Muskegon County High School Students

MARIJUANA USE INDICATORS (did not begin targeting until 2013)	2012	2014	2016	2018	2020	% Change
Ever used marijuana	30.4%	28.9%	26.9%	28.5%	26.9%	↓12%
Tried marijuana before age 13 years	5.9%	7.1%	6.1%	5.4%	5.4%	~
Recent marijuana use (past 30 days)	17.2%	15.7%	15.3%	16.0%	13.8%	↓20%
MARIJUANA RISK FACTORS Percent HS Students reporting...	2012	2014	2016	2018	2020	% Change
Would be ‘sort of easy’ or ‘very easy’ to get marijuana	53.9%	50.0%	48.6%	47.8%	46.3%	↓14%
Using marijuana 1-2x/week is ‘no risk’ or ‘slight risk’	36.1%	51.5%	56.6%	58.7%	62.8%	↑57%
Their <u>parents</u> feel using marijuana is ‘not wrong’ or ‘only a little bit wrong’	7.8%	8.4%	9.4%	11.7%	11.1%	↑42%
Their <u>friends</u> feel marijuana use is ‘not wrong’ or ‘only a little bit wrong’	--	37.6%	38.0%	40.6%	39.6%	↑5%

B. Alliance for Marijuana Prevention

The Alliance for Marijuana Prevention (AMP), a committee of the Coalition for a Drug Free Muskegon County, was established in 2017 and works to educate the community, parents, and teens about the effects of marijuana use. AMP brings together community leaders, law enforcement officials, parents, and educators to make a positive impact on marijuana use in Muskegon County.



amp
alliance for
marijuana prevention

Member organizations work together to implement joint initiatives and member organizations pursue initiatives within their organizations to further the goals of the Alliance initiatives that align with their organization’s work.

Targeted Objectives

To decrease the negative impact of marijuana on Muskegon County, AMP works to impact the following:

- Promote accurate information about the risks of marijuana use by youth.
- Encourage parents to discuss marijuana risks and their expectations with their children.
- Advocate for effective policies to reduce youth access to marijuana.

Initiatives implemented to impact these intervening variables include:

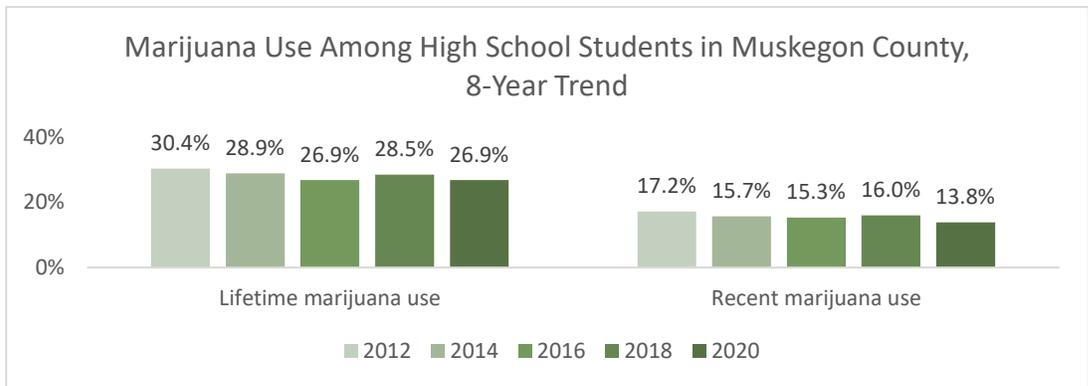
- *Shattering the Myths forums*: To help youth understand risks of substance use school assemblies including speakers from Fresh Coast Alliance who are actively engaged in drug addiction recovery work who share their personal stories with students. Local Prosecuting Attorney, D.J. Hilson, serving as moderator. Forums have been hosted at Orchard View, Reeths-Puffer, Muskegon, Muskegon Heights, Muskegon Catholic, Mona Shores, Fruitport, North Muskegon, and Holton school districts.
- *Shattering the Myths Curricula*: In 2019, a curriculum was developed and distributed to local schools that included a lesson on the risks of marijuana use.
- *Advocacy on Marijuana*: Leading up to the November 2018 recreational marijuana election, the AMP team and Muskegon County's law enforcement partners and Prosecuting Attorney's office created and distributed an educational mailer to over 7,000 absentee voters in Norton Shores and the City of Muskegon regarding recreational marijuana legislation.
- *Local Elected Official Education*: Provide information and advocate with policy makers on facts regarding marijuana use and its consequences; Advocate for local municipalities to opt out of recreational marijuana businesses, including the Townships of Blue Lake, Casnovia, Cedar Creek, Egelston, Fruitport, Holton, Laketon, and the cities of Muskegon, Muskegon Heights, North Muskegon, and Whitehall.
- Widely distributed the 'High Doesn't Get You Hired' posters to local businesses impacted by drug use in the workplace following the passage of Michigan recreational marijuana legislation.
- Partner with PHMC to disseminate a marijuana and pregnancy brochure to educate parents; 500 brochures distributed through Maternal Infant Health Programs, Wedgewood, Muskegon Area ISD, Early ON, Head Start, and the Catholic Charities Healthy Families Program.
- Partner with the Lakeshore Regional Entity to promote TalkSooner and raise awareness among parents of the risks of teen marijuana use and encourage them to discuss with their children.
- Partner with PHMC to implement the Lock it Up campaign to encourage parents to safely store marijuana to prevent youth access.

C. **Analysis of Findings:**

When reviewing data related to marijuana use please note that medical marijuana was legalized in Michigan beginning in 2008 and recreational marijuana use was legalized for persons over the age of 21 in 2019.

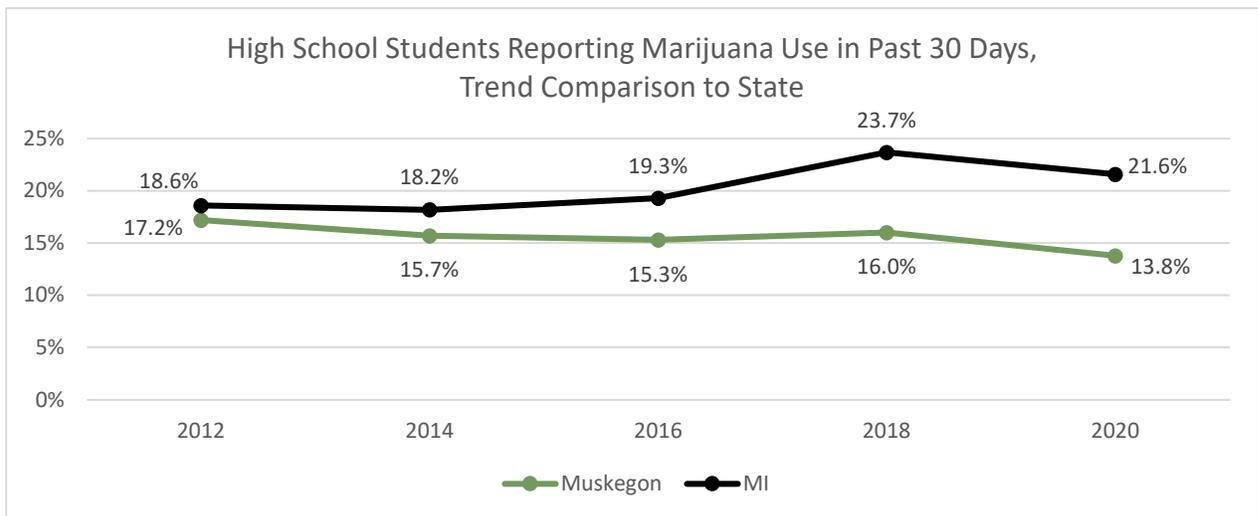
Marijuana Use: As shown in Figure 15, between 2012 and 2020, lifetime marijuana use among HS students decreased 12% (from 30.4% to 26.9%) and recent use decreased 8% (from 17.2% to 13.8%)

Figure 15



Muskegon county rates are also much lower than statewide for lifetime use (26.9% vs. 41.4%) and recent use (13.8% vs. 23.7%). Where Muskegon County saw decreasing rates of lifetime and recent use, state-wide there was a 20% increase in lifetime marijuana use (from 31.5% to 41.4%), and a 27% increase in recent marijuana use (from 18.6% to 23.7%).

Figure 16

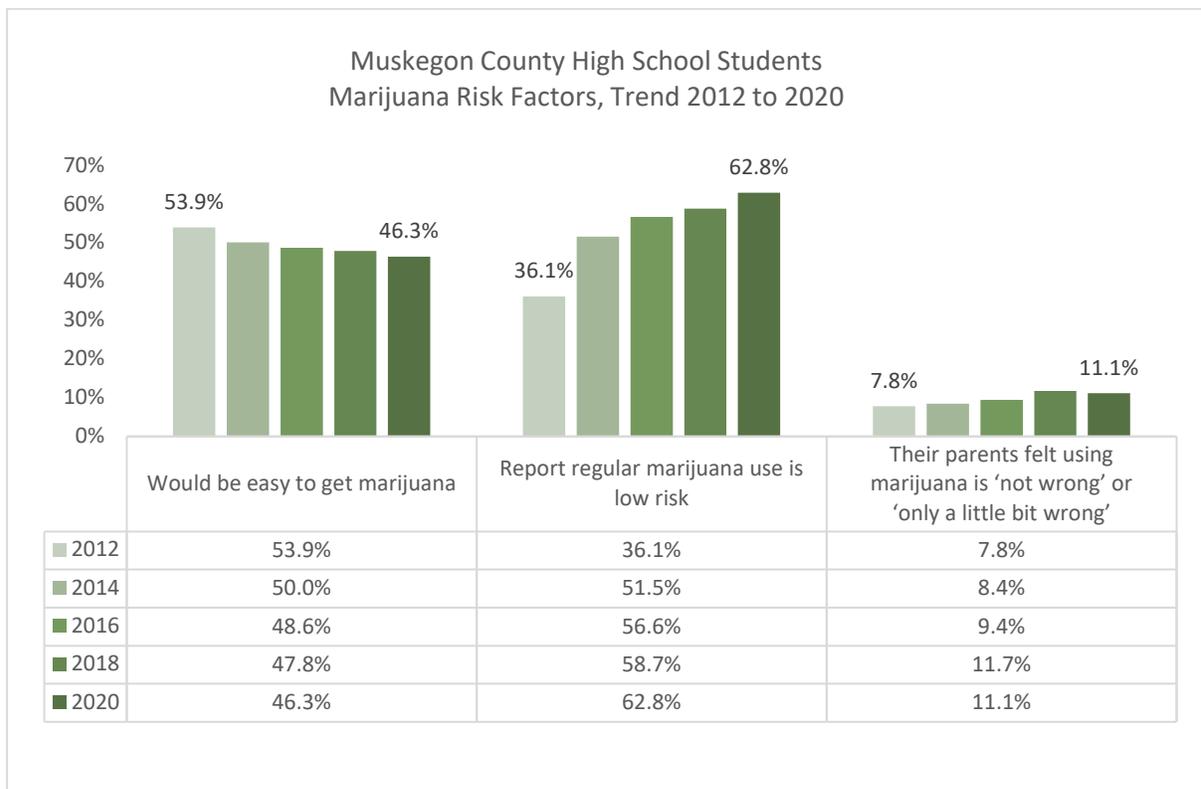


Considering legislative changes in 2008 that allow for the distribution and use of marijuana for medicinal purposes, and legalization of recreational marijuana use for adults in 2018, the trends for marijuana use during this time-period are encouraging. It was anticipated that this change in legislation would result in increased marijuana access to youth and decreased perceptions of risks, leading to an increase in marijuana use.

Targeted Intervening Variables for Marijuana: To decrease the negative impact of marijuana on Muskegon County AMP works to impact the following:

- ✦ – Youth access: Between 2012 and 2020 there was a 14% decrease in high school students reporting it would be easy to get marijuana (from 53.9% to 46.3%) and as of August 2020, only two marijuana dispensaries have been established in Muskegon County.
- ⚠ – Perception of risk: Between 2012 and 2020, the percent of high school students reporting that smoking marijuana regularly is low risk worsened substantially (from 36.1% to 62.8%).
- ⚠ – Parent Communication: Between 2012 and 2020, there was an increase in students reporting their parents feel it is ‘not wrong’ or ‘only a little bit wrong’ for them to use marijuana. Between 2014 and 2020 the rate of HS students reporting their parents or other adult in their family have never spoken to them about what they expect when it comes to alcohol or other drugs remained relatively stable at between 22% and 23%. (figure 17)

Figure 17



V. OPIOID AND PRESCRIPTION DRUG MISUSE

Efforts to address prescription drug misuse began in 2010 when the Muskegon Area Medication Disposal Program began and expanded in 2016 when the coalition partnered with the Muskegon Area Opiate Task Force to reduce opioid related overdoses and deaths.

A. Data Trends for Targeted Indicators:

Muskegon County High School Students: Prescription Drug Misuse	2010	2012	2014	2016	2018	2020	% Change
Took any prescription drug without a doctor's prescription during the past 30 days	--	--	--	7.4%	6.0%	4.7%	↓36%
Took a prescription stimulant without a doctor's prescription during the past 30 days	5.6%	5.2%	5.3%	4.8%	3.6%	2.3%	↓59%
Took a prescription painkiller without a doctor's prescription during the past 30 days	8.1%	8.3%	6.3%	5.4%	4.5%	3.6%	↓56%
Muskegon County High School Students: Prescription Drug Misuse Risk Factors	2010	2012	2014	2016	2018	2020	% Change
Using prescription drugs not prescribed to them has 'no risk' or 'slight risk'	--	--	23.4%	25.8%	24.4%	24.3%	~
Their <u>parents</u> felt using prescription drugs not prescribed to them to be 'not wrong'	--	--	4.4%	3.5%	3.4%	2.7%	↓39%
Their <u>friends</u> felt using prescription drugs not prescribed to them to be 'not wrong'	--	--	18.1%	16.3%	13.1%	11.4%	↓37%

Muskegon County:	2015	2016	2017	2018	2019
# Opioid Overdose Deaths ¹	35	33	33	38	--
Opioid prescriptions dispensed as a rate per 100 residents ²	151.0	144.9	127.7	111.8	--
Publicly Funded Treatment Admissions with an Opioid as Primary Drug of Choice ³		726	1,074	790	726

¹ Michigan Death Certificates, Division for Vital Records and Health Statistics, MDHHS via Michigan Substance Use Data Repository

² Michigan Automated Prescription Service via Michigan Substance Use Data Repository

³ Lakeshore Regional Entity, Treatment Episode Data Set

B. **The Muskegon Area Medication Disposal Program** (MAMDP), was convened in 2010 and brings together several community organizations working to ensure that residents of Muskegon County and surrounding communities have a place to safely dispose of unused and expired medications to reduce teen access to prescription drugs.



Targeted Objective: To increase safe disposal of unused and expired medications to reduce access for misuse.

Initiatives implemented:

- Since 2010, MAMDP has conducted drug-take back events twice annually in conjunction with national Drug Enforcement Agency (DEA) events to capitalize on the public awareness of properly disposing unwanted medications. Since 2010, over 10 tons of medications have been safely destroyed.
- Ensured local permanent disposal sites and promoted awareness and availability, resulting in the establishment of 11 permanent disposal boxes at local law enforcement offices throughout the county and 6 permanent disposal boxes located at local healthcare providers and pharmacies as of August 2020.
- Promoted awareness of the importance of proper disposal through distribution of flyers to medical providers, retirement communities, pharmacies, veterinarians, physicians, dentists, funeral homes, churches, healthcare providers, senior resources, hospice programs, schools and colleges. Distributed press releases and provided interviews via newspapers as well as radio and television stations. Messaging shared via social media on Facebook, Twitter, Instagram, local websites and blogs.
- PHMC partnered with MAMDP to distribute lock boxes for safe storage of medications in the home to prevent misuse or youth access; 250 distributed at the 2019 fall event.
- PHMC partnered with MAMDP to distribute pill organizers; distributed 100 at the 2019 fall event.
- Promoted Fall 2019 take back event live on Wood TV 8 to advertise the event and raise awareness of the importance of safely storing and disposing of unused medications.
- Distributed flyers to promote to medical providers, retirement communities, pharmacies, veterinarians, physicians, dentists, funeral homes, churches, healthcare providers, senior resources, hospice programs, schools and colleges. Distributed press releases and provided interviews via radio, and television stations.

- C. **The Muskegon Area Opiate Task Force**, convened in 2016 with leadership and support provided by Health West and is comprised of health officials, law enforcement and community leaders dedicated to educating the public and fighting the opioid problem. Member organizations work together to implement joint initiatives and member organizations pursue initiatives within their organizations to further the goals of the Task Force for initiatives that align with their organization's work.

Targeted Objective:

- Increase awareness of the risks of opioids
- Advocate for alternative methods of pain management
- Educate the community on recognizing overdose risk factors and reversal options
- Increase evidence-based treatment program options

Initiatives implemented:

- An Opiate Summit has been hosted annually since 2017 to bring awareness to the ongoing opioid epidemic and to promote and support recovery with presentations by experts on addiction and testimonials by those in recovery and family members and an emphasis on available community resources. The first summit was at Folkert Community Center and was well attended with over 200 attendees. In 2018, the task force held the event at Christ Temple Church in Muskegon Heights with a focus on engaging community members rather than professionals and resulted in 50 community members in attendance. In 2019, the summit was held at the Holiday Inn in Muskegon and was extremely well attended with just under 150 community members. A virtual summit is being planned for October of 2020.
- The Red Project works to educate community on recognizing overdose risk factors and reversal options, and in 2019, distributed 798 Narcan kits. The task force supported this effort through membership assisting the Red Project in gaining access to the Muskegon community by connecting them with the City of Muskegon and Muskegon Heights to allow needle exchange in both communities. Through this initiative of the Red Project, training for Narcan overdose reversal is also offered and the demand is constant. While the Task Force does not provide this service, they actively support Red Project in connecting with local stakeholders, including for example, a 2017 presentation to Rotary on the issue with 175 in the audience.
- Healthwest has worked to increase availability of Medication Assisted Treatment by supporting establishment of physicians in the medical community who prescribe suboxone. As of August 2020, there were 28 providers in Muskegon county that offer MAT, according to SAMHSA.⁴
- In response to analysis of overdose rates reviewed by the Task Force, Mercy Health formed a special committee to support the medical community with education and

⁴ <https://www.samhsa.gov/medication-assisted-treatment/practitioner-program-data/treatment-practitioner-locator>

support for responsible prescribing practices and to encourage use of alternative methods of pain management. This internal Mercy Health committee established protocols and began disseminating best practice information at least one year before legislation passed at the state level requiring such efforts. The Task Force also held an educational event with continuing medical education (CME) credits for physicians in 2019 that focused on bias and the influence on treatment and prescribing practices with 75 healthcare professionals in attendance.

- Social marketing campaign promoting messages on the risks of opioid prescriptions. A webpage was developed in 2019 to educate the public and provide resources and information to community residents.

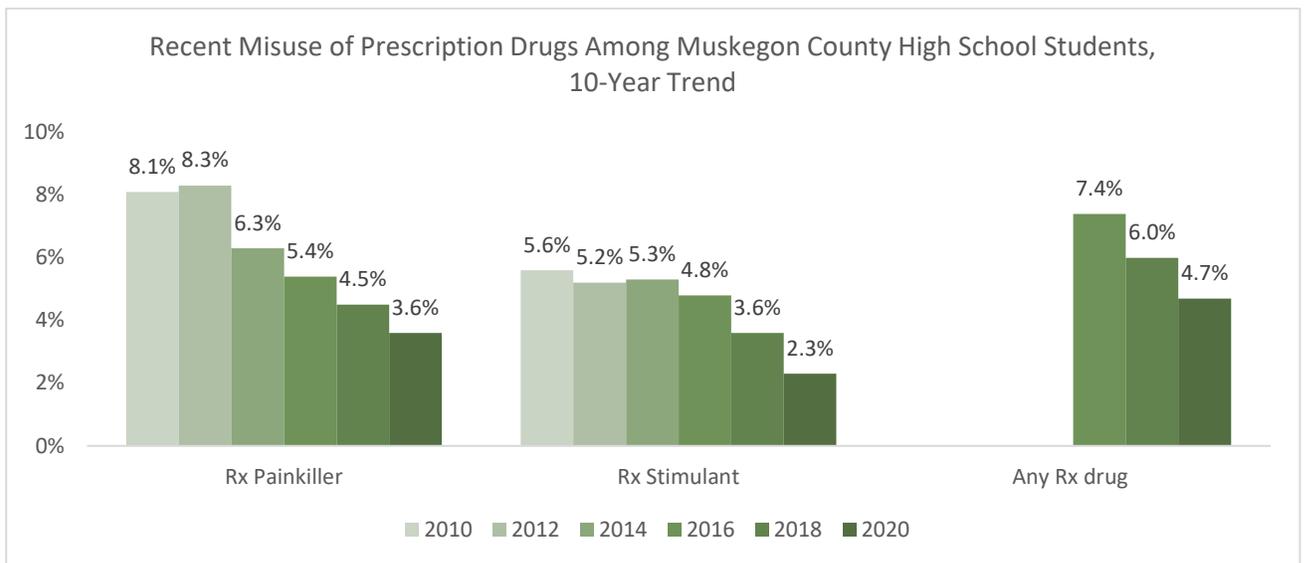
D. Analysis of Findings:



Prescription Drug Misuse: As shown in Figure 18, between 2010 and 2020 there was a 55% decrease in HS students reporting recent misuse of a painkiller (from 8.1% to 3.6%) and a 57% decrease in misuse of a prescription stimulant without a prescription (from 5.6% to 2.3%).

Beginning in 2016, a new question was included in the MIPHY which asks whether a student has used ‘any prescription drug, including a painkiller, in the past 30 days. Between 2016 and 2020, Muskegon saw a notable decrease in HS students reporting recent misuse of ‘any’ prescription drug (from 7.4% to 4.7%) and lower than the national rate of 7.2% (trend data and state-level not available).

Figure 18

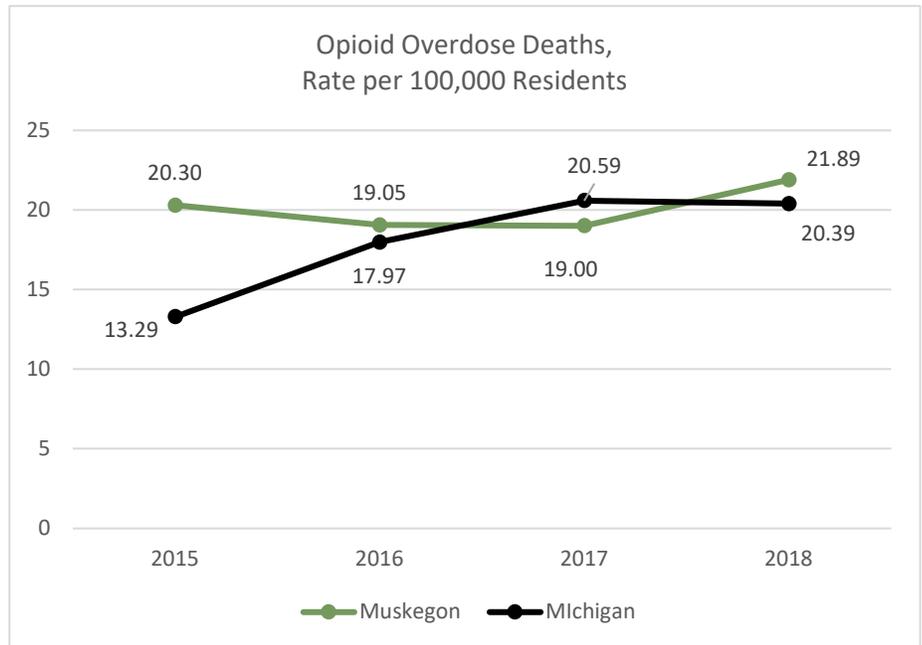


Opioid Overdose Deaths:

Between 2015 and 2018 the number of overdose deaths involving an opioid remained relatively stable in Muskegon County.

When the rate of opioid overdose deaths (per 100,000 residents) is compared to state-wide, there was a steady increase statewide through 2017, while Muskegon county declined between 2015 and 2017, and increased slightly in 2018. (figure 19)

Figure 19

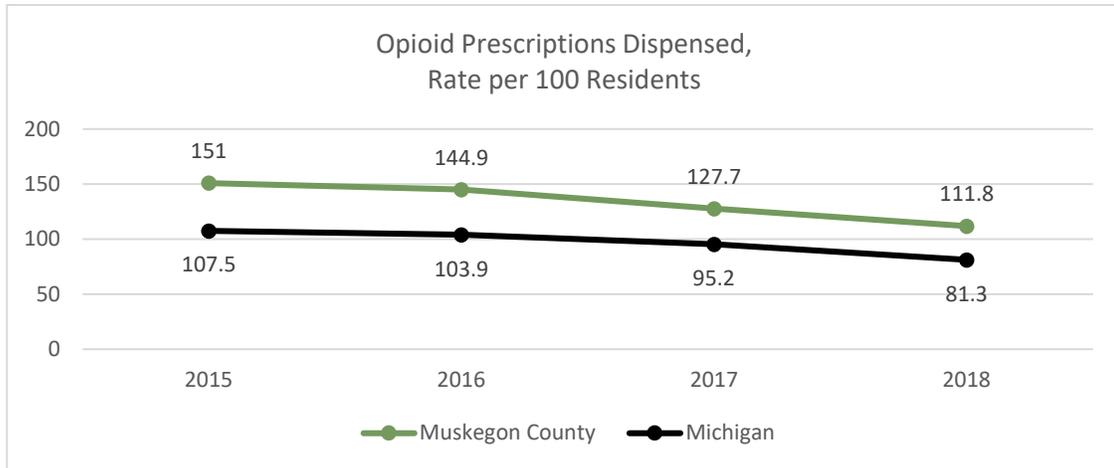


Targeted Intervening Variables for Prescription Drug Misuse: To decrease prescription drug misuse, the coalition works to impact youth access, perceptions of risk, over-prescribing, and access to treatment for opioid use disorders.

In addition to local efforts, statewide legislation took effect in 2018 requiring prescribing physicians to limit opioid prescriptions to a 7-day supply and to discuss the risks of opioid prescribed medications with their clients.

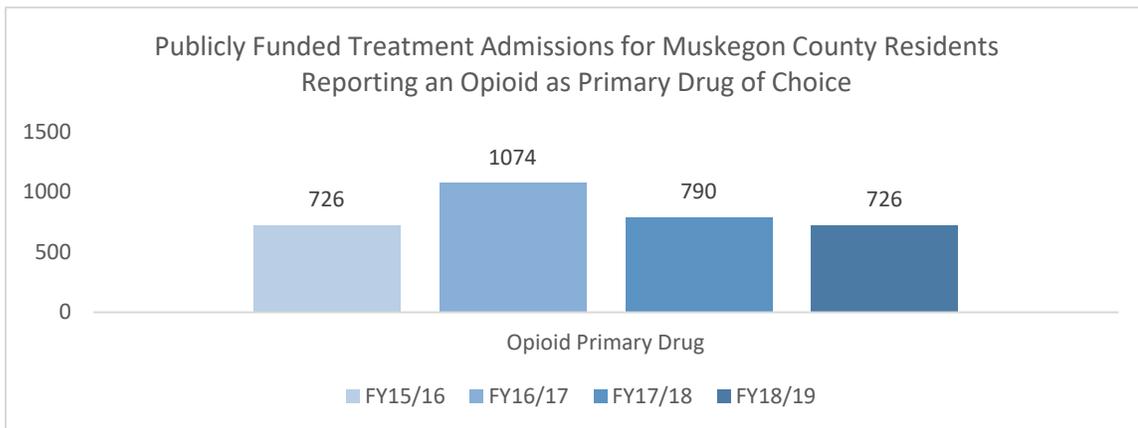
- Youth access: MIPHY does not collect data for easy access to prescription drugs. However, since 2010, over 10 tons of medications have been safely destroyed indicating that the coalition’s efforts to increase proper disposal of medication is likely reducing inappropriate access to medications in homes.
- Perception of risk: Among HS students, the rate of students reporting it is ‘low risk’ to take a prescription drug not prescribed for them remained relatively stable (figure 20).
Among adults surveyed in 2019, 87.1% reported they were aware of the risks of prescription opioids; and 43.7% of those who had been prescribed an opioid in the past year reported their doctor had discussed the risks with them (Mercy Health Community Health Needs Assessment 2019).
- Over-Prescribing: Between 2015 and 2018 there was a 26% decrease in the rate of opioid prescriptions dispensed per 100 residents. State-wide there was a similar, yet slightly smaller, decrease of 24%.

Figure 20



- Access to Treatment for Opioid Use Disorders: Between FY2016 and FY2017 there was a substantial increase in admissions to publicly funded treatment for persons reporting an opioid as their primary drug of choice, declining in the following years.

Figure 21



VI. OTHER DRUG USE TRENDS TO INFORM FUTURE PRIORITIES

The tables below provide a summary of trends in HS students reporting use of other drugs not targeted for specific action by the coalition. These trends are provided to assist in determining whether there are emerging issues that may require targeted intervention. Data for middle school student tobacco use has not been included because rates are extremely low (<1%).

Trend Detail:

Illicit Drug Use, HS Students	2010	2012	2014	2016	2018	2020
Recent inhalant use	2.1%	2.8%	1.6%	1.7%	1.3%	1.4%
Recent club drug use	1.4%	1.4%	2.2%	2.2%	2.0%	1.1%
Recent methamphetamine use	0.6%	0.7%	0.5%	0.9%	0.3%	0.4%
Recent cocaine use	0.8%	0.8%	0.8%	1.7%	0.7%	0.4%
Recent heroin use	0.5%	0.2%	0.4%	0.7%	0.2%	1.3%
Recent steroid use	0.7%	0.7%	0.8%	0.7%	0.5%	0.4%
Lifetime synthetic marijuana use	--	--	--	8.8%	8.4%	6.8%
Recent barbiturate use	1.7%	2.0%	1.7%	1.6%	0.8%	0.4%
Illicit Drug Use, MS Students	2010	2012	2014	2016	2018	2020
Recent marijuana use	3.8%	2.8%	4.0%	2.2%	2.4%	3.6%
Recent inhalant use	6.2%	5.3%	3.3%	2.7%	2.0%	3.2%
Lifetime methamphetamine use	5.3%	5.1%	9.9%	8.7%	8.3%	9.0%
Lifetime cocaine use	5.4%	5.1%	10.6%	8.9%	8.4%	9.1%
Lifetime steroid use	5.9%	6.0%	10.7%	9.7%	9.5%	10.1%
Lifetime synthetic marijuana use	--	--	--	9.6%	9.0%	10.4%
Tobacco Use	2010	2012	2014	2016	2018	2020
Recent smokeless use (<i>excludes vaping</i>)	4.2%	1.2%	3.3%	2.8%	1.8%	1.3%
Recent cigar use	6.7%	5.3%	4.6%	4.3%	2.7%	1.9%

Analysis of Trends: Among high school students, rates of reported illicit drug use are very low with 2% or less of students reporting recent use of any illicit drug collected on the MIPHY survey. In addition, only one-in-eight (13.3%) HS students report being sold or offered an illegal drug on school property during the past year.

Among middle school students in 2020, rates of lifetime illicit drug use, for substances other than marijuana, range from 9% to 10%. Given that early use of substances increases likelihood of developing future problems, this may be worth additional focus in the coming years.

Rates of smokeless tobacco use are also very low with 1.3% of HS students reporting recent use compared to 2.9% statewide. Rates of cigar use are similarly low with 1.9% reporting recent cigar use compared to 5.2% statewide.

VII. CONCLUSIONS

Between 2010 and 2020, the Coalition for a Drug Free Muskegon County implemented an array of interventions targeting multiple issues in the community that research has shown can influence rates of youth substance use.

Youth Substance Use Trends: During this period, the coalition saw substantial reductions in substance use among HS students in Muskegon county, including:

Alcohol Use: 24%↓ in lifetime use, 49%↓ in recent use (past 30 day), and 55%↓ in recent binge drinking (5+ drinks) between 2010 and 2020. Greater than achieved state-wide.

Drunk Driving: 69%↓ in students who drove after drinking and a 57%↓ in riding with someone who had been drinking in past month.

Cigarette Use: 82%↓ in recent use (past 30 day), and 93%↓ in frequent smoking (20+ days/month) between 2010 and 2020. Between 2010 and 2016 there was 30%↓ in students who ever smoked a whole cigarette. These reductions were greater than achieved state-wide.

Marijuana Use: 12%↓ in lifetime use, and a 20%↓ in recent use (past 30 day) between 2012 and 2020. Statewide rates increased 27%↑ for lifetime and 20%↑ for recent.

Prescription Drugs Misuse: 56%↓ in recent use of painkillers without a prescription, and 59%↓ in use of a stimulant without a prescription between 2010 and 2020.

Intervening Variables: Indications that the coalition's efforts have likely contributed to these improvements in youth substance use rates are supported by evidence of corresponding improvements in the following community issues targeted with intervention. Unless otherwise specified, improvements reflect 2010 through 2020 for alcohol, tobacco, and prescription drug misuse; and 2012 thru 2020 for marijuana:

Reduced Access to Substances: Decrease in HS students reporting it would be easy to get alcohol (22%↓), cigarettes (42%↓), and marijuana (14%↓). Youth survey data is not available for prescription drugs. 10+ tons of unused medication collected for disposal.

Peer Disapproval of Use: Between 2014 and 2020, decrease in HS students reporting their friends feel it is 'not wrong' to drink alcohol (24%↓), smoke cigarettes (36%), and take a Rx medication not prescribed for them (37%↓). Rate increased slightly for marijuana.

Perception of Peer Use: Decrease in HS students reporting the misperception that most (50%+) of their peers drank alcohol in the past month (36%↓) and smoke at least one cigarette a day (69%↓).

Parental Disapproval of Use: Decrease in HS students reporting their parents feel it is 'not wrong' for them to drink alcohol (69%↓) and smoke cigarettes (78%↓). Worsened for marijuana.

Opioid Addiction and Overdoses: Beginning in 2016, the coalition expanded efforts to address the opioid issue among the adult population through partnership with the Muskegon Area Opioid Task Force. Efforts worked to ensure responsible prescribing of opioids, supporting the community to recognize and reverse overdoses, and increasing evidence-based treatment program options. Between 2015 and 2018 the rate of opioid overdose deaths per 100,000 residents increased steadily statewide while in Muskegon county rates declined between 2015 and 2017 and increased slightly in 2018.

Future Priorities: Issues that the coalition should consider for enhanced efforts in the coming year were noted throughout the report. The following issues should be considered for additional attention in the coming years:

Perception of Risk: Students reporting that regular alcohol use, smoking marijuana, and cigarette use worsened, while risk for binge drinking and prescription drug misuse remained relatively stable. While rates of use continued to decline for these substances, it may be appropriate to consider additional ways to ensure youth understand the risks of using these substances.

Electronic Vape Products: Efforts to address teen use of electronic vape products have only been in place a short time so it is unclear yet whether they will achieve the desired reductions in youth rates of vaping. Efforts should be continued to address this issue.

Marijuana: While marijuana use did decrease, it did not achieve reductions as great as for other targeted substances. In addition, intervening variables including parental attitudes, perception of risk, and peer disapproval have worsened over time. Given the legalization of recreational marijuana in 2018 this is not surprising. However, expanded efforts to ensure continued improvements in marijuana use rates may be warranted.

Illicit Drug Use among Middle School Students: Among middle school students in 2020, approximately one in ten middle school students reported they had ever used cocaine, methamphetamine, synthetic marijuana, or steroids. Given that early use of substances increases likelihood of developing future problems youth using these drugs at an early age may be worth additional focus in the coming years.

Attachment A: Coalition for a Drug Free Muskegon County, Evaluation Logic Model, 2010 to 2020

Problem	Intervening Variable	Contributing Condition	Interventions Conducted	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
<p>Alcohol: Among Muskegon County HS students in 2010, half (49.5%) reported having ever used alcohol & one-fourth (25.1%) reported use in the past 30 days, with 15.5% reporting recent binge drinking, and 35.9% reporting they had ever been drunk.</p>	<p>Easy Access: Among HS students in 2010, 70.8% reported it would be easy to get alcohol</p>	<p><u>Retail access</u> In 2010, 2.1% of HS who drank usually got by buying at a store or a bar or restaurant.</p>	<p><u>Vendor Edu:</u> Annual distribution of vendor education materials by law enforcement officers to all 300+ alcohol retailers, beginning in 2009.</p> <p><u>Compliance Checks:</u> Annual decoy operations where law enforcement visit retailers to monitor that they are not selling to individuals that are not of legal age to purchase alcohol. Failure results in a citation and retailers that pass are recognized with follow up letters to congratulate them and certificates. Began in 2009.</p> <p><u>Muskegon County Volunteer Server Training:</u> Provide training at no cost for volunteers serving alcohol at community events beginning in 2009.</p>	<p>Sustained low rate of HS students who drank that report they usually buy at a store or bar/restaurant (from 2.1% to 1.8%)</p>	<p>Between 2010 and 2020 the % of students reporting it would be easy to get alcohol decreased 22% (from 70.8% to 55.0%)</p>	<p>Between 2010 and 2020, Among HS students in Muskegon County:</p> <ul style="list-style-type: none"> • 24%↓ HS lifetime use (from 49.5% to 37.5%) • 49%↓ HS Recent use (from 25.1% to 12.7%) • 41%↓ HS ever been drunk (from 35.9% to 21.1%) • 55%↓ HS recent binge drinking (from 15.5% to 6.9%)
		<p><u>Social Hosting:</u> In 2010, HS students who drank recently report they usually got their alcohol by someone 'giving it to them'(38.6%), followed by 'giving someone money to buy it for them'(31.4%)</p>	<p><u>Party Patrol:</u> Raise awareness of how and why to report underage drinking parties to Silent Observer to reduce the ability of youth to access to alcohol at parties. Law enforcement responds to 'tips' and Silent Observer pays a tip-out for substantiated tips. Effort began in 2012.</p> <p><u>Alcohol Awareness Week</u> at local college campuses provide info on the importance of not providing alcohol to minors and potential legal consequences.</p>	<p>Among HS students who report recent alcohol use reporting they usually get their alcohol by...:</p> <p>58%↓ by giving someone money to buy for them (from 31.4% to 13.2%)</p> <p>3%↓ by someone 'giving it to them' (from 38.6% to 37.5%)</p>		

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Problem	Intervening Variable	Contributing Condition	Interventions Conducted	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Alcohol continued...	Perception of Risk: In 2010, 29.3% of HS students reported drinking regularly (1-2 drinks/nearly every day) is low risk. In 2014, 29.5% reported binge drinkign (5+ drinks/1-2x/weekend) is low risk (new measure in 2014)	Youth don't understand legal or physical <u>consequences</u> of youth use. (focus groups)	<p><u>FaceTheBook:</u> Annual county-wide school-based youth education campaign on the health, legal and social consequences of underage drinking with 2,170 followers on Facebook. Campaign began in 2011. Incorporated vaping and marijuana in 2020.</p> <p><u>Safe Prom:</u> Law enforcement attend prom events to provide a positive presence at area proms to prevent youth drinking or drug use and has been offered to all school districts since 2012.</p> <p><u>Party Patrol:</u> Works to increase likelihood that law enforcement will identify and respond to underage drinking parties.</p> <p><u>Binge Effects Campaign</u> to raise awareness of the risks of binge drinking among college students; coordinated with Alcohol Awareness Week beginning in 2017. For more information on the campaign, visit</p> <p><u>Alcohol Awareness Week:</u> Education is provided to college students on the dangers of drinking and driving and binge drinking during National Collegiate Alcohol Awareness Week.</p>	Trend data not available	HS students reporting that drinking is low risk worsened with a 33%↑ in students reporting drinking 1 or 2 drinks nearly every day is low risk (from 29.3% to 39.0%). Between 2014 and 2018 HS students reporting binge drinking 1-2x/weekend remained relatively stable (between 29 and 31%)	
		<u>Parental attitudes:</u> In 2010, 15.7% of HS students report parents felt it's 'not wrong' to drink.	<u>TalkSooner</u> Partner with PHMC to promote regional TalkSooner campaign to raise awareness among parents of the risks of underage drinking and support them in discussing with their children.	68%↓ in HS students reporting their parents feel it's 'not wrong' for them to use alcohol (from 15.7% to 5.0%)		
	<u>Norms/Peer Disapproval:</u> 35.7% of HS students reported alcohol use by peers is 'not wrong'	<u>Perception peer use:</u> In 2010, 49.5% of HS students reported that most (50%+) of students in their grade drank in past month, when only 25% actually had.	<p><u>Ride with Pride:</u> Positive Behavior Program with a student pledge that encourages students to practice safe driving habits, abstain from alcohol and drugs, follow the school positive behavior matrix, maintain enrollment, and have no negative school or police contacts.</p> <p><u>FaceTheBook</u> conducts an annual contest for youth to develop messaging for their peers about alcohol use, including their reasons for not using.</p>	36%↓ in HS students reporting that 50%+ of their peers drank in the past 30 days (from 45.9% to 29.3%)	↓24% in HS students reporting their friends feel it is 'not wrong' to use alcohol from 2014 to 2020 (from 45.9% to 21.1%) (measure changed in 2014)	

Attachment A: Coalition for a Drug Free Muskegon County, Evaluation Logic Model, 2010 to 2020

Problem	Intervening Variable	Contributing Condition	Interventions Conducted	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
<p>Tobacco: Among HS students in Muskegon County, in 2010: One-fourth (25.5%) reporting having ever smoked a whole cigarette, 11.7% reported smoking a cigarette in the past 3 days, and 4.4% of students reported frequent smoking in the past month (20+ cigs).</p>	<p><u>Easy Access:</u> In 2010, 66.2% of HS students report would be easy to get cigarettes</p>	<p><u>Retail:</u> In 2010, 8.5% of recent HS smokers reported they usually got cigarettes by buying at a store or gas station.</p>	<p><u>Retail Access:</u> Partners with PHMC to</p> <ul style="list-style-type: none"> – provide vendor education to tobacco retailers on how to prevent sales to minors, ~300/year – Compliance checks by law enforcement resulting in citations for those who sell to minors; ~100/year – Recognition for those who refuse sales to minors. 	<p>In 2020, Among recent HS smokers, 0% reported they usually got cigarettes by buying in a store.</p>	<p>42%↓ in HS students reporting it would be easy to get cigs (from 66.2% to 38.6%)</p>	<p>Between 2010 and 2020, among HS students:</p> <ul style="list-style-type: none"> – 82%↓ in recent cigarette use (from 11.7% to 2.1%) – 93%↓ in recent frequent smoking (from 4.4% to 0.3%) <p>30%↓ ever smoked a whole cigarette (from 25.5% to 17.9%) between 2016 & 2016 (measure was discontinued)</p>
	<p><u>Perception of Risk:</u> In 2010, 15.1% of HS students reported that smoking 1+ packs of cigarettes a day is low risk</p>	<p>Stakeholders reported during strategic planning that some teens don't understand the health risks of smoking cigarettes.</p>	<p><u>Lungs at Work</u> Educational Program: Annually provided multiple education sessions to MS and HS students in all school districts on the physical, social and legal consequences of tobacco use; Starting in 2004, the program annually educated 4~5,000 students</p> <p><u>Youth Leadership Development:</u> Partner with PHMC to supported youth leader education programs culminating in annual Youth Summit; educated over 120 youth leaders from multiple school districts on actual teen tobacco use rates and consequences of tobacco use. Peer leaders implemented various smoke free initiatives and events within their schools.</p> <p><u>Kick Butts Day</u> for Youth: Since 2008, the Knowsmoke Coalition annually promotes the Kick Butts for Youth working with local youth groups and leaders to join thousands of kids across the country who are taking part in the nationwide initiative that makes kids leaders in the effort to stop youth tobacco use among their peers.</p> <p><u>Do You Knowsmoke?</u> media awareness campaign played at local movie theatre provided info on physical and social consequences of smoking.</p>	<p>No trend data available</p>	<p>HS students reporting that smoking cigarettes is low risk worsened with a 35%↑ in students reporting smoking is low risk (from 15.1% to 20.4%).</p>	
		<p><u>Parental attitudes:</u> In 2010, 8.5% of HS students reported their parents felt it was 'not wrong for them to smoke cigarettes.</p>	<p><u>TalkSooner:</u> Partner with the Lakeshore Regional Entity to plan and promote the TalkSooner campaign which works to support parents in understanding the age of initiation of smoking and to discuss the risks with their teens.</p>	<p>78%↓ HS students reporting their parents feel it's 'not wrong' for them to smoke cigarettes (from 8.5% to 1.9%)</p>		

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Problem	Intervening Variable	Contributing Condition	Interventions Conducted	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
Tobacco continued...	<p><u>Norms/Peer Disapproval:</u> In 2010 26.0% of HS students reported cigarette use by their peers was 'not wrong'.</p>	<p><u>Perception peer use:</u> In 2010, half (26.9%) of HS students reported that most (50%+) of students in their grade smoked cigarettes in past month, when only 11.7% actually had.</p>	<p><u>Youth Leadership Development:</u> Partner with PHMC to supported youth leader education programs culminating in annual Youth Summit; educated over 120 youth leaders from multiple school districts on actual teen tobacco use rates and consequences of tobacco use. Peer leaders implemented various smoke free initiatives and events within their schools.</p> <p><u>Zombie Walk:</u> In 2013, the Muskegon Public School youth leaders held a Zombie Walk illustrating the dangers of smoking and declaring themselves smoke free. This event has since become a county wide event for youth to declare themselves the "Smoke Free Generation". In 2019, the event incorporated vape-free messaging. Popularity of this event has grown, with 133 community residents joining the event in 2019.</p> <p><u>Do You Knowsmoke?</u> media awareness campaign played at local movie theatre provided info on actual use rates of smoking in the county</p>	69%↓ in HS students reporting that 50%+ of their peers smoke 1 or more cigarettes a day (from 26.9% to 8.3%)	↓36% in HS students reporting their friends feel it is 'not wrong' to smoke cigarettes from 2014 to 2020 (from 23.3% to 14.8%) (MIPHY measure changed in 2014)	
	<p>In 2010, 49.2% of recent smokers report trying to quit in the past year.</p>	<p>Stakeholders reported during strategic planning that cessation programming was not readily available for teens.</p>	<p><u>Cessation Capacity:</u> Train professionals to deliver Not On Tobacco (NOT) cessation program for youth; support schools in adopting program.</p> <p><u>Do You Knowsmoke?</u> media awareness campaign played at local movie theatre provided info on how to access cessation resources and programming.</p>	At least 2 schools have established NOT cessation programming	86%↓ in HS students reporting trying to quit unsuccessfully in past year (from 5.7% to 0.8%).	
<p>Vaping: Between 2016 and 2018 rates of HS vaping increased from 17.5% to 24.9%</p>	<p><u>Perception of risk</u> During focus groups in 2017, many teens reported that vaping is relatively safe, 'safer than cigarettes'</p>	<p>During focus groups teens were not consistently reporting an understanding of the health risks for vaping. School stakeholders report too many youth are vaping at school</p>	<p><u>'Vape patrol'</u> which works to prevent vaping at school by encouraging students to anonymously report peers for vaping at school to silent observer.</p> <p><u>Vaping toolkit</u> provided to schools throughout the county with materials to post in school and share with youth, staff, and parents regarding vaping and provide support preventing vaping on school property. Information and signage for 'vape patrol' were provided in the toolkit.</p> <p><u>Advocate</u> for restrictions on vaping indoors.</p> <p><u>Vaping Lesson Plan:</u> Partner with AMP to provide a lesson plan on the risks of vaping for teachers to use in their classrooms with MS or HS students.</p>	No trend data	No trend data	Between 2018 and 2020 there was a 24%↓ in recent use of vaping products among HS students (from 24.9% to 19.0%)

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Problem	Intervening Variable	Contributing Condition	Interventions Conducted	Short-Term Outcomes	Intermediate Outcomes	Long-Term Outcomes
<p>Marijuana: Among Muskegon County HS students in 2012, 30.4% reported having ever used marijuana & 17.2% reported use in the past 30 days.</p>	<p>Perception of Risk: In 2012, 36.1% of HS students reported that smoking marijuana regularly (1-2x/week) is low risk.</p>	<p>Youth don't understand legal or physical <u>consequences</u> of youth use. (focus groups)</p>	<p><i>Shattering the Myths forums</i> to help youth understand risks using school assemblies.</p> <p>In 2019, the <i>Shattering the Myths</i> curricula was developed and distributed to local schools that included a lesson on the risks of marijuana use.</p> <p>Distributed the 'High Doesn't Get You Hired' posters to local businesses impacted by drug use in the workplace following the passage of Michigan recreational marijuana legislation.</p> <p>Partner with PHMC to distribute a marijuana and pregnancy brochure to educate parents in WIC, home visitation services, and birthing centers.</p>	<p>During focus groups in 2017, majority of youth understood the legal consequences of underage marijuana use.</p>	<p>HS students reporting that drinking is low risk worsened with a 33%↑ in students reporting drinking 1-2 drinks nearly every day is low risk (from 29.3% to 39.0%).</p> <p>Between 2014 and 2018 students reporting binge drinking 1-2x/weekend remained relatively stable (between 29 & 31%)</p>	<p>Between 2012 and 2020, Among HS students in Muskegon County:</p> <ul style="list-style-type: none"> • 12%↓ in lifetime use (from 30.4% to 26.9%) • 20%↓ in recent use (from 17.2% to 13.8%) <p>Since legalization in 2018, rates of lifetime use have remained stable while recent use has ↓14% (from 16.0% to 13.8%)</p>
	<p>Parental attitudes: In 2012, 7.8% of HS students reported their parents felt it was 'not wrong' for them to use marijuana.</p>	<p><u>TalkSooner</u> Partner with PHMC to promote regional TalkSooner campaign to raise awareness among parents of the risks of underage marijuana use and support them in discussing with their children.</p>	<p>HS students reporting their parents feel it's 'not wrong' for them to use marijuana has worsened (from 7.8% to 11.1%)</p>			
	<p>Easy Access: In 2012, 53.9% of HS students reported it would be easy to get marijuana.</p>	<p>Recreational marijuana use became legal in Michigan in 2018. Evidence from states that had legalized marijuana in the years prior showed increased youth access.</p>	<p>Advocacy leading up to the November 2018 recreational marijuana election, created and distributed an educational mailer to over 7,000 absentee voters regarding recreational marijuana legislation</p> <p>Provide info and advocate with policy makers on facts regarding marijuana use consequences</p> <p>Advocate for local municipalities to opt out of recreational marijuana businesses</p> <p>Lock It Up campaign: Partner with PHMC to encourage parents to safely store marijuana to prevent youth access.</p>	<p>At least 5 municipalities have passed resolutions to opt-out of allowing dispensaries.</p>	<p>14%↓ in Hs students reporting it would be easy to get marijuana between 2012 and 2020 (from 53.9% to 46.3%)</p> <p>Following legalization, rate remained stable.</p>	

Attachment A: Coalition for a Drug Free Muskegon County, Evaluation Logic Model, 2010 to 2020

<p>Prescription Drug Misuse: In 2012, 8.3% of HS students reported misuse of a Rx painkiller and 5.2% reported recent use of a Rx stimulant.</p> <p>Among adults in 2012, 19.8% reported having taken a Rx medication not prescribed to them in the past year (LCC Adult Survey 2012)</p> <p>In 2012, there were 19 opioid-involved overdose deaths for Muskegon County residents;</p>	<p><u>Easy Access</u> Among Muskegon county adults w/ children under 21 at home, in 2012: 65.3% reported they store medication in a location accessible to their children, and 13.9% do not monitor children's prescriptions (LCC Adult Survey 2012)</p>	<p><u>Rx Disposal:</u> People do not dispose of their prescription medication – Among Muskegon County adults surveyed in 2012, only 19% reported that they disposed of unused medication through a disposal program and 27.7% reported they were not aware of a disposal location in their community. (LCC Adult Survey 2012)</p>	<p><u>Drug Take Back Events:</u> twice annually since 2010 in conjunction with national Drug Enforcement Agency (DEA) events to capitalize on the public awareness of properly disposing unwanted medications.</p> <p><u>Permanent Disposal Locations:</u> Establish local permanent disposal sites and promote awareness and availability.</p> <p><u>Awareness:</u> Promote awareness of the importance of proper disposal through</p> <ul style="list-style-type: none"> – Distribute flyers to medical providers, retirement communities, pharmacies, veterinarians, physicians, dentists, funeral homes, churches, , senior resources, hospice programs, schools and colleges. – Distribute press releases and provide interviews to media outlets – Messaging shared via social media, local websites and blogs. <p><u>Lock Boxes:</u> Partner with PHMC to distribute lock boxes for safe storage of medications in the home</p> <p><u>Pill organizers:</u> Partner with PHMC to distribute pill organizers</p>	<p>Since 2010, over 10 tons of medications that have been safely destroyed.</p> <p>11 permanent disposal boxes at local law enforcement offices throughout the county and 6 permanent disposal boxes located at local healthcare providers and pharmacies as of August 2020.</p>	<p>No trend data available</p>	<p>Between 2012 and 2020, among HS students:</p> <ul style="list-style-type: none"> – 57%↓ in recent misuse of Rx painkillers (from 8.3% to 3.6%) – 56%↓ in recent misuse of Rx stimulants (from 5.2% to 2.3%) <p>Opioid overdose deaths for Muskegon County residents decreased between 2014 thru 2016 (from 44 to 33) however they have increased since 2016 (from 33 to 38)</p>
	<p><u>Over-prescribing:</u> In 2012, there were 116 Rx opioid prescriptions filled by Muskegon County for every 100 residents (MI-SUDDR.com)</p>	<p>Medical professionals in need of additional support, training, and alternative pain management options for their patients.</p>	<p><u>Healthcare Procedures:</u> In response to analysis of overdose rates reviewed by the Task Force, Mercy Health formed a special committee to support the medical community with education and support for responsible prescribing practices and to encourage use of alternative methods of pain management. This internal Mercy Health committee established protocols and began disseminating best practice information 1yr prior to state legislation requiring such efforts.</p> <p><u>CME:</u> Task Force also held an educational event with continuing medical education (CME) credits for physicians in 2019 that focused on bias and the influence on treatment and prescribing practices with 75 healthcare professionals in attendance.</p>	<p>Between 2012 and 2018, 17%↓ in rate of opioid prescriptions dispensed per 100 residents (from 135.4 to 111.8)</p>		

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more than doubling by 2014 with 44 deaths (MI-SUDDR)	<p><u>Perception of Risk</u>: In 2012, 42.3% of adults reported it was low risk to share a medication w/someone for whom it was not prescribed (LCC Adult Survey 2012)</p>	<p><u>Doctor Edu</u>: 3.4% of Muskegon County adults prescribed medication in the past year, report that their doctor did not discuss the risks with them (LCC Adult Survey 2012)</p>	<p>Social marketing campaign promoting messages on the risks of opioid prescriptions. A webpage was developed in 2019 to educate the public and provide resources information to community residents.</p>	<p>In 2019, 47.3% of adults in Muskegon County who had been prescribed an opioid in past year report their doctor discussed the risks with them (Mercy Health CHNA 2019)</p>	<p>In 2019, 87.1% of Muskegon County respondents reported they are aware of the risks of opioid Rx drugs (Mercy Health CHNA 2019)</p>
	<p>Programming to treat opioid addiction, and prevent overdoses is insufficient.</p>	<p>Medication Assisted Treatment options very limited in the county</p>	<p><u>MAT</u>: Healthwest worked to increase availability of Medication Assisted Treatment by supporting establishment of an providers in the medical community who prescribe suboxone.</p>	<p>As of August 2020, there are 28 providers in Muskegon county that offer MAT⁵</p>	<p>Since 2014 has been an ↑ in publicly funded SUD treatment admissions for opioids, from low of 446 in 2014 to high of 1,074 in 2017</p>
	<p>Overdose reversal medication and training not readily available</p>	<p><u>Red Project</u>: Partner w/ The Red Project to educate community on recognizing overdose risk factors and reversal options. Actively support Red Project in connecting with local stakeholders.</p>	<p>Distributed 798 Narcan kits in 2019.</p>		

⁵ <https://www.samhsa.gov/medication-assisted-treatment/practitioner-program-data/treatment-practitioner-locator>
Coalition for a Drug Free Muskegon County, Outcome Evaluation 2010 thru 2020