



Substance Use Disorder Prevention Funded Agency Guide 2019-2020

Allegan County

Provider: Allegan County Community Mental Health (ACCMHS)



- **ACCMHS Parent/Family Initiatives** include several different programs to reach parents and families in Allegan County. The Allegan County Substance Abuse Prevention Coalition (ASAP) implements and promotes the Talk Sooner website, app, participates in Talk Sooner media campaign and implements prescription drug prevention strategies and “Cool Parent” initiatives as identified in their strategic plan. Additionally, ACCMHS works with the Great Start Collaborative to provide information regarding trauma, increase access to services for youth and families regarding substance use, improve social-emotional development of children, and provide information to advance Recovery-Oriented Systems of Care within the community. Lastly, the Allegan County Suicide Prevention Coalition works to provide resources and supports for youth and families at risk of suicide to increase awareness and decrease risk.
- **ACCMHS Prevention for At-Risk Youth/Behaviors** includes STAR Family Literacy, which is a program that focuses on prevention for at-risk youth/behaviors. The program supports teen parents and their children. All groups provide population-specific skills focusing on healthy relationships, substance abuse, coping, communication and decision-making. Additionally, Prime for Life is a motivational prevention, intervention and pre-treatment program that works to change attitudes, risk perceptions, motivations, and risk reduction.
- **Peer Assistant Leadership (PAL) Program** is a school-based youth mentoring program. Students complete a selection process and then receive training in communication and decision-making skills, as well as teen social issues. The program trains the peer during a one to two-trimester class, for which they will receive high school credit. Following training, PALs are available to provide listening, support, and mentoring to any students in the school district. PRIDE is a program developed by PALs to provide mentoring to girls in 6th-8th grades.
- **School-Based Non-ATOD Use Organizations** in Allegan County include Allegan County Pro Youth Team, which is a county-wide youth substance abuse coalition to help coordinate and initiate youth-developed and led prevention projects to correct the misperception that most youth use alcohol, tobacco, and other drugs. Additionally, ACCMHS provides technical assistance to middle schools seeking to develop or strengthen school-based non-Alcohol, Tobacco, and Other Drug (ATOD) use groups for general population students in Allegan County school districts.
- **The Prescription Drug Misuse Prevention Project** works to prevent youth abuse of prescription and over-the-counter medications, as well as adult misuse of prescription medications by reducing access and increasing awareness of the dangers of misusing medications. Efforts to decrease youth access to prescription and over-the-counter medications will focus on encouraging parents and other family members to store medications properly and to dispose of unused medications at the eight permanent disposal drop-off sites within Allegan County. ASAP is focusing on working with the medical community to improve prescribing practices and increase awareness of the problem for youth and adults. Community education on the danger of misuse will continue through informational materials and working with media outlets. This project will also include efforts of the Allegan County Suicide Prevention Coalition. The Suicide Coalition will collaborate with schools to increase early identification and referral for individuals at risk of suicide.
- **Tobacco Program:** Serves as the Designated Youth Tobacco Use Representative (DYTUR) in Allegan County, and implements the No Cigs for Our Kids Program.



Kent County

Provider: Arbor Circle



- **Arbor Circle's Prevention Services Program** involves a multi-strategy approach designed to address youth alcohol and marijuana use. The overall focus of Arbor Circle's Prevention Services Program is to build capacity by directly strengthening and enhancing refusal skills and healthy coping mechanisms among indicated, high-risk youth/young adults, and to enhance and support the community-based process of the systems of which they are a part, including neighborhoods, schools, community, and family. The program integrates multiple strategies and interventions aimed at developing and strengthening effective and sustainable prevention-focused relationships, skills, and activities across the community, school, family, peer, and individual domains to prevent the onset and reduce the progression of substance use disorders.

Provider: Family Outreach Center



- **Beating the Odds** is a program focused on preventing problem gambling among youth. Along with improving treatment availability for those with gambling disorders in Kent County, this project is focusing on increasing community awareness about the risks and effects of problem gambling by providing education that problem gambling is preventable and treatable. It aims to reduce gambling behavior among youth by addressing the risk factors that may increase the risk of problem gambling and promoting the protective factors that may minimize the risk of problem gambling.
- **Strong Voices, Bold Choices (SVBC)** aims at educating individuals, families, and the community about alcohol and the effects it can have. The overall goal of the program is to prevent and decrease youth alcohol use. To do this, SVBC's strategies concentrate on informing, empowering, and equipping parents to have discussions with their children regarding substance use, while providing youth with the information and tools necessary for them to make bold and positive choices. The program provides youth with school and community-based educational groups that provide accurate information regarding alcohol and its effects while teaching refusal skills and encouraging youth to make healthy choices. The program also focuses on empowering youth to be a positive influence in their environment and among their peers. To achieve this, youth may participate in contests or other workshops, where they strengthen leadership skills and work together to create positive messages for their peers. Parents receive information through community events such as resource fairs and parent-teacher conferences.
- **Native American Community Services (NACS) Prevention** is a substance use prevention program that aims at educating individuals, families, and the community about alcohol and the effects it can have. NACS Prevention specifically aims at reaching and providing these services to the Native American population in Kent County. The strategies of the program include strengthening relationships and collaborations within the Native American population to provide prevention services. Services include educational prevention groups for youth, a Student Leader Program, workshops for parents and youth, and the dissemination of prevention material to the community at different events such as resource fairs and community celebrations.

Provider: Kent County Health Department (KCHD)



- **Adult Heavy Drinking** is an annual campaign informing adults about the potentially harmful effects and risky behaviors associated with excessive alcohol consumption. The short-term impacts of heavy drinking can include drinking and driving, aggression, and risky sexual behavior. Long-term, it can lead to obesity, a higher risk of certain cancers, and organ damage. Knowing these risks early, and taking a proactive approach to preventing them, can help individuals stay healthy. KCHD uses a broad-based public health campaign incorporating social media and education throughout Kent County. The target audience is residents over 21 years of age,

with a primary focus on the 21 to 34-year-old population. It is not an abstinence message. Instead, it asks people to rethink how much and how quickly they drink.

- **Botvin LifeSkills Training (LST)** is a research-validated substance abuse prevention program proven to reduce the risks of alcohol, tobacco, drug abuse, and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors. This comprehensive program provides adolescents and young teens in the 3rd through 10th grades with the confidence and skills necessary to successfully handle challenging situations. Health educators coordinate service delivery with schools in urban, rural, and suburban districts throughout Kent County. The high school curriculum includes modules on social-emotional learning in addition to a supplemental module on prescription drug abuse. The information will help students develop strategies for making healthy decisions, reducing stress, managing anger, enhancing communication skills, building healthy relationships, understanding the consequences of substance use, risk-taking, and influences of the media.

The middle school curriculum includes modules on the pre-test and team building, self-image, self-improvement, goal setting, decision-making, tobacco and smoking, alcohol and binge drinking, marijuana, inhalants, prescription drugs, addiction and e-cigarettes, advertising, violence, and media, coping with stress and anxiety, communication skills, assertiveness, social skills, and post-test and graduation.

The elementary school curriculum includes modules on self-esteem, decision-making, stress, advertising, communication, assertiveness, social skills, and tobacco, alcohol & marijuana.

The focus of the LifeSkills Training is for KCHD Health Educators to:

- Teach students the necessary skills to resist social (peer) pressures to smoke, drink, and use drugs
 - Help students to develop greater self-esteem and self-confidence
 - Enable students to effectively cope with anxiety
 - Increase students' knowledge of the immediate consequences of substance abuse
 - Enhance cognitive and behavioral competency to reduce and prevent a variety of health risk behaviors
 - Enhance positive decision-making skills
 - Assess the results of the students' matched pre/post-tests to determine program effectiveness
- **Data Systems:** Since 2008, KCHD has coordinated the collection, analysis, and reporting of data surrounding local substance use behaviors to support the work of the Kent County Prevention Coalition (KCPC). KCHD staff is actively involved in advocating for school districts to participate in the Michigan Profile for Healthy Youth (MiPHY) Survey to enhance the representativeness and availability of data on substance use behaviors among Kent County adolescents. In support of these efforts, KCHD epidemiologists help school administrators analyze their district-specific MiPHY data, which is used to help inform need-based programming. KCHD staff also collaborate with the Kent Intermediate School Districts to train district staff on how to effectively use MiPHY data. Through its partnership with KCPC, KCHD plays a key role in the coalition's efforts to share local data with KCPC member organizations and community stakeholders. KCHD epidemiologists help to craft KCPC's annual Substance Use Indicator Report and organize locally available statistics on the KCPC website. In addition to providing data to the greater community, KCHD also assists KCPC's continuous journey of going from "good to great" by providing evaluation support for coalition events and activities. Examples of these supportive activities include creating evaluation tools for the annual Youth Summit and Lunch and Learn events and assessing the overall health of the coalition through an annual member survey.

- **Yo Puedo** means “I Can” in English. The program components include weekly educational sessions for each school site group, visits to local universities, and an opportunity for a community service project. The program uses a variety of volunteer Latino adult professionals. The youth are enrolled in the program from October through June. For this time, they are engaged in chaperoned activities and environments that not only keep them safe but also offer an alternative to unhealthy activities. Three newsletters are also presented to the youth and their families, and home visits occur as needed. Yo Puedo targets Hispanic youth attending the six Grand Rapids Public School sites, which currently include Westwood Middle, Southwest Community Campus, and Burton Middle Schools; Union and Innovations Central High Schools; and Millcreek Middle School in Comstock Park School District. All have a significant Hispanic student population.
- **Minor In Possession (MIP)** program offers an alternative to further legal procedures by providing an educational program to enhance communication between parents and teens living in Kent County. The design of the program is for adolescent youth, ages 13 to 17, who have been involved in an alcohol or other drug-related incident. Elements of the program include increasing knowledge and awareness of alcohol, tobacco, and other drugs (ATOD) issues, improving communication, strengthening decision-making skills, and supporting the family as the center of influence in the future.
- **Tobacco Program:** Serves as the Designated Youth Tobacco Use Representative (DYTUR) in Kent County and implements the No Cigs for Our Kids Program.



Provider: network180  network180
Lives Redirected.

- **Kent County Prevention Coalition (KCPC)** is a coalition committed to People, Passion, Partnerships, and Performance. Its vision is to promote a healthier community for all by developing a substance abuse prevention system that fills gaps in services, prioritizes resources, and reduces overlap. The role of this coalition is to impact community-level change via a change in knowledge, attitudes, and behaviors. The KCPC brings together a team of 30+ member organizations from various sectors who share a genuine concern for building a healthier community in Kent County by preventing and reducing harmful substance use behaviors with a special focus on youth. This village-like framework has changed community conditions, norms, systems, and policies in landmark ways.
- **ATI-Kent County Youth Summit**—an annual town hall-style youth summit, is a youth-driven conference of the KCPC “Above the Influence-Kent County” initiative. Annually, KCPC Youth Summit serves nearly 1,300 teens from urban, suburban, and rural communities within West Michigan. Birthed out of a vision to empower community youth, the Summit is designed to equip, educate, and engage middle and high school students to think critically about personal choices and future ambitions, emerging community health and wellness trends related to underage substance use, and the power community teens have individually and collectively to impact peers, family and community norms and the world by making a personal commitment to living Above the Influence.
- **ATI-Kent County Youth Coalition**—powered by network180, spearheads the Above the Influence-Kent County Youth Coalition. The purpose of Youth Coalition is to expand and enhance the vision and reach of Above the Influence-Kent County under the umbrella mission of the KCPC. Youth Coalition aims to see students share their gifts, expertise, and resources to birth and support the work, and authentically care about the wellness of the community we call home.
- **ATI-Kent County Mobile Experience**, facilitated by KCPC, facilitates high-octane, Generation-Y oriented, ‘ATI-Kent County’ days within area schools to inspire and empower students to make positive decisions and commit to living ATI as a lifestyle. These in-class sessions feature music,

technology, art, and prevention messaging, and have proven effective among students of all demographics.

- **Community Lunch and Learn Series:** Annually, the KCPC sponsors interactive educational forums to educate, empower, and engage all sectors of the community in the effort to reduce and prevent substance use disorders in Kent County. Lunch and Learn Community Forums are meant to help us uncover issues and work together to improve health outcomes for all who call Kent County home, with a special focus on youth and underage substance use.
- **Family Day** is a national movement based on years of research that prove children and teens whose parents are engaged and hands-on in their daily lives—relaxing with them, fellowshiping over a meal or family activity, etc. perform better academically and are significantly less likely to drink, smoke, or use drugs. The KCPC, powered by network180, in partnership with community stakeholders such as Grand Rapids Public Schools, John Ball Zoo, and Brann's Restaurants, serve as event sponsors of the event in September as a collaborative venture in celebration of families. To date, the event has served over 10,000 Kent County residents.
- **Project Sticker Shock** is designed to reach adults who might purchase alcohol legally and provide it to minors. Stickers warning about the penalties for furnishing alcohol to minors are on multi-packs of beer, alcopops, and other alcohol products that might appeal to underage drinkers. The project represents a partnership between youth, retailers, concerned parents, community members, prevention professionals, and law enforcement with the goals of educating potential furnishers, raising public awareness about underage drinking, and strengthening the deterrent effect of the law against providing alcohol to minors.
- **Red Ribbon Week** includes activities at several area middle schools and high schools, including urban, suburban, and rural communities throughout Kent County. Students receive a budget with which to create a week of programming and interactive activities designed to empower and engage their student body to live ATI as a lifestyle. Red Ribbon Week is nationally recognized and is the largest, most visible prevention awareness campaign observed annually in the United States.

Provider: Wedgwood  WEDGWOOD
CHRISTIAN SERVICES

- **Project SUCCESS** is an evidence-based multi-strategy approach designed to prevent and reduce substance use among youth based on the following principals:
 1. Increasing perception of risk of harm.
 2. Changing adolescents' norms and expectations about substance use.
 3. Building and enhancing social and resistance skills.
 4. Changing community norms and values regarding substance use.
 5. Fostering and enhancing resiliency and protective factors, especially in high-risk youth.

The target population of the program is Kent County youth between the ages of 12 and 18 in school and community settings. Problem areas addressed include youth alcohol use, binge drinking, and youth marijuana use

Intervening variables include social norms that support alcohol use, the media depiction of alcohol use, and lack of perception of harm.

There are five program components to Project SUCCESS:

1. The Prevention Education Series
2. Individual Meetings and Small Intervention Groups
3. School-wide and Community Awareness and Outreach Activities
4. Parent Programs
5. Referral

Lake/Mason/Oceana Counties

Provider: District Health Department #10



- **Early Initiation to Alcohol, Tobacco, and Other Drugs** program aims to reduce youth use of a variety of substances including tobacco, alcohol, marijuana, and prescription drugs. Activities include in-school programming (LifeSkills and Project Alert), an annual youth summit, general community education, tobacco retailer compliance checks and education, medication disposal projects, an at-risk youth intervention program (Prime for Life), and the Strengthening Families Program, which provides skills and support to both parents and kids.
- **Gambling Prevention Through Education & Awareness:** This project aims at reducing problem gambling in youth, adults, and seniors through education and community awareness. Newly developed youth gambling curricula will be taught in local schools along with a media campaign to address gambling warning signs, risks, how to identify a problem, and strategies to address problem gambling.
- **The Leeward Initiative** (Mason County Substance Abuse Prevention Coalition) is the community coalition for Mason County, focused on reducing substance use by increasing understanding, ensuring treatment services, and supporting local families and community. The coalition addresses substance use through the efforts of individual workgroups for alcohol, marijuana, opiates, synthetic drugs, and recovery/treatment. The Leeward Initiative reaches Mason County residents through outreach and educational events, as well as through specific projects—including a medication lock box and disposal access project, medication take-back events, substance use treatment, and recovery guides, and parent prevention toolkits. The Youth Prevention Ambassador project brings together youth from the county's various school districts to work on prevention-focused projects for Mason County youth.
- **Oceana LEADS (Leading Efforts Against Alcohol and Drugs)** is the substance abuse prevention coalition for Oceana County. Coalition priorities include underage alcohol use, youth marijuana use, and opiate overdoses. Activities include a yearly social hosting awareness campaign, a mock teen bedroom (Keep Out: The Teen Room Project) that educates adults about identifying teen drug and alcohol use, and a lock box project to reduce easy access to prescription pain medication within the home. The coalition meets quarterly and has workgroups that help to plan and implement coalition activities.

Muskegon County

Provider: Mercy Health-The Health Project

HEALTH PROJECT

A COMMUNITY BENEFIT MINISTRY OF MERCY HEALTH

- **Coalition for a Drug Free Muskegon** directly works to reduce substance abuse in the Muskegon area while establishing and strengthening collaboration among all sectors of the community with an interest in reducing and preventing substance abuse. It acts as an organizational hub focused on reducing drug abuse, bringing together individuals, youths, and over 25 community organizations including schools, health providers, law enforcement, the faith community, and business and civic leaders. These interested parties come together to solve emerging problems in their community that are too big for one person or organization to solve alone, without broader support and resources.
- **Drug Abuse Prevention Initiatives:** Working with multiple organizations, the Coalition for Drug Free Muskegon County has assisted the launch of multiple initiatives that address targeted substance abuse related challenges in Muskegon, including:
 - Muskegon Alcohol Liability Initiative
 - Tobacco Reduction Coalition
 - Substance Abuse Treatment Committee
 - Muskegon Area Medication Disposal Project

- **Gambling Prevention Services** is a project that focuses on preventing problem gambling among youth in Ottawa and Muskegon counties. By integrating curricula into other existing programs such as Bavolek Nurturing Parenting Program, the Strengthening Families 10-14 program (for both parents and youth), SFP 10-14 booster sessions, Botvin Life Skills, Raise Your Voice and Total Trek Quest, this project will educate parents about the risks of on on-line gambling, and how to support their youth in avoiding risky behavior. It will also educate youth on gambling risks and to off-set 'magical thinking'.
- **Muskegon Parenting Initiative (MPI)** is a growing coalition of service providers, concerned community members, parents, faith leaders, and other informal area leaders that are working to transform the way Muskegon County views parenting classes and offers parenting classes that are responsive to community needs.
- **Parent Education Services** provides evidence-based parent education classes in Muskegon County. Classes cover a variety of parenting topics but include tools for parents on discipline, setting family rules, and building strong and positive relationships. Current curricula being used are the Nurturing Parenting program by Dr. Stephen Bavolek, Conscious Discipline, and the SFP 10-14 program. All curricula have been found to significantly improve parenting skills and family relationships, and reduce problem behaviors, delinquency, and alcohol and drug abuse in children. Child maltreatment also decreases as parents learn effective parenting skills and strengthen the bond with their children.



- **Childbearing and ATOD** targets men and women of childbearing age (18 to 44) to reduce poor birth outcomes related to ATOD use before, during, and following pregnancy. This collaborative project includes planning for awareness education; increasing availability to addiction services for pregnant women; increasing father and family engagement; helping community workers refer both women and men with perinatal ATOD use problems to reliable and relevant resources; and provide tools and resources to increase alcohol, tobacco, and other drug use screening for those of childbearing age.
- **Community Alcohol Abuse and Risky Behaviors** covers a wide range of activities focused on reducing minor alcohol use and risky behaviors associated with alcohol use. Activities in this program include one-on-one technical assistance and vendor education for each establishment caught serving minors; working with the DFM Coalition ALL subgroup members to develop vendor education packets and compliance awards; leadership and coordination of vendor tune-ups; working with retailers to reduce the incidence of drinking and drugged driving; training community members to address situations where they may encounter youth or adults with co-occurring mental health/substance abuse disorders; introducing and reducing the risks associated with binge drinking, attitude and perception of alcohol use among college-age adults; providing alcohol server training to identify and address minor consumption and inebriated patrons; and assuring proper linkages to online resources for parents that encourage modeling of appropriate alcohol use behaviors.
- **Diversion Prevention** focuses on promotion medication drop boxes and pharmacy take-back programs, as well as increasing the use of the Michigan Automated Prescription System (MAPS) and encouraging adults to lock up and monitor their medications. This project also includes raising awareness among CBOs and their membership.
- **Early Initiation to Alcohol, Tobacco, and Other Drug Use (ATOD)** addresses youth ATOD access in the home and retail stores through several initiatives including implementation of risk factor reduction activities; continuing substance abuse professional education and collaborative

partnerships to address community problems; assisting parents with the special needs of raising adolescents; changing youth perception of ATOD use as well as the perceived risk; and the need for a comprehensive policy in the Muskegon community that addresses change in the social norms related to ATOD use, especially tobacco.

- **Parenting** educates parents on the problems associated with sharing and not properly monitoring addictive medications through online resources.
- **Rx Misuse and Abuse** targets youth and their families. Muskegon County youth do not use prescription medicines for their intended purpose but for recreation and school performance enhancement. Youth can get medication by stealing or buying them; however, many receive medications from a family member who is unaware of the associated health risks and will regularly share prescriptions.
- **Tobacco Program:** Serves as the Designated Youth Tobacco Use Representative (DYTUR) in Muskegon County, and implements the No Cigs for Our Kids Program.



Ottawa County

Provider: Arbor Circle



- **Botvin Life Skills Training** is geared toward older students in the 11th and 12th grades who are at high risk for substance abuse. The program provides seven weeks of classroom instruction for schools, youth-serving organizations, and other groups of youth who may need this information. The program focuses on decision making and the skills necessary to transition from high school to adulthood. Several schools offer this as an alternative to suspension for substance abuse issues, while others simply give it to their students.
- **Gambling Prevention Services** is a project that focuses on preventing problem gambling among youth in Ottawa and Muskegon counties. By integrating curricula into other existing programs such as Bavolek Nurturing Parenting Program, the Strengthening Families 10-14 program (for both parents and youth), SFP 10-14 booster sessions, Botvin Life Skills, Raise Your Voice and Total Trek Quest, this project will educate parents about the risks of on on-line gambling, and how to support their youth in avoiding risky behavior. It will also educate youth on gambling risks and to off-set 'magical thinking'.
- **Ottawa Substance Abuse Prevention Coalition (OSAP)** is a diverse group of community members, agencies, and service providers who come together to develop a comprehensive, community-wide strategy and action plan to address the issues of youth substance use and abuse. OSAP works to address prescription drug misuse, marijuana and alcohol misuse/abuse, early age of onset, and emerging drug trends. The Coalition has four quadrant subcommittees and three task forces including the Reducing Ottawa Area Drunk Driving coalition, Building Resilient Youth coalition, and Marijuana Prevention Taskforce.
 - OSAP supports and partners with community education, and promotes responsible prescription drug disposal.
- **Parent Engagement** is a focus for Arbor Circle to increase the age of onset of youth substance use. A focus on youth development includes improving positive family management, providing family opportunities for pro-social involvement, educating youth on coping skills, providing positive adult and peer relationships, promoting healthy choices, and increasing the perception of risk of marihuana use. Parent engagement is promoted and developed to improve positive family management skills. Families receive a variety of pro-social opportunities through prevention programs that teach coping skills while building and providing positive adult and peer relationships. Prevention programs also teach healthy decision-making. Advocacy and youth education efforts address the low perception of risk of marihuana use. Specific

curricula-based programs include Nurturing Parenting, Circle of Parents, Inside Out Dads, the Strengthening Families Program, and a community-based parent workshop series.

- **Reducing Ottawa Area Drunk Driving Taskforce (ROADD)** is a coalition of law enforcement, universities, community members, and other interested parties who come together to prevent impaired driving. The group updated its strategic action plan in 2019 and is focusing on high-risk use of substances and the negative impacts of substance misuse by young adults. The plan includes reducing teen access to alcohol. ROADD is a key component of the community trials to prevent underage drinking strategy that is co-implemented in Ottawa County.
- **Total Trek Quest (TTQ)** is an after school program that uses running and a substance abuse prevention-based curriculum to teach 3rd through 5th-grade boys positive decision-making, and goal-setting skills. TTQ is delivered by community volunteers.
- **Youth Leadership and Youth Coalitions** include SLIC-Student Leaders Initiating Change, a youth-led coalition. The youth work to develop leadership skills and encourage peers to make healthy choices. SLIC creates projects to help educate their peers about the risks of substance use/abuse and to be a support not to use substances. Arbor Circle supports the SLIC CORE Team, which includes representatives from across Ottawa County, and provides support, guidance, and technical assistance to school-based SLICs throughout the county. School-based SLICs implement the initiatives created by SLIC CORE and also work to address other issues directly facing their community. In most schools in Ottawa County, Arbor Circle also coordinates and provides the Raise Your Voice Program. This program trains high school students on peer refusal skills and teaches them to go into middle school classrooms to teach these same skills to students. Arbor Circle will establish other youth development opportunities as needed, or as opportunities arise.

Provider: **Ottawa County Community Mental Health** 

- **Ottawa County Opiate Task Force** addresses the local opioid epidemic and is made up of representatives from law enforcement, the medical community, public health, and treatment providers. In December 2017, Community Mental Health of Ottawa County hired a part-time prevention specialist to lead the task force and further coordinate among the community and stakeholders. Efforts of the task force include increasing physician awareness of medication-assisted treatment and working with the Holland Physician Hospital Organization to develop prescriber guidelines for referring patients for substance abuse treatment. The task force is working to increase community awareness of drug take-back locations and events and is educating the community on opioid safety and overdose prevention.

Provider: **Ottawa County Department of Public Health**  **miOttawa Department of Public Health**

- **Prime for Life** is a highly effective program for helping people of many ages reduce high risk choices around the use of drugs or alcohol. This includes but is not limited to impaired driving offenders, college students, and young people charged with alcohol and/or drug offenses. Prime For Life® is designed for these individuals to change drinking and drug use behaviors by changing beliefs, attitudes, risk perceptions, motivations, and help develop the knowledge of how to reduce their risk of alcohol and drug related problems throughout their lives.
- **Tobacco Program:** Serves as the Designated Youth Tobacco Use Representative (DYTUR) in Ottawa County, and implements the No Cigs for Our Kids Program. 