

Meeting Agenda
BOARD OF DIRECTORS
Lakeshore Regional Entity
January 20, 2022 – 1:00 PM
GVSU Muskegon Innovation Hub
200 Viridian Dr, Muskegon, MI 49440
Phone: 646-558-8656 **Conference ID:** 878 6054 4037#

1. Welcome and Introductions – Mr. DeYoung
2. Roll Call/Conflict of Interest Question – Mr. DeYoung
3. Public Comment (Limited to agenda items only)
4. Consent Items:
Suggested Motion: To approve by consent the following items.
 - January 20, 2022, Board of Directors meeting agenda (*Attachment 1*)
 - December 16, 2021, Board of Directors meeting minutes (*Attachment 2*)
5. Reports –
 - a. LRE Leadership (*Attachment 3, 4, 5, 6, 7, 8*)
6. Chairperson's Report – Mr. DeYoung
 - a. January 12, 2022, Executive Committee (*Attachment 9*)
7. Action Items –
 - i. Rubix Contract Ratification of 2021 Contract – 5/31/21 – 11/30/21 (*Attachment 10*)
Suggested Motion: To ratify the contract with Rubix from 5/31/21 – 11/30/21
 - ii. Rubix 2022 Contract – 12/1/21 – 8/30/22 (*Attachment 11*)
Suggested Motion: To approve the LRE CEO to execute a contract extension with Rubix
 - iii. Lakeshore Regional Entity FY2022 Risk Management Strategy (*Attachment 12*)
Suggested Motion: To approve the LRE FY22 Risk Management Strategy Plan
 - iv. Lakeshore Regional Entity Bylaws
Suggested Motion: To approve the Lakeshore Regional Entity Bylaws
 - v. Lakeshore Regional Entity Operating Agreement
Suggested Motion: To approve the Lakeshore Regional Entity Operating Agreement
 - vi. LRE/MDHHS Contract Sanctions Proposal

Suggested Motion: To approve the LRE CEO to fully execute the LRE/MDHHS Contract Sanctions Proposal

vii. Lakeshore Regional Entity Finance Policies

Suggested Motion: To approve the LRE Financial Policies #

- 2.0 Financial Management Policy
- 2.2 Cash Management-Disbursements
- 2.3 Investments
- 2.4 Board per Diem and Reimbursement
- 2.5 SUD Rates
- 2.6 Establishing an Internal Service Fund
- 2.7 Procurement of Goods and Vendor Services
- 2.8 Disbursements and Advances
- 2.10 Cash Management – Budget and Oversight (New)

Suggested Motion: To approve rescinding LRE Financial Policy #

- 2.1 Executive Authority to Sign Contracts

8. Financial Report and Funding Distribution – Ms. Chick (*Attachment 13*)

a. FY2022, December Funds Distribution (*Attachment 14*)

Suggested Motion: To approve the FY2022, December Funds Distribution as presented

b. FY22 Budget Amendment #1 (*Attachment 15*)

Suggested Motion: To approve the Amendment #1 to the FY22 LRE Budget

c. Statement of Activities as of 11/30/2021 and Variance Report (*Attachment 16*)

d. Bucket Report (*Attachment 17*)

9. CEO Report – Ms. Marlatt-Dumas

10. Board Member Comments

11. Public Comment

12. Upcoming LRE Meetings

- February 9, 2022 – LRE Executive Committee, 3:00 PM
- February 17, 2022 – LRE Executive Board Meeting, 1:00 PM

13. Adjourn

Meeting Minutes
BOARD OF DIRECTORS
 Lakeshore Regional Entity
 GVSU Muskegon Innovation Hub
 200 Viridian Dr, Muskegon, MI 49440
 December 16, 2021 – 1:00 PM

WELCOME AND INTRODUCTIONS – Mr. DeYoung

Mr. DeYoung called the December 16, 2021, LRE Board meeting to order at 1:07 PM.

ROLL CALL/CONFLICT OF INTEREST QUESTION – Mr. DeYoung

In Attendance: Mark DeYoung, Peg Driesenga, Matt Fenske, Patricia Gardner, Steven Gilbert, Jack Greenfield, Jacquie Johnson, Jay Roberts-Eveland, Ron Sanders, John Snider, Stan Stek, Jane Verduin

Virtual Non-Exempt: Linda Juarez, Shaun Raleigh

PUBLIC COMMENT

None.

CONSENT ITEMS:

LRE 21-53 Motion: To approve by consent the following items.

- December 16, 2021, Board of Directors meeting agenda (*Attachment 1*)
- November 18, 2021, Board of Directors meeting minutes (*Attachment 2*)
- LRE Policies

<u>GENERAL MANAGEMENT</u> 1.0 General Management 1.1 Conflict of Interest Policy 1.3 Policy Promulgation Policy 1.4 Freedom of Information Act Policy	<u>IT</u> 3.0 Information System Management 2020 3.1 Data and System Security 2020 3.2 HIPAA Security and Privacy 2020 3.3 Workstation and Mobile Device Acceptable Use 2020 3.4 Internet Acceptable Use 2020 3.5 Breach Notification 3.6 Records Retention – NEW
<u>SUD</u> 12.1 Ensuring the Rights of the Person Served	<u>PROVIDER NETWORK</u> 4.1 Procurement of Provider and MCO Services

12.2 Informing Recipients of Their Rights 12.3 Release of Information 12.4 Use of Reserve PA2 Funds	4.2 Provider Network and Contract Management 4.4- Credentialing and Re-Credentialing 4.5- Notification of network changes 4.7- Network Provider Appeals and Grievance 4.8- Provisional Approval- HCBS
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Moved: Jay Roberts-Eveland
MOTION CARRIED

Support: John Snider

CONSUMER ADVISORY PANEL

Minutes from the December 9, 2021, CAP meeting have been included in the packet for information.

LEADERSHIP BOARD REPORTS

LRE Leadership reports are included in packet for information.

CHAIRPERSON'S REPORT

Minutes from the December 8, 2021, Executive Committee meeting are included in the packet for information.

ACTION ITEMS

LRE 21-54 Motion: To approve the 2022 LRE Executive Board meeting schedule

Moved: Jane Verduin Support: Steven Gilbert
ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

LRE 21-55 Motion: To approve the rescinding of LRE Policies/Procedures:

- i. 12.2 Informing Recipients of Their Rights
- ii. 1.1a Conflict of Interest Procedure
- iii. 1.2 Asset Protection Policy
- iv. 4.6- Behavior Treatment Review Committee

Moved: Matt Fenske Support: Stan Stek
ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

LRE 21-56 Motion: To approve the LRE FY22 Risk Plan

Moved: Matt Fenske Support: Patricia Gardner

ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

LRE 21-57 Motion: To approve the LRE FY22 QAPIP

Moved: Matt Fenske Support: John Snider

ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

LRE 21-58 Motion: To approve the LRE CEO to fully execute the PIHP/CMHSP Contract Amendment #2

Moved: John Snider Support: Jay Roberts-Eveland

ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

LRE 21-59 Motion: To approve the LRE CEO to fully execute the Co-Staff human resources contract

Moved: Peg Driesenga Support: Jack Greenfield

ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

LRE 21-60 Motion: To rescind its February 18, 2021, motion approving section 4 as the LRE's health care costs sharing option and adopt the Section 3 option that caps the LRE's annual health care costs for employees up to amounts based on coverage levels, beginning January 1, 2022.

Moved: Stan Stek Support: Steven Gilbert

ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

FINANCIAL REPORT AND FUNDING DISTRIBUTION

Revised FY2022 October Funds Distribution and FY 2022 November

LRE 21-61 Motion: To approve the Revised FY2022 October Funds Distribution and the FY2022 November Funds Distribution as presented

Moved: John Snider Support: Ron Sanders

ROLL CALL VOTE - UNANIMOUS
MOTION CARRIED

Statement of Activities as of 10/31/2021 and Variance Report-
Included in the Board packet for information.

- A Budget Amendment #1 will be brought to the January 20, 2022, Board meeting.

Member Bucket Reports-
Not available.

CEO REPORT

- LRE staff continue to meet with Beacon to review what functions they are completing and what information can be utilized.
- LRE received another proposal from the State regarding the regions contract sanctions. MDHHS has removed all verbiage of historical debt from the settlement document. They are requiring a quarterly report in addition to the EQR, which is due 3 times per year. The LRE would continue to submit the additional reporting to MDHHS until 2024. A status conference is scheduled for 12/28. Ms. Marlatt-Dumas will meet and review these documents with Ms. Ms. Price, LRE CQO and Mr. Motakis, CCO.
 - LRE counsel would like permission to contract the LRE audit firm to investigate language that would support or does not support that it is allowable to pay the historical deficit with surplus funds.
 - The state cited reasons why the LRE could not use surplus to pay the historical deficit. They have also required the LRE to explain how the historical debt will be paid without using surplus funds.
 - Allen Jansen, BHDDA is back from his leave. We are hoping to begin working with him again.
- CMHAM Advocacy – LRE agrees that funds should be contributed to the Board association. The wording “lobbying” has made us hesitant because MC funds are not able to be used for lobbying. A motion to approve contributing funds may be brought to the Board next month, depending on legal opinion.
 - Allegan legal opinion stated that because it is a voluntary contribution MC funds cannot be used.
 - WM discussed with their accounting firm, Roslund, Prestage. Their Board will review a motion for contributions but will not be allowed outside of the wording in 42 CFR.
- Afghan Nationals- there are trainings that will be recorded. The LRE has made an agreement with Samaritas to host virtual trainings. WM and Allegan will take part in these trainings.

- KPH - The issue is not having a shortage of beds as opposed to a shortage of staff.

BOARD MEETING LOCATION

- Ms. Roberts-Eveland would like to say that she appreciates the work that goes into putting the information out to the public.

BOARD MEMBER COMMENTS

None.

PUBLIC COMMENT

None.

UPCOMING LRE MEETINGS

- January 12, 2022 – LRE Executive Committee, 3:00 PM
- January 20, 2022 – LRE Executive Board Meeting, 1:00 PM

ADJOURN

Mr. DeYoung adjourned the December 16, 2021, LRE Board of Directors meeting at 3:00 PM.

Jane Verduin, Board Secretary

Minutes respectfully submitted by:
Marion Dyga, Executive Assistant

Chief Operating Officer Report

January 20, 2022

Work continues toward implementation of functions identified in the Tactical Plan. At present, approximately 40 percent of the plan has been marked complete, and 50 percent are in process {with the majority of those nearing completion). The remaining ten percent have not yet been started or have been removed due to shifting priorities and plans. Updates will be provided periodically throughout this fiscal year.

LRE is now fully staffed. An organizational chart, along with a brief description of each LRE position, is attached to this report for your information.

AUTISM SERVICES– Justin Persoon

The Autism/Behavioral Health Treatment team at the LRE includes Justin Persoon, BCBA, LBA, LLP (Autism Manager) and Stephanie Thommen, QIDP (Autism Specialist). The Autism team has spent much of the last month reviewing ABA/BHT treatment plans, supporting CMH ABA/BHT Coordinators, reviewing proactive CMH corrective action plans, and updating site review forms for clinical files and provider facility reviews. While there are challenges identified with the ABA/BHT program, we are committed to refining and improving services for those who need this level of care. Some highlights of the work we have started include:

- Meeting with CMH Autism coordinators and contract managers on a weekly basis. This Autism workgroup is currently focused on areas including eligibility evaluations, referral processes, transition planning, and provider consistency.
- Ongoing communication and support regarding CMH corrective action plan for Autism/BHT.
- Continued work on improved data reporting interface and Power BI dashboard reports. This work should yield improved synthezation of data for better decision making.

Forthcoming:

- Policy/Procedure for ongoing utilization management review of ABA/BHT service plans
- The Autism/Behavioral Health Treatment team is working on developing a training for CMH Autism coordinators and supports coordinators focused on quality of care, coordination of services, medical necessity, and transition planning.
- Development of a Q&A document for Autism/Behavior Health Treatment (BHT) to include common questions regarding, among others, Eligibility Evaluations, Behavior Assessments, Coordination of Care, Wavier Support Application (WSA), and Transition Planning.

Currently, 1522 children are open to the Autism Benefit.

ACCMHS	HW	N180	CMHOC	WMCMHS
113	120	1039	212	38

Allegan –

In the month of December 2021, there were 52 approvals and 18 closures in the region

- 52 approvals in December 2021
- 18 closures in December 2021

Children's Waiver Program (CWP)

63 children are enrolled in the Children's Waiver Program. Four prescreens were submitted by Network 180 in December. These children were invited to apply for the CWP on January 3rd. There are no children on the waiting list for the CWP.

Current Enrollments:

ACCMHS	HW	N180	CMHOC	WMCMHS
2	9	45	6	1

CLINICAL/UTILIZATION MANAGEMENT (UM) – Liz Totten

Ongoing meetings with Beacon staff have been occurring to better understand current and pending process projects focused on Clinical & UM functions. Regular meetings have been scheduled to ensure a warm hand-off of responsibilities from Beacon to the LRE.

UM ROAT reviewed and recommended approval by the CMHSP Directors of a new Inter-Rater Reliability Process which will provide data to our region about the consistent application of MCG Guidelines. The Operations Committee approved the IRR process on December 15, 2021; kick-off meetings were scheduled with each CMHSP to begin implementation of the process.

CCBHC (CERTIFIED COMMUNITY BEHAVIORAL HEALTH CLINIC) – Michelle Anguiano

New enrollees are being admitted into the WSA. This will inform data strategies in the future. IT will be assembling an extensive amount of information to include CCBHC data reports. We are also working with KWB strategies to develop an evaluation for the CCBHC program. The entire region will be coming together in early March to discuss highlights of their programming and share best practice.

CUSTOMER SERVICES– Michele Anguiano

Beginning in February we will have the first meeting of the Customer Services ROAT. Grievance and Appeals workflow is being developed to begin the transition of functions from Beacon back to the LRE. A goal is to have the region work together to provide the best and most resourceful data flow for customer services. There will be many pieces to the customer services puzzle that will need to be put in place through the LRE, starting with finalizing the updated Guide To Services. A full timeline has been prepared to ensure that the LRE has a solid plan in place to pull together everything necessary for the transition to be successful.

CREDENTIALING - Pam Bronson (Credentialing Specialist):

The Credentialing Committee met in December where they reviewed and approved 28 providers for credentialing/re-credentialing. We continue to review and improve processes and forms with feedback from our Providers and Contract Managers. We've also been working with the Quality Team to support proposed revisions to the member CMHSP site review process.

PROVIDER NETWORK MANAGEMENT – Don Avery, Jim McCormick

Provider Network has successfully stood up PNMROAT. The group is beginning a project to increase efficiency in the provider contracting process. The project is scheduled to be completed in early spring. New contracts for all inpatient psychiatric providers have been or will be issued this month. Discussions have begun with identified providers to develop value-based payment models to promote high-quality consumer care.

SUD PREVENTION - Amy Embury, Sud Prevention Manager **Gambling Prevention**

Save the Dates: Symposium Dates

March is Problem Gambling Awareness Month. The Michigan Gambling Disorder Symposium will take place virtually on March 3 & 4th in the mornings. The keynote speaker, [Brienne Douraschawohl Speaker Bio \(shu.edu\)](#) will be presenting the 5-4-3-2-1- Approach to Sports Betting. Brienne is the VP of EPIC Risk Management who has served as the Legislative Director for the National Council on Problem Gambling.

In December, Gov. Gretchen Whitmer signed Senate Bill 764. The tax legislation amends the state's Income Tax Act of 1967 to allow gamblers to deduct their gaming losses from their income tax responsibility. Here is one article link:

[Michigan Gambling Losses Tax Deductible, State Joins Slew of Others \(casino.org\)](#)

TalkSooner

Please see the recent interview with one of our own: Arbor Circle's Leigh Moerdyke to share important information related to teen vaping on the rise:

<https://www.woodtv.com/wotv4women/maranda/cool-school/parent-power/ottawa-county-substance-abuse-prevention-coalition-helps-parents-to-recognize-substance-abuse-in-their-teens/>

Several members of the LRE regional core team for TalkSooner will be at the Kids & Family Expo @ Devos Place on January 29th to share the message of TalkSooner.

SUD TREATMENT - Amanda Tarantowski, SUD Treatment Manager

There were a number of important meetings in December, despite the short working month due to the holidays.

- MDOC/State Meeting: Early in December LRE and member CMHSP's met with Dr. Pineals and MDOC representatives to discuss our partnership and MDOC referrals. We updated a document that contains contact information and access process/procedures to ease coordination for the criminal justice community.
- PIHP's Director's Meeting/New LARA Rules: LARA has proposed several new rules that would impact the SUD Treatment system in several ways. The PIHP's Director's group met, combined our concerns into a shared document, and submitted them to LARA. LARA is currently taking them under review.
- ASAM Code Recommendations: The ASAM Assessment Tool is now fully implemented and as a result the provider network is experiencing impacts, primarily in terms of time spent on assessments and questions about appropriate coding. We made created guidance for coding

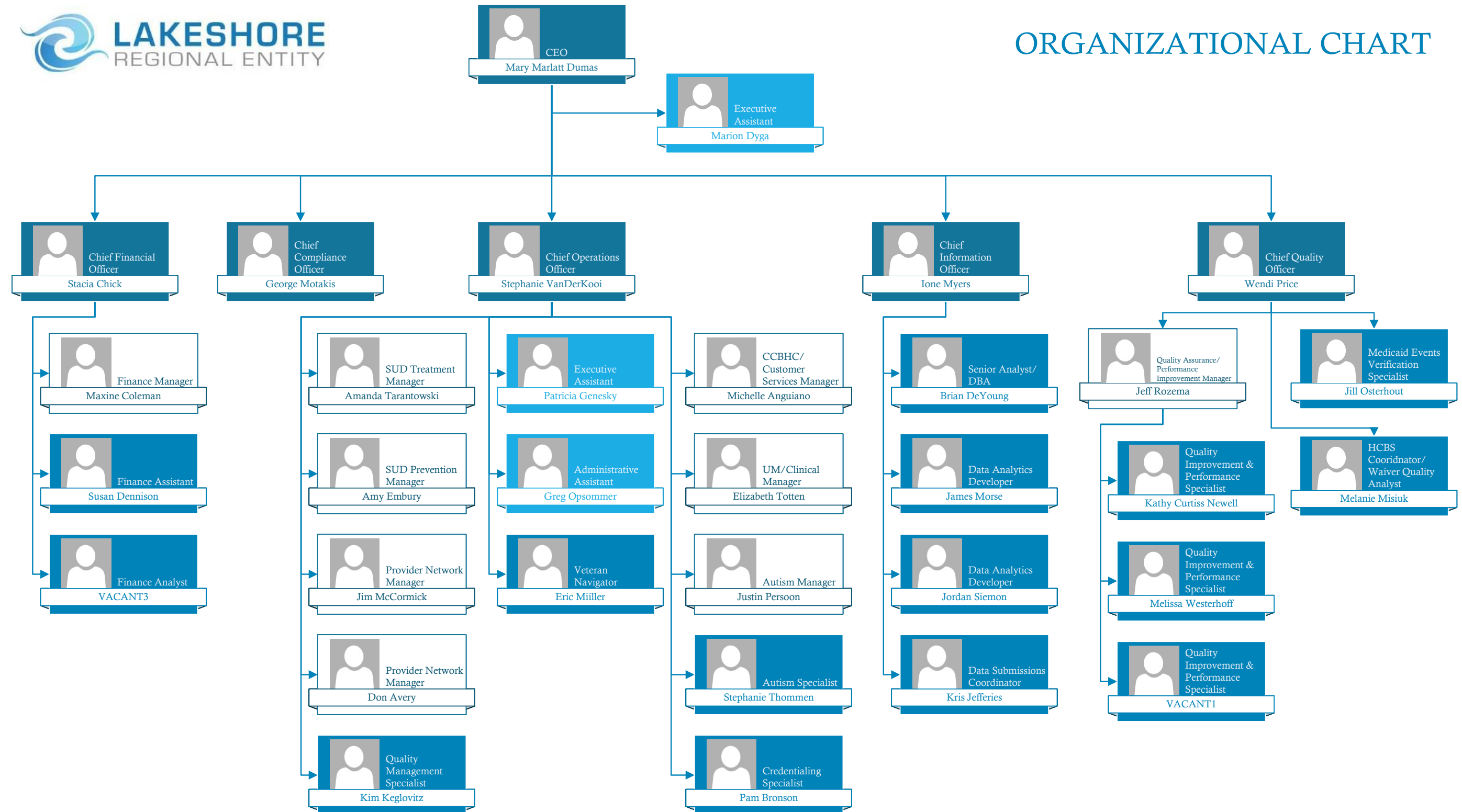
and suggested a rate increase for the assessment code- the rate request is currently with the CFO group for review.

- Statewide WSS meeting for PIHPS: December brought a PIHP/State Women's Specialty meeting to discuss priorities and opportunities for the next year. Finding new and innovative ways to serve substance-using women with children will continue to be focus over the next year.

VETERAN NAVIGATOR - Eric Miller (Veteran Navigator)

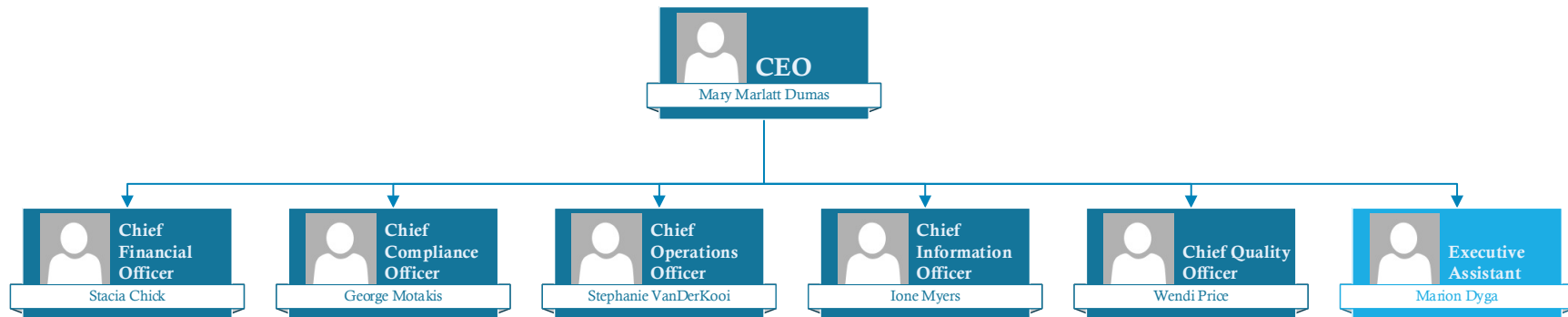
The Veteran Navigator Summary of Activities Report is included with the Board Packet.

ORGANIZATIONAL CHART



STAFF ROLES/RESPONSIBILITIES

EXECUTIVE TEAM "C" SUITE



CHIEF FINANCIAL OFFICER

- Ensures the accuracy, integrity, efficiency and effectiveness of the LRE financial systems,
- Directs the development and implementation of fiscal policies, procedures and practices and ensures they comply with generally accepted accounting standards, MDHHS, Medicaid and other relevant federal state and local requirements,
- Provides oversight and monitoring of the PIHP budget, and CMHSP Participant spending plans in association with established policies and procedures and available revenues
- Establishes and maintains an internal control structure for procurement, revenues, expenditures, assets, and financial reporting,
- Chairs the Finance Regional Operational Advisory Team (ROAT),
- Develops and implements a system of internal controls, including internal audits to monitor financial status to assure fiscal viability,
- Responsible for all MDHHS, Michigan Treasury, and other regulatory financial reporting,
- Monitors revenues and expenditures of all CMHSPs, including analysis, projections, and remedial action plans,

CHIEF COMPLIANCE OFFICER

- Acts as the Privacy Officer to ensure that Health Insurance Portability and Accountability Act (HIPAA) rules and regulations are followed by all employees through the development and implementation of comprehensive policies and procedures used to mitigate non-compliance.
- Develops, initiates, maintains, and revises all policies and procedures for the general operation of the compliance program and its related activities to prevent illegal, unethical, or improper conduct.
- Conducts annual privacy and security risk assessments and reports any breach of non-compliance to the necessary parties.
- Responds to alleged violations of rules, regulations, policies and procedures, and standards of conduct by evaluating and recommending the initiation of investigation procedures. Develops and oversees a system of uniform handling of such violations.
- Assumes the Chair role and facilitates the Regional Compliance Coordinating Committee and the LRE Executive Compliance Committee.

- Serves as the Fair Hearing Officer for the LRE. Remains up to date on all requirements related to fair hearings.
- Provides an effective training program for Board members and LRE staff. Monitors the compliance training programs for CMHSPs.

CHIEF OPERATING OFFICER

- Oversight, development, and implementation of LRE operations.
- Sets comprehensive goals/metrics for operational and program performance within the LRE and across the region.
- Leads the development and administration of the regional CMHSP contract.
- Develop and manage the Beacon contract and relationship.
- Development and oversight of the significant operational and regulatory contracts held by the LRE. This includes Beacon and all their responsibilities: Compliance, Customer Services, Appeals
- Develop and lead the corporate analytics strategy.
- Provide appropriate and timely operational reports to MDHHS, Executive Leadership, Lakeshore Regional Entity Board, and Community Mental Health Boards

CHIEF INFORMATION OFFICER

- Leadership, oversight, and integration of the PIHP information systems that supports core administrative activities of Region 3 PIHP
- Collaborates with regional Community Mental Health Boards, state, and other regulatory agencies relative to integrated information technology and data exchange
- Acts as the HIPAA Security Officer for LRE, and collaborate with the CMHSP Participant HIPAA Security Officers; Ensure confidentiality, data integrity and protection from intrusion of all information systems
- Oversee accuracy and completeness of regional encounter, demographic and other required data
- Oversee the submission of encounter data, demographic data, performance indicator and other required data and reports to MDHHS and other regulatory agencies
- Work closely with PIHP administration, MDHHS and other state groups to design data analytics reports and to analyze data

CHIEF QUALITY OFFICER

- Responsible for development, implementation, and monitoring of the LRE QAPIP and Performance Improvement Projects
- Responsible for the collection, analysis, and reporting on the Michigan Mission Based Performance Indicators (MMBPIS) to MDHHS, regional ROATS and LRE staff; monitors LRE and Provider related corrective action plans as required.
- Responsible for the aggregation, monitoring and reporting of the regions Behavioral Treatment Plan Review Committees; monitors LRE and Provider related corrective action plans as required.
- Responsible for the dissemination, aggregation, reporting and analysis of the member experience surveys (e.g., MHSIP, YSSF, REE, RSA, RAS); monitors LRE and Provider related corrective action plans as required.

- Responsible for the aggregation, monitoring and reporting of the region's critical incidents; monitors LRE and Provider related corrective action plans as required.
- Responsible for the coordination and preparation of external audits (MDHHS Compliance, HSAG EQR, etc.), including the completion of any required plans of correction and implementation and monitoring of corrective action.
- Responsible for the coordination of MDHHS site review of BHT and waiver services; assure remediation of all MDHHS site review citations

EXECUTIVE ASSISTANT

- Executive Office Management and Support
- Information Management and Coordination
- Project Management
- Communications Facilitation
- Governing Board Support and Facilitation



FINANCE MANAGER

FINANCE ANALYST

FINANCE ASSISTANT



ADMINISTRATIVE ASSISTANT

- Provides support for internal committee meetings; maintains conference and meeting room schedules and prepares the rooms to ensure the seating, refreshments, and cleanliness of the rooms meets the standard requirements and expectations.

- Performs clerical duties as needed, such as filing, sending faxes, photocopying, and collating.
- Retrieves and routes incoming faxes.
- Provides information on how to access behavioral mental health or other community services.

AUTISM MANAGER

- Recommend policies, procedures, and workflow necessary to effectively authorize services for Autism Therapy and other ABA covered services
- Assists with the development and/or amendments of policies, procedures as necessary to assure compliance with PIHP/MDHHS contract and Medicaid standards
- Assist in the development of regional UM standards, service selection guidelines, benchmarks and written Practice Management policies and procedures pertaining to the BHT/ABA program
- Responsible for monitoring and tracking key performance indicators to include identification of over/under utilization patterns and/or deviation from expected results across the region for the BHT/ABA program
- Identify and implement service improvement projects; gather and analyze data for patterns and trends in client care and outcomes
- Assist in oversight of efforts to maintain compliance with federal and state regulations and contractual
- Provide training related to the Autism program's policies, documentation and compliance requirements, and other processes as needed
- Participate in State quality improvement efforts and workgroups as needed

CCBHC/Customer Services Manager

- Direct management of CCBHC operational staff at the LRE in developing and operationalizing the regional CCBHC
- Collaborate closely with regional CMHSPs in the development and operations of the region's CCBHC program
- Ensure the LRE is meeting the regulatory compliance of the regional CCBHC with the requirements of the State and Federal oversight applicable to the CCBHC
- Ensure healthcare funds flow appropriately from MDHHS on to the service CCBHCs. Collaborate with Finance to develop the funding and tracking processes for regional CCBHC program

CLINICAL/UM MANAGER

- Provide oversight of efforts to maintain compliance with federal and state regulations and contractual obligations for all programs overseen
- Provide oversight and direction related to population healthcare coordination opportunities.
- Develop regional clinical practice guidelines, relating to mental illness, intellectual/developmental disability, and substance use disorders.
- Delegate and oversee LRE's UM ROAT including development, reporting, and monitoring of the Annual UM plan and related workplan.
- Provide leadership, guidance, and coordination of implementation of the Home and Community Based Services (HCBS) Rule transition as well as ongoing and annual processes.
- Recommend policies, procedures, and workflow necessary to effectively manage the regional programs
- Work with region partners to establish standard data, collection practices, and reports to assure appropriate UM practices and waiver compliance.

CREDENTIALING SPECIALIST

- Responsible for credentialing and re-credentialing at the provider organizational level in the LRE Region.
- Manage the LRE, provider document repository. This repository contains all documents related to the provider contracting and credentialing process.
- Perform the credentialing function in compliance with MDHHS policies and procedures, the Michigan Mental Health Code and regional policies and procedures
- Responsible for developing and maintaining a Temporary/Provisional Credentialing process of Individual Practitioners.
- Complete monthly Sanctioned Provider checks for all 5 CMHSPs.
- Assist with the managing of the Regional Provider Panel.
- Assist in oversight of efforts to maintain compliance with federal and state regulations and contractual obligations.

EXECUTIVE ASSISTANT

- Executive and Management Support
- Information Management and Coordination
- Project Management
- Communications Facilitation

PROVIDER NETWORK MANAGER

- Provides leadership and support to LRE's Provider Network Regional Operations Advisory Team.
- Drives ongoing process improvement and change management to ensure regulatory requirements are met, exceptional service for provider network, data integrity, and efficient operations.
- Monitor, evaluate and routinely report on the performance of CMHSPs, hospitals, networks and other providers against goals and targets. Identify performance issues and opportunities and recommend strategies to address.
- Prepares for and participates in quality reviews such MDHHS review, External Quality Reviews, and other accreditation or licensing reviews.
- Specific to provider network oversight, ensures that performance improvement plans are adequate to ensure compliance and that corrective action occurs to reduce risk of future occurrences.
- Develops and maintains a contract template (Common Contract) for use by the LRE and CMHSPs for contracts with the network providers.
- Serve as a liaison between providers, CMHSPs and the LRE internal departments to address and resolve issues.

QUALITY MANAGEMENT SPECIALIST – AUTISM

- Maintain MDHHS's Waiver Support Application (WSA) Web-based portal via reviewing and approving data entered by CMHSPs on a weekly to daily basis involving but not limited to ABA enrollments/closures, re-evaluations, IPOS approvals, and inactivity on a weekly to daily basis
- Assist in the development of the plan of correction and provide remediation of MDHHS site review citations related to Autism and Waivers
- Assist in oversight of efforts to maintain compliance with federal and state regulations and contractual obligations

- Conduct Autism provider site reviews annually and assist in CMHSP/provider site reviews as needed

QUALITY MANAGEMENT SPECIALIST - HSW

- Analyze HSW data for compliance, review corrective action plans, conduct site reviews as needed and determine compliance with HCBS requirements
- Maximize HSW slot utilization; Collect and review new Habilitation Service Waiver packets and make recommendations as to the appropriateness of waiver by individuals
- Monitor HSW providers annually for compliance; Submit and monitor annual HSW recertification packets
- Maintain the Waiver Support Application (WSA) Web-based portal for HSW
- Complete yearly audits of Autism and Waiver Programs at partner CMHSPs in conjunction with the Waiver team; Assist with HCBS and Autism site reviews as needed

SUBSTANCE USE DISORDER PREVENTION MANAGER

- Lead and collaborate with regional service delivery systems and communities and stakeholders to provide a comprehensive system of services for SUD prevention.
- Aid SUD Treatment Manager with the Substance Use Services Oversight Policy Board in accordance with Public Act 500, including annual SUD budget development and budget management with the LRE Executive team and LRE Board and SUD Policy Oversight Board.
- Attend and serve as an active member of the statewide Prevention Coordinators meeting.
- Facilitate the Gambling Disorder regional project; Coordinate and manage TalkSooner and MiRecovery projects
- Lead efforts with members and other partners to promote quality services, thorough planning, collaborative participation and contractual/regulatory compliance.
- Work with members/providers to develop and implement a strategic plan for SUD services and to assure effective system management.
- Monitor and develop service specifications/service selection guidelines and monitor compliance through SUD prevention audits and as requested by Mental Health.

SUBSTANCE USE DISORDER TREATMENT MANAGER

- Lead and collaborate with regional service delivery systems and communities and stakeholders to provide a comprehensive system of services for SUD treatment, and recovery support.
- Lead the Substance Use Disorder ROAT (Regional Operation Advisory Team) meetings and all tasks associated with this group.
- Lead the SUD RATE group meetings and all tasks associated with this group.
- Manage all SUD Treatment specialty grants, reports, and requirements.
- Serve as primary liaison to the Substance Use Services Oversight Policy Board in accordance with Public Act 500, including annual SUD budget development and budget management with the LRE Executive team and LRE Board and SUD Policy Oversight Board.
 - Analyze and develop recommendations for changes to LRE policy and contracts and participate
 - Collaborate with LRE network, quality, utilization staff and compliance staff to assure consumer involvement in these processes and collaborate specifically regarding SUD services in these areas.

VETERAN NAVIGATOR

- Refer V/MFs to appropriate and vetted programs/agencies for other community services
- Effectively communicate services and programs within the PIHP region, as well as other State and Federal services/programs, that are or may be available to V/MFs
- Coordinate and/or supervise the provision of services identified by volunteers and monitor the quality of services
- Maintain contact with V/MFs, care providers and other professional disciplines and service agencies in order to facilitate a culture of warm handoffs in regard to Veteran service delivery
- Coordinate internally with LRE UM Manager and Clinical Manager to review and positively inform veterans access and utilization of services at all levels of care



SENIOR ANALYST/DATABASE ADMINISTRATOR

- Creates, maintains and uses data extracts to prepare data analyses and data visualizations that deliver business information support to the LRE organization and its CMHSP Members
- Provides technical support for the planning, design, development and implementation of information systems to meet contractual reporting requirements and the fiscal integrity of LRE
- Design, develop, test, deploy and monitor various data Extract Transformation and Load (ETL) processes and related Health Information Exchange activities
- Development of processes and procedures to assure data integrity over all extract, transfer and load (ETL) and Health Information Exchange activities
- Manages and maintains operations and functionality of the RDBMS, includes: Ensuring availability of database resources
- Perform data preparation, submission/transmission, and verification/reconciliation with Michigan Department of Health and Human Services (MDHHS) and other key data exchange partners, following contractual timeline requirements and other organizational schedules for timely data reporting

DATA SUBMISSIONS COORDINATOR

- Performs and/or oversees the submission of encounter data, Patient Registry, demographic [BHTEDS] data, performance indicator and other required data reporting to MDHHS and other regulatory agencies.
- Data submission tracking and status reporting: Inbound, outbound and reconciliation, with status reporting of activity including volume / completeness / timeliness, with regular analysis of change over time and performance against expectations by submitter.
- Builds regional relationships with CMHSP Members to foster administrative efficiencies.
- Perform oversight of various automated data submission processes (including basic troubleshooting with escalation when needed).

- Split MDHHS region-wide files by CMHSP and disseminate – including BHTEDS Completeness Details, LOCUS Completeness Details, and others as needed.

DATA ANALYTICS DEVELOPER

- Design, develop and validate new data sources within the LRE data warehouse, including publish and scheduling of automated data transformations where appropriate
- Design, develop, test, document and deploy Power BI and other analytical solutions
- Timely creation and distribution of weekly, monthly, quarterly, and annual reports and data files, ensuring that deliverables are properly distributed to the organization and external parties, where appropriate.
- Maintain the overall IS department inventory of management reports produced within the department.
- Ensure continued compliance with all security and privacy requirements of LRE and applicable State and Federal regulations



HCBS COORDINATOR/WAIVER QUALITY ANALYST

- Analyze HCBS survey data for compliance, review corrective action plans, conduct site reviews as needed and determine compliance with HCBS requirements; Monitor HCBS providers annually for compliance
- Process HCBS Provisional Approval Applications for new providers to the region, and conduct on-site reviews of Provisional providers as needed
- Coordinate with MDHHS and other agencies on statewide HCBS Surveys
- Monitor SEDW providers annually for compliance; Assure that SEDW data is compiled and submitted to MDHHS in a timely manner
- Complete yearly audits of Autism and Waiver Programs at partner CMHSPs in conjunction with the Waiver team; Coordinate Autism and Waiver Site Reviews with CMHSP QI and Waiver Staff

MEDICAID EVENTS VERIFICATION SPECIALIST

- Conducts region-wide Medicaid Event Verification process through electronic/desk reviews and on-site verification audits.
- Assists with LRE's Substance Use Disorder and CMHSP Delegated Managed Care and Program site reviews, to include completion of clinical record reviews, requests for plans of correction, review of implementation of plans of correction, and technical assistance.
- Participates in the implementation, monitoring and analysis of the Provider Network Medicaid claims/encounter data, including review of applicable corrective action plans.
- Provides support to the Compliance Officer in matters involving suspected fraud through the completion of Medicaid Event Verification reviews as needed.
- Provides consultation and technical assistance to the Provider Network in the areas of Medicaid event standards.

- Responsible for submission of all required MEV data elements for the site reviews as part of the quarterly Office of Inspector General report. Includes ongoing tracking and reporting of recoupment of funds and implementation of the plan of correction until the activity is identified as complete.

QUALITY ASSURANCE/PERFORMANCE IMPROVEMENT MANAGER

- Assists with all aspects of LRE's CMHSP Delegated Managed Care and Program site reviews, through electronic/desk reviews and on-site verification audits, including but not limited to clinical record reviews, administrative reviews, and preparation of requests for plans of correction
- Provide leadership and supervisory responsibilities to the site review team
- Management and monitoring of LRE's Provider Network and CMHSP corrective action plan implementation and ensures that performance improvement plans are adequate to ensure compliance and that corrective action occurs to reduce risk of future occurrences
- Tracks annual site review process through LRE's managed care information and auditing systems and provides progress reporting to LRE's Leadership team

QUALITY IMPROVEMENT/PERFORMANCE IMPROVEMENT SPECIALIST

- Assists with all aspects of LRE's Substance Use Disorder Provider Agencies and CMHSP Delegated Managed Care and Program site reviews, through electronic/desk reviews and on-site verification audits, including but not limited to clinical record reviews, administrative reviews, and preparation of requests for plans of correction.
- Complete Compliance Review Reports as assigned.
- Monitor Compliance Review Plans of Correction as assigned.
- Manage and monitor contract issues with CMHSP and Provider Agencies regarding quality issues.
- Monitoring of LRE's Substance Use Disorder Provider Network and CMHSP corrective action plan implementation and ensures that performance improvement plans are adequate to ensure compliance and that corrective action occurs to reduce risk of future occurrences.
- Provides support and reporting analysis to Quality Assessment and Performance Improvement Plan and Corporate Compliance Plan regarding provider network compliance activities.
- Ensure CMHSPs and Provider Agencies are properly certified to provide services. Assist with certification and re-certification process when needed.

LAKE SHORE REGIONAL ENTITY

SUMMARY OF ACTIVITIES FY21

PREVENTION SERVICES

PREPARED BY
KORI BISSOT



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INTRODUCTION

Background Information:

The following report provides an overview of substance use disorder prevention initiatives supported through the LRE during fiscal year 2020/2021 (FY21). As one of ten Prepaid Inpatient Health Plans (PIHP) in Michigan, the LRE is responsible for managing services provided under contract with the Michigan Department of Health and Human Services (MDHHS) substance abuse prevention.

Funding to support the initiatives for analysis is provided by Block Grant and Public Act 2. The service region includes: Allegan, Kent, Lake, Mason, Muskegon, Oceana, and Ottawa Counties.

This report, along with future annual summary of activity reports, will provide a record of activities conducted to inform multi-year outcome evaluation for regional prevention services.

Prevention providers* in the LRE region include:

ACCMHS - Allegan County Community Mental Health Services

AC - Arbor Circle

D10HD - District 10 Health Department

FOC - Family Outreach Centers

KCHD - Kent County Health Department

N180 - Network 180

MCHP - Muskegon Community Health Project, Mercy Health

OCCMHS - Ottawa County Community Mental Health Services

OCDPH - Ottawa County Department of Public Health

PHMC - Public Health Muskegon County

WW - Wedgewood Christian Services

*The acronyms provided above will be referenced throughout this report.

SERVICES PROVIDED

During FY 21, prevention providers proactively responded to limitations caused by COVID-19. By developing virtual versions of existing programs and resources that schools that could use in remote settings, they ensured service continuation. Providers remained flexible and accommodating to ensure communities received the services needed as situations evolved.

Persons Served: 162,490

During FY 21, over 160,000 individuals received prevention services throughout the region.

Due to the pandemic, many services were delivered using a virtual format rather than in-person. As a result, the numbers for each county may include residents of other areas.

Allegan	8,660
Kent	137,260
Lake, Mason & Oceana	4,219
Muskegon	5,278
Ottawa	7,073
Total	162,490

Estimated Reach: 3,015,250

In addition to persons served directly, providers estimate that they have reached more than 3 million individuals with prevention messaging through campaigns such as TalkSooner, Above the Influence, as well as other campaigns.

Hours of Service: 13,537

More than 13,000 hours of service were provided in the following strategies:

Education	2,969
Community-Based	5,329
Environmental	3,664
Information Dissemination	561
Student Assistance/ Prevention Assessment	632
Alternative	383
Total	13,537

Prevention Goal Areas:

Efforts throughout the region are developed to align with the LRE's regional prevention strategic plan. A corresponding logic model provides a framework for how local efforts across the region work together to cumulatively affect regional priorities. Each provider uses local data to determine which priorities of the LRE strategic plan to address within their area.

Priorities established in the strategic plan, the targeted intervening variables for each, and the page on which you will find information about each are as follows.

Reduce Underage Alcohol Usep.4

Reducing youth access
Increasing awareness of consequences
Promoting accurate perceptions of use
Promoting responsible adult modeling

Reduce Underage Marijuana Usep.9

Reducing youth access
Perception of Risk

Reduce Underage Tobacco Use, inc. Vaping p.12

Reducing youth access
Perception of Risk

Reduce Opioid and Prescription Drug Misusep.16

Reducing youth access
Perception of Risk

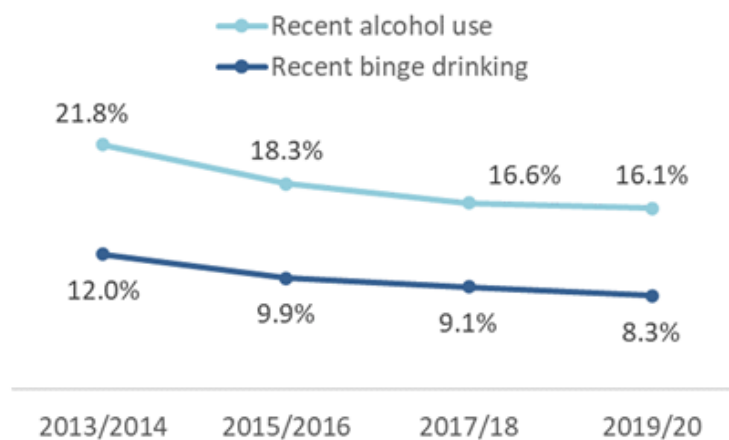
Reduce Early Initiation of Substance Usep.19

Low Perception of Risk
Association with Positive Peers
Family Dynamics
Community Resources
Life Stressors

ALCOHOL

Within the LRE region, 16.1% of high school students reported recent alcohol use, and 8.3% reported recent binge drinking in 2020. Childhood and underage drinking use has been declining in the LRE region and continues to be lower than statewide rates with 25.4% of high school (HS) students state-wide.

Recent Alcohol Use Among HS Students, LRE Region



To address underage drinking, the LRE has developed strategies designed to address the following:

Easy Access: In 2020, more than half (59%) of HS students in the region, reported it would be 'sort of' or 'very easy' to get alcohol.

Low Perception of Risk: In 2020, 29.2% of HS students in the region reported that drinking 5+ drinks once or twice each weekend is 'no risk' or 'slight risk'.

Social Norms: In 2020, more than 1-in-4 HS students (26.6%) reported believing that more than half of the students in their grade had drunk alcohol in the past month, when only 16% actually had.

ACCESS: SOCIAL

Reduce access to alcohol in the home, and from family members.

Regional Strategies:

Increase awareness of social host laws and the legal consequences of providing alcohol to a minor for parents & college students age 21+.

Incorporate parent responsibility info into existing programs serving parents throughout the region.

Enhance enforcement for underage drinking parties to raise visibility of enforcement and encourage community reporting.

Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
	✓		✓			✓
	✓		✓			✓
	✓		✓			✓

Local Programming:

Ottawa County:

- AC: Through the ROADD Task Force:
 - Provided education around the consequences of providing alcohol to minors in partnership with our local colleges and universities and through informational resources for parents to schools.
 - Party Patrols in the fall and spring, resulted in 99 law enforcement encounters where they issued citations and provided prevention education.
 - Distributed information on the risks of alcohol and marijuana use on youth bodies at events and in partnership with teen driving schools and through the schools.
 - Offered information to retailers with some limitations due to COVID-19.
- D10HD, Mason County: Created and distributed post card with social hosting laws and consequences to parents through various methods.
- N180, Kent County: All populations targeted by the Above the Influence Campaign activities.

ACCESS: RETAIL

Ensure alcohol retailers do not sell to underage individuals.

Regional Strategies:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Support and education for retailers to prevent sales to minors through retailer education such as TIPS and TAMS and vendor education.	✓	✓		✓	✓		✓
Safe Prom and Graduation initiatives to inform retailers of local events to become more vigilant during this time to avoid alcohol sales to youth. Often paired with increased enforcement efforts.		✓			✓		✓
Partner with law enforcement to conduct compliance checks.		✓			✓		✓

Local Programming:

- ACCMHS, Allegan County - Provided in-person TIPS training for retailers.
- Muskegon County:
 - PHMC - Provided TIPS training and technical assistance for retailers who had a liquor control violation or requested additional information
 - MCHP: ALI coalition members supported retailer education, compliance checks, and acknowledgements.
- Kent County:
 - KCHD: Partnered with Kent County Sheriff Department during DYTUR activities.
 - N180, Kent County: Above the Influence Campaign activities including Sticker Shock.
- D10HD, Mason County: Made referrals to TIPS online training resource for interested area businesses.
- AC, Ottawa County: ROADD task force offered information to retailers; limited due to CVOID-19.

PERCEPTION OF RISK

Increase awareness of the legal consequences of underage alcohol use.

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Increase efforts and visibility of Minor-In-Possession (MIP) enforcement at prom, graduations, and underage drinking parties.					✓		
MIP brochure distribution with local law enforcement.							✓
FaceTheBook Campaign					✓		

Note: Additional efforts targeting perception of risk included under Early Age of Onset.

Local Programming:

- MCHP and PHMC, Muskegon County: Annual campaign for middle and high schools through media contest promoting the FacetheBook project. Coordinated by Mercy Health's coalitions and editing and distribution support provided by PHMC.
- OCDPH, Ottawa County: Developed a flyer outlining MIP consequences, amnesty laws, and Good Moral Standing criteria for college program admission.

SOCIAL NORMS:

Promote accurate perceptions of peer use.

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Engage area HS groups in development and distribution of normative messaging.		✓			✓		✓
Train local youth to promote messaging among their peers.	✓	✓			✓		
Provide youth leadership development opportunities.		✓			✓		
Support youth-developed messaging		✓			✓		
Education and messaging to decrease normality of heavy/excessive drinking among adults.							

Local Programming:

- AC, Ottawa County: Partnered with SLIC youth coalition to develop messaging that was distributed throughout the year.
- Kent County:
 - FOC: leadership opportunities focused on programming that strengthened the leadership skills of the individual students.
 - WW: Teens provide input into awareness campaigns at their school. Teens are encouraged to submit blogs and videos that address the challenges teens face and positive ways to respond. The blogs and videos are posted on the website and social media pages.
 - N180, Kent County: Through the work of ATI.

Promote accurate perceptions of peer use:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Education and messaging to decrease normality of heavy/excessive drinking among adults.		✓			✓		✓

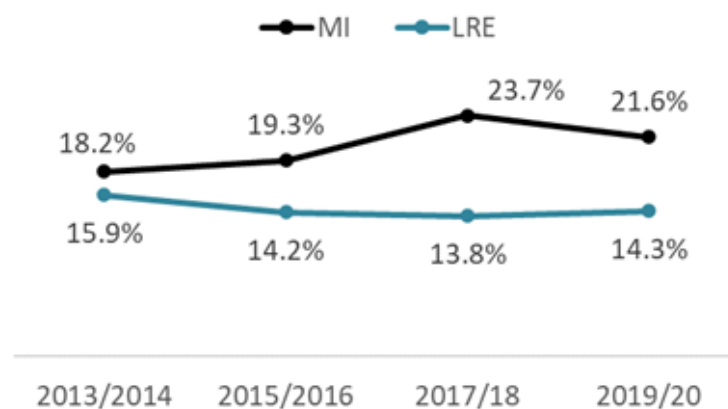
Local Programming:

- Ottawa County:
 - AC: Provide educational information about serving size in partnership with our colleges and universities.
 - OCDPH: Prime for life programming
- KCHD, Kent County: Adult Heavy Drinking Campaign titled, 'About Last Night'. Messaging released just before many holidays.
- PHMC, Muskegon County: Messaging distributed concerning alcohol use among 55+.

MARIJUANA

In 2020, 14.3% of HS students in the LRE region reported recent use of marijuana. Rates remain lower than state-wide and relatively stable in recent years despite legalization of recreational marijuana use in 2019.

**Recent Marijuana Use Among HS Students,
LRE Region vs. Michigan in FY19/20**



To address underage marijuana use, the LRE has developed strategies designed to address the following:

Easy Access: In 2020, almost half (47%) of HS students in the region, reported it would be 'sort of' or 'very easy' to get marijuana.

Low Perception of Risk: In 2020, more than half (55%) of HS students in the region reported that using marijuana once or twice per week is 'no risk' or 'slight risk'.

REDUCE YOUTH ACCESS

Ensure proper storage of marijuana in the home to prevent youth access and advocate for appropriate regulatory oversight of marijuana sales and distribution.

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Promote safe storage of marijuana in the home through education of consumers and distribution of lockboxes to medical marijuana consumers.	✓				✓		✓
Advocate for appropriate regulatory oversight including standards for packaging, distribution, sales, and adequate monitoring for compliance.					✓		
Promote local policies that restrict or disallow retailer density, dispensaries near places frequented by youth such as schools and churches, and/or free samples and community events with marijuana.					✓		✓
Develop and promote model policies for local adoption.					✓		

Local Programming:

- AC, Ottawa County:
 - Promoted safe storage and monitoring of marijuana in the home.
 - Hosted a training around marijuana policy for local municipalities.
 - OCPHD: Provided lock bags free to the public, and distributed at multiple locations.
- ACCMHS, Allegan County: Distributed several hundred lock bags to local dispensaries for distribution to families. Schools were also provided bags to distribute as needed.
- KCHD, Kent County: Worked on Medical marijuana efforts, including a comprehensive safe storage messaging campaign. *Effort supported with LARA funds.*
- PHMC, Muskegon County:
 - Distributed lock bags to provisioning centers along with other youth access messaging.
 - Worked with Michigan Prevention Association to assure legislators are aware of issues and needs for regulation.
 - Worked with local municipalities to think about long term public health impact of marijuana use/sales in public spaces and neighborhoods.

PERCEPTION OF RISK

Increase awareness of the risks of marijuana use.

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Incorporate marijuana info into existing educational efforts, including Prime For Life's new curricula component for marijuana.	✓	✓			✓		
Provide information on the risks of marijuana use while pregnant.	✓	✓		✓	✓		✓
Raise awareness of the risks of driving after using marijuana.		✓		✓	✓	✓	✓

Note: Additional efforts targeting perception of risk included under Early Age of Onset.

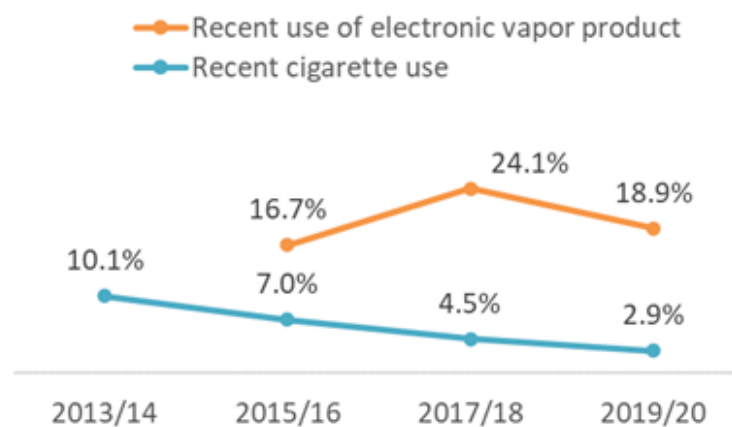
Local Programming:

- Kent County:
 - AC: School groups followed Prime for Life curriculums for youth who self-identified wanting to avoid risky behaviors yet identified primary peer groups engaging in harmful use behaviors.
 - WW: Included in Project SUCCESS and small group education including suspension reduction groups for students caught vaping and/or using marijuana.
 - N180: Above The Influence campaign.
- OCDPH, Ottawa County: Educational materials provided with Marijuana lock bags.
- D10HD, Mason County: Hosted a presentation for coalition members on the impact of marijuana legalization on communities. Staff provided webinar training to on risks of marijuana use while pregnant.
- D10HD, Oceana County: press release and social media work done around driving under the influence of substances, including marijuana.
- ACCMHS, Allegan County:
 - New brochures were created and distributed on marijuana and pregnancy.
 - Prime for Life programming completed at 4 local high schools when teens are caught with Marijuana at school and/or school events.
- MCHP, Muskegon County: Shattering the Myths campaign of Alliance for Marijuana Prevention Coalition conducted annually within the Muskegon Area School Districts.

TOBACCO

In 2020, only 2.9% of HS students in the region reported recent smoking, lower than state-wide (4.5%) and decreasing substantially in recent years. Rates of recent vaping decreased in 2020 with 18.9% of HS students reporting vaping and remained lower than statewide rates (20.8%)

Recent Tobacco Use Among HS Students, LRE Region



To address underage use of tobacco and vaping products, the LRE has developed strategies designed to address the following:

Easy Access: In 2020, 38% of HS students in the region, reported it would be 'sort of' or 'very easy' to get cigarettes. In FY20, 1-in-10 tobacco retailers (9.5%) were willing to sell to an underage decoy during compliance checks.

Low Perception of Risk: In 2020, almost 1-in-5 (18%) of HS students in the region reported that smoking one or more packs per day is 'no risk' or 'slight risk'.

Regional data is not available for vaping, however in counties where this data was collected 24% of Ottawa and 39% of Lake County HS students reported that vaping is low-risk.

REDUCE YOUTH ACCESS

Ensure retailers do not sell tobacco products to underage youth.

Utilized Regional No Cigs For Our Kids Campaign which consists of year-round law enforcement compliance checks for retailers, education and support for retailers, and consistent branding to enhance visibility.

Incorporated efforts to ensure retailers do not sell vaping products to minors.

Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓

Youth Tobacco Access: In 1992, Congress enacted the Federal Synar Amendment requiring states to enact and enforce laws prohibiting the sale of tobacco products to individuals under the age of 18. Each state must conduct annual unannounced inspections of a random sample of tobacco retailers and achieve a compliance rate of at least 80%, or the state risks a loss of up to 40% of the Substance Abuse Prevention and Treatment (SAPT) Block Grant funds.

In response to this, the No Cigs for Our Kids Campaign, which began in 2004, works to eliminate sales of tobacco to youth under the age of 18 and has been expanded throughout the region since 2012.

In each county of the region, compliance checks are conducted by law enforcement throughout the year that result in citations for those who fail, and vendor education visits provide education and support.

REDUCE YOUTH ACCESS

Ensure retailers do not sell tobacco products to underage youth.

Local Programming, continued:

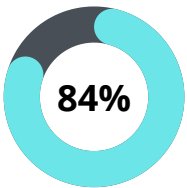


Non-Synar Compliance Rate:

245 non-Synar compliance checks were completed, representing 26.8% of retailers in the region. Only 5.4% of retailers were willing to sell to an underage decoy.

Compliance checks were done in Allegan (94), Kent (74), and Muskegon Counties (77).

- All retailers that passed a compliance check were mailed a letter notifying them of the results along with a Certificate of Compliance for the store.
- Corporate headquarters of retailers receiving a compliance check that are part of a larger corporation to notify them of the results.



Synar Compliance Rate:

For statewide assessment purposes, a random selection of retailers is selected annually for a compliance check. The sample size provides meaningful results but is too small to provide meaningful results for the region.

In FY21, 45 retailers in the region were selected for a Synar check. Of these, seven retailers were willing to sell to the underage decoy resulting in a compliance rate of 84.4%. Although, low this rate exceeds the requirement of exceeding 80% compliance.

All non-Synar checks are conducted by law enforcement and result in a citation for those who fail.

85

Vendor Education:

Vendor education is provided to tobacco retailers to support them in the knowledge and skills necessary to avoid selling to underage persons. During FY21, 85 tobacco retailers received vendor education.

- All retailers that received a non-compliant check were visited, called, or mailed information (due to Covid-19).
- In most counties, retailers in the targeted areas were visited for vendor education prior to law enforcement compliance checks.

PERCEPTION OF RISK

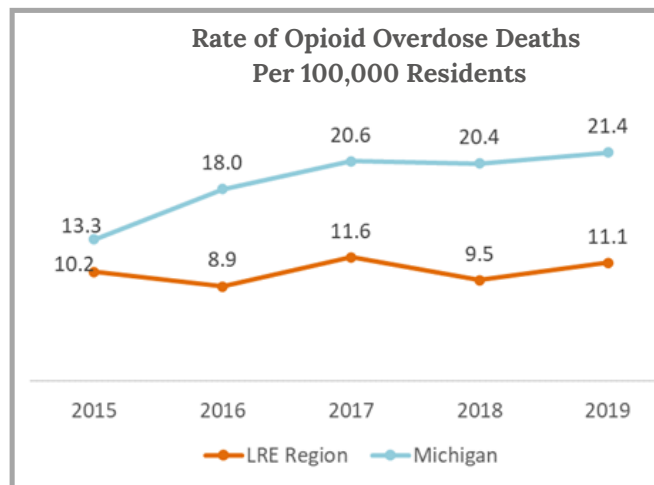
Educate youth on risks of tobacco use:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Education on risks of tobacco use, including vaping.	✓	✓	✓	✓	✓	✓	✓
Incorporate info on e-cigs into educational programming, materials and presentations.	✓	✓	✓		✓		✓
Increase Parent Communication:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Presentations, workshops and informational materials to help parents and caregivers understand the health risks of vaping, identify use in their child, and communicate risks to their youth.		✓					✓
Increase consequences for vaping:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Promote enhanced school policy and enforcement for vaping.							
Develop model policies regarding vaping and promote adoption.					✓		
Support school personnel in identifying vaping use, provide appropriate consequences, and support youth who vape.							

Local Programming:

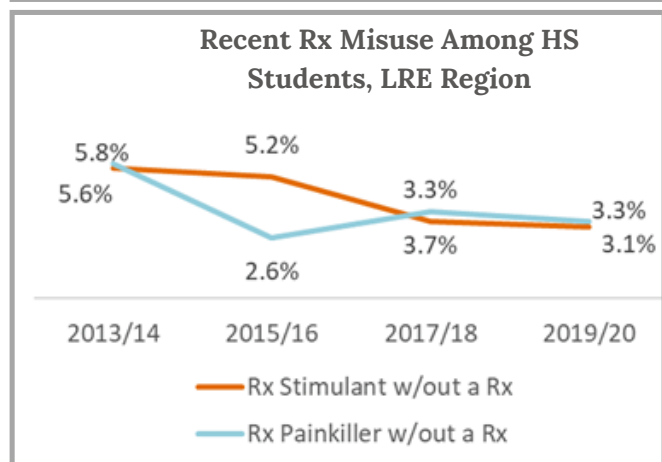
- Ottawa:
 - AC: Provided information on My Life, My Quit including some social media ads. Information on vaping in all youth and adult prevention programming was included.
 - OCDPH: Vape Education Class.
- Kent:
 - WW: Info on risks of vaping included in Project SUCCESS, small group education, and parent education workshops/videos.
 - N180: Provided information through ATI.
 - KCHD: Updated educational material for all programming with most current info. Vape Education classes included parents as well as MS and HS students.
- D10HD, Lake County: Distributed recorded presentation for community-wide sharing.
- D10HD, Oceana County: Educational sessions with youth caught vaping at school. Youth vaping presentation shared virtually with schools.
- Muskegon County:
 - PHMC: Inc. vaping in tobacco outreach efforts. Provided model ordinances for local municipalities and helped to develop compliance check efforts with law enforcement.
 - MCHP: Annual campaign with most districts in the county.

OPIOID AND PRESCRIPTION DRUG MISUSE

In 2019, there were 145 deaths in the LRE region due to opioid related overdoses (prescription and illicit). Opioid overdose deaths have remained relatively stable in recent years in the LRE region and lower than state-wide.



Prescription drug (Rx) misuse among HS students has decreased in recent years to a low of 3.1% for Rx stimulants and 3.3% for Rx painkillers.



To address opioid misuse, the LRE has developed strategies designed to address the following:

Over-Prescribing: The rate of opioid prescriptions dispensed has been decreasing and in the LRE Region in 2018, there were 57 opioid prescriptions dispensed for every 100 residents, compared to 81 state-wide. Rates varied greatly by county with Lake, Mason, Muskegon, and Oceana having a rate of 99 or 100 opioid prescriptions dispensed per 100 residents.

Low Perception of Risk: In 2020, 1-in-5 (21.3%) of HS students reported that taking a prescription drug not prescribed to you is 'no risk' or 'slight risk'.

OVER-PRESCRIBING

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Education and support for pharmacists and physicians to support safe prescribing, promote disposal, and identification and referral to treatment.			✓		✓		✓
Increase proper disposal of medications through disposal opportunities and awareness of the importance of proper disposal.	✓		✓	✓	✓	✓	✓
Education and resources to support parents to manage, monitor, and dispose of medications in the home.	✓		✓	✓	✓	✓	✓
Raise awareness of the risks and legal consequences of sharing prescribed medications.		✓					

Local Programming:

- Ottawa County:
 - AC: Partnered with local municipalities to place bill stuffers in each water bill to promote the prescription drug disposal boxes throughout the county. Communicated to parents about managing and monitoring prescription medication.
 - OCCMHS: Through efforts of the Opiate Taskforce, permanent disposal sites have significantly increased. Took back 400+ pounds of medications and 120 pounds of sharps. Provided medication lock boxes to community members to safely lock prescriptions. Developed a list of Suboxone providers in Ottawa County and provided this list to parties who are likely to refer to treatment.
- Muskegon County:
 - PHMC: Created MAPS awareness campaign; supported pharmacies to advertise use of system. Provided ad printing and distribution for local collection events. Lock box exchange program.
 - MCHP: Hosted 2 take back events and permanent take backs at all law enforcement agencies and Mercy Health pharmacies.
- D10HD, Mason County: Provided support for household hazardous waste event. Created and distributed a mailer to county residents noting proper disposal methods and local options for disposal. Social media posts on storage and disposal.
- KCHD, Kent County: SOR funds supported a messaging campaign for ages 14 - 25.
- ACCMHS, Allegan County: Safe disposal locations promoted.

PERCEPTION OF RISK

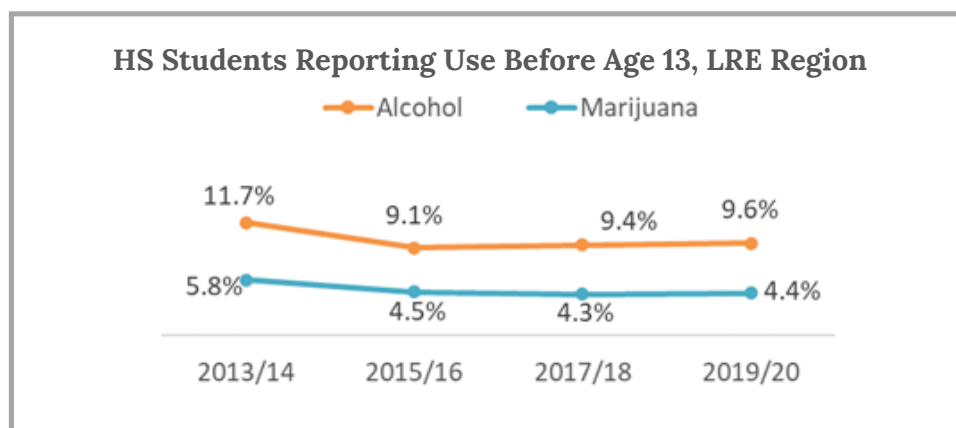
	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Develop materials for schools and organizations to share with youth and families on signs, symptoms, consequences of RX abuse, and resources for youth who need help.		✓			✓		
Incorporate information into presentations for health education classes and other community presentations.		✓			✓	✓	✓
Promote the risks of Rx drug misuse through the Talk Sooner Campaign.		✓	✓	✓	✓		
Partner with pharmacists to develop and promote information to patients on the risks of Rx opioids					✓		✓

Local Programming:

- Ottawa County:
 - AC: Provided information in presentations, parenting classes and Botvin's Transitions Programs.
 - OCCMHS: Partnered with a pharmacist to develop a list of dangerous co-prescriptions and disseminated this information to stakeholders.
 - OCDPH: Included in Prevention Education as well as parent education on current trends in drug use.
- N180, Kent: Provided information through our work via ATI and the regional marketing implementation plan.
- D10HD, Mason: Promoted TalkSooner at a variety of events and outreach opportunities. This program includes RX abuse education.
- D10HD, Oceana: Coalition hosted a harm reduction presentation.
- AC, Muskegon: Included information for parents in parenting classes.

EARLY INITIATION

Research has consistently found that alcohol or drug use at an early age increases the likelihood of developing addiction as an adult. In 2020, 9.6% of high school students in the LRE region reported use of alcohol before the age of 13 and 4.4% reported use of marijuana before age 13. Across the region, early use of alcohol ranges from a high of 20.4% in Mason, to a low of 7.4% in Oceana. Early use of marijuana ranges from a low of 2.7% in Oceana to a high of 12.6% in Lake County.



To delay the onset of substance misuse among youth, the LRE has developed strategies to address the following:

Low Perception of Risk: In 2020, among MS students, 41% reported marijuana use was low-risk, 32% reported binge drinking was low-risk, and 26% reported taking a prescription drug not prescribed to 1-in-5 (21.3%) of HS students reported that taking a prescription drug not prescribed to you is low-risk.

Positive Peers: In 2020, 72% of students (MS and HS) in the region reported they had at least one close friend who had committed to being drug-free in the past year.

Family Dynamics: In 2020, 84% of MS students reported they could ask their mom or dad for help with a personal problem.

Family Communication: In 2020, 67% of MS students reported that their parents had ever talked to them about their expectations regarding alcohol and other drugs.

Life Stressors: In 2020, 28% of MS students reported depression in the past year, and 18% of HS students reported having seriously considered suicide in the past year.

PERCEPTION OF RISK

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Educate elementary and MS students about immediate and long-term effects of alcohol and other drug use through youth and family programming.	✓	✓	✓	✓	✓		✓
Peer refusal skills training of high school students. In addition, presenting this training to younger students as well as peer counseling.		✓			✓		✓
Provide Drug Risk Teaching Toolkit to teachers to provide relevant content on the risks of youth substance abuse.		✓					✓
Participate in national awareness weeks to promote true alcohol facts and educate youth on the risks of underage drinking (i.e. National Drug Facts Week, Red Ribbon Week, etc.)	✓	✓		✓	✓	✓	✓

Local Programming:

- Muskegon County:
 - AC: Provided Strengthening Families Program (SFP 10-14) and booster session, includes risks of SUD in youth portion. Total Trek quest program educates youth on the risks of substance use.
 - PHMC Muskegon: Prime for Life, LifeSkills, and working with ALI coalition on national awareness week.
- Kent County:
 - AC: Presentations on recognizing risk factors/behaviors. Groups on decision-making and learning ways to identify activities that have a positive impact.
 - FOC: Used PALS curriculum to teach about the effects of ATOD, inc. refusal skills.
 - WW Kent: Project SUCCESS includes lessons on the effects of alcohol and other drugs as well as strategies for saying no to alcohol and drugs and is provided to MS and HS based on needs. Promoted Red Ribbon Week and National Drug Facts Week.
 - N180 Kent: All strategies incorporated in the ATI mobile experiences. Youth Summit, Mobile Pop Up via prevention on wheels; Classroom Mobile Experiences; ICreate Art Prize; ATI Chronicles, and Faith Based Experience.
 - KCHD Kent: Elementary, MS, and HS LifeSkills Trainings, Yo Puedo Program provides ongoing education during school year, Juvenile Detention LifeSkills Training, and Girl's Court Programming.

PERCEPTION OF RISK

Local Programming, continued:

- Ottawa County:
 - AC: Info about risks of alcohol and other drug use through TTQ and SFP 10-14. Updated and promoted virtual DRTT. Promoted National Drug Facts week, Red Ribbon Week and Prevention week.
 - OCDPH: Vape Education classes and Prime for Life for MS and HS students, including peer refusal and risks.
- D10HD, Mason: Provided education to students caught vaping. Shared info on social media for National Drug Facts Week. Summer media campaign educating youth on risks of underage drinking.
- D10HD Lake: Red ribbon mailer promotion. information distributed as part of a toolkit for parents and kids.
- D10HD, Oceana: Facebook posts for youth on social media to promote national drug facts week.
- ACCMHS, Allegan County: Created a 15-minute video on the effects of vaping on the body and shared with Middle Schools. Otsego MS participated in Red Ribbon Week and provided resources to distribute.

POSITIVE PEERS

Support youth in developing relationships with positive peers.

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Peer refusal skills training of HS students. Inc. training younger peers and peer counseling.		✓					✓
Youth leadership opportunities to develop leadership skills and provide opportunities for projects, including Annual Youth Summit.		✓				✓	✓
Project Success- School wide awareness and community outreach activities including alcohol free activities, campaigns to increase awareness and student-developed, pro-social messaging.		✓					
Yo Puedo Program - Recruitment of high-risk youth, visits to local universities, community service projects and recreational activities.		✓					

Local Programming:

- Kent:
 - N180: Mobilization of thousands of youth via the creation and advancement of the Above the Influence (ATI) -Kent County movement which celebrates the choices youth make daily to live above negative influences around them. Through ATI, the coalition creates spaces for even the most vulnerable to use their voice to make a difference.
 - AC: Presentations provided to MS and HS youth on how to identify mental health red-flags, and seek help and support. Presentations targeted to youth who identified that mental health concerns were connected to poor decision making and unhealthy behaviors.
 - WW: Student input was sought in panning school awareness campaigns encouraging youth leadership opportunities. School-wide awareness campaigns beyond Red Ribbon Week and National Drug Fact Week included Skills for Success at school, and social media safety.
- Ottawa:
 - AC: Continued to provide the SLIC youth coalition with meetings once a month. Provided monthly youth leadership trainings on various topics of interest to youth.
 - OCDPH: Prime for Life taught to MS and HS students.
- D10HD, Oceana: Hosted virtual TOPPC youth meetings and youth participated in community service projects.

FAMILY DYNAMICS

Parent education and skills training.

Parental skill training:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Parenting Skills programming					✓		✓
Parent workshops on how to identify and respond to drug use.	✓	✓					✓
Teach communication skills and how to prevent substance use and promote healthy choices.	✓	✓		✓			
Coordinate a collaborative committee to plan and implement enhanced parenting services and supports.	✓		✓	✓	✓		✓

Local Programming:

- AC, Muskegon and Ottawa: Provided the SFP 10-14 program, Nurturing Parenting Program, and 24/7 dads' programs. Provided a virtual parenting program similar to Circle of Parents bi-weekly. Coordinated collaboratives including the Muskegon Parents' Initiative and Ottawa County SCAN Council that work to increase parent education and support. Creation of a digital interactive Vaping Graphic and interactive virtual teen room to educate parents on signs and symptoms, also a parent education video series.
- PHMC, Muskegon: Offered Parent Cafes, facilitated Fathers Matter Collaborative; participated in Muskegon Parenting Collaborative activities.
- Kent County:
 - AC: Groups with MS and HS youth on healthy relationships and building positive, pro-social communication skills.
 - WW: Parent workshop on current trends in substance use, how to recognize a problem, talking to your child about substance use and resources for help. A video encouraging healthy communication with teens was developed for parents.
 - N180: Annual Lunch & Learns and Family Day activities
 - KCHD: Parent programming was conducted for Girl's Court groups.
- D10HD, Mason: parent prevention packets shared through community partners (ex. libraries). Coordinated with great start collaborative to plan parent/family events.
- D10HD, Lake: An ACEs committee was established as part of the prevention coalition. Presentations and resources were shared with healthcare provider providers, community health workers and board members from Children's Trust Fund and community members.
- ACCMHS, Allegan: Promoted virtual teen room as a resource. Video created and distributed to schools to use with staff and parents on current trends. Parent resource training from the national traumatic stress network, in collaboration with Great Start.

FAMILY COMMUNICATION

Encourage parent communication regarding substance use:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Promoted Talk Sooner Campaign to educate parents on the consequences of teen use, how to talk to their youth about the consequences through community events, social media, lunch and learns, and newsletters.	✓	✓	✓	✓	✓	✓	✓
Had Family Meals Month to promote TalkSooner & family communication.	✓	✓	✓			✓	✓
Provided info to parents at community events on how to talk to their kids.	✓	✓	✓	✓	✓	✓	

Regional Efforts:

TalkSooner.org

brought to you by Lakeshore Regional Entity

The regional TalkSooner campaign continued in FY21. This campaign, developed in 2007, encourages parents of youth age 10-18 to begin talking to their children about alcohol and other drugs at an earlier age. Marketing materials direct parents to visit the locally managed Talksooner.org website and to download the app on their smart phone. The campaign has continued to expand with more than 30 counties throughout Michigan participating.

During FY21, TalkSooner.org was visited 210 times, by 98 unique individuals resulting in 558 page visits. The average session duration was 1 minute and 45 seconds and the most frequently visited page was the 'What's Trending?' page.

TalkSooner is also used as a platform to promote Family Meals Month. This nationwide event is designed to underscore the benefits of family meals and help families share one more meal at home per week. The LRE and prevention providers work collectively to promote Family Meals Month, host local events and develop regional promotional materials to support local efforts and to promote TalkSooner & family communication and involvement.



FAMILY COMMUNICATION, CONTINUED...

TalkSooner Campaign Efforts:

- Homepage updated to include a new cover image and promote testimonials.
- Social posts on Facebook promoted the partnership between local healthcare providers, educators, law officials, and other community members with TalkSooner. Over a dozen posts with individual testimonies were shared.
- Partnered with mParks and the Michigan DNR to place promotional materials at ten Michigan parks, 77 rest stops, and 14 MDOT Welcome Centers. The posters will remain displayed indefinitely.



Media Coverage and Partner Shares

In addition to the paid promotion the following free coverage was received through media coverage and promotion by partner organizations.

- Cherry Health publicly shared its partnership with TalkSooner.
- Interview ran on WGVU news radio with a supplemental web story.
- Interview including a pediatrician at Metro Health – University of Michigan Health – with Channel 17's WXMI.
- Priority Health published a 'Think Health' article on website promoting TalkSooner.
- WOODTV/Channel 8 and WGVU Morning Show published stories regarding National Drug Take Back Day.
- WILX News in Lansing, and Fox 17 News ran stories about TalkSooner partnership with MDNR/mParks.
- MDOT issued a news release announcing its partnership with Talksooner.
- Channel 13/WZZM aired public service announcements regarding Family Meals Month, and a sponsored Facebook article and banner ads on their website.
- Michigan State Parks distributed an e-newsletter to 595,047 people with article about TalkSooner resulting in 99 visits to the site.



FAMILY COMMUNICATION, CONTINUED...

Local Programming:

- Muskegon County:
 - AC: Provided TalkSooner (TS) information to all families in our parenting programs.
 - PHMC: Promoted Talk Sooner at all outreach events. Worked with Fathers Matter collaborative membership at outreach events to assure awareness of resources in the community.
- Ottawa County:
 - OCDPH: TalkSooner is promoted on Marijuana lock bag information sheets and as a resource provided to parents during the Vape Education class.
 - AC: Promoted Talk Sooner through our OSAP Digital Ecosystem (communication platforms), youth and parenting programming, and at community events. Promoted Family Meals Month through local food pantries, other organizations working on food insecurity, and OSAP Coalition.
- Kent County:
 - WW: Information about the TS website and app is always included in parent presentations and community resource fairs that we participate in.
 - FOC, Kent: Disseminated TS brochures during resource fairs and community events and spoke to parents on how to talk to their kids about drugs and alcohol.
 - Network180: Promoted via the region's TS marketing implementation plan.
- DHD10 Mason: Promoted TS campaign/provided info to parents at community outreach events.
- DHD10 Lake: Social media posts on TS. Family meals month promoted with bag giveaway. Partnered with food pantry and also Spectrum Health's Veggie Van on events. Toolkits provided at local library included TS information. TS info shared at various community events.
- DHD10 Oceana: TS included in all community outreach, social media efforts were implemented, and partnered with Shelby Public Schools for family meals month. Provided bags with educational materials during a local food distribution event.
- ACCMHS: All events (virtual and in-person) are promoted along with TS resources and materials. Virtual promotion of Family Meals Month via flyers and social media.

LIFE STRESSORS

Develop coping and refusal skills:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Disseminate educational prevention material at community events.	✓	✓			✓	✓	✓
Youth education and early intervention programs that teach refusal skills, social emotional skills, and encourage healthy choices.	✓	✓			✓		✓
Train students to provide support/mentoring to other students.		✓	✓				

Local Programming:

During the pandemic youth experienced enhanced stressors that exacerbated mental health issues. Providers and coalitions throughout the region expanded efforts to support youth and their families to enhance coping skills and promote resiliency.

- Ottawa County:
 - AC: Provided suicide prevention info at events and assisted the Ottawa County Suicide Prevention Coalition in sending a mass mailing to every home in the county. Coordinated Building Resilient Youth who attend events and promotes suicide prevention info. Provided QPR Presentations to youth and adults. Coordinated a youth mental health first aid training.
 - OCDPH Ottawa: Addressed within Prime for Life programming.
- Kent County:
 - FOC Kent: Youth leadership programming included strategies for making good choices and peer pressure.
 - N180: ATI Kent County. Youth Mental Health First Aid.
 - KCHD: MIP Diversion Program offered monthly to youth referred by the courts.
 - AC: School groups and after-school programming on social skill building, relational aggression, positive peer relationships and healthy life skills. ABC groups focused on decision making and caregiver-child relationships to reduce delinquent behaviors.
- D10HD Oceana: TOPPC youth group conducted a community service project with outreach on suicide prevention.
- ACCMHS, Allegan County: Educational materials for suicide prevention disseminated at every parent event, school open houses etc. The Early Risers after school and summer program was conducted at Fennville Elementary. PAL's program completed at 5 schools.
- Muskegon County:
 - MCHP: Offered Mental Health First Aid and QPR trainings
 - AC: Total Trek Quest teaches peer refusal skills, coping skills, and how to make healthy choices.



TalkSooner.org[®]

Campaign Evaluation
Fiscal Year 2020-2021

LRE Board Packet Page #051

Glossary of Terms

Page Views: The total number of times a page is view. This can include multiple the from the same user.

Reach: The number of individual people who saw at least one ad. Each person is only counted one time.

Sessions: The number of times a user visited and scrolled through a website. This can include the same person multiple times.

Users: The number of individual people who use an app or visit or website.

Website Analytics Overview

	Users (% New)	Sessions (Sessions/User)	Avg. Session	Page Views (Pages/Session)	Avg. Time on Page	Top Page (% of pageviews)
Oct. 2020	12,005 (92.3%)	13,222 (1.10)	00:00:30	15,796 (1.19)	00:02:36	Lean (54.36%)
Nov. 2020	11,556 (92.7%)	12,665 (1.10)	00:00:28	14,312 (1.13)	00:03:16	Lean (55.54%)
Dec. 2020	6,266 (92.3%)	6,890 (1.10)	00:00:31	8,069 (1.17)	00:03:01	Lean (32.40%)
Jan. 2021	6,447 (92.5%)	7,206 (1.12)	00:00:36	8,961 (1.24)	00:02:27	Lean (18.79%)
Feb. 2021*	5,367 (99.1%)	5,937 (1.11)	00:00:34	7,106 (1.20)	00:02:51	Lean (Spanish) (20.24%)
Mar. 2021	6,260 (98.9%)	6,927 (1.11)	00:00:34	8,723 (1.26)	00:02:10	Lean (Spanish) (20.27%)
April 2021	7,282 (99.4%)	8,249 (1.13)	00:00:40	11,012 (1.33)	00:02:01	Home (23.77%)
May 2021	6,161 (99.2%)	7,009 (1.14)	00:00:36	8,659 (1.14)	00:02:34	Lean (Spanish) (22.03%)
June 2021	4,914 (98.2%)	5,477 (1.11)	00:00:34	6,795 (1.24)	00:02:23	Lean (Spanish) (26.49%)
July 2021**	4,796 (90.1%)	5,287 (1.10)	00:00:29	6,581 (1.24)	00:01:58	Lean (Spanish) (28.38%)
Aug. 2021	4,686 (92.2%)	5,184 (1.11)	00:00:36	6,489 (1.25)	00:02:23	Lean (Spanish) (29.4%)
Sept. 2021	5,356 (92.2%)	5,912 (1.10)	00:00:36	7,487	00:02:16	Lean (Spanish) (23.57%)
FY 2021	80,432 (92.2%)	89,965 (1.12)	00:00:33	109,990	00:02:28	Lean (Spanish) (24.19%)
FY 2020	48,518	56,895	00:00:46	75,429	00:02:21	Home

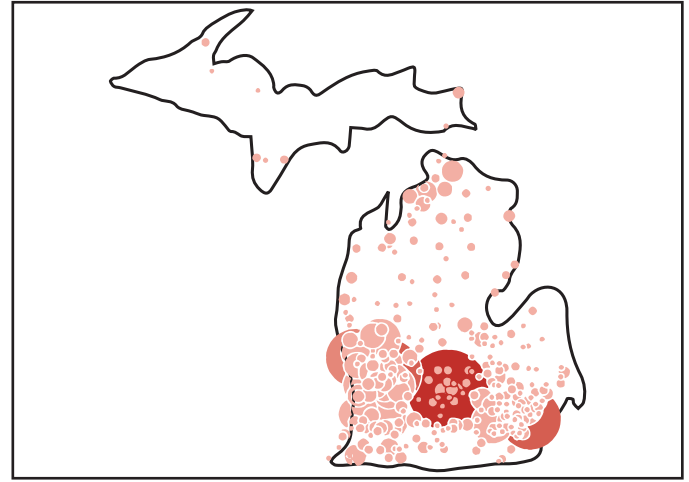
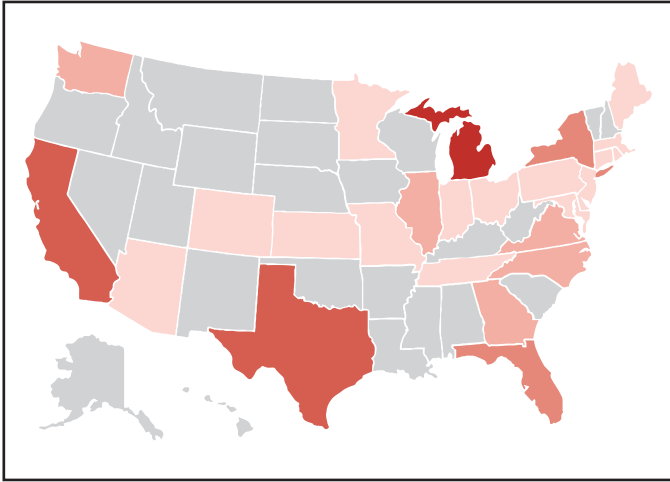
*Media campaign commenced.

**Media materials with QR codes distributed to several Michigan parks.

Throughout the campaign year, user access to the website remained steady from October through November 2020 due to campaign efforts at the time. After November, site visits stayed consistently lower throughout the remaining fiscal year, except for notable traffic peaks on March 25, April 21, and July 22, 2021.

Website User Demographics

Geographic Location



United States: 35,879 users (51.92% of total users)

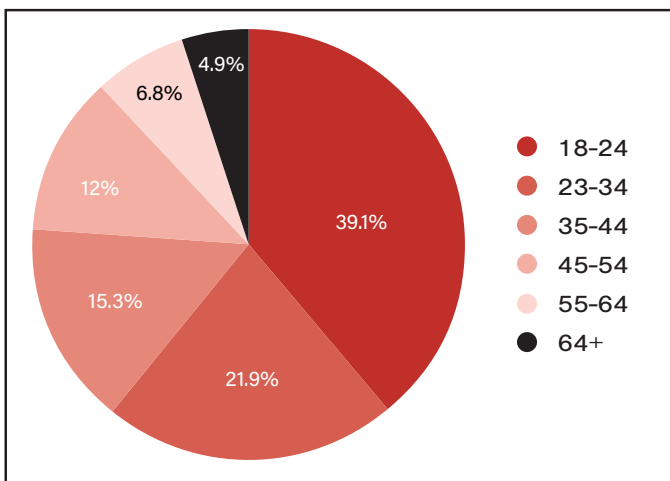
1. Michigan: 5,537 users (15.39%)*
2. Texas: 3,040 users (8.45%)
3. California: 2,946 users (8.19%)
4. New York: 2,145 users (5.96%)
5. Florida: 1,903 users (5.29%)

*Michigan residents maintained an average session length of 1:20; other states hovered around :30/session.

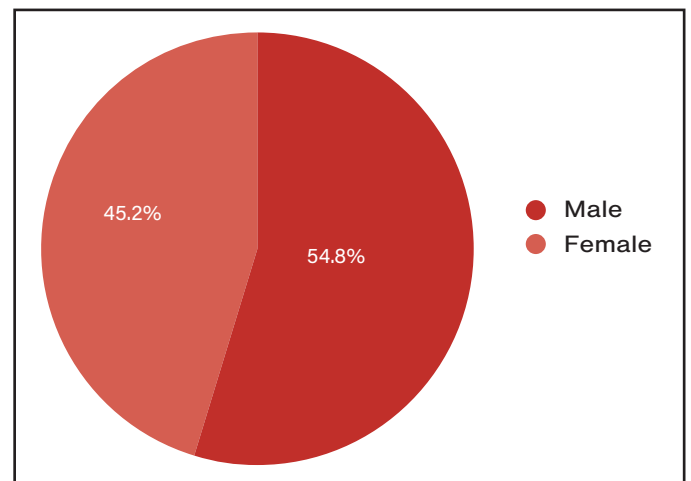
Michigan: 5,537 users

1. Lansing: 526 users (9.17%)
2. Unknown: 380 users (6.62%)
3. Grand Rapids: 353 users (6.15%)
4. Detroit: 291 users (5.07%)
5. Allegan: 281 users (4.90%)

Age



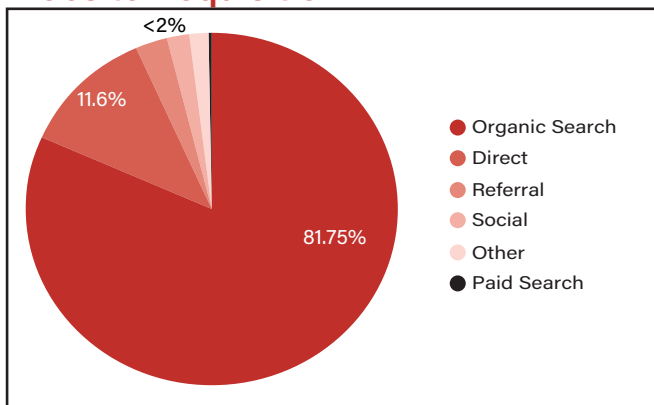
Gender



Technology

Among users, 48.77 percent are using an iPhone when accessing the website. All other devices, including computers, tablets, and Android devices, make up 2 percent or less of the remaining 51.23 percent of users who access the website.

Website Acquisition



Top sources:

1. Google/Organic: 56,248 users (81%)
2. Direct: 8,051 users (11.59%)
3. mgb/display (April-June): 762 users (1.10%)
4. m.facebook.com/referral: 686 users (0.99%)
5. snapchat.com/referral: 517 users (0.74%)

The majority of organic searches through Google didn't specify a search term. However, a recurring theme of "how to make lean" appeared as a search question and several requests regarding fentanyl.

App Analytics Overview

	Users (% New)	Sessions (Sessions/User)	Avg. Session	Page Views (Pages/Session)	Avg. Time on Page	Top Page (% of pageviews)
Oct. 2020	14 (42.9%)	17 (1.21)	00:01:52	51 (3)	00:01:08	What's Trending (52.94%)
Nov. 2020	19 (52%)	31 (1.63)	00:00:39	65 (2.10)	00:00:44	What's Trending (63.08%)
Dec. 2020	10 (50%)	10 (1)	<00:00:01	8 (0.80)	00:00:00	What's Trending (100.00%)
Jan. 2021	11 (58.3%)	13 (1.18)	00:00:00	13 (1)	00:00:00	What's Trending (100.00%)
Feb. 2021*	17 (65%)	19 (1.12)	00:02:17	89 (4.68)	00:00:31	What's Trending (50.56%)
Mar. 2021	10 (70%)	10 (1.5)	00:00:19	15	00:00:32	What's Trending (66.67%)
April 2021	15 (53.3%)	26 (1.73)	00:02:49	78 (3)	00:00:23	What's Trending (44.87%)
May 2021	16 (56.3%)	20 (1.25)	00:01:08	64 (3.20)	00:00:30	What's Trending (40.62%)
June 2021	13 (62%)	22 (1.69)	00:04:41	70 (3.18)	00:02:06	What's Trending (61.43%)
July 2021**	5 (80%)	7 (1.43)	00:01:04	10 (1.43)	00:01:51	What's Trending (70%)
Aug. 2021	12 (53.8%)	14 (3.14)	00:01:53	44 (3.14)	00:00:50	What's Trending (40.91%)
Sept. 2021	16 (50%)	21 (2.43)	00:01:39	51 (2.43)	00:01:07	What's Trending (52.94%)
FY 2021	98 (64.4%)	210 (2.14)	00:01:45	558 (2.66)	00:01:00	What's Trending (48.94%)
FY 2020	122	319	00:02:14	816	00:01:25	

*Media campaign commenced.

**Information with QR codes distributed to several Michigan parks.

Most app users do not move past the home page or the current drug trends. However, the amount of time they spend on the app reflects that users fully engage with trending news.

App User Demographics

Nearly 80 percent of app users are located in West Michigan or areas of southeast Michigan. Over 80% of users are accessing the app from an iPhone.

Campaign Efforts

- Starting on **February 1**, social posts on Facebook began promoting the partnership between local healthcare providers, educators, law officials, and other community members. Over a dozen posts regarding individual testimonies and partnership with TalkSooner. The two from parent and community members posted on 5/14 and 5/17 received substantially more views and interactions than the testimonies from professionals and educators. However, the results in these posts did not indicate a significant referral increase from Facebook to the TalkSooner website.



- Partnering with mParks and the Michigan DNR in **June**, TalkSooner placed collateral materials, including posters, vinyl clings, and wallet cards at ten parks throughout Michigan. Despite the large distribution, website analytics do not reflect a significant number of scans or increases in traffic after the distribution.



- In partnership with MDOT, collateral materials went to 77 Michigan rest stops, including 14 MDOT Welcome Centers in **September**. The materials included a QR code for parents and other adults to scan to access the website. In total, the collateral materials received two unique scans, which means two individuals followed the call-to-action by scanning the QR code, linking that person to the website.



Website Update

The homepage received updated images in mid-April to include a new cover image and recognize the testimonies of local healthcare providers, educators, law officials, and other community members.



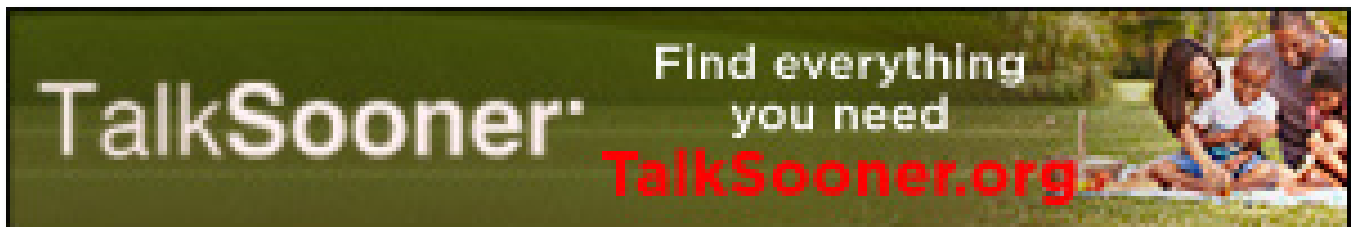
Media Coverage and Partner Shares

- On **February 1**, Cherry Health publicly shared its partnership with TalkSooner and other health care entities within West Michigan.
- On **February 12**, Vicki Kavanaugh interviewed on WGVU news radio and had a supplemental web story. The next week, Vicki and Dr. Dawn Rosser, pediatrician at Metro Health – University of Michigan Health – interview with Channel 17's WXMI. On February 18, Vicki delivered a third interview.
- On **April 2**, Michigan State Parks distributed an e-newsletter to 595,047 people with a brief article about TalkSooner. Any spikes in web traffic did not occur until April 21. However, the newsletter did refer 99 users to the TalkSooner page, which accounts for 1.34% of users in April. Of those, 98 were new users who had never been to the TalkSooner site. Some users visited in May, bringing the total referrals from the newsletter to 100 users



- On **April 22**, Priority Health published a ThinkHealth article on their website promoting TalkSooner resources
- On **April 22**, WOODTV/Channel 8 and WGVU Morning Show published stories regarding National Drug Take Back Day on April 24.
- On **June 28**, WILX News out of Lansing shared a story about the partnership between Talksooner and MDNR/mParks.
- On **July 26**, Vicki Kavanaugh interviewed with Fox17 News about the partnership with the MDNR and mParks, encouraging people to go outside as a way to prevent substance use.
- On **August 31**, the Michigan Department of Transportation (MDOT) issued a news release announcing its partnership with Talksooner, including posters displayed in all 77 MDOT rest areas and welcome centers across the state. The posters will remain displayed indefinitely.
- In **September**, Channel 13/WZZM aired public service announcementd (PSAs) and an educational awareness campaign regarding Family Meals Month. The PSA will aired multiple times over the month, and received a sponsored Facebook article on the Channel 13 site, along with various banner ads. The PSA included endorsement by the Michigan Department of Natural Resources (DNR) and mPARKs with the overarching message to invite people to “head outside/local parks” for a picnic/family meal and “talk sooner.”

Banner ad



PSA

Evaluation

Looking back over the 2021 campaign, it appears that a majority of the website and app use increases resulted from efforts in the latter part of FY 2020. While there were several media exposures and state-level partnerships, the direct referrals from medical professionals to parents appear to have the most impact on website and app traffic. On the other hand, because of the increase in significant partnerships, the TalkSooner brand is reaching more people across the country than ever before.

Another focus point is the age of people using the website, which trends lower than the ideal target audience. More young adults between 18 and 24 are accessing the site than any other age group. However, one of the most frequent search terms leading people to TalkSooner.org is the "how to make lean". With this information, it appears that one-third of users are college-age students seeking information on how to make substances within their budget.

While TalkSooner's mission has been to reach, educate, and empower parents of children under 18, connecting with and educating parents of young adults may be something to consider moving forward into the next campaign. Furthermore, it may be more beneficial to work with local universities to develop creative and impactful campaigns specific to young adults.



LAKESHORE REGIONAL ENTITY

VETERAN NAVIGATOR PROGRAM

SUMMARY OF ACTIVITIES, FY17 - FY21



INTRODUCTION

The Veteran Navigator (VN) role was created to assist veterans and military families of all branches, eras, and discharge types. The VN works to connect veterans and their families to federal, state, and local resources to offer support for issues regarding mental health, substance use disorders, housing, and other unique circumstances that may impact veterans.

Since the program began at the LRE in FY17, the regional VN has engaged veterans and military families throughout the region and supported community partners in addressing the needs of veterans and military families.

The VN role includes four primary functions. Information about activities within each function can be found on the page referenced.

- 1. Outreach page 4**

Identify and engage veterans and their families.
- 2. Support page 5**

Work with individual veterans to assess their needs, connect to services, and address challenges that negatively affect their health and well-being.
- 3. Referral Network page 7**

Establish a robust referral network to assist veterans in accessing services and supports to meet their needs.
- 4. Expertise page 9**

Training and assistance for local organizations and groups to effectively engaging and supporting veterans.

SUCCESSSES

270

Veterans served by the Veteran Navigator between FY17 and FY21.

85%

Of individuals served by the Veteran Navigator, 85% reported 'a greater willingness to reach out for assistance' following the interaction.

67%

Of individuals served by the Veteran Navigator, 67% report they 'are better equipped to function effectively in the community' following the interaction.



OUTREACH

The Veteran Navigator (VN) participates in community events and collaborative groups that allow him to connect with veterans in the community. The purpose of this outreach is to raise awareness of the services available through the VN and to interact with veterans to increase their comfort level with reaching out to the VN for support.

In FY 18, the VN developed materials to promote and raise awareness of the Veteran Navigator and available support. This included a webpage with resources for veteran services and materials for outreach events including a flier and banner. In addition, the VN participated in consumer advisory meetings at the LRE and local CMHSPs to help identify veterans in the community who may need support.

Every year since FY18, the VN has supported local events relevant to veterans through planning, and participation. By doing so, the VN has been able to connect with veterans and their families personally and spread awareness of the program. In addition, these events often raise funds to support veterans.

Highlights:

- In FY20, the VN program funded a team for a local American legion charity event and was able to connect with veterans in attendance to spread awareness of the program.
- In FY21, the VN worked with two organizations to help them raise money through events while being able to network during the events to connect with veterans in the region.
- In FY21, the VN began working with Vet Sports, allowing the VN to build relationship with many of the Veterans on the teams.

SUPPORT:

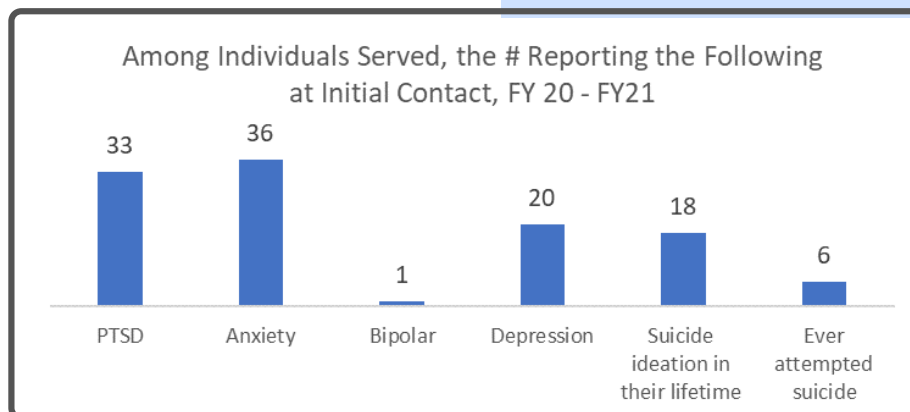


The primary role of the VN is to provide individualized support to veterans and military families. The VN works with individual veterans to assess their needs, assist them in connecting to services, and helping them in addressing challenges that negatively affect their health and well-being.

Between FY19 and FY21, the VN provided services to 221 individuals and included residents of every county in the region. Data on individuals served was not tracked in FY18.

Among individuals served:

- ***18% unemployed***
- ***75% had children***



The Veteran Navigator Program allows for customized support, specific to the needs of each veteran. Highlights of support provided, include:

FY17

- Worked with the Warrior Brotherhood Motorcycle Club to assist a veteran that got behind on his bills following emergency surgery. This was especially important as his wife was on oxygen and his power was going to be shut off.
- Assisted five veterans attending college with scholarship assistance for bills.
- Worked with Michigan Operation Freedom Outdoors (MIOFO) to get a tracked wheelchair to allow a veteran to hunt after losing mobility due to medical issues.
- Assisted veterans struggling during the holidays.

FY18

Primary focus in FY18 was identifying and establishing effective working relationships with organizations to address veteran needs.

Assisted a total of 24 veterans, 7 of whom had children under the age of 18, with referrals made to Veteran Affairs, the faith-based community, and organizations to support housing, education, employment, and legal needs.

FY19

Served 51 Veterans, including:

- Assisting a veteran's widow with burial benefits and final payments from VA.
- Supported two out-of-state families with hospice for local veterans.
- Helped a veteran with dementia and violent tendencies to access services in the VA where they would be able to stabilize their medications and work to get him a spot in their long-term facility.

FY20

Served 90 Veterans, including:

- Reached out to veterans during quarantine to help get them access to resources and support.
- Assisted the Michigan Veterans Affairs Agency in accessing local resources.
- Worked with community partners to assist a veteran in replacing his roof through donations of time, money, and materials.
- Helped a new veteran to receive disability from the VA, employment, and improving his quality of life after discharge.
- Assisted a veteran who was having housing and legal issues, and issues relating to garnished wages which resulted in an increase of ~\$3,000 dollars per month for the veteran.

FY21

Served 105 Veterans, including:

- Assisted a veteran without running water, to access a plumber and assist with automated bill payment to prevent future delinquencies.
- Assisted a family with getting benefits for a veteran who died from Covid.
- Assisted 26 veterans in connecting to the Veteran Services Organization to pursue VA benefits.
- Helped a veteran with VA disability to stay in the Navy Reserves and receive payment from both organizations without penalty.
- Helped two veterans with moves, inc. support for employment and housing.

REFERRAL NETWORK:

To support veterans and their families in accessing supports and resources, the Veteran Navigator works to identify, review and build relationships with organizations that can support the needs of veterans and military families. This includes establishing strong working relationships with publicly funded systems for behavioral health services, as well as other local providers of services such as housing and transportation and developing partnerships with volunteer groups that support veterans.

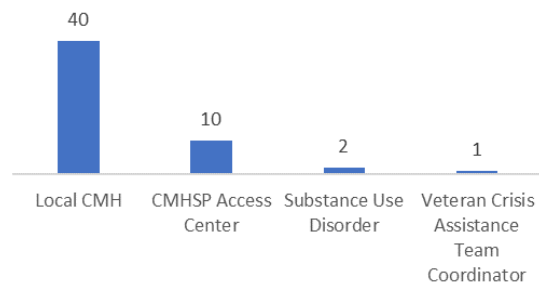
These relationships allow the VN to coordinate warm-handoff referrals to services as well as increase the referrals to the VN for additional support from these organizations.

During FY18, the VN established relationships with healthcare, education, employment, housing, and VA care resources. Between FY19 and FY21, the VN continued efforts to expand and strengthen relationships with additional organizations to support effective referrals and opportunities for veterans to get the care they need.

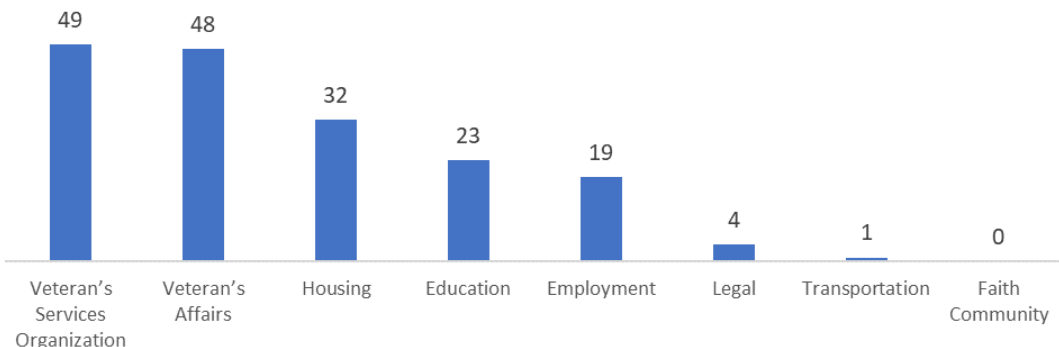
Efforts continued in FY21 to expand the referral network, including:

- Creating working relationships with key organizations in Ottawa County through the new Veteran's Coalition.
- Networking with organizations across the state to expand the VN's ability to assist veterans locally.
- Developing a relationship with the Kent County Police force for how to assist veterans with whom they interact and to engage the VN when a veteran is involved.

Source of Referrals for Veteran Navigator (FY 20 - FY21)



Number of Referrals Made by Veteran Navigator (FY19- FY21)



Referral Resources Established:

Since FY17, the Veteran Navigator (VN) has worked to establish and maintain relationships throughout the region to allow for effective referrals to meet the needs of veterans served.

Due to the largest proportion of Veteran populations in the region living in Kent, Muskegon, and Ottawa Counties, priority for identifying and establishing referral agreements was given to these counties. In fiscal year 2021/2022, the VN will prioritize development of referral relationships in the counties of Allegan, Lake, Mason, and Oceana counties.

The matrix below reflects the referral agreements in place:

Resource Type	Allegan	Kent	Lake	Mason	Muskegon	Oceana	Ottawa
Housing		★			★		
Employment		★			★		★
Education		★			★		★
Faith Based Community		★			★		★
Transportation		✓					
Food/Basic Needs		✓			✓		
Healthcare		★			★	✓	★
Substance Use Disorder/Recovery		✓			✓		★
Veteran Affairs	★	★		✓	★	✓	★
Volunteer groups that support vets		★			★		★

Legend:



Organization identified



Organization identified and a relationship established with identified contact person

EXPERTISE:

The Veteran Navigator (VN) supports local organizations and groups to increase involvement in providing veteran care and improve their ability to effectively engage with veteran and military families.

Fiscal Year	Activity Highlights
FY17	<ul style="list-style-type: none"> • Worked with Hope Network to be able to house veterans with behavioral issues. • Worked with the VA to determine best practice approaches for providing services for veterans. • Met with 4 (of the 5) CMHSPs in the region to discuss veterans' needs
FY18	<ul style="list-style-type: none"> • Suicide prevention and awareness presentation at the Hidden Wounds of War conference, speaking on Veteran suicide issues. • Assisted the Battle Creek VA and Veteran's Health Association to improve after hour care access to inpatient mental health care. • Met with General Motors UAW to discuss veteran programs within their company as well as how the VN program can assist. • Had discussions with Hope Network regarding setting up a program for veterans with mental health issues. • Assisted with trainings, including Veteran's Benefits Symposium, serving on planning committees for veteran-focused conferences, and presenting at the Hidden Wounds of War conference. • Provided input on veteran-related issues to the LRE, resulting in \$720,000 additional funding.
FY19	<ul style="list-style-type: none"> • Assisted local hospitals and CMH's to help support veterans. • Served as a panel member for Resiliency Conference discussing the challenges associated transitioning out of the military, reaching approximately 40 people. • Presented Military Cultural Competency training and how to help a Veteran to Ottawa CMH Intake team. • Assisted other Veteran Navigators in the region to support Veterans with suicidal ideations and legal issues.

Fiscal Year	Activity Highlights
FY20	<ul style="list-style-type: none"> • Supported Network 180 's efforts with a mental health urgent care and assisted with staff training. • Presented to Ottawa County's intake team on serving veterans and how the VN can support their efforts. • Worked with the MI Veteran Affairs Agency, reaching many veterans that might not have been helped otherwise. • Served as a resource to CMHSPs on the process for accessing veteran care at the VA or working effectively with veterans.
FY21	<ul style="list-style-type: none"> • Participated in Military cultural competency training for intake team at Network 180 with a focus on Vietnam Veterans and female veterans. • Worked with Kent County Police force, offering training on interacting with and supporting veterans.

"The willingness with which our young people are likely to serve in any war, no matter how justified, shall be directly proportional to how they perceive the Veterans of earlier wars were treated and appreciated by their nation."

-- President George Washington

Contact Information:

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REPORT PROVIDED BY KORI BISSOT,
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