
Substance Use Disorder Director's Report April 2020

1. **Oversight Policy Board (OPB):** the OPB will meet again June 3, we are closely monitoring COVID-19 and will change that meeting to virtual if needed.
2. **TalkSooner Marketing Campaign:** Due to COVID-19, our media plan has changed significantly and is listed below for your reference. We are taking advantage of the time parents have at home with their children reminding them to have the drug talk and use our tools to help inform that conversation:
 - **NEW Geo-Fencing Campaign:** Started March 27, and will run thru April 30th; targeting Kent County Parents of children 9-12, and 13-16. This is a PILOT, reaching parents during the “stay at home” period. If this goes well in Kent county we will then expand to the rest of the region. Geo-fencing is a new marketing strategy we are eager to see the usefulness and effectiveness of this method (note: a full explanation of what Geo-Fencing is has been included in the board report).
 - **Radio/TV Media:**
 - Regional Reach:
 - April 8, at 3:30 p.m., TalkSooner did a Facebook Live on GR Kids.com and Kzoo Kids. Link to view is: www.facebook.com/grkids
 - Vicki Kavanagh of Arbor Circle and our Media spokesperson, completed a morning interview with Andy Rent of Towne Square Media (WLHT-FM) on April 7, 2020.
 - WOOD-TV/Channel 8: <https://www.woodtv.com/news/michigan/w-mi-group-stresses-importance-of-talking-to-kids-about-drugs/>
 - FOX 17: <https://www.fox17online.com/news/morning-news/talksooner-org-provides-online-tools-to-initiate-drug-talk-with-the-kids>
 - Muskegon County Reach:
 - 15 min. “Positively Michigan” interview on 3/31 with Andy O’Riley: <https://muskegonchannel.com/health/1197-has-there-ever-been-a-better-time-to-talk-sooner>
 - Lake, Mason, and Oceana County Reach:
 - 9 &10 News Story, link to view: <https://www.9and10news.com/2020/04/03/how-to-talk-to-your-kids-about-substance-abuse/>
 - Kent County Reach:
 - GVSU/Morning show; live radio interview with Vicki Kavangugh, TalkSooner Spokesperson. Link to listen is: <https://www.wgvunews.org/post/talk-sooner-0>

3. **Michigan Department of Corrections (MDOC):** April 1, this took effect in our region. Currently, we are working at the local level to ensure the local agents understand our regional process. Due to COVID-19 the referral process has been relatively slow. We are keeping track of the number of referrals and the number of consumers who actually meet medical necessity. It is our hope that we can educate the local agents on our standards to better inform their referrals.
4. **Regional Prevention Documents:** Attached please find our regional guide to LRE funded SUD prevention services. You will also find the regional analysis by ReFocus, LLC on our tobacco campaign that we conduct in the region.
5. **Dr. Waller Training:** The training scheduled for April 22 has been postponed due to COVID-19, we will reschedule later this summer or fall.
6. **GAIN Update:** No formal update/contract adjustment from the department on the direction of this screening tool has been released.
7. **SUD Legislation:** Attached please find the updated grid of SUD legislation for your reference and note the several new tobacco related bills.
8. **LRE SUD Treatment Data:** Attached please find the monthly Treatment data pulled from BHTeds.