

Substance Use Disorder Director's Report January 2020

1. **LARA Executive Director Meeting:** the LRE is pleased to host Executive Director of LARA's Marijuana division to our region Friday, January 17th at the Ottawa County Fillmore Complex from 9:30-11:30am. He will discuss the new recreational laws, changes to the medical law, and there will also be ample time for our region to ask questions. To date, 30 individuals from across our region are planning to attend.
2. **LARA SUD Rules Phase 2:** Licensing and Regulatory Affairs (LARA) is now moving into their "Phase II" to address the SARF (Screening, Assessment, Referral, Follow-Up) and Prevention portion of the SUD rules. The prevention coordinators group turned in draft prevention language to LARA in late December, we anticipate a response in the coming weeks.
3. **Gambling Disorder:** The LRE will be offering scholarships for treatment staff to attend the Gambling Disorder Symposium in March. Additionally, an incentive is being offered to increase clinicians on the state's panel where they will receive referrals from the Michigan Gambling Hotline. (Details are attached)
4. **About Last Night Campaign:** The Kent County Health Department/LRE created a campaign aimed at reducing adult heavy drinking called, "About Last Night." The King Media coordinated this effort and notified us that we received a 2019 MarCom Platinum Award in Strategic Communications in the branding refresh category. It is the top award in this category. MarCom is administered by the Association of Marketing and Communication Professionals. MarCom Awards honor excellence in marketing and communication while recognizing the creativity, hard work, and generosity of industry

professionals. The competition is open to all individuals, companies and organizations involved in producing any marketing and communication materials for external or internal audiences. An average of 6,000 entries are submitted each year in a variety of categories from countries around the world.



5. **TalkSooner:** We are continuing to work with Seyferth Marketing to determine the scope of work for this fiscal year's marketing plan. The final draft of the marketing plan will be brought to the TalkSooner core team at their January meeting for approval. Once fully approved, then a copy will be provided to the LRE Board of Directors.
6. **State Marketing Campaign on Marijuana:** MDHHS has created a youth marijuana prevention campaign to educate people 14-21 of the legal, educational, health and social risks that come from using marijuana underage. The campaign will be running on various digital, streaming, and social media sites from now until April 2020. There are :30 and :15 spots that will guide youth to our drug free website. The Youth Marijuana spots have been put on the MDHHS YouTube Channel and the :30 general spot has been added to the [Michigan.gov/DrugFree](https://www.michigan.gov/DrugFree) website.
7. **State Marketing Campaign on Opiates:** MDHHS has created a media campaign called "End the Stigma." The goal is to address the stigma that prevents many Michiganders from seeking treatment by changing the script on how opioid use disorder is discussed. Words can hurt but they can also heal. Resources are available for you to start a conversation that reworks the narrative, helps end the stigma of opioid use disorder, and leads to healing. Find out more on [Michigan.gov/opioids](https://www.michigan.gov/opioids).
8. **Dr. Waller Training:** The LRE thru SOR funding has retained Dr. Corey Waller of HMA to provide trainings on MAT and stimulants to the region. In October, he presented to over 250 behavioral health and health care professionals in Muskegon County and to over 300 in Kent county in November. His last training is going to be held in Ludington April 22. A flyer with all details will be released very soon.
9. **GAIN Update:** No formal update/contract adjustment from the department on the direction of this screening tool has been released.
10. **SUD Legislation:** Attached please find the updated grid of SUD legislation for your reference.
11. **LRE SUD Treatment Data:** Attached please find the monthly Treatment data pulled from BHTeds.