
Substance Use Disorder Director's Report August 2020

1. **TalkSooner:** We continue working with Karen Kirchenbauer, Principal at Seyferth PR to conduct our media plan. This year segments were secured on Channel 3, 9&10, and WZZM 13 news. We would once again like to thank Vicki Kavanough, Prevention Specialist of Arbor Circle for being our media spokesperson! Additionally, WZZM Channel 13 and 9 &10 news have aired with their local anchors 15 and 30 second PSA's on TalkSooner which are currently running. Very exciting news to share in that Mercy Health, Spectrum Health, Metro and Cherry Health are all partnering together to spread the TalkSooner prevention message in their facilities! Please see the attached PowerPoint detailing this very exciting development for TalkSooner.
2. **Stimulant Assessment for the Region:** the region is working in conjunction with Heidi Denton of Allegan County Substance Abuse Prevention Coalition (ASAP) and KWB Strategies to conduct a comprehensive assessment of the scope of stimulant misuse and local issues affecting the problem for the region. Please see the attached 2-page report detailing out what the final report will look like and what data questions we are seeking to answer.
3. **Youth Data-**Note a PowerPoint on this will be given during the meeting. There are two additional pdf's that outline regional youth drug use patterns and attitudes, as well as mental health data from the OYAS (Ottawa County Youth Assessment) and the MIPHY (Michigan Profile for Healthy Youth).
4. **Synar:** We are in synar season with a total of 35 checks that our region needs to conduct in 6 of our 7 counties with local tobacco retailers (gas stations, vape shops, etc). This year is challenging with covid-19 and ensuring that our decoys and youth chaperones are safe and using proper ppe. Additionally, we have a challenge in that federal law states 21 to purchase tobacco products but our state law remains at 18 (this is very difficult for tobacco retailer to navigate). The state Synar coordinator did significant advocacy for Synar to be cancelled for this year due to covid-19, but the federal government is still requiring that these be conducted. They did move the timeline back one month, so we have until the end of August to conduct our checks. Allegan and Muskegon counties have both completed their checks and 100% of the retailers passed! Next month the full report and results will be presented to the board of directors.
5. **SOR Grants:** We have submitted our plans for carryforward funds and for SOR part 2 projects to the state. All have been approved and work on these projects can start October 1, 2020 lasting for two fiscal years. Prevention will focus efforts on Botvin's Life Skills with High School Students and offer Prime for Life. Treatment will continue to work on jail-based MAT services, transportation, treatment costs. Recovery services will continue to be offered in the expansion of recovery homes in the region.
6. **LRE SUD Treatment Data:** Attached please find the monthly SUD Treatment data pulled from BHTeds.