
Substance Use Disorder Director's Report February 2021

1. **Gambling Disorder Grant:** A 2-page update on the work surrounding this grant is attached for your review.
2. **Stimulant Assessment Report:** Over 90 individuals tuned in at the end of January to listen to the stimulant report! Please find attached the full report for your review.
3. **TalkSooner Marketing Update:** from Karen Kirchenbauer, Principal Seyferth PR is attached for your review.
4. **Oversight Policy Board (OPB):** The group meets again on March 3, 2021 4:00-6:00pm (virtually via Microsoft Teams). There are new members joining the group from Kent and Ottawa County. A new membership roster will be provided on the LRE website later this month (under the OPB tab). For the new board members an orientation will be hosted from 2:30-4:00pm (directly before the meeting) virtually.

Lakeshore Regional Entity Gambling Disorder Prevention Project

Our Mission:

To apply the Strategic Prevention Framework planning process to preventing Gambling Disorders in the LRE Region.

Complete

Youth Gambling Disorder Curriculum: District Health Department 10 has recorded the 2-lesson curriculum created for gambling disorders among youth to allow for easier classroom availability during Covid. The presentation can be viewed here:

<https://drive.google.com/file/d/14TZJpeR13F9pFxpP46psP5HfGQhmJZZ0/view?usp=sharing>

In Progress

Social Marketing Campaign: A regional marketing campaign to support the strategic plan is currently being developed in partnership with Seyferth PR, including:

- A webpage, embedded within the LRE website, that offers risk reduction strategies, support for problem gamblers, and information to assist parents in preventing gambling problems among their children.

The domain for promotion of the webpage will be:

www.stayouttathedangerzone.com

- Digital Media Ads/Geofencing: Ads that will appear on devices as patrons are near casinos and lottery retailers. Ads will also appear on devices that have downloaded internet sports gambling apps such as FanDuel.
- Two billboards with the theme, 'Scratch Responsibly' will be displayed in the counties with highest per capita lottery spending; Lake and Muskegon.
 - Muskegon U.S. 131 N and Sherman Blvd. (prime location), Running 3/15 to 4/11
 - Baldwin; next to Michigan Works; Running 3/8 to 4/4

Community Survey: A survey was conducted in 2019 to assess gambling attitudes and behaviors among adults in the LRE region. This survey will be conducted again beginning in March. In addition to promotion through local partners the survey will be promoted via text messaging.

Next Steps FY21

Gambling Symposium: The 13th annual gambling symposium will take place virtually on March 4th and 5th. Registration is free and can be found here:
<https://cmham.org/events/?EventId=5827>

Summary of FY21 funded projects:

Allocations	Project Name and Description
Arbor Circle Muskegon, Ottawa Counties \$20,000	<u>Parent and Youth Education on Preventing Problem Gambling:</u> <ul style="list-style-type: none"> – Integrate gambling disorder prevention information into all existing substance abuse prevention programming for youth and parenting programs. Serve 55 parents and 300 youth. – Prevention staff attend MI gambling symposium & webinars. – Collect and analyze evaluation data quarterly on gambling prevention.
District 10 Health Department Lake, Mason, and Oceana Counties \$24,300	<u>Gambling Prevention Through Education & Awareness:</u> <ul style="list-style-type: none"> – Community presentations and info dissemination to raise awareness. – Increase gambling disorder training and qualifications among clinicians. – Educate parents of risks of online gambling/risky behavior. – Integrate GD prevention info into existing substance abuse prevention programming with youth. – Media campaign (press release, social media ad, etc.)
Family Outreach Center Muskegon and Kent Counties \$25,243	<u>Beating the Odds:</u> <ul style="list-style-type: none"> – Work with behavioral health providers to integrate gambling disorders into treatment, develop and promote a self-assessment tool, integrate gambling disorder prevention information into substance abuse prevention programming for youth and parents via Zoom. – Identify 20 locations/opportunities for community education events. – Provide Problem Gambling information/assessment packets to a minimum of 15 provider agencies.
Public Health Muskegon County Muskegon County \$35,000	<u>Senior and Adult Problem Gambling Prevention:</u> <ul style="list-style-type: none"> – Raise Problem Gambling awareness in collaboration with SUD efforts among seniors. – Identify current messaging including gaps by conducting a community readiness and awareness survey. – Identify/develop educational materials on PG for retailers. – Create a marketing plan. – Implementation to begin 3rd quarter.

TalkSooner.org

1. HOSPITAL PARTNERSHIP UPDATE - Media coverage underway beginning week of Feb. 8
2. GRPS – outreach underway to parents in Feb.
3. PRIORITY HEALTH – opportunity to expand to specific members (Medicare) in review
4. mParks/MDNR – potential huge new partnership – prepping for leadership meeting; timing of health/wellness committee alignment late Feb./early March
5. Meijer pharmacy - in review – partnership with “TakeBack” receptacle

