
Substance Use Disorder Director's Report January 2021

1. **Stimulant Assessment Presentation:** KWB Strategies was retained to conduct a comprehensive assessment of the scope of stimulant misuse and local issues affecting the problems for the LRE. This report includes collection and analysis of archival data for arrest data, seizure data, local and national surveys, substance use disorder treatment data, as well as data from local stakeholders and teens. The report will be released Friday, January 29th from 9:30-11:30 virtually. If you would like to attend or have recommendations for who should be invited, please email stephaniev@lsre.org so a calendar appointment with the Zoom link can be sent for individuals to join.
2. **SUD Data:** Attached please find the monthly SUD Treatment data pulled from BHTEDS; as well as an analysis of our regional Tobacco Sales from ReFocus LLC.
3. **Marketing Update:** from Karen Kirchenbauer, Principal Seyferth PR:

TALKSOONER**2021 Planning underway, to include:**

- Media relations to promote hospital/health care partnership
- Digital toolbox of support for hospitals to leverage to their social audiences/channels
- Begin possible expansion of hospital partnership to move beyond 4 entities and include representation from all LRE counties (SE Michigan in particular)
- Continuation of discussions with Meijer pharmacy and MDHHS re: Talksooner signage on pharmacy drug "take back" receptacles.
- Ongoing Media Relations support for hospitals, and updates
- Channel 13 PSA promotion considerations, other markets
- Possible small billboards, and "ice chest" TS display considerations during peak travel months
- Geo-Fencing considerations – Mac Woods Dune Rides, Michigan's Adventure; also exploration of "download the app to receive \$1 off admission for any child 12 and older," Craig's Cruisers, etc.
- Initial exploration with Priority Health to extend Talksooner messaging to members
- Initial exploration with WESCO and "gas station toppers" for fall 2021-and beyond

GAMBLING:**PLANNING Jan – Feb., with March 1 staggered rollout, including community survey:**

- Highlights for possible inclusion:
 - Geo-fencing campaign (top lotto sales convenience stores in each market, casino attendees)

- Social media and App campaign
- Billboards/extra attention in Lake and Muskegon counties
- Possible PSA campaign with Channel 13
- Display considerations with MDOT/restrooms
- Initial exploration with WESCO and “gas station toppers” for fall 2021-and beyond
- Possible “ice chest” messaging display considerations @ gas stations during peak travel months

4. Drug Free Communities (DFC) Support Grant: LRE announced last month we were awarded the DFC Grant for Oceana County in conjunction with District Health Department #10 (DHD#10). This month, LRE staff and the Oceana DHD #10 staff have been attending the numerous trainings required for this grant in order to be able to report outcomes and finance reporting. We also have executed the contract to the District Health Department #10 and outlined their role and partnership with this grant. More updates on this grant will be provided to this group periodically.

5. Prevention Contract Amendments: SUD Prevention contract amendments are now completed reflecting the block grant cuts that were discussed last fall. All prevention providers submitted new project plans and budgets to reflect the block grant cuts. LRE feels confident our providers will continue to provide outstanding services.