



# SUD PREVENTION Summary of Activities



An overview of substance use disorder (SUD) prevention initiatives supported through the LRE between October 1, 2024 and September 30, 2025 with review of related metrics.

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# Table of Contents

**Introduction 4**

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**Executive Summary 5**

---

**Regional Prevention Framework 6**

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**Prevention Strategies 8**

---

**9 Coalition Coordination**

**10 Educational Programming**

**13 Single-Session Education & Events**

**14 Public Awareness & Informational Campaigns**

**18 Youth Leadership and Peer Support Prog.**

**20 Preventing Diversion of Legal Substances**

**21 Preventing Sales to Minors**

**22 Serve as a Community Resource**



# Introduction

The following report provides an overview of substance use disorder (SUD) prevention initiatives supported by the Lakeshore Regional Entity (LRE) during fiscal year 2024/2025 (FY25). As one of ten Prepaid Inpatient Health Plans (PIHPs) in Michigan, the LRE is responsible for managing substance abuse prevention services under contract with the Michigan Department of Health and Human Services (MDHHS). The LRE service region includes Allegan, Kent, Lake, Mason, Muskegon, Oceana, and Ottawa counties.

Funding for the initiatives described in this report was funded in whole, or in part, through Block Grant funds, Public Act 2, and other short-term specialty grants administered by the LRE and dedicated to SUD prevention services.

This report serves as a record of prevention activities to support multi-year outcome evaluation of regional prevention services. Data presented have been updated as available at the time of reporting. The most recent youth survey data available for inclusion reflect results from the 2024 school year.

## Prevention providers funded during this time period include:



**Arbor Circle Kent County (ACOC)**  
**Arbor Circle Ottawa County (ACKC)**

**Muskegon Community Health Project, Trinity Health (MCHP)**



**Community Mental Health of Ottawa County (CMHOC)**

**Network 180 (N180)**



**OnPoint (OP)**



**District 10 Health Department (D10HD)**

**Ottawa County Department of Public Health (OCDPH)**



**HealthWest (HW)**

**Public Health Muskegon County (PHMC)**



**Kent County Health Department (KCHD)**

**Wedgwood Christian Services (WW)**



\*The acronyms provided above will be referenced throughout this report.

# Executive Summary

Prevention activities supported by the Lakeshore Regional Entity (LRE) during fiscal year 2024/2025 align with the LRE Regional Prevention Strategic Plan and its logic model. While providers select strategies based on local data and community need, funded activities collectively support shared regional prevention priorities through a coordinated approach.

## Prevention Goals

- Reduce youth substance misuse
- Reduce untreated mental, emotional, and behavioral health concerns among youth
- Prevent substance-related harms

## Targeted Intervening Variables

Prevention strategies focus on factors shown to influence substance use and related harms, including:

- Low perception of risk for marijuana, prescription drug misuse, and binge drinking
- Availability and access to substances in homes and communities
- Protective factors such as positive peer norms, family communication, and prosocial involvement
- System and community-level factors, including early identification of concerns, reducing barriers to services and supports, and addressing social determinants of health such as trauma and access challenges.

## Prevention Activities

Prevention strategies implemented across the LRE region address key intervening variables associated with substance use and related harms. Strategies reflect evidence-informed approaches selected based on local data and community need and are implemented through coordinated efforts at the county and regional levels. Detailed information on specific activities is available in the subsequent sections of the report. Headings and graphics below are hyperlinked to each section.



**Coalition coordination**: Providers in all but one county support county-level coalitions that set local prevention priorities and coordinate efforts.



**Educational programming**: **46** programs served more than **5,600** participants.



**Single Session Education & Events**: Presentations, trainings, and community events addressing drug trends, vaping, naloxone use, and mental health reached **9,691** individuals.



**Public Awareness and Informational Campaigns**: **24** campaigns were implemented, with an estimated **1.4 million** impressions.



**Youth Leadership and Peer Support**: **415** youth engaged in leadership activities, providing services to **4,047** of their peers.



**Preventing diversion**: **3,756** lockboxes distributed & **11** medication disposal events hosted.



**Preventing Retail Sales to Minors**: **461** compliance checks completed, **846** vendor educations provided, and **392** servers received Responsible Beverage Service Training.



**Screening, referral and connection to resources**: **51** screenings resulted in **13** referrals.

# Regional Prevention Framework

Funded prevention activities across the Lakeshore Regional Entity (LRE) region align with the LRE Regional Prevention Strategic Plan and its logic model, which guide how local efforts collectively address shared regional priorities. While providers select specific strategies based on local data and community need, all activities contribute to a coordinated, cumulative prevention approach.

## Prevention Goals:

### Goal 1: Reduce youth substance misuse

Substance use rates among high school (HS) students across the region has been declining since 2020. However, early substance misuse remains a key concern, as research shows that initiation at a young age increases the risk of substance use disorders in adulthood.

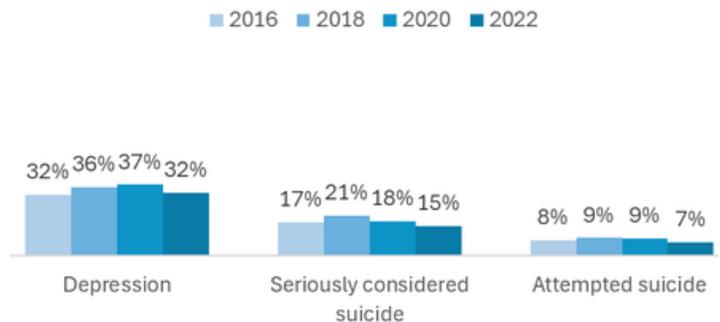
HS Students Reporting Recent Use of the Following:

Recent Use:	2020	2022	2024
Alcohol	16.1%	13.8%	10.1%
Marijuana	14.3%	11.9%	8.7%
Vapor Product	18.9%	14.0%	8.7%
Rx Painkiller Misuse	3.3%	2.6%	2.2%
Cigarettes	2.9%	1.8%	1.1%

### Goal 2: Reduce untreated mental, emotional, and behavioral health concerns among youth

Mental, emotional, and behavioral (MEB) disorders impact nearly 20% of youth, leading to significant psychosocial and economic costs.[1] In 2024, rates of high school students reporting depression and suicidal thoughts slightly decreased, though Lake County youth reported the highest rates.

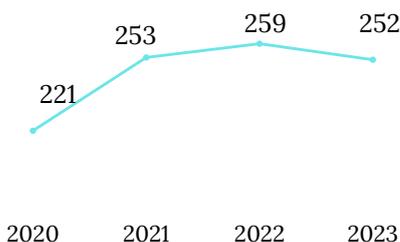
Percent of HS Students Reporting The Following In the Past Year, LRE Region



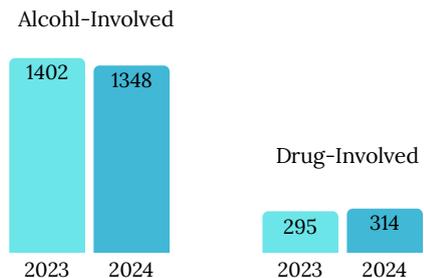
### Goal 3: Prevent substance-related harms

Alcohol- and drug-related harms remain a concern in the region, with 1,402 alcohol-involved and 295 drug-involved crashes in 2023 and 259 accidental overdose deaths in 2023 (78%) involving opioids), underscoring the need for continued harm-prevention efforts. [2][3]

Number of Opioid-Related Overdose Deaths, LRE Region



Number of Substance-Involved Crashes, LRE Region



[1] Risk and Protective Factors for Mental, Emotional, and Behavioral Disorders Across the Life Cycle (csifdl.org)

[2] Traffic Crash Statistics, Michigan

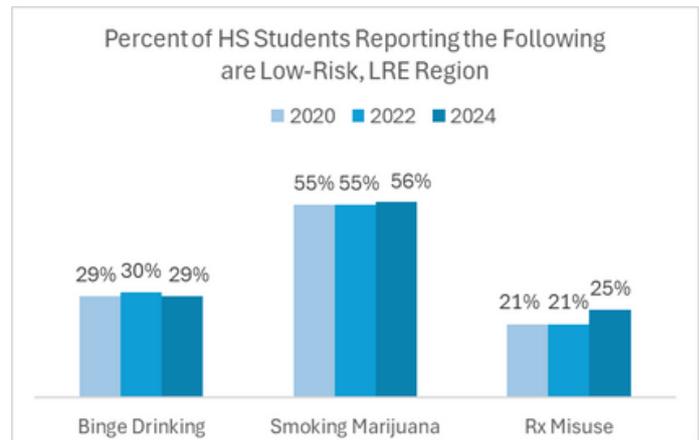
[3] Mi-SUDDR.org

## Targeted Intervening Variables:

The priority goal areas described on the previous page are addressed through prevention strategies that intentionally target the following intervening variables associated with youth substance use. By focusing on these factors, funded activities aim to influence the underlying conditions that contribute to substance use and related harms.

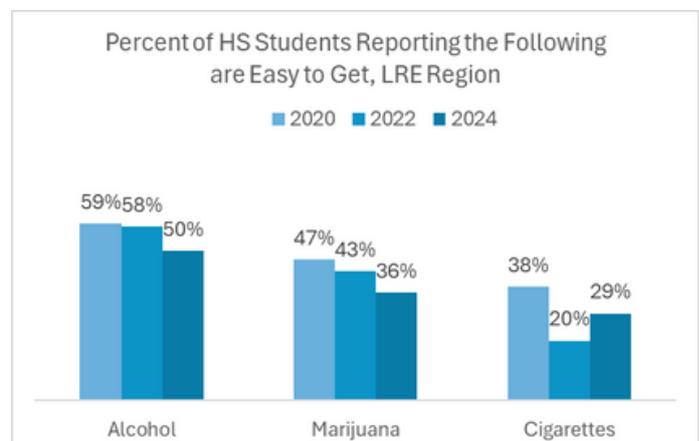
### Low perception of risk:

In the LRE region, more than half of high school students perceive marijuana use as low risk. One-quarter report low perceived risk associated with prescription drug misuse, and nearly one-third perceive binge drinking on weekends as low risk.



### Availability and Access to Substances

In 2024, 50% of high school students found alcohol easy to obtain. One-third said the same for marijuana, and over 25% for cigarettes. Despite improvements, these findings emphasize the need for ongoing efforts in responsible retailing and reducing access at home and in communities.



### Protective factors, including:

- Positive peer norms
- Prosocial involvement
- Healthy family communication and dynamics
- Coping, problem-solving, and social-emotional skills

These protective factors are prevalent throughout the region. A majority of students indicate that they have a close friend dedicated to remaining drug-free, the ability to seek assistance from a parent or caregiver, and opportunities to engage in extracurricular or prosocial activities. Such strengths create a solid foundation for prevention strategies that promote positive norms, enhance family communication, and encourage youth engagement.

### Among HS students in the Region:



74% report having at least 1 best friend committed to being drug free



90% report they have lots of chances to get involved in extra curriculars



81% report they could ask their mom or dad for help with a personal problem.

### System and community-level factors include:

System- and community-level factors are targeted to prevent escalation, including:

- early identification of mental health and substance use concerns,
- reducing barriers to services and supports, and
- addressing social determinants of health such as trauma and community access challenges

# Prevention Strategies

The intervening variables are targeted through a comprehensive array of prevention strategies. This section summarizes the strategies employed and the activities carried out during FY25. Detailed information on specific activities is available in the subsequent sections of the report. Headings and graphics below are hyperlinked to each section.



## **Coalition Coordination**

Providers support the coordination of county-level coalitions that bring together community partners to set local priorities and shape prevention planning. In addition, providers convene and support multiple committees and participate in related collaboratives.



## **Educational Programming**

Educational multi-session programs that seek to enhance knowledge, improve attitudes, and build skills. Programming serves youth, young adults, and parents.



## **Single-Session Education & Events**

Presentations, events, and one-session educational sessions enhance effectiveness of a larger initiative.



## **Public Awareness and Informational Campaigns**

Use of marketing and information dissemination to raise awareness and promote healthy choices with a clear communication objective.



## **Youth Leadership and/ or Peer Support Programs**

Activities that engage a group of youth and support them in developing leadership skills and taking action to positively impact their community.



## **Preventing Diversion of Legal Substances**

Efforts to support safe storage at home, educate the community on proper medication disposal, and provide resources for safe disposal.



## **Preventing Sales to Minors**

Efforts to ensure retailers understand and comply with laws prohibiting sales to individuals under the age of 21, through ongoing compliance checks and retailer education.



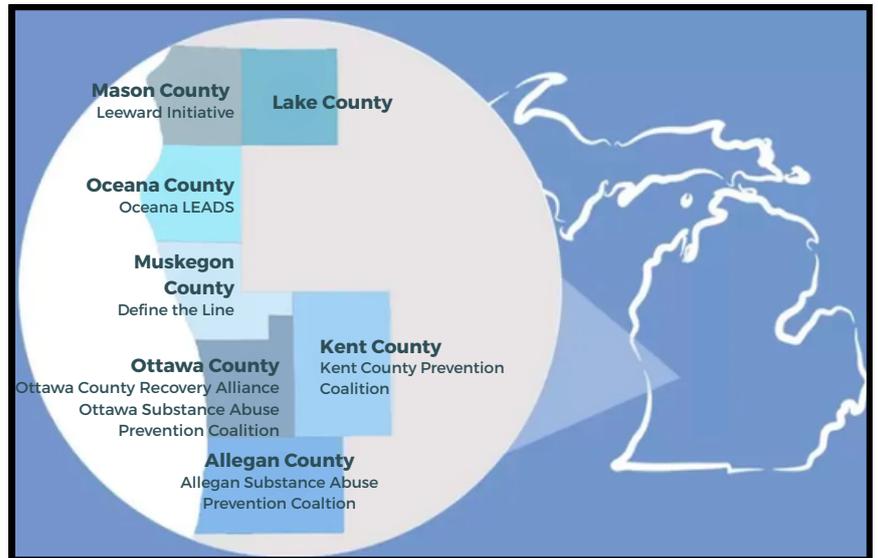
## **Serve as Community Resource**

Prevention specialists support SUD prevention in their community through consultation, serving as a media contact, or sharing/distributing information at a community events, and screening to identify individuals at risk of a substance use or mental health disorders, resulting in referral to additional services.

# Coalition Coordination

County-level coalitions convene community partners to identify local priorities and guide prevention planning. LRE-funded providers participate in and support these coalitions through leadership, subcommittee work, and implementation aligned with coalition strategic plans, helping ensure coordinated, community-driven substance use disorder prevention within each county.

During FY25, every county in the region had an active coalition with the exception of Lake County due to limited funding.



**Allegan Substance Abuse Prevention Coalition:** Mission is to unite the community to identify and solve substance abuse issues in Allegan County.



**Kent County Prevention Coalition:** Mission is to build a healthier community by preventing and reducing harmful substance use behaviors in Kent County, with a major focus on youth.



**Leeward Initiative, Mason County:** Mission is to reduce and prevent substance misuse, and support recovery in Mason County through action, education, and coordination.



**Define the Line, Muskegon County:** Through data-driven initiatives, our mission is to empower members and coalitions to build awareness, advocate, and educate our communities to help prevent and reduce substance misuse in Muskegon County so we can all grow, succeed, and reach our full potential.



**Oceana LEADS:** Mission is to achieve a reduction in drug and alcohol use by empowering our community to engage in opportunities that will promote a healthy and quality life.



**Ottawa Substance Abuse Prevention Coalition:** Mission is to work together to prevent substance use disorders among youth, families, and community members in Ottawa County.



**Ottawa County Recovery Alliance,** formerly known as the Opiate Task Force: A collaboration of healthcare professionals, treatment providers, law enforcement, individuals in recovery, and community members to minimize the impacts of the opioid and polysubstance crisis in Ottawa County.

In addition to convening county-level SUD prevention coalitions, providers convene and support multiple committees and participate in related collaboratives to advance prevention efforts aligned with shared community priorities.

# Educational Programming

Multi-session educational programming is a core prevention strategy used across the LRE region to address key risk and protective factors associated with substance use. These programs provide structured, sustained engagement with participants and are designed to build knowledge, shift perceptions of risk, and strengthen skills over time. The activities summarized in this section reflect multi-session programs implemented during FY25, with outcomes informed by pre- and post-program evaluation data.

Data presented in this section are drawn from semi-annual reports submitted by providers across the LRE region during FY25. Providers reported on the number of educational programs delivered, individuals served, participant satisfaction, and changes in youth perception of risk related to substance use. Pre- and post-program curriculum evaluations were used to measure change, with detailed results summarized on page 11 of this report. Analysis includes programs collecting the relevant data for youth in grades 7-12.

During FY25, providers across the LRE Region facilitated 46 educational programs to youth, young adults, and parents. There was a total of 5,632 people who received educational services. Prevention programs offered across the region during FY25 are included below. For a comprehensive guide of prevention programming across the region, click [here](#):

## National youth programs implemented locally:

- Botvin LifeSkills
- Catch My Breath
- LifeSkills
- Strengthening Families
- Prime for Life
- Project Success

## Locally developed youth prevention programs:

- Above the Influence
- Total Trek Quest
- Yo Puedo
- Youth Connections

## Parenting Prevention Programs:

- Conscious Discipline
- Nurturing Parenting
- Just for Dads
- Strengthening Families
- Yo Puedo Parenting



## Persons Served

Across the region, prevention providers identified the primary audiences they served with each program, including: **youth in general** (universal prevention), **youth at higher risk** due to substance use history or other social determinants of health, **young adults**, and **parents**. The graphic below summarizes the distribution of education services across the region by target audiences.

Primary Audience	# People Served
Youth (universal prevention)	4,506
High Risk Youth	717
Parents	278
Young Adults (18-25)	131



The majority of prevention education participants (73.1%) were reported in **Kent County**. This is expected, as Kent is the most populated county in the LRE region and has three prevention providers delivering a total of 18 programs.

**Ottawa County** accounted for the next largest share, providing nine programs that reached 472 individuals (8.4% of all prevention education services).

More rural counties, **Allegan, Oceana, Lake, and Mason**, collectively provided the remaining 13% of prevention education services.

**\*Muskegon County's** data was not available for prevention education.

County + Prevention Providers	# People Served
<b>Allegan County</b> OnPoint	208
<b>Kent County</b> Kent County Health Dept, Network 180, and Wedgwood Christian Services	4,119
<b>Lake County</b> District 10 Health Dept	167
<b>Mason County</b> District 10 Health Dept	156
<b>*Muskegon County</b> HealthWest	0
<b>Oceana County</b> District 10 Health Dept	202
<b>Ottawa County</b> Arbor Circle	472
<b>Total LRE Region</b>	<b>5,632</b>

## Evaluation

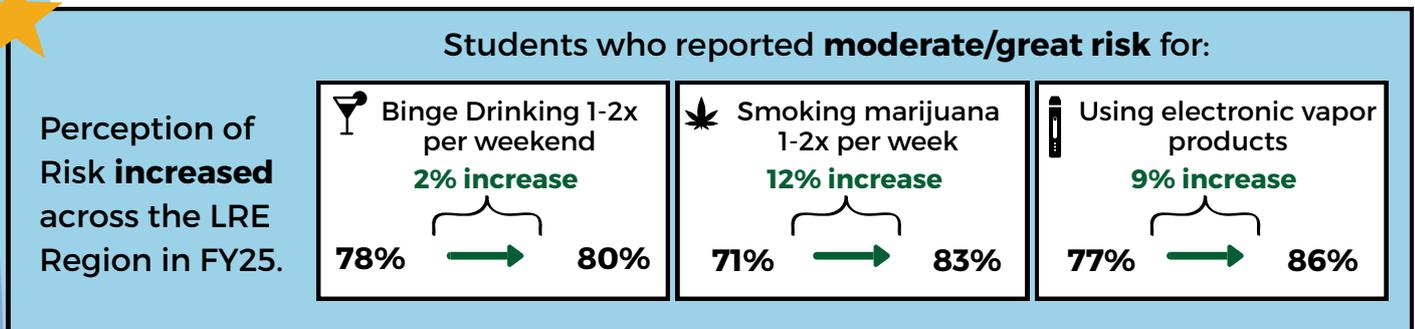
Each prevention provider established short-term evaluation objectives for their programs and detailed how progress towards these objectives would be assessed.

Additionally:

- The 34 programs focused on perceptions of risk, which represent 74% of the prevention initiatives in the region, reported participant data from pre and post evaluation for risk perception.
- The five Parent Programs designed to enhance parenting skills reported evaluation data post-program, focusing on whether the program had a positive impact on their parenting abilities.
- All educational programs reported on participant satisfaction at post program evaluation.

## Perception of Risk

As shown in the graphic below, the most significant enhancement in risk perception among students was noted for smoking marijuana 1-2 times a week, with reports of this behavior being considered risky rising from 71% in the pre-test to 83% in the post-test, marking a relative increase of 12%. Improvements in risk perception were also observed for vaping, which saw a 9% increase, and binge drinking, which experienced a 2% increase from pre-test to post-test.



## Parenting Skills

93% of the 140 parents surveyed report the program improved their parenting skills.

## Satisfaction

92% of the 2,335 program participants surveyed reported satisfaction with the program.

# Single-Session Education & Events

One-time prevention activities, including presentations, events, and one-session educational efforts, are planned components of a prevention approach and are implemented in coordination with other strategy types. These activities reinforce key prevention messages, engage priority audiences, and contribute to cumulative progress toward addressing larger prevention issues across the region.

76

People Served



## Emerging Drug Trend Presentations

Sessions for parents and adults who work with youth that share current substance use trends, warning signs, and local patterns to support early identification of concerns and informed responses.

Providers: AC, CMHOC, OCDPH

50

People Served



## Hidden in Plain Sight Demonstration

Interactive displays that help parents and caregivers recognize signs of substance use and understand youth access and concealment methods.

Providers: WW

6,366

People Served



## Vaping Education presentations

Age-appropriate sessions that increase awareness of vaping risks, nicotine addiction, and related health impacts.

Providers: WW & OCDPH

470

People Served



## Naloxone Trainings

Trainings that build awareness of overdose risk and provide instruction on recognizing overdoses and administering naloxone.

Providers: CMHOC & OP

1,350

People Served



## Above the Influence Youth Summit

A youth-focused event that promotes leadership, positive decision-making, and prevention messaging through peer engagement and interactive activities.

Providers: N180

2,729

People Served



## Mental Health Trainings

Trainings that equip participants with skills to recognize signs of mental health distress, respond appropriately, and connect youth and others to support and resources.

Providers: KCHD, OP & AC

# Public Awareness and Informational Campaigns

An important component of substance misuse prevention is shifting community norms, both regarding substance use and related factors such as parenting practices, mental health, and recovery. Prevention providers support this work by developing and disseminating targeted communication campaigns. These efforts commonly include the use of social media and the distribution of educational materials at community events to reinforce prevention messages and reduce stigma.

## Methodology

Prevention providers implement marketing campaigns throughout the year and report both the total number of impressions for these campaigns and the materials distributed each quarter. As evaluators, we analyze these distributions by provider, over time, and within specific focus areas. Instances of missing data have been noted in the impact section; in most cases, this indicates that a provider did not implement LRE-funded prevention campaigns during that period, rather than an absence of prevention messaging overall.

## Impact

Across the LRE region, a total of 24 prevention campaigns were implemented during FY25, reaching an estimated 1,418,970 individuals. Kent County facilitated the largest number of campaigns (12), which aligns with its larger population and the presence of four prevention providers operating within the county. Ottawa County followed with eight campaigns, Muskegon County with three, and Allegan County with one. The table to the right provides a county-level snapshot of prevention campaign activity across the region.

County + Prevention Providers	Number of Campaigns	Total # Impressions
<b>Allegan County</b> OnPoint	1	161,700
<b>Kent County</b> Kent County Health Dept, Network 180, and Wedgwood Christian Services	12	323,494
<b>Muskegon County</b> HealthWest	3	10,133
<b>Ottawa County</b> Arbor Circle and Ottawa County Health Dept.	8	923,643
<b>Total LRE Region</b>	<b>24</b>	<b>1,418,970</b>

## Communication Goal: Increase Perception of Risk

Increasing perception of risk was the **most frequently selected communication goal** across prevention campaigns. Campaign messages focused on themes such as the dangers of driving after drinking, the importance of remaining substance-free, and promoting safe, substance-free events.

Name and Location of Campaign	Estimated Reach	Materials Distributed
<b>Reality Check</b> Allegan County	161,700	153
<b>About Last Night</b> Kent County	88,000	6
<b>ATI Project Sticker Shock</b> Kent County	8,000	6,100
<b>Red Ribbon Week</b> Kent County	4,450	11
<b>National Drug Fact Week</b> Kent County	150	150
<b>Safe Prom and Safe Grad</b> Ottawa County	4,500	0
<b>Marijuana is still bad for youth</b> Ottawa County	600,763	6
<b>Binge Effects</b> Muskegon County	450	140
<b>LRE Region total</b>	<b>868,01</b>	<b>6,566</b>

A total of **eight campaigns** aligned with this communication goal and were implemented across **Allegan, Kent, Muskegon, and Ottawa counties**. Across the region, these campaigns reached an estimated **868,013** individuals.

## Communication Goal: Increase Family Connection

Prevention campaigns focused on the family was the second and third communication goals. There were three campaigns focused on increasing family communication that were implemented in Kent and Ottawa counties, reaching an estimated 185,456 people. There were also four campaigns focused on increasing parental awareness and oversight of youth. These campaigns occurred in Ottawa and Muskegon Counties reaching an estimated 25,466 people.

Increase Family Communication

Name and Location of Campaign	Estimated Reach	Materials Distributed
<b>TalkSooner</b> Kent and Ottawa Counties	6,237	2,738
<b>Family Meals Month</b> Kent and Ottawa Counties	12,678	12,635
<b>Lifeskills Parenting</b> Video Podcast Kent County	166,541	10



Increase Parent Awareness/Knowledge

<b>Virtual Teen Room</b> Ottawa County	4,264	2
<b>Host Responsibility</b> Ottawa County	100	1
<b>Parent Tip Tuesday</b> Ottawa County	14,802	70
<b>Party Patrol</b> Muskegon County	6,300	13
<b>LRE Region total</b>	<b>210,922</b>	<b>15,469</b>



# Tribute

## Karen Kirchenbauer

Senior Vice President & Principal at SeyferthPR

In August 2025, TalkSooner said a heartfelt goodbye to one of our strongest ambassadors of the TalkSooner message, Karen Kirchenbauer.

Karen was a principal lead with Seyferth PR, who joined the TalkSooner team through the procurement bidding process with Seyferth PR. Karen was instrumental in helping with the design of the website, campaigns and established relationships through the LRE Region to spread the prevention messaging. She created the “Make the Chatter Matter” and “Any Way You Slice it, Prevention Matters” earning several media awards through her work.

She thought outside of our normal messaging, such as a TalkSooner wrapped car that ended up being a highlight to use for parades and community events. Her creative, thoughtful and extremely positive nature will be missed by our TalkSooner family. In her obituary, she had requested that people share “a quiet act of kindness.”



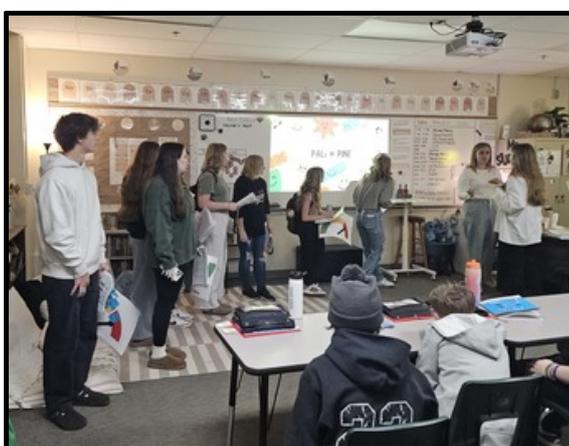
# Youth Leadership and Peer Support Programs

Developing youth leaders is a core prevention goal as it empowers youth to foster a healthy environment to thrive in. Developing youth leaders includes the development of coping skills and resilience among youth to promote a substance-free environment. CADCA frames this process as “Engage. Develop. Inspire.”

Name and Location of Provider	Program Name	# Active Youth Leaders
<b>Allegan County</b> Provider: OP	PAL Program PRIDE Non-use group	202
<b>Kent County</b> Providers: KCHD, N180, and WW	Peer to Peer Above the Influence Red Ribbon Week Ambassadors Project Sticker Shock Project Success School Culture Club	159
<b>Ottawa County</b> Provider: AC	Student Leaders Impacting Change Raise Your Voice	54
<b>LRE Region total</b>	<b>415 active youth leaders</b>	



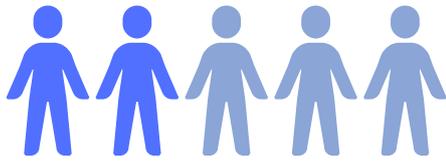
Kent County Youth Summit



Wayland High School PALS program

## Impact

During FY25, 41% of youth leaders participated in leadership development training. Youth leaders delivered presentations that reached 3,803 youth across the region. The majority of these presentations (80%) were part of the PAL Program implemented in Allegan County. In addition, 82 high school students in Oceana County attended a youth summit hosted by District Health Department #10, which included a strong focus on leadership development.



**41% of youth leaders (631) participated in leadership development training in FY 25.**

**4,047** Youth attended a presentations by youth leaders



LINKs and PALs at Dawson Elementary celebrated the friendships they made this school year with an end-of-the-year party!  
-Allegan Public Schools Facebook post

# Preventing Diversion of Legal Substances

Prevention efforts to **reduce medication misuse** focus on **two primary strategies**. The first is distributing materials that support **safe storage of medications** in the home, helping ensure that only the individual for whom the medication is prescribed has access. The second strategy involves **educating community members** about proper medication disposal and providing resources to promote **safe disposal practices**.

## Impact

Four providers distributed a total of **3,756 lockboxes** across Allegan, Ottawa, and Muskegon counties to support safe storage of medications in the home.



Location & Provider	# distributed
<b>Allegan County</b> OnPoint	1720
<b>Ottawa County</b> CMHOC and OCDPH	1930
<b>Muskegon County</b> MCHP	106
<b>LRE Region Total</b>	<b>3,756</b>

Location & Provider	Attendees	Pounds Collected
<b>Lake County</b> DHD10	11	8
<b>Oceana County</b> DHD10	77	53
<b>Ottawa County</b> CMHOC	290	627
<b>Mason County</b> DHD10	Not reported	92
<b>Muskegon County</b> MCHP	501	2164
<b>LRE Region Total</b>	<b>879</b>	<b>2944</b>

Throughout FY25, a total of **11 medication disposal events** were hosted across Lake, Oceana, Ottawa, Mason, and Muskegon counties. These events provided residents with the opportunity to **safely dispose of unused or expired medications** from their homes. Prevention providers facilitated the collection and disposal of medications in partnership with local law enforcement.

Data from these events are reported in pounds of medication collected, along with the number of attendees who participated.

# Preventing Sales to Minors

A key strategy for preventing youth access to substances is ensuring that retailers understand and comply with laws prohibiting sales to individuals under the age of 21 through ongoing compliance checks and retailer education.

## Compliance Checks

Compliance checks are conducted at alcohol and tobacco retailers using civilian decoys and law enforcement oversight. During FY25:

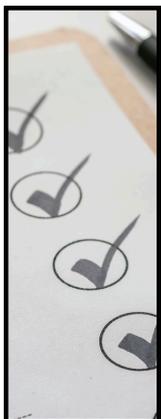
- **306** non-Synar tobacco compliance checks were completed, with a compliance rate of **84%**. Of the 28 retailers who failed, **100%** received **citations**, **8** received **fin**es, and **15** were reported to the Michigan Liquor Control Commission.
- **155** alcohol compliance checks were completed, with a compliance rate of **96%**.

In addition, counties carry out formal Synar compliance checks. These federally mandated inspections evaluate tobacco retailers for state assessment purposes. The sample size, is too small to gauge compliance rates in the region. The state is required to maintain a compliance rate of 80% or higher per Synar legislation. Failing to meet this threshold could lead to a penalty of up to 40% on federal block grant funds designated for substance abuse treatment and prevention.

- During Synar tobacco compliance checks, a total of **43** checks were completed with a compliance rate of **88%**, exceeding the state required minimum of 80%.

## Retailer Education

Prevention providers also conduct retailer education to support understanding of laws and regulations governing the sale of alcohol, cannabis, and tobacco. These efforts occur proactively through responsible beverage service trainings, such as TIPS or TAMS, as well as through the distribution of educational materials to retailers. Retailer education is also provided as a corrective measure following failed compliance checks.



392

servers were trained in Responsible Beverage Service Training

509

alcohol retailers were provided with vendor education

334

tobacco retailers were provided with vendor education

3

cannabis retailers were provided with vendor education

22

retailers that failed compliance checks received follow up vendor education

# Serve as A Community Resource

During FY25, prevention specialists across the LRE region served as trusted community resources, supporting substance use disorder (SUD) prevention through consultation, coordination, and information-sharing. In this role, providers extended prevention efforts beyond formal programs by embedding expertise within community systems, partnerships, and events.



## **Coalition and system coordination:**

Providers participated in and supported county-level and regional coalitions, supported planning and implementation of coalition-driven initiatives, and contributed to overdose review teams, suicide prevention efforts, and systems-of-care collaborations to strengthen cross-system alignment.



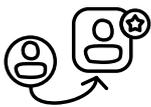
## **Consultation and technical assistance:**

Prevention specialists provided subject-matter expertise and consultation to schools, community organizations, advocacy groups, and retailers to support prevention planning and project implementation aligned with local priorities.



## **Community outreach:**

Providers delivered prevention-focused presentations requested, and distributed materials at community events, fairs, and school activities to extend the reach of prevention messaging.



## **Screening and Referral to Services:**

All prevention providers have established a referral network to support individuals in need of additional services. Additionally, two prevention providers in Kent County offer screenings for youth who have experimented with substances and may require further treatment, as identified by schools.

During FY25, a total of **51 screenings** were conducted, leading to **5 positive screens**, and **13 individuals** were referred for further substance use disorder services.

# SUD PREVENTION Summary of Activities

## CONTACT INFORMATION

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