



Allean County Substance Abuse Prevention Coalition (ASAP)

Strategic Plan 2021 - 2026

Approved on

Mission Statement:

Uniting the community to identify and solve substance abuse issues.

Rationale

The Allean County Substance Abuse Prevention Coalition is a tool to unify county substance abuse prevention efforts in order to maximize the impact of available resources with the ultimate goal of reducing youth substance abuse.

Coordination of prevention initiatives creates opportunities for agency partnering, promotes data driven and outcome-based program planning and implementation, increases program accountability, and places our community in a stronger position to secure competitive grants.

The Allean Substance Abuse Prevention Strategic Plan was created through a series of virtual meetings and gathering of input through on-line questionnaires between August 2020 and January 2021 to reflect goals and objectives based on the 2019/2020 Michigan Profile for Healthy Youth school-based student survey.

Acknowledgements

Preparation of this plan was a community effort with representation from various agencies: local government, civic and volunteer groups, healthcare professionals, law enforcement, schools, and parents.

Thank you to everyone that participated in the virtual surveys and meetings to get this plan completed. Your support is truly appreciated!

***Note:** This document will be updated once strategic planning is completed for substance misuse among the adult population.*

Alcohol

Goal 1: Reduce the percentage of students (7th, 9th & 11th) that report alcohol use in the past 30 days by 30% (from 8.7% to 6.1%) by 2026.

Objective 1.1: Decrease % of students (7th, 9th, 11th) that report more than half of the students in their grade have used alcohol in the past month by 20% (from 23.4% to 18.7%) by 2026.

Strategies:

- Provide 6-12th grade students with info on accurate youth rates.
- Pro Youth Team will promote accurate perceptions of peer use among their peers including marketing campaigns, presentations, and/or peer education.
- Provide information to parents to decrease the belief that underage drinking is normal.

Objective 1.2: Reduce the percentage of students (7th, 9th, 11th) that report it would be easy to get alcohol by 20% (from 45.5% to 36.4%) by 2026.

Strategies:

- Reduce retail access to alcohol:
 - Provide vendor education to all alcohol retailers.
 - Provide TIPS Trainings to liquor license holders.
 - Conduct alcohol compliance checks with law enforcement at alcohol retailers.
 - Issue letters to businesses following each compliance check.
- Reduce social access to alcohol by:
 - Increase law enforcement presence during common “party” times.
 - Publicize social host laws and consequences.
 - Participate in existing safe prom and grad activities.

Objective 1.3: Reduce the percentage of students (7th, 9th, 11th) that report binge drinking 1 or 2x per weekend is low risk by 10% (from 53.1% to 47.8%) by 2026.

Strategies:

- Provide Prime for Life programming to youth age 12-20
 - Coordinate with juvenile court system to provide Prime for Life for youth with an MIP.
 - Implement a parent component to Prime for Life to increase parent accountability.
 - Support school districts to adopt enhanced policies to respond to underage drinking.
 - Partner with schools to present to parents of high school students at athletic, orientation and senior parent events regarding social host laws.
 - Provide technical support to school districts to deter underage drinking.
 - Offer schools the resource of Prime for Life groups for students caught drinking at school.

- Provide parents with info on the risks of underage drinking and encourage them to discuss risks with their youth.
 - Offer Strengthening Families programming
 - Participate in regional Talk Sooner group to develop app and web content development.
 - Participate in regional Talk Sooner events or initiatives.
- Provide youth with info on the risks of underage drinking through presentations, community events, and peer education.
 - Present to MS and HS health classes on risks of underage drinking and addiction.
 - Provide information at community events for youth.
 - Partner with driver's education classes to include alcohol information by law enforcement.
 - Provide training opportunities for Pro Youth Team (PYT) to educate their peers on risks.

Marijuana

Goal 2: Reduce the percentage of HS students (9th & 11th) that report marijuana use in the past 30 days by 20% (from 8.9% to 7.1%) by 2026.

Objective 2.1: Reduce the % of high school students that report marijuana once or twice per weekend is “no risk” or “slight risk” by 15% (from 55.2% to 46.9%) by 2026.

Strategies:

- Educate youth on the risks of marijuana use.
- Raise awareness in the community, and among professionals who work with youth, about the dangers of underage marijuana use including the harms on the developing brain.
- Youth developed messaging and education for their peers on the risks and negative consequences of marijuana use.
- Support and encourage schools to include marijuana in prevention education throughout the school year.
- Ensure that those who get caught using or buying under the age of 21 are referred to programming such as Prime for Life or a treatment assessment.
- Raise awareness in the community that driving under the influence of marijuana is against the law and that passengers are not legally allowed to consume in a vehicle.

Objective 2.2: Decrease the percentage of HS students that report more than half of the students in their grade have used marijuana in the past month by 20% (from 30.6% to 24.5%) by 2026.

Strategy: Promote accurate statistics to correct the inflated perception of peer marijuana use among middle and high school students; increase visibility of teens choosing to be drug-free.

Objective 2.3: Reduce the percentage of HS students that report their parents feel it is ‘not wrong’ or ‘only a little bit wrong’ for them to use marijuana by 20% (from 9.4% to 7.5%) by 2026.

Strategies: Parent attitudes

- Provide information and materials to parents who use marijuana to support them in preventing youth access and use in their home, including the importance of preventing youth access.
- Raise awareness of the consequences of providing marijuana to someone underage.

VAPING

Goal 3: Reduce the percentage of HS students that report recent use of an electronic vapor product by 25% (from 15.7% to 11.8%) by 2026.

Objective 3.1: Reduce the percentage of HS students that report using an electronic vaping product is low risk (establish baseline).

Strategies:

- Increase youth understanding of the health risks associated with vaping.
 - Provide education for youth on the risks of vaping, including youth messaging for their peers.
 - Raise community awareness about the consequences of e-cigarette use among youth, including the harms of nicotine on the developing brain.
 - Engage and support parents, teachers, coaches, and other influencers to inform youth about the risks of vaping.
 - Provide info to teens to correct the myth that vaping can help with stress. Encourage parents who vape to avoid promoting this myth.
- Increase youth perception of the potential consequences for vaping.
 - Educate parents on how to identify vaping products and recognize use.
 - Support schools’ efforts to establish and enforce effective rules to prevent youth vaping at school.
 - Provide training and support for school staff members and coaches to recognize student vaping use and intervene appropriately.
 - Provide information to youth on the consequences of getting caught vaping.

Objective 3.2: Decrease the percent of high school students reporting frequent vaping (20+ days) in the past 30 days by 10%.

Strategies:

- Educate youth and parents about the addictive properties of vaping.
- Promote national vaping quit line to youth, advocate for local cessation programming when possible.

Objective 3.3: Decrease youth access to vape products (establish baseline).

Strategy: Support retailers of vape products to avoid underage sales through vendor education, and compliance checks (once allowable).

MENTAL HEALTH

The following goal is included to connect the relationship between mental health and substance use among youth. The coalition recognizes the importance of youth mental health in preventing youth substance abuse.

Goal 4: Decrease youth suicide.

Metrics:

- MS: Decrease the percentage of MS students who report ever seriously considering suicide by 5% (from 22.1% to 21%) by 2026.
- HS: Decrease the percentage of HS students who report seriously considering suicide in the past year by 5% (from 17.6% to 16.7%) by 2026.

Strategies:

- Identify and promote local mental health services for teens, advocate for expansion.
- Work with teens to identify and promote healthy ways for teens to cope with stress.
- Gather and review additional local data from youth to better understand teen stressors and current coping methods.
- Partner with schools to provide opportunities for teens to learn mindfulness and stress management skills.
- Support education on trauma and adverse childhood experiences for community organizations that work with youth.
- Provide education to parents on stress among teens and how to support their youth.