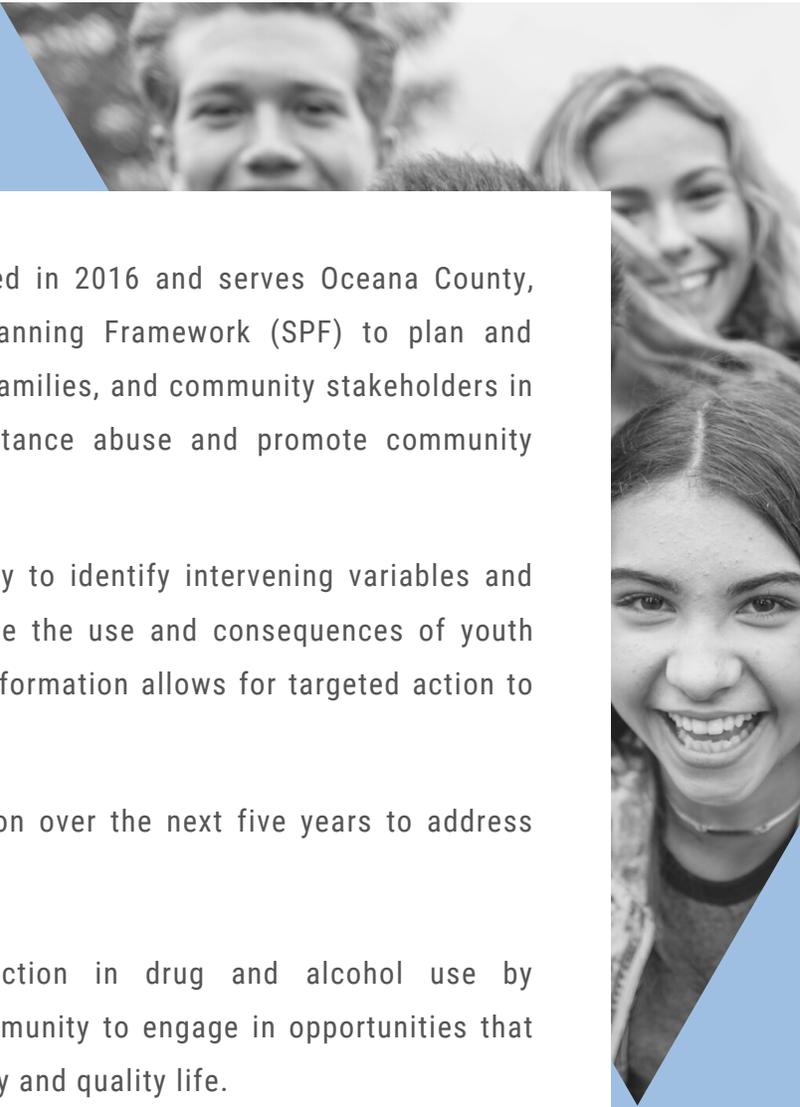


**OCEANA** **Leading Efforts Against  
Alcohol and Drugs!**

**LEADS**



**STRATEGIC PLAN  
2022-2026**



The Oceana LEADS Coalition was founded in 2016 and serves Oceana County, Michigan. LEADS uses the Strategic Planning Framework (SPF) to plan and implement initiatives that engage youth, families, and community stakeholders in working together to prevent youth substance abuse and promote community wellness.

The SPF framework requires a community to identify intervening variables and local community conditions that influence the use and consequences of youth substance use in that community. This information allows for targeted action to address the root causes.

This strategic plan will guide the coalition over the next five years to address identified community needs.

**Our Mission:** 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.

**Planning Process:** This Strategic Plan was created through a series of virtual meetings and gathering of input through on-line questionnaires between October of 2021 and March of 2021 with support from KWB Strategies.

This process worked with coalition stakeholders to review data and provide input to inform prioritization of goals and objectives. Further data collection was then conducted to better understand local conditions contributing to each prioritized issues.

Following a review of findings, the coalition identified and prioritized strategies for inclusion.

# GOAL 1

Reduce substance misuse among youth, as measured by a 20% decrease in high school students that report the following by 2028:



## Alcohol:

- Ever used alcohol (from 28.4% to 22.7%)
- Used alcohol in past 30 days (from 7.7% to 6.2%)



## Marijuana:

- Ever used marijuana (from 20.0% to 16.0%)
- Used marijuana in past 30 days (from 12.0% to 9.6%)



## Vaping:

- Used an electronic vapor product in past 30 days (from 10.5% to 8.4%)



## Prescription Drugs:

- Misused a prescription painkiller in past 30 days (from 4.0% to 3.2%)

# REDUCE ACCESS



## Objective 1.1:

Decrease in high school students (grades 9 & 11) reporting it would be easy to get the following by 15%, by 2028:

- Marijuana (from 41.1% to 34.9%)
- Alcohol (from 52.1% to 44.3%)
- Vaping products (est. baseline)

## STRATEGIES

1. Educate families, young adults (21-25) and the community about the consequences of providing alcohol, marijuana and/or vape products to those under the legal age.
2. Encourage parents to prevent youth access and use of substances in the home:
  - Parents and older siblings should lock up and monitor any alcohol, marijuana, Rx drugs, or vape products.
  - Encourage parents to be aware youth's online activity and deliveries to prevent youth accessing vaping products on-line.
  - Identify times when youth are most likely to use substances and encourage parents to monitor youth at these times.
  - Assist parents who use alcohol or marijuana to support their youth in avoiding use, including how to talk about the issue, preventing access, and resources available if help is needed.
3. Support and encourage vape retailers to prevent youth access:
  - Work with law enforcement to enforce consequences for selling to underage persons.
  - Conduct an environmental scan of vape retailers to inform local advocacy efforts.

# UNDERSTANDING THE RISKS

## Objective 1.2:

10% increase in the % of high school students who report substance use has 'moderate' or 'great risk' by 2028 for the following:

- Smoking marijuana (from 37.3% to 41.0%)
- Binge drinking (from 58.7% to 64.6%)
- Drinking 1-2 drinks nearly every day (from 52.1% to 57.3%)
- Vaping (est. baseline)

## STRATEGIES

1. Increase youth awareness of the risks of underage substance use:
  - Support parents to talk to their youth about substance use and their expectations.
  - Raise awareness of the potential legal consequences and negative impact on life goals.
  - Have older peers and/or adults who have overcome substance use speak to youth about the impact on their lives.
  - Raise awareness of the potential for more dangerous substances to be in a vape device without their knowledge.
2. Partner with schools to provide science-based education about the impact of alcohol, marijuana, and vaping on young people's bodies.
3. Educate parents, teachers, and other adults who work with youth on how to identify vaping devices.
4. Assess youth understanding of the risks of methamphetamine use and determine next steps based on findings.



# COPING & RESILIENCE

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## Objective 1.3:

Increase the % of high school students who report their friends feel it would be 'wrong' or 'very wrong' for them to do the following by 15%, by 2028:

- Drink alcohol nearly every day (from 71% to 81.7%)
- Smoke marijuana (from 53.9% to 62.0%)
- Take a prescription drug not prescribed for them (from 77.3% to 88.9%)

## STRATEGIES

1. Encourage youth to care about their friends and support peers in avoiding alcohol and other drug use.
2. Raise visibility of youth that don't use and their reasons for choosing not to use.
3. Promote the positives of staying substance free by showcasing good things that are more likely to happen for youth who avoid substances.
4. Conduct an environmental scan of marijuana advertising in the community to inform advocacy efforts.

# VAPING ADDICTION

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## Objective 1.4:

Decrease the % of high school students who report frequent use of vaping products by 2028. (est. baseline)

### STRATEGIES

1. Increase awareness of how easily youth can become addicted to vaping nicotine.
2. Raise awareness of the signs of addiction and promote resources for youth and families for how to get help.



# GOAL 2

Reduce the consequences of substance misuse among adults by improving access to services and resources.

# TREATMENT ACCESS

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## Objective 2.1:

Increase % of Oceana County residents who report it is easy to access substance use disorder treatment services by 20% (from 17.1% to 20.5% by 2027) (Mercy Health CHNA 2021)

## STRATEGIES

1. Raise awareness of how to recognize and respond to an opioid overdose, including the availability and benefits of naloxone.
2. Advocate and support organizations working to:
  - Enhance evidence-based harm reduction services.
  - Increase accessibility of medication assisted treatment (MAT) for individuals receiving services while incarcerated following release.
  - Provide treatment services throughout the county to address transportation barrier.
  - Provide access to private spaces with internet access for use of telehealth services.
3. Reduce stigma of addiction by
  - Promote recovery stories for individuals who have experienced addiction and overcome.
  - Raise visibility of how the community is working together to support recovery.
  - Ensure all materials and messaging uses inclusive language.
4. Raise awareness of the signs of addiction, how to support loved ones in need of help, and available treatment resources.

# MEDICATION DISPOSAL

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## Objective 2.1:

Increase the number of pounds of medication disposed of at drop box locations (est. baseline).

## STRATEGIES

1. Inform family members of how to properly dispose of unused medications when a loved one dies.
2. Conduct targeted advertising to promote drop box locations and the importance of proper disposal, including the potential for diversion and environmental impacts.
3. Partner with the Household Hazardous Waste Day to promote that that they collect medication.



# GET INVOLVED!

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[@oceanaleads](https://www.instagram.com/oceanaleads)

Interested in joining? We'd love to have you! As a community member there are lots of ways to be a part of Oceana Leads. You are welcome to attend monthly committee meetings (Opiate Task Force or Marijuana and Alcohol Action Team) or quarterly Full Coalition meetings, participate in events and campaigns hosted by the coalition, volunteer, and more! Simply give us a call or send an email to get started.

## Meeting Schedule:

Oceana LEADS has a set meeting schedule, on every second Tuesday of the month from 9am to 11am (with the exception of quarterly meetings ending at 10:30am). Quarterly meetings are held in January, April, July, and October of the year. The remaining months are committee meetings. All meetings are held at District Health Department #10 Oceana County Office, 3986 N Oceana Drive, Hart, MI 49420. Meetings are open to anyone!