


# STRATEGIC PLAN 2025-2030



The Oceana LEADS Coalition was founded in 2016 and serves Oceana County, Michigan. Oceana 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 to promote community wellness.

The SPF framework requires a community to identify intervening variables and local community conditions that influence the use and consequences of substance misuse in that community. This information allows for targeted action to address 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 during four planning sessions between September and December of 2024 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 prioritized issues.

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

# Goal 1: Youth Substance Misuse

Reduce substance misuse among youth, as measured by a 50% decrease in students that report the following by 2030:



Used alcohol in the past 30 days

- Middle school students ↓ from 9% to 4.5%



Used marijuana in the past 30 days:

- Middle school students ↓ from 4% to 2%
- High school students ↓ from 7% to 3.5%



Used an electronic Vape device in the past 30 days:

- Middle school students ↓ from 6.6% to 3.3%
- High school students ↓ from 7.1% to 3.6%

*Baseline from 2024 Michigan Profile for Healthy Youth, Oceana County*

# UNDERSTANDING RISKS

---

## Objective 1.1:

Reduce students reporting that binge drinking is low-risk by 30%, by 2030:

- ↓ middle school students from 29% to 20.3%
- ↓ high school students from 34% to 24.0%

Reduce students reporting that smoking marijuana is low-risk by 20% by 2030:

- ↓ middle school students from 38% to 20.4%
- ↓ high school students from 20% to 16%

Vaping (est. baseline)

## STRATEGIES

**Support parents to understand and communicate the long-term potential consequences of underage substance misuse with their youth.**

1. Create a comprehensive information dissemination plan for education on consequences of underage substance misuse among youth and parents; including communication of the risks with their children, including:
  - Use data to increase awareness of the risk of addiction, with easy to understand data and related solutions
  - Provide parents with tools and talking points to effectively communicate the risks of youth substance misuse with their youth; include promotion of TalkSooner materials.
  - Create and promote a media campaign for parents on the consequences for youth misuse.
2. Partner with existing community events to increase engagement of families through fun activities.

**Promote information and education to raise awareness of how addictive substances can be and that anyone can become addicted:**

1. Organize community events where people with lived experience can share their story about substance misuse with parents and youth.
2. Law enforcement distribute informational materials on the impact of marijuana on the underdeveloped mind.
3. Provide parents with tools and talking points to effectively communicate the risks of youth substance misuse with their youth.
4. Assess healthcare professionals current approach to substance misuse education during healthcare visits for youth, including adolescent health centers, and provide supportive resources.
5. Continue Use of Keep Out Room at community events, and through video; integrate info on how addictive substances can be.
6. Create media or videos for peer-to-peer web-based messaging on the risk of addiction.
7. Partner with Great Start Collaborative, to host Parent Cafes with a focus on educating parents on the risk of addiction, protective factors, and potential consequences of youth substance misuse.

**Increase youth perception of the consequences for getting caught misusing substances.**

1. Partner with school resource officers to understand legal and educational consequences for youth substance misuse and develop a communication plan to share information with youth.
2. Support schools in establishing alternatives to suspension for students caught vaping, including education and cessation resources.
3. Work with TOPPC Youth to promote information on the consequences of youth substance misuse to their peers.



# COPING & RESILIENCE

---

## Objective 1.2:

Reduce youth misuse of substances to cope with mental health challenges (establish baseline).

### STRATEGIES

**Support development of coping skills to deal with stress, bullying, peer pressure, and trauma.**

1. Partner with youth serving community-based organizations to provide mentoring, including for youth involved with juvenile court; assist with identifying and pursuing grant funds to support programming.
2. Advocate for teen mental health first aid in schools.
3. Support TOPPC youth to promote healthy coping skills, available resources, and encourage healthy alternatives to substance misuse such as positive activities and hobbies among their peers.
4. Advocate and support enhanced community training on mental health.

**Support youth connection with caring and supportive adults, especially for displaced youth.**

1. Identify and promote available resources, youth volunteer opportunities, and support systems within schools that connect youth with caring adults; advocate for additional services needed.
2. Promote TalkSooner education to equip parents with tools to be more supportive.

## Goal 2: Addiction-Related Harms

Reduce addiction-related harms, as measured by a 20% decrease in accidental opioid overdose deaths, at a minimum, by 2030.



# ADDICTION HARM

---



## Objective 2.1:

Reduce stigma surrounding addiction (establish baseline)

### STRATEGIES

1. Promote the Addiction Silence Kills (ASK) Campaign to reduce stigma and encourage communication about addiction.
2. Explore effective tactics to reduce stigma surrounding addiction and develop a plan of action.

## Objective 2.2:

Raise awareness of available services and how to access help (est. baseline)

### STRATEGIES

1. Compile and disseminate information on available services, online resources, and how to access help.
2. Increase transportation to substance use disorder services.
3. Research and advocate for a recovery community center.
4. Raise awareness of how to prevent prescription drug misuse through proper monitoring, storage, and disposal of expired or unused medications.

## Objective 2.3:

Raise awareness of the potential risks of overdosing (establish baseline)

### STRATEGIES

1. Increase accessibility of Naloxone and promote in the community.
2. Increase opportunities to connect with others in the community to reduce substance use.
3. Increase awareness of the risk of overdose and factors that increase risk through media campaigns (such as "One Pill Can Kill" or "Don't use alone").