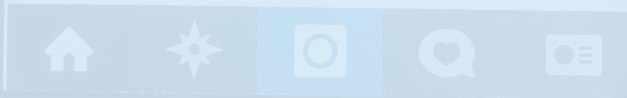


# KENT COUNTY SUBSTANCE USE PREVENTION PLAN 2017-2021





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Kent County Prevention Coalition (KCPC) exists to build a healthier community by preventing and reducing harmful substance use behaviors in Kent County, with a major focus on community youth.

Our vision is to promote a healthier community for all by developing a substance abuse prevention strategy that fills in gaps in services, prioritizes resources, and reduces overlap.

At KCPC, we take pride in the development of our multi-year strategic plan. After many months of research, interviews, and constructive conversations, we believe this plan encompasses the most comprehensive, relevant data from community stakeholders, just like you.

What makes this plan unique is that it is not solely factually-based; it reflects the people, partnerships, and passion of the community. It is tailor-made for you.

This plan is designed to be a living, breathing document; seen as visible, valuable, and vocal in its urgency to promote health and wellness in Kent County. Not only is prevention effective, but community coalition-building, and collaborative problem-solving are proven to prevent and reduce the onset of substance use disorders.

As you explore the following pages, we invite you to share your thoughts, reflections, and participation with us and your community by being vocal and active.

# MISSION, VISION, & PURPOSE

## 2006

- KCPC is born

## 2008

- KCPC hires first Coalition Coordinator

## 2010

- Birth of TalkSooner.org
- KCPC receives the Drug-Free Communities Grant
- Creation of Above the Influence (ATI) Kent County Movement via the development of a youth ATI movie featured at Celebration Cinema

## 2012

- KCPC presents at the CADCA Mid-Year Conference with White House Office of National Drug Control Policy on ATI work
- KCPC implements ATI Mobile Experience Days with area schools
- KCPC develops SUD Prevention Curriculum for GRPS
- KCPC hosts first annual Youth Summit at DeVos Place

## 2014

- KCPC creates bi-monthly community commercials in partnership with the GR Community Media Center

## 2016

- KCPC develops the community's third strategic plan
- Grand Rapids' first female mayor proclaims first Friday of May as ATI-Kent County Day

## 2007

- KCPC shifts from a group of clinical partners to a community-focused coalition
- KCPC develops the first 5-year Substance Abuse Prevention Plan

## 2009

- KCPC hosts first Town Hall event at Oakdale Christian Reformed Church
- Twelve sector engagement- KCPC pursues representation from 12 specific sectors: youth, media, parents, government, civic organizations, youth-serving organizations, law enforcement, etc.
- Name of coalition changes from Kent County Substance Abuse Prevention Leadership Coalition to Kent County Prevention Coalition

## 2011

- KCPC begins publishing and disseminating an innovative Community Report magazine featuring community youth, and data trends
- KCPC enters youth storytelling quilt piece for ArtPrize which is hosted at DeVos Place
- KCPC begins hosting bi-annual Lunch & Learn events with continuing education credits for attendees

## 2013

- KCPC gets recognized as one of the nation's 15 model coalitions nationwide by White House Office of National Drug Control Policy
- KCPC develops ATI-Kent County commercials featured in movie previews at all Celebration Cinema location across the region
- Development and sale of ATI-Kent County gear launched in partnership with Old Navy

## 2015

- KCPC partners with MI High-Intensity Drug Trafficking Agency to share the KCPC Summit model with national, regional, and local law enforcement officials
- Record registration of 1300 youth registered for Youth Summit

# WHERE

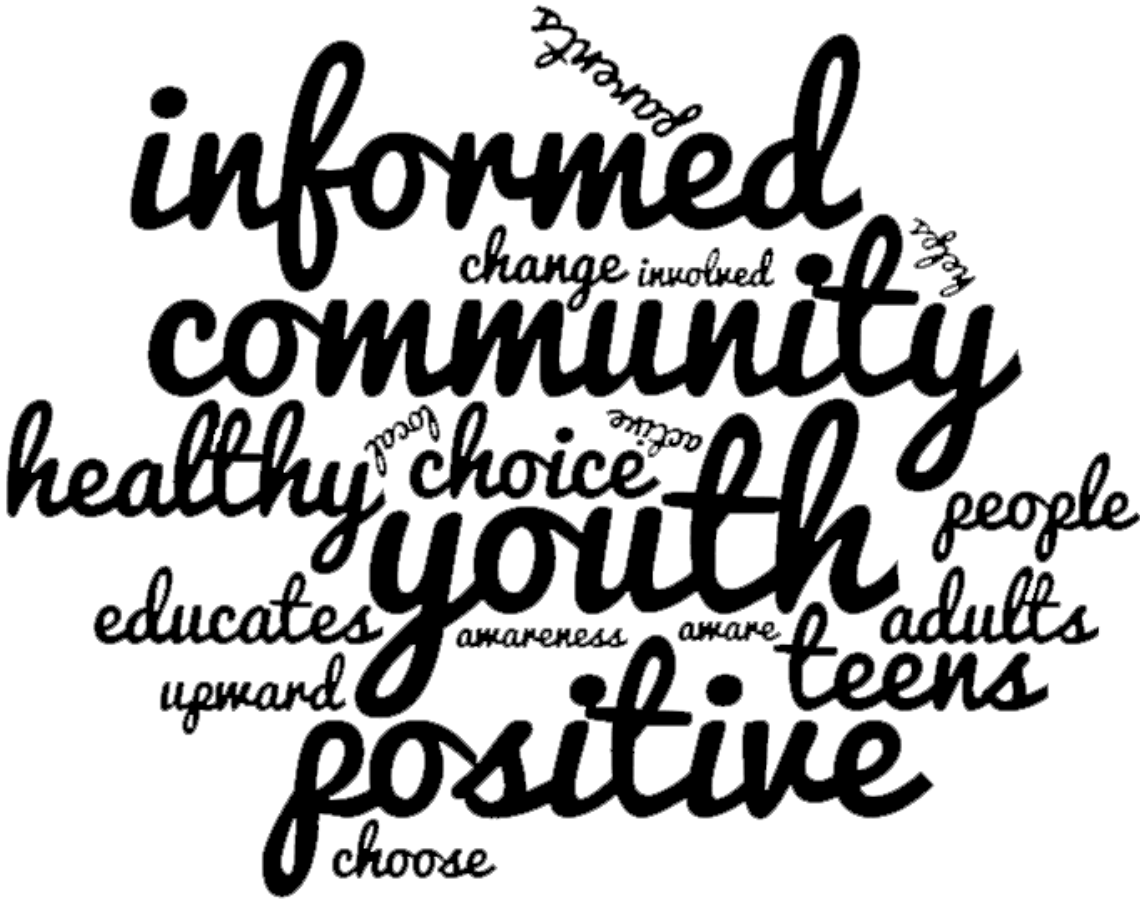
# WE'VE BEEN





For the past 10 years, KCPC has served as a convening entity with a goal of attracting, mobilizing, and equitably representing various sectors within metro Grand Rapids and surrounding communities.

The word cloud represents the common thoughts and words expressed when we asked the community to share their thoughts on the work being done by KCPC.







In 2011, KCPC pursued its first strategic planning process to continue its role as an engagement hub for kinship, dialogue, collaboration, advocacy, and improved health outcomes for Kent County.

As a convening entity, our call to action is to attract, mobilize, and equitably include voices from the community. Doing so creates an atmosphere whereby the mission, identity, and activity of the coalition is shaped by an intergenerational, intercultural, and interdisciplinary cohort of leaders operating from a space of shared destiny.

In order to put into action a plan that is owned by the community, we at KCPC must reflect the myriad voices that the plan touches.

We have paid careful attention to the voices in our community. We have taken the time to be as intentional and activating as we can to develop the goals and outcomes we believe our community needs to continue the success we've seen thus far.

the following pages and action steps are an invitation to you and your neighbors, to assist us at KCPC in making Kent County safer, healthier, and even more committed to continuing the dialogue we've begun about substance use disorders and substance use prevention.

A shared destiny between KCPC and community stakeholders, like you, must be pursued by exploring strategic partnerships, encouraging community alignment and ownership, and strengthening the capacity of the KCPC to continue being visible, valuable and vocal in the community. In our exploration, we asked ourselves:

- What activities align with the mission, niche, and brand of the coalition?**
- What activities better align with the work of a community partner?**
- What activities will the greater community ‘own’?**
- What activities will the KCPC ‘own’?**

As KCPC, our participation in the strategic plan involves the following:

**YOUTH ALCOHOL & MARIJUANA USE**

- Connect Youth Summit to classroom/youth activities leading up to the event.
- KCPC partner with a local camp or hosts its own week-long ATI experience.
- Expand Red Ribbon Week.
- More social media campaigns/videos featuring ATI youth throughout the year.
- Quarterly youth trainings to educate youth on the impact of drug use.



**ADULT HEAVY DRINKING**

- Update Rethink Drinks Campaign.
- Expand Family Day.
- Engage in advocacy to address the way Grand Rapids as ‘Beer City’ is glamorized and widely promoted.

**EXPAND CAPACITY**

- Grow the membership of KCPC by increased engagement of parents via area schools.
- Host Town Hall meetings for parents.
- Expand TalkSooner Campaign.



# ASSESS. ADOPT. ACT.

As you work through the following pages, jot down your thoughts, express your ideas, draw out your plan here.

Anything is possible.

## SHORT TERM OUTCOMES

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Magnify community acknowledgement and celebration of youth making positive choices.

Increase youth perception of consequence and harm from alcohol use.

Enhance youth refusal and decision making skills.

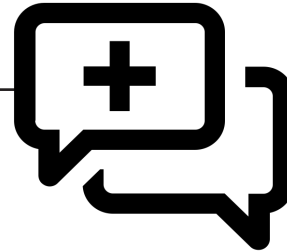


## INTERMEDIATE TERM OUTCOMES

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Increase advocacy to impact community norms and availability (ex: retail availability, social availability, etc.)

Expand community standards around youth alcohol use.



## LONG TERM OUTCOMES

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Youth use of alcohol is reduced.

Adult/parental disapproval of youth alcohol use is increased.

Age of onset of alcohol use is increased.



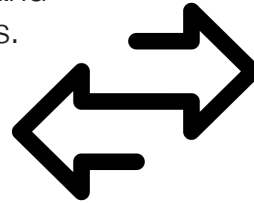
**GOAL #1:**

## SHORT TERM OUTCOMES

Promotion of responsible adult alcohol use (21+).

Expand community standards to reduce social availability and community events.

Increased perception of harm among college students (ages 18-20).



## INTERMEDIATE TERM OUTCOMES

Engage in advocacy to address glamorized “Beer City” marketing promotions.

Adult perception of harm from alcohol use increased.

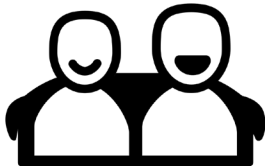
Increased community norms in favor of alcohol-free social settings.

## LONG TERM OUTCOMES

Decrease in adult binge and heavy adult drinking.

Reduced social availability of alcohol at community events.

Reduced number of alcohol-related fatalities.



## GOAL #2:

# REDUCE ADULT HEAVY DRINKING



## SHORT TERM OUTCOMES

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Increase youth perception of consequence and harm from marijuana use.

Enhance youth refusal and decision making skills.

Increase awareness of the impact marijuana legalization will have on youth use.



## INTERMEDIATE TERM OUTCOMES

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Youth perception of harm from marijuana use is increased.

Expand community standards around youth alcohol use.

Increase advocacy to impact community norms and availability (ex: target populations, counter marijuana messaging, youth-music, etc.).

## LONG TERM OUTCOMES

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Reduce medical marijuana marketing.

Youth use of marijuana is reduced.

Age of onset marijuana is increased.



**GOAL #3:**

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## SHORT TERM OUTCOMES

Identification of community data gaps.



Community substance use data is made available in easy-to-understand formats.



Relationships developed to overcome trust and confidentiality barriers.

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## INTERMEDIATE TERM OUTCOMES

Increased data sharing agreements in place between community stakeholders.

Shared health-related indicators are established (ex: Healthy Kent, Suicide Prevention, etc).

Valid and reliable data is available to the community.

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## LONG TERM OUTCOMES

Increased school participation in MiPhy to ensure demographically representative data on substance use related behaviors.

Substance use related behavior data are available on the Kent County Prevention Coalition (KCPC) website.

Substance use data are incorporated into community health improvements plans (ex: Healthy Kent, United Way, Suicide Prevention, KSSN, etc).



### GOAL #4:

## ENHANCE ACCESS TO LOCAL DATA

# SHORT TERM OUTCOMES

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Increased awareness of the importance of substance use prevention.



Develop relationships to advance system alignment, shared vision, and collective impact towards substance use prevention.

Develop collaborative relationships among public health systems in Kent County.

# INTERMEDIATE TERM OUTCOMES

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Collaborative agreements exist between community partners.

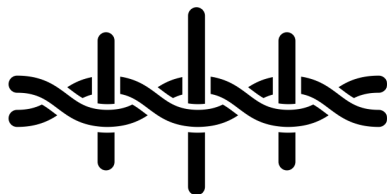
Expansion of Different Gifts, Equal Commitment Concept.

System alignment where appropriate among community health Initiatives and substance use prevention planning.

# LONG TERM OUTCOMES

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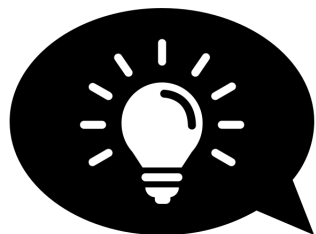
Braiding of resources among community partners.



Funding streams are collaboratively pursued to advance prevention efforts.

The development of one comprehensive community health improvement plan that includes the prevention of substance use disorders.





Establish creative ways to obtain qualitative and quantitative data on substance use trends among vulnerable populations.

## SHORT TERM OUTCOMES

Annual forum with community partners to keep the pulse on emerging trends.



Identify substance use trends among vulnerable populations in Kent County (ex: those with health disparities, aging populations, undocumented, military, etc).

## INTERMEDIATE TERM OUTCOMES

Stakeholders are informed of emerging drug trends.



## LONG TERM OUTCOMES

Emerging trend data addressed in community health plans and initiatives.



Through community involvement, the Kent County Prevention Coalition has identified key areas of concern.

Alcohol and marijuana remains the most commonly used drugs among adolescents and adults. But identification is only the first step in changing the use and influence alcohol and other drugs have in our communities.

We need to act now by preventing what's preventable.

This will entail the development, implementation, and maintenance of policies, resources, and services in the areas of substance use prevention. This is achieved by working in partnership with key policy-makers, the provider network, individuals, families, and communities to create and promote this framework that supports safe and healthy environments.

To combat this- to make the change we need for ourselves, our fellow community members, and our future- **we need you.**

With involvement from substance use prevention providers, law enforcement, judiciary, parents, youth, businesses, faith communities, individuals, colleges, and community coalitions, we will strengthen our assets and reduce the risks that our communities contain.

By design, this plan is intentionally shaped, owned, and implemented by the community.

Assess how you can contribute to the plan.

Adopt the vision to promote a healthier community.

Act and become a partner in this movement.

Together, we can make a safer and healthier Kent County.





## KENT COUNTY PREVENTION COALITION

P.O. Box 7286, Grand Rapids, MI 49510

[kcpreventioncoalition.org](http://kcpreventioncoalition.org)

### KENT COUNTY PREVENTION COALITION MEMBERSHIP

Arbor Circle Corporation

Above the Influence- Kent County

Bryant's Healthcare Solutions

Camp Fire West Michigan 4C

Celebration Cinema

Cherry Health

COM 616

DA Blodgett- St. John's Home

Early Learning Neighborhood Collaborative

Family Futures

Family Outreach Center

Grand Rapids African American Health Institute

Grand Rapids Public Schools

GVSU TRiO Upward Bound Youth Coalition

Kent County Administrators

Kent County Health Department

Kent School Service Network

Kentwood Public Schools

Lakeshore Regional Partners

Network180

Pine Rest Christian Mental Health Services

SeyferthPR, Walker - Grandville Police

Wedgewood Christian Services

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