



LAKESHORE REGIONAL ENTITY

SUMMARY OF ACTIVITIES FY21 & FY22

PREVENTION SERVICES

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INTRODUCTION

Background Information:

The following report provides an overview of substance use disorder (SUD) prevention initiatives supported through the LRE during fiscal year 2020/2021 (FY21) and 2021/2022 (FY22). As one of ten Prepaid Inpatient Health Plans (PIHP) in Michigan, the LRE is responsible for managing substance abuse prevention services provided 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 to support the initiatives discussed in this report were provided by Block Grant, Public Act 2, and other short-term specialty grants managed by the LRE and dedicated to SUD prevention services. Initiatives supported under the Medical Marijuana Operation and Oversight Grants are not managed by the LRE, however initiatives are referenced throughout this report where they overlap with LRE supported initiatives.

This report, along with future annual summary of activity reports, will provide a record of activities conducted to inform multi-year outcome evaluation for regional prevention services.

Prevention providers funded through the LRE during FY21 & FY 22 include the following:

OnPoint - *formerly Allegan County Community Mental Health Services*
Arbor Circle (AC)

Community Mental Health of Ottawa County (CMHOC)

District 10 Health Department (D10HD)

Family Outreach Centers (FOC)

Kent County Health Department (KCHD)

Network 180 (N180)

Muskegon Community Health Project, Trinity Health (MCHP)

Ottawa County Department of Public Health (OCDPH)

Public Health Muskegon County (PHMC)

Wedgwood Christian Services (WW)

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

SERVICES PROVIDED

During FY 21, prevention providers proactively responded to limitations caused by COVID-19. Prevention providers digitized existing programs and resources that schools that could use in remote settings which ensured service continuation. Providers remained flexible and accommodating to ensure communities received the services needed as situations evolved.

Persons Served: 231,055

During FY 21, over 160,000 individuals received prevention services throughout the region, decreasing to around 68,000 in FY22. This decrease is primarily due to Kent County.

During FY21, many services were delivered using a virtual format rather than in-person due to Covid-19. Virtual programming continued for many initiatives in FY22.

Persons Served	FY21	FY22
Allegan	8,660	10,356
Kent	137,260	41,156
Lake, Mason & Oceana	4,219	4,860
Muskegon	5,278	3,801
Ottawa	7,073	8,392
Total	162,490	68,565

Estimated Reach: 13.9M

Estimated reach is collected for activities where when an official count of persons is not possible. Providers estimate that they have achieved more than 13 million impressions through campaigns such as TalkSooner, Above the Influence, and others. In FY21 estimated reach for the LRE region totaled 3M, increasing to 10.9M in FY22. This increase may be due to additional time-limited specialty grants, many of which were used to support marketing campaigns.

Hours of Service: 23,414

More than 23,000 hours of service were provided in the following strategies:

	FY21	FY22
Education	2,969	3,822
Community-Based	5,329	4,306
Environmental	3,664	705
Information Dissemination	561	212
Student Assistance/ Prevention Assessment	632	664
Alternative	383	168
Total	13,537	9,877

Prevention Goal Areas:

Efforts throughout the region are developed to align with the LRE's regional prevention strategic plan. A corresponding logic model provides a framework for how local efforts across the region work together to cumulatively impact regional priorities. Each provider uses local data to determine which priorities of the LRE strategic plan to address within their area.

Priorities established in the strategic plan, the targeted intervening variables for each, and the page on which you will find information about each are as follows. Attachment A provides an overview of regional data trends for all targeted indicators (pg.30).

Reduce Underage Alcohol Usep.4

Reducing youth access
Increasing awareness of consequences
Promoting accurate perceptions of use

Reduce Underage Marijuana Usep.9

Reducing youth access
Increasing perception of risk

Reduce Underage Tobacco Use, inc. Vaping p.12

Reducing youth access
Increasing perception of risk

Reduce Opioid and Prescription Drug Misusep.16

Reducing youth access
Increasing perception of risk

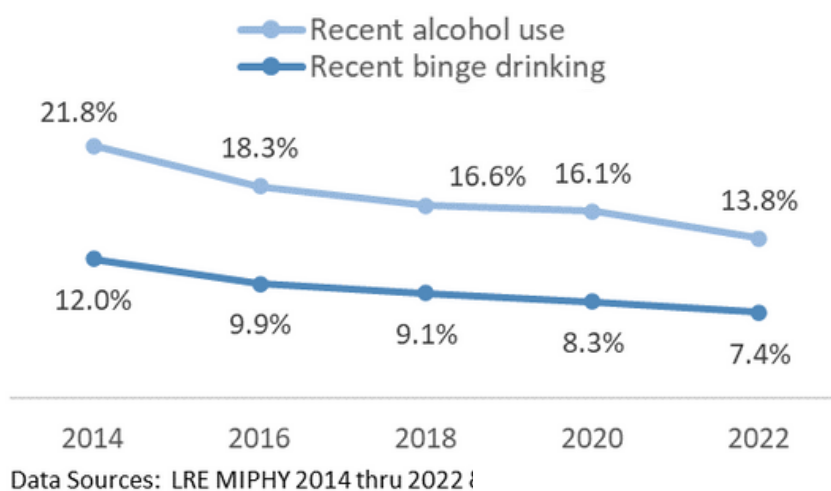
Reduce Early Initiation of Substance Usep.19

Increase perception of risk
Association with positive peers
Promote positive family dynamics
Coping with life stressors

ALCOHOL

Within the LRE region, the rate of high school students reporting recent alcohol use decreased between 2020 and 2022 to a low of 13.8%. Rates of recent binge drinking also decreased to a low of 7.4% in 2022. Childhood and underage drinking use has been declining in the LRE region and continues to be lower than statewide rates with 25.4% of high school (HS) students state-wide.

Recent Alcohol Use Among HS Students, LRE Region



To address underage drinking, the LRE has developed strategies targeting the following:

Easy Access: In 2020, more than half (59%) of HS students in the region, reported it would be 'sort of' or 'very easy' to get alcohol. The rate remained stable in 2022 at 58%.

Low Perception of Risk: In 2020, 29.2% of HS students in the region reported that drinking 5+ drinks once or twice each weekend is 'no risk' or 'slight risk'. The rate remained stable in 2022 at 30.4%.

Perception of Peer Use: In 2020, more than 1-in-4 HS students (26.6%) reported believing that more than half of the students in their grade had drunk alcohol in the past month, when only 16% actually had. The rate worsened slightly in 2022 (28.7%).

ACCESS: SOCIAL

Reduce access to alcohol in the home, and from family members.

Regional Strategies:

Increase awareness of social host laws and the legal consequences of providing alcohol to a minor for parents & college students age 21+.

Incorporate parent responsibility info into existing programs serving parents throughout the region.

Enhance enforcement for underage drinking parties to raise visibility of enforcement and encourage community reporting.

Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
	✓		✓ FY21			✓
	✓		✓ FY21		✓ FY22	✓
	✓		✓ FY21			✓

Local Programming:

- **Kent County**
 - N180: All populations targeted through Above the Influence Campaign activities.
- **Mason County**
 - D10HD: Created and distributed post card with social hosting laws and consequences to parents through various methods.
- **Oceana County**
 - D10HD: Created and distributed post card with social hosting laws and consequences to parents through various methods.
- **Ottawa County:**
 - AC: Through the ROADD Task Force the following initiatives were implemented:
 - Education on the consequences of providing alcohol to minors in partnership with local colleges and universities through informational resources for parents provided to schools.
 - Party patrols in the fall and spring resulted in 99 law enforcement encounters in FY21 where they issued citations and provided prevention education. This program continued in FY22.
 - Distributed information on the risks of alcohol and marijuana use on youth bodies at events, in partnership with teen driving schools, and through the schools.
 - Offered information to retailers.

ACCESS: RETAIL

Ensure alcohol retailers do not sell to underage individuals.

Regional Strategies:

Support and education for retailers to prevent sales to minors through responsible beverage and vendor education.

Safe Prom and Graduation initiatives to inform retailers of upcoming local events to be vigilant to avoid alcohol sales to youth. Often paired with increased enforcement efforts.

Partner with law enforcement to conduct compliance checks.

Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
✓	✓		✓ FY21	✓		✓
	✓			✓		✓
✓	✓			✓		✓

Local Programming:

- **Allegan County**
 - OnPoint: Provided in-person TIPS training for retailers.
- **Kent County**
 - KCHD: Partnered with Kent County Sheriff Department during DYTUR activities.
 - N180: Above the Influence Campaign activities including Sticker Shock which provides messaging to deter social provision of alcohol to minors.
- **Mason County**
 - D10HD: Referred area businesses interested in training to TIPS online training resources.
- **Muskegon County**
 - PHMC: Provided TIPS training and technical assistance for retailers who had a liquor control violation or requested additional information.
 - MCHP: ALI coalition members supported retailer education, compliance checks, and recognize retailers that successfully restrict sales to minors.
- **Ottawa County**
 - AC: ROADD task force offered information to retailers; limited due to COVID-19 in FY21. Safe Prom implemented in FY22 reaching over 200 alcohol retailers and 400 other businesses associated with Prom to prevent alcohol sales to minors.

PERCEPTION OF RISK

Increase awareness of the legal consequences of underage alcohol use.

Regional Strategies:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Increase efforts and visibility of Minor-In-Possession (MIP) enforcement at prom, graduations, and underage drinking parties.					✓		✓
MIP brochure distribution with local law enforcement.							✓
FaceTheBook Campaign					✓		

Note: Additional efforts targeting perception of risk included under Early Age of Onset.

Local Programming:

- **Muskegon County**
 - MCHP: Annual campaigns for middle and high schools through media contest promoting the FacetheBook Campaign. Coordinated by MCHP's coalitions.
- **Ottawa County**
 - OCDPH: Developed a flyer outlining MIP consequences, amnesty laws, and Good Moral Standing criteria for college program admission.

SOCIAL NORMS:

Increase visibility of youth who choose to not use substances and work to offset the common youth perception that most of their peers drink alcohol.

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Engage area HS groups in development and distribution of normative messaging.		✓ FY21			✓		✓
Train local youth to promote messaging among their peers.	✓	✓ FY21			✓		
Provide youth leadership development opportunities.	✓	✓			✓		
Support youth-developed messaging.		✓			✓		
Education and messaging to decrease normality of heavy/excessive drinking among adults.		✓			✓		✓

Local Programming:

• Allegan County

- OnPoint: The Pro Youth Team attended the Youth-to-Youth conference to develop leadership skills in FY22.

• Kent County

- AC: Began promoting the "Make Good Choices, Your Future Awaits" materials in FY22 through various events. In addition, began a campaign where youth share why they don't use substances and how they cope with mental health challenges.
- FOC: leadership opportunities focused on programming that strengthened the leadership skills of the individual students.
- KCHD: Adult Heavy Drinking Campaign, 'About Last Night'. Messaging released just before holidays. Campaign materials were refreshed in FY22 and promoted through digital media, billboards, bud ads, Johnny ads, and display ads with partnering companies.
- N180: Above the Influence Campaign.
- WW: Teens provide input into awareness campaigns at their school each year. They are encouraged to submit blogs and videos that address the challenges teens face and positive ways to respond. The blogs and videos are then posted on the website and social media pages.

• Muskegon County

- PHMC: Messaging distributed concerning alcohol use among older adults.

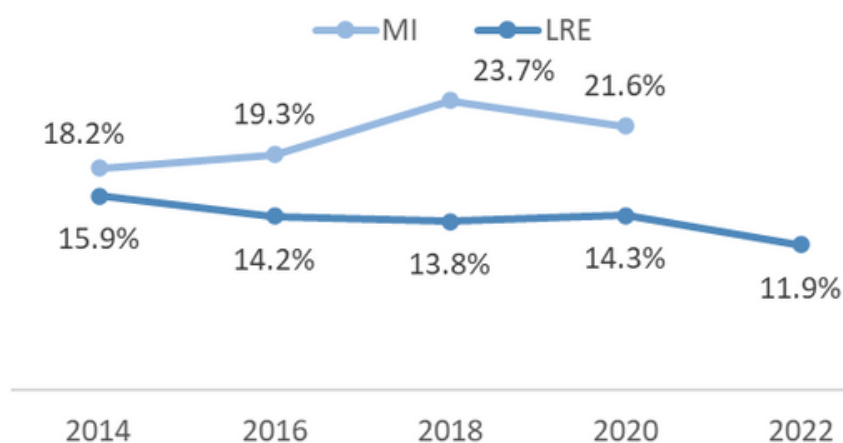
• Ottawa County

- AC: Provide educational information about serving size in partnership with our colleges and universities. Partnered with SLIC youth coalition to develop messaging that was distributed throughout the year. Safe Summer promotion through driving schools with 800 post cards mailed.
- OCDPH: Prime for life programming provided.

MARIJUANA

In 2020, 14.3% of HS students in the LRE region reported recent use of marijuana, decreasing to 11.9% in 2022. Rates remain lower than state-wide and remained relatively stable following legalization of recreational marijuana use in 2019.

**Recent Marijuana Use Among HS Students,
LRE Region vs. Michigan**



Data Sources: LRE: MIPHY 2014 - 2022 & MI: YRBS 2013 - 2019

To address underage marijuana use, the LRE has developed strategies targeting the following:

Easy Access: In 2020, almost half (47%) of HS students in the region, reported it would be 'sort of' or 'very easy' to get marijuana. The rate decreased by 10% in 2022 to 43%.

Low Perception of Risk: In 2020, more than half (55%) of HS students in the region reported that using marijuana once or twice per week is 'no risk' or 'slight risk'. The rate remained stable in 2022 at 55%.

REDUCE YOUTH ACCESS

Ensure proper storage of marijuana in the home to prevent youth access and advocate for appropriate regulatory oversight of marijuana sales and distribution.

Regional Strategies:

Promote safe storage of marijuana in the home through education of consumers and distribution of lockboxes to medical marijuana consumers.

Advocate for appropriate regulatory oversight including standards for packaging, distribution, sales, and adequate monitoring for compliance.

Promote local policies that restrict or disallow retailer density, dispensaries near places frequented by youth such as schools and churches, and/or free samples and community events with marijuana.

Develop and promote model policies for local adoption.

Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
✓				✓	✓ FY22	✓
				✓		
				✓		✓
			✓ FY22	✓		✓ FY22

Local Programming:

- **Allegan County**
 - OnPoint: Distributed several hundred lock bags each year to local dispensaries for distribution to families. Schools were also provided bags to distribute as needed.
- **Kent County**
 - KCHD: Worked on Medical marijuana efforts, including a comprehensive safe storage messaging campaign. *Effort supported with LARA funds.*
- **Mason County**
 - D10HD: Hosted speakers for city officials to educate re. marijuana policies.
- **Muskegon County**
 - PHMC: Distributed lock bags to provisioning centers along with other youth access messaging. Worked with Michigan Prevention Association to assure legislators are aware of issues and needs for regulation. Worked with local municipalities to consider long term public health impact of marijuana use/sales in public spaces and neighborhoods.
- **Oceana County**
 - D10HD: Promoted and distributed lock boxes for safe storage in the home.
- **Ottawa County**
 - AC: Promoted safe storage and monitoring of marijuana in the home. Hosted a training around marijuana policy for local municipalities in FY21.
 - OCPHD: Provided lock bags free to the public and distributed at multiple locations. Disseminated information promoting effective marijuana dispensary policy (re. advertising, location and staff training).

PERCEPTION OF RISK

Increase awareness of the risks of marijuana use.

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Incorporate marijuana info into existing educational efforts, including Prime For Life's new curricula component for marijuana.	✓	✓			✓	✓ FY22	
Provide information on the risks of marijuana use while pregnant.	✓	✓		✓	✓	✓ FY22	✓
Raise awareness of the risks of driving after using marijuana.		✓		✓	✓	✓	✓

Note: Additional efforts targeting perception of risk included under Early Age of Onset.

Local Programming:

• Allegan County

- OnPoint: Brochures were created and distributed on marijuana and pregnancy. Prime for Life programming provided at local high schools when teens are caught with marijuana at school or school events.

• Kent County:

- AC: School groups using the Prime for Life curriculum for youth who self-identified as wanting to avoid risky behaviors despite primary peer groups engaging in harmful use behaviors.
- KCHD: In FY22, COVID SUD funds were used to develop a campaign on the risks of driving under the influence of marijuana, alcohol or pills; 8 messages were designed.
- N180: Above the Influence campaign.
- WW: Risks covered in Project SUCCESS and small group education including suspension reduction groups for students caught vaping and/or using marijuana.

• Mason County

- D10HD: Hosted a presentation for coalition members on the impact of marijuana legalization on communities. Staff provided webinar training to on risks of marijuana use while pregnant.

• Muskegon County

- MCHP: "Shattering the Myths" campaign of Alliance for Marijuana Prevention Coalition conducted annually within the Muskegon Area School Districts.

• Oceana County

- D10HD: Press release and social media messaging on risks of driving under the influence of substances, including marijuana. Emphasis during National Driving Impaired Awareness Month in FY22 and materials about risks of using marijuana were distributed to WIC clients.

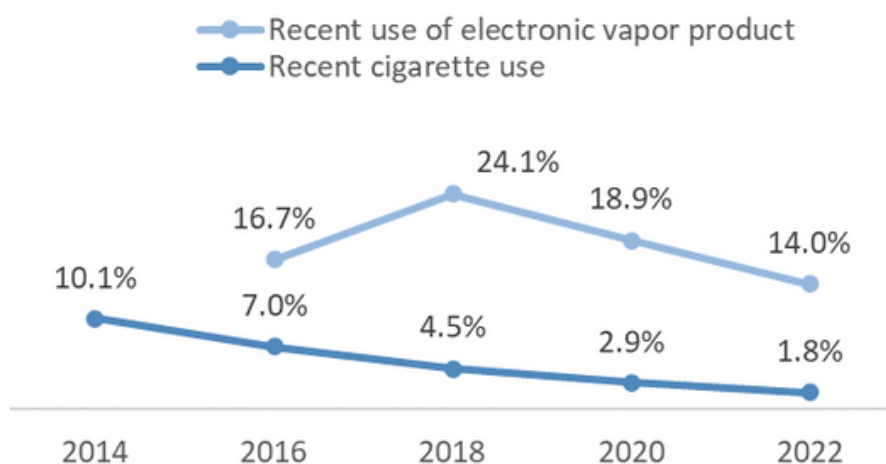
• Ottawa County

- AC: In FY22 promoted the "Don't Drive Buzzed" campaign to raise awareness of driving under the influence of marijuana or alcohol.
- OCDPH: Distributed educational materials and provided marijuana lock bags.

TOBACCO

In 2020, only 2.9% of HS students in the region reported recent smoking, lower than state-wide (4.5%) and decreasing substantially in recent years. Rates of HS students reporting recent vaping has been decreasing since a high of 24.1% in 2018 to 18.9% in 2020 and 14.0% in 2022.

Recent Tobacco Use Among HS Students, LRE Region



Data Sources: LRE: MIPHY 2014-2022

To address underage use of tobacco and vaping products, the LRE has developed strategies designed to address the following:

Easy Access: In 2020, 38% of HS students in the region, reported it would be 'sort of' or 'very easy' to get cigarettes, improving substantially in 2022 to 20%. In FY20, 1-in-10 tobacco retailers (9.5%) were willing to sell to an underage decoy during compliance checks, decreasing to 5.4% in 2021, then increasing again in 2022 to 9.9%.

Low Perception of Risk: In 2020, almost 1-in-5 (18%) of HS students in the region reported that smoking one or more packs per day is 'no risk' or 'slight risk'. The rate remained stable in 2022 at 17%.

Regional data is not available for vaping, however data was collected in Ottawa and Lake counties. In Ottawa County in 2019, 24% of Ottawa HS students reported vaping is low risk, improving in 2021 to 20.1%. In Lake County, 39% of HS students (in 2020) reported that vaping is low-risk, in 2022 this worsened to 47%.

REDUCE YOUTH ACCESS

Ensure retailers do not sell tobacco products to persons under age 21.

Regional Strategies:

Utilized Regional No Cigs For Our Kids Campaign which consists of year-round law enforcement compliance checks for retailers, education and support for retailers. Consistent branding is used to enhance visibility.

Incorporated efforts to ensure retailers do not sell vaping products to minors. *

Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓

Youth Tobacco Access: In 1992, Congress enacted the Federal Synar Amendment requiring states to enact and enforce laws prohibiting the sale of tobacco products to individuals under the age of 18. Each state must conduct annual unannounced inspections of a random sample of tobacco retailers and achieve a compliance rate of at least 80%, or the state risks a loss of up to 40% of the Substance Abuse Prevention and Treatment (SAPT) Block Grant funds.

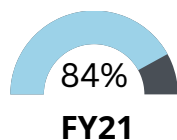
In response to this, the No Cigs for Our Kids Campaign, which began in 2004, works to eliminate sales of tobacco to youth under the age of 18 and has been expanded throughout the region since 2012.

In each county of the region, compliance checks are conducted by law enforcement throughout the year that result in citations for those who fail, and vendor education visits to provide education and support.

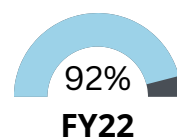
To monitor state's compliance with the Federal Synar Amendment the state conducts compliance checks with a sampling of retailers statewide each year. Results of recent checks occurring in the LRE region to fulfill this state assessment are summarized below.

In December of 2019 Tobacco 21 was enacted nationally. Since then, tobacco products sales are restricted to anyone under the age of 21 including cigarettes, cigars, and e-cigarettes.

Synar Compliance Rate:



For statewide assessment purposes, a random selection of retailers is selected annually for a compliance check. The sample size provides meaningful results statewide, but the number of retailers selected for the region is too small to provide meaningful results for the region.



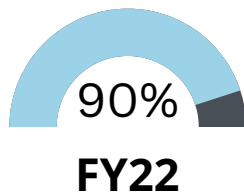
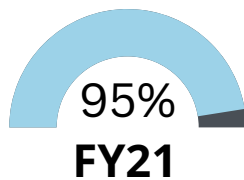
In FY21, 45 retailers in the region were selected for a Synar check. Of these, 38 refused to sell to an underage decoy, resulting in a compliance rate of 84.4%, meeting the requirement of achieving 80% compliance. In FY22 rates improved with 58 of the 63 selected retailers refusing to sell to an underage decoy, resulting in a compliance rate of 92.1%

REDUCE YOUTH ACCESS

Ensure retailers do not sell tobacco products to underage youth.

Activities are conducted throughout the year to improve retailer compliance during the statewide Synar assessment including non-Synar compliance checks and vendor education.

Non-Synar Compliance Rate:



During FY21, 27% of retailers received a non-Synar compliance check.

In FY22, 448 checks were conducted representing 49% of the retailers in the region.

In FY21 95% of retailers passed and in FY22 90% passed.

All retailers that fail the compliance check are issued a citation.

All retailers that pass a compliance check are mailed a letter notifying them of the results along with a Certificate of Compliance for the store.

Corporate headquarters of retailers receiving a compliance check that are part of a larger corporation are sent a letter to notify them of the results.

County	FY21	FY22
Allegan	94	83
Kent	74	104
Lake	0	12
Mason	0	28
Muskegon	77	92
Oceana	0	27
Ottawa	0	102
Total	245	448

Vendor Education:



Vendor education is provided to tobacco retailers to support them in the knowledge and skills necessary to avoid selling to underage persons. During FY21, 85 tobacco retailers were visited for vendor education and in FY22 another 85 retailers received a vendor education visit.

During each fiscal year:

- All retailers that received a non-compliant check were visited, called, or mailed information (due to Covid-19).
- In most counties, retailers in the targeted areas were visited for vendor education prior to law enforcement compliance checks.

PERCEPTION OF RISK

Educate youth on risks of tobacco use:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Education on risks of tobacco use, including vaping.	✓	✓	✓	✓	✓	✓	✓
Incorporate info on e-cigs into educational programming, materials and presentations.	✓	✓	✓	✓ FY22	✓		✓
Increase Parent Communication:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Presentations, workshops, and informational materials to help parents and caregivers understand the health risks of vaping, identify use in their child, and communicate risks to their youth.		✓					✓
Increase consequences for vaping:	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Promote enhanced school policy and enforcement for vaping.							
Develop model policies regarding vaping and promote adoption.							
Support school personnel in identifying vaping use, provide appropriate consequences, and support youth who vape.					✓		

Local Programming:

• Kent County

- KCHD: Updated educational material for all programming with most current info. Vape Education classes included parents as well as MS and HS students.
- N180: Provided information through ATI.
- WW: Info on risks of vaping included in Project SUCCESS, small group education, and parent education workshops/videos.

• Lake County

- D10HD: Distributed recorded presentation for community-wide sharing.

• Muskegon County

- MCHP: Annual campaign with most districts in the county. FaceTheBook campaign incorporated vaping information in FY22.
- PHMC: Included vaping in tobacco outreach efforts. Provided model ordinances for local municipalities and helped to develop compliance check efforts with law enforcement. In FY22 added vaping education for students and promoted through the Intermediate School District; also coordinated a vape disposal program.

• Oceana County

- D10HD: In FY21 provided educational sessions with youth caught vaping at school and virtual vaping presentations for youth were shared with the schools. In FY22 provided Vape Educate licenses to all schools as an alternative to suspension. Presentations provided to MS/HS students, partnered with TOPPC youth to present to MS students.

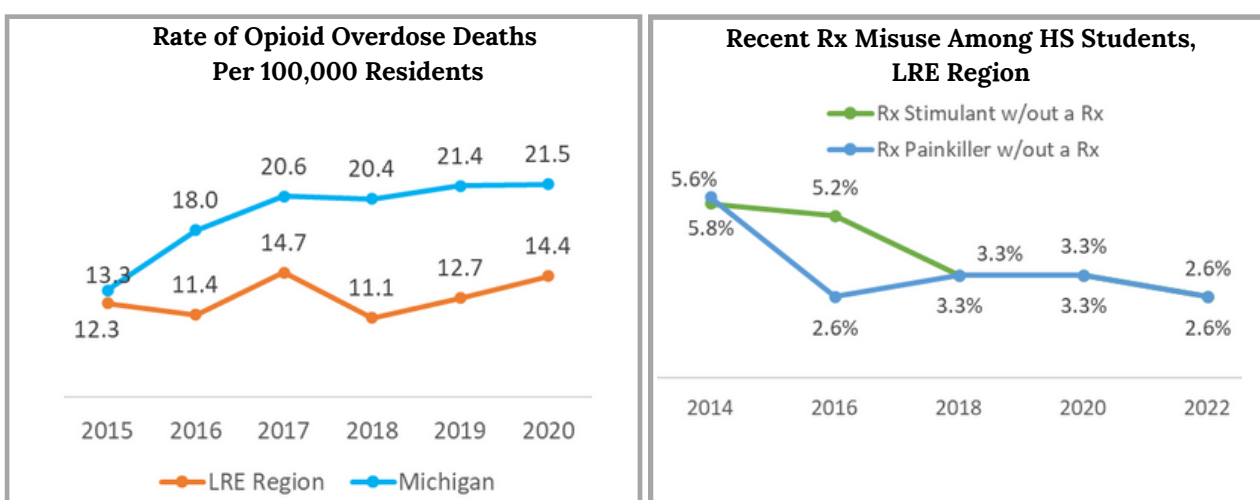
• Ottawa County

- AC: Provided info on My Life, My Quit including social media ads in FY21. Info on vaping provided in all youth and adult programming each year. Promoted the virtual teen room and promoted vape disposal.
- OCDPH: Vape Education class provided in FY21. In FY22 supported school staff to provide vape prevention education to students during detention, being implemented in Holland and Hudsonville public schools.

OPIOID AND PRESCRIPTION DRUG MISUSE

In 2019, there were 145 deaths in the LRE region due to opioid related overdoses (prescription and illicit). The rate of opioid overdose deaths increased between 2018 and 2020 yet remain lower than state-wide.

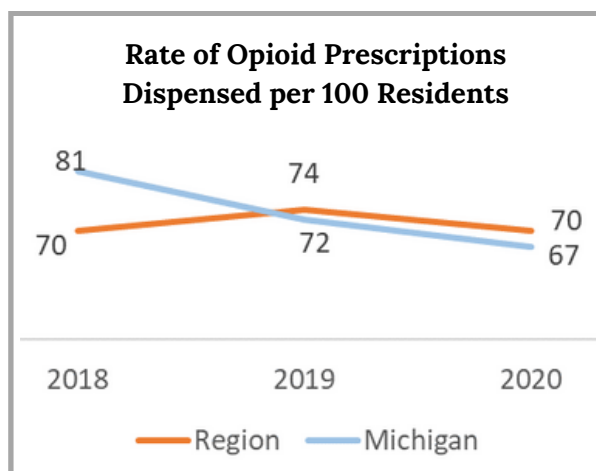
Prescription drug (Rx) misuse among HS students has decreased in recent years to a low of 3.1% for Rx stimulants and 3.3% for Rx painkillers.



To address opioid misuse, the LRE has developed strategies targeting the following:

Reduce Youth Access: The rate of opioid prescriptions dispensed has been decreasing statewide since 2018 but have remained relatively stable in the LRE region. In 2020 rates varied greatly by county with the lowest in Kent (51) and Allegan (55) and the highest in Muskegon (141) and Oceana (138).

Low Perception of Risk: In 2020, 1-in-5 (21.3%) HS students reported that taking a prescription drug not prescribed to you is 'no risk' or 'slight risk'. The rate remained stable in 2022 at 20.9%.



REDUCE YOUTH ACCESS

To reduce over-prescribing and educate about storage and disposal of medications.

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Education and support for pharmacists and physicians to support safe prescribing, promote disposal, identification and referral to treatment.			✓		✓		✓
Increase proper disposal of medications through disposal opportunities and awareness of the importance of proper disposal.	✓		✓	✓	✓	✓	✓
Education and resources to support parents to manage, monitor, and dispose of medications in the home.	✓		✓	✓	✓	✓	✓
Raise awareness of the risks and legal consequences of sharing prescribed medications.		✓					

Local Programming:

• Allegan County

- OnPoint: Safe disposal locations are promoted at all events and brochures are distributed. Also promote safe syringe disposal at these locations.

• Kent County

- AC: In FY22, developed and distributed approximately 40 packets to schools on the impact of youth substance use disorder.
- KCHD: SOR funds supported a messaging campaign for ages 14 - 25.

• Mason County

- D10HD: Supported household hazardous waste event. Created and distributed a mailer to county residents noting proper disposal methods and local options for disposal. Social media posts on storage and disposal.

• Muskegon County

- MCHP: Hosted 2 take back events and permanent take backs at all law enforcement agencies and Mercy Health pharmacies.
- PHMC: Created MAPS awareness campaign; supported pharmacies to advertise use of system. Provided ad printing, staffing, & distribution for local collection events. Lock box exchange program.

• Oceana County

- D10HD: Partnered with household waste efforts for drug take back and provided educational materials on proper storage and disposal of medications. Distributed Dispose Rx packets for safe drug disposal at home in FY21. In FY 22 also provided medication lock boxes as a resource.

• Ottawa County

- AC: Partnered with local municipalities to place bill stuffers in each water bill to promote the prescription drug disposal boxes and take back events throughout the county. In FY22 promotion increased with social media ads. Communicated to parents about managing and monitoring prescription medication.
- CMHOC: Through efforts of the Opiate Taskforce, permanent disposal sites have significantly increased. Took back 400+ pounds of medications and 120 pounds of sharps in FY21. Provide medication lock boxes to community members to safely lock prescriptions. Developed a list of Suboxone providers in Ottawa County and provided this list to treatment providers.

PERCEPTION OF RISK

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Develop materials for schools and organizations to share with youth and families on signs, symptoms, consequences of RX abuse, and resources for youth who need help.		✓			✓		
Incorporate information into presentations for health education classes and other community presentations.		✓			✓	✓	✓
Promote the risks of Rx drug misuse through the Talk Sooner Campaign.		✓	✓	✓	✓		
Partner with pharmacists to develop and promote information to patients on the risks of Rx opioids.					✓ FY21		✓ FY21

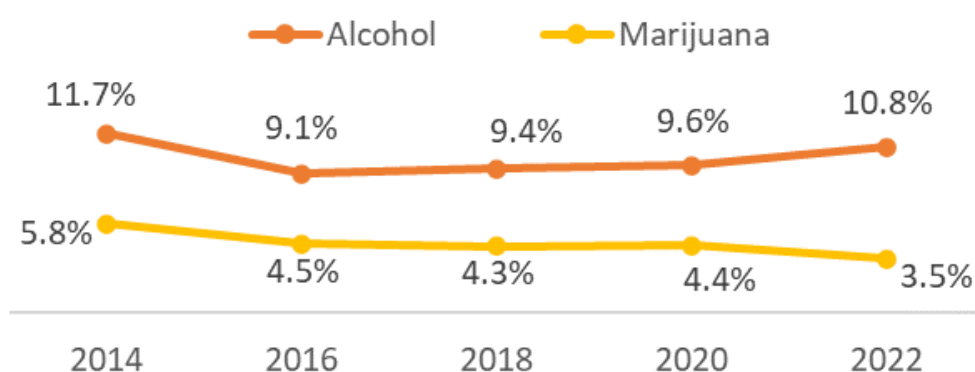
Local Programming:

- **Kent County**
 - N180: Provided information through our work via ATI and the regional marketing implementation plan.
- **Mason County**
 - D10HD: Promoted TalkSooner at a variety of events and outreach opportunities. This program includes RX abuse education. Distributed materials at medication take back events with information on risks.
- **Muskegon County**
 - AC: Included information for parents in parenting classes.
- **Oceana County**
 - D10HD: Coalition hosted a harm reduction presentation.
- **Ottawa County**
 - AC: Provided information in presentations, parenting classes, Botvin's Transitions Programs, and Raise Your Voice programming.
 - CMHOC: Partnered with a pharmacist to develop a list of dangerous co-prescriptions and disseminated this information to stakeholders in FY21. In FY22, the pharmacist and local providers have taken responsibility for this education.
 - OCDPH: Included in Prevention Education as well as parent education on current trends in drug use.

EARLY INITIATION

Research has consistently found that alcohol or drug use at an early age increases the likelihood of developing addiction as an adult. In 2020, 9.6% of high school students in the LRE region reported use of alcohol before the age of 13 and 4.4% reported use of marijuana before age 13. Across the region, early use of alcohol ranges from a high of 20.4% in Mason, to a low of 7.4% in Oceana. Early use of marijuana ranges from a low of 2.7% in Oceana to a high of 12.6% in Lake County.

HS Students Reporting Use Before Age 13, LRE Region



To delay the onset of substance misuse among youth, the LRE has developed strategies targeting the following:

Low Perception of Risk: Among MS students,

- Two-fifths (41%) reported marijuana use is low risk, remaining stable in 2022 (41%).
- One-third (32%) reported binge drinking once or twice per weekend is low risk in 2020, improving to 29% in 2022.
- One-fourth reported that taking a prescription drug not prescribed to you is low risk in 2020, remaining relatively stable at 23% in 2022.

Positive Peers: In 2020, 72% of students (MS and HS) in the region reported they had at least one close friend who had committed to being drug-free in the past year, remaining relatively stable at 74% in 2022.

Family Dynamics: In 2020, 84% of MS students reported they could ask their mom or dad for help with a personal problem, remaining relatively stable at 83% in 2022.

Family Communication: In 2020, 67% of MS students reported that their parents had ever talked to them about their expectations regarding alcohol and other drugs, remaining stable in 2022 at 68%.

Life Stressors: In 2020, 28% of MS students reported depression in the past year increasing to 30% in 2022. Among HS students, in 2020, 18% reported having seriously considered suicide in the past year, increasing to 20% in 2022.

PERCEPTION OF RISK

Increase awareness of risks among elementary & middle school aged youth

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Educate elementary and MS students about immediate and long-term effects of alcohol and other drug use through youth and family programming.	✓	✓	✓	✓	✓		✓
Peer refusal skills training of high school students. In addition, presenting this training to younger students as well as peer counseling.		✓	✓ FY22		✓		✓
Provide Drug Risk Teaching Toolkit to teachers to provide relevant content on the risks of youth substance abuse.		✓					✓
Participate in national awareness weeks to promote true alcohol facts and educate youth on the risks of underage drinking (i.e. National Drug Facts Week, Red Ribbon Week, etc.)	✓	✓	✓ FY22	✓	✓	✓	✓

Local Programming:

• Allegan County

- OnPoint In FY 22, created a 15-minute video on the effects of vaping on the body and shared with middle schools (MS). Otsego MS participated in Red Ribbon Week in FY21 and 22. In FY22, Fennville also participated. During these weeks, resources and promotional items were distributed.

• Kent County

- AC: Presentations on recognizing risk factors/behaviors. Groups on decision-making and learning ways to identify activities that have a positive impact. Risk information is incorporated into the Total Trek Quest program for MS students.
- FOC: Used PALS curriculum to teach about the effects of ATOD, inc. refusal skills. Worked to increase community partnerships and expanding service sites in FY22.
- KCHD: Elementary, MS, and HS LifeSkills Trainings, Yo Puedo Program provides ongoing education during school year, Juvenile Detention LifeSkills Training, and Girl's Court Programming.
- N180: All strategies incorporated in the ATI mobile experiences. Youth Summit, Mobile Pop Up via prevention on wheels; Classroom Mobile Experiences; ICreate Art Prize; ATI Chronicles, and Faith Based Experience.
- WW: Project SUCCESS includes lessons on the effects of alcohol and other drugs as well as strategies for saying no to alcohol and drugs and is provided to MS and HS based on needs. Promoted Red Ribbon Week and National Drug Facts Week. In FY22 after school prevention programming with focus on employment training was delivered to 45 youth from middle and high school, alternative schools, probation, and local clinical service participants.

• Lake County

- D10HD: Red ribbon mailer promotion. Info distributed as part of a toolkit for parents and kids.

PERCEPTION OF RISK

Local Programming, continued:

- **Mason County**
 - D10HD: Provided education to students caught vaping. Shared info on social media for National Drug Facts Week. Summer media campaign educating youth on risks of underage drinking.
- **Muskegon County**
 - AC: Provided Strengthening Families Program (SFP 10-14) and booster session, includes risks of SUD in youth portion. Total Trek Quest program educates youth on the risks of substance use.
 - PHMC Muskegon: Prime for Life, LifeSkills, and working with ALI coalition on national awareness week.
- **Oceana County**
 - D10HD: Promoted posts for youth on social media to promote national drug facts week. TOPPC youth committee implemented a vaping presentation with MS students including refusal skills.
- **Ottawa County**
 - AC: Info about risks of alcohol and other drug use through TTQ and SFP 10-14. Updated and promoted virtual DRTT and in FY22 incorporated a video on mental health skills. Promoted National Drug Facts week, Red Ribbon Week and Prevention week. In FY22 provided Raise Your Voice in 2 schools, training 22 HS students who then presented to 1,000 MS students.
 - OCDPH: Vape Education classes and Prime for Life for MS and HS students, including peer refusal and risks.

POSITIVE PEERS

Support youth in developing relationships with positive peers.

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Peer refusal skills training of HS students. Inc. training younger peers and peer counseling.	✓ FY22	✓					✓
Youth leadership opportunities to develop leadership skills and provide opportunities for projects, including Annual Youth Summit.		✓				✓	✓
Project Success- School wide awareness & community outreach activities inc. alcohol free activities, campaigns to increase awareness & student-developed, pro-social messaging.		✓					
Yo Puedo Program - Recruitment of high-risk youth, visits to local universities, community service projects and recreational activities.		✓					
Strong Voices. Bold Choices - Youth promote messaging to peers		✓					

Local Programming:

- **Allegan County**
 - OnPoint: In FY22, began implementing a peer refusal skills curricula.
- **Kent County**
 - AC: Presentations provided to MS and HS youth on how to identify mental health red-flags and seek help and support. Presentations targeted to youth who identified that mental health concerns were connected to poor decision making and unhealthy behaviors.
 - N180: Mobilization of thousands of youth via the creation and advancement of the Above the Influence (ATI) -Kent County movement which celebrates the choices youth make daily to live above negative influences around them. Through ATI, the coalition creates spaces for even the most vulnerable to use their voice to make a difference.
 - WW: Student input is sought each year in planning school awareness campaigns encouraging youth leadership opportunities. School-wide awareness campaigns beyond Red Ribbon Week and National Drug Fact Week included Skills for Success at school, and social media safety.
- **Oceana County**
 - D10HD: Hosted TOPPC youth meetings and youth participated in community service projects and attended the Youth Summit, leading the icebreaker and an activity.
- **Ottawa County**
 - AC: Continued to provide the SLIC youth coalition with meetings once a month. Provided monthly youth leadership trainings on various topics of interest to youth.
 - OCDPH: Prime for Life taught to MS and HS students.

FAMILY DYNAMICS

Parent education and skills training.

Regional Strategies:

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Parenting Skills programming					✓		✓
Parent workshops on how to identify and respond to drug use.	✓	✓			✓ FY22		✓
Teach communication skills and how to prevent substance use and promote healthy choices.	✓	✓		✓			
Coordinate a collaborative committee to plan and implement enhanced parenting services and supports.	✓		✓	✓	✓		✓

Local Programming:

- **Allegan County**
 - OnPoint: Promoted virtual teen room as a resource for parents and continued to promote in FY22 through newsletters, open houses and other events. A video was created and distributed to schools to use with staff and parents on current trends which was promoted in FY21 and FY22. Parent resource training from the national traumatic stress network, was provided in collaboration with Great Start.
- **Kent County**
 - AC: Groups with MS and HS youth on healthy relationships and building positive, pro-social communication skills.
 - KCHD: Parent programming was conducted for Girl's Court groups. In FY22 Yo Puedo parent groups were also provided.
 - N180: Annual Lunch & Learns and Family Day activities
 - WW: Parent workshop on current trends in substance use, how to recognize a problem, talking to your child about substance use and resources for help. A video encouraging healthy communication with teens was developed for parents. In FY22 two virtual parent workshops were provided that include current trends, how to recognize and respond to youth substance use, and how to talk to your child about substance use. In addition, an in-person workshop was offered on social media safety and a video about social media safety was promoted to parents.
- **Lake County**
 - D10HD: An ACEs committee was established as part of the prevention coalition. Presentations and resources were shared with healthcare provider providers, community health workers and board members from Children's Trust Fund and community members.

FAMILY DYNAMICS

Local Programming, continued:

- **Mason County**
 - D10HD: Parent prevention packets shared through community partners (ex. libraries). Coordinated with great start collaborative to plan parent/family events.
- **Muskegon County**
 - AC: Provided the SFP 10-14 program, Nurturing Parenting Program, and 24/7 dads' programs. Provided a virtual parenting program similar to Circle of Parents bi-weekly. Coordinated collaborative with the Muskegon Parents' Initiative to increase parent education and support. Distributed interactive vaping graphic and virtual teen room to educate on signs and symptoms. Began offering Conscious Discipline skills in FY22.
 - MCHP: Provided 2 Hidden in Plain Sight presentations in two schools in FY22.
 - PHMC: Offered Parent Cafes, facilitated Fathers Matter Collaborative; participated in Muskegon Parenting Collaborative activities. During FY22 worked with released offenders through the EXIT program and Fresh Coast Alliance program to provide parenting skills. Also used the Dad Movement Podcast to promote and reinforce positive parenting skills.
- **Ottawa County**
 - AC: Provided the SFP 10-14 program, Nurturing Parenting Program, and 24/7 dads' programs. Provided a virtual parenting program similar to Circle of Parents bi-weekly. Coordinated collaborative with Ottawa County SCAN Council that works to increase parent education and support. Creation of a digital interactive Vaping Graphic and interactive virtual teen room to educate parents on signs and symptoms, also a parent education video series. Began offering Conscious Discipline skills training for parents in FY22.

FAMILY COMMUNICATION

Encourage parent communication regarding substance use.

Regional Strategies:

Promoted Talk Sooner Campaign to educate parents on the consequences of teen use, how to talk to their youth about the consequences through community events, social media, lunch and learns, and newsletters.

Had Family Meals Month to promote TalkSooner & family communication.

Provided info to parents at community events on how to talk to their kids.

	Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
Promoted Talk Sooner Campaign to educate parents on the consequences of teen use, how to talk to their youth about the consequences through community events, social media, lunch and learns, and newsletters.	✓	✓	✓	✓	✓	✓	✓
Had Family Meals Month to promote TalkSooner & family communication.	✓	✓ FY21	✓	✓ FY21		✓	✓
Provided info to parents at community events on how to talk to their kids.	✓	✓	✓	✓	✓	✓	✓ FY22

Regional Efforts:

TalkSooner.org

brought to you by Lakeshore Regional Entity

The regional TalkSooner campaign continued in FY21 and FY22. This campaign, developed in 2007, encourages parents of youth ages 10-18 to begin talking to their children about alcohol and other drugs at an earlier age. Marketing materials direct parents to visit the locally managed Talksooner.org website and to download the app on their smartphone. The campaign has continued to expand with more than 30 counties throughout Michigan participating.

TalkSooner is also used as a platform to promote Family Meals Month. This nationwide event is designed to underscore the benefits of family meals and help families share one more meal at home per week.

The LRE and prevention providers work collectively to promote Family Meals Month, host local events and develop regional promotional materials to support local efforts and to promote TalkSooner & family communication and involvement.

FAMILY COMMUNICATION, CONTINUED...

TalkSooner Campaign: FY21

During FY21, TalkSooner.org was visited 210 times, by 98 unique individuals resulting in 558 page visits. The average session duration was 1 minute and 45 seconds and the most frequently visited page was the 'What's Trending?' page.

- Homepage updated to include a new cover image and promote testimonials.
- Social posts on Facebook promoted the partnership between local healthcare providers, educators, law officials, and other community members with TalkSooner. Over a dozen posts with individual testimonies were shared.
- Partnered with mParks and the Michigan DNR to place promotional materials at ten Michigan parks, 77 rest stops, and 14 MDOT Welcome Centers. The posters will remain displayed indefinitely.



Media Coverage and Partner Shares

In addition to the paid promotion the following free coverage was received through media coverage and promotion by partner organizations.

- Cherry Health publicly shared its partnership with TalkSooner.
- Interview ran on WGVU news radio with a supplemental web story.
- Interview including a pediatrician at Metro Health – University of Michigan Health – with Channel 17's WXMI.
- Priority Heath published a 'Think Health' article on website promoting TalkSooner.
- WOODTV/Channel 8 and WGVU Morning Show published stories regarding National Drug Take Back Day.
- WILX News in Lansing, and Fox 17 News ran stories about TalkSooner partnership with MDNR/mParks.
- MDOT issued a news release announcing its partnership with Talksooner.
- Channel 13/WZZM aired public service announcements regarding Family Meals Month, and a sponsored Facebook article and banner ads on their website.
- Michigan State Parks distributed an e-newsletter to 595,047 people with article about TalkSooner resulting in 99 visits to the site.



FAMILY COMMUNICATION, CONTINUED...

TalkSooner Campaign: FY22

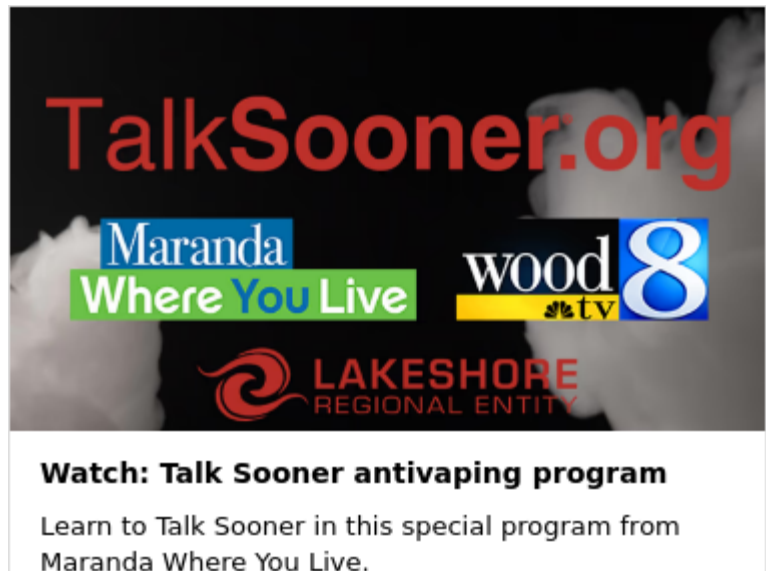
During FY2, Talksooner.org and the Lakeshore Regional Entity teamed up with Maranda from WOTV 4/WOOD-TV/Channel 8 to bring an original streaming “series” of mini segments on the “Truth About Teen Vaping” to West Michigan.

The series ran from April 18 through April 22, with a special all-day streaming on 4/20/22. Maranda canvassed all seven counties, interviewing more than twenty-five teens, parents, prevention specialists, principals, physicians, a prosecutor and more.

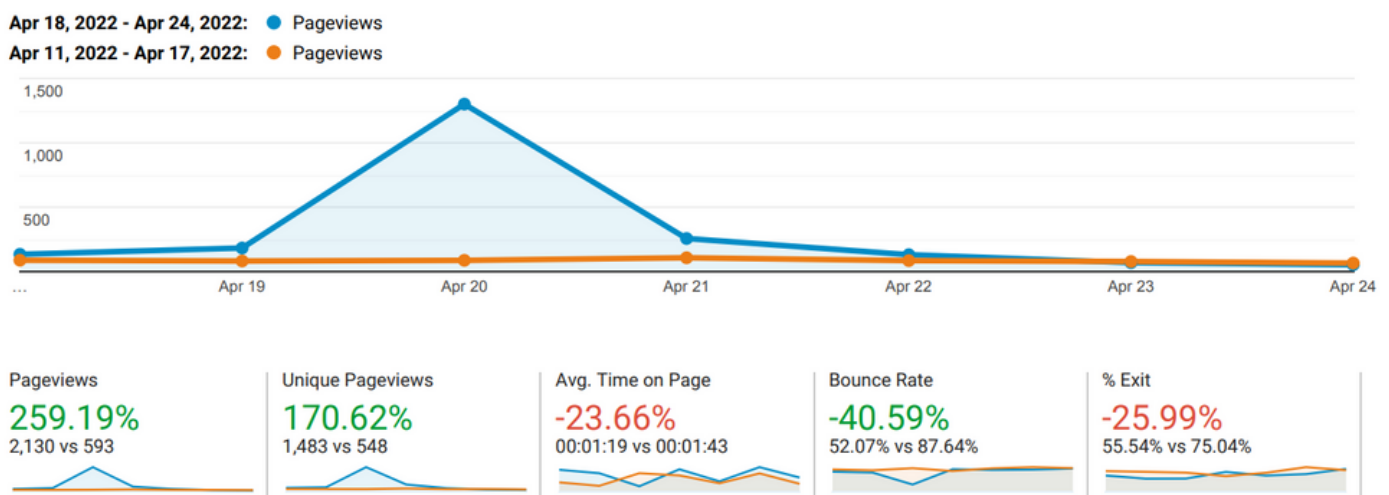
These segments continue to be available via: [Watch: Talk Sooner anti-vaping program](#)

Among visitors during the campaign week the majority were from Norton Shores (25%), followed by Grand Rapids (10%), Grand haven (4%), Wyoming (3%), and Allegan (2%).

Throughout the five-day campaign push, website traffic increased from an average of 104 users the previous week to an average of 196 users per day during the campaign. In addition, the bounce rate decreased indicating that more people were navigated beyond the homepage to explore the content, tips, and information TalkSooner has to offer.



Website traffic analysis during the campaign, compared to the prior week is summarized below:



FAMILY COMMUNICATION, CONTINUED...

Local Programming:

- **Allegan County**

- OnPoint: During FY21 and FY22 all events (virtual and in-person) are promoted along with TalkSooner resources and materials. Virtual promotion of Family Meals Month via flyers and social media was also conducted.

- **Kent County**

- AC: During FY22 began promoting TalkSooner throughout prevention programming.
- FOC: Disseminated TalkSooner brochures during resource fairs and community events and spoke to parents on how to talk to their kids about drugs and alcohol.
- KCHD: In FY22 coordinated a youth vaping event with local news personality emceeding; event was offered in-person, streamed live, and was available for streaming 3 weeks following the event. The recording was watched approximately 750 times. TalkSooner info was promoted throughout the event and also included in all parent programming.
- Network 180: In FY21 promoted via the region's TalkSooner marketing implementation plan.
- WW: Information about the TalkSooner website and app is always included in parent presentations and community resource fairs that we participate in.

- **Lake County**

- D10HD: Social media posts on TalkSooner. Family meals month promoted with bag giveaway. Partnered with food pantry and also Spectrum Health's Veggie Van on events. Toolkits provided at local library included TalkSooner information. TalkSooner info shared at various community events.

- **Mason County:**

- D10HD: Promoted TalkSooner campaign and Family Meals Month by providing info to parents at community outreach events. Partnered with local food pantry in FY22 to hand out prevention packets, including a family baking activity. In FY22 created family friendly 'escape the vape' portable escape room where families work together to solve riddles while learning about the risks of vaping.

- **Muskegon County**

- AC: Provided TalkSooner information to families at all events and programming.
- PHMC: In FY21 promoted TalkSooner at all outreach events. Worked with Fathers Matter collaborative membership at outreach events to assure awareness of resources in the community.

- **Oceana County**

- D10HD: TS included in all community outreach, social media efforts were implemented, and partnered with Shelby Public Schools for family meals month in FY21 and the county's annual coat drive in FY22. Provided bags with educational materials during a local food distribution event.

- **Ottawa County**

- AC: Promoted TalkSooner through our OSAP Digital Ecosystem (communication platforms), youth and parenting programming, and at community events. Promoted Family Meals Month through local food pantries, other organizations working on food insecurity, and OSAP Coalition.
- OCDPH: TalkSooner is promoted on Marijuana lock bag information sheets and as a resource provided to parents during the Vape Education class.

LIFE STRESSORS

Develop coping and refusal skills.

Regional Strategies:

Disseminate educational prevention material at community events.

Youth education and early intervention programs that teach refusal skills, social emotional skills, and encourage healthy choices.

Train students to provide support/mentoring to other students.

Allegan	Kent	Lake	Mason	Musk.	Oceana	Ottawa
✓	✓			✓	✓	✓
✓	✓			✓		✓
✓ FY22	✓	✓ FY21				

Local Programming:

During the pandemic, youth experienced enhanced stressors that exacerbated mental health issues. Providers and coalitions throughout the region expanded efforts to support youth and their families to enhance coping skills and promote resiliency.

• Allegan County

- OnPoint: Educational materials for suicide prevention were disseminated at every parent event, school open houses etc. The Early Risers after school and summer program was conducted at Fennville Elementary. PAL's program completed at 5 schools each year.

• Kent County

- AC: School groups and after-school programming on social skill building, relational aggression, positive peer relationships, and healthy life skills. ABC groups focused on decision making and caregiver-child relationships to reduce delinquent behaviors.
- FOC Kent: Youth leadership programming included strategies for making good choices and peer pressure. In FY22 used the PALs curriculum in area after school programs which incorporates leadership as well as social-emotional skills building and making healthy choices.
- KCHD: MIP Diversion Program offered monthly to youth referred by the courts.
- N180: ATI Kent County. Youth Mental Health First Aid.

• Muskegon County

- AC: Total Trek Quest teaches peer refusal skills, coping skills, and how to make healthy choices.
- PHMC: Offered Mental Health First Aid and QPR trainings.

• Oceana County

- D10HD: TOPPC youth group conducted a community service project with outreach on suicide prevention.

• Ottawa County

- AC: Provided suicide prevention info at events and assisted the Ottawa County Suicide Prevention Coalition in sending a mass mailing to every home in the county in FY21. Coordinated Building Resilient Youth who attend events and promotes suicide prevention info. Provided QPR Presentations to youth and adults. Coordinated a youth mental health first aid training. In FY22 provided peer refusal skills presentations to HS students and produced 24 youth-driven videos on mental health promotion skills.
- OCDPH: Addressed within Prime for Life programming.

Attachment A

Lakeshore Regional Entity, Prevention Metrics Tracking FY21 thru FY24

The following provides a summary of indicators targeted by Lakeshore Regional Entity, substance abuse prevention in the counties of Allegan, Kent, Lake, Mason, Muskegon, Oceana, and Ottawa. Unless otherwise specified, regional data was calculated using results from the Michigan Profile for Healthy Youth, Ottawa County Youth Assessment Survey, and Lake County Youth Survey. 'HS students' include 9th and 11th grades, with the exception of Ottawa County which includes 10th and 12th. 'MS Students' includes 7th grade, with the exception of Ottawa County which includes 8th grade.

Childhood and Underage Drinking	Progress Tracking				% Change
	2018	2020	2022	2024	
% HS students reporting recent alcohol use	16.6%	16.1%	16.1%		↓ 3%
% HS students reporting it would be easy to get alcohol	57.9%	58.8%	57.8%		~
% HS students report binge drinking is low risk	29.4%	29.2%	30.4%		↑ 3%
% HS students reporting 50% of peers drank in past month	31.9%	26.6%	28.7%		↓ 10%
Underage Marijuana Use	Progress Tracking				% Change
	2018	2020	2022	2024	
% HS students reporting recent marijuana use	13.8%	14.3%	11.9%		↓ 14%
% HS students reporting it would be easy to get marijuana	45.2%	46.7%	42.8%		↓ 5%
% HS students reporting marijuana use is low risk	55.0%	55.0%	55.2%		~
Underage Tobacco Use	Progress Tracking				% Change
	2018	2020	2022	2024	
% HS students reporting recent cigarette use	4.5%	2.9%	1.8%		↓ 60%
% HS students reporting recent vaping	24.1%	18.9%	14.0%		↓ 42%
% HS students reporting it would be easy to get cigarettes	44.5%	38.5%	20.3%		↓ 54%
Maintain formal Synar non-compliance (fail) rate at ≤20%	2.9%	9.5%	7.9%		↑ 172%
% HS students reporting smoking cigarettes is low risk	17.8%	18.0%	16.8%		↓ 6%

Prescription Drug Misuse	Progress Tracking				% Change
	2018	2020	2022	2024	
% HS students reporting recent misuse of Rx painkiller	3.7%	3.3%	2.6%		↓ 30%
% HS students reporting recent misuse of Rx stimulant	3.3%	3.1%	2.6%		↓ 21%
% HS students reporting using a Rx drug w/out Rx is low risk	22.0%	21.3%	20.9%		↓ 5%
Opioids	Progress Tracking				% Change
	2018	2019	2020	2021	
# Opioid related overdose deaths (MI-SUDDR)	123	145	189		↑ 54%
Rate Opioid related overdose deaths per 100k residents	11.1	12.7	14.4		↑ 30%
Opiate prescriptions written, rate per 10,000 residents (MI-SUDDR)	70	74	70		~
Early Initiation of Substance Use	Progress Tracking				% Change
	2018	2020	2022	2024	
% HS students reporting alcohol use of before age 13	9.1%	9.6%	10.8%		↑ 19%
% HS students reporting marijuana use before age 13	4.3%	4.4%	3.5%		↓ 19%
% MS students reporting marijuana use is low risk	38.2%	41.0%	39.9%		↑ 4%
% MS students reporting Rx misuse is low risk	24.2%	25.7%	23.3%		↓ 4%
% MS students reporting binge drinking is low risk	30.7%	31.9%	29.1%		↓ 5%
% MS/HS students reporting at least one best friend committed to being drug free (exc. Lake and Ottawa)	72.8%	72.1%	74.2%		↑ 2%
% MS students could ask parents for help with a personal problem	85.4%	83.5%	82.7%		↓ 3%
% MS student's family have talked to them about alcohol or other drugs	69.8%	67.4%	67.7%		↓ 3%
% MS students reporting depression in past year*	25.0%	28.0%	30.2%		↑ 21%
% HS students who seriously considered suicide, past year*	20.5%	17.7%	20.1%		~

* There are many efforts other than those within this plan working to address mental health issues. This plan is a component of larger community efforts to address this complex issue.