



## **Strategic Plan 2018 - 2022**

Our mission is to reduce substance use disorder in Muskegon County through education, prevention, and treatment.

In the summer of 2017, over 40 agency leaders, professionals, parents, and citizens from Muskegon County came together to develop the Coalition for a Drug Free Muskegon's third long term strategic plan. The Coalitions has had dramatic community level outcomes in reducing youth substance abuse in the past ten years and is committed to continuing these efforts. Using the Strategic Prevention Framework (SPF) planning process, the Coalition's *next* five-year plan calls for multiple initiatives and efforts to reduce the use and abuse of substances among area youth and adults.

The SPF process utilizes the most recent community data, leverages partnerships, and enhances community level decision making with a focus on six main goals:

1. Reduce tobacco use pregnant women
2. Reduce tobacco use among teens, including electronic vaping products
3. Reduce alcohol use among teens and binge drinking among young adults
4. Reduce marijuana use among teens
5. Reduce opioid related drug overdose deaths
6. Increase in persons accessing substance use disorder treatment

The members developed multiple objectives and strategies to support the goals over the next five years. It is our collective hope that county leaders, businesses, parents, faith-based leaders, youth, and residents will respond to this plan of action and help reduce substance abuse and its impact in Muskegon County.

## GOALS, OBJECTIVES AND STRATEGIES

**GOAL 1:** Decrease the percent of high school students reporting current use of vaping products by 43% (from 17.5% to 10.0%) and decrease the percent of young adults age 18-24 reporting recent use of vaping products. (establish baseline)

**OBJECTIVE 1.1:** Decrease the percent of high school students and young adults reporting use of vaping products is low-risk (establish baseline).

### STRATEGIES:

- Decrease the high visibility of vaping stores:
  - Explore current legislation & advocate for improved restrictions at state and local levels including distribution of free samples.
  - Advocate for mall to adopt restrictions regarding vaping products.
- Raise awareness of the risks/dangers of vaping:
  - Counter-educational marketing to raise awareness of risks of ‘vaping’.
  - Encourage e-vape education and information on the risks of ‘vaping’ in the schools.
  - Offer opportunities to increase vaping awareness for adult community, health care providers & home visitors, such as:
    - Conduct ‘Hidden in Plain Sight’ to assist parents in understanding and identifying vaping and other drug-related paraphernalia.
    - “Not Just About Nicotine Summit” with Tall Cop.
- Support schools’ efforts to actively and effectively enforce regulations regarding vaping products, including ability of school staff to identify and respond to youth using or possessing vaping products.

**GOAL 2:** Decrease the percent of mothers who gave birth that report smoking during pregnancy by 30% (from 28.8% to 20%).

**OBJECTIVE 2.1:** Increase the percent of pregnant smokers who quit smoking before or during pregnancy. (establish baseline)

### STRATEGIES:

- Increase availability of cessation resources:
  - Train providers and home visitors in evidence-based cessation programs such as Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT)
    - Provide a Motivational Interviewing training specific to tobacco addiction for home visitors and frontline staff.
    - Seek grant funding to support additional cessation programming.
  - Explore comprehensive addiction programs for tobacco treatment and work toward an addiction based model for addressing tobacco throughout Muskegon County.
- Raise awareness of the risks to self and baby of smoking while pregnant through provision of multi-systemic education:

- Educate providers on risks & recommended physician practice guidelines for pre and post-delivery.
- Provide/increase consistent resources for zero to 5 for home visitors (LLG, CHWs, OBGYNs) to ensure consistent messaging regarding tobacco use while pregnant.
- Identify or develop a resource tool to ensure consistent messaging for maternal smoking for all county agencies.
- Provide educational opportunities for partners (dads/significant others).

**GOAL 3:** Sustain reductions in high school students reporting recent use of cigarettes at 7.5% or below (MIPHY 2016).

**STRATEGIES:**

- Promote responsible tobacco retailing with programs such as No Cigs for Our Kids
- Advocate for restrictions on tobacco products and possession including e-cigarettes for minors and for smoke-free environments through policy change.
- Educate youth and parents on risks of tobacco use, actual smoking rates, how parents can talk to their children about smoking, and available cessation resources.

**GOAL 4:** Decrease the percent of college students that report binge drinking in the past two weeks by 38% (from 26.5% to 16.5%)

**OBJECTIVE 4.1:** Decrease the percent of young adults age 21 to 25 who report they have provided alcohol to someone under the age of 21 in the past year (establish baseline).

**STRATEGIES:**

- Raise awareness of the consequences of providing to minors among young adults age 21-25:
  - Raise awareness of legal ramifications of providing alcohol to minors.
  - Partner with schools to provide comprehensive awareness programs.
  - Marketing campaign using a campaign like ‘parents who host lose the most’ that targets students.

**OBJECTIVE 4.2:** Decrease the percent of young adults that report having used alcohol in the past year because of stress, depression or anxiety. (establish baseline)

**STRATEGIES:**

- Provide resources and supports to reduce self-medication with alcohol to cope with unaddressed mental health issues:
  - Assess on-campus services/support groups.
  - Partner with other community efforts to support skill-building opportunities to help young adults cope with life stressors without alcohol or other drugs such as meditation, self-empowerment, and physical activity.
  - Media campaign to raise awareness of the relationship between mental health and substance use (alcohol); partner with mental health experts.

- Increase availability of Mental Health First Aid or other mental health initiatives in Muskegon County.
- Identify and promote brief screening tools for young adults that address mental health and alcohol problems.

**OBJECTIVE 4.3:** Increase the percent of young adults that correctly identify problem drinking levels. (establish baseline)

**STRATEGIES:**

- Improve the ability of young adults over the age of 21 to know their ‘limits’ for safe drinking:
  - Promote a ‘friends don’t let friends’ buddy system.
  - Develop safe drinking campaign including messaging on risk of poisoning, sexual assault, underage drinking, and other risky behavior at colleges.
  - Work with colleges to provide parent education to encourage parents to talk to their young adult children about the dangers of alcohol consumption and how to stay safe.
  - Increase use of screening tools to assess and address high-risk drinking behavior.
  - Expand the FacetheBook campaign to college age young adults.

**OBJECTIVE 4.4:** Decrease the percent of young adults who report binge drinking is low-risk. (establish baseline).

**STRATEGIES:**

- Raise awareness of the consequences of getting caught drinking among young adults age 18-20:
  - Work with colleges/universities to distribute messaging about the risks of underage drinking.
  - Media campaign on the consequences of underage drinking targeting young adults age 18-20.
  - Expand the FacetheBook campaign to college age young adults.
- Work to counter the community norm that encourages heavy drinking as necessary for fun:
  - Publicize alcohol-free fun events.
  - Promote message that it’s okay not to drink; Just because you’re of legal age doesn’t mean it’s right for you.

**GOAL 5:** Sustain reductions in high school students reporting recent use of alcohol at 18.6% or below (MIPHY 2016).

**STRATEGIES:**

- Educate parents on youth use and how to talk to their children about drinking and promote Talk Sooner.
- Coordinate law enforcement and media awareness regarding consequences during Alcohol Awareness Month.
- Enhance Responsible Beverage Service training in Muskegon County.

- Encourage positive behavior through expansion of Michigan Integrated Behavioral Health and Learning Support Initiative (MiBLSI) and programs enhancing Multi-Tiered Systems of Support within school districts.
  - Expand ancillary community level programs like Ride With Pride within schools.
  - Assist school districts adopt parent or adult pledge programs like 'Safe Homes' or Parents Who Host.

**GOAL 6:** Sustain reductions in high school students who report riding with a driver who had been drinking in the past month at 12.2% or below (MIPHY 2016).

**STRATEGIES:**

- Raise awareness that buzzed driving is drunk driving through media campaigns.
- Increase parent communication with their children about the dangers of riding with drivers that have been drinking.
- Encourage all bars, restaurants, and alcohol retailers to utilize transportation resources and services.
- Advocate for 100% participation in responsible beverage training for bar and restaurant owners.
- Maintain FacetheBook or other consequence campaign.

**GOAL 7:** Sustain reductions in high school students reporting recent use of marijuana at 15.3% or below (MIPHY 2016).

**OBJECTIVE 7.1:** Decrease the percent of high school students that report smoking marijuana once or twice a week is low-risk by 10% (from 56.6% to 51.0%)

**STRATEGIES:**

- Counteract the mixed message caused by the legalization/medical debate:
  - Educate parents on marijuana's increased THC levels and different ways to use (dab, vape pens) and support them in communicating to their children regarding the risks.
  - Partner with law enforcement to ensure uniform policies in Muskegon County.
  - Assist with ongoing research efforts to document the risks of marijuana use.
  - Educate the community on Facts regarding marijuana.
    - Encourage the physician community to discuss marijuana/ drug use with patients.
    - Develop messaging on the risks of marijuana use that is supported with data and statistics; work with trusted sources to endorse and promote message.
    - Provide information and educate youth on health risk of use starting at an early age and that having a medical marijuana card does not provide protection.
- Monitor marijuana related legislation and advocate for effective state and local laws; Advocate to prohibit the legalization of recreational marijuana in Michigan to protect the safety of citizens.
- Educate community organizations regarding harmful economic development issues associated with recreational marijuana legalization.

**GOAL 8:** Reduce accidental opioid overdoses and deaths in Muskegon County by 50% (From 35 to 18 by 2022)

**OBJECTIVE 8.1:** Decrease prescriptions written for opioids by 30% (from a rate of 15,102 per 10,000 residents in 2015 to 10,610).

**STRATEGIES:**

- Improve understanding of best practices and risks of prescribing opioids in the medical community:
  - Educate prescribers on CDC guidelines for opioid prescribing practices and titration protocols and promote adoption of those guidelines.
  - Increase Medication Assisted Therapy (MAT) programs within health care systems.
  - Utilize MAPS data base to provide analytics and trending to provide resources for best-practice and narrow target areas for improvement.
- Advocate for alternative methods of pain management with physicians and insurance companies:
  - Encourage policies that allow for health coverage for alternative pain management.
  - Educate medical community about alternative methods of pain management and promote.
  - Educate community about alternative methods of pain management.
- Raise awareness of the risks of opioid prescriptions among people seeking medical care and their caretakers:
  - Raise community awareness about the risks of opioid prescriptions. (72%, 13)
    - Social marketing campaign on the risks of opioid prescriptions. (50%, 9)
    - Work to change rules about marketing of pills and reduce pill marketing. (44%, 8)
    - Promote overdose awareness day & conduct overdose awareness events. (39%, 7)
  - Encourage providers, pharmacists, dentists, and others in the medical community to educate recipients of opioid prescriptions on their risks both verbally and by providing written information.
  - Continue prescription drug take back efforts such as the Muskegon Area Medication Disposal Project
  - Educate community on recognizing overdose risk factors and reversal options.

**GOAL 9:** Increase the number of individuals accessing publicly funded substance use disorder treatment by 5% (from 1,192 in 2016 to 1,252).

**OBJECTIVE 9.1:** Increase the number of persons seeking publicly funded treatment by 5%.

**STRATEGIES:**

- Reduce the stigma associated with addiction:
  - Raise community awareness of the science of addiction and treatment options through marketing and community events, including non-SUD professionals and the faith-based community.
  - Determine essential gaps in treatment continuum and work to expand:

- Research non-traditional evidence-based practice treatment options.
- Ensure availability of faith-based and non-faith-based options.
- Expand number of recovery coaches in community; support their outreach in the community by telling their story and being placed throughout the community (make them ubiquitous). (53%, 9)

**OBJECTIVE 9.2:** Increase evidence-based SUD treatment options in Muskegon County (establish baseline).

**STRATEGIES:**

- Improve ability of community to recruit and retain quality SUD treatment clinicians:
  - Identify and develop local training opportunities.
  - Encourage SUD training and credentialing among professionals, college students, and within the healthcare fields.
  - Partner with colleges/residency programs to increase opportunities for professional placement.
- Increase access to Medication Assisted Therapy (MAT) programs within health care.
- Work to increase advocacy for treatment to provide the significant resources necessary:
- Work to build private (business)/public partnerships to fund, support and refer to evidence-based recovery resources.

**OBJECTIVE 9.3:** Increase the percent of persons presenting for publicly funded treatment that are referred by the medical community by 100% (from 2.4% in 2016 to 4.8%).

**STRATEGIES:**

- Improve identification and referral for addiction in the medical community, including early signs and mental health problems:
  - Support medical community in understanding available resources for mental health and substance abuse they can refer patients effectively.
  - Provide educational opportunities and information to the medical community.
  - Encourage use of Screening Brief Intervention and Referral to Treatment (SBIRT) screening tool.
  - Identify or develop protocols for titration and promote adoption.