



CLINTON • GRATIOT • MONTCALM

# **Substance Use Disorder (SUD) Prevention at MMDHD**

*A Summary*

*February 24, 2021*

# *SIX FEDERAL SUD PREVENTION STRATEGIES*

**INFORMATION**

**PROBLEM ID &  
REFERRAL**

**COMMUNITY  
DEVELOPMENT**

**EDUCATION**

**ALTERNATIVE  
ACTIVITIES**

**ENVIRONMENTAL  
CHANGE**

*SAMHSA's Model for  
SUD Prevention Planning*

# STRATEGIC PREVENTION FRAMEWORK



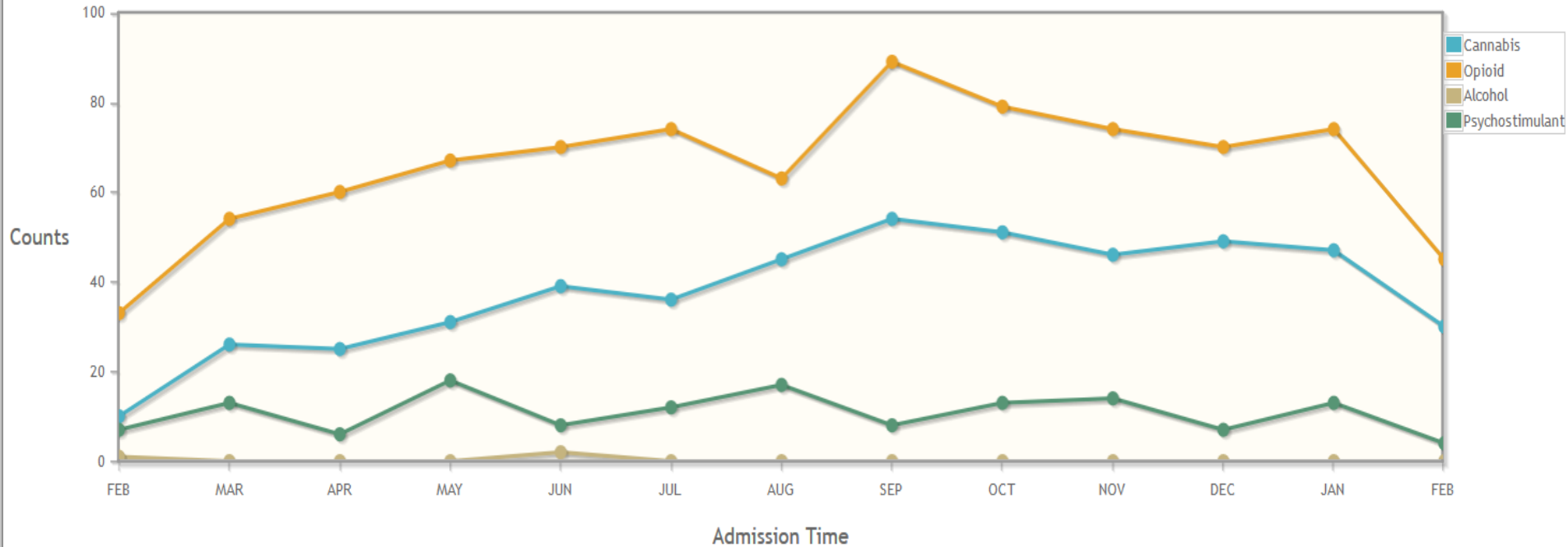
*SAMHSA's Model for  
SUD Prevention Planning*

# ASSESSMENT = *DATA ANALYSIS*

- **MiCelerity**
- **Mid-State Health Network (MSHN)**
- **MiPHY**
- **Monitoring the Future**
- **Office of Highway Safety**
- **HIDTA Regions**
- **Local surveys**
- **etc.**

# MiCelerity Data Example:

Event History



1127 out of 2611 are missing admission date and not plotted on graph.

Time Range

Last 365 Days

Admission Date: From (mm/dd/yyyy)

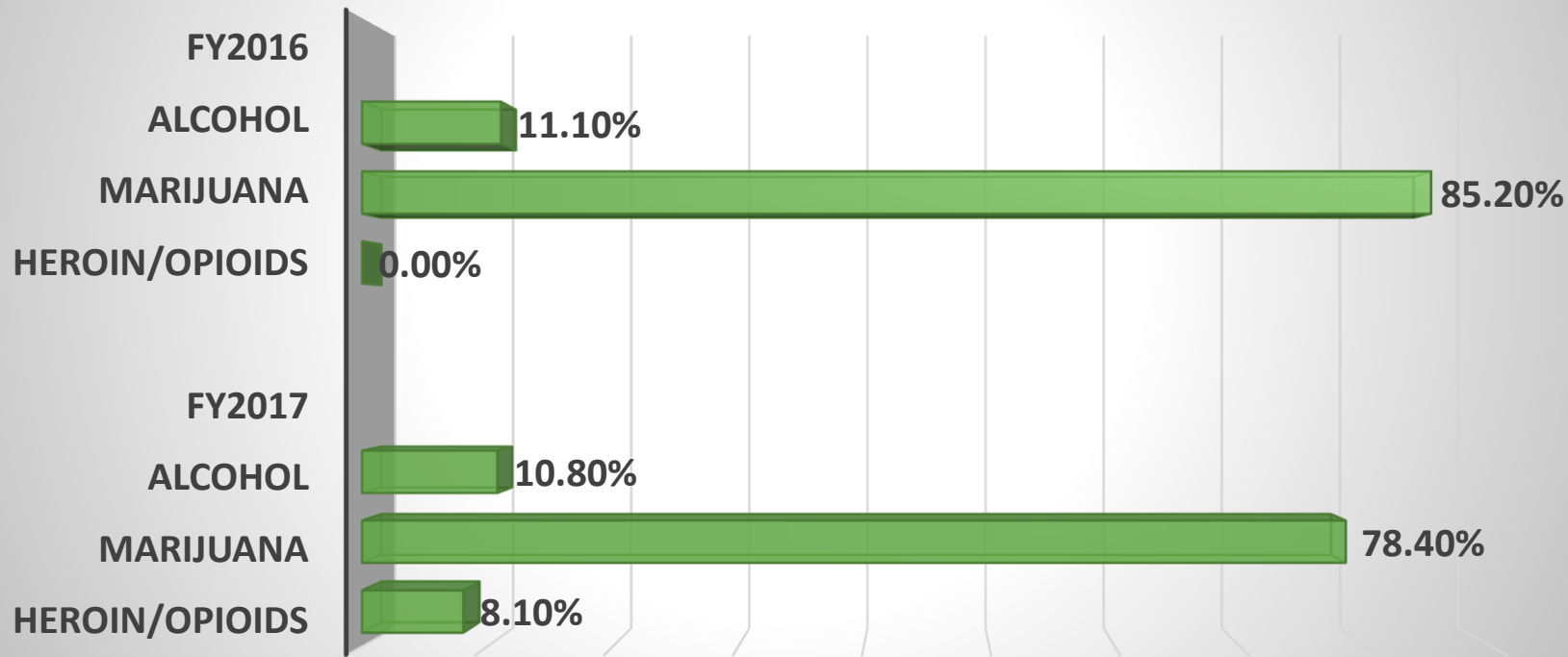
02/18/2020

Admission Date: To (mm/dd/yyyy)

02/17/2021

# MSHN Data Example:

## Primary Drug at Admission for Treatment; 0-17 ages in Montcalm County - Fiscal Year 2016 and Fiscal Year 2017 (October - June)

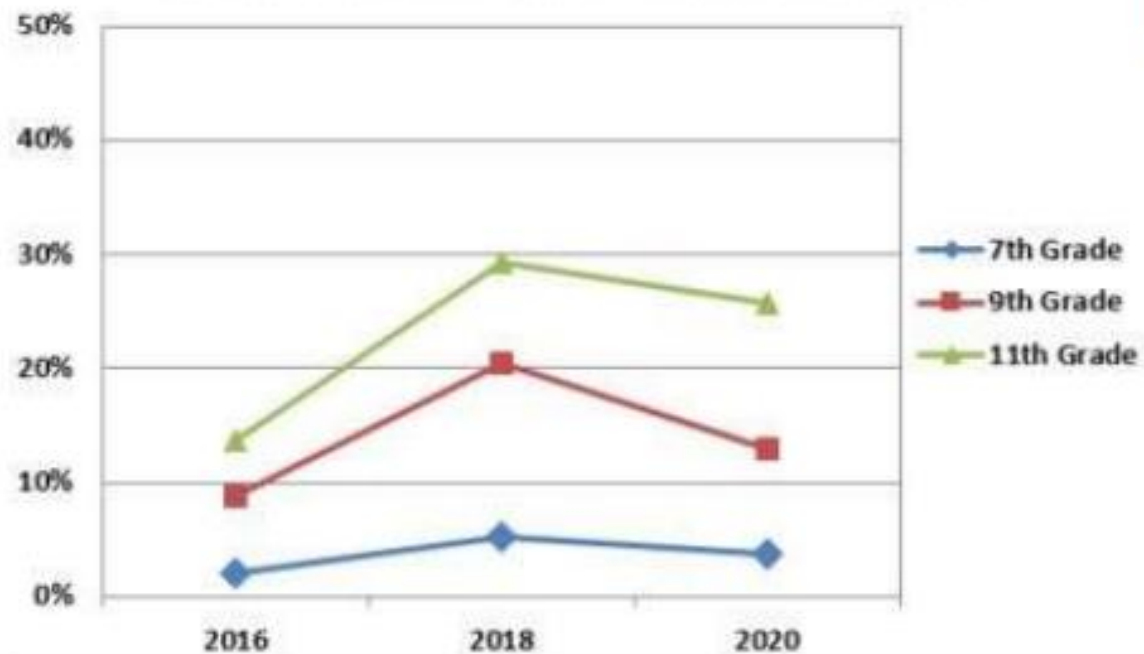


Source: Mid-State Health Network; CareNet

# MiPHY Data Example:

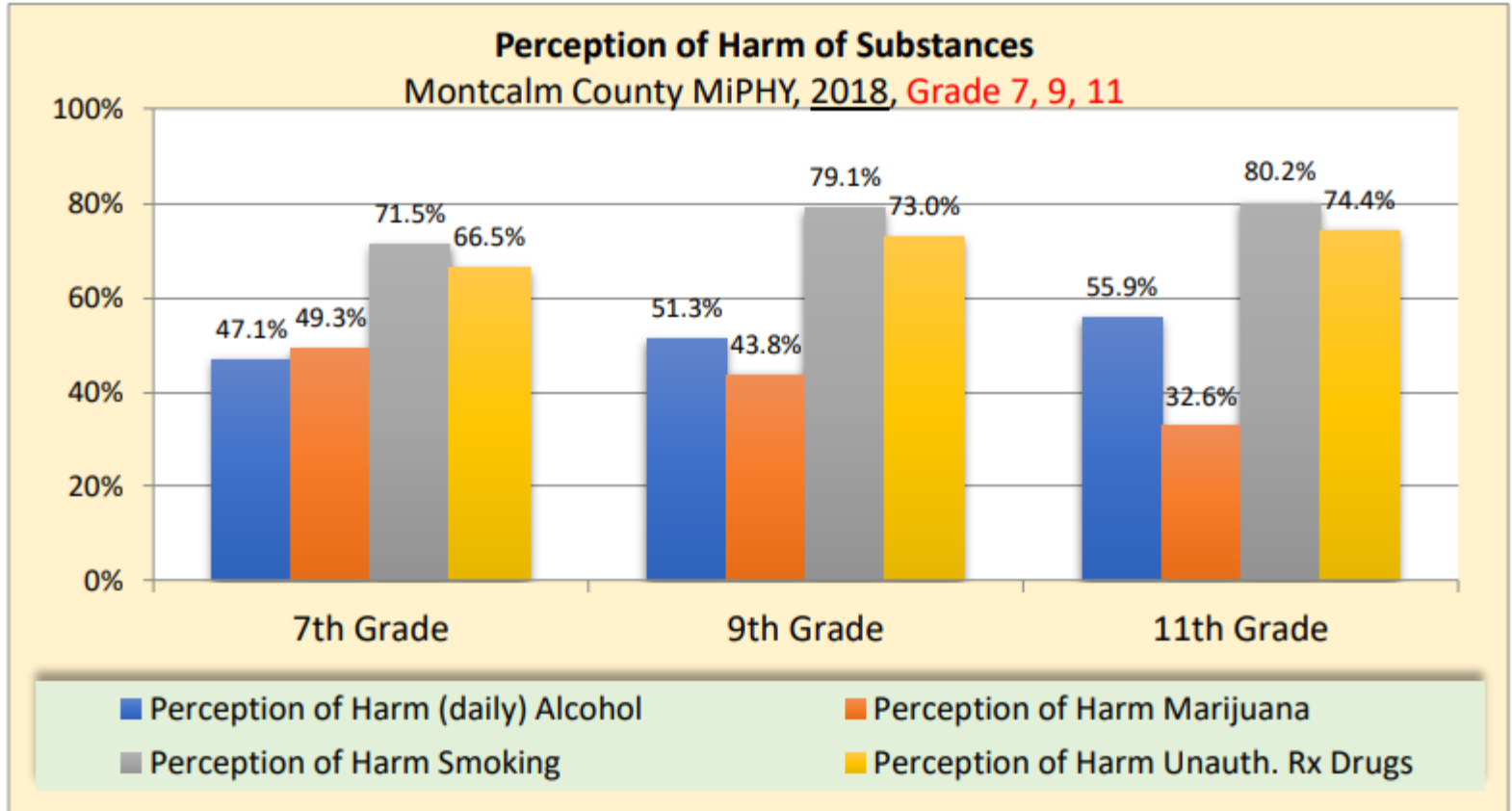
## Vaping DATA

Electronic Vapor Products Past 30 Day Use



Source: Local  
MIPHY DATA

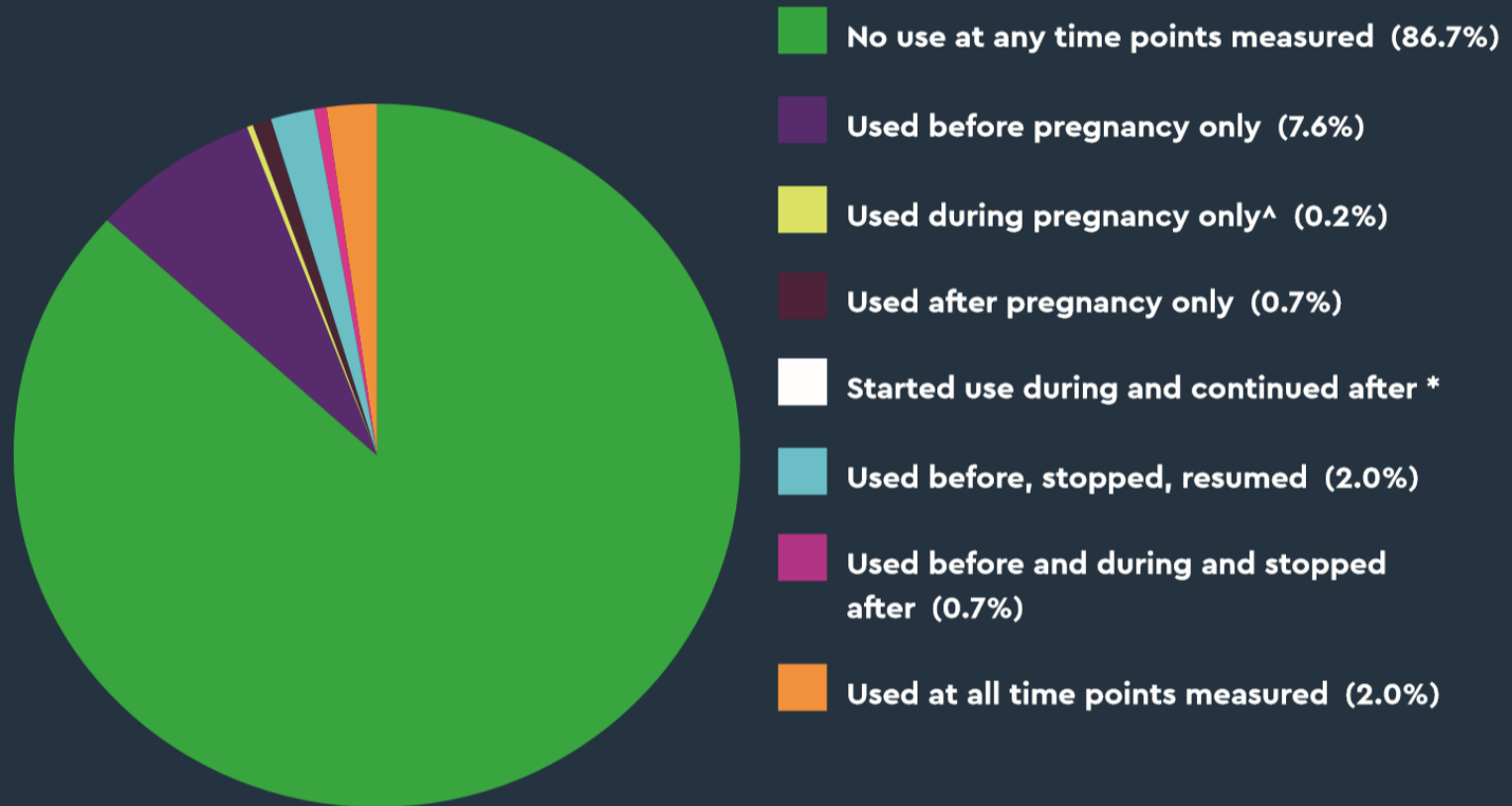
# MiPHY Data Example:



# HIDTA Data Example:

## Cannabis Use and Pregnancy

**FIGURE 13:  
Estimated  
Percentage  
of Cannabis  
Use around  
the Perinatal  
Period among  
Michigan  
Mothers  
Giving Birth  
in 2016–2017**



CAPACITY =

*PREVENTION PARTNERS*

➤ **Local Partners**

- Volunteers; Businesses; Media; Schools; Agencies; United Way

➤ **Regional Partners**

- MSHN – 21 Counties

➤ **State Partners**

- MPA; OROSC; Other DFC Coalitions; FAN

➤ **National Partners**

- National Initiative Linkages; CADCA

# CAPACITY = *RESOURCES*

- **Local Demographics, Geography, etc.**
- **Community Assets and Deficits**
- **Who has Interest in Changing Outcomes ...**
- **Funding Sources**

# Drug Free Communities Coalitions:

## Clinton County Substance Abuse Prevention Coalition

- \* **Vision:** To prevention and/or reduce use of alcohol, tobacco, and other drugs among all Clinton County residents, with a special focus on youth.
- \* **Mission:** To reduce the harm caused by alcohol, tobacco, marijuana, and other drugs in Clinton County by fostering community action, education, support and collaboration.

# Drug Free Communities Coalitions:

## Two main goals of the DFC Program...

- \* Establish and strengthen collaboration among communities, public and private non-profit agencies; as well as federal, state, local, and tribal governments to support the efforts of community coalitions working to prevent and reduce substance use among youth.
- \* Reduce substance use among youth and, **over time, reduce substance abuse among adults** by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

# Drug Free Communities Coalitions:

## The 12 Sectors

- Youth
- Parent
- Media
- Business
- School
- Youth-Serving Organization
- Law Enforcement
- Civic /Volunteer Groups
- Healthcare Professionals
- State/Local/Tribal Government with expertise in Sub. Abuse
- Other Substance Abuse Organization
  - Faith Based Organization

# Drug Free Communities Coalitions:

## Seven Behavior Change Strategies

Comprehensive Coalitions Implement Multiple Strategies:

1. Provide information
2. Build skills
3. Provide social support
4. Reduce barriers / enhance access
5. Change consequences / incentives
6. Alter the physical design of the environment
7. Change policy and rules

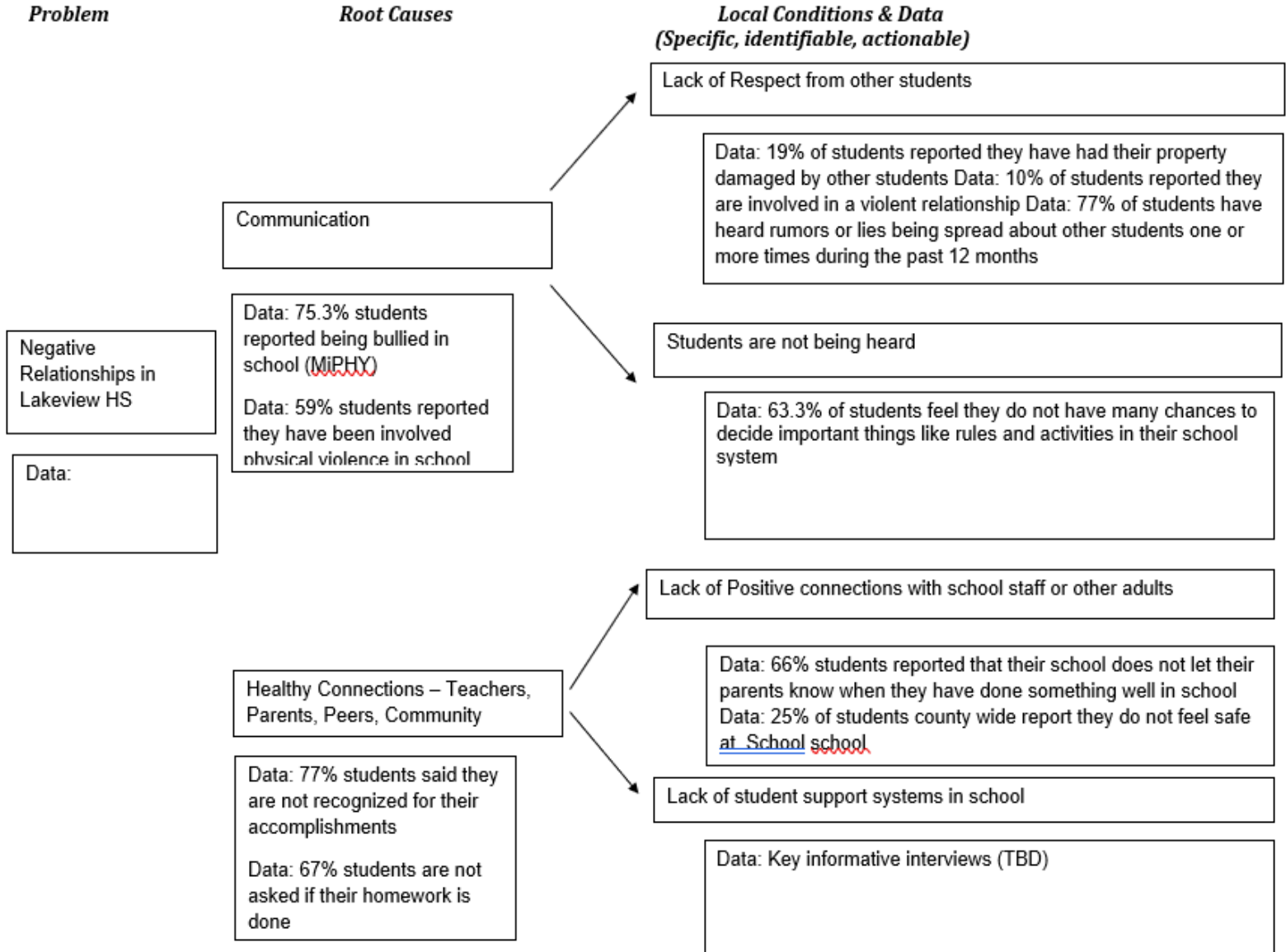
# PLANNING =

## *MERGING DATA & PROCESS*

- **Selecting Data to Identify Measurable Outcomes**
- **Selecting Measurement Tools**
- **Creating Logic Models to Identify –**
  - Indicator Measures
  - Strategies to Implement
  - Who will Implement Strategies
  - Setting Specific Goals and Objectives

# Planning Examples – Logic Models:

Coalition: Montcalm Prevention Collaborative – Lakeview HS Leadership Team



# IMPLEMENTATION = *PROGRAM INITIATIVES*

- **Drug Free Communities Coalitions (Grants) ---**  
Clinton, Montcalm and Gratiot
- **Recovery & Integrated Services of Care (RISC)**
- **Youth Leadership Initiatives ---** High School  
Leadership Teams, Youth Wellness Teams,  
Peer Assisted Leadership
- **Project Success (7<sup>th</sup> & 9<sup>th</sup> Grade Classrooms)**

# IMPLEMENTATION =

## *PROGRAM INITIATIVES - cont.*

### ➤ **Community Presentations –**

*Library Series* = Vaping, ACEs, Opioid Addiction,  
The Sweet Six Wellness Model

*Recovery and Community Sites* =

Intentional Stillness (Meditation /  
Mindfulness Training)

### ➤ **100 Acts of Kindness**

# IMPLEMENTATION =

## *PROGRAM INITIATIVES - cont.*

### ➤ **Social Media Initiatives –**

- *Social Media presence through paid ads, campaigns, etc.*
- *Youth Influencer Training: Content Creation, Graphic Design, Data Analysis.*
- *Podcast Launch*
- *Website launch – [drugfreeclinton.org](http://drugfreeclinton.org)*

### ➤ **Spring Prevention Forum – May**

- *Facebook Lives (social media, healthy relationships, etc.)*

# IMPLEMENTATION = *PROGRAM INITIATIVES - cont.*

## ➤ **Billboard Contest**



# EVALUATION = *Measuring Progress & Adjusting Course*

- **Using Experiences to Map Next Steps**
  - Identifying successful and unsuccessful investments
  - Feeding Back Into the SPF Model Assessment Step
  
- **Preparing Reports to –**
  - The Community Partners
  - The Greater Community
  - The Funding Source(s)



# TEEN SUBSTANCE USE

# 2020

## Clinton County Teens **Have Never**

MiPHY Survey Results

At Clinton Substance Awareness & Prevention Coalition, we believe in the prevention of chemical, tobacco, drug and alcohol use by our Clinton County youth. We achieve our goal through the engagement of "Protective Factors" that help young people resist risky behaviors in our schools and community.



### Have Never Drank Alcohol

64.9% have never drank alcohol.

### Have Never Tried Cigarettes

83.3% have never tried cigarette smoking.



### Have Never Tried Marijuana

77.2% have never used marijuana.

### Have Never Tried Rx Drugs

96.7% have never tried a prescription drug such as Ritalin, Adderall, or Xanax without a doctor's prescription during the past 30 days.



To learn more about substance awareness and prevention, visit us online at [drugfreeclinton.org](http://drugfreeclinton.org)



# TEEN NICOTINE USE

# 2020

## Most Clinton County Teens Don't

MiPHY Survey Results

### Who Was Surveyed?

7 Grade: MS

9 Grade: HS

11 Grade: HS

4 Districts

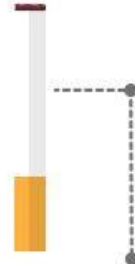


### HS Students

83.3% **HAVE NEVER** tried cigarette smoking.



In the 2018 survey, 83.4% never tried cigarette smoking.



**HS Students**  
97.3% **HAVE NOT** smoked cigarettes in the past 30 days.



80%

### HS Students

80.7% **HAVE NOT** used an electronic vapor product in the past 30 days.



In the 2018 survey, 75.6% didn't use an electronic vapor product in the past 30 days.



### Borrowing Vapes

47.9%

Almost half the HS Clinton County teens who vaped in the past 30 days, borrowed their vaping product.

Vaping is not harmless. Vaping nicotine can alter teen brain development and lead to a nicotine addiction.



In the 2018 survey, 96.1% didn't smoke cigarettes in the past 30 days.

## MICHIGAN TOBACCO QUITLINE

1.800 **Quit.Now** 784.8669



### 13 Years Old

13 years old is the **AVERAGE** of a teen's first tobacco use.



**The Good News?** 97.6% of students reported their parents felt cigarette use to be wrong or very wrong.



**CLINTON**  
SUBSTANCE AWARENESS &  
PREVENTION COALITION

### Clinton County Teens -Great Job!

Nicotine prevention and awareness is working! We need to continue to educate students and parents about the dangers of nicotine and vaping products, especially with how fast new products keep entering the market.

At Clinton Substance Awareness & Prevention Coalition, we believe in the prevention of nicotine by Clinton County youth. We achieve our goal through the engagement of "Protective Factors" that help young people resist risky behaviors in our schools and local community.

Visit us online at [drugfreeclinton.org](http://drugfreeclinton.org)

Presented by:

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John Kroneck*