



SUD PREVENTION SUMMARY OF ACTIVITIES



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FY2024



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An overview of substance use disorder (SUD) prevention initiatives supported through the LRE between October 1, 2023 and September 30, 2024 with review of related metrics.

Prepared by



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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 2023/2024 (FY24). 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 provides a record of activities to inform multi-year outcome evaluation for regional prevention services. Data reviewed in this report has been updated as available.

The most recent youth survey data available at the time of this report's publication was for school year 2024.

Prevention providers funded during this time period include:

OnPoint (*formerly 'Allegan County Community Mental Health Services'*)

Arbor Circle (AC)

Community Mental Health of Ottawa County (CMHOC)

District 10 Health Department (D10HD)

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

Persons Served: 83,460

During FY24, more than 80,000 individuals received prevention services throughout the region.

Persons Served	FY24
Allegan	9,339
Kent	45,240
Lake, Mason & Oceana	5,105
Muskegon	3,168
Ottawa	13,385
Region Total	83,460

Estimated Reach: 3.09M

Estimated reach is collected for activities where when an official count of persons is not possible. Providers estimate that they have achieved more than 3 million impressions through campaigns such as TalkSooner, Above the Influence, and others.

Hours of Service: 11,064

In FY24, more than 11,000 hours of direct service were provided:

Hours by Strategy Type	FY24
Education	3,576
Community Based	5,215
Environmental	993
Information Dissemination	154
Student Assistance/ Prevention Assmt	666
Alternative	461
Region Total	11,064 hours

PRIORITIES AND TARGETED ROOT CAUSES

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.

The pages that follow provide an overview of relevant information related to targeted root causes and initiatives implemented during FY24 to address each.

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Priority: Prevent youth substance misuse of alcohol, marijuana, vaping, & Rx misuse.

Targeted intervening variables to prevent and reduce youth substance misuse, and the page on which you will find information about each are as follows:

Low Perception of Risk..... [Page 5](#)

Parent Communication (pg. 8)

Youth awareness of the potential risks (pg. 9)

Adults identify substance misuse and provide support. (pg. 11)

Availability of Substances..... [Page 12](#)

Responsible retailing of legal substances (pg. 13)

Youth access to legal substances in their homes (pg. 15)

Promote Protective Factors..... [Page 16](#)

Positive peer groups/social norms (pg. 17)

Prosocial involvement (pg. 18)

Positive Family Dynamics (pg. 19)

Enhance coping, problem-solving, and social/emotional skills (pg. 19)

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Priority: Decrease youth and young adults with untreated mental illness or addiction and related harms.

Targeted intervening variables to decrease in youth and young adults with untreated mental illness or addiction, and related harms are as follows:

Ability to Access Services & Supports..... [Page 22](#)

Early identification (pg. 22)

Address social determinants of health, including trauma (pg.23)

Community barriers to accessing services, support, and resources (pg, 24)

Prevent Harms..... [Page 27](#)

Driving Under the Influence (pg. 27)

Risk of Substance Misuse During Pregnancy (pg.28)

Risk of Substance Misuse for Older Adults (pg. 28)

Overdose Related Deaths (pg. 28)

YOUTH SUBSTANCE MISUSE

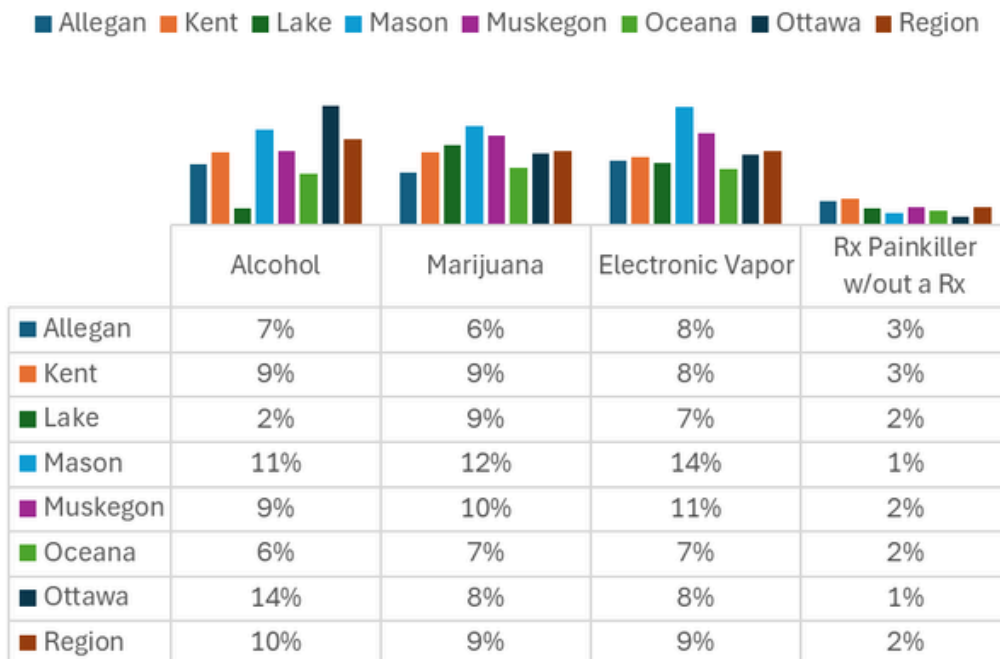
Within the LRE region, the rate of high school students reporting recent use of alcohol, marijuana, vaping, prescription medication misuse and cigarettes have been decreasing continually since 2018.

High School Students Reporting Recent Use of the Following, LRE Region

Recent Use:	2018	2020	2022	2024	Trend
Alcohol	16.6%	16.1%	13.8%	10.1%	↓
Marijuana	13.8%	14.3%	11.9%	8.7%	↓
Vapor Product	24.1%	18.9%	14.0%	8.7%	↓
Rx Painkiller Misuse	3.7%	3.3%	2.6%	2.2%	↓
Rx Stimulant Misuse	3.3%	3.1%	2.6%	1.4%	↓
Cigarettes	4.5%	2.9%	1.8%	1.1%	↓

Across the region, rates vary slightly by county with Ottawa County having the highest rate of recent alcohol use and Mason County having the highest rate for recent vaping and marijuana use.

Percent of High School Students Reporting Recent Use of the Following, by County in 2024

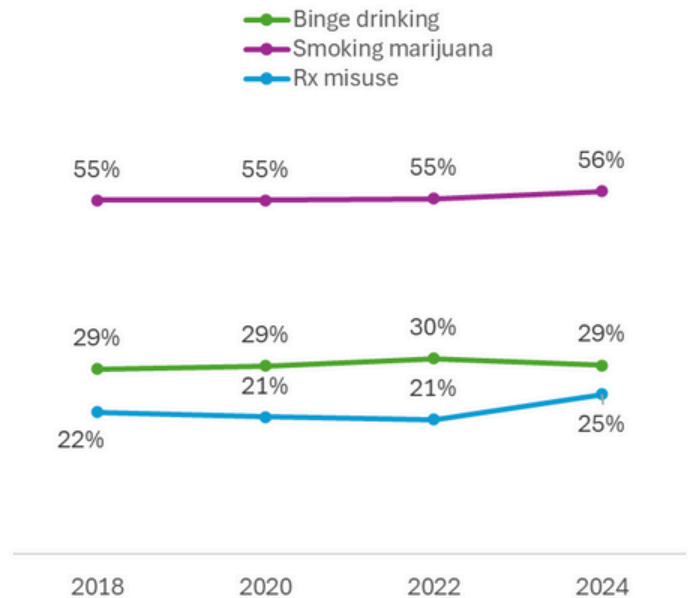


LOW PERCEPTION OF RISK

Research consistently shows that the easy availability of alcohol or drugs is a significant risk factor for their use, particularly among adolescents and young adults. Accessibility increases the likelihood of experimentation, regular use, and potential dependence due to reduced perceived barriers.

In the LRE region, over half of high school students perceive marijuana use as low risk. Following this trend, one-fourth of students believe that using prescription drugs not prescribed to them is also low risk, while 29% consider binge drinking once or twice on weekends to be low risk.

Percent of HS Students Reporting the Following Are Low Risk, LRE Region



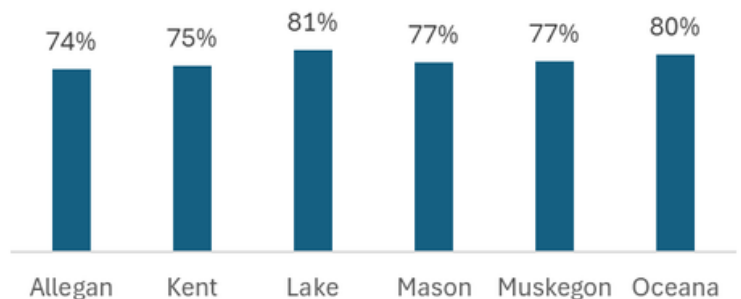
One key strategy in the region to improve the perception of risk is to promote open communication between parents and their children.

Among HS students in the Region:



76% report a parent or adult in their family has ever talked to them about alcohol or drug use.

Percent of HS Students Reporting a Parent or Adult in Their Family Has Ever Talked To Them About Alcohol or Drug Use, by County



Regional strategies to increase awareness of risks for youth substance misuse:

Regional Strategies	Allegan	Kent	Lake, Mason & Oceana	Muskegon	Ottawa
Encourage parents to communicate the risks of substance misuse with their youth by promoting TalkSooner and parent educational presentations and programming.	✓	✓			✓
Support schools and youth serving organizations to incorporate education and information into their programming.		✓			✓
Provide info to youth on the risks, correct inaccurate beliefs, and enhance refusal skills thru educational programming and presentations.	✓	✓		✓	✓
Support schools, parents, and other adults who work with youth to improve identification of substance misuse among students, how to respond, and to improve connection to services.	✓	✓	✓	✓	✓

Regional Efforts:

TalkSooner.org

brought to you by Lakeshore Regional Entity

The regional TalkSooner 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. 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, develop regional promotional materials to support local efforts, and to promote TalkSooner & family communication and involvement.



Promotion:

Promotional efforts during FY24 include:

- Social posts on Facebook and Instagram to promote Tips and Tricks for parents.
- *Make the Chatter Matter* gas toppers were strategically placed around the LRE region during the busy summer months of travel.

In addition to paid promotion, the following free coverage was promoted by partner organizations.

- As schools prepared to return, TalkSooner released the featured article, *Smart Vapes* through MLive to alert parents/caregivers to the emerging new vapes that are equipped with games or connectivity to other gaming options. TalkSooner Prevention partner Vicki Kavanaugh (Arbor Circle Prevention Specialist) was interviewed on WGVU News to share additional insights and resources related to vaping via TalkSooner.
- The University of Michigan Health-West displayed digital screensavers of TalkSooner *Make the Chatter Matter* on thousands of computers and monitors throughout their hospital and 30 other locations.



Enhancements

The website was enhanced to add *Conversation Starter Videos* and the *Virtual Teen Room* were added to the home page. In addition, the website updated its platform and modified content utilizing results and feedback from the survey. AccessiBe was also added to ensure an inclusive approach for the website.

Site Visitor Feedback

During March 2024, Talksooner.org collected feedback from visitors to the site to assess the usability and to identify additional resources that would be beneficial on the website.

Satisfaction:

- 92% of the parents/caregivers who utilize the site reported satisfaction with it.
- All respondents indicated they would be likely to recommend the site to a friend or family.

When asked what drug prevention information would be helpful:

- Almost one-third indicated information regarding "hiding it/accessing it/warning signs"
- 20% indicated "emerging drugs/new trends/street names"
- 20% wanted to know more on "how to talk about drugs"

Family Meals Month Promotion

During September 2024, Talksooner.org promoted Family Meals Month to highlight the campaign “Any Way you Slice it, Prevention Matters.” Our team partnered with 6 locally owned pizza shop owners to share prevention messaging while WOOD TV Channel 8 & Fox 17 WXMI’s Morning Mix promoted the campaign with live interviews of Talksooner Prevention Specialists and pizza owners. Pizza shops distributed over 5,000 fliers and pizza cutters with Talksooner messaging. This generated a total PR Value of \$44,529 in free messaging with a estimated reach of 196,097 potential viewers.



Participating Pizza Shops included:

- Cadena Brothers, Muskegon County
- Don Petrino’s Pizzeria, Ottawa County
- Chuck Wagon, Mason County
- Russo’s, Kent County
- Golden Sands Golf Course & Bucket Bar, Oceana County
- C D’s Quik Mart, Allegan County

Local Programming

Targeted Issue: Parent Communication

Allegan County, OnPoint:

Attended 10 events and distributed materials related to Talk Sooner. 140 Great Start, Head Start and Early On students were given TalkSooner bags of resources, engaged with over 40 participants in multiple group settings at summer program.

Kent County – KCHD:

- Botvin LifeSkills Parent Program (LSPP) for parents/guardians of 6th through 8th graders, reached 33 unduplicated parents and focused on enhancing a parent’s communication with their youth to prevent alcohol, tobacco and other drug use and violent behavior.
- Yo Puedo Parent Program for parents/guardians of 7th through 12th graders reached 32 parent contacts and focused on increasing knowledge of substance use behaviors, life choices, and health consequences.

Kent County – N180:

Promote Family Meals Matter for youth and adults of all ages. Family day celebrates the various make-ups of a family unit with the goal of bringing families around the table to encourage healthy relationships and conversations between adults and youth.

Kent County - WW:

Project SUCCESS Parent Engagement offers a program at each school to teach parents communication skills aimed at preventing substance use and promoting healthy choices. The initiative includes KDL Mental Health Series and the "Positive Youth Development Tips for Parents" series, which was presented live to 6 adults, livestreamed on GRTV, and rebroadcast on GRTN and YouTube. Comstock Park Summer Kick-Off Event/Summer Camp registered 700 youth and adults.

Ottawa County - AC:

Family Meals Month was promoted to 2300+ families through partnerships with 11 partners covering a wide range of the community to encourage parents to talk with their kids about substance use. TalkSooner materials were shared with TTQ participants and throughout the community.

Ottawa County - OCDPH:

Met with School Resource Officers (SROs) to assess emerging trends and 7,560 Vape Guidebooks were distributed.

Targeted Issue: Youth Awareness of Potential Risks

Allegan County - OnPoint:

Supported Fennville MS students to plan and implement an anti-vape/above the influence red ribbon week campaign. "Speak It Forward" workshops to support youth in using their voices/stories to show strength & resilience.

Kent County - AC:

- Provided training to youth serving staff; providing training on Youth Thrive Protective and Promotive Factors for youth to 10 staff, and provided training on Experiential Learning to 18 individuals.

Kent County - KCHD:

- Engaged 10,746 youth (1,654 unduplicated) across 91 cohorts in 43 schools, focusing on self-esteem, decision-making, and substance risks.
- Yo Puedo program reached 9,156 youth contacts, with 1,527 unduplicated students in 65 cohorts at 11 schools, targeting high-risk Latino students in grades 7-12 through weekly educational sessions, virtual college visits, and presentations from a variety of Latino adult professionals.
- Catch My Breath Vape Education classes reached 121 students (50 unduplicated) in grades 5-12 across 2 cohorts and 2 schools, empowering informed decisions about e-cigarettes.

Kent County – N180:

- Youth Advisory Council: Bi-monthly meetings for grades 6-12 with 16 participants focused on critical thinking about personal choices and community health trends related to substance use. Over 20 youth joined ATI, with 700+ social media impressions.
- Mobile Experience: Served schools and student groups in grades 6-12 to prepare for the Youth Summit, registering 32 students. Provided insights into the Summit and ATI programming.
- ATI – Kent County Mobile Classroom (ATI Truck) for youth grades 6-12th is a pop-up style mobile gaming truck equipped with A/V and multiple gaming systems. The mobile classroom removes barriers to access, attended community events from July-Sept, reaching over 2,000 people.
- Youth Summit for youth grades 6-12th. This Generation Z-Driven youth conference is designed to equip middle and high school youth to think critically about personal choices and future ambitions, emerging community health and wellness trends related to underage substance use/misuse. The 12th annual Youth Summit 2023 was delivered to 1100 students 6-12th grade. It included 10 workshops with a focus on ATOD.

Muskegon County - PHMC:

- Consequence Reduction awareness messaging for older teens and young adults on the risks of binge drinking, polydrug use, and drunk/drugged driving. Distributed Keychains, snow brushes, coasters napkins and tote bags. Worked with marinas, diving schools and the Sheriff department to distribute, reaching an estimated 173,000 individuals.
- Alcohol Awareness Week reached an estimate of 5,300 individuals by distributing 4 Binge Effects Posters, 400 Rethink your Drink booklets and 100 Binge Effects stickers.
- Prime for Life Programing Provides classroom style instruction that focuses on improving refusal skills, exploring values and goals, and helps participants define their associated risks. Discussion of implementation occurred with the principal at Muskegon Heights elementary, MAISD, Courts, and Arbor Circle. Information was also shared with Services of Hope and Fruitport Middle School.

Ottawa County - AC:

Supported schools and youth organizations in substance misuse education. All resources are available on the OSAP website. The YouTube channel was shared at 10 mental health presentations.

Ottawa County - OCDPH:

Presentations for youth and adults, partnering with the Ottawa Area ISD in response to vaping-related issues and vape education classes as part of probation conditions. Distributed prevention materials, including a PFL book and vape education resources, to all county schools, purchased additional safety equipment and vape detectors, and trained one staff member from West Ottawa. Additionally, provided Substance Use Disorder Prevention Services programming to 131 individuals and conducted vape education classes for juvenile detention referrals and their parents.

Targeted Issue: Adults Identify Substance Misuse and Provide Support

Allegan County, OnPoint: Newsletter summary of webinars, podcasts and websites with accurate info on how to identify youth that are using substances has been shared with all schools and coalition members. The summary also includes a code to use to attend webinars with a national drug trends expert. This is also where we push PFL as a means to stop the cycle of use with students that are caught.

Kent County, AC: Arbor Circle provided training to 35 groups (331 individuals) for psycho-educational groups with youth and external partners increase staff capacity to address critical topics such as emerging drug trends, youth engagement, the ability to access Narcan/naloxone if needed, and mental health and suicide ideation.

Kent County - KCHD: CATCH My Breath Train-the-Trainer was delivered to 42 unduplicated school personnel.

Kent County - WW: Project SUCCESS facilitators communicated with Northview school staff of 15 adults about the program, student needs/risks and strategies.

Lake, Mason and Oceana Counties, D10HD: 2,367 individuals participated in 18 educational events focused on youth substance use trends, warning signs, and prevention strategies. Additionally, 20 youth received targeted education through the Catch My Breath Vape Education classes to address vaping among young people.

Muskegon County PHMC: The Lakeshore Opiate annual conference included educational sessions for providers and the community. Muskegon County PHMC had one session with 52 attendees. Additionally, an MCBAP-approved educational event was also organized, which had 174 attendees, with 53 participants earning credit hours and achieving a 100% satisfaction rate.

Ottawa County - AC: Professional development and parent presentations were conducted to educate the community on youth substance misuse. This included maintaining a virtual teen room focused on recognizing the signs of substance abuse. Events featured the documentary Screenagers Under the Influence and a presentation on emerging drug trends, held at Coopersville High School and the Holland and Grand Haven Momentum Centers.

Ottawa County - OCDPH:

- Attended National Conference (NWAC) on Emerging drug trends with SRO representative to being developing a sustainable plan of action to address the evolving landscape of substance misuse in schools. Provided Vape Education training to 150 youth who were in some phase of disciplinary action due to substance use.
- Provide annual CME (Continuing Medical Education) for local mental health and healthcare providers on emerging substances in partnership with the OCDPH medical director. Provided training opportunities for local schools to certify PFL instructors.

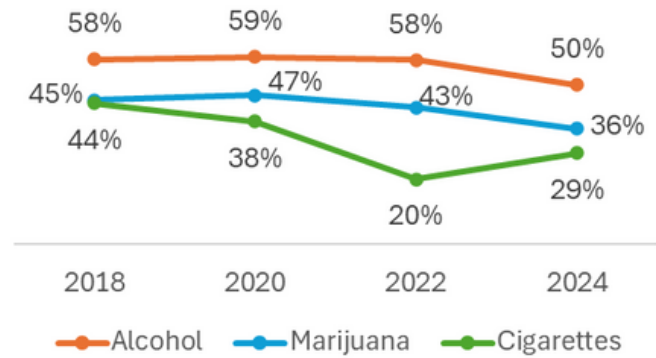
AVAILABILITY OF SUBSTANCES

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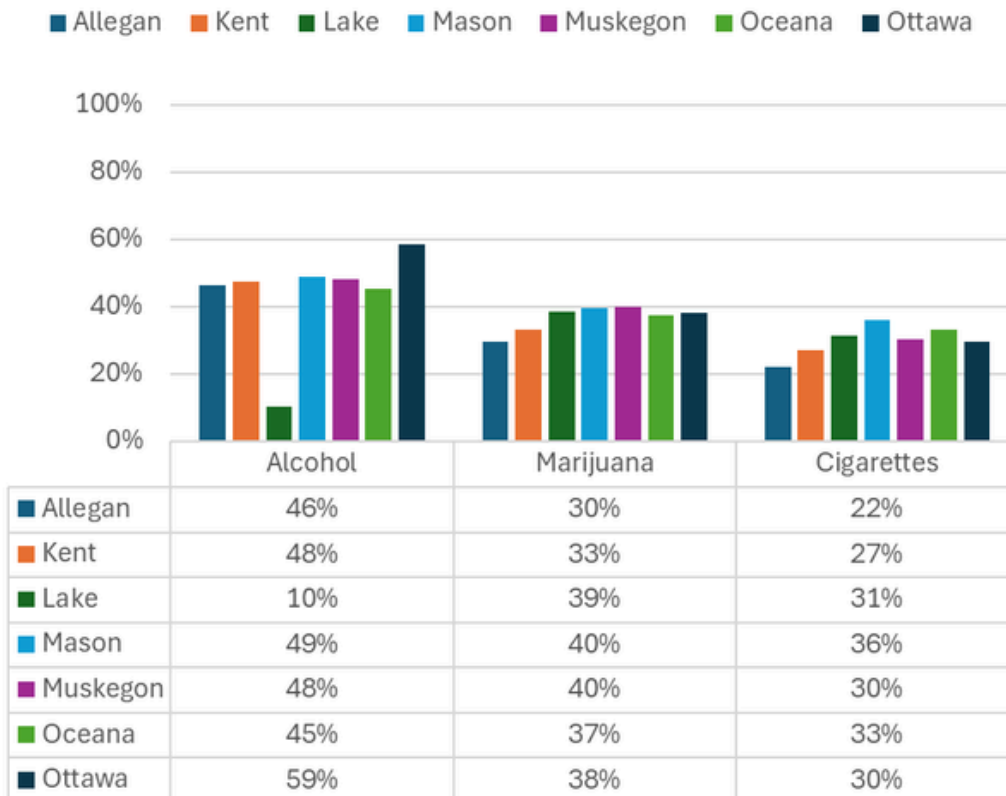
Among high school students in the LRE region, 50% indicate that obtaining alcohol would be easy, over one-third believe getting marijuana is simple, and more than 25% feel they could easily access cigarettes.

Access rates differ by county, with high school students in Ottawa County reporting the greatest ease in accessing alcohol, while those in Mason and Muskegon counties report the highest ease in obtaining marijuana.

Percent of HS Students Reporting Easy Access for Alcohol, Marijuana & Cigarettes, LRE Region



Percent of HS Students Reporting Easy Access for Alcohol, Marijuana & Cigarettes, by County



Regional strategies to decrease youth access to substances for misuse:

Regional Strategy	Allegan	Kent	Lake, Mason & Oceana	Muskegon	Ottawa
Promote proper storage of substances in the home to prevent youth access.	✓		✓	✓	✓
Promote proper disposal of Rx and OTC medications.	✓		✓	✓	✓
Raise awareness of the consequences of providing youth with substances to use.		✓	✓	✓	✓
Retailer (tobacco, alcohol, and cannabis) compliance checks to prevent sales to minors	✓			✓	✓
Retailer education (tobacco, alcohol, and cannabis) on how to effectively avoid sales to minors.	✓			✓	✓
Advocate for improved regulations and oversight of retailers.				✓	✓
Regional No Cigs For Our Kids Campaign consisting of year-round law enforcement compliance checks for retailers, education and support for retailers, and consistent branding is used to enhance visibility.	✓	✓	✓	✓	✓

Targeted issue: Responsible Retailing of Legal Substances

Regional Efforts:

Youth Tobacco Access: The Federal Synar Amendment requires states to enact and enforce laws prohibiting sale of tobacco products to individuals under age 21. Each state conducts annual unannounced inspections with a random sample of tobacco retailers and must achieve a success rate of 80% or higher or risk loss of up to 40% of the Substance Abuse Prevention and Treatment (SAPT) Block Grant funds. Checks conducted as part of this sample are called Synar compliance checks.

Synar Compliance Rate:

For statewide assessment purposes, 43 retailers were selected for a compliance check in FY24, with 42 checks able to be completed, resulting in a compliance rate of **90.5%**.

No Cigs For Our Kids Campaign:

To ensure success during Synar and prevent youth access to tobacco, the regional No Cigs for Our Kids Campaign has law enforcement conduct compliance checks throughout the year that result in citations for those who fail plus a vendor education visit. These checks are referred to as non-Synar compliance checks.

Of the 900+ tobacco retailers region-wide, 42% (431) received a compliance check for a compliance rate of **93%**. Retailers that pass are mailed a letter notifying them of the results along with a Certificate of Compliance. Retailers that fail receive a vendor education visit and the clerk is issued a citation. Corporate headquarters is notified for retailers that are part of a larger corporation.

Local Programming:

Allegan County, OnPoint: Provided in-person TIPS training for retailers and partner with law enforcement for tobacco compliance checks. We completed 89 tobacco compliance checks with 5 sales. All retailers were mailed a vendor education packet in the spring.

Muskegon County – MCHP: Support alcohol retailers in avoiding sales to minors through retailer education and compliance checks.

Muskegon County – PHMC:

- TIPS© training aimed at reducing underage sales; 20 establishments trained with 81 attendees.
- In compliance checks, 14 vendors received education, and 51 passed the Synar assessment with help from Norton Shores and the State Police.
- Muskegon County PHMC engaged with statewide advocacy groups to inform policymakers about substance use trends, community impacts, and effective reduction strategies. They communicated Michigan's recommended disciplinary actions for student vaping to a new coordinator at MAISD and collaborated with the Michigan Association for Local Public Health to add a social determinants of health (SDOH) advocacy component to the 2024 Public Health Conference in Muskegon County. They also worked with the Knowsmoke coalition to promote membership in Tobacco Free Michigan, shared an education packet about marijuana provisioning centers with the Statewide MYCAEA, and coordinated an advocacy day for MPA that attracted 65 attendees.
- In an effort to inform Muskegon County, state, and congressional lawmakers about the impact of alcohol, tobacco, and other drug (ATOD) issues in Muskegon, a coordinated MPA Advocacy Day was held, which had 65 attendees.

Ottawa County – OCDPH:

- Support retailers to prevent sales to minors by providing training on effective serving practices and proper ID checks. This includes updating vendor education materials related to liquor license requirements. A total of 195 participants from 22 retailers and the Holland Celtic Festival completed TIPS training. Mailed vendor educational materials to 300 retailers. Ads promoted emphasizing the legal consequences for minors purchasing alcohol and tobacco products.
- Coordinated with local law enforcement for year-round compliance checks, completing 104 tobacco checks, 10 SYNAR tobacco checks, and 25 alcohol compliance check. Funded the completion of 3 weekend party patrols at GVSU.

Targeted issue: Youth Access To Legal Substances In The Home

Allegan County, OnPoint: We distributed several hundred medication lock bags in the past year to high-risk situations and homes. We continue to provide bags to OnPoint clients as needed also. We continue to promote proper disposal of medications and syringes at all local police departments.

Kent County - N180: Project Sticker Shock engaged youth in grades 6-12 to collaborate with local alcohol retailers in a campaign aimed at preventing adults from purchasing alcohol for minors. Participants placed warning stickers on multi-packs of alcohol, highlighting the penalties for providing alcohol to minors. 3 schools took part in the initiative, resulting in over 500 alcohol containers being stickered with the support of KCPC staff and parents.

Lake, Mason and Oceana Counties, D10HD: Two medication take-back events were held, during which educational materials on proper medication storage and disposal were provided to 259 individuals.

Muskegon County - MCHP: Hosted 2 take back events and permanent take backs disposal boxes at all law enforcement agencies and Trinity pharmacies. AMP's Power of a Choice presentations aim to raise parental awareness about risks of underage alcohol and substance use through various formats, including in-person events, flyers, and videos, across participating school districts throughout the year. A total of seven presentations focused specifically on marijuana awareness were conducted for parents and students.

Muskegon County - PHMC: Participated in a Spring drug take-back event and held an educational session at Hackley Library for parents about the risks of sharing or purchasing alcohol, tobacco, and other drugs for youth. The initiative aims to empower parents with information and resources to create healthier environments. Assisted with a lock box project, distributing 50 lock boxes to Hackley Community Care for new parents.

Ottawa County - AC: Partnered with local municipalities to promote prescription drug disposal through water bill inserts, reaching 25,500 customers in Holland, Grand Haven, Zeeland, and Hudsonville. They also communicated with parents about managing prescription medications and used their OSAP Facebook page and newsletter to raise awareness about proper disposal methods. Education for young adults (ages 21-29) and parents of teens (ages 10-18) about the risks of supplying substances to minors. Eight schools were involved in the Safe Prom initiative, which reached over 4,000 students.

Ottawa County - CMHOC: The Opiate Taskforce worked to increase permanent medication disposal sites and distributed medication lock boxes for safe prescription storage. Held two takeback events and provided over 40 lock boxes to community members.

Ottawa County - OCDPH: Worked with the Ottawa County Safe Homes Initiative to promote lockable storage bags. Partnered with CRAVE and OSAP Coalition to run campaigns on safe cannabis storage and educate pregnant or breastfeeding women, healthcare providers, and cannabis retailers. 3,000 lock bags were distributed for medication safety. Additionally, OCDPH collaborates with local law enforcement to educate college Greek life and athletic departments about Social Host Laws.

PROMOTE PROTECTIVE FACTORS

Protective factors, such as strong family bonds, positive peer influences, and involvement in prosocial activities, help shield youth from initiating alcohol or drug use. These factors build resilience, promote healthy decision-making, and counterbalance risk factors. According to Hawkins et al. (1992), youth with strong protective factors are significantly less likely to engage in substance use compared to their peers without such supports.

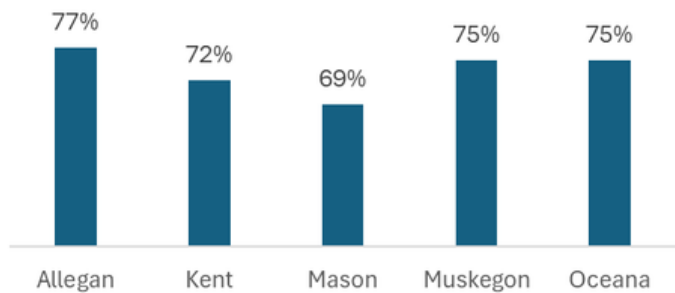
In the LRE Region, prevention activities seek to promote interaction with positive peers, prosocial involvement, positive family dynamics, and to enhance coping and problem-solving skills.

Among HS students in the Region:



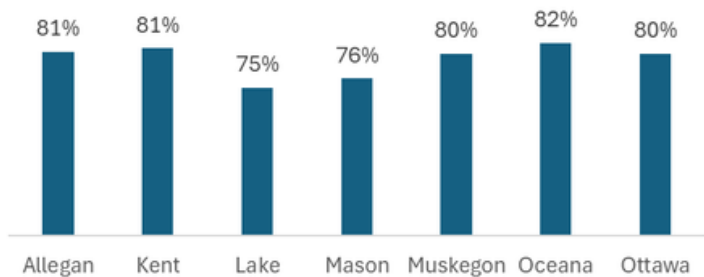
74% report having at least one best friend committed to being drug free in the past year.

Percent of HS Students Reporting At Least One Best Friend Committed to Staying Drug Free in Past Year



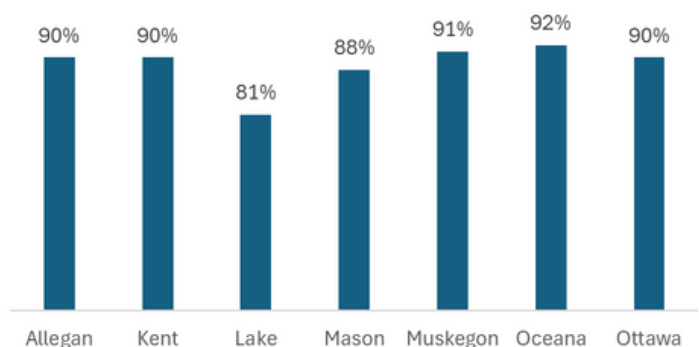
81% report they could ask their mom or dad for help with a personal problem.

Percent of HS Students Reporting they Could Ask Their Mom or Dad For Help with A Personal Problem



90% report they have lots of chances to get involved in extra curriculars.

Percent of HS Students Reporting Lots of Chances to Get Involved in Sports, Clubs, & Other School Activities Outside of Class



Regional strategies to increase protective factors:

Regional Strategies		Allegan	Kent	Lake, Mason & Oceana	Muskegon	Ottawa
Positive Peers and Prosocial Involvement	Opportunities to engage with peers at fun substance free activities.		✓			✓
	Raise visibility of peers who choose not to use substances.		✓		✓	✓
	Coordinate youth groups to develop leadership skills and messaging for their peers.	✓	✓			✓
	Youth leadership training.	✓	✓			✓
	Provide youth community service opportunities (not part of a standing leadership group).					✓
Positive Family Dynamics	Parenting skills training programs to support effective parenting and positive family dynamics	✓	✓			
	Promote opportunities for families to participate in positive activities together.				✓	✓
	Promote awareness of ways to foster positive family dynamics.	✓	✓		✓	✓
Develop Skills	Provide youth and families with opportunities to improve their social/emotional, coping, & life skills.	✓	✓	✓	✓	✓

Local Programming:

Targeted Issue: Positive Peer Groups/Social Norms

Allegan County, OnPoint: OnPoint assisted Hopkins, Wayland, Plainwell and Saugatuck in starting PRIDE groups that serviced 73 females.

Kent County – AC: Summer Day program focused on life skills and community engagement provided to 11 youth at Bridge Youth Shelter or facing long-term suspensions. Additionally, the TTQ program hosted two kick-off family events and two culminating challenges with 82 youth participating.

Kent County – WW: Project Success students organized community events with more than 5,500 community members attending, focused on alcohol-free initiatives and mental health awareness.

Muskegon County - MCHP: Educate youth on actual rates of peer use and raise visibility of youth who choose not to use through informational flyers, met with administrators, and share findings to highlight the small percentage of students that use to correct inaccurately high perceptions of use.

Ottawa County – AC: "Raise Your Voice Peer Refusal Skills Training" empowers high school students to resist peer pressure. Over 30 sessions provided, focused on refusal techniques, self-confidence, and positive decision-making.

Ottawa County – OCDPH: Provided materials at 35 local events, reaching ~5,747 residents

Targeted Issue: Prosocial Involvement

Allegan County, OnPoint: Peer Assistant Leadership (PAL) Program, a school-based youth mentoring program, provided in 5 schools. Students complete a selection process and training in communication and decision-making skills, teen social issues, and available services. Following training, PAL students provide listening, support, and mentoring to other students. PRIDE, a sub-program of PALs, provides mentoring to girls in 6th-8th grades. PAL's numbers: Allegan 17, Hopkins 18, Saugatuck 26, Wayland 45, and Plainwell 39.

Kent County – AC: Prevention staff worked with the Youth Homelessness system and system of care establish a youth advisory board focused on building leadership skills for youth who have experienced homelessness and provide opportunities for youth to have voice in their community.

Kent County - N180: Information mobilization of thousands of youths 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.

Kent County – WW: Provide Project SUCCESS Small Group Education, includes student leadership groups (such as SADD) to teach leadership skills and allow student input to program planning.

Ottawa - ODPH: Partnered with OC Juvenile Justice Program and juvenile courts for completion of community service hours providing assistance to execution of vendor education program and distribution of educational materials. Youth completed approximately 50 total hours of community service and provided assistance with sending materials to over 300 local businesses.

Ottawa County - AC: Youth leadership efforts support youth who want to make a difference for their peers and to encourage positive choices and to have a voice in their community, including:

- The Youth Advocacy Board empowers young people with lived experience of homelessness to provide insights into the care systems for homeless youth, as well as substance use prevention and mental health promotion. 37 youth participated in a leadership day focused on these issues, giving them a platform to voice their perspectives and influence positive change.
- The Student Leaders Initiating Change (SLIC), a subcommittee of the Ottawa Substance Abuse Prevention Coalition, empowers youth to actively contribute to prevention. They assisted in creating campaign messaging, organizing activities, and gave feedback to the coalition. The “Arrive Alive” campaign, promoted safe behaviors to reduce youth substance-related incidents.
- The Raise Your Voice program empowers high school students by teaching them peer refusal skills and encouraging them to share these skills with middle school students. All schools in Ottawa County are invited to participate, with 30 youth training sessions conducted.
- Total Trek Quest (TTQ): After-school program that uses running and curriculum-based activities to teach positive decision-making and goal-setting skills to male-identifying youth in grades 3-5, targeting those who might not otherwise engage in recreational activities. Spring Kickoff, had 56 TTQ participants and 190 attendees, representing 30% of registered participants; Spring Final 5k, with 192 TTQ participants; Fall Kickoff, featuring 29 TTQ participants and 77 total attendees, accounting for 25% of registered participants.

Targeted Issue: Positive Family Dynamics

Allegan County, OnPoint: Several evidence-based parenting programs provided including Starr Commonwealth Certified Trauma & Resilience Specialist and Conscious Discipline. Family meals materials distributed to 400+ families thru local agencies and and a local pizza place.

Kent County – AC: Provided 49 family sessions for high-risk youth participating in programming to encourage parental communication and support parents in reinforcing the skills taught to youth.

Kent County - KCHD: TalkSooner promoted in all parent programming with 78 parent contacts for 20 unduplicated parents. Prime for Life, Minor in Possession Diversion program has youth complete an interview with their parent/guardian, to increase communication between the youth and parent.

Muskegon County – PHMC: Support the Fathers Matter Collaborative and participation in collaborative parenting initiatives. Facilitated 14 Strengthening Families Parent Café© sessions. In addition, Snow Much Fun event had 270 attendees; with 60 volunteers and 44 participating agencies. Last day of school events in June with 275 attendees and 10 participating agencies.

Ottawa County, AC: Provided the SFP 10-14 program, Nurturing Parenting Program, Conscious Discipline skills training, 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. Parenting programs received 158 referrals, with 87% enrolling in programming.

Ottawa County - ODPH: TalkSooner promoted with marijuana lock bag info and as a resource to parents during vape education classes. 200 family conversation packs distributed at 15 events events.

Targeted Issue: Enhance Coping, Problem-Solving, and Social/Emotional Skills

Allegan County, OnPoint: Resiliency-based groups for 3rd to 5th grade students at Fennville schools the entire school year, with 5 small group, 30-minute sessions throughout school day. Students referred by teachers and staff, with tiered system to support academic, social, and mindset success. Mindfulness-based stress reduction groups at Fennville & Allegan middle schools all school year.

Kent County – AC: Trained 23 Coaches for Total Trek Quest Program for boys in grades 3-5 to build social/emotional, coping and/or life skills through physical activity and lessons on setting and achieve goals through teambuilding activities and volunteers as caring mentors and role models.

Lake, Mason and Oceana Counties, D10HD: A 10-week program was successfully implemented for 10 at-risk students, focusing on the Anti-Virus initiative. The program aimed to enhance character development and promote good decision-making skills among the participants.

Muskegon County – MCHP: KnowSmoke geofencing ad campaign targeting middle and high school youth with facts about the connection between substance use and negative mental health outcomes. Campaigns ran during the school year in areas surrounding every district in Muskegon County.

Muskegon County – PHMC: Provide facilitation of Botvin Life Skills© curriculum for 3rd through 12th grade youth serving 55 youth from MLK Elementary in Muskegon Heights.

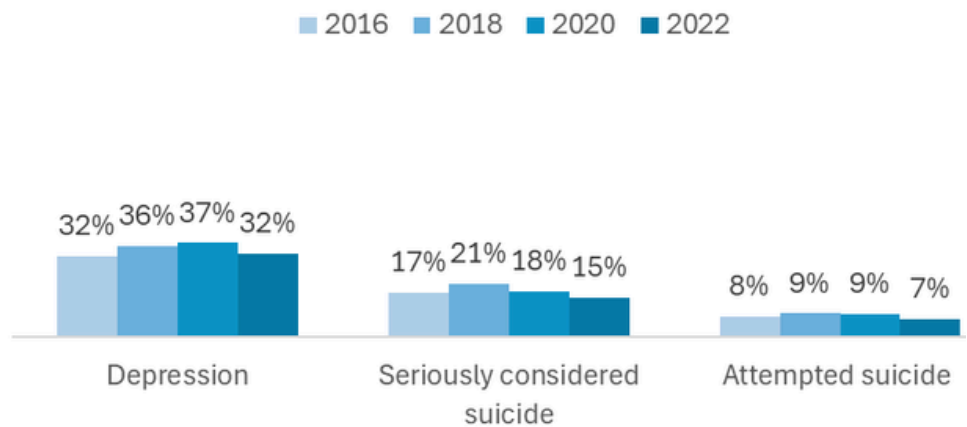
MENTAL, EMOTIONAL & BEHAVIORAL HEALTH DISORDERS

Mental, emotional, and behavioral (MEB) disorders—which include depression & substance abuse, affect almost 20% of young people at any given time. Many disorders have life-long effects that include high psychosocial and economic costs, not only for the young people, but also for their families, schools, and communities. [1]

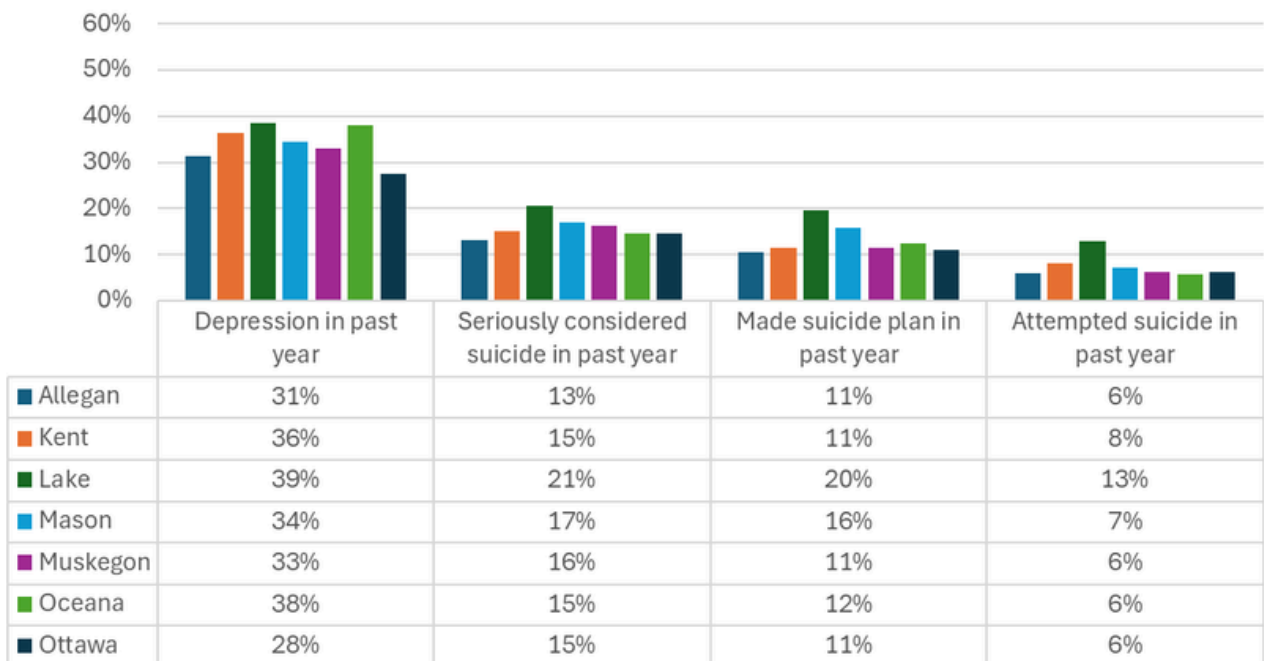
The rate of high school students reporting depression, suicide ideation, and attempting suicide have decreased slightly in 2024.

Rates vary by county with Lake County youth reporting the highest rates for each.

Percent of HS Students Reporting The Following In the Past Year, LRE Region



Percent of HS Students Reporting The Following In the Past Year, by County



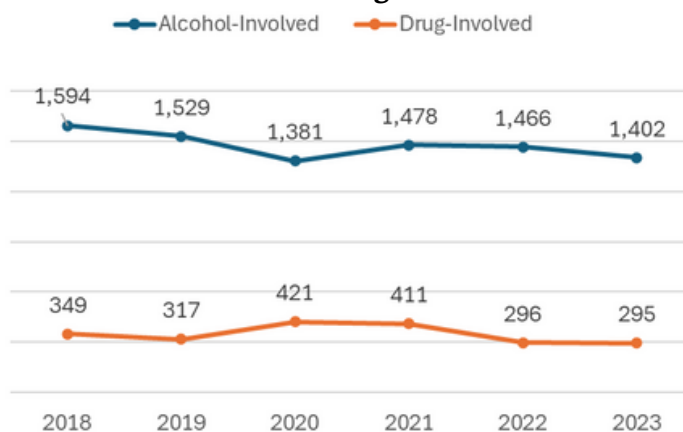
[1] Risk and Protective Factors for Mental, Emotional, and Behavioral Disorders Across the Life Cycle (csifdl.org)

High Risk Substance Misuse - Harm Reduction

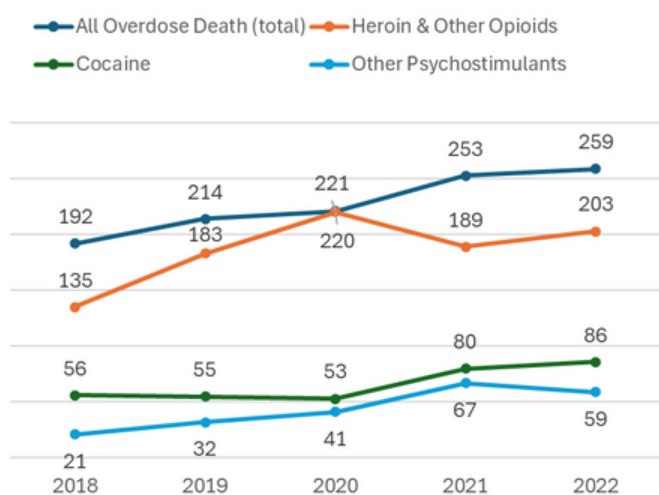
Individuals who misuse substances have an increased likelihood of high-risk behaviors that put themselves at risk of personal or community-level harm. Targeted risks include alcohol and drug involved traffic crashes, drug exposed pregnancies [1], accidental overdose, and substance-related death among Michigan older adults [2]

Alcohol and other drug-involved traffic crashes continue to be a problem, with a total of 1,402 alcohol-involved and 295 drug-involved crashes in 2023. [2]

Total Alcohol and Drug-Involved Crashes, LRE Region



Total Overdoses by Substance Involved, LRE Region



During 2022, there were a total of 259 accidental overdoses in the LRE region, with 78% involving an opioid. Overdoses involving cocaine and other psychostimulants such as methamphetamine have increased in the LRE region 2020.

: Multiple substances may be involved in one overdose.

Neonatal Abstinence Syndrome (NAS) occurs when newborns withdraw from addictive substances, mainly opioids, exposed during pregnancy. This condition is increasingly prevalent, with Michigan reporting 685 NAS cases in 2020, or 6.5 per 1,000 live births. This rise in NAS emphasizes the urgent need for effective prevention and treatment strategies. [1]

Substance misuse among adults aged 55 and older is rising in the U.S., with high-risk drinking and non-medical prescription drug use particularly affecting this demographic. Older adults are more vulnerable to alcohol and drugs due to aging-related biological changes, increased medication prescriptions, and the prevalence of stressful life events.

[1] Data and Statistics About Opioid Use During Pregnancy (cdc.gov)

[2] Traffic Crash Statistics, Michigan

[3] Neonatal Abstinence Syndrome, Michigan 2012-2021, July 2023, retrieved October 28, 2024.

[4] U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA). (April 2018). Key facts: High-risk alcohol and opioid use among adults ages 55 and older.

ABILITY TO ACCESS SERVICES & SUPPORTS

Regional strategies to increase access to services and supports:

Regional Strategies		Allegan	Kent	Lake, Mason & Oceana	Muskegon	Ottawa
Early Identification	Improve problem identification and referral processes within community organizations.	✓				✓
	Integrate screening procedures in prevention programming to identify and refer youth as appropriate.		✓			
	Increase availability of mental health training for individuals who work with youth (MHFA & QPR).	✓			✓	✓
	Educate youth on recognizing signs of suicide in their peers and how to find help.	✓	✓			✓
Social Determinants of Health	Promote and support development of trauma-informed systems and services and raise community awareness of the effects of trauma and how to prevent intergenerational patterns.	✓			✓	✓
	Educational programming for youth who have initiated substance misuse or their families.	✓	✓			✓
Access & Barriers	Promote availability of services.	✓	✓		✓	✓
	Anti-stigma messaging and education to improve the willingness of persons with addictions to seek help.					✓
	Train students to provide support to their peers.	✓				
	Advocate for enhanced capacity of local services and/or reduced barriers to accessing services.	✓	✓		✓	✓

Local Programming:

Targeted Issue: Early Identification

Allegan Co, OnPoint: Provided QPR training for all agency staff, 6 Adult MHFA, and 4 Youth MHFA for Public Safety Officers completed, as well as training 4 officers as trainers in this modality. Perrigo has provided 6 MHFA trainings to staff and quick refresher options throughout the year. The Signs of Suicide curriculum, QPR, and Mental Health First Aid program provide resources and supports for youth and families at risk of suicide to increase awareness and decrease risk. 988 resources including posters and cards distributed at all local schools, Sherrif's dept., and Ascension Borgess providers office, and at 8 community events. Signs of Suicide provided at Wayland HS for all 10th graders and Saugatuck HS via the health classes every trimester. Materials distributed at all community events attended including Wayland Balloonfest & Allegan County Fair booth & Parade. In addition, 35-yard signs and 2000 water bottle stickers, and 2500 magnets with suicide prevention information distributed throughout the county.

Kent County - AC:

- 15 youth entering Arbor Circle Kent County Youth Prevention Services were provided with screening to identify any additional services needed. Staff provide one on one screening, skill building, and support youth in working to achieve their goals to reduce or eliminate early use of alcohol or other drugs.
- Presentations for MS and HS youth on how to identify mental health red-flags and seek help and support using the Mental Health Literacy curricula.

Kent County - WW: Project SUCCESS Facilitators met one-to-one with youth and refer those who require more intensive interventions to appropriate agencies or practitioners in the community and/or small group education sessions. Serviced 309 MS/HS students in 3 districts.

Muskegon County - PHMC: Provide Question, Persuade, Refer (QPR) training designed to assist non-professionals in the referral to mental health services for persons in need.

Ottawa County - AC: Provided suicide prevention info at events and assisted the Ottawa County Suicide Prevention Coalition in distributing info. Coordinated Building Resilient Youth who attend events promote suicide prevention info. Provided QPR Presentations to youth and adults. Coordinated youth mental health first aid training. This activity supported through a grant from the Substance Abuse and Mental Health Services Administration.

Targeted Issue: Address Social Determinants of Health and Trauma

Allegan County, OnPoint:

Worked with the Great Start Collaborative to provide information regarding trauma, increase access to training & services for children and families, improve social emotional development of children and provides information to advance Recovery-Oriented Systems of Care within the community. 140 Great Start, Head Start and Early On students were given TalkSooner bags of resources.

Muskegon County - PHMC:

Support Muskegon County's Health Disparities Coalition and Social Justice Commission to reduce the impact of inequities on the health of populations in Muskegon County. Work includes indicator development and updates, website content development, and professional advice on use of evidence-based strategies. Facilitated services for Coming Together for Racial Understanding sessions. Distributed 2,000 'Health Equity Awareness' postcards to 40 healthcare providers in Muskegon County.

Ottawa County - AC: Education for parents, teachers, and youth workers about mental health, suicide prevention, and resilience-building using programs like Youth Thrive, Strengthening Families, and ACES. Partnered with the SCAN Council to offer family resilience training and child abuse prevention initiatives. Monthly training sessions on mental health issues and ACES/PCES were provided to support these efforts.

Targeted Issue: Barriers To Accessing Services, Support, and Resources

Allegan County, OnPoint:

- Provided a Prime for Life class for 86 middle and high school students caught using substances at school, as well as 15 youth in detention. The class reduced their suspension and provided an opportunity for more open dialogue about their use and how they can get further support at school. 2,500 magnets distributed to the schools and community that provide the phone numbers for OnPoint and other suicide prevention services.
- Pals served youth in Allegan, Hopkins, Saugatuck, Wayland, and Plainwell with a total of 145 PAL's in placement or receiving training.
- Newly formed Behavioral Health Sub Committee of MACC reviewing resources needed to address mental health and substance misuse.

Kent County - KCHD:

- Prime For Life (PFL) programming for youth with an MIP, those in Juvenile Detention and Suspended Students to educate on the risks of of ATOD misuse and abuse with 102 youth completing the programs and reaching 14 parent contacts.
- All middle and high school principals received flyer for CATCH My Breath Train-the-Trainer.

Kent County - AC: Youth experiencing homelessness, running away, or disconnected from school experience significant risk factors for early use of alcohol or other drugs. Educational programming provided after school or at other community organizations, and in partnership with youth serving organizations in Kent County using the Rainbow Days Youth Connect Curriculum, Botvin Transitions, or Prime for Life curricula.

Kent County - N180:

- Monthly public service announcements in partnership with Grand Rapids Community Media Center. PSAs are replayed on GRTV along with KCPC YouTube and social media platforms with the goal of sharing a diverse range of content.
- Social media campaigns used to promote the Youth Summit Event. KCPC videos produced and shared on YouTube. Worked with video producers to create a behind the scenes look at Youth Summit and will use as a recruitment tool for school engagement.
- Coalition Members share events, initiatives and opportunities at General Assembly meetings to determine if there are opportunities for collaboration and reduce overlap. Members are also invited to record PSA messaging on behalf of the coalition

Muskegon County – MCHP:

- Support organizations that work with youth to ensure effective referral mechanisms through promotion of the Trinity Health Community Resource Directory, which connects individuals and providers with a variety of SUD and related resources around the county.
- Worked to identify policies that create barriers to service access and advocate for improvements and provide information to the community about how to navigate and access services. Newly formed policy subcommittee focused on ensuring that people with a history of SUD have equal opportunity and access to necessary resources around the community through town hall meetings and analysis of policies from providers and the justice system.
- Harm reduction subcommittee worked to increase peer recovery coaches in the county through support for education, certification, access to resources, and interorganizational and public support of Peer Recovery Coaches in the county.
- Opiate Task Force discusses emerging drug trends as noticed by law enforcement, recovery coaches, providers, and other key collaborators at monthly meetings to ensure that those involved in prevention work are aware and can respond to changing needs in the community.

Ottawa County – CMHOC:

- Held 2 drug takeback events with over 40 medication lock boxes provided to community members.
- Expanded syringe disposal opportunities by partnering with law enforcement to establish permanent disposal sites. Seek funding to support syringe disposal at community locations like libraries and city buildings. Collaborate with Public Health to promote safe syringe disposal practices.
- Worked to reduce stigma around addiction by identifying challenges for individuals facing multiple stigmas. Collaborate to overcome these barriers and improve access to care. Created a video series, “This is What Recovery Looks Like” highlighting the benefits and joy of being in recovery; 4 videos were created, edited and completed.

Ottawa County – OCDPH:

- Provided 13 vape education classes for 150 participants and monthly Prime for Life courses attended by 57 participants.
- Work with Ottawa Food and other OCDPH coalitions to provide Blood Alcohol Content info, impaired driving prevention tips, and treatment resources at food pantries, food clubs, and community kitchens.
- Collaborate with the Ottawa County Suicide Prevention Coalition to promote “Man Therapy” (mental health resources for men) in bars and restaurants, with a focus on veterans based on local data. Distributed lock bags to Grand Haven and Spring Lake.

PREVENT HARMS

Regional strategies to prevent harms related to high risk substance misuse:

Regional Strategies		Allegan	Kent	Lake, Mason & Oceana	Muskegon	Ottawa
Raise awareness of the risks of driving under the influence of substances.					✓	✓
Raise awareness of the risks of using substances while pregnant, even those which are legal for adult use.		✓			✓	✓
Raise awareness of the risks of alcohol use specific to older adults.					✓	✓
Prevent Overdose	Post overdose visits to survivors to provide resources & offer treatment resources.					✓
	Promote use of Narcan to reverse overdoses.	✓	✓		✓	✓
	Provide outreach to provide resources and encourage linkages to treatment when ready.					

Local Programming

Targeted Issue: Driving Under the Influence

Kent County - KCHD: Driving Under the Influence of Substances Messaging Campaign included a 30 second spot that ran on cable and streaming television (Effectv) and gas station pumps.

Muskegon County - PHMC: Drunk-Drugged Driving program works with local alcohol and marijuana retailers, as well as social districts to increase patron knowledge of the hazards of drunk/drugged driving and encourage safer choices. Estimated reach of 173,500 with messaging, and connection with 30 individuals at St Patrick's Day parade with 30 totes distributed and 15 contacts at Muskegon Heights festival.

Ottawa County - AC: Coordinate the Reducing Ottawa Area Drunk Driving Taskforce and collaborate with colleges to educate on marijuana's impact on driving.

Ottawa County - OCDPH: Increase awareness of the legal consequences of impaired driving through the Mobile Eyes Campaign (Call 911 on Impaired Drivers) and enhance visibility of law enforcement activities targeting Driving While Impaired. Johnny Ads ran with 1M impressions reported.

Targeted Issue: Risk of Substance Misuse During Pregnancy

Allegan County, OnPoint: Brochures distributed to 8 Ascension Borgess offices

Muskegon County – PHMC: Perinatal SUD program works with the West Michigan Perinatal Quality Collaborative to reduce substance use related poor birth outcomes for families in West Michigan primarily through the promotion of the MiRecovery website. Materials on SUD and pregnancy delivered to Hackley Community Care (50).

Ottawa County – OCDPH: Provided educational materials on marijuana use while pregnant and breastfeeding as part of the “No Matter How you Feel” campaign and lock bag distribution.

Targeted Issue: Risk of Substance Misuse for Older Adults

Muskegon County – PHMC: Senior SUD program focused on raising awareness of decreased ATOD tolerance and reducing associated hazards of use for persons over 55 years of age.

Ottawa County – AC: Provide substance use, mental health, and resilience education to older adults in Ottawa County through targeted presentations.

Targeted Issue: Overdose Related Deaths

Allegan County, OnPoint: Provided 4 trainings for 1st responders, school resource officers, OnPoint staff & AAESA staff on Naloxone use. Fentanyl testing strips distributed to all school resource officers.

Kent County, AC: Arbor Circle incorporated information about how to access Narcan/Naloxone into community training provided to 35 groups (331 individuals) for psycho-educational groups with youth and staff of external partners.

Muskegon County – MCHP: Harm reduction subcommittee collaborated with law enforcement, religious groups, business and industry, etc. to increase the locations and supply of free naloxone in Muskegon County and promote understanding of its use and importance among the general population.

Muskegon County – PHMC: Promoted “I Can Narcan” project with distribution to businesses/hotels in partnership with the Opioid Task Force. Printed MAMDP flyers and distributed.

Ottawa County – CMHOC:

- 300+ naloxone kits were distributed and 2 community training sessions held as well as 2 staff trainings.
- Conduct post-overdose wellness checks to ensure ongoing support and care for individuals.