

T R A N S F O R M I N G K E N T 2 0 1 3

COMMUNITY REPORT

The title "COMMUNITY REPORT" is rendered in large, bold, white letters. Each letter is filled with a different photograph of community members. The 'C' shows a person in a white shirt. The 'O' shows a person's face. The 'M' shows a person holding a document. The 'M' shows a person's arm. The 'U' shows a person's face. The 'N' shows a person's face. The 'I' shows a person's face. The 'T' shows a person's arm. The 'Y' shows a person's arm. The 'R' shows a person's arm. The 'E' shows a person's arm. The 'P' shows a person's arm. The 'O' shows a person's arm. The 'R' shows a person's arm. The 'T' shows a person's arm.

DANIEL VARGAS, Senior: Class of 2013, Central High School and KCPC Above the Influence- Kent County Youth Coalition Member



Dear Friends,

At network180, we are proud to support the Kent County Prevention Coalition (KCPC) and its efforts dedicated to mobilizing our community around the prevention of substance use disorders. The award winning KCPC has engaged in a tremendous amount of innovative work within our communities, much of which is outlined in this report to the community.

Within these pages you will learn about the hard work and dedication from the KCPC, local community partners, and the dedicated youth involved in efforts related to prevention. We are heartened to see such valiant efforts from our young people in Kent County.

As the community mental health authority for Kent County, network180 will continue to support the KCPC and their mission to promote a healthier community by preventing and reducing harmful substance use behavior in Kent County. We trust to see your support as well and hope you will join us in making our communities better places to live.

Sincerely,

Scott Gilman
Executive Director
network180



HOPE THROUGH PARTNERSHIP

The Kent County Prevention Coalition has spent the past 7 years dedicated to building a healthier community by reducing harmful substance use, with a major focus on youth. The KCPC in partnership with over 25 community partners like network180, created and launched the Above the Influence-Kent County movement that reaches tens of thousands of teens annually. Through Above the Influence-Kent County West Michigan youth from urban, suburban and rural communities are given the freedom to use their personal aspirations, voices and life experiences to influence their peers to make positive choices and live drug-free.

Impacting the environment within which local youth live, play and learn requires resources greater than any one entity can provide alone. A village-like approach is needed to advance health and wellness, behavior intervention supports and promote success. Prevention works and is best achieved in partnership.

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

YOUTH ALCOHOL USE

Youth use of alcohol and binge drinking is reduced and the average age of first incidence of alcohol use is increased.

ADULT HEAVY DRINKING

Decrease in chronic heavy alcohol consumption among adults.

MARIJUANA

Youth use of marijuana is reduced and age of first use is increased.

ENHANCE ACCESS TO LOCAL DATA

Increased access to demographically representative data on alcohol, tobacco and other drug use.

EXPANDED CAPACITY THROUGH PARTNERSHIP

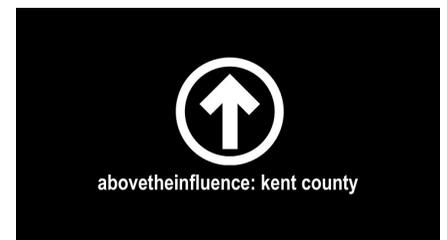
Increased and improved awareness and relationships among groups.

EMERGING ISSUES

Identifying emerging drug trends and deploy resources by way of community health plans and initiatives.

“Coalition building, collaborative problem solving and community development are some of the most effective interventions for change available to us today. **COALITIONS ARE PARTNERSHIPS** of the many sectors of a community which gather together collaboratively to solve the community’s problems and guide the community’s future. When they are **DRIVEN BY CITIZEN-IDENTIFIED ISSUES**, citizens become involved in all steps of the problem-solving process.”

-- Tom Wolf 'What Coalitions are Not'



abovetheinfluence: kent county

Above the Influence-Kent County
Powered by the Kent County Prevention Coalition

The most powerful tool we have to address our Nation's drug problem is preventing it *before* it even begins.

-- Gil Kerlikowske, Former Director of National Drug Control Policy

Transformers: The Power of Oneness Unleashed

Since its inception, the Kent County Prevention Coalition has purposed to be visible, valuable, and vocal in the community. This year the coalition celebrates seven years of service and commitment to being transformative in advancing the health and wellness of all who call Kent County home. This year has been a landmark year of creating a coalition culture where the power of oneness has unleashed a new level of transformation. As a community coalition, we have excelled in being transformative in processes, operations, leadership, excellence and innovation. KCPC members have embraced the call to work in tandem and have lent the best of their individual talents, personality, expertise, resources, and experiences to advance the greater good. As transformers, we know that we are better in sum than our individual parts. Together, KCPC members and stakeholders have served as world changers not just in our own community but as a model of success for coalitions across the state and nation.

This community report is a celebration of the people, passion, partnerships and performance that have enabled us to advance a mission of building a healthier community by reducing harmful substance use with a focus on youth. As a team of transformers we have grown in fearlessly addressing local conditions and dreaming big in the creation and execution of local solutions to community ills. As we reflect on the year, there are so many accomplishments that have transformed the landscape of our community and yielded outcomes that inspire hope and foster change.

How can a coalition with a staff of three and a three-member Executive Committee achieve so much? The answer is quite simple – the KCPC has excelled in achieving its mission through people, passion and partnerships. It is partnerships with remarkable organizations and people like you that make the work of the KCPC impactful in the lives of youth and families.

Your passion for the health of the community and vested interest in the work of the coalition is invaluable! This report acknowledges the many hands and myriad voices that have contributed to the past seven years of the coalition's success in addressing substance misuse and abuse.

Despite successes, we cannot rest on our laurels. Emerging drug trends and shifting public landscape pose new threats to the health and wellness of youth, adults, and families. This report is a celebration of the power of oneness and yet, a reminder of the road we still must travel to pursue equity, sustainability, and change in transforming the health and wellness landscape of the community we call home.

2013 HIGHLIGHTS

- The KCPC is selected as a 2013 Detroit Pistons 'Community Game Changer' Award Recipient.
- Landmark registration for the 2013 Above the Influence-Kent County Youth Summit– Teen attendance crosses the 1,000 mark!
- The KCPC is appointed to National Executive Board for the White House Office of National Drug Control Policy.
- The KCPC is appointed to the K-12 Educational Television Association [KETA] Board.
- The impact and reach of Above the Influence-Kent County touches tens of thousands of teens through social norming campaigns with Rivertown Crossings Mall, Celebration Cinema, and WSNX 104.5 FM radio.
- Coalition staff invited to Washington DC for Congressional Briefing regarding successes in reducing underage substance use in Kent County.
- The KCPC serves as a mentor and model coalition to over 100 coalitions across the nation.

In Service,

Shannon M. Cohen, MPA, CPS
Coalition Coordinator



World Takeover – Empowering Community Youth to Transform the World

As a coalition committed to transformation, we have learned the value of being students of Generation Y and Z youth. This fundamental shift in ideology has placed Kent County teens in the driver's seat of community change through the Above the Influence-Kent County [ATI-Kent County] initiative powered by the Kent County Prevention Coalition. Through ATI-Kent County, local youth are equipped and encouraged to transform the environments within which they learn, play, worship, work, and socialize. Above the Influence-Kent County connects and amplifies the voices of youth from urban, suburban, and rural communities and creates avenues for peer-to-peer learning, while challenging and inspiring adult behaviors and decisions.

The Above the Influence-Kent County theme of 2013 was 'Push Forward'. 'Push Forward' acknowledged the stressors, emotional baggage, pressures, and past history that impact teen behavior, struggles, and self-esteem on a daily basis. Yet, 'Push Forward' magnified the capacity of every teen to successfully overcome obstacles, redefine their future, make positive life choices, and walk free of the past.

Through the KCPC Above the Influence-Kent County initiative, teen-driven expressions and messages of prevention are taken to the places where teens are. Real, relevant, and poignant, Above the Influence-Kent County has empowered local teens to transform their world and has witnessed a year of unprecedented advancement and achievement!

- The Academy @ East Kentwood High School incorporates Above the Influence-Kent County: During the 2013 school year ATI-Kent County launched a partnership with the freshman campus of East Kentwood High School. Students participated in the mobile ATI-Kent County Experience and prepared for KCPC's National ATI Day activities and Red Ribbon week!

- The KCPC launches Project Sticker Shock: In a partnership with Duthler Family Foods, GVSU Trio Upward Bound, and network180, KCPC Youth Coalition members and GVSU Upward Bound Students from Central and Union HS participated in our 1st Project Sticker Shock initiative featuring teen-driven Above the Influence-Kent County messaging in both English and Spanish.

- KCPC Youth Pilot Drugged/Distracted Driving Initiative for the White House Office of National Drug Control Policy: The KCPC was hand-selected as 1 of 2 community coalitions nationwide to pilot a new initiative of the White House Office of National Drug Control Policy targeting Drugged and Distracted Driving using video game technology.

- The KCPC hosts The Countywide 'Be It' Contest: The KCPC partnered with students from partner middle and high schools in preventing and reducing underage substance use via a countywide 'Be It' Contest. The "Be It" project was designed to give community youth an opportunity to develop a personal life slogan expressing why he/she chose to live drug and alcohol free. Several hundred submissions were received and the winner was Varrell Coleman, a 9th grader from East Kentwood High School-Freshman Academy. The winning slogan was developed into the Summit 2013 Conference tee shirt and will be developed into a billboard in Fall 2013.

- KCPC Travels to Washington DC for Congressional Briefing with the White House Office of National Drug Control Policy: The KCPC was invited to Washington for a congressional briefing before Senate Majority, Senate Minority, House Majority, and House Minority Appropriations Committee Members to share about the work/successes of Above the Influence-Kent County. Congressional leaders were impressed by the coalition's use of fashion to advance prevention and sustainability efforts and overall youth and community impact through innovation.

- Mentoring Other Coalitions: The KCPC has facilitated trainings and served as a model for youth engagement and community mobilization for coalitions across the state and nation.

- KCPC presents at Barry County Youth Leadership Summit: The KCPC presented at the 2013 Barry County Youth Leadership Summit. KCPC Youth Coalition members and staff led an interactive workshop on 'The Art of Personal Branding'. The Barry County YLS draws approximately 300 teens.

“Being a part of the ATI-Kent county family and the KCPC has allowed me to express myself and impact my peers in ways that are cool, fun and powerful all at the same time”

–Daniel Vargas, ATI-Kent County Youth Coalition member.

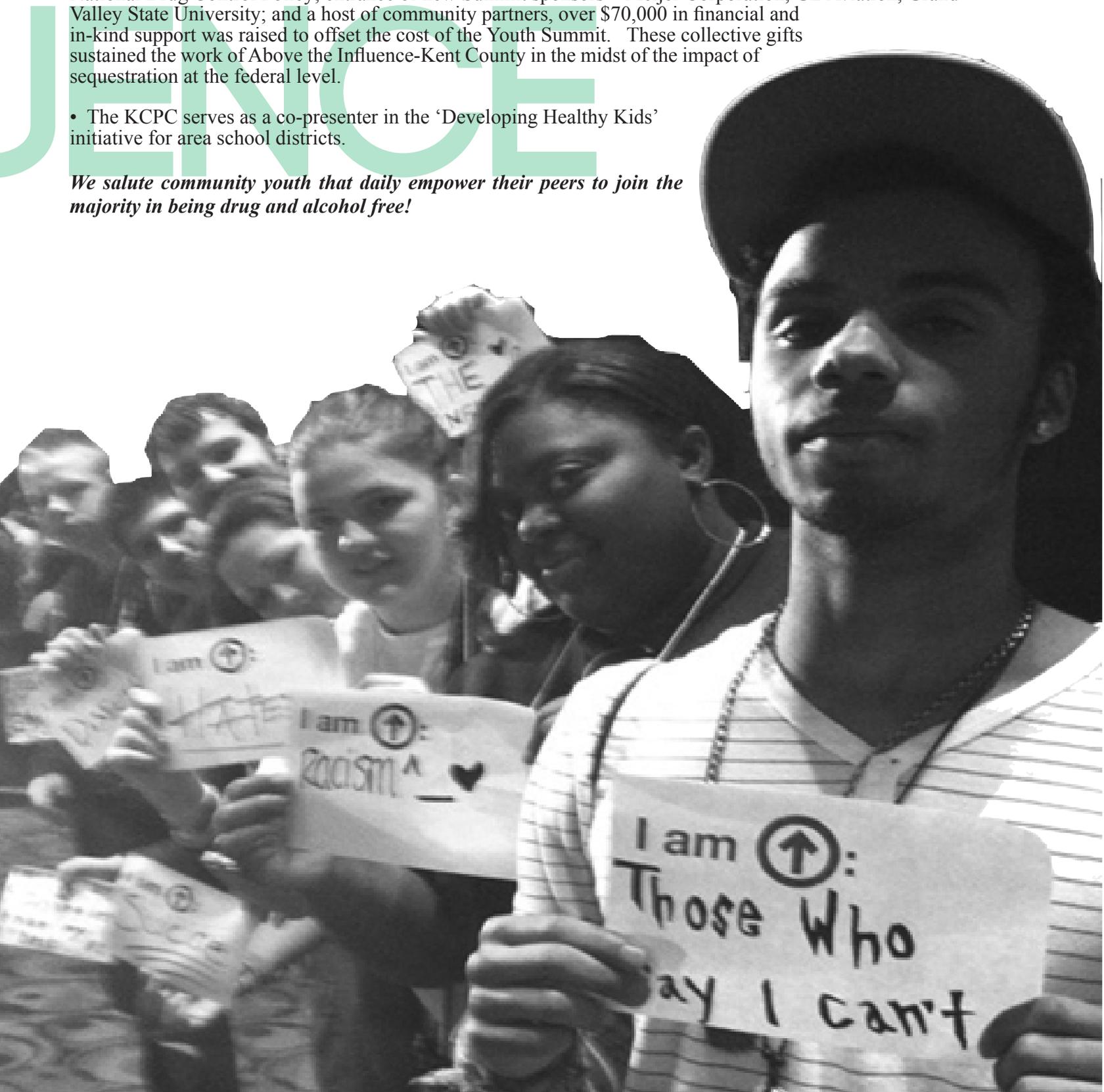
- KCPC Appointed to National Executive Board for the White House Office of National Drug Control Policy: The Kent County Prevention Coalition is 1 of 5 coalitions selected to serve on a newly developed national executive board for the White House Office of National Drug Control Policy National Youth Anti-Drug Media Campaign - Above the Influence.

- New media platforms for the KCPC via GRPS TV, Comcast and ATT U-Verse: KCPC PSA and promotional videos became available on ongoing rotation via Grand Rapids Public Schools TV, Comcast Cable, and ATT U-Verse.

- Over \$70,000.00 in financial and in-kind support accrued for the 2013 Youth Summit: With the support of faithful supporters: Michigan High Intensity Drug Trafficking Area, network180, and The White House Office of National Drug Control Policy; entrance of new Summit sponsors – Meijer Corporation, GE Aviation, Grand Valley State University; and a host of community partners, over \$70,000 in financial and in-kind support was raised to offset the cost of the Youth Summit. These collective gifts sustained the work of Above the Influence-Kent County in the midst of the impact of sequestration at the federal level.

- The KCPC serves as a co-presenter in the ‘Developing Healthy Kids’ initiative for area school districts.

We salute community youth that daily empower their peers to join the majority in being drug and alcohol free!





REPORT OVERVIEW

One of the main charges of the Kent County Prevention Coalition [KCPC] is to make local data on substance use available and understandable to the community. Presenting data in this manner allows community stakeholders the opportunity to identify the major problems

facing the community and to set goals and commit resources to combat these issues. This Community Report was designed to present a picture of what we believe are key indicators on the impact of substance use disorders in our community.

The *Community Report 2013*, presents data from a variety of sources, including the Michigan Profile for Healthy Youth (MiPHY), the Behavioral Risk Factor Survey and the Michigan State Police. The MiPHY is an on-line survey conducted by the Michigan Departments of Education and Community Health to provide student results on health risk behaviors. During the 2011/2012 school year, 1,438 surveys were completed by 7th graders from seven Kent County middle schools and 3,027 9th and 11th graders from ten high schools. The demographic distribution of participating students was similar to the overall distribution in Kent County for all race/ethnic groups with the exception of African American students. African Americans represented only 4.6% of the MiPHY sample while they account for 12.8% of the Kent County Population of 10 to 17 year olds. The BRFSS is conducted every year by the State of Michigan and three-year aggregate data is available at the county level. Data from the Michigan State Police allows the KCPC to track alcohol-related motor vehicle accidents and arrests for substance use-related offenses.

It is our hope this report will encourage continued community action so that together we can reduce the social, economic, and personal impact substance use has on our community.

Brian Hartl
Epidemiologist
Kent County Health Dept

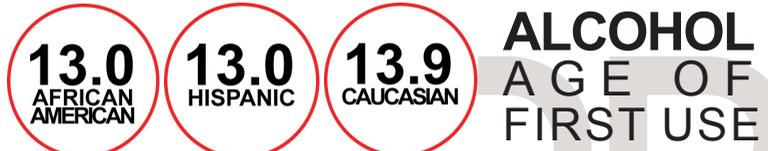
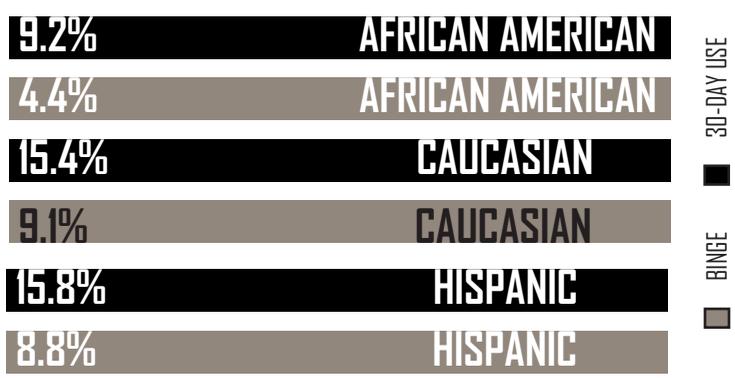
YOUTH ALCOHOL USE



NEARLY 1 IN 10 REPORTED HAVING 5 OR MORE DRINKS IN ONE SITTING [BINGE DRINKING].



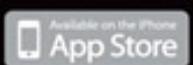
RACE, ETHNICITY & YOUTH ALCOHOL USE



Kent County kids are **misusing** prescription drugs at age **13**.



Talk Early. Talk Often.
TalkSooner.org



2 OUT OF EVERY 5 KENT COUNTY TEENS HAVE TRIED ALCOHOL

ADULT ALCOHOL USE

THE MOST RECENT DATA INDICATED A DECLINE IN THE PERCENTAGES OF RESPONDENTS REPORTING HEAVY AND BINGE DRINKING.

4.3%

RESPONDENTS CHARACTERIZED THEMSELVES AS HEAVY DRINKERS

15.6%

RESPONDENTS INDICATED THEY HAD ENGAGED IN BINGE DRINKING DURING THE PAST MONTH.

SOURCE: 2006-2010 MICHIGAN BEHAVIORAL RISK FACTOR SURVEYS

1 OUT OF 4
KENT COUNTY TEENS REPORT TRYING MARIJUANA BEFORE AGE 14



ONE OUT OF TEN KENT COUNTY YOUTH REPORTED MARIJUANA USE IN THE PAST 30 DAYS.

MARIJUANA USE WAS MOST COMMONLY REPORTED IN AFRICAN AMERICAN YOUTH.

source: 2011/2012 Kent County MIPHY

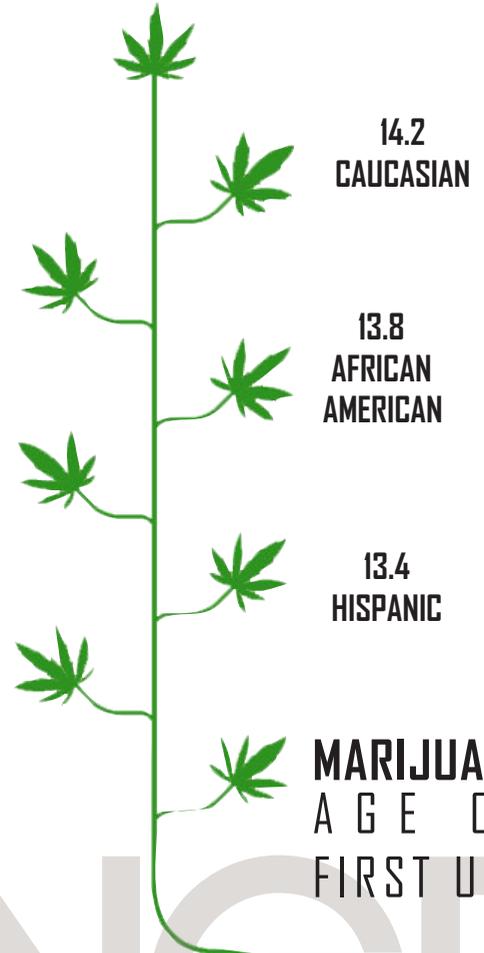


HIGH SCHOOL MALES [6.6%] WERE MORE LIKELY THAN FEMALES [5%] TO REPORT DRIVING A VEHICLE AFTER THEY HAD BEEN DRINKING.

1 IN 5

HIGH SCHOOL STUDENTS INDICATED THAT THEY HAD RIDDEN IN A VEHICLE DRIVEN BY SOMEONE WHO HAD BEEN DRINKING

ALCOHOL IS THE DRUG OF CHOICE AMONGST CAUCASIAN YOUTH.

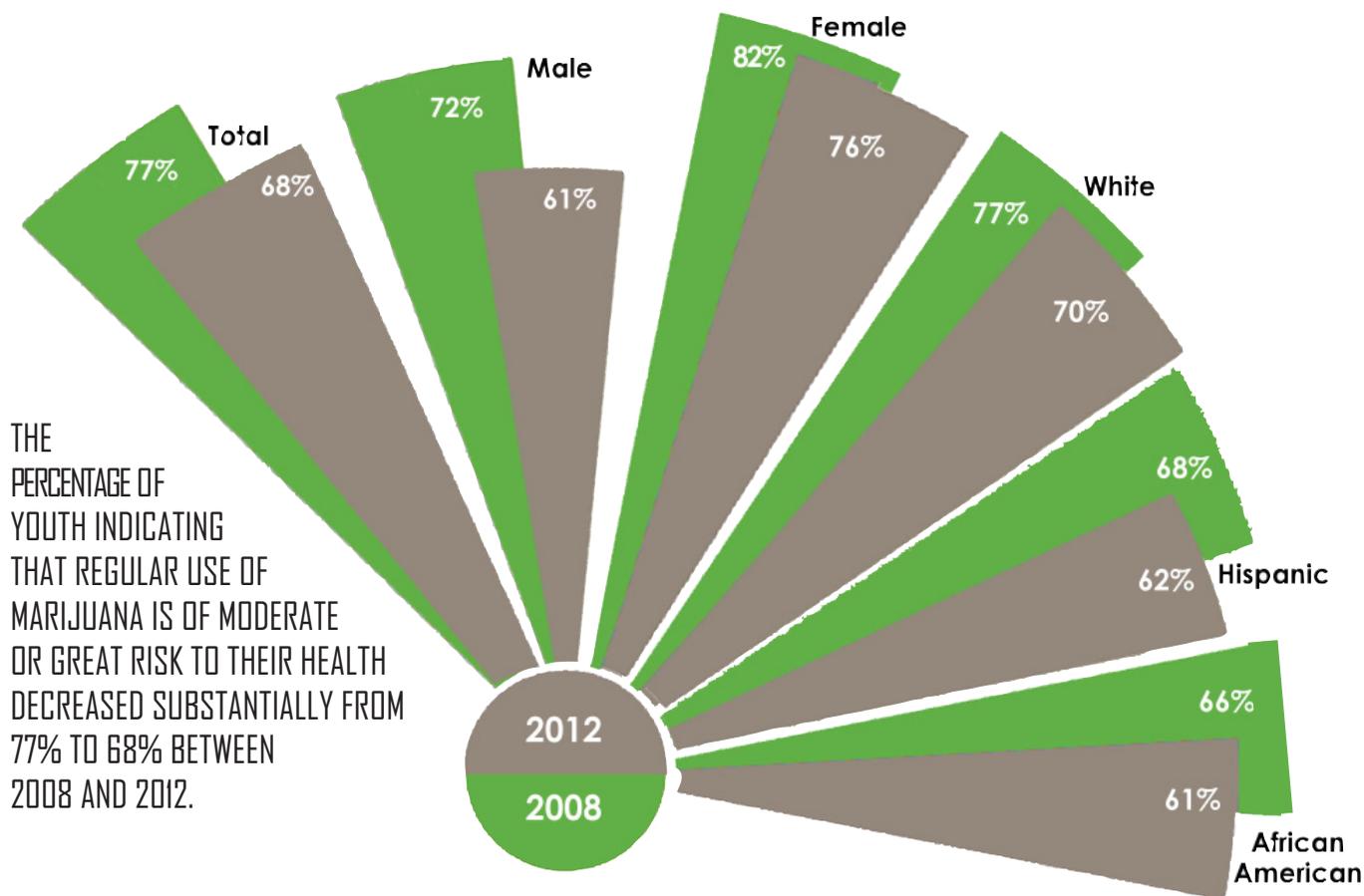


MARIJUANA AGE OF FIRST USE

RISK FACTORS can influence drug abuse in several ways. The more risks a child is exposed to, the more likely the child will abuse drugs. Some risk factors may be more powerful than others at certain stages in development, such as peer pressure during the teenage years; just as some protective factors, such as a strong parent-child bond, can have a greater impact on reducing risks during the early years. An important goal of prevention is to change the balance between risk and protective factors so that protective factors outweigh risk factors.

Source: <http://www.drugabuse.gov>

RISK OF HARM - MARIJUANA 2008 VS. 2012



YOUTH REPORT THAT FREQUENT USE OF ALCOHOL IS MORE HARMFUL TO THEIR HEALTH THAN FREQUENT USE OF MARIJUANA.

DESPITE DECLINING PERCEPTIONS OF HARM, 9 OUT OF 10 YOUTH REPORTED THAT THEIR PARENTS VIEW THE USE OF THESE SUBSTANCES AS WRONG OR VERY WRONG.

PARENTAL DISAPPROVAL RATES

ALCOHOL%		MARIJUANA%
89	Total	93
88	Male	92
91	Female	95
91	African American	92
90	Caucasian	93
88	Hispanic	93

PEER DISAPPROVAL RATES

ALCOHOL%		MARIJUANA%
73	Total	77
70	Male	73
76	Female	82
82	African American	78
73	Caucasian	78
70	Hispanic	74

Youth are slightly more likely to report disapproval of the use of marijuana by their peers than alcohol.

Females were more likely than males to indicate use by peers as wrong.

African American youth indicated a higher level of disapproval for peer use of alcohol than Caucasian and Hispanic youth.



PRESCRIPTION DRUG ABUSE

MIDDLE SCHOOL FEMALES WERE MORE LIKELY THAN MALES TO REPORT INAPPROPRIATE USE OF PRESCRIPTION DRUGS OR PAINKILLERS AT LEAST ONCE IN THEIR LIFETIME

5% OF HIGH SCHOOL STUDENTS REPORTED USING A PRESCRIPTION DRUG WITHOUT A DOCTOR'S ORDER IN THE PAST MONTH

6.4% INDICATED USING A PRESCRIPTION PAINKILLER WITHOUT A DOCTOR'S ORDER

MALES WERE MORE LIKELY THAN FEMALES TO REPORT PRESCRIPTION DRUG USE, WHILE FEMALES WERE MORE LIKELY TO REPORT PAINKILLER USE



of middle school students indicated they used a prescription drug and 11.1% used a prescription painkiller without a doctor's order at least once in their lifetime.



THE SOLUTION

PROTECTIVE FACTORS

Any factor whose presence is associated with an increased protection from a disease or condition.

77.3% of high school students have at least one best friend who made a commitment to stay drug free.

59.9% of high school students report having opportunities for engagement through social clubs and scouting.

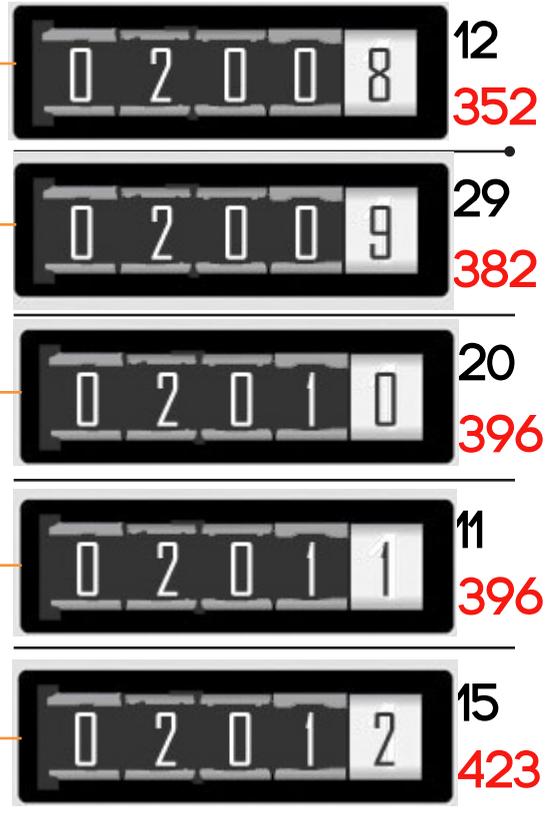
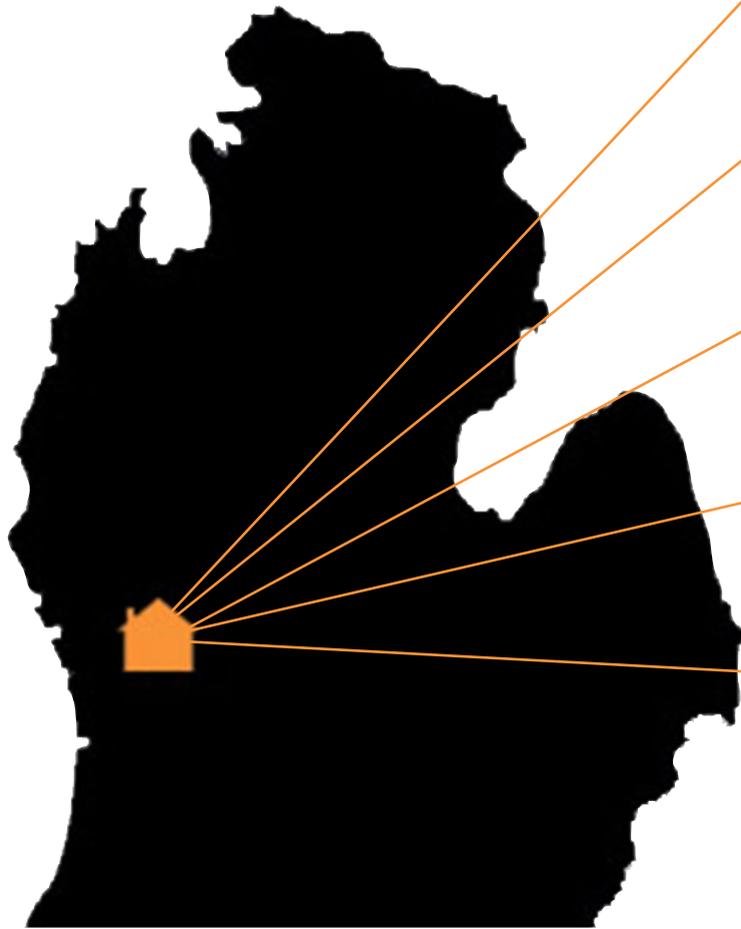
NEARLY 3 OUT OF 4 high school students report having supportive relationship their parents.

Examples of Protective Factors

- Self-Control
- Parental Monitoring
- Academic Competence
- Anti-Drug Use Policies
- Strong Neighborhood Attachment

PROTECTIVE FACTORS

ALCOHOL-RELATED MOTOR VEHICLE ACCIDENTS



People killed in alcohol related MVAs
People injured in alcohol related MVAs

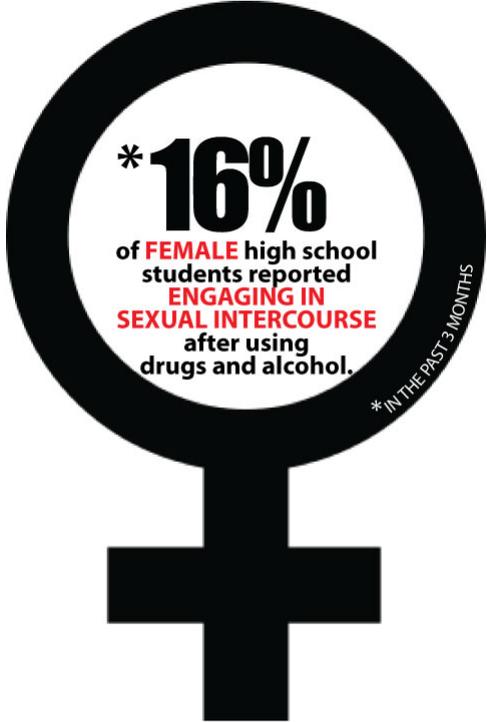
ON AVERAGE
ONE-THIRD
OF ALL MVA FATALITIES IN
KENT COUNTY
INVOLVE ALCOHOL



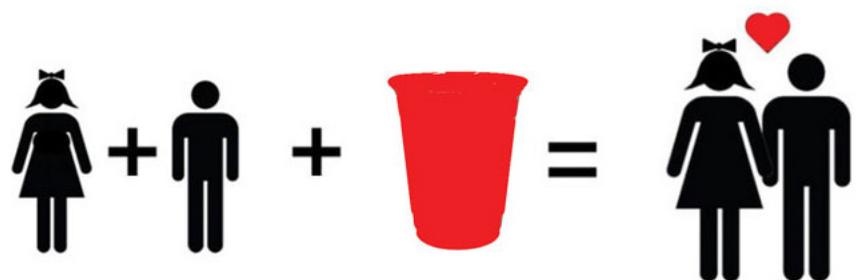
HIGH SCHOOL MALES WERE MORE LIKELY THAN FEMALES TO REPORT DRIVING A VEHICLE AFTER THEY HAD BEEN DRINKING.

CONSEQUENCE

AMONG HIGH SCHOOL STUDENTS REPORTING SEXUAL INTERCOURSE IN THE PAST THREE MONTHS, MORE THAN 2 OF EVERY 10 INDICATED THAT THEY USED ALCOHOL OR DRUGS BEFORE THEIR LAST SEXUAL INTERCOURSE.



RISKY SEXUAL ENCOUNTERS



SUBSTANCE USE ARRESTS: POPULATION 18 & UNDER

MALES ARE NEARLY 8 TIMES MORE LIKELY THAN FEMALES TO BE ARRESTED FOR SUBSTANCE-USE RELATED OFFENSES

AFRICAN AMERICAN MALES ARE 5 TIMES MORE LIKELY TO BE ARRESTED FOR MARIJUANA-RELATED OFFENSES THAN FOR ALCOHOL-RELATED OFFENSES.

EQUENCES



P.O. BOX 7286 / GRAND RAPIDS, MI 49510

Design and Layout by: Michele K. Stitt

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KENT COUNTY PREVENTION COALITION MEMBER ORGANIZATIONS

- Arbor Circle Corporation
- Celebration Cinema
- Cherry Street Health Services
- Community Family Partnership
- D.A. Blodgett/ St. John's Home
- Faith Community Partners for Change
- Family Outreach Center
- Girl Scouts of Michigan Shore to Shore
- Grand Rapids African American Health Institute
- Grand Valley State University TRiO Upward Bound
- Healthy , Safe & Drug-Free Schools & Communities Coalition
- Heart of West Michigan United Way
- KCPC Above the Influence-Kent County Dream Team
- KCPC Above the Influence-Kent County Youth Coalition
- Kent County Administrator
- Kent County Health Department
- Kentwood Public Schools
- Kharmai Video Productions
- Latino Community Coalition
- Living Water Ministries
- network180
- New Community Church
- Nottawaseppi Huron Band of Potawatomi
- Seyferth PR
- Triple J Jerseys
- Walker Police Department
- Wedgwood Christian Services