



Kent County Prevention Coalition (KCPC) July 2016 General Assembly Meeting Minutes

Attendance:

Carolyn Guyton (Camp Fire West MI 4C), Pattie Warmington (Cherry Street Health Services), Sharon Briggs (Cherry Street Health Services), Angel Rodriguez (Cherry Street Health Services), Nayaab Sattar (Kent County Health Department), Melissa Ware (Arbor Circle), Donna Smith (Bryon Community Ministries), Cathy Jordan (Wedgwood), Alisha Cowell (Family Outreach Center), Lisa Williams (Network180), Brian Hartl (Kent County Health Department), Brenda Mathews (DA Blodgett-St. Johns), Shannon Cohen (Community Ventures), Michele Stitt (KCPC), Denise Herbert (Network180)

WELCOME –

Greetings and introductions were facilitated to welcome members and guests. GA Minutes for the next few months will document the strategic planning process in detail, as well as our progress to date.

ORDER OF BUSINESS ACTION/DECISION ITEMS

- Approval of August meeting agenda
 - 1st – Angel Rodriguez 2nd – Carolyn Guyton ALL APPROVED
- Approval of June General Assembly (GA) minutes
 - 1st – Pattie Warmington 2nd – Carolyn Guyton ALL APPROVED

Strategic Planning:

A recap of activities to date was provided. Initial activities for the Strategic Planning process started in November 2015; which included four different phases to get us where we are now. For the months of July, August and September we will invite the general community to lend their voice and experiences in the development of the next 5-year plan.

In March, network180 did a bid-for-service, via a Public Service Notice in the Grand Rapids Press. Two bids were received: 1) Community Ventures, 2) Germane Solutions. Based on the information provided Community Ventures was selected.

OVERVIEW OF WHAT TO EXPECT FROM THIS STRATEGIC PLANNING SESSION:

- Engage in a three-part series using July and August to go into a deeper dive around issues and be strategically wise | our efforts.
- Discuss the Qualtrics Survey and its results.
- Include community voices and feedback.
- Have dialog and digest moments.
- A photography component is included during the planning process.
- Videography to capture the stories will be integrated in the process.
- The process will focus on community voices and involvement.
- Build a timeline of the work. Capturing 10 years in review.
- Strategy & activity alignment by incorporating the CADCA planning model.
- Project recap, discuss & review the roadmap

STRATEGIC MAPPING 1 OF 3

This process is not about looking good on paper or just going through the motions. It's about creating a pathway to engage and envision a healthy and well community. The group participated in a hands on activity, developing a 10-year timeline of past & present activities and milestones the KCPC.

DIALOG/DIGESTION COMMENTS:

- See change in intergenerational leadership.

- If we think of an organization in terms of storming, norming, forming we can clearly see when some of the capacity changed for the Coalition. Where there was greater capacity we see greater activity possibly.
- See some repetition, via State level changes (e.g. 3- 4 names changes in 10 years, Office of Drug Control Policy to Office of Recovery Oriented Systems of Care), SUD system changes, the Lakeshore Regional Entity (LRE). What's the impact? How do we adapt ourselves to these changes? "Plans are useless, but planning is indispensable."
- Member job and/or role changes within an organization since joining the Coalition.
- DFC awarded; allowed for increased activities & capacity.

QUALTRICS SURVEY:

A Qualtrics Survey was developed to engage & encourage community voice. The following summaries the results to date:

1. How did you first become aware of the Coalition?

In doing a 'word cloud' the predominant word seen was 'work.' This was true for 80% of respondents.

2. Do you feel that this mission is relevant, important and easy to understand?

- 93% - yes it's relevant
- 91% - yes it's important
- 88% - yes it's easy to understand

3. What are you familiar with and what have you attended (adults)?

This is the Coalition's Hall-of-Fame (HOF). We are talking brand, mission and connectivity. This is the HOF in ranking order:

- Youth Summit - by far the thing the Coalition is known for
- Youth Coalition
- PSA's done by the Coalition & Summit opening videos
- Billboards
- Red Ribbon Week
- Community Lunch & Learn (top activity that adults connect with)
- Community Reports
- General Assembly Meetings
- Family Day
- Talk Sooner

4. What activities are of most value to you (youth)?

- Youth Summit
- Youth Coalition
- Talk Sooner
- The mobile experiences
- Sticker Shock
- PSAs

VISION FOR THE FUTURE:

1. Responses from the community and data was shared on screen regarding "What will we be doing five years from now to help youth make choices to live ATI and to live drug free?"
2. To what extent do you think the following substances are challenges in our communities as it relates to youth? Strongly agree or agree
 - 93% of respondents identified teen marijuana use as their greatest concern

- It was a tie between alcohol, prescription drugs, and opioids use. Very interesting from a community perspective. 84% of respondents strongly agreed or agreed that these substances were a major problem among youth in Kent County.
3. Same question, as it relates to adults.
- 90% of respondents strongly agreed or agreed that binge drinking and heavy adult drinking was a major issue. This was tied with prescription, misuse, and abuse amongst adults.
 - 88% was a close no. 2 with adult marijuana use being a major issue, but it was also tied with E-cigarettes and tobacco.

A QUANTITATIVE UNDERSTANDING (Brian Hartl, Kent County Health Department):

National and local data around Substance Use Trends.

National Level:

- Past month marijuana use among adolescents in the US by National Survey 2002-2014: Despite differences in methods between surveys, data from the National Survey on Drug Use and Health (NSDUH), Monitoring the Future (MTF), and the Youth Risk Behavior Survey (YRBS) generally show that the percentage of adolescents in the U.S. who used marijuana decreased from the early 2000s to the mid-to-late-2000s and then increased gradually in more recent years. The percentage for MTF decreased significantly from 2013 to 2014.
 - Past month marijuana use (have you used marijuana in the past 30 days) – Starting in about 2009 there was an increase in kids 12-17 who indicated that they had used marijuana in the previous 30 days. From early 2000 there was a dip in the majority of those surveys, but his past year there is an upper trend for use of marijuana among adolescents in the nation as a whole.
- Past month binge alcohol use among adolescents aged 12-17 in the U.S. by gender (2008-2014): In 2014 6.1% of adolescents aged 12-17 in the U.S. (an estimated 1.5 million adolescents) reported binge alcohol use in the month prior to being surveyed, a decrease from 8.9% in 2008. (This percentage has been below the Healthy People 2020 target of 8.6% since 2010. The percentage of binge alcohol use among adolescents aged 12-17 in the U.S. decreased from 2008 to 2014 for both male and female adolescents).
- Past month heavy alcohol use among adults aged 21 or older in the U.S. by gender, race/ethnicity, and age group (2014): In 2014 6.6% of individuals aged 21 or older in the U.S. (an estimated 15.0 million individuals) reported heavy alcohol use in the month prior to being surveyed. This percentage has not changed significantly since 2010. In 2014 the percentage of adults aged 21 or older in the U.S. who reported past month heavy alcohol use was higher for males (10.2%) than for females (3.3%) and higher for Whites (7.4%) than for Blacks (5.2%), Asians (2.1%), or Hispanics (5.7%). This percentage was higher for young adults aged 21-25 (12.5%) than for the older age groups.

General Trend:

- Alcohol tends to stay relatively consistent over past couple years
- Decline in smoking cigarettes (meaning more kids see harm in smoking cigarettes)
- General trend for anything related to marijuana is going up. (This means more-and-more kids think that marijuana is not harmful to their health).
- Adults general trends with heavy drinking (2 or more drinks on an average for males, and one or more drinks on average for females per day). General trend – males drink more than females and Caucasian males tend to drink more than other racial/ethnic groups.

Local Level - In Kent County latest data is from 2014 Behavioral Risk Factor Survey:

- Rate of heavy drinking in Kent County is very low

- Trend with marijuana use increased in middle and high school kids
- Slight decrease in number of kids indicating use of marijuana within 30 days

Demographics - Past 30 Day Use of Marijuana (Kent County Middle School/High School Students):

- Slight increase in middle school and high school use of marijuana
- More females indicated use
- Blacks, Hispanics, Latino - are more likely to indicate use of marijuana

Perception at the local level: How do you perceive harm of these substances to your health:

- More and more kids do not believe that marijuana is harmful to their health, and is less harmful than binge drinking or alcohol. We see this in the national and local data.

Emerging Issues:

- Deaths due to Opioid overdoses. Last year we had 70 overdoses due to opioids in Kent County; this year it's almost 100.
- The most identified substances in autopsies was: Methadone, Heroin, Fentanyl, Morphine
- Youth engaged in prescription drug use (Ritalin, Adderall, and painkillers such as OxyContin or codeine). Even though there are more opioid deaths in adults in Kent County, you see a consistently declining trend of painkiller use among youth.

Demographic Breakdown:

- Overall it's pretty consistent across the board, not a lot of variation.
 - African Americans have a lower use of prescription drug use than other racial/ethnic groups
 - Synthetic marijuana –Whites and Latinos are the more prominent groups for utilization of synthetic marijuana.
 - Tobacco products: E-Cigarettes are predominate substance of choice for individuals in high school in Kent County. Across the board there is a high % of kids involved in these. White and Latinos are more likely to be involved than African Americans.

Substances used in the past 30 days by youth:

- Alcohol, marijuana, E-Cigarettes by far are the most common substances among high school use in Kent County according to the most recent version of MiFi

Announcements / Information

- Announcements from the agenda were reviewed

Next Meeting: KCPC General Assembly Meeting @ the Kent County Health Department
Located – 700 Fuller Avenue NE, Grand Rapids, MI 49503