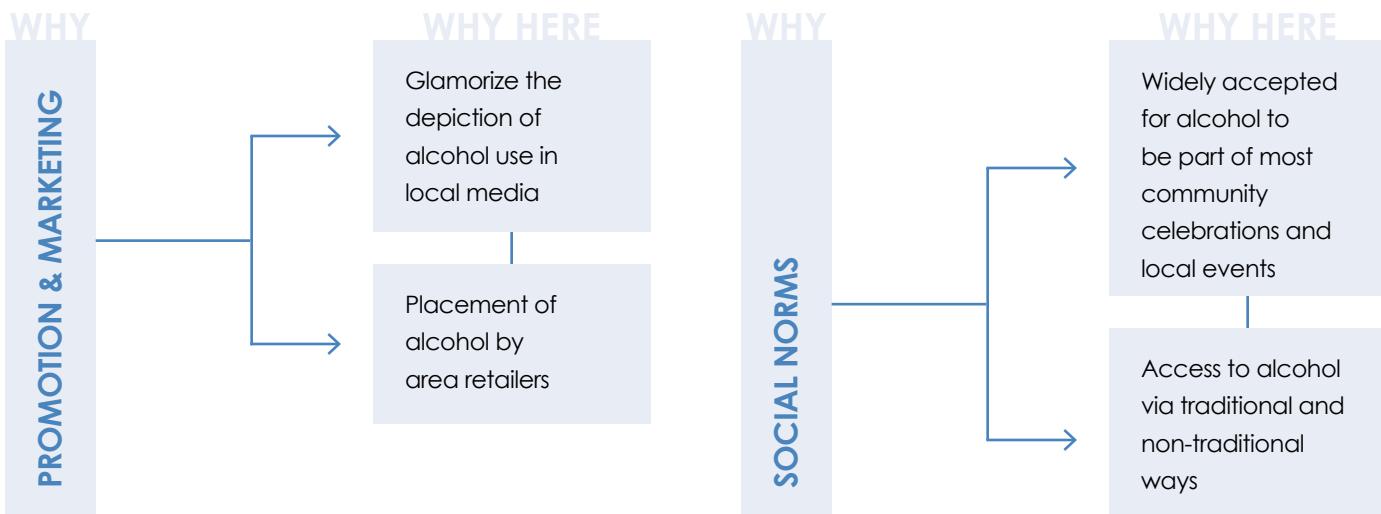


Reduce Underage Alcohol Use

KENT COUNTY YOUTH UNDER THE AGE OF 21 ARE DRINKING ALCOHOL



SHORT-TERM OUTCOMES

- Magnify community acknowledgement and celebration of youth making positive choices
- Enhance youth refusal and decision making skills
- Increase youth perception of consequence and harm from alcohol use

INTERMEDIATE OUTCOMES

- Increase advocacy to impact community norms and availability [Ex: retail availability, social availability, etc.]
- Expand adoption of community standards
- Increase media literacy among youth

LONG-TERM OUTCOMES

- Youth use of alcohol is reduced
- Age of onset of alcohol use is increased
- Adult/parental disapproval of youth alcohol use is increased

Y

outh alcohol use continues to be a significant problem in Kent County, echoing trends at the national level.

Twelve percent of Kent County high school students have tried alcohol before age 13 (2009-10 Michigan Profile for Healthy Youth (MiPHY)), and 44% of Kent County high school students report having tried at least one alcoholic drink (2009-10 MiPHY). The earlier the onset of drug use, the higher the likelihood of addiction (Young, 2002) as well as community ramifications. In fact, underage drug use is a contributing factor to academic failure, unwanted sexual contact, unplanned sexual encounters, the onset of mental illness and criminal activity (Califano, 2002).

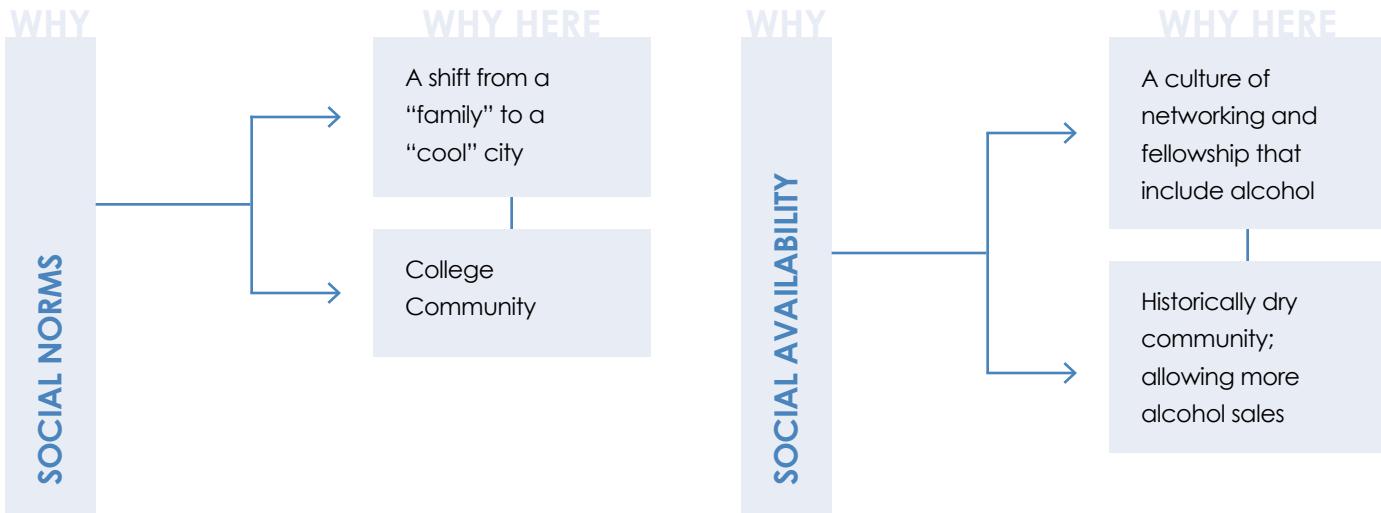
The opportunity to prevent youth alcohol use is as timely and significant as the problems associated with youth use. The Kent County Prevention Coalition (KCPC) is committed to developing and implementing community-wide interventions

designed to deter youth alcohol use. While it is impossible to shield teens completely from the negative influences that surround them, when protective factors in a teen's life outweigh risk factors, a teen is less likely to use drugs. The inverse is also true; teens with more risk than protective factors are at significantly greater risk for substance use.

Underage drug use is not just a matter of personal choice. Holding youth solely responsible for underage substance use is akin to blaming fish for dying in a polluted stream. Community-wide prevention approaches or environmental strategies are better suited to decrease 'stream pollution' - the societal norms, family, community and health factors, policies and laws that shape the teen surroundings and living conditions.

Reduce Adult Heavy Drinking

KENT COUNTY ADULTS ARE ABUSING ALCOHOL



SHORT-TERM OUTCOMES

- Promotion of responsible adult alcohol use [21 and older]
- Expand community alcohol standards to reduce social availability at community events
- Increased perception of harm among college students age 18-20

INTERMEDIATE OUTCOMES

- Policies instituted to safeguard against adult heavy drinking at community events (Ex: Dry zones, wristbands, etc)
- Adult perception of harm from alcohol use is increased
- Increased community norms in favor of alcohol-free social settings

LONG-TERM OUTCOMES

- Decrease in adult binge and heavy adult drinking
- Reduced social availability of alcohol at community events
- Reduced number of alcohol-related fatalities

Adult heavy drinking continues to be a persistent problem in Kent County. In 2011, key community stakeholders identified adult heavy drinking as one of the main focus areas for Kent County Prevention Coalition.

Specifically, 15 of every 100 adults reported engaging in binge drinking in the past 30 days, with binge drinking remaining high among males (20.8%), those with higher income (\$75,000+, 22.7%) and residents in the 25 to 34 year age group. Additionally, one of every 100 adults indicated that they drove a motor vehicle after drinking. Younger residents (18 -24 years of age) are more likely to claim that they have driven a vehicle after drinking than older residents.

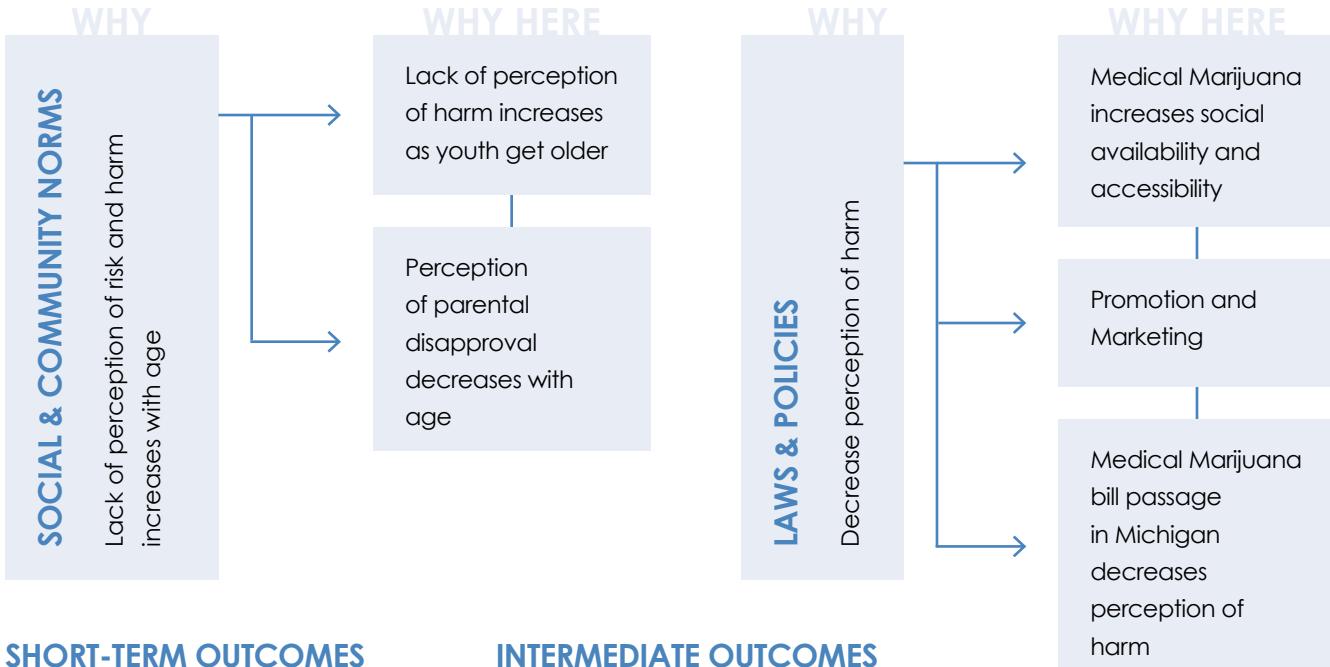
Compounding these facts is that the adult population has a low perception of harm in relation to alcohol abuse. Locally, there's also been an increase in social norms and events supporting the availability of alcohol and alcohol-consuming

behaviors. Look no further to the increase in local brew pubs and nightclubs in the downtown Grand Rapids area alone. A shift in social norms and perceptions of Grand Rapids as a "family town" to a "cool city" has helped to foster a culture of networking and increased availability of alcohol at social events. There are also a growing number of colleges and universities in the county, with favorable social norms among college students toward alcohol use.

The KCPC plans to challenge the level of adult heavy drinking and resources with corresponding immediate, intermediate and long-term outcomes. This will be accomplished by collecting additional data/sources to further define and inform the problem of adult alcohol use, implementing strategies to reduce heavy alcohol consumption and binge drinking and increasing the perception of harm to adult alcohol consumers and others in Kent County.

Reduce Youth Marijuana Use

KENT COUNTY YOUTH ARE USING MARIJUANA



Marijuana use is becoming increasingly popular among Kent County youth. The average age of first use of marijuana is 13.9 years. In fact, local youth are using marijuana at a rate higher than their peers across the state. Nearly 10% of 12- to 17-year-olds indicated marijuana use in a recent county-wide survey. What's more, the percentages of use increases with age, as 1.3% of 7th graders, 9.4% of 9th graders and 18.3% of 11th graders reported using marijuana in the past month.

Equally unsettling is a more lax attitude among youth about marijuana use than in past years. This is likely fueled by recent policy changes, widespread medical marijuana advertising and new channels of access and social acceptance (i.e., a grandparent having legal access to marijuana as part of palliative treatment). Fewer teens are reporting that marijuana

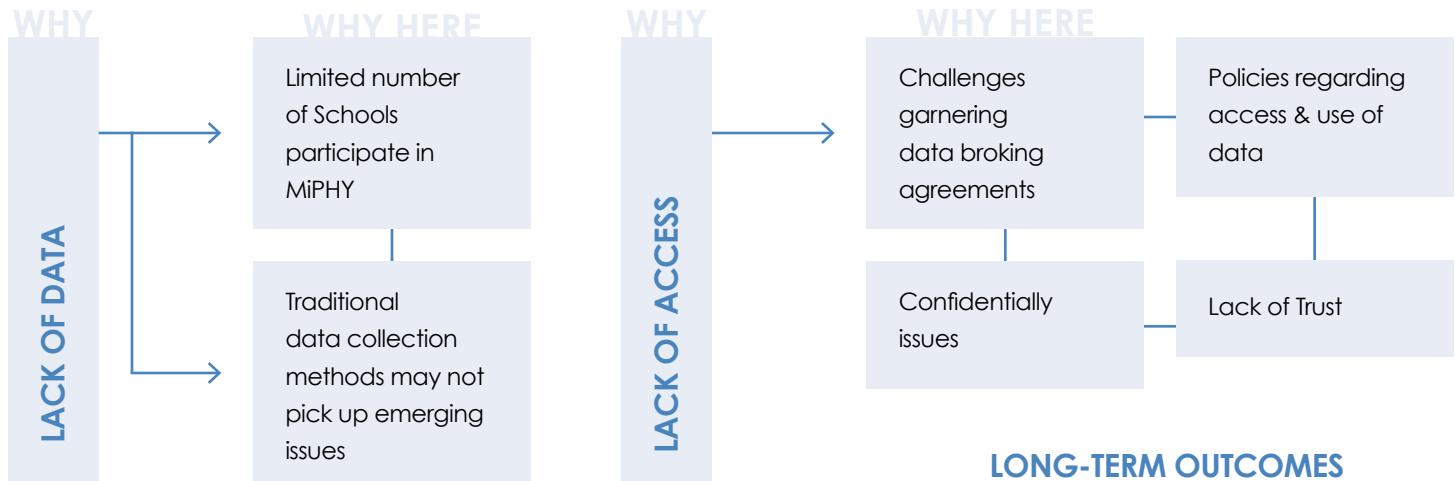
use can cause them harm, though there is growing concern from experts over the short-term and long-term effects of marijuana use, from memory loss and addiction to cancer.

The magnitude of the issue is perhaps best represented through a shift in Minor in Possession (MIP) referrals at one Kent County counseling program. Reports since the MIP law was enacted in 2009 show that minors referred to the program for possession of marijuana cases have surpassed alcohol cases.

With youth marijuana use and attitudes greatly changing, the Kent County Prevention Coalition seeks to prevent a gradually more permissive attitude among youth, which can offset the accepting use behaviors that often accompany these lax attitudes.

Enhance Access to Local Data

GAPS EXIST IN SUBSTANCE USE RELATED DATA



SHORT-TERM OUTCOMES

- Identification of community data gaps
- Community substance use data is made available in easy-to-understand formats (Ex: Via local media, etc.)
- Relationships developed to overcome trust and confidentiality barriers

INTERMEDIATE OUTCOMES

- Increased data sharing agreements in place between Kent County Health Department and community stakeholders
- Valid and reliable data relevant and useful to substance use disorder assessment, planning, and decision making is available
- Shared health-related indicators are established [Ex: Healthy Kent, Suicide Prevention, etc.]

LONG-TERM OUTCOMES

- Increased access to demographically representative data on Alcohol Tobacco and Other Drug (ATOD) use in Kent County (Ex: MiPhy)
- An ATOD-related data clearinghouse is created in Kent County (Ex: Create a marketing strategy for use of the data by community leaders)
- Substance use prevention data is incorporated into the development of community health plans (Ex: Healthy Kent, United Way, Our Community's Children, Suicide Prevention, KSSN, etc.)

Like the solid foundation of a home, strong and complete data is the anchor of any sustainable prevention programming.

While the Kent County Prevention Coalition (KCPC) has been successful in gathering data regarding youth/teen substance use behaviors from a variety of community partners ranging from law enforcement to schools, certain data gaps continue to exist within pockets of the community. As a result, data outcomes are not as demographically reflective of the entire Kent County community.

To resolve this problem, the KCPC will continue growing and fostering relationships with local entities (faith communities, hospitals, schools, etc.) which are credible sources of local data, and pursuing alternate methods of data collection when establishing these relationships is unsuccessful. Additionally, the KCPC will pursue demographically representative data through the

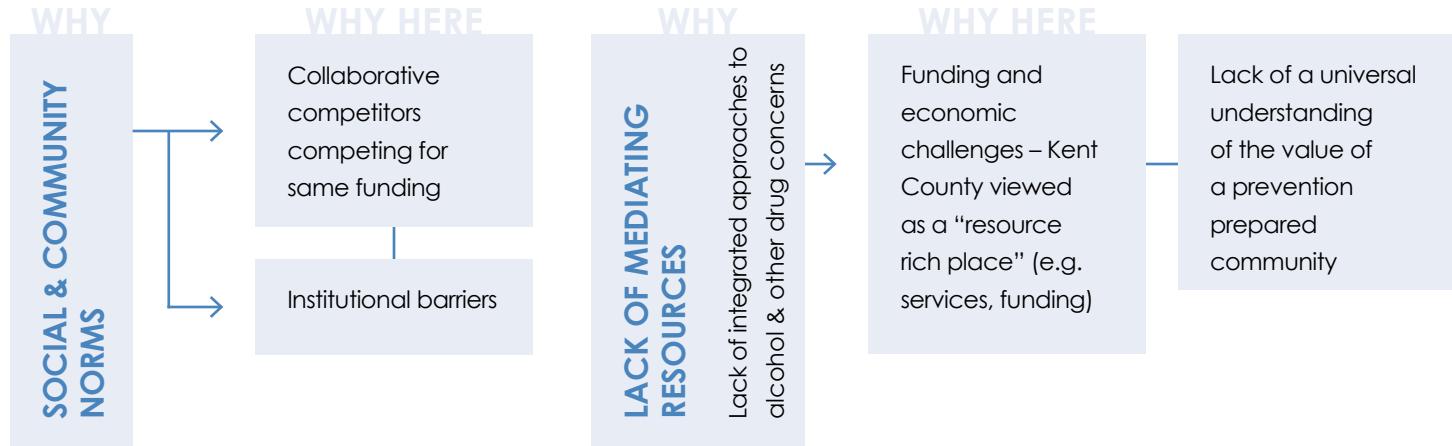
development of an annual household survey using Computer-Assisted Self Interview technology.

In addition to data gaps, there is a need to translate and package information in ways that are user-friendly and accessible to multiple stakeholders. Creating data that is understandable and available to Coalition stakeholders is imperative to engaging multiple sector involvement in the Coalition's mission and vision. Comprehensive data that is packaged in a compelling, straight-forward manner will also help to bolster the KCPC's credibility with area media as the local expert on data and issues related to substance use.

As part of this process, the KCPC plans to partner with the regional coordinating agency to synthesize local data from providers of prevention services, while further understanding the data needs of Coalition stakeholders and local media so that data reporting and presentation can be ideally suited to meet their needs.

Expand Coalition Capacity through Partnerships

INCREASED AND IMPROVED AWARENESS AND RELATIONSHIPS AMONG HEALTH GROUPS IN KENT COUNTY IS NEEDED.



SHORT-TERM OUTCOMES

- Increased awareness of what a prevention-driven community is
- Develop relationships to advance shared approaches to ATOD prevention (Ex: Develop new relationships with like-minded individuals, agencies, and groups; Establish venues to align community organizations for shared vision)

INTERMEDIATE OUTCOMES

- Collaborative agreements exist between community partners
- Expansion of Different Gifts, Equal Commitment Concept

LONG-TERM OUTCOMES

- Braiding of resources among community partners
- Funding streams are collaboratively pursued to advance prevention efforts
- Prevention of substance use disorder is valued in Kent County

Some of the most pressing health and wellness issues among Kent County youth may have more in common with one another than previously considered, especially when it comes to risky behaviors.

Yet in the past, approaches to dealing with community issues were frequently accomplished by a silo-vision approach. Funding streams, initiatives, and/or community responses often addressed only single issues of concern such as substance use, child abuse, domestic or relationship violence, juvenile delinquency, teen pregnancy, and sexual assault.

Professionals working in these areas know from statistical data and practical, “front-line” experience that many of these issues are inter-related. For instance, substance abuse may co-exist with teen pregnancy. Juvenile delinquency may share a pathway to domestic violence and substance abuse. And

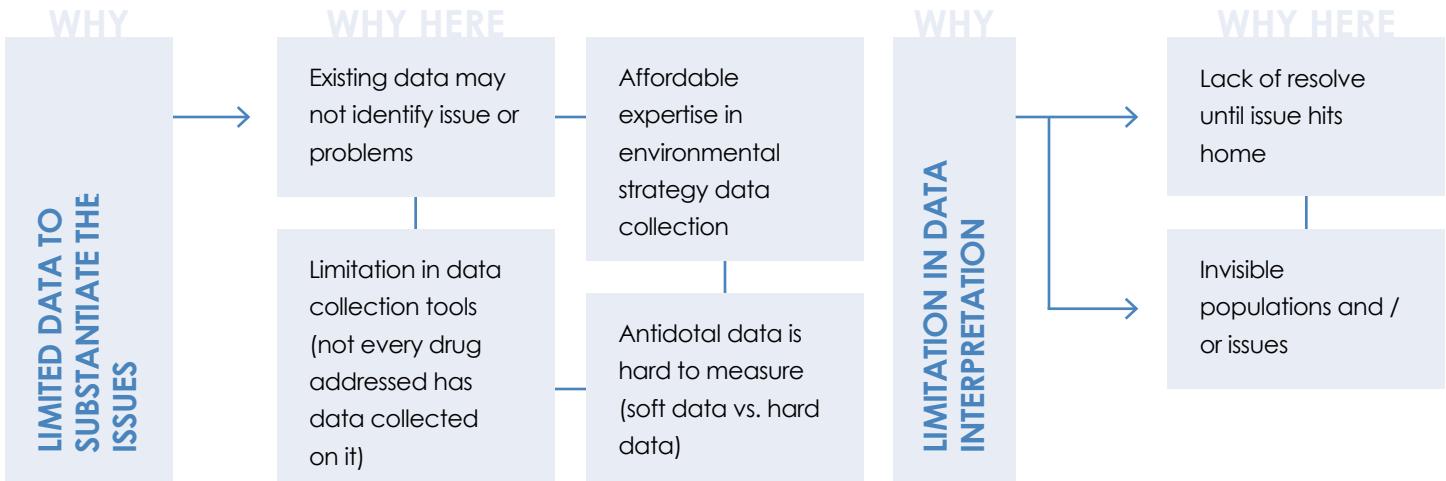
relationship violence and sexual assault have similar behavior patterns and modalities. Yet still many initiatives continue to be singular in focus.

With early support and interest by field professionals who contributed to the Kent County Prevention Coalition's (KCPC) strategic plan, as well as additional community stakeholders ranging from parents, youth, faith leaders, school professionals and others, the KCPC seeks to increase its work with community partners in addressing how alcohol and other drug use intertwines with other risky behaviors and what common approaches can be achieved in a collaborative approach.

Focused collaboration with other coalitions and/or initiatives can reduce the harm that comes to our community through the use of substances and related violence or other risky behavior and their consequences, while increasing shared knowledge, understanding and program efficiency.

Emerging Issues

EMERGING ISSUES ARE DIFFICULT TO IDENTIFY



SHORT-TERM OUTCOMES

- Identify substance use trends among vulnerable populations in Kent County (Ex: Invisible populations, undocumented workers, aging population, military families, etc.)
- Annual Forum with community partners to keep the pulse on emerging trends

INTERMEDIATE OUTCOMES

- Process created to obtain qualitative and quantitative data on substance use trends among vulnerable populations
- Stakeholders are informed of emerging drug trends.

LONG-TERM OUTCOMES

- Emerging trend data addressed in community health plans and initiatives

The ability to accurately and consistently assess the threat of an emerging substance abuse issue in Kent County has a range of prevention implications, from allocating resource deployment costs to prioritizing prevention measures and tactics.

Kent County needs an ongoing, systemic process for evaluating trends of non-prioritized substance use in order to determine whether prevention resources should be deployed to address emerging issues in our community, and at what level. The goal is to contribute to a holistic understanding of which drugs are being used or has the potential to be used, their adverse effects on health, and how societies can develop effective and efficient responses in order to protect and promote public health.

Case in point; prescription drug abuse is the nation's fastest growing drug problem. Because the drugs are legal, they are easily accessible and often kept in medicine cabinets long after they are needed, making them readily available to individuals who may misuse or abuse them. Additionally, crack cocaine is a cheap, enormously addictive drug and remains the number-one drug problem for law enforcement officials. Although levels of crack cocaine and cocaine use have leveled off in the United States, the larger metropolitan areas of Michigan continue to experience high availability in cocaine trafficking and abuse. Effects and sociological consequences, especially on various racial/ethnic groups, bears this community's examination and action. An ongoing systemic process will help navigate how best to assess, prioritize and respond appropriately.



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KENT COUNTY PREVENTION COALITION MEMBERSHIP

Arbor Circle	Grand Rapids Housing Commission, Adams Park	Native American Family Services
Above the Influence- Kent County Youth	GVSU TRiO Upward Bound	network180
Bryant's Healthcare Solutions	Heart of West Michigan United Way	New Community Church
Catholic Charities of West Michigan	Kent County Administrator Office	Nottawaseppi Huran Band of Potawatomi
Community Family Partnership	Kent County Health Department	Our Community's Children
DA Blodgett – St. John's	Kent Intermediate School District	SADD Comstock Park
Faith Community Partners for Change	Kentwood Public Schools	SADD Ottawa Hills
Family Outreach	Latino Community Coalition	Touchstone Innovare
Girl Scouts Shore to Shore	Life Guidance Services	Walker / Grandville Area Action Coalition
Grand Rapids African American Health Institute	Living Water Ministries	Wedgewood Christian Services