



Kent County
Substance Abuse
Prevention Plan

2012-2016



3

MISSION, VISION & PURPOSE



4

WHY THE WORK



6

COALITION SUCCESS



8

COMMUNITY OVERVIEW



10

ORGANIZATIONAL STRUCTURE



12

OUR GOALS

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

*Director of National Drug Control Policy
-Gil Kerlikowske*



18

QUESTIONS & ANSWERS



19

SUPPORT OUR PLAN

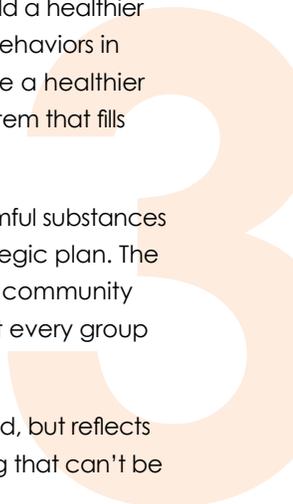
Mission, Vision & Purpose

The mission of the Kent County Prevention Coalition (KCPC) is to build a healthier community by preventing and reducing harmful substance use behaviors in Kent County, with a major focus on youth. Our vision is to promote a healthier community for all by developing a substance abuse prevention system that fills gaps in services, prioritizes resources and reduces overlap.

When it comes to safeguarding our community's children from harmful substances like drugs and alcohol, the KCPC, takes pride in its multi-year strategic plan. The plan encompasses the most comprehensive, relevant data from community stakeholders ranging from parents to professionals, and just about every group and association in between.

But perhaps most important is that the plan is not just factually-based, but reflects the people, partnerships and passion of the community – something that can't be captured in numbers.

The plan is designed to be a living, breathing document in the community; seen as visible, valuable and vocal in its urgency to promote health and wellness in Kent County. Not only does prevention work, but community coalition-building and collaborative problem-solving are proven to prevent and reduce the onset of substance use disorders. We ask that individuals, agencies, businesses, and community groups of all sorts not only endorse this strategic plan, but where appropriate incorporate the plan's goals into your own agendas.





Why the work?

¹National Prevention and Health Promotion Strategy, www.hhs.gov/news/reports/nationalprevention2010report.pdf

²Community Anti-Drug Coalitions of America, CADCA Handbook for Community Anti-Drug Coalitions (2009)

³American Community Survey, www.factfinder2.census.gov

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.

*Source: Excerpts from "What Coalitions are Not"
- Tom Wolf*

Engaging an entire village to relieve a local condition is very applicable to the current public health model for addressing underage substance use. The ripple effect of systemic public health issues upon individuals, families, communities, education, law enforcement, health systems, and national infrastructure, exceed the capacity and resources of any system, program, or sole effort to resolve alone. According to the 2010 National Prevention Strategy, chronic diseases and conditions account for 7 out of 10 deaths in the United States and 75% of medical care expenditures, most of which are PREVENTABLE!¹ National public health trends are shifting from a focus on disease treatment to one of prevention! Not only does prevention work, but community coalition building and collaborative problem solving are proven vehicles for preventing and reducing the onset of substance use disorder!

A coalition is a "formal agreement for collaboration among groups or sectors of a community in which each group retains its identity but all agree to work

together toward the common goal of a safe, healthy and drug-free community."² Coalitions' serve as vehicles for the mobilization of a diverse array of stakeholders that serve different functions, have different roles, ideologies, and identity, yet together can design and implement large-scale, culturally competent strategies to promote community restoration and public health.

Since 2006, the Kent County Prevention Coalition (KCPC), with the assistance of its coordinating agency network¹⁸⁰, has brought together 25 member organizations who represent 12 core sectors – youth under the age of 18, parents, businesses, media, schools/universities, youth-serving organizations, law enforcement, religious/fraternal organizations, civic/volunteer organizations, healthcare, and government; each having a diverse set of skills, knowledge, experience and resources to help inform and shape a true community strategic plan. The Coalition is a great vehicle for planning as the issues related to substance use among different populations are too large and complex for any single entity. Involving key stakeholders in the community

planning process creates a sense of ownership.

The community planning process employed by the KCPC creates opportunities to develop an objective profile of our community, allocate resources for key areas of substance use, implement effective strategies, continually engage the community on substance use and misuse related issues, become a catalyst for needed change, and ensure delivery of essential prevention services.

The KCPC has a good history of mobilizing the community around a common vision and mission for addressing various issues related to substance use. With limited resources, the KCPC community plan will not only reflect different voices in Kent County but will leverage additional resources from various sectors to support the next five year blueprint for addressing substance use disorders and prevention. Kent County knows PREVENTION WORKS! Not only does prevention work, but community coalition-building and collaborative problem-solving are proven to prevent and reduce the onset of substance use disorders.

Kent County has learned firsthand the value and importance of community coalitions to reduce public health issues like substance abuse and misuse. The village-like framework has changed community conditions, norms, systems and policies in landmark ways:

- The KCPC's greatest work to-date has been the mobilization of hundreds of community youth in the creation of a local movie, *Above the Influence-Kent County*, which celebrates the choices Kent County youth make daily to live above the negative influences around them. Through the advancement of the Above the Influence-Kent County movement, the coalition creates spaces for even the most vulnerable to use their voice to make a difference.
- The KCPC is one of two coalitions in the nation selected to partner with the White House Office of National Drug Control's National Youth Anti-Drug Media Campaign - Above The Influence. The coalition presented a workshop about its successes at the Community Anti-Drug Coalitions of America's (CADCA) National conference in Anaheim, Calif.
- The KCPC is a graduate of the two-year National Coalition Academy sponsored by the CADCA and a charter graduate of the CADCA Ambassador program.
- The KCPC's Above the Influence-Kent County movie was awarded the 2011 Students Against Destructive Decision's *National Activity of the Year Award*.
- The KCPC was presented with the 'Coalition of the Year Award' by Michigan Coalition to Reduce Underage Alcohol Use, making KCPC the first coalition to ever receive such distinction.

- In 2010, the KCPC was awarded a five-year grant totaling \$625,000 from the White House's Drug Free Community program. (In addition to managing the grant, network180 provides the coalition with staff, time and additional grant support.)
- The coalition leverages community events such as the Red Ribbon Campaign, participation in the national Family Day movement and town hall forums that use performing arts to engage the community, deliver social messages about underage alcohol use and champion change in local substance use disorders. For example: The coalition partnered with a native drumming group to show value of substance use prevention in various cultural settings.
- In partnership with regional coordinating agency network180 and the Lakeshore Coordinating Council the coalition launched, TalkSooner, a comprehensive campaign featuring billboards and an interactive website, Talksooner.org, designed to promote awareness and encourage community dialogue regarding underage alcohol use and prevention.
- The coalition has partnered with unique populations, like faith communities, to leverage diverse communication vehicles to dissemination of information and resources. The KCPC spearheaded the creation of the Faith Community Partners for Change – a collaboration of representatives from various churches/centers of worship and faith-based organizations with a passion for restoring families and youth through the promotion of substance use prevention.
- In partnership with law enforcement and the juvenile courts, the coalition created a minor in possession (MIP) brochure that local and county law enforcement agencies distribute to first-time offenders, teens and families. The brochure provides teens and parents with intervention resources and explains the MIP process.
- The KCPC also uses innovative approaches to make prevention efforts pertinent to community members of all ages and backgrounds. The coalition has created a Facebook page as a way to connect and engage area youth on a two-way communication channel that is relevant to them.
- Annually, the coalition sponsors a county-wide iCreate Art Challenge that encourages area youth to creatively express why they choose to live drug-free. In 2011, the coalition will submit an entry in ArtPrize, which will feature the work submitted in the 2011 iCreate Art Challenge.
- *Mobilizing Change in Kent 2010: A Report to the Community*, a report that illustrates the impact of substance use disorders in Kent County, presents data from the Michigan Profile for Healthy Youth, the Behavioral Risk Factor Survey, the Michigan State Police and local police jurisdictions to the community in a meaningful and understandable way.

In spite of successful strides in informing and mobilizing the community, there is still much for the coalition to do in order to overcome existing barriers. This plan celebrates the collaborative work of our community, but charts the course to overcoming concerns of sustainability and obtaining demographically representative data for our community. Ultimately, the plan is designed to inspire you to act and get engaged in the collaborative decision-making vehicles that help drive change and improve the health of all who call Kent County home.

Coalition Success



Not everything that is faced can be changed, but nothing can be changed until it is faced.

- James Baldwin

Community Overview

KENT COUNTY QUICK FACTS

KENT COUNTY

MICHIGAN

POPULATION

Population, 2010	602,622	9,883,640
Population, percent change, 2000 to 2010	4.9%	-0.6%
Population, 2000	574,336	9,938,492

AGE/GENDER

Persons under 5 years old, percent, 2010	7.3%	6.0%
Persons under 18 years old, percent, 2010	26.2%	23.7%
Persons 65 years old and over, percent, 2010	11.1%	13.8%
Female persons, percent, 2010	51.0%	50.9%

RACE

White persons, percent, 2010 (a)	79.9%	78.9%
Black persons, percent, 2010 (a)	9.7%	14.2%
American Indian and Alaska Native persons, percent, 2010 (a)	0.5%	0.6%
Asian persons, percent, 2010 (a)	2.3%	2.4%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	0.0%	Z
Persons reporting two or more races, percent, 2010	3.0%	2.3%
Persons of Hispanic or Latino origin, percent, 2010 (b)	9.7%	4.4%
White persons not Hispanic, persons, 2010	76.0%	76.6%
Foreign born persons, percent, 2010	6.6%	6.0%

LANGUAGE

Language other than English spoken at home, pct age 5+, 2010	10.1%	8.6%
--	-------	------

EDUCATION

High school graduates, percent of persons age 25+, 2010	88.7%	88.7%
Bachelor's degree or higher, pct of persons age 25+, 2010	30.2%	25.2%

HOUSING

Housing units, 2010	246,901	4,532,233
Homeownership rate, 2010	69.7%	72.1%
Housing units in multi-unit structures, percent, 2005-2009	24.2%	17.8%
Median value of owner-occupied housing units, 2010	\$141,700	\$123,300
Households, 2010	227,239	3,872,508
Persons per household, 2010	2.60	2.49
Living in same house 1 year ago, pct 1 yr old & over, 2005-2009	83.3%	85.4%

INCOME

Per capita money income, 2010	\$23,394	\$23,622
Median household income, 2010	\$47,781	\$45,413
Persons below poverty level, percent, 2010	16.4%	16.8%

TRAVEL TIME

Mean travel time to work (minutes), workers age 16+, 2010	20.9	23.9
---	------	------

OTHER

Veterans, 2010	36,968	692,922
----------------	--------	---------

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

Z: Value greater than zero but less than half unit of measure shown.

W

With a 2010 population of 602,622 (2010 U.S. Census), Kent County stands as the fourth largest county in the state of Michigan. Since the 2000 U.S. Census, Kent County experienced a population increase of 4.9%, whereas the two largest counties in Michigan experienced a minor increase (+0.7% in Oakland County) and a significant decrease (-11.7% in Wayne County) in population. Grand Rapids is Kent County's largest city and, with a 2010 population of 188,040 (2010 U.S. Census), is the second largest city in the state of Michigan. Since the 2000 U.S. Census, however, population estimates reveal that Grand Rapids has experienced a population decrease of 4.9%, indicating a shift in population to outlying areas.



Data from the 2010 U.S. Census indicate that Kent County's population is becoming increasingly diverse. The Kent County population identified as white non-Hispanic decreased from 80.3% in 2000 to 76.0% in 2010. The number of individuals identified as Hispanic increased considerably from 40,183 in 2000 to 58,437 in 2010. In terms of population distribution, the percentage of the Kent County population identified as Hispanic increased from 7.0% in 2000 to 9.7% in 2010. The population of individuals identified as black or African American alone also increased from 8.9% in 2000 to 9.7% in 2010. Additionally, those identified as Asian alone increased slightly from 1.9% in 2000 to 2.3% in 2010. The population of individuals identified as American Indian/Alaskan Native remained steady at 0.5% of the Kent County population. African Americans and Hispanics continue to be more concentrated in the City of Grand Rapids, but data from the 2010 U.S. Census indicate that these populations are becoming more dispersed. In 2010, 67% of African Americans and 50% of Hispanics in the county lived within the city limits, compared to 25.2% of their white counterparts.

These percentages are considerably less than the figures from the 2000 Census which showed 78.7% of African Americans and 64.3% of Hispanics living in the city.

Similar to most communities in Michigan, the most substantial change in Kent County over the past decade has been economic. According to the 2000 U.S. Census, 8.9% of Kent County's population lived below the poverty level in 1999. In 2010, the percentage of Kent County residents living in poverty increased to 16.4%, with 24% of children under the age of 18 living in poverty (2010 American Community Survey). The poverty situation in the city of Grand Rapids was even worse, with 30% of all people and 43.7% of children under the age of 18 living in poverty. According to a Brookings Institution study featured in the January 26, 2010 edition of the Grand Rapids Press, Grand Rapids experienced the greatest increase in city and suburban poverty rates among the nation's 95 largest metropolitan areas between 2000 and 2008. Growth in the median household income in Kent County has stagnated, increasing from \$45,980 in 2000 (U.S. Census) to \$47,781 in 2010 (American Community Survey), compared to an increase nationwide from \$41,994 to \$50,046 over the same time period.

Perusing the headlines of any local newspaper provides a clear indication that the loss of local jobs is contributing to the increased burden of poverty in Kent County. The Bureau of Labor Statistics reports the average unemployment rate in Kent County during 2008 was 6.9%. In July 2011, the unemployment rate in Kent County was 8.9%. As Michigan's economic woes continue, it is disheartening that poverty and unemployment numbers in Kent County will likely continue to rise in the future.

Despite current economic hardships, Kent County citizens maintain a great sense of community pride and are rooted in strong faith foundations. Through their faith communities and the support of local philanthropic organizations, Kent County citizens are actively involved in many initiatives to assist their fellow neighbors in need. This sense of community also leads to a number of collaborations among local organizations that strive to make Kent County a healthier place to live. It is upon this foundation that the Kent County Prevention Coalition looks to build a healthier environment to impact substance use behaviors among Kent County youth, who local surveys suggest are using alcohol and marijuana at a higher rate, and are beginning to use alcohol at a younger age, than youth nationally and in the state of Michigan.

¹The bureau of labor and statistics, <http://bls.gov>

²Community Anti-Drug Coalitions of America, CADCA Handbook for Community Anti-Drug Coalitions (2009)



Organizational Structure

COALITION GENERAL LEADERSHIP

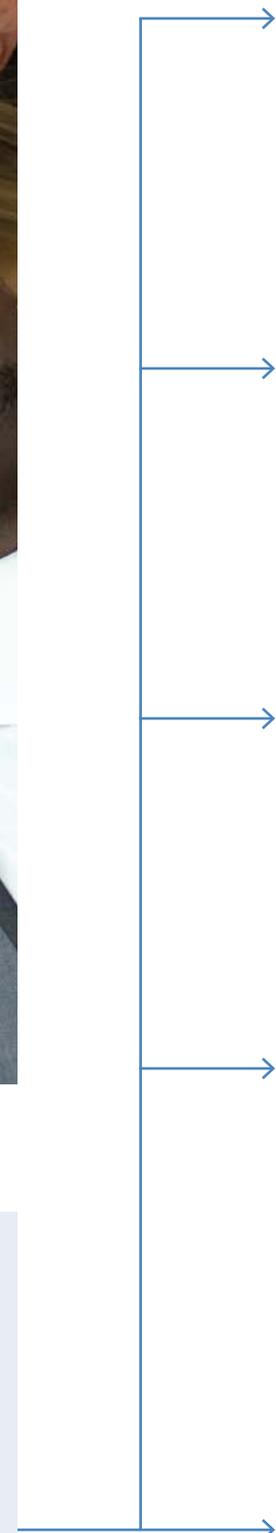
STRUCTURE

Stakeholder Voting Members

- Youth
- Parents
- Media
- Businesses
- Schools
- Youth Serving Organizations
- Law Enforcement
- Faith Communities
- Civic / Volunteers
- Healthcare Providers
- State/Local Government
- Others

FUNCTION

- Develop and implement Kent County's substance abuse prevention strategic Plan
- Prioritize strategies and activities
- Facilitate and develop projects and activities through collaboration and networking
- Serve as the decision making board



MEMBERSHIP COMMITTEE

- Membership recruitment
- Develop standardized practices for welcoming members
- Conduct and analyze leadership scans
- Review Coalition by-laws

RESOURCE COMMITTEE

- Conduct community assessment
- Coordinate resource scan activity
- Initiate and collect resource data
- Interview community service providers
- Electronically record resource scans

COMMUNITY EPIDEMIOLOGY COMMITTEE

- Gather and assess available data
- Analyze local data and compare to state and national
- Create Community Report
- Identify data indicators and data gaps

EXECUTIVE COMMITTEE

- Serves as officers of the KCPC
- Broker system change and opportunities
- Provide leadership and direction towards vision
- Monitor annual action plans
- Set coalition meeting agenda



AD HOC GROUPS

STRUCTURE

- Groups vary based on emerging needs
- Convened by Executive Committee with approval of general leadership

FUNCTION

- Time limited project specific activity

PROJECT DRIVEN INITIATIVES

COMMUNITIES MOBILIZING CHANGE FOR ALCOHOL

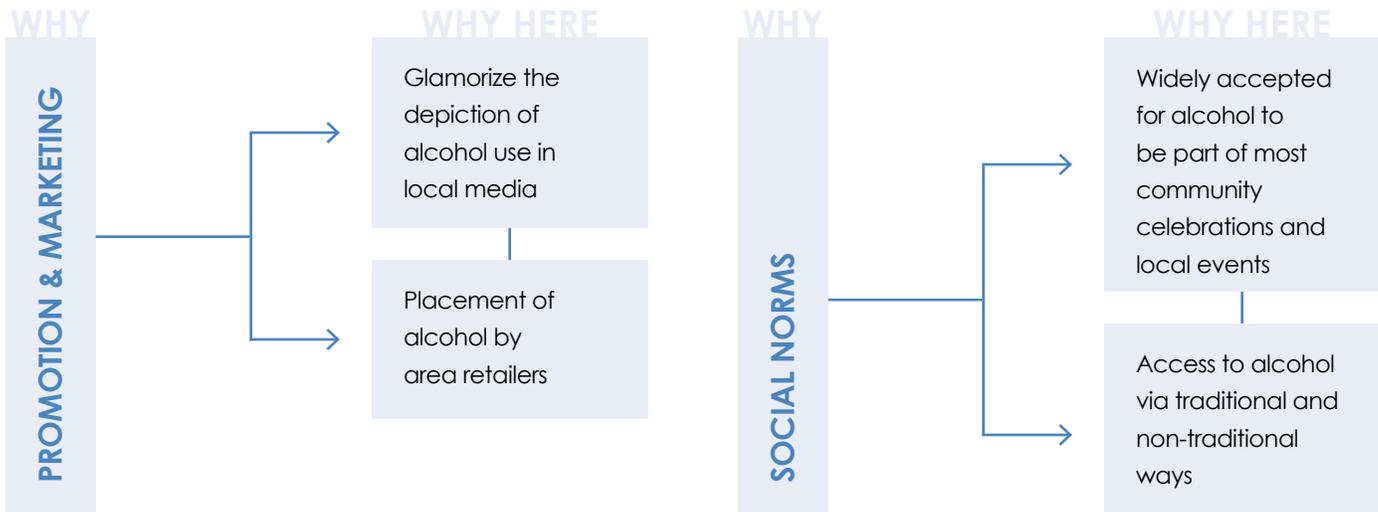
Environmental framework utilized to guide identified communities in altering alcohol use patterns and related problems associated to use.

FAITH COMMUNITY PARTNERSHIPS FOR CHANGE

Partners in the faith community, restoring and strengthening families and youth in the area of substance abuse prevention.

Reduce Underage Alcohol Use

KENT COUNTY YOUTH UNDER THE AGE OF 21 ARE DRINKING ALCOHOL



SHORT-TERM OUTCOMES

- Magnify community acknowledgment 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

Youth 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).

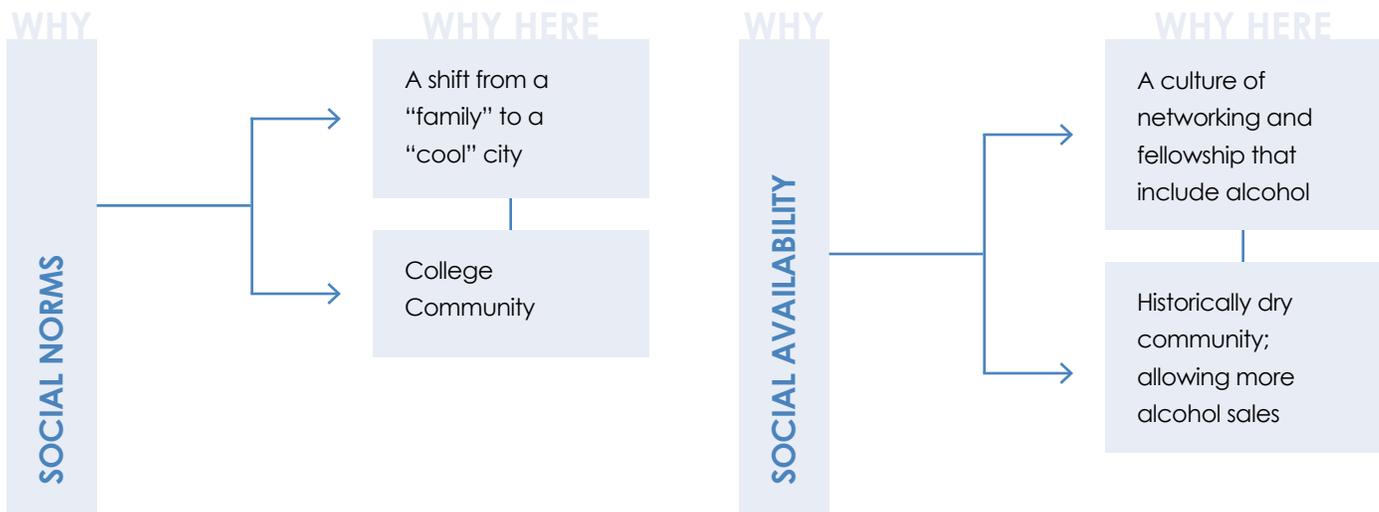
The opportunity to prevent youth alcohol use is as timely and significant as the problems associated with youth use. The Kent County Prevention Coalition (KCPC) is committed to developing and implementing community-wide interventions

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.

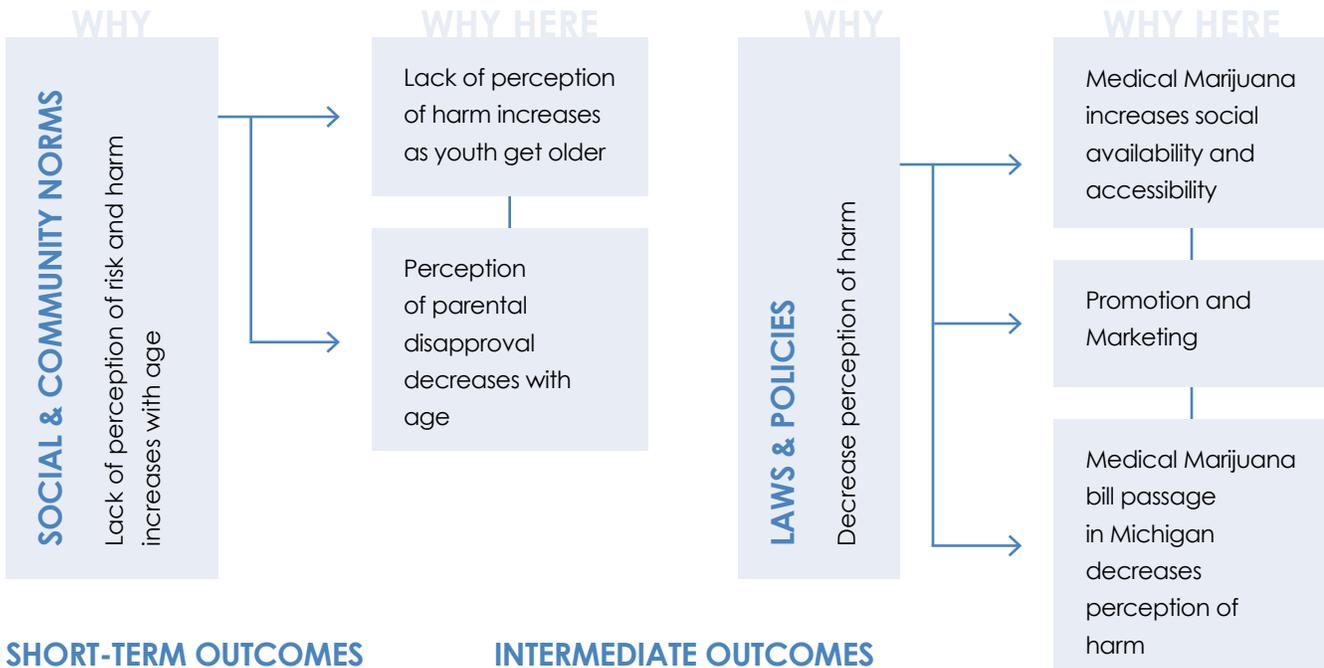
Compounding these facts is that the adult population has a low perception of harm in relation to alcohol abuse. Locally, there's also been an increase in social norms and events supporting the availability of alcohol and alcohol-consuming

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



SHORT-TERM OUTCOMES

- Increase youth perception of consequence and harm from marijuana use
- Enhance youth refusal and decision making skills
- Increased advocacy to increase awareness of the impact of the Medical Marijuana law on youth use

INTERMEDIATE OUTCOMES

- Youth perception of harm from marijuana use is increased
- Expand adoption of community standards
- Increase advocacy to impact community norms and availability [Ex: parental disapproval, target populations, counter marijuana messaging, youth-music, Medical Marijuana Law, etc.]

LONG-TERM OUTCOMES

- Reduce medical marijuana marketing
- Youth use of marijuana is reduced
- Age of onset of marijuana use is increased

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

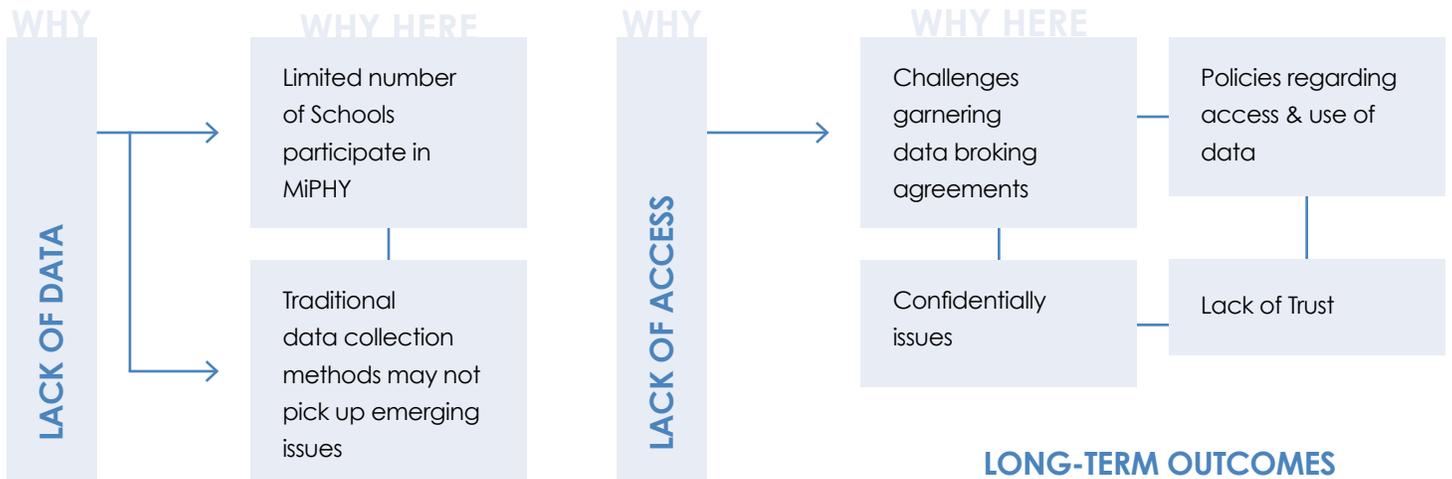
use can cause them harm, though there is growing concern from experts over the short-term and long-term effects of marijuana use, from memory loss and addiction to cancer.

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

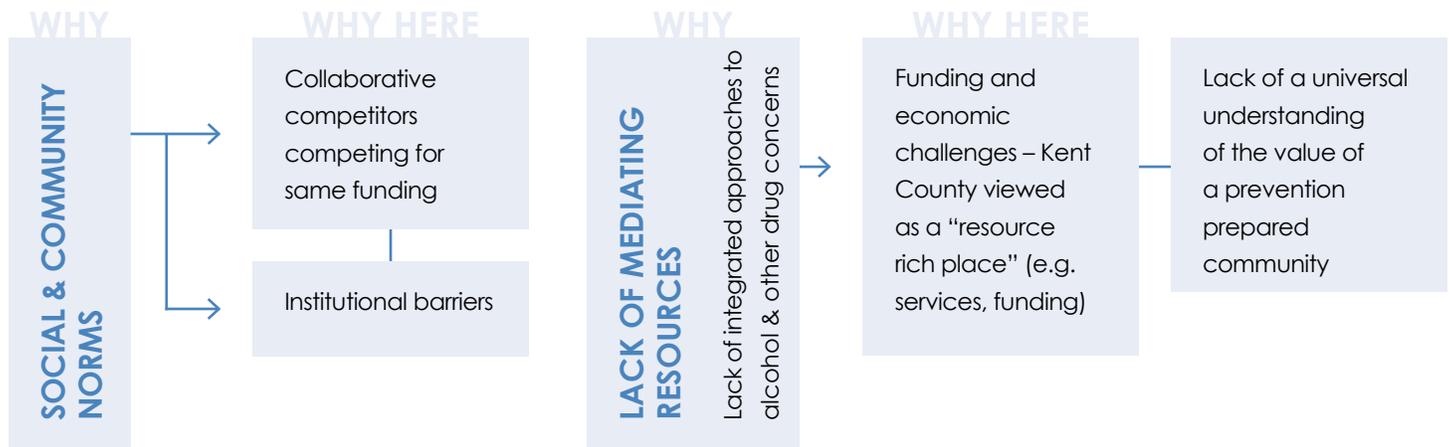
development of an annual household survey using Computer-Assisted Self Interview technology.

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)

- Develop cross membership involvement among health groups in Kent County

INTERMEDIATE OUTCOMES

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

- Community health initiatives aligned to include county ATOD prevention plan

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

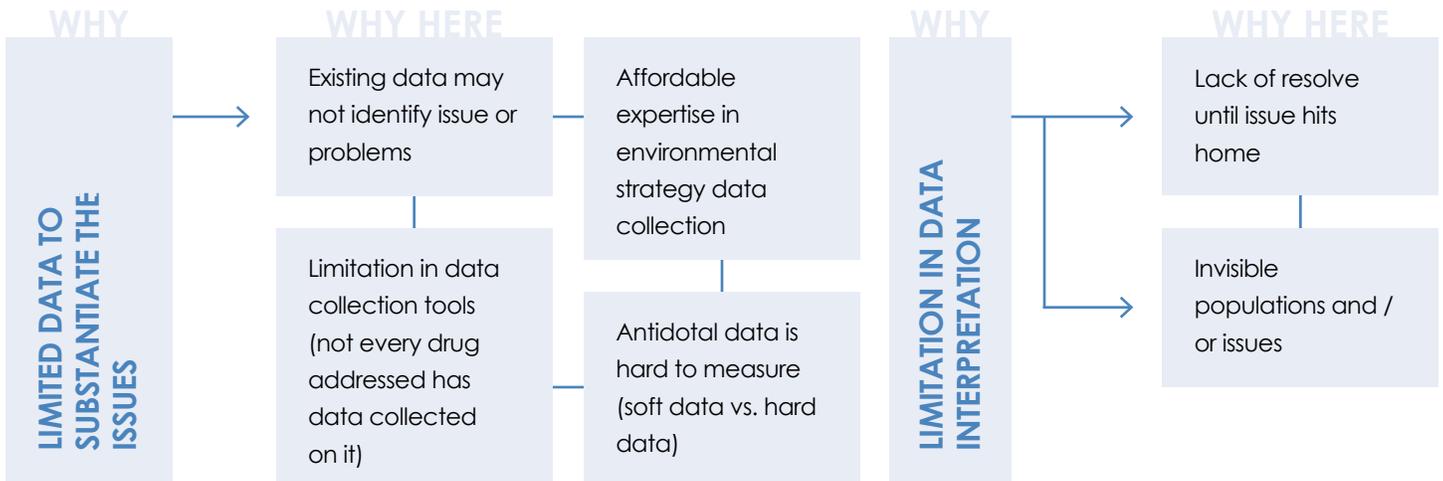
relationship violence and sexual assault have similar behavior patterns and modalities. Yet still many initiatives continue to be singular in focus.

With early support and interest by field professionals who contributed to the Kent Country 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.



Questions & Answers

Q1

Q1: What is the Kent County Prevention Coalition (KCPC)?

A1: Formed in 2006, the KCPC is a team of 25 member organizations including: Kent County public health agencies, public/private schools, centers of worship/faith-based organizations, ethnic organizations, non-profits, neighborhood associations, businesses and community members. While member organizations come from varied sectors, all share a genuine concern for improving the health and well-being of the community — especially youth. The KCPC's coordinating agency is network180. In addition to managing the White House's Drug Free Community program grant, awarded to the KCPC in 2010, network180 provides the KCPC with staff, time and additional grant support.

Q2: What are the goals of the KCPC?

A2: The goals of KCPC are:

- Reduce underage (ages 12-20) alcohol use and
- Reduce heavy drinking among adults
- Reduce youth (ages 12-20) marijuana use

- Enhance access to local data
- Expand the coalition's capacity through the development and enhancement of strategic partnerships and relationships
- Emerging issues

Q3: How does KCPC achieve its mission?

A3: As a community anti-drug coalition, the KCPC achieves its mission through people and partnerships. The statement, "Engaging an entire village is necessary to relieve a local condition," parallels the current public health model for addressing underage substance abuse. The ripple effect of systemic public health issues on everyone from individuals/families to communities, local/national public institutions and agencies far exceeds the capacity and resources of any single effort to resolve alone. Coalitions serve as vehicles for the mobilization of a diverse array of stakeholders who serve different functions, have different roles, ideologies and identities. Together coalitions can design and implement large-scale, culturally competent strategies to promote community restoration and public health. With the assistance of

network180, the KCPC has developed and implemented a five-year, strategic plan, which was awarded a \$625,000 grant from the White House's Drug Free Community program, designed to mobilize community partners and residents while simultaneously strengthening county-wide prevention capacity and infrastructure of area organizations, agencies, and health systems. The Coalition's mission is implemented by:

- Holding community health systems accountable to outcomes
- Implementing a data-driven planning process
- Including diverse community participants in the planning and implementation process
- Making collaborative decisions
- Providing culturally competent prevention services
- Leveraging coordinated resources

Through community involvement the Kent County Prevention Coalition (KCPC) has identified key areas of concern.

Alcohol and marijuana remains the most commonly used drugs among adolescents. Alcohol use is problematic for many adults. Other drugs, some new and some with history, continue to entice and threaten our community.

But identification is only the first step in changing the use and influence alcohol and other drugs have in our community with our children, our youth and our adults. We need to ACT now. This will entail the development, implementation, and maintenance of policies, resources and services in the areas of prevention. This is achieved by working in partnership

with key policy-makers, the provider network, individuals, families and communities to create and promote this framework that supports safe and healthy environments.

To combat this; to make the change we want for ourselves, our children and youth, and our future, **WE NEED YOU!** With involvement from prevention, law enforcement, judiciary, parents, youth, businesses, faith communities, individuals, colleges and community coalitions we will strengthen our assets and reduce the risks that our communities contain.

- ASSESS – how you can contribute to the plan
- ADOPT – the vision to promote a healthier community

- ACT – become a partner in this movement

Support this plan, work with the KCPC, and become part of the solution!

We can make a safer and healthier Kent County a reality.

Individually, we are one drop. Together, we are an ocean.

– Ryunosake Satoro

Support our Plan





Kent County
Prevention Coalition
PO Box 7286
Grand Rapids, MI 49510
616.855.5298
info@kcpreventioncoalition.org



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 Huron 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	Wedgwood Christian Services