

CMCA Program Brief FY 2015-16

Logistics:

The Livingston COMMUNITY PREVENTION Project (LCPP) was formed in 2008 to provide substance abuse prevention services throughout Livingston County. Karen Bergbower & Associates, Key Development Center, Inc., LACASA, and Livingston County Catholic Charities are the collaborative partners of LCPP. These agencies work together to implement several prevention programs that have been proven to impact substance use and related problems. LCPP provides an array of prevention services that target all sectors of Livingston County, including parents, schools, and the community. LCPP is focusing on the following CMHPSM priority areas: reducing childhood and underage drinking, reducing prescription and over the counter drug abuse/misuse, and reducing illicit drug use.



LCPP has targeted Livingston County as a whole with special emphasis in the community of Pinckney. The Livingston County Community Alliance (LCCA) and The Pinckney Coalition (TPC)/It Stops with Students (ISWS) work closely with all five school districts as well as local government, law enforcement, and community members.

Priority Areas, Primary Problems, and Associated Intervening Variables:

CMHPSM Priority Area 1: Reducing Childhood and Underage Drinking

- a) Primary Problem: Early Addiction, Delinquent/Problem Behavior
- b) Intervening Variables: Lack of Perceived Risk, Peer Pressure, Prosocial Attitudes toward School, Norms that Support Use, Easy Access to Alcohol, Parental Norms, Attitudes, and Knowledge of Underage Drinking

CMHPSM Priority Area 2: Reducing Prescription and Over the Counter Drug Abuse/Misuse

- a) Primary Problem: Opiate Related Overdoses and Deaths
- b) Intervening Variables: Lack of Perceived Risk of Prescription Drugs, Peer Pressure, Prosocial Attitudes toward School, Parental Norms, Attitudes, and Knowledge of Prescription Drugs, Easy Access to Prescription Drugs, Norms that Support Prescription Drug Use

CMHPSM Priority Area 3: Reducing Illicit Drug Use

- a) Primary Problem: Past 30 Day Use of Marijuana, Delinquent/Problem Behavior, Health Related Problems Due to E-Cigarettes
- b) Intervening Variables: Lack of Perceived Risk of Marijuana Use, Peer Pressure, Prosocial Attitudes toward School, Parental Norms, Attitudes, and Knowledge of Drug Use, Easy Access to Drugs, Norms that Support Use, Lack of Knowledge of Drug and Drug Paraphernalia

EBI and CSAP Prevention Strategies:

Livingston County Community Alliance (LCCA) and The Pinckney Coalition (TPC) are using the evidenced based intervention Communities Mobilizing for Change on Alcohol (CMCA) to make impactful change in their communities. Although CMCA specifically targets youth in the community to prevent underage drinking, the program also targets all community members to raise awareness of underage drinking. Part of the intervention involves specific targeting of certain sites within a community, including commercial premises of on-sale (e.g., bar, restaurant) and off-sale (e.g., liquor store, convenience store) alcohol vendors. These sites are targeted to limit the availability of alcohol to underage, potential buyers (<https://www.crimesolutions.gov/ProgramDetails.aspx?ID=269>).



According to the National Registry of Evidence-based Programs and Practices, CMCA is a community-organizing program designed to reduce teens' (13 to 20 years of age) access to alcohol by changing community policies and practices. CMCA seeks both to limit youths' access to alcohol and to communicate a clear message to the community that underage drinking is inappropriate and unacceptable. It employs a range of social-organizing techniques to address legal, institutional, social, and health issues related to underage drinking. The goals of these organizing efforts are to eliminate illegal alcohol sales to minors, obstruct the provision of alcohol to youth, and ultimately reduce alcohol use by teens.

The program involves community members in seeking and achieving changes in local public policies and the practices of community institutions that can affect youths' access to alcohol. CMCA is based on established research that has demonstrated the importance of the social and policy environment in facilitating or impeding drinking among youth. CMCA community-organizing methods draw on a range of traditions in organizing efforts to deal with the social and health consequences of alcohol consumption. Although CMCA focuses on underage drinking, these coalitions have expanded the CMCA model to address the use of other substances including prescription drugs, heroin, opiates, and marijuana.

The Center for Substance Abuse Prevention (CSAP) works to help communities decrease substance abuse by promoting six strategies for substance abuse prevention: information dissemination, education, alternatives, problem identification and referral, community-based process, and environmental. Information dissemination and education strategies are used to provide presentations to community groups and when coalitions have a presence at health fairs and community events. The two coalitions utilize the community based process – Strategic Prevention Framework to drive prevention efforts and engage all sectors of the community. Environmental strategies are also used and include alcohol compliance checks, Project Sticker Shock, and Parents Who Host, Lose the Most as some examples. TPC also works to provide alternatives for the youth in Pinckney. Examples of some alternatives would be the annual Dodgeball Tournament and collaboration with local libraries' youth events.

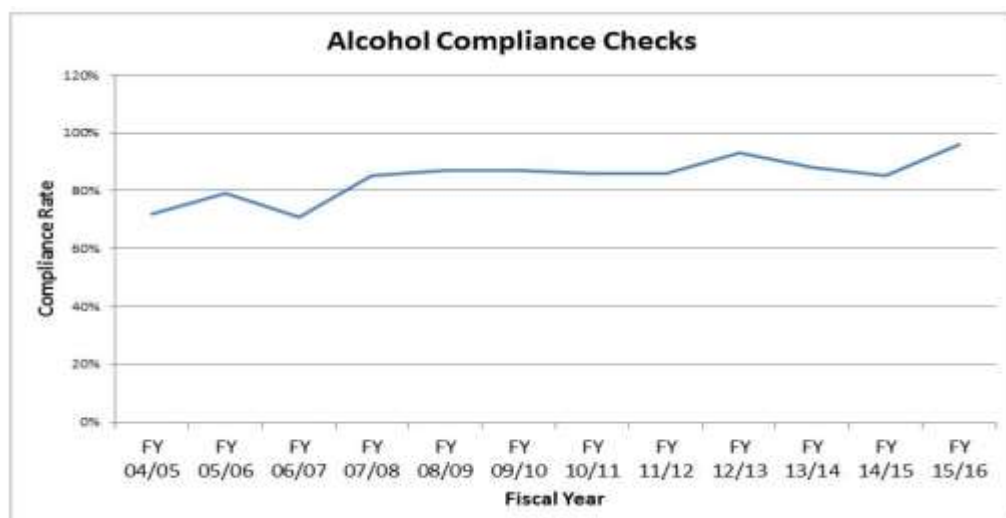
Outcomes/Results:

Throughout the course of FY 15/16, CMCA continues to show its impact on reducing childhood and underage drinking (CMHPSM Priority Area 1) in Livingston County as shown by local data from the Michigan Profile for Healthy Youth (MIPHY) survey*:

- In 2016, 72.7% of Livingston County 7th graders reported taking one or two drinks of an alcoholic beverage nearly every day to be of moderate or great risk, an increase from 66.7% in 2014.
- An increase in the average age of first alcohol use from 10.3 years old in 2014, to 10.6 years old in 2016.
- An increase in amount of Livingston County high school students who reported taking one or two drinks of an alcoholic beverage nearly every day to be of moderate or great risk, was up from 64.6% in 2014, to 71.6% in 2016.
- A decrease in Livingston County high school students reporting that it is “sort of easy or very easy to get alcohol”, from 65.6% in 2014, to 62.5% in 2016.

CMCA places a heavy emphasis on limiting alcohol access to minors by conducting alcohol compliance checks. The “stings” use minors and an undercover officer to test the alcohol retailer’s compliance with Michigan liquor laws. The first alcohol compliance checks done in FY 04/05, resulted in 72% compliance. Since then, compliance has risen; FY 15/16 showed a 96% compliance rate. Please see the graph for compliance check trends throughout the past 11 years.

In addition to these compliance checks, the LCPD continued to implement responsible beverage server training. Server training is offered to all Livingston County waiters, waitresses, bartenders, and liquor retailers, which teaches them about the consequences of serving alcohol to minors, how to check for a fake ID, how to handle intoxicated customers, and the litigation that comes with overserving,



among other topics. These classes, which addresses easy access to alcohol (CMHPSM Priority Area 1) also supports the ongoing alcohol compliance checks to ensure that minors are not obtaining access to alcohol through retailers.



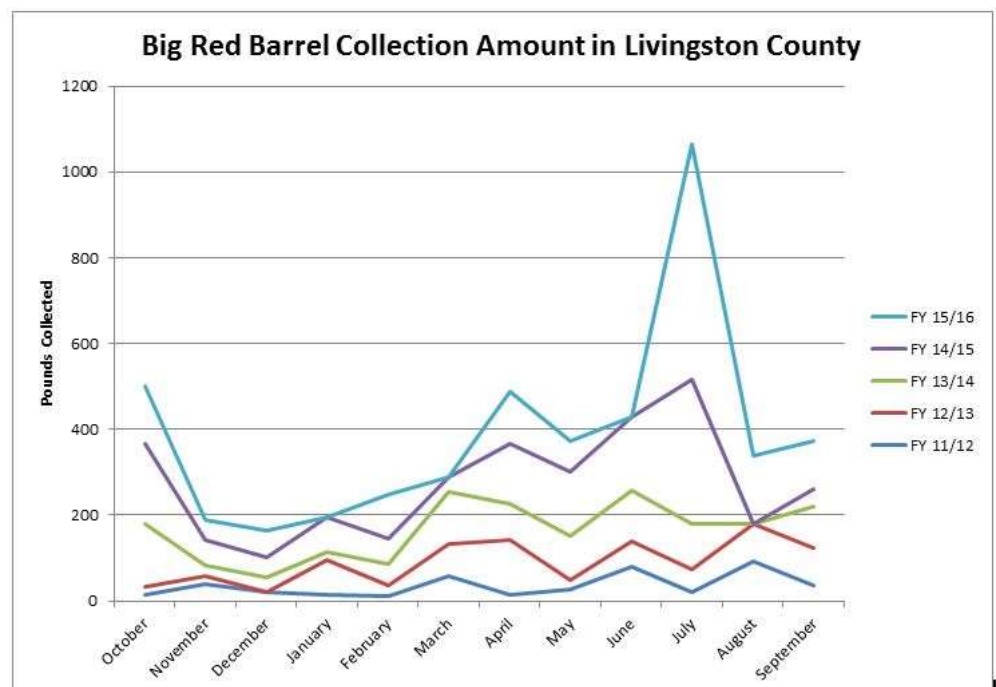
Project Sticker Shock (PSS) is a program utilized in the Livingston County community during times of increased underage drinking – prom, homecoming, and graduation. The program objective is to reduce underage access to alcohol by educating adult providers (CMHPSM Priority Area 1). Stickers displaying a warning message about the penalties for furnishing alcohol to minors are placed on multipacks of beer and wine coolers which may appeal to underage drinkers. The impact of the sticker is increased by local media coverage. The participating establishments are also recognized on The Livingston County Community Alliance and The Pinckney Coalition’s social media platforms. This project continues to reinforce the

importance of building relationships between youth, parents, community members and retailers with the main goal of educating adults over 21 of the underage drinking laws and raising public awareness about underage drinking. For FY 15-16, 33 licensed alcohol establishments in Livingston County, about 25% of the total establishments, and thirty students from throughout the county participated in Project Sticker Shock.



Throughout the year, the LCPP has implemented multiple activities that coincide with one another, specifically touching on the lack of perceived risk of underage drinking, parental norms, attitudes, and knowledge of underage drinking, and norms that support alcohol use; these risk factors address CHMPSM Priority Area #1. Activities include: creating YouTube videos that target parents to educate them about the local and national underage drinking trends which was viewed 181 times, speaking with community members on their perceptions of underage drinking in Livingston County, conducting a teen focus group to gain insight of their views on underage drinking and suggestions they have for drug prevention efforts, and disseminating MOST materials into the broader community to increase campaign effectiveness.

CMCA has also been modified to address prescription drug abuse, specifically the availability, access, parental/community norms and attitudes, and the lack of perceived risk of prescription and over-the-counter medication. CMCA has utilized the Big Red Barrel project, a program of the LCCA, as a way of educating the community about prescription drug use, and giving the community sites where they can dispose of their medication. The collection of medication assists in decreasing access to prescription and OTC drugs (CMHPSM Priority area 2). Additionally in a recent survey of Livingston County adults, almost 13% reported using the Big Red Barrel to dispose of unwanted medication, and 97% reported that using prescription drugs that are not prescribed to them is harmful. During FY 15-16, there were 8 take back events, resulting in the collection of 101 pounds of medication. Please see the graph for drug collection amounts for FY 11/12, 12/13, 13/14, 14/15, and FY 15/16. In addition, The Pinckney Coalition coordinator drafted policy language that Project Success Counselors could use to encourage school administrators



to adopt and include with their current alcohol and drug policies. The CMCA coordinator and The Pinckney Coalition coordinator also served on 6 committees that specifically addressed prescription drug use, met with 4 churches that committed to providing parishioners with information about the Big Red Barrel, and met with 8 youth serving/parent organizations to discuss school campaigns regarding prescription drug use. Parents as Partners in Prevention, a parental subcommittee of the LCCA, created a YouTube video, targeted to parents, which educated them on the local and national trends on prescription drug misuse and abuse which was viewed 115 times. All of these efforts and activities that address the lack of perceived risk of prescription drug use, parental norms, attitudes and knowledge of prescription drugs, norms that support prescription drug use, and easy access to prescription drug use, assist in reducing prescription drug and over the counter drug abuse and misuse (CMHPSM Priority #2).

Finally, the CMCA model was adapted to reduce illicit drug use, specifically focusing on youth marijuana use (CMHPSM Priority Area #3). The strategies that were used to address this were: decrease the lack of perceived risk of marijuana use, parental norms, attitudes, and knowledge of drug use, easy access to drugs, and community norms that support marijuana use. The LCCA and TPC coordinators met with 8 youth serving/parental organizations who committed to distributing MOST materials out to their networks, ensuring there was a unified message throughout the community that MOST teens do not use marijuana. The coordinators also disseminated “Mobilizing Michigan Youth Against

Marijuana and Employment



Many companies, industries, and professions require drug testing to be hired and/or drug testing while employed.

Job applications often ask if someone has ever been arrested or convicted of a crime, including drug offenses.

Source: CADCA

Marijuana”, throughout Livingston County. This educates the broader community about the dangers of youth marijuana use and the impact it has on society. Parents as Partners in Prevention also released a YouTube video that addressed marijuana trends and prevention initiatives that were happening in Livingston County and nationally. This video was viewed 56 times. The LCCA’s youth marijuana use subcommittee also created a survey for businesses to better understand how they are being impacted by marijuana, the potential impact of further legalization, and their perceived risk of employee marijuana use. The survey revealed that 55% of business feel legalization of recreational marijuana use in the State of Michigan would negatively affect the company’s ability to hire and retain employees and 68% would not support legalization of recreational marijuana.

LCPP’s CMCA publications can be found online at: www.neversaynevermi.com. Please note that some links may have expired because the news outlets constantly update their websites. The Pinckney Coalition and Its Stops with Students’ information is found at www.thepinckneycoalition.com.