

Project SUCCESS Program Brief

FY 2015-16



Prevention Prepared Communities - 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. LCPP is also closely aligned with the Substance Use Disorder Prevention and Treatment Workgroup of the Human Services Collaborative Body as well as Wake Up Livingston, which is using the Project Lazarus model to decrease overdoses and deaths related to opiates.

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

Evidence Based Intervention/Initiative and CSAP Prevention Strategies:



Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students), which has been implemented in Livingston County for 13 years, is a SAMHSA model program that prevents and reduces adolescent substance use and abuse by using interventions that have proven effective in reducing risk factors and enhancing protective factors. Highly trained professionals (Project SUCCESS Counselors) are placed in each Livingston County public middle and high school as well as 2 alternative schools to provide a full range of substance abuse prevention and early intervention services.

The Project SUCCESS Counselors primarily work with adolescents individually and in small groups, conduct large group prevention/education discussions and programs, train and consult on prevention issues with school staff, and refer and follow-up with students and families needing substance abuse treatment or mental health services in the community.

Project SUCCESS Program Components:

- The Prevention Education Series, an eight-session alcohol, tobacco, and other drug education program conducted by Project SUCCESS counselors, helps students identify and resist pressures to use substances, correct misperceptions about the prevalence and acceptability of substance use, and understand the consequences of substance use.
- School wide activities and promotional materials, like the MOST Campaign, to increase the perception of the harm of substance use, positively change social norms about substance use, and increase enforcement of and compliance with school policies and community laws.
- Parent education, including promotion of Parents Who Host, Lose the Most campaign and the MOST Campaign.
- Individual and group counseling conducted by the Project SUCCESS Counselors.
- Screening and referral: Students and parents who require more intensive counseling, treatment, or other services are referred to appropriate agencies or practitioners in the community.

Project SUCCESS Counselors use the following Center for Substance Abuse Prevention (CSAP) intervention strategies: information dissemination, education, problem identification and referral, community based process, and environmental.

The MOST Campaign is a social norming campaign that was launched in October 2015 in all Livingston County public middle and high schools as well as 2 alternative schools. After the initial kick off, messages targeting specific substances were promoted using posters, displays, educational activities, announcements, parent rack cards, and parent email blasts. The message was consistent across Livingston County and targeted tobacco in November, prescription drugs/opiates in January, marijuana in March, and underage drinking from April to late May during Prom and Graduation. The concept of the campaign is to let students and their parents know that MOST Teens Don't Use alcohol, tobacco, marijuana, and prescription drugs. As a result, students do not need to use to “fit in” or “be part of the crowd”. The campaign was created using local data from the Michigan Profile for Healthy Youth (MiPHY) 2014 survey.

Outcomes/Results:

In addition to targeting all high school and middle school youth with prevention messages, campaigns, and activities, 679 Livingston County high school and middle school students met individually with a Project SUCCESS Counselor during the 2015-16 school year. During these meetings, many youth are given resources and referrals to address their individual needs. Of the 171 Livingston County high school and middle school students who were given additional resources, 90 reported the use of the additional resources was helpful. 662 Livingston County high school and middle school students participated in Project SUCCESS groups during the 2015-16 school year. Of these youth, 452 reported improvement in 2 of the following 5 areas as verified by a post group survey: relationships, peer refusal skills, handling feelings, solving problems, and ATOD use. 318 students reported a better attitude toward school.



Evaluation of the MOST Campaign showed it is positively impacting peer pressure to use ATOD and changing social norms around ATOD. 709 Livingston County middle and high school youth completed an online evaluation survey of the MOST Campaign. Of those students, 61% recalled seeing or hearing about the “MOST Teens Don’t Use” Campaign. Of the students who recalled seeing or hearing about the MOST Campaign,

- 63% found it to be helpful
- 19% reported the campaign resulted in discussions with their parents about how many teens are using
- 27% reported the campaign resulted in discussions with their friends about how many teens are using
- 26% reported the campaign changed their beliefs about how many teens are using
- 31% reported they felt less pressure to use alcohol, cigarettes, marijuana, and prescription drugs not prescribed to them



767 Livingston County Adults age 20 and older completed an online evaluation survey and 22% recalled seeing or hearing about the “MOST Teens Don’t Use” Campaign. Of the adults who recalled seeing or hearing about the MOST Campaign,

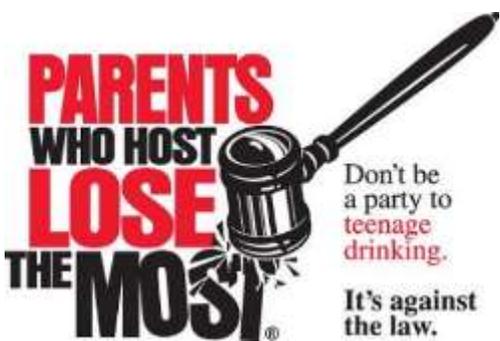
- 59% found it to be helpful
- 57% reported talking with their children about how many teens are using
- 51% reported talking with other parents or adults about how many teens are using

One of the Project SUCCESS Counselors shared the following victory story: “I bumped into a student who had been in my Project SUCCESS group for 2 years in middle school. He is now in his junior year in high school. This particular student had suffered great physical and emotional abuse at the hands of his parents. He was removed from his parents’ home and was living with his grandparents when he was participating in group with me. He was struggling greatly with his academics and had a history of behavioral problems in school, which was why he was referred. As a junior, he is a member of the National Honor Society

and aspires to attend Michigan State University to study engineering. After proudly filling me in on his successes, he hugged me and said that if it weren't for his time in groups where he found acceptance and support from his peers, learned how to control his anger, and made the conscious decision to ‘do better and be better’ (his words), he feels like he would be abusing substances, flunking out of school, and getting in trouble. He indicated that he is so hopeful about his future and Project SUCCESS was a big influence in his life.”



Another Project SUCCESS Counselor shared the following: “I have noticed that many siblings of past Project SUCCESS students are joining Project SUCCESS groups. They report that they had heard about Project SUCCESS through their brother or sister and that group had been a great experience for them and were encouraged to join as well.” This indicates that not only does Project SUCCESS impact lives, kids talk about it, and influence others to join and find the same support that they did!



Project SUCCESS Counselors are the connection between broader LCPP efforts and the schools. The Project SUCCESS Counselors communicate important prevention messages not only to students, but also to parents and school staff. The Parents Who Host, Lose the Most (PWHLM) campaign is a great example of how local coalitions work jointly with schools, businesses, and law enforcement to get a unified message out to the entire community that underage drinking is unhealthy, unsafe, and unacceptable. The campaign emphasizes that providing alcohol to minors is illegal and unacceptable. PWHLM is a program of Drug-Free Action Alliance of Ohio.

Project SUCCESS, combined with other LCPP programming, continues to show its impact within Livingston County on Reducing Childhood and Underage Drinking (CMHPSM Priority Area 1), Reducing Prescription and Over the Counter Drug Abuse/Misuse (CMHPSM Priority Area 2), and Reducing Illicit Drug Use (CMHPSM Priority Area 3), 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.
- In 2016, 71.6% of Livingston County high school students reported taking one or two drinks of an alcoholic beverage nearly every day to be of moderate or great risk, an increase from 64.6% 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.

- 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.
- An increase in Livingston County high school students who reported using prescription drugs that are not prescribed to them has moderate or great risk, up from 79.6% in 2014 to 82.5% in 2016.
- An increase in Livingston County middle school students who reported using prescription drugs that are not prescribed to them has moderate or great risk, up from 78.5% in 2014 to 85.6% in 2016.
- An increase in Livingston County high school students who reported smoking marijuana once or twice per week to be of moderate or great risk, up from 45.4% in 2014 to 46.8% in 2016.
- A nearly 7% increase in Livingston County middle school students who reported smoking marijuana once or twice per week to be of moderate or great risk, up from 71.2% in 2014 to 78.1% in 2016.

MiPHY data from 2014 to 2016 shows a nearly 7% INCREASE in the number of Livingston County middle schoolers who reported smoking marijuana once or twice per week to be of moderate to great risk.

**PREVENTION
WORKS!**