

Communities Mobilizing for Change on Alcohol

Program Brief 2019-2020



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., 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. The Livingston County Community Alliance (LCCA) It Stops with Students (ISWS)/Students Leading Students (SLS)/Be The Change (BTC) 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
- 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

This work is universally targeted and strives to serve all populations.

EBI and CSAP Prevention Strategies:

The Livingston County Community Alliance (LCCA) is using the evidenced based intervention Communities Mobilizing for Change on Alcohol (CMCA) to make impactful change in their communities. Although CMCA

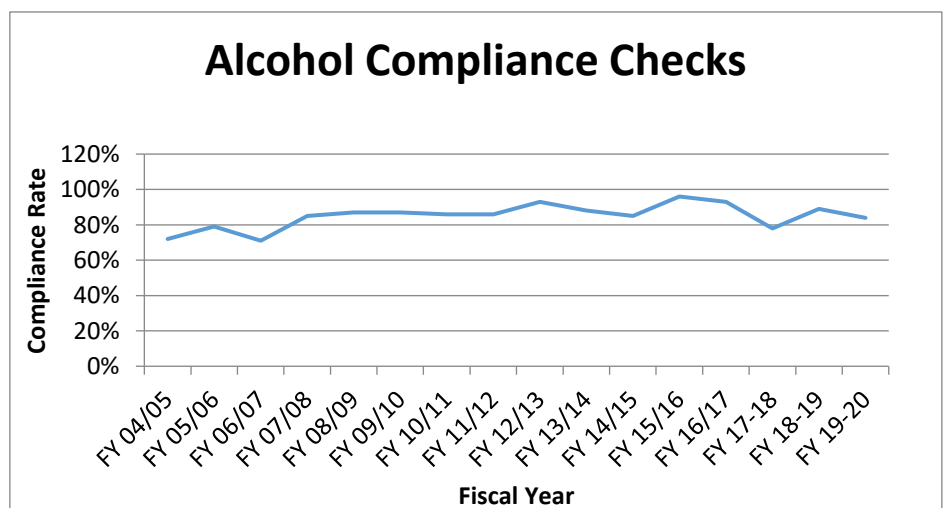
specifically targets youth in the community to prevent underage drinking, the program also targets all community members to raise awareness of underage drinking. Part of the intervention involves specific targeting of certain sites within a community, including commercial premises of on-sale (e.g., bar, restaurant) and off-sale (e.g., liquor store, convenience store, grocery store, gas station) 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 youth 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 youth 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, the coalition has expanded the CMCA model to address the use of other substances including prescription drugs, heroin, opiates, and marijuana and has been implementing the program for 5 years.

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 coalition utilizes 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 Safe Homes as some examples. The LCCA also works closely with It Stops With Students (ISWS), Students Leading Students (SLS), Students Taking a New Direction (STAND), and Be The Change (BTC) to achieve community and environmental change. ISWS/SLS/STAND is a youth-led group of students from Navigator, Pathfinder, and Pinckney Community High School and BTC are students from Hartland Consolidated Schools that are working to promote non-using attitudes and healthy behaviors.

Outcomes/Results:

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 19/20 saw an 83% compliance rate (see chart). Retailers that did not sell to the undercover decoy were



recognized in a press release sent out to local media stations and annual report.

In addition to these compliance checks, the LCPP continued to implement responsible beverage server trainings. 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. FY 19-20 allowed the LCPP to collaborate with TIPS certified trainer to provide virtual training to 25 people when we were unable to provide face-to-face training due to state guidelines and restrictions.



Project Sticker Shock (PSS) is a program utilized in the Livingston County community that is usually implemented during times of increased underage drinking – prom, homecoming, and graduation. However due to the pandemic, PSS was implemented when allowed. The program objective is to reduce underage access to alcohol by educating adult providers (CMHPSM Priority Area 1). Window clings (as shown in the picture to the left) were placed on the windows of the coolers that held alcoholic beverages. The window clings displayed a warning message about the penalties for supplying alcohol to minors. The LCPP collaborated with MYOI youth and the Fowlerville Police Department to take these window clings to retailers throughout the county. 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. In FY 19-20, 26 licensed alcohol establishments in Livingston County hung

a window cling. Unfortunately, only 8 students throughout the county were able to participate due to COVID19 restrictions and mandates.

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 two YouTube video that addresses parenting, substance use, and prescription medications. Each video (a snapshot of one to the right) being



viewed more than 80 times. Youth



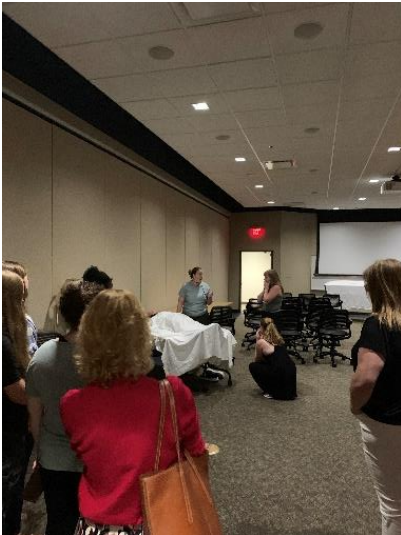
also spoke with community members about their perceptions of marijuana use and how it has impacted their lives at a County Commissioner’s meeting. This addressed CMHPSM Priority Area 3: Reducing Illicit Drug Use.

Throughout the year, LCPP partners also distributed MOST materials, ensuring that there was a unified message throughout the community that MOST teens don’t use. 8 community partners signed commitments to display MOST material throughout the community to increase campaign effectiveness. To the left is an example of the kind of material that could be found around Livingston County, encouraging youth and community members that MOST TEENS DON’T USE, citing data from the county’s most recent MiPHY data collected in 2017-2018.

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 providing the community with collection 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). During FY 19-20, the Big Red Barrel was at 12 events throughout Livingston County and collected 142.9lbs of unused prescription meds. In August, The Barrel started a partnership with Recycle Livingston and provides a take-back location once per month during Recycle Livingston hours.



Educate. Collect. Dispose.



Wake Up Livingston focuses on providing education surrounding opiates and other prescription drugs throughout the community. To address CMHPSM Priority Area 2, we partnered with Wake Up Livingston to provide an interactive presentation for community members, parents and their youth. Reality Tour is a community-based drug prevention system designed as a single event to engage parents. In the photo to the left, you will see a few grieving friends being told by a first responder that their friend has overdosed. Dramatic scenes are played out in front of the participants to become more real for participants about the dangers of drugs. The tour goes on to educate parent & child together so that parent and child on the same page about drugs. Reality Tour teaches about the risk of prescription drugs, as well as the peer pressure youth face when it comes to using drugs and alcohol. During FY 19-20, Reality Tour was held three times, reaching a total of 48 participants. More tours were scheduled, but unfortunately, due to COVID, we were unable to follow state mandates and provide the Tour with the impact that the tour deserves.



More information about the Livingston COMMUNITY PREVENTION Project can be found at livcpp.com.

