

# CMCA Program Brief FY 2018-2019

## 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 with special emphasis in the communities of Pinckney, Hartland, and Fowlerville. The Livingston County Community Alliance (LCCA) and Youth Led Prevention (YLP) 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

## 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) 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.

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, Safe Homes and Safe Boating as some examples. The LCCA also works closely with Youth Led Prevention (YLP) to achieve community and environmental change. YLP is a youth-led group of students from Hartland and Pinckney Community High Schools that are working to promote non-using attitudes and healthy behaviors.

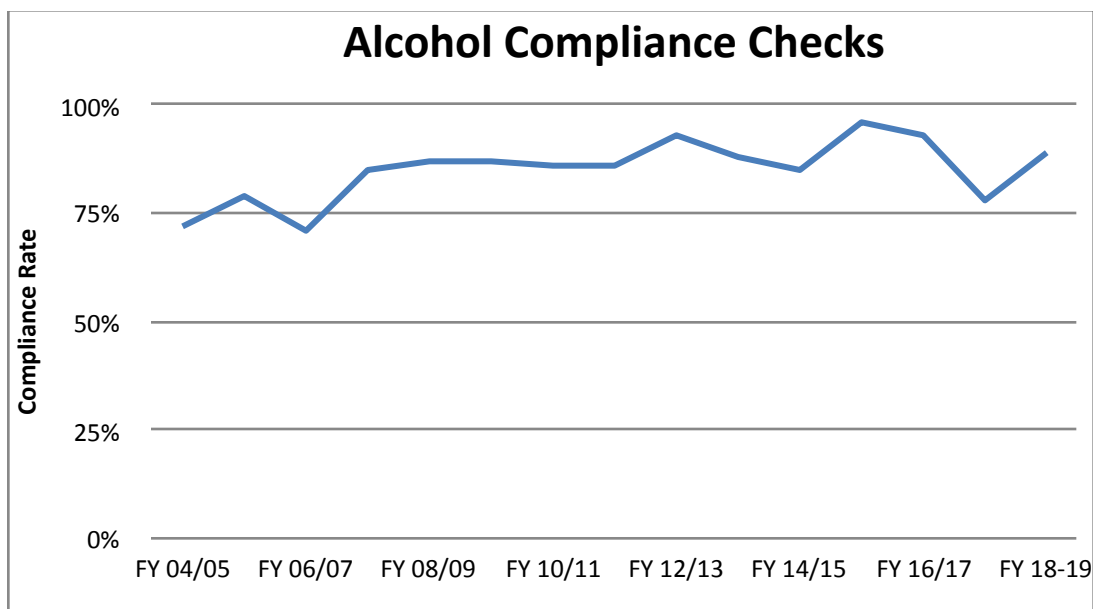
### Outcomes/Results:

Throughout the course of FY 18/19, 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 2017-2018, 1% of Livingston County 7<sup>th</sup> graders reported having at least one drink of alcohol during the past 30 days, a decrease from 5% in 2015-2016.
- Lifetime use (percentage of you who report ever drinking alcohol) of alcohol for Livingston County high school students has decreased from 45% in 2016 to 39% in 2018.
- A decrease in amount of Livingston County high school students, who have had at least one drink of alcohol during the past 30 days, was down from 25% in 2016, to 18% in 2018.
- A decrease in Livingston County high school students reporting that it is “sort of easy or very easy to get alcohol”, from 63% in 2016, to 58% in 2018.

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 increased. FY 18/19 showed 89% compliance rate, an 11% increase from last year. Please see the graph for compliance check trends throughout the past 15 years.

In addition to these compliance checks, the LCPP continued to implement responsible beverage server training. Server training is offered to all Livingston County servers, 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 over-serving, 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.



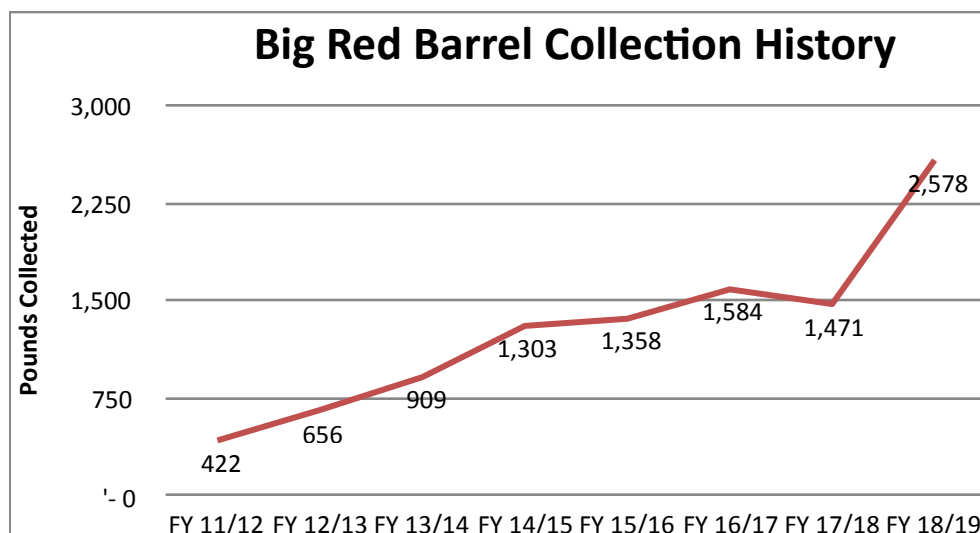
Project Sticker Shock (PSS) is a program utilized in the Livingston County community during times of increased underage drinking – prom, homecoming, and graduation. The program objective is to reduce underage access to alcohol by educating adult providers (CMHPSM Priority Area 1). Stickers displaying 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 project is increased by local media coverage. The participating establishments are also recognized via the Livingston County Community Alliance and YLP social media platforms as well as the LCCA Annual Report. This project continues to reinforce the importance of building relationships between youth, parents, community members, retailers, and law enforcement with the main goal of educating adults

over 21 of the underage drinking laws and raising public awareness about underage drinking. In FY 18-19, and 20 licensed alcohol establishments in Livingston County, and 16 students from throughout the county participated in Project Sticker Shock in collaboration with 2 law enforcement agencies.

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 a YouTube video in partnership with The Hive, a local Howell Teen Center, which explores reasons youth choose not to use and how trusted adults can help youth make good choices; the video was viewed 94 times on YouTube and had 268 engagements on Facebook, speaking with community members about their perceptions of underage drinking in Livingston County, 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 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). Additionally, in a recent survey of Livingston County adults, 27% reported using the Big




**Livingston County Community Alliance**

**RECREATIONAL MARIJUANA:**  
WHAT YOU NEED TO KNOW

In the State of Michigan it is against the law:

- to use or be under the influence of marijuana while operating a vehicle
- to use marijuana as a passenger in a vehicle
- to use marijuana in public places like sidewalks, parks and markets.
- to possess or use marijuana while on private/public school properties.


 Apartments and hotels have the right to ban/regulate the use of marijuana on their properties.

Employers can have a drug free workplace policy that bans the use or consumption of marijuana.

**MARIJUANA IS NOW 5X MORE POTENT THAN IN 1995, INCREASING THE LIKELIHOOD OF PSYCHOSES!**

1990s "Woodstock" marijuana – less than 5% THC  
 1990s "Nirvana" marijuana – 4% THC  
 Today's marijuana – 18 to 30% THC  
 Concentrated extracts (dabs/wax/shatter) – 40 to 90% THC

**Marijuana use can impact development in youth**



56% of Livingston County students do not perceive smoking marijuana regularly as harmful.

**AS PERCEPTION OF RISK GOES DOWN, USE GOES UP**

**THE FUTURE IMPACT\***

(AT LEAST 1 EXPERIENCE AND COMPARED WITH NON-USERS)

- Increases dependency on welfare by 85%
- Increases rate of unemployment by 72%
- Decreases income by 23%

*\*The authors also began using marijuana before age 18 because reduced caffeine results in different perceptions of drug use and using the old data set.*

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Red Barrel to dispose of unwanted medication, and 91% reported that using prescription drugs that are not prescribed to them is moderate or great risk.

During FY 18/19, the Big Red Barrel collected 2,578 pounds of medication and there were 15 take back events, an increase from FY17-18, in which there were 11 take back events, resulting in the collection of 1471.5 pounds of medication. Please see the graph for drug collection amounts for FY 11/12, 12/13, 13/14, 14/15, FY 15/16, FY 16/17, FY 17/18 and FY 18/19.

Livingston County schools continued to host drug take back events as well. In FY 17/18 Pinckney High School held their 2nd annual Youth Led Prevention take back event, hosting the Big Red Barrel at Pinckney High School's football game and collecting 5 pounds of medication. FY 18-19 also saw another collaborative drug take-back event between LCCA and Genoa Township where they had two events and took back 153 pounds of medication.

The most recent Genoa Township event collected over 50 pounds of medication and 50 pounds worth of sharps/needles! The CMCA coordinator presented to 6 churches in the Fowlerville area about the dangers of prescription medicine abuse, the Big Red Barrel, the importance of proper medicine disposal, and emerging drug trends. A presentation on opiates, addiction, and local community resources was made possible by a collaboration between the LCCA, the Big Red Barrel, the CMCA coordinator and Fowlerville UB Church which had 72 people in attendance and a variety of speakers from law enforcement, prevention, faith-based, and recovery communities. The CMCA Coordinator worked in collaboration with Comcast and the YLP Students Leading Students group at Pinckney High School to produce 3 videos that warn about the dangers of misusing and abusing prescription medications, proper medicine disposal, and positive prevention messaging. One of the videos was viewed 333 times with 1,103 engagements on Facebook. The LCCA partnered with Wake Up Livingston and their Reality Tour to provide an evidence-based prevention activity which utilizes local youth actors who portray a day in life of someone who chooses to use drugs. This partnership was able to reach 50 people who learned how to have difficult dialogues about drugs and alcohol; while increasing collaboration with the Brighton High School actors and Livingston County Sheriff's department. All of these efforts and activities that address the lack of perceived risk of prescription drug use, 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. Community organizations/businesses committed to displaying MOST materials, ensuring that there was a unified message throughout the community that MOST teens do not use marijuana. The coordinators also disseminated "What To Know About Recreational Marijuana" handout

throughout Livingston County. This educates the broader community about the dangers of youth marijuana use and the impact the new laws will have on Livingston County. The coordinators and the youth in the Be the Change group in Hartland were able to present to the Livingston County Board of Commissioners about the negative consequences of youth marijuana use. The youth were recognized at the meeting by Commissioners Wes Nakagiri and Dennis Dolan for their dedication to bringing the youth voice, information, and personal experience to the Commissioners.

In addition to these successes, the LCCA also finished their second year as federal Drug Free Communities Grantee. This grant provides Livingston County with \$125,000 per year for 5 years that funds youth-targeted drug prevention activities. LCCA expanded youth-led prevention efforts into Fowlerville High School and Hartland by replicating the Youth Led Prevention model currently being implemented in Pinckney. It is anticipated that when the funding has ended, Livingston County will have a county-wide youth coalition with representation from all 5 school districts. Currently, the LCCA is working with youth groups in Fowlerville, Hartland, and Pinckney, with plans to integrate with Brighton and Howell in the future. Activities will include increasing opportunities for youth to develop positive leadership skills by planing and implementing youth-led activities, collaborating between existing anti-drug groups, and coordinating community wide trainings. The LCCA will also provide support to CMHPSM funded activities and initiatives.

LCPP's CMCA publications can be found online at: [www.neversaynevermi.com](http://www.neversaynevermi.com). Please note that some links may have expired because the news outlets constantly update their websites. It Stops with Students' information is found at [www.itstopswithstudents.com](http://www.itstopswithstudents.com).