

CMCA Program Brief

FY 2018-2019



1. Prevention Prepared Communities Logistics:

SRSLY Manchester is the implanter Agency. CMCA has targeted the community of Manchester specifically in Western Washtenaw County. Our priority areas are reducing childhood & underage drinking, reducing prescription, and over-the-counter drug abuse/misuse. SRSLY Manchester works closely with Manchester Community School District and the Manchester Wellness Coalition, Regional SRSLY Coalitions, as well as the local government, law enforcement, businesses, and community members.

2. Primary Problems, and Associated Intervening Variables:

CMHPSM Priority Area 1: Reducing Childhood and Underage Drinking

- Primary Problem/Consequences: Delinquent behavior
- Intervening Variables: Norms that support alcohol use, Easy access to alcohol, Peer pressure, Lack of perceived risk of alcohol
- Targeted Population: Adult and youth populations in Manchester, MI

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

- Primary Problem: Overdose, injury, and death, Addiction escalation
- Intervening Variables: Lack of perceived risk of prescription medication, Norms that support Prescription Medication use, Easy access to Prescription Medication, Peer pressure
- Targeted Population: Adult and youth populations in Manchester, MI

3. Evidence Based Intervention / Initiative & CSAP Prevention Strategies:

SRSLY Manchester is using the evidenced based intervention Communities Mobilizing for Change on Alcohol (CMCA) to make impactful change in Manchester. SRSLY Manchester has been utilizing CMCA since 2009. 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, SRSly Manchester 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 we use to provide presentations to community groups. As well as when coalitions have a presence at health fairs and community events. SRSly Manchester utilizes the community-based process – Strategic Prevention Framework to drive prevention efforts and engage all sectors of the community. We use environmental strategies. Those strategies include alcohol compliance checks, Project Sticker Shock, and SRSly Safe Homes as some examples. SRSly Manchester also works to promote alternative activities for the youth in Manchester. Examples of some alternatives would be an annual Variety Show and participation in a Halloween themed event. Check out the SRSly Manchester webpage depicting photos and videos of these events ([CLICK HERE](#)).

4. Outcomes / Results:

Throughout the course of FY 18/19, CMCA continues to show its impact on reducing underage drinking in Manchester as shown by local data from the Michigan Profile for Healthy Youth (MIPHY) survey:

- A decrease is shown in regular binge drinking among Manchester High School Students between 2016 13.7% to 2018 8.7%. Regular binge drinking being defined as five or more drinks of alcohol in a row, this is, within a couple of hours during the past 30 days.
- A decrease is showing in 30 day alcohol use among Manchester High School students between 2016 (19%) and 2018 (16.8%).
- An increase in Manchester High School students reporting their parents felt having one or two drinks of an alcoholic beverage nearly every day to be wrong or very wrong, from 81.8% in 2012, 92.8% in 2014, to 95.4% in 2016, and now 92.9% in 2018.
- An increase in Manchester High School Students reporting perception of risk for alcohol use in the past 30 days from 56.8% in 2016 to 57.6% in 2018.
- There has been a slight increase from 73% in 2016 to 77% in 2018 in the percentage of Manchester High School students who reported students who reported that using Rx not prescribed to them puts students at a moderate to great risk.

* Note: The MIPHY survey is conducted every two years. The next one is scheduled for 2020-2021 academic school year and will survey 7th, 9th, and 11th grade students.

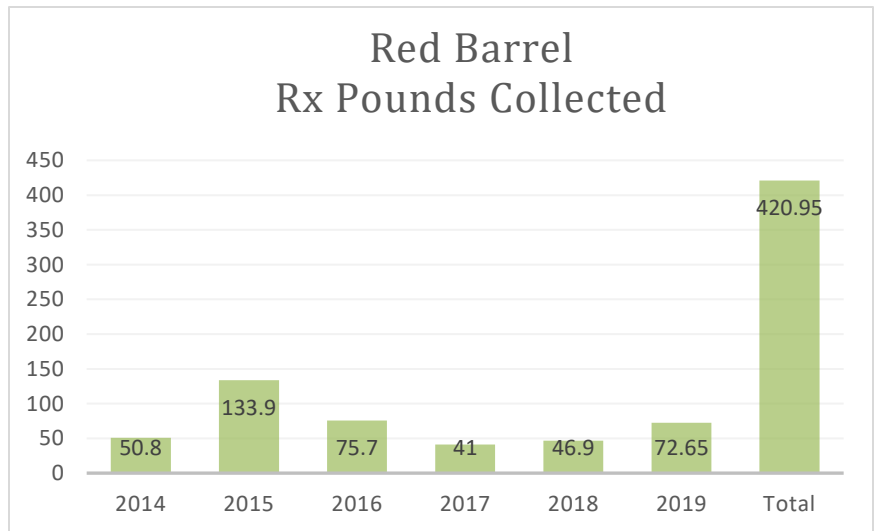
These statistics clearly show the increasing trend in the proportion of youth who perceive parental and peer disapproval of substance use in the Manchester Community. Additionally, the data shows students as having decreased access to alcohol and a slight decrease in regular use of alcohol.

Project Sticker Shock is a program utilized in the Manchester community during times of increased underage drinking – Prom and the start of Hunting Season. The program objective is to reduce underage access to alcohol by educating adult providers. Stickers displaying a warning message about the penalties for furnishing alcohol to minors placed on multipacks of beer and wine coolers, which may



appeal to underage drinkers. We use local media coverage to increase awareness on Project Sticker Shock. This program helps build 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 18-19, approximately 9 students and 2 out of 4 licensed alcohol retailers that sell multi-packs of alcohol participated in Project Sticker Shock. Check out the [SRSly Manchester](#) to see more of what we did.

CMCA implementation is used to address prescription drug abuse, specifically the availability and access of prescription and over-the-counter medication. CMCA has utilized the Big Red Barrel project as a way of educating the community about prescription drug use, lobbying for new drug collection regulations, and giving the community sites where they can dispose of their medication. The collection of medication assists in decreasing prescription and OTC drug abuse (CMHPSM Priority area



2). The Manchester Big Red Barrel site opened in August 2013. Please see the following graph for drug collection amounts for FY 18/19. SRSly Manchester has collaborated with the one local pharmacy to pass out large magnets advertising the Big Red Barrel, the location and hours of operation. Though the pharmacy has now closed, the company left our Big Red Barrel info on the window so the community still has access to disposing of medication safely.

This was SRSly Manchester’s fifth year participating in Math & Science Night at the local elementary school where we created an activity to educate youth on medication safety and the proper disposal of medication. About 400 community members come to this event. Many adults in attendance with their child commented that they were unaware that Manchester had a Big Red Barrel and were eager to take a magnet as a reminder. [Check out the YouTube Video](#) of one of our middle school volunteers educating adults and youth at Math & Science Night about medication safety and the proper disposal of medication.



This is the fourth year that SRSLY Manchester has implemented a positive social norms campaign. Previously known as "MOST Teens Don't Use" campaign, this year SRSLY Manchester coalition members worked to create "SRSLY Check Your States" campaign. A very similar campaign highlighting MiPHY data from 2018. Evaluation results of the SRSLY Check Your Stats Campaign showed it is positively affecting norms that support alcohol and prescription medication use, lack of perceived risk of prescription medication, and easy access to prescription medication. One hundred and ninety-four Manchester Adults (21 and older) completed an online ATOD survey for FY 18/19. Seventy-one of the adults out of one hundred and nine answered the question. Of those adults, 65% recalled seeing or hearing about the "SRSLY Check Your Stats" Campaign. Of the adults who recalled seeing or hearing about the MOST Campaign,



- A increase in adults, 42% (2018) and 43% (2019), reported that the MOST campaign led to a discussion between themselves and other parents.
- A decrease in parents, 55% (2018) and in 52% (2019), reported that the MOST campaign led to a discussion between themselves and their children.
- An increase of adults, 65% (2019) 28% (2018), 43% (2017) and 45% (2014), reported the MOST campaign changed their beliefs about how many teens are using alcohol.
- A similar percentage of adults, 66% (2019), 47% (2018), 42% (2016) and 49% (2014) reported that most teens do not use alcohol.
- A similar percentage of adults, 81% (2019) 97% (2018), 91% (2017), 92% (2016) and 92% (2014) reported using prescription drugs that are not prescribed to them is harmful.
- A similar percentage in adults, 25% (2019), 19% (2018), 22% (2017), 20% (2016) and 16% (2014) reported disposing of unused/unwanted prescription medication using the Big Red Barrel.

The FY 18/19 School Year students created a vaping PSA that you can find on [YouTube Here](#) Additional SRSLY Manchester information, news articles featuring SRSLY Manchester, pictures, and videos can be found: www.srslymanchester.org