

# Communities Mobilizing for Change on Alcohol

## Program Brief 2020-2021



Livingston COMMUNITY PREVENTION Project  
"Supporting community health and wellness"

### 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) 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

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

## EBI and CSAP Prevention Strategies:

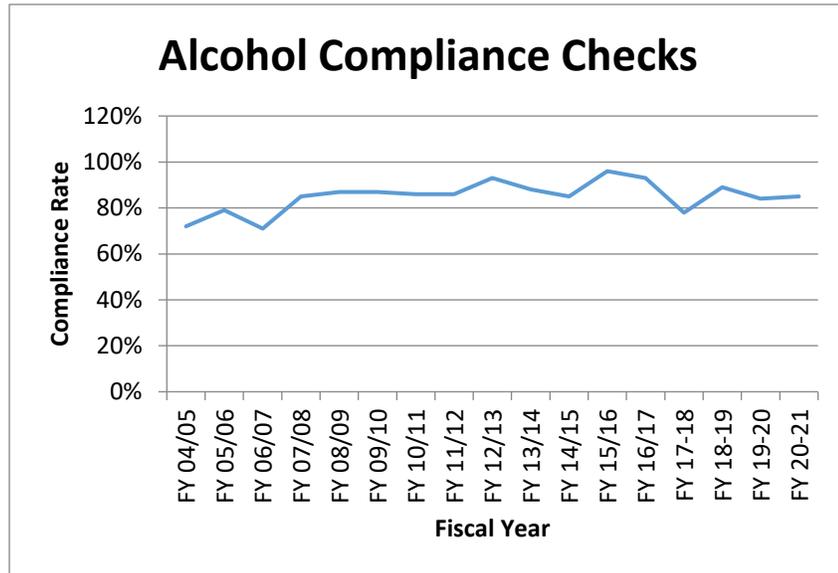
The Livingston County Community Alliance (LCCA) is using the evidenced based intervention Communities Mobilizing for Change on Alcohol (CMCA) to make impactful change in their communities. Although CMCA specifically targets youth in the community to prevent underage drinking, the program also targets 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 6 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 Youth Led Prevention (YLP) to achieve community and environmental change and 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 20/21 saw an



85% 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.

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 20/21 allowed the LCPP to collaborate with TIPS certified trainer to provide face-to-face and virtual training to 28 people.

Throughout the year, CMCA coordinator met with Healthcare workers to discuss opioid prescribing practices and medication disposal. There were 2 especially fruitful meetings with Michigan Medicine and Ascension this year coordinated with help from our Healthcare Sector Representative Michaeline Razcka. At these meeting, we were able to talk about the Big Red Barrel and existing hospital policies and Michaeline shared the experience from St. Joseph Mercy Livingston’s perspective as they have a Big Red Barrel in the past and they continue to have a green barrel medication disposal system. Having Michaeline share her experience helped open the dialogue of conversation for us. Both Ascension and Michigan Medicine are considering implementing the Big Red Barrel program.

This year was our first collaboration with the Michigan Opioid Collaborative (MOC) in bringing a presentation to the Livingston County Community on the basics of Medications for Opiate Use Disorder (MOUD). This presentation was transition to a virtual platform and had an incredible turnout. The evaluations let us know that presentation was well received and the audience wanted another presentation of a similar type so they could invite colleagues as well as a more expanded/in depth presentation.

This was our first year of the Passion for Prevention podcasts series, which had six episodes. Through the podcast we able to reach our community members wherever they listen podcasts, so no we can reach people with prevention messaging in their cars or at the gym, like one coalition member told us that's where they listened to Passion for Prevention.



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. Here 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 20-21, the Big Red Barrel was at 20 events throughout Livingston County and collected 231 lbs of unused prescription meds. The Big Red Barrel is also collaborating with the Livingston County Drain Commission to responsibly dispose of sharps/needles; in FY 20-21 they collected 423.5 lbs. The Barrel continues a very successful partnership with Recycle Livingston and provides a take-back location once per month during Recycle Livingston hours. In our last collection of the fiscal year with Recycle Livingston, 20 pounds of pills and 72 pounds of sharps were collected.

**Educate. Collect. Dispose.**

To address CMHPSM Priority Area 2, we worked to provide an interactive presentation for community members, parents and their youth, the Reality Tour. Due to covid we were unable to hold the tour in-person. However, we were able to pivot the tour to an online format. The Reality Tour is a community-based drug prevention system designed as a single event to engage parents. The tour usually has live actors portray the realities and possible consequences of substance use. In order to accommodate the virtual format we were fortunate that our community came together to help us make an award winning video that replaced the dramatic scenes The tour educates parent & child together so that parent and child on the same page about drugs. The 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 20-21, the Reality Tour was presented four times, reaching 45 participants.



More information about the Livingston COMMUNITY PREVENTION Project can be found at [livcpp.com](http://livcpp.com).