

Communities Mobilizing for Change on Alcohol

Program Brief 2022-2023



Logistics:

The Livingston COMMUNITY PREVENTION Project (LCPP) was formed in 2008 to provide substance abuse prevention services throughout Livingston County. Karen Bergbower & Associates 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 works closely with the Livingston County Community Alliance (LCCA), 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:

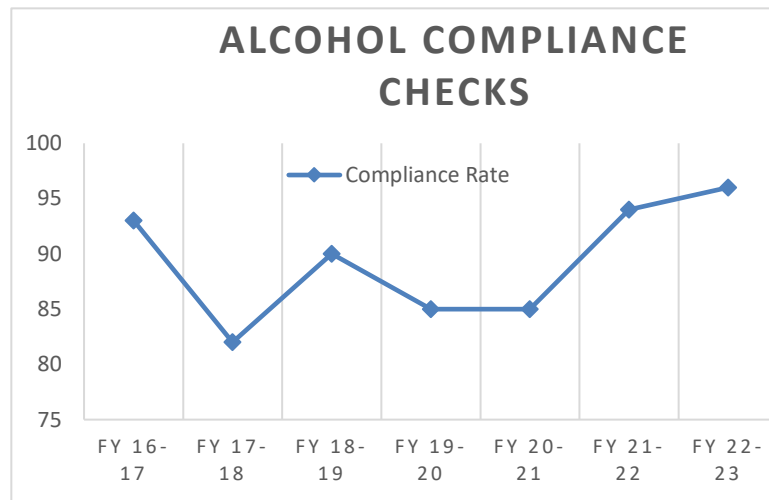
The Livingston County Community Alliance (LCCA) is using the evidenced-based intervention communities Mobilizing for Change on Alcohol (CMCA) to make impactful change across Livingston County. According to the National Registry of Evidence-based Programs and Practices, CMCA is a community-organizing 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 harmful 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 program has been implemented for 8 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. 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. In partnership with local law enforcement, minors (a decoy) will attempt to purchase an alcoholic beverage without an ID to determine the alcohol retailer's compliance with Michigan liquor laws. Retailers that did not sell alcohol to the undercover decoy were recognized in a press release and in local media stations. This year 120 out of 125 alcohol retailers passed their compliance checks. This is a 2% increase from last year.



This year was our third 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) and An Introduction to the Addicted Brain and SUD Stigma. We collaborated with the Livingston County Human Services Collaborative Body to put on this training and had an increase in attendance from last year. In attendance were medical providers, physicians, healthcare workers and social service providers. Attendees learned about the importance of MOUD in the community, the purpose of the Big Red Barrel, and proper medication disposal. There were 30 attendees; 25/30 reported increased awareness of the Big Red Barrel and 23/30 committed to practicing safe medication disposal practices.

This year our podcast focused on organizations in the community that are designed to provide a safe place for youth to hang out. We interviewed directors of three different youth organizations as a way to raise awareness of the opportunities available for youth to engage in fun and safe activities. There was also an interview with Representative Ann Bollin to learn about updates on Marijuana Laws and Policies.

CMCA has 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 22-23, the Big Red Barrel was at 27 events throughout Livingston County and collected 462 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 22-23 they collected 1065 lbs. of sharps and needles. The Barrel continues a very successful partnership with Recycle Livingston and provides a take-back location once per month during Recycle Livingston hours.



Educate. Collect. Dispose.

of substance use. While we have been able to utilize the virtual format, this summer we were able to transition back to in-person experiences. We continued to use the award-winning video that replaced the dramatic scenes. The tour is a parent-and-child experience meant to be shared so that parent and child are 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 22-23, the Reality Tour reached 25 youth participants and 25 adult participants. Out of the 50 attendees, 27 reported an increased knowledge of drugs and alcohol, and a new determination to be drug-free.



This year we hosted a Race for Recovery and had 35 runners in attendance. In the past this event was a walk through town. This year the race was a competitive 5k hosted at a local park and was very successful! The event included a recovery speaker who shared a personal testimony and the importance of prevention, treatment, and recovery. Information about the LCCA was shared as well as a call to action to invite participants to attend the coalition meeting and to volunteer. The purpose of this event was to increase awareness of local substance use prevention, treatment, and recovery resources. Participants are looking forward to another race and learning more about the resources in the community.

