

# Communities Mobilizing for Change on Alcohol

## Program Brief 2021-2022



### 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 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:

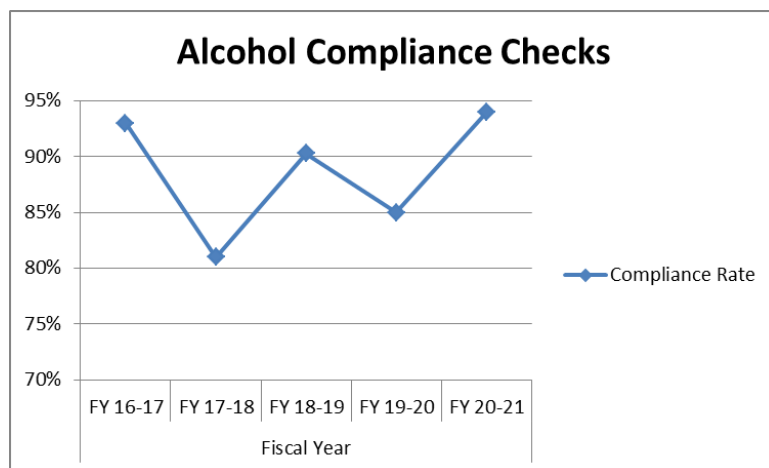
The Livingston County Community Alliance (LCCA) is using the evidenced based intervention Communities Mobilizing for Change on Alcohol (CMCA) to make impactful change across Livingston County. Although CMCA specifically targets youth in the community to prevent underage drinking, the program also targets all community members to raise awareness of underage drinking. Part of the intervention involves specific targeting of 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.

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 7 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. Retailers that did not sell to the undercover decoy were recognized in a press release sent out to local media stations. We had almost a 10% increase in compliance from FY 20-21 to FY 21-22.



Throughout the year, CMCA coordinator met with healthcare workers to discuss opioid prescribing practices and medication disposal. We met with 3 healthcare workers from Trinity Health, specifically IHA offices. CMCA coordinator met with a medical assistant and 3 receptionists from different offices. All 3 healthcare workers we met with had actually heard about the Big Red Barrel and had committed to talking with their providers about making sure that patients receive information on safe medication disposal.

This year was our second 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 year we collaborated with the Livingston County Human Services Collaborative Body to

put on this training. This presentation was transitioned to a virtual platform and had an incredible turnout. The evaluations let us know that the 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 second year of the Passion for Prevention podcasts series, which had six episodes. Through the podcast we were able to reach our community members wherever they listen podcasts, so now 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. This year we did have an increase in plays per episode. We invited professionals within the community to come on and talk about different topics relating to mental health and substance abuse. We covered topics such as mental health and anxiety, healthy communication between parents and their youth, ACEs, and Naloxone.



**Educate. Collect. Dispose.**

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 21-22, the Big Red Barrel was at 25 events throughout Livingston County and collected 255.7 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 21-22 they collected 570 lbs. The Barrel continues a very successful partnership with Recycle Livingston and provides a take-back location once per month during Recycle Livingston hours.

To address CMHPSM Priority Area 2, we worked to provide an interactive presentation for community members, parents and their youth, the Reality Tour. 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 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 21-22, the Reality Tour was presented eight times, reaching 80 participants.

