



2008-2009 REPORT

WHO WE ARE

The Kalamazoo County Substance Abuse Task Force (KCSATF) is a mosaic of over 100 active, diverse and dedicated community members who represent every sector of the community. These members work to develop strategies, programs and practices to address alcohol and substance abuse issues where we all live and work. The effort involves reducing access to substances, preventing high-risk behaviors, promoting community awareness, connecting community resources and providing education. The KCSATF is housed at Prevention Works, Inc. a local nonprofit organization with a substance abuse prevention license. Funding for the KCSATF is provided by Kalamazoo Community Mental Health and Substance Abuse Services-Regional Coordinating Agency in the amount of \$122,950. This funding was made possible through the State of Michigan Strategic Prevention Framework-State Incentive Grant. The KCSATF is also funded through a Drug Free Communities grant in the amount of \$125,000 per year.

Our Mission

To reduce youth alcohol and substance abuse issues in our community through the development of strategies that will reduce access to substances, prevent high-risk behaviors, promote community awareness, connect community resources, and provide educational opportunities.

Primary Goals

The goals of the Task Force are:

- 1.) establish and strengthen collaboration among KCSATF's partner organizations in support of the community's efforts to prevent and reduce substance abuse among youth; and
- 2.) reduce substance abuse among youth in Kalamazoo County, Michigan, and, over time, among adults by addressing the issues in our community that increase risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

WHO WE SERVE

The Kalamazoo County Substance Abuse Task Force services Kalamazoo County, Michigan, a county composed of both urban and rural areas with a population of 238,603. In 2006, 16.4% (compared to 13.5% for Michigan) of children in Kalamazoo County had lived below the poverty level in the past six months, with the county's highest levels of poverty to be found in the city Kalamazoo, where the poverty rate was 38%, the fourth highest rate in the state. This level of poverty is a known risk factor for substance abuse among youth. The most obvious and chilling reality about youth substance abuse in Kalamazoo County is the fact that young men and women are dying as a result of it. Kalamazoo County was ranked seventh among the 83 Michigan counties in auto crashes where alcohol was involved and eighth in fatal crashes where alcohol was involved in the 2007 Michigan Drunk Driving Audit. In 2007 there were 769 MIP (Minor in Possession of Alcohol) convictions in Kalamazoo County. More than

11% of juvenile arrests made in Kalamazoo County in 2006 were for DUI (Driving Under the Influence) offenses. In addition, the number of deaths from the abuse of prescription drugs, over-the-counter drugs and illegal drugs, especially opiates and heroin, is reaching crisis proportions. Recently, our community was made aware of the veritable epidemic of opiate abuse by several fatal heroin overdoses among high school youth. In fact, 12 deaths linked to opiate use were reported during the 17-month time period from January 2007 through July 2008.

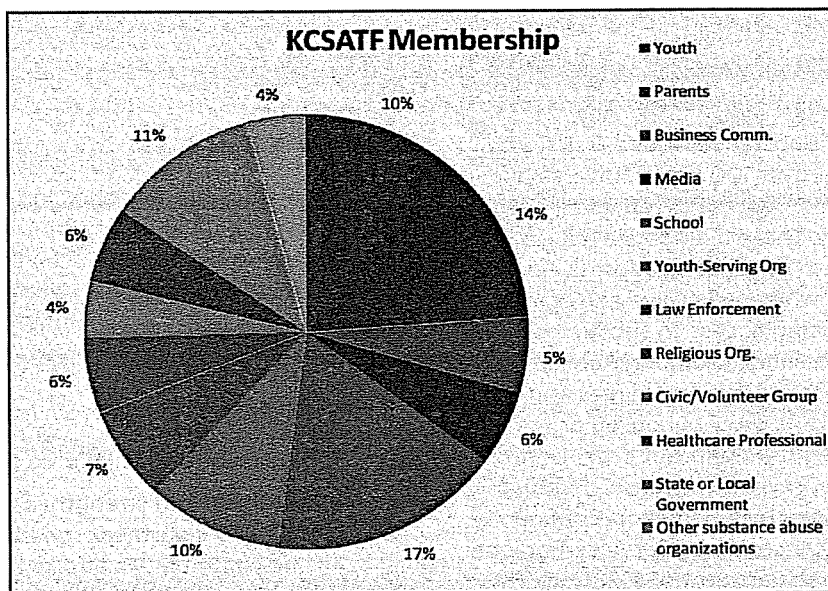


HOW WE BEGAN

The Kalamazoo County Substance Abuse Task Force has been addressing the ongoing problem of substance abuse in our community for over 6 years. Originally, the Task Force was formed in 2004 in an effort to specifically combat methamphetamine use in the county. Its mission was later expanded using the Strategic Prevention Framework and focusing on alcohol and illegal drug use and abuse. The Kalamazoo Substance Abuse Task Force re-structured in 2007 and a regional Epidemiological Workgroup (EW) was formed to assess the substance abuse issues within our 7-county region. Both the Task Force and the EW worked to analyze and collect local data of each county's substance problems and community readiness. The group mobilized to address the problem by inviting additional key stakeholders and

resources to be a part of the effort. A Steering Committee was developed to provide guidance, leadership and to set priorities for the larger effort. Individual subcommittees met to analyze problems in the community, resources available, and to brainstorm about the types of evidence based strategies, programs and practices that could be implemented. Activities were then prioritized within each subcommittee and these results were compiled in a

master logic model and strategic plan drafted by Task Force leaders. Input for the 12-month Implementation Action Plan was gathered from every sector on the coalition. This input guaranteed that members had a voice relative to the direction and strategies chosen.



OUR RESOURCES

Funding

The KCSATF is housed at Prevention Works, Inc. a local nonprofit organization with a substance abuse prevention license. Funding for the KCSATF is provided by Kalamazoo Community Mental Health and Substance Abuse Services Regional Coordinating Agency in the amount of \$122,950. This funding was made possible through the State of Michigan Strategic Prevention Framework-State Incentive Grant. The KCSATF is also funded through a Drug Free Communities Grant in the amount of \$125,000 per year along with several mini-grants.

In Kind Resources

The KCSATF has over 100 active members from diverse sectors within the community. Each person brings an array of resources to the table. The members alone donate over 3,425 volunteer hours on an annual basis. If this was based on the national rate for volunteer time for both youth and adults, the in kind amount would total over \$65,000. This commitment along with other in kind donations such as media sponsorships, trainings, space and other resources will ensure that the KCSATF efforts are embedded into the community and sustainable for years to come.



OUR PROGRESS REPORT

COMMUNITY AWARENESS

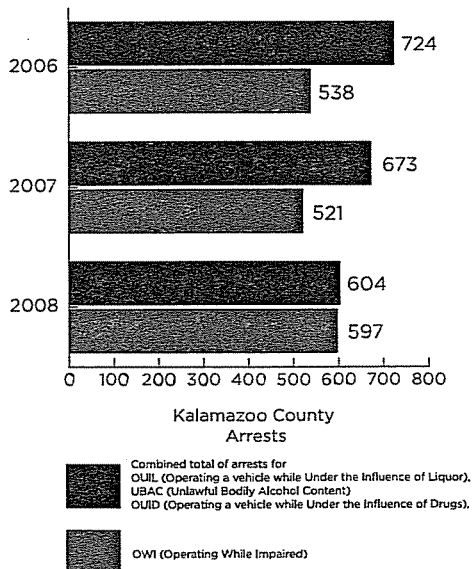
- ✓ Hosted "Call to Action" meetings with over 350 community members in attendance
- ✓ Developed Task Force website (www.kzootaskforce.com)
- ✓ Hosted a Press Event to launch the Smart Summer 2009 social marketing campaign
- ✓ Implemented the Smart Summer campaign featuring weekly messages for parents encouraging them to "Set Boundaries, Monitor Activities, and Stay Connected".
- ✓ Attended and distributed substance abuse prevention materials at 10 community events and festivals
- ✓ Produced materials for Alcohol Awareness Month and Red Ribbon Week for local school distribution
- ✓ Issued 6 press releases to local media, 15 articles/viewpoint letters were published along with weekly coverage of the 14 Smart Summer awareness questions.
- ✓ Conducted 4 interviews for local radio shows

EDUCATION AND TRAINING

- ✓ Conducted 21 community presentations
- ✓ Hosted 3 trainings for Task Force members on promising and best-practice strategies
- ✓ Conducted a presentation on local Task Force efforts at the 10th Annual State-wide Substance Abuse Conference

POLICY AND ENFORCEMENT

- ✓ Collaborated with Silent Observer to activate "Text-a-Tip" an anonymous substance abuse & crime reporting system
- ✓ Educated local parents on the legal consequences of providing alcohol to minors by disseminating a letter endorsed by local law enforcement officials and the Prosecuting Attorney



ACCESS TO ALCOHOL, TOBACCO AND OTHER DRUGS

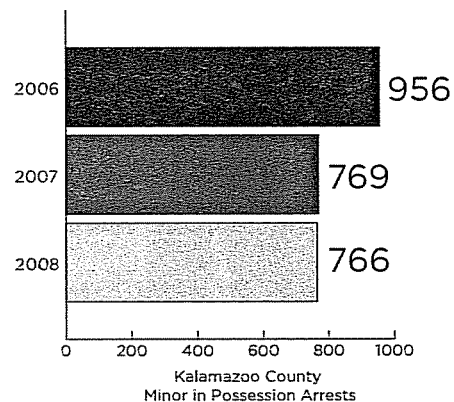
- ✓ Conducted alcohol and tobacco vendor education visits to nearly 100 local retailers
- ✓ Conducted 92 alcohol compliance checks in collaboration with local law enforcement and issued 7 citations
- ✓ Conducted a Prescription Drug Awareness Campaign
 - Conducted pharmacy education visits to 51 local pharmacies, medical offices, and community agencies
 - Distributed 40,000 "Secure Your Meds" inserts in prescription bags
 - Kalamazoo Dept of Health and Community Services collected over 100 lbs. of controlled substances and 3,500 lbs. of non-controlled substances at local EPA funded Prescription Drug Collection Events

DATA SURVEILLANCE

- ✓ Networked with key officials to collect trend data relevant to substance abuse in our local community including
- ✓ Educated local school personnel on the MIPHY survey tool
- ✓ Collaborated with Community Mental Health and Substance Abuse Services to create a data surveillance system
- ✓ Conducted 110 interviews with community members, local retailers, pharmacists and other key stakeholders
- ✓ Collaborated with evaluation team at WMU to create parent perception survey tools

SUSTAINABILITY

- ✓ Developed a five-year strategic plan
- ✓ Received a federal Drug Free Communities Grant for \$125,00/year for 5 years
- ✓ Received a Prevention Network Grant in the amount of \$2,500 for prescription drug campaign activities



OUR VOICE. OUR COMMUNITY. OUR OPPORTUNITY.

You can help in our effort to prevent substance abuse in our community by joining a Community Strategy Team. Strategy teams are a vital component of the Task Force and actively plan, implement and provide direction for all Task Force projects. These teams focus on:

Access to Alcohol and Other Drugs Team

- Develop positive relationships with local retailers and bar owners
- Address social norms regarding underage drinking and substance abuse

Policy & Enforcement Team

- Provide research and education regarding current policy and enforcement efforts
- Track local substance abuse related data sources to remain abreast of emerging trends

Social Marketing Team

- Guide the development and implementation of social marketing campaigns
- Define appropriate marketing strategies for identified target audiences

Youth & Family Services Team

- Align community services with identified needs
- Serve as a community liaison in regard to substance abuse prevention issues

To become involved or learn more about the Kalamazoo County Substance Abuse Task Force, please visit us on the web at www.kzootaskforce.com or call Jenny Jordan, Task Force Coordinator at **269.388.4200**.



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