

04 January - March 2013



Our Mission...

To reduce substance abuse among youth and reduce substance abuse over the entire population of Muskegon County

SAILORS ride with pride

To have your own car - this timeless goal fresh on the hearts of teenagers everywhere is one that symbolizes a new-found freedom in their ever-expanding world. Of course, a car represents a great many realities: Freedom from the proverbial parental shuttle service, an opportunity to flex one's independence, and a vessel by which an individual can go anywhere of his or her choosing.

Recognizing the fantastic opportunities associated with teenage car ownership, Norton Shores Lieutenant, Jon Gale, in collaboration with Jennifer Bustard and Mona Shores High School, are piloting a program to reward good behavior with not only a free car, but a year's supply of gas.

This program is called "Sailors Ride with Pride."

According to the program, Mona Shores 11th and 12th graders will need to sign a pledge in order to participate, agreeing to good behaviors like attending class, good rapport with teachers, avoiding negative interactions with law enforcement, and staying drug free. Students who have already signed the pledge will be reminded of their commitment to good behavior as the give-away approaches in April.

"We want to keep reminding them [the students] they made this pledge ... to be

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The coalition is funded by the Office of National Drug Control Policy & the Substance Abuse and Mental Health Administration, Drug Free Communities Support Program.

Muskegon Youth to Come Together For “Real Voices, Real Choices” Summit

real
voices real
choices
today's youth changing tomorrow



Real Voices, Real Choices Youth Summit @ Muskegon Community College

April 26th, 2013

Event Hours: 8:00 am - 10:00 pm

After nearly six months of diligent planning and organizing, Muskegon area youth from multiple community youth groups are a month away from hosting the county's first ever Youth Summit. The name of this student-led project is “Real Voices, Real Choices: Today's Youth Changing Tomorrow.”

The summit will take place on April 26 from 8 a.m. to 10 p.m at Muskegon Community College. This all-day event will feature break-out sessions covering topics like healthy relationships, sexual health, and youth substance abuse prevention taught by professionals and educators from Community Mental Health, Planned Parenthood of West and Northern Michigan, and the Community Foundation's Youth Advisory Committee. Also featured at the summit will be a performance from the performance art group, Kinetic Effect, a chance to win headphones to mp3 players, and will conclude with a chance for participants to socialize at a dance, game room, or open mic.

“Youth are often inundated by adult programs and rarely have the opportunities to drive the programs that are most relevant to them. Real voices, Real choices is really about empowering

youth to have a voice and influence in the public health issues that profoundly impact them,” said Poppy Sias-Hernandez, a health educator at Public Health—Muskegon County.

Eric Holcomb, a junior at Muskegon High School and a peer leader with Public Health's Boom! agrees. “This summit is a place where teenagers can come and talk about issues that they don't discuss in class.”

There will be enough room for 150 Muskegon County teenagers. Registration opened on Monday, March 25 and can be completed by visiting: www.facebook.com/RealVoicesRealChoices.

For more information, contact Poppy Sias-Hernandez at 231.724.1211 or by email:

hernandezpo@co.muskegon.mi.us.

This event is sponsored by multiple organizations including the Coalition For a Drug Free Muskegon, Public Health—Muskegon County, Community Mental Health, and Muskegon Community College.



Physicians and Law Enforcement Unite to Lead the Charge in Prescribing Practices and Medication Policy

The MAMDP team has been hard at work with multiple projects, including several resource development initiatives, implementing a public awareness campaign and launching a new physician/enforcement workgroup. The public awareness billboard campaign, funded in part by the DFC coalition, SafeKids, the Osteopathic Foundation of West Michigan, and several health plans, features eight billboards in Muskegon, a radio story, and flyer placements.

The Lakeshore Health Network and the MAMDP team also hosted a Physician Education event, Physician CME Conference on March 13th titled, "Science & Practice of Medication Utilization" at Hackley's Youngberg Auditorium.

The physician/enforcement workgroup was established to enhance communication with law enforcement and physicians regarding illegal activities involving medications. Sheriff Dean Roesler; Prosecutor D.J. Hilson; Dr. Wayne Cohn; Karel Schram; Carrie Uthe; and DFC Manager, Laura Fitzpatrick, have been working on an enforcement form and policy for this effort.

MAMDP was also featured in a national publication, "Trust for America's Health" (TFAH) titled, "A Healthier America 2013: Strategies to Move from Sick Care to Health Care in Four Years." The article provides high-impact recommendations to prioritize prevention and improve the health of Americans. *It Takes a Community to Prevent Prescription Drug Abuse* article features the MAMDP program. For more information, go to <http://healthyamericans.org/report/104/> and look for the article for Michigan.



Sheriff Dean Roesler, Terry Baumann, Carrie Uthe, Joe Graftma, Prosecutor DJ Hilson, William Finn, Matthew Elkins, and Dr. Wayne Kohn represented the panel of experts at the physician education event held at Hackley's Youngberg Auditorium

Bring Us Your Drugs!

In support of the Drug Enforcement Administration's (DEA) national take-back event, MAMDP will be hosting their first take-back event of 2013 at the Muskegon Fire Station, located downtown on Terrace from 10 am to 2 pm on April 27.

The community is invited to drop off unused or expired medications for proper disposal. Properly disposing of unused medications, both over-the-counter and prescription, reduces risk of accidental poisoning, environmental contamination, and misuse.

Sharps will be accepted in appropriate containers. Likewise, new containers will be given freely to those who need them.

Visit www.mamdp.com for more information.



Muskegon ALI Gears Up To Launch Newly-Designed “Facethebook” Campaign

Beginning April 1, the Muskegon Alcohol Liability Initiative will be rolling out the Facethebook media campaign once more in an attempt to educate Muskegon youth and parents on the legal consequences of underage drinking and tobacco use. For 2013, the materials have been redesigned, using the iPhone look as a template, updated and easier to understand alcohol laws, as well as the use of QR code technology to link the user to Facethebook’s Facebook Page.

Facethebook is also giving away an iPad Mini and \$50 gift cards to Target to generate interest and participation.

Muskegon County teenagers will have all of April to visit <http://www.facebook/facethebookmuskegon> to complete a brief survey to become eligible for the give-aways. Winners will be announced in May, following prom season.

Please show your support by following the link or the QR code and “liking” Facethebook.



QR Technology allows an individual to use a smartphone to scan a barcode and access information. Facethebook is using QR to connect teenagers to Facethebook’s Facebook page.

National Speaker, Bob Anastas Returns to Muskegon

This spring, Bob Anastas (the founder and former Executive Director of Students Against Driving Drunk-SADD), will return to Muskegon to present to parents and students a motivational message called *Check Into a Winning Life*. His message addresses the many challenges and decisions facing students today and motivates students, teachers and parents to broaden their understanding of risk-taking behavior and forcefully addressing it.

Check into facebook.com/facethebook for listings of Bob Anastas’ Speaking schedule around Muskegon.

(...continued from “Ride with Pride on the cover”)

good citizens, good students and stay out of trouble,” remarked Lt. Jon Gale of the Norton Shores Police Department. Mona Shores Principal, Jennifer Bustard, adds “Ride with Pride is a great example of what can happen when schools partner with local support agencies. As a result of this initiative we have seen a decline in student behavior referrals in all areas. Positive behaviors inside the school and out in the community translate to our students being safe and prepared for college and the workplace.”

In the spring, the car to be given away will be parked in front of the high school. The names of 10 finalists will be drawn and then checked for compliance with the pledge, Gale said. The 10 will then draw from a pile of 10 car keys, one of which will start the car. The winner will be announced on May 17th at a Mona Shores assembly. A special thanks to Ramos Towing for providing a wonderful car to this effort.

Muskegon ALI Welcomes Captain Mike Poulin as New ALI Chairperson



Muskegon ALI is grateful to have the leadership of founding Muskegon ALI member, Muskegon Sheriff's Department Captain Michael Poulin, as the newly elected Muskegon ALI Chair.

Capt. Poulin is currently the commanding officer of all uniformed services for the Sheriff's Office and co-chairs the Lakeshore Traffic Safety Commission. He is actively involved on the North Muskegon School Board, having been a member since 2002 and president in 2006 and was also an advocate for the *Every 15 Minutes* Program, a program addressing underage drinking. From 1997 to 2012, Poulin served as the grant coordinator for Muskegon County on all Drive Michigan Safely Task Force and Safe Communities programs. He was also nominated and chosen by the Office of Highway Safety Planning (OHSP) as one of three officers to represent Michigan at a National Traffic Safety Leadership Workshop.

Capt. Poulin recently graduated from the Federal Bureau of Investigation (FBI) National Academy last spring and participated with the State of Kuwait and the United Nations Development Program (UNDP) in support of implementing the National and Integrated Traffic and Transport Strategy to create a safe and sustainable transport system in 2012. Capt. Poulin will return this spring to help build designated crash investigation units as well as help establish their nation's national traffic safety guidelines.

His professional accomplishments include the "Public Safety Executive Leadership" award from Northwestern University, multiple "Excellence in Traffic Safety" and "Excellence in Commercial Safety" awards, and the "Governor's Traffic Safety Advisory Commission; Traffic Safety Awards in 2006 and 2008 for the Sheriff's Office.

Ride with Pride Receives Multiple Awards!

The Norton Shores Police Department was again awarded the 2012 Grand Award from the Michigan Association of Chiefs of Police for Excellence in Traffic Safety during a ceremony on Thursday night, February 7th. The Grand Award is the highest honor awarded to a police agency in the State of Michigan. The agency was awarded \$17,000 in OHSP federal traffic safety funds to purchase traffic safety equipment or enhance local traffic enforcement efforts. This is the second year in a row the department received top honors.

The program submitted for this award is a pilot program in Michigan, named "Ride with Pride" (see cover story). The Norton Shores Police partnered with the Mona Shores High School, Muskegon Alcohol Liability Initiative and Ramos Towing — the company providing the car to be given away.

Muskegon ALI Also accepted the Michigan Governor's Traffic Safety Award on March 27 for the successful *Ride with Pride* Program.



Sarah Petrucha (NSPD), Jared Passchier (NSPD), Ruth John (MI Secretary of State), Lt. Jon Gale (NSPD), Chief Daniel Shaw (NSPD), Mary Beth Ramos (Ramos Towing), and Jennifer Bustard (Principal Mona Shores High School) accept the Michigan Governor's Traffic Safety Award for the Ride with Pride Program.



Muskegon County Tobacco Reduction Coalition

Knowsmoke and the Teen Health Center: Teaming Up to Take Down Smoking

The Knowsmoke Coalition and the Youth Advisory Committee of the Teen Health Center came together at the Lakeshore Family Health Expo on March 16th for a day of community education. At the Lakes Mall, members of both agencies provided education to residents in Muskegon County on “They put what in a cigarette!?” The hope is that these tobacco-free messages will play a part in helping impact efforts to inform and reduce tobacco use in Muskegon County.

The Knowsmoke Coalition and the Muskegon Teen Health Center youth advisory committee’s efforts are a part of Kick Butts Day, a campaign for tobacco-free kids working to STAND UP, SPEAK OUT and SEIZE CONTROL against Big Tobacco. This year we will be supporting the need to breathe smoke free air, stop kids from smoking and help smokers quit.

More information can be found at: <http://www.kickbuttsday.org/>



Students from the Teen Health Center show off their cigarette display used for the booth at the Lakeshore Family Health Expo. Cigarette featured pictures of the many harmful substances found in cigarettes.

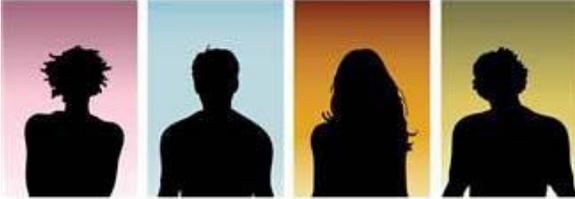
Whitehall Middle School Wins Smoking Public Service Announcement Contest

Congratulations to the 6th hour classroom of Kathy Sutton, Health teacher at Whitehall Middle School, for winning first place in the Knowsmoke PSA contest. Ms. Sutton and her class were awarded a VISA gift card for \$350 to use in their classroom. Other winners include Ms. Sutton’s 1st hour, Dan Nesbitt’s class at Nellie B Chisholm Middle School in Montague and Jill Jacobson’s class at Campbell Elementary.

Along with receiving a financial award, the winning classroom will be featured in a Knowsmoke theatre campaign and celebrated with a release party at Cinema Carousel. Ms. Sutton’s class will also receive professional editing services from Revel Marketing, and a live interview with MCC-TV as well as other media.

Students used flip cameras to record PSAs debunking common myths around smoking. A special thank you to all who participated!





Youth Development Network Leads Tech Tools for Collaboration Workshop

The world of technology is a dynamic, ever-changing world. Consumers are inundated with confusing buzz words, a strange and new technological landscape and very little to guide them through the murky waters of the evolving technological landscape. Enter: Tech Tools for Collaboration.

This workshop has been designed to teach community members how to utilize online tools for cross-agency collaboration. Tools like Google Drive and Dropbox allow a project team to work from the same document in real time, tracking each individual's edits and updating the document on the fly. This is a must have in the arsenal of any workgroup and/or committee.

These services are offered free of charge to the user and team and can be found by visiting <http://drive.google.com> for google drive and www.dropbox.com for dropbox.

Substance Abuse Treatment Committee

The Substance Abuse Treatment Committee is still looking to build a team of dynamic speakers on the subject of substance abuse through their Speaker's Bureau.

To sign up and share your expertise, visit: https://www.surveymk.com/s/CDF_Speakers_Bureau_Application.

To request a speaker visit: https://www.surveymk.com/s/CDF_Speakers_Bureau_Request.

Contact Mark Apman at mapman@wmttlc.com for more information.

The DFC Continues to Explore Marijuana Issues and Prevention Task Force

The DFC Coalition continues to explore additional data regarding marijuana use and issues, to form a work group, and to research evidence-based marijuana prevention initiatives and messaging for use in the community. To find out more or to get involved, please call Laura Fitzpatrick or Dave Nagel at (231) 672-3201.

Muskegon Awarded Partnership for Success Grant

The DFC is a sub recipient of the Michigan Department of Community Health (MDCH) Bureau of Substance Abuse and Addiction Services has been awarded a three-year grant to address two of the nation's top substance abuse prevention priorities: underage drinking among individuals 12 to 20, and prescription drug misuse and abuse among individuals 12 to 25. These strategies are designed to prevent the onset and reduce the progression of substance abuse, reduce substance abuse-related problems, and strengthen prevention capacity/ infrastructure. The Partnership prevention grants are to help fund community collaboration to reduce alcohol and prescription drug abuse, while establishing screening and referral to treatment entry points for youth with substance abuse, including the ER; primary care sights; and schools. This three-year project kicks off April 1st and runs through 2016.

DFC Advocacy in Washington D.C.

DFC Staff Laura Fitzpatrick and Dave Nagel attended the Community Anti-Drug Coalitions of America Conference in Washington D.C. February 4th – 7th, and were featured speakers at the presentation, *Hospitals, Community Benefit and the Coalition Connection*. The presentation highlighted the work of Mercy Health Partners' Community Health Needs Assessment, the Muskegon Drug Free Coalition and the Muskegon Area Medication Disposal Program.

Executive Committee:

DFC Chair:

Kate Kesteloot-Scarborough,
Mediation and Restorative
Services

Vice Chair:

D.J. Hilson, Prosecuting Attorney

Immediate Past Chair :

I. John Snider,
County of Muskegon

Data Committee:

Stephanie Vanderkooi,
Lakeshore Coordinating Council

Muskegon ALI:

Capt. Mike Poulin,
Sheriff's Department

Knowsmoke:

Amy Forward, Access Health

Youth Development Network:

Poppy Sias-Hernandez,
Public Health—Muskegon county

Substance Abuse Treatment

Mark Apman, WM Therapy

MAMDP

Carrie Uthe, Lakeshore Hwalth Network

Members at Large:

Dean Roessler, Sheriff
Jill Montgomery-Keast,
Public Health—Muskegon County
Joel Engel, Behavioral Health
Services;

Help Share The Story...

Do you have an event you would like publicized in this newsletter?

Would you like to acknowledge a community member for their efforts in advocating for a drug-free Muskegon?

Do you have pictures from a drug free event?

Get involved and share your story!

Contact:

Laura Fitzpatrick, Program Manager
Muskegon Community Health Project
Fitzpalm@mchp.org
231.672.3207

E-News...

Sign up to have this e-mailed to you on a regular basis...

[Contact Dave Nagel, Community Benefit Program Coordinator at the Muskegon Community Health Project: nageldw@trinity-health.org].



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