

Coalition Edition

U.S. Rep. Sandy Levin, 12th Congressional District

CARE's Project Remedy: Mobilizing Macomb

The Project Remedy team at CARE is working closely with several local community coalitions in an effort to reduce underage drinking and drinking-and-driving crash fatalities. Project Remedy is working in the following communities: Warren, Sterling Heights, Fraser, Roseville, St. Clair Shores and Clinton Township.

Comprehensive community-wide strategies are being implemented to address youth access to alcohol, change community norms, and support heightened law enforcement.

Project Remedy has provided several opportunities for coalition members to attend workshops and trainings. Penny Norton of FACE spoke on environmental strategies and the power coalitions have to

make a difference in their own communities. Also, last month, John Underwood of the American Athletic Institute spoke on the *Life of an Athlete* program. Several Macomb County schools who were represented at the training are looking at how they can utilize the program in their prevention efforts.

Armed with knowledge and the support of Project Remedy, coalitions are engaging in multiple strategies to address underage drinking and drinking-and-driving crash fatalities. These strategies include, but are not limited to, media campaigns such as *Parents Who Host Lose the Most*, compliance checks, party patrols, and the *Life of an Athlete* program.

In addition to working with coalitions, Project Remedy

also hosts "Calls to Conversation" between law enforcement and judicial representatives. Additional conversations will be held to address enforcement related to underage drinking and drinking-and-driving crash fatalities.

Project Remedy is made possible by a state/federal grant through the Macomb County Community Mental Health Office of Substance Abuse.

For more information about Project Remedy and how you can get involved, please contact either Pamela Werling at 586-218-5273, email pwerling@careofmacomb.com or Jamie Siefert at 586-218-5274, email jsiefert@careofmacomb.com.

Macomb County Prevention Coalition (MCPC)

The Macomb County Prevention Coalition serves as an umbrella organization for ten local community coalitions. The coalition provides resource materials and guidance for coalitions.

Ann Comisky of the Troy Community Coalition will

make a presentation regarding sustainability at the upcoming meeting on December 17.

The meeting will be held at the Macomb Intermediate School District (MISD), located at 44001 Garfield Road in Clinton Township,

from 12:00 to 2:00 p.m.

For more information, please contact Ken Lampar at (586) 405-2260, K_lampar@yahoo.com, or visit www.mcpcweb.org

Fall Edition

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Alliance of Coalitions for Healthy Communities (ACHC)

New research shows that coalitions have achieved a county first: underage alcohol use dipped below the state average in Oakland County for the first time.

The Alliance of Coalitions for Healthy Communities revealed the newest underage substance use statistics during an Oakland County event, "Celebrate Success," that took place on October 12 in the Wildlife Interpretive Gallery at The Detroit Zoo.

The new research shows a 23% decline in 30-day alcohol use among 10th graders and a 3% decline among 12th graders. Thirty-day tobacco use declined by 20% with 10th graders and by 1% percent with 12th graders.

The research also shows an 11% increase in 30-day marijuana use among 12th graders. Future goals include addressing underage use of marijuana in order to have the same success seen with the reduction in alcohol and tobacco consumption.

The event honored the contributions of Congressman Sander Levin and Deputy Lewis Tyler of the Oakland County Sheriff's office. Long-time coalition leaders Margaret Blount and Karen Rimatzki were honored as champions as well. Rep. Levin said his early experiences with the Oakland County coalitions were what prompted him to co-author

the Drug-Free Communities program, which now funds 746 coalitions nationwide.



The ACHC is partnering with Oakland Schools for training to develop systemic collaboration in addressing youth substance abuse titled, "Working Together to Address Youth Substance Abuse Issues for Academic Success." They're focusing on the relationship between academic success and substance abuse prevention. The first of the three trainings was held on November 5.

After completing over 700 one-on-one interviews across Oakland County, parents, youth and law enforcement have been identified as the first groups who will focus on changes to reduce underage access to alcohol. The evaluation report, using the one-on-one interviews combined with student surveys and other assessments completed in coalition communities, provided a clear picture of key issues to address.

Marc Jeffries, Vice

President of ACHC, summed up the direction of the planning process: "The interviews show the importance of external assessment to get input from community members. Now we must use evidence based strategies so we'll know that what we do will be effective when we've done it well."

ACHC will provide information and assistance for evidence-based strategies as groups plan and implement actions to change community norms, media messages, laws and policies, and alcohol accessibility.

ACHC is also reaching out to parents to ask for their help with the parent survey coalitions conduct every two years. "It's so important to know what parents are doing, and what they know, about underage drinking," states Donnis Reese, Director of ACHC. The survey results will be used to plan the coalition's next steps. To encourage parent participation, ACHC will award an HDTV at random to one parent who completes the survey. The survey can be accessed at www.achconline.org.

During this past year, ACHC has changed its structure to engage individ-

ual and agencies across Oakland County. Now, in addition to local community coalitions, the membership can include those in communities not currently served by a local coalition.

For more information, please contact Donnis Reese at 248-802-6789 or donnis@achconline.org

Troy Community Coalition

The Troy Community Coalition had another successful Rochester Villas Summer Camp for youth between the ages of 8-13. The program gave nearly 60 youth the opportunity to attend a day camp at Smith Middle School three days a week. Youth received prevention education, nutrition information, drug awareness and law enforcement presentations, reading remediation, and were taken on several field trips.

On Homecoming Day, September 28, the coalition distributed placemats with prevention information and

a list of coalition partners to area businesses. This "National Family Day" program raises awareness about the dangers of underage drinking during homecoming and prom.

The coalition also hosted its 14th Annual Celebrity Night Dinner on October 29th at the San Marino Club in Troy. The event, which is alcohol free, offers silent auction, dinner and entertainment, and is the single largest fundraising event for the Troy Coalition.

A Youth Dialogue Day is once again being planned.

It will feature Miss Michigan Nicole Blaszczyk as the keynote speaker and will offer high school youth an opportunity to speak to community leaders about their experiences growing up in Troy. These conversations are always enlightening for both youth and adults, and often lead to civic improvements and youth initiatives.

The Annual Volunteer Recognition Dinner will be held in December and is a way to thank and recognize volunteer members who have contributed to another successful year. As the coalition completes its 10th

and final year of Drug Free Communities Grant funding, the committed volunteer base becomes increasingly important in garnering the support necessary to sustain the coalition.

The coalition meets on the first Thursday of every month at 7pm at the Police/Fire Training Center located at 4850 John R. Rd. The next scheduled meeting is December 3, 2009.

For more information, please contact Ann Comiskey at (248) 823-5088 or acomiskey2@troy.k12.mi.us

Chippewa Valley Coalition for Youth and Families

Congratulations to the Chippewa Valley Coalition for Youth and Families on being awarded a Drug Free Communities Grant!

This grant will allow the coalition to broaden its work in the communities and get all sectors involved in multiple strategies to combat youth substance abuse. The coalition has conducted a number of different activities including: the Driver's Training Initiative, linking

the coalition with local driving schools; the *Parents Who Host...Lose the Most* campaign; the Parenting Gazette, an email prevention newsletter; the Parent's Corner, a video series created to provide parenting information; the Interfaith/Chippewa Valley Schools Partnership, linking the coalition to local churches; and the annual Red Ribbon anti-drug campaign celebrated each October. The coalition will also be able to build upon the youth

programs currently underway, such as Smart Move, a drug prevention program for 5th graders; Project Alert, a middle school prevention program; Project Learn, a tutoring/mentoring program for at-risk 4th graders; and the Dakota and Chippewa Valley High School Teen Councils, groups that support substance abuse prevention in the schools.

The coalition meets on the second Tuesday of every

month at 3:30pm at the Chippewa Valley Schools Administration Building located at 19120 Cass Ave. The next scheduled meeting is Tuesday, December 1, 2009.

For more information, please contact Dr. Charlene McGunn at 586-723-2360 or cmcgunn@cvs.k12.mi.us

Clintondale/Mount Clemens Make a Difference Community Coalition

The Clintondale/Mt. Clemens Zero Tolerance Coalition kicked off the school year with their 9th Annual "We Can Make a Difference Day" on Saturday, September 12th.

Approximately 900 people

attended the event, bringing the community together for a day of fun-filled activities and providing the opportunity for parents and kids to learn about the dangers of substance abuse through informational displays. This year included presen-

tations to parents on laws regarding underage drinking that affect both youth and parents.

Meetings are held the third Wednesday of every month (September through May) at 8:30 a.m. at Clintondale

High School located at 35200 Little Mack in the library.

For more information, please contact Dorothy Wilkins at (586) 791-6300 or dw2mcin@ccs.misd.net

Madison Heights Family Coalition

The Madison Heights Community Family Coalition is focused on young people. Students from rival schools in the community come together to volunteer on city projects.

Pictured here are students from Madison and Lamphere High Schools as they work on one of the coalition's sticker shock campaigns. Local merchants welcomed student volunteers into their stores and allowed them to place orange stickers on alcohol packages to remind adults of the fines associated with purchasing alcohol for minors.

This summer, students also

worked together to develop ten public service an-



nouncements that will air on the local cable station, in schools, and on the web. These edgy commercials emphasize the fact that everyone has a choice and alcohol-free for minors and drivers is always the

smartest choice. These students are making great decisions and they hope their commercials will educate the community and involve more students in their prevention efforts.

This year is the first time the coalition has been able to

award two \$500 dollar scholarships to graduating seniors, one from each local high school. The coalition believes student involvement is crucial to the success of the coalition and by involvement, they don't

just mean volunteers: they mean decision makers who mobilize other decision makers.

The MHFC meets on the second Thursday of each month at 11:30 a.m. The next scheduled meeting will be held January 14, 2010.

For more information, please contact Judy Lewis, 248-837-2861 or visit www.mhcfc.com

Royal Oak Community Coalition (ROCC)

The Royal Oak Community Coalition has initiated several campaigns focused on reducing substance abuse.

Prescription drug abuse is a rising concern across the nation. To demonstrate the need for a permanent collection program and to raise awareness of the dangers of misusing prescription drugs, ROCC coordinated an event that collected 350 pounds of expired and unused prescription drugs. This was done in partnership with the MHFC and TCC coalitions, the Detroit Medical Center, the Oakland County Health Division, and student nurses at Oakland University.

The "Family Table" is another initiative of ROCC to

raise awareness of the importance of family bonding and its impact on reduced substance abuse. On October 1, the Coalition hosted a Family Table Night. Dr. Paul Ehrmann of the Family Health Center taught families how to prepare snacks and dinners that they can make together. He also expressed the importance of a healthy lifestyle and did exercise routines with the participants.

In an effort to reinforce the harms of substance abuse, ROCC, in partnership with the Royal Oak Library, the City of Royal Oak, and local schools, held city-wide presentations on the how the brain becomes addicted to drugs. These presentations air on the

City Of Royal Oak's cable network channel and can be found on the ROCC and City's websites. Additionally, the coalition conducted onsite visits to 113 alcohol and tobacco vendors to provide education kits and I.D. Checking Guides with police officers and SADD students.

The coalition is also conducting a data-driven assessment of its structure and stage of development to help strengthen its impact in the community. Using data from a wide variety of sources, it is developing a needs assessment and planning process using the "Why Here" and SWOT models. This will allow the coalition to provide targeted technical assistance to the twelve

sectors and plan projects that address specific community needs.

ROCC meets on the third Thursday of every month at 6:00 p.m. at 1500 N. Stephenson Hwy. in Royal Oak. The next scheduled meeting will be held

For more information, please contact Diane Dovic at 248-544-1064 or visit <http://www.ci.royal-oak.mi.us/rocc/index.html>

S.N.A.P. Coalition

The past year has been one of transition for the St. Clair Shores Zero Tolerance Coalition. The coalition has a new name: the Shores Network for Action and Prevention, or S.N.A.P. The coalition aims to build a safe and healthy community for St. Clair Shores youth.

S.N.A.P. held a joint retreat with the Fraser Community Action Team in July to cre-

ate an action plan for the coming year. The coalition designed a logo and ordered materials using funds from its Prevention Network Grant.

The coalition also ordered *Parents Who Host* materials with money funded through Project Remedy. At the St. Clair Shores Art Fair, the Optimist Club had the *Parents Who Host* banner on

display at their table and handed out flyers. A group of students working with the coalition carried the *Parents Who Host* banner in the Lakeview High School Homecoming Parade. The coalition is working to increase student involvement in S.N.A.P. and in SADD chapters at the local high schools.

Meetings are usually held

the third Monday of the month at 3:30pm at the Lake Shore Presbyterian Church, located at 27801 Jefferson. The next scheduled meeting is Monday December 14, 2009.

For information, please contact Judy Hartwell at (586) 498-7122 or judy.hartwell@mail.house.gov

Southeast Oakland Coalition

Young people involved in the Southeast Oakland Coalition learned the steps of social marketing and planned a campaign encouraging Ferndale Middle and High School students to avoid driving with adults who have been drinking.

This campaign, "Make the Right Call," will be seen and heard throughout the school year. Students will be urged to "make the right call" for their safety. "This

is about students talking to other students in their school to prevent alcohol related injuries and death," said Chris Dewan, Youth Coordinator of the Southeast Oakland Coalition.

This year's Safe Night is scheduled for November 20. It is a fun-filled evening designed to show students that drugs and alcohol are not needed to have a good time. The coalition is seeking volunteers to help out

the day of the event.

Safe Night began several years ago as a way to give students safe alternatives for fun during the Halloween season. As the effort grew, Ferndale Schools became the annual host and several non-profits in Ferndale now sponsor the event.

Volunteers help provide a safe environment for the students and make the evening a true community-wide

effort.

The coalition meets on the first Monday of each month at 7pm at the Gerry Kulick Community Center located at 1201 Livernois. The next scheduled meeting will be held December 2, 2009.

For more information, please contact Chris Dewan at 248-302-4407 or se_oakland_coalition@comcast.net.

Tri Community Coalition (TCC)

The Tri-Community Coalition held its annual Leadership Breakfast on September 18. This event focused on informing community leaders of the coalition's mission and of substance abuse issues arising in their communities.

Free Press columnist Rochelle Riley was the keynote speaker and gave a presentation entitled "The Power of One." Her message highlighted the strength a single individual has in making a positive impact in his or her community. She also emphasized, to the 140 community leaders in attendance, the impor-

tance of utilizing their leadership positions to enhance their communities.

The program also honored the 2009 TCC scholarship awardees, Emma Fernandez of Berkley High School and Danielle McCrone of Oak Park High School. The students presented their scholarship-winning videos, in which they shared their reasons for living drug and alcohol free.

The Y.O.U. (Young, Optimistic and United) Youth Coalition's 2009 Kick Butts Day was held at Oak Park High School. Kick Butts Day is an annual event fo-

cused on tobacco prevention among youth. Teachers, youth leaders, and advocates came together during this event to allow students to stand out, speak up and seize control against tobacco usage. They did so with fun and educational activities.

TCC has several upcoming events focused on educating parents and children on the issues of substance abuse. These programs range from town hall meetings, youth activities, and initiatives such as the "Buzzed Driving is Drunk Driving" campaign and "Coffee and Coalition," an

in-home meeting of parents to informally discuss ways to monitor and parent teens in order to reduce substance abuse in their local neighborhoods.

TCC meets at the Michigan State Police Post, located at 14350 W. 10 Mile Road, on the first Wednesday of every month at 7:00 p.m. The next scheduled meeting will be held December 2, 2009.

For more information, please contact Judy Rubin, Executive Director, 248-837-8008 or visit www.tricomunitycoalition.org

Utica Community Action Team (UCAT)

The Utica Community Action Team's mission is to develop and implement strategies that will prevent, delay, or reduce the use of alcohol, tobacco and other drugs in the Utica school district. The coalition was awarded a Project Remedy Grant for a *Parents Who*

Host Lose the Most event in August.

Over the summer, UCAT participated in the Sterling Heights Teen Fest. More than 600 teens participated and experienced the visual effects of intoxication through Fatal Vision

Goggles.

Meetings are held the second Thursday of every month at 4:00 p.m. at the Sterling Heights Police Department located at 40333 Dodge Park. The next scheduled meeting will be held December 10,

2009.

For more information, please contact Judge Kim Wiegand at (586) 446-2520 or visit www.ucat4kids.org.

Warren Center Line Prevention Coalition

In May, the Warren Center Line Prevention Coalition held an Alcohol Retailers event. Though a partnership with the Warren Police Department, coalition members and 24 students from three school districts visited approximately 60 liquor-licensed establishments.

The students provided information and stickers on the laws for selling alcohol, as well as information on the Youth Tobacco Act as a

reminder to store clerks that tobacco cannot be sold to anyone under the age of 18.

Over the summer, the Warren Woods School District took action to officially become the fiduciary for the coalition.

In August, the coalition conducted a focus group of a dozen parents to learn where parents get information about underage drinking laws. As one of the

key participants of Project Remedy, the coalition is in the process of forming a timeline to undertake the *Parents Who Host Lose the Most* campaign.

The coalition recently joined Facebook and can be added as a friend by searching "Warren Center Line Prevention Coalition."

Coalition meetings are held monthly at 12:00 p.m. at the Warren Woods Middle School located at 13400 E.

12 Mile Rd.. The next scheduled meeting will be held December 14, 2009.

For more information, please contact Jennifer McFarlane at (586) 439-4403 or wcp4change@gmail.com