



NETWORK NEWS

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GOOD NEIGHBORHOODS INITIATIVE

Residents as Grant Makers

The Community Connections Grant Program recently entered its 5th year as the grassroots grant making component of the Skillman Foundations Good Neighborhoods Program. There are countless highlights to report over the last four years including awarding close to 1.5 million dollars to grassroots groups in Detroit working with youth, high levels of resident involvement and engagement, extensive capacity building among grantees including the ability to leverage additional resources for projects, unprecedented collaboration between groups, and a review panel that has maintained exceptional stewardship of the grant funds.

The resident review panel is the anchor of the Community Connections Grant Program. It consists of 3-4 residents from each of the Good Neighborhoods who meet monthly to deliberate and make powerful decisions about which applications to fund. "The panelists are grant makers in every sense of the word. They take their role seriously and make consistently sound decisions that benefit youth and communities," says Lisa Leverette, Program Coordinator for the program. Grassroots grant making is a fairly new component that several foundations are adopting for resident led community change initiatives. There is an emerging understanding that valuing residents' voices at all levels produces long lasting concrete results.

Dawn Wilson, panelist from the Brightmoor neighborhood in Detroit in

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Congratulations !!!

By Ken Dail, Executive Director

If you are reading this message, you have survived what has been popularly dubbed "snowMIgeddon '11" in some areas of the state. You heard warnings on the news, on Facebook and Twitter, on your phone weather apps, and from relatives who spend too much time worrying about this and other end-of-the-world issues. If your family is like mine, you went out and stocked up on a few essentials, in case you couldn't get out of your driveway for a few days. If you have school-aged children, you made arrangements for their well being during the days that schools were closed because no one else could get out of their driveways either. And when it was all over and done with, you likely looked back with a sigh of relief and thought, "Now that wasn't nearly as bad as I thought it would be."

Each year, we hear about how the economy is not doing very well, how cuts to the budget are imminent, how the state coffers are running dry, and how the federal agencies just aren't awarding grants like they used to. We may know families who are having a hard time making ends meet, our relatives and loved ones continue to struggle with addictions and other health issues, and our children continue to edge closer to their next crisis that we, as their parents, will need to advise them on.

Somehow, in spite of the exaggerated reports of the end of the world, and in spite of real challenges we encounter, we continue to survive. In some cases, we thrive. We learn new lessons, we make new contacts and grow our networks, and we take on responsibilities that we previously would have passed on to someone else.

Throughout this edition of the *Network News*, you will see stories of agencies, organizations,

and individuals who have chosen to take the high road, to persevere, and in some cases take on the very challenge that could have stopped them, and were able to make it an opportunity to help others. Scott Kelly was one of the first persons I met when I took my first, full-time prevention job in Charlevoix County almost twenty years ago. He has been in the trenches, sometimes digging the trenches, working with youth struggling with substance abuse and addiction for his entire adult life. His article on page 6 will tell you about one of the many initiatives with which he is involved.

For decades, Michigan's Barb Wybrecht, RN, has been a crusader on behalf of people affected by FASD. There is an article on page 15 about Barb's son, Rob, and his work at an international conference on Fetal Alcohol Spectrum Disorders.

Our state partners, the Office of Highway Safety Planning and Bureau of Substance Abuse and Addiction Services, were able to join us as we celebrated the programs receiving Model Awards at our recent awards celebration. Mike Prince from OHSP and Felix Sharpe from BSAAS took time from their schedules to share their perspectives on community led prevention efforts and are pictured with award winners through these pages.

You may have noticed our new logo at the top of the page. You will see an announcement of a new Skillman Foundation funded grant program on page 7. We will have our Second Annual PN Golf Outing this coming June. Our newly awarded Department of Education grant program is highlighted on page 5, and there are a handful of new alcohol policies that will make preventing underage drinking easier at

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PREVENTION NETWORK GRANTS UPDATE

By Kelly Oginsky, Prevention Network Grant Program Coordinator

As of October 1, 2010, Prevention Network grants became available for an amount up to \$1500. The maximum award amount was adjusted in an effort to expand the amount of grants we are able to provide to our grassroots constituents. There have been small changes made to the grant guidelines and grant application to reflect the new award amount. Groups interested in applying can obtain a copy of the grant application by contacting a Prevention Network grant program staff person at 800-968-4968.

Citadel Victorious Faith International Church, Oakland Co. — \$1500 to conduct an underage drinking project where youth and adults will complete three weeks of prevention training and then spend two weeks developing an awareness campaign, “Determined to be Alcohol-Free: Determined to Live for ME.”

Youth Leadership Workgroup of the Barry County Substance Abuse Task Force, Barry

Co. — \$1500 to hold a youth leadership summit entitled, “Be the Voice...Live the Choice.” Youth from five area schools will work together to develop media messages targeting their peers in an effort to address underage drinking in their community. After the completion of this event, youth will work in teams from their schools to continue developing and distributing their media messages.

Huron County Parenting Awareness Month Coalition, Huron Co. — \$1500 to produce and distribute 15,000 eight-page resource guides for parents and families addressing such topics as limit-setting, preventing underage drinking, how to address risky behaviors, finances, mental and physical health, safety, abuse prevention, etc. Project will also include five community conversations.

PALS Plus of Ingham County, Ingham Co. — \$1500 for middle school PALS to identify a

message that less substance abuse, specifically underage drinking, will happen with Otto Middle School students with an emphasis on healthy behaviors. The message will be delivered via T-shirts and a school mural. High risk students in an art class will do the mural along with the PALS in the art class. All will wear T-shirts with the message while working on the mural. The mural will hang in the school after a recognition and unveiling ceremony in June.

Divinity Association International, Oakland Co. — \$1000 to conduct a tobacco prevention program on four Saturdays for eighteen youth ages 7 to 10. This is a follow-up project to their summer adventure camp. Youth will create two poster boards, one that shows smoke free areas and the other showing where smoking is prevalent. Parents will be involved for at least one Saturday. Parents, family, and friends will be invited on the final Saturday to see participants put on mini presentations about their projects.

Model Project Awards Celebration

Prevention Network held its Model Project Awards Celebration on December 9, 2010 at the Eaton ISD building in Charlotte, MI. Executive Director Ken Dail and Grant Coordinator Kelly Oginsky presented eleven awards to volunteer community groups across the state who had received PN grant funds to carry out substance abuse prevention projects.

Award recipients were chosen for their exceptional work in conducting effective prevention efforts within their communities. They were successful in involving specific sectors—youth, parents, retailers, law enforcement, etc., to collectively address a priority substance abuse issue that they have identified as having a negative impact on the community.

As a result of their projects, these groups have increased their capacity to deliver effective substance abuse prevention and are currently making new strides to continue their efforts in their communities.

In attendance were Felix Sharp, Prevention Section Administrator, Bureau of Substance Abuse Addiction Services, and Michael Prince, Director, Office of Highway Safety Planning. Each addressed the audience with a congratulatory speech, touching on the importance of involvement of grassroots volunteer community groups in carrying out substance abuse prevention efforts in Michigan. Others in attendance were Dianne Perukel, Impaired Driving Program, OHSP, and Senator Rick Jones, 24th District.

Livingston County Parenting Awareness Michigan Coalition



This group was chosen for a model project award for their dedication and ability to truly engage parents in underage drinking prevention in a creative and meaningful way.

Their project, “Table Talks,” provided the opportunity for parents to host small, informal, facilitated discussions with other parents in their community on the topic of underage drinking.

Through these discussions, parents were able to learn about local data on underage drinking in their community, social host laws, and ways to get involved in preventing underage drinking, both at home and in the community.

Ottawa County Substance Abuse Prevention Parent Coalition

This group received a model project award for their community town hall meeting with John Underwood. Through his *Life of an*



Athlete presentation, John educated parents and coaches on the current trends of youth alcohol use on athletic performance and what parents can do to help prevent their youth from drinking.

As a result of the success of the town hall meeting, there was an added opportunity for John Underwood to present this information to school personnel, including athletic directors and an assistant superintendent.

These presentations to key community members and school personnel have provided the coalition the support needed to begin working on strengthening their school's athletic code of conduct and to continue working on changing the social context around underage drinking in their community.

Allegan County Pro Youth Team

The Allegan County Pro Youth Team was awarded a model project award for their

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ALCOHOL POLICY NEWS

By Mike Tobias, MCRUD Coordinator

Alcohol Policies of 2010

During 2010 significant alcohol policies were passed. **Public Act 213** took effect November 17, 2010 and several provisions were embedded in this act.

One of the provisions of this act was to allow the sale of beer, wine, and spirits to begin at 7 a.m. on Sunday (rather than 12 noon). It also allows any county, city, village, or township to opt out of it. The Michigan Liquor Control Commission has a list on their website of the municipalities that have opted out. A licensee is required to obtain a permit by the Michigan Liquor Control Commission and the fee is \$160. The \$70 inspection fee is not required for this permit.

Another provision of this act had to do with sales of alcohol around Christmas. Under the previous law sales were prohibited from 9:00 p.m. December 24 until 7:00 a.m. December 26. Under the new law sales are permitted until 11:59 p.m. December 24, 12 noon Christmas Day, and normal legal hours on December 26. There is no permit needed and no fee associated with this change.

Another provision allows beer and wine tastings for off premise licensees. A licensee is required to obtain an "annual beer and wine tasting permit." Licensees must pay a \$70 annual inspection fee. The tastings would be at the site of the licensee (i.e. a grocery store) and subject to the following:

1. The LCC has to be notified in writing at least 10 days before the event.
 2. Samples are free to consumers.
 3. Consumers are limited to three 3-ounce servings of beer or three 2-ounce servings of wine, and are limited to three samples within a 24-hour period per licensed premise.
 4. Wholesalers can not conduct a tasting event or otherwise "participate in" one.
 5. Products used for the tasting event must be purchased from the inventory of the SDD/SDM hosting the event.
 6. Unfinished product used for samples must be removed from the premises or otherwise secured.
 7. The entity conducting the event (or its agent or employee who has completed the server training requirements) will devote its full energies to the tasting event, and can not perform other functions, including selling alcoholic liquor for off premise consumption.
 8. Consumption can take place only during legal hours.
- Wine tasting by Wine Makers
 - Establishing licenses for nonpublic continuing care centers
 - Sunday sales at Michigan International Speedway
 - Brandy manufacturer/small distiller tasting
 - A provision that more clearly defined the three tier system.

The following items listed are also embedded provisions which became permitted due to Public Act 213:

- Prohibiting wine dualing and instead "institute a policy of exclusive territories"

Probably the provision that received most of the media's attention had to do with the early Sunday sales of alcohol. The other provisions were largely ignored by the press and consequently many people were not aware of them. The largest argument for several of these provisions was that it would help promote business and possibly revenue for the state. The largest argument against some of these provisions was that anytime alcohol is more accessible and available there are more alcohol related problems.

Earlier in the year there was also a bill introduced that would allow the late sales of alcohol (sales until 4 a.m.). To sell later, a licensee would pay a fee, proposed at \$1500. Again, supporters of this believed it was a way for the State to generate some revenue and increase business for licensees that obtained the permit. Many people in Michigan did not support extending sales to 4:00 a.m. This bill did not become law.

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Livingston County Community Alliance Highlights of 2010

By Kaitlin Fink, LLMSW, CMCA, Coordinator, Livingston County Catholic Charities

Survey data shows that 50% of Livingston County high school seniors have consumed alcohol in the past month; Michigan ranks among one of the top five states in the nation for youth abusing prescription drugs; almost 19% of Michigan high school students smoke cigarettes. These statistics concerned Livingston County community members. In response, members decided to be proactive and formed the Livingston County Community Alliance.

The Livingston County Community Alliance (LCCA) is a county-wide coalition that mobilizes members of the community to take action to address substance abuse issues. It works to establish healthy community norms regarding alcohol and other drug use through education, public policy development, and community services.

The LCCA has been busy throughout 2010. Highlights include:

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- Receiving a Substance Abuse and Mental Health Services Administration (SAMSHA) \$500 stipend to hold a Town Hall meeting to increase awareness of underage alcohol use. We used this stipend to purchase cameras and supplies for the Hartland SADD group to do Youth Photovoice. Students took pictures of things in their community that made them think about underage alcohol use. Photos were displayed throughout Livingston County.
- Awarding \$3,000 to projects in Livingston County that directly involved youth in the organization and implementation of prevention and awareness activities in relationship to alcohol and drug abuse
- Working with Kensington Woods High School staff and students to implement

Project Sticker Shock. Staff and students placed stickers on malt beverages and beer packs reminding buyers that providing alcohol to minors is illegal.

- Beginning to form a local coalition in Hartland, Michigan, to address underage drinking, adult binge drinking, and opiate use.

This year, the LCCA is looking forward to becoming more involved with youth in Livingston County. We are in the process of forming a "youth committee" to assist the coalition in service delivery and improve our effectiveness.

If you or anyone else would like more information about the Livingston County Community Alliance or to become involved, please contact:

Kaitlin Fink at 517-545-5944
or by e-mail at lccal@sbcglobal.net.

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September 30, 2010 **Public Act 175 (Rep. Bert Johnson)** took effect. This act allows spirit sampling at off premise licenses. Again an economic argument was made and supporters believe this will be positive for retailers because it will stimulate business. A permit from Michigan Liquor Control Commission is required as well as the \$70 inspection fee.

Public Act 344 (keg tagging, Sen. Alan Sanborn) passed in late December. Keg tagging laws (sometimes called keg registration laws) require wholesalers or retailers to attach a tag, sticker, or engraving with an identification number to kegs exceeding a specified capacity. In Michigan a "keg" means any brewery-sealed individual container having liquid capacity of 5 gallons or more. Keg tagging is a tool to aid prosecution of adults who provide alcohol to minors and Michigan is one of 32 states or territories that have passed these laws. There is some disagreement on how effective these laws are and there is very little research studying the effect of keg tagging. Across states that have keg tagging laws there is variation in implementation and enforcement. **HB4137 (Rep. Pat Somerville)** has been introduced to repeal PA344.

The **High BAC law**. This took effect October 31, 2010. Many states have enacted this policy, and many Michigan citizens support it. This law has enhanced penalties for first-time drivers convicted of operating with a BAC of .17 or higher. Among the penalties, convicted drivers could face:

- Up to 180 days in jail (increased from 93 days)
- Fine of \$200 but not more than \$700 (increased from \$100 but not more than \$500)
- One year license suspension with restrictions permitted after 45 days (increased from six-month license suspension with restrictions after 30 days)
- Up to 360 hours community service (same)
- Cost of prosecution (same)
- Immobilization not exceeding 180 days allowed (same)
- 6 points on the driving record (same)
- Mandatory alcohol treatment program or self-help program for a period of not less than one year.

Alcohol Energy Drinks

In Michigan and across the nation alcohol energy drinks were of great concern. The

sweet and sugary taste of these high proof, caffeinated alcoholic beverages was appealing to youth. The caffeine and stimulants masked the intoxicating effects. There was a growing consensus among the scientific community that people who drank these were more likely to be assaulted, to assault others, to be injured requiring medical attention, or to express an intention to drink and drive.

High profile, tragic events across the country were appearing more frequently, which in part may have prompted the **Michigan Liquor Control Commission and the United States Food and Drug Administration** to take action. Many people in Michigan supported banning alcohol energy drinks and consider their removal from the Michigan market as good public policy.

Malt Beverages

However, concerns about another product, malt beverages, remain. Specific concerns are:

- The high proof – 12% alcohol by volume.
- Appealing packaging in a 23.5 ounce can (alcohol in one of these cans equals about five 12-ounce beers).
- The use of social media to market the product.
- The cheap price. Typically these can be purchased for about \$2.50 per can.

Greater Macomb Project Vox

Submitted by Deborah Garrett, CARE

Greater Macomb Project Vox is a grassroots organization that is made up of people from the recovering community, their friends and loved ones, and treatment professionals. Their three main goals are to advocate, educate, and celebrate.

The group's efforts were instrumental in obtaining nearly 4000 signatures on petitions in support of Faces and Voices of Recovery's document, *The Recovery Bill of Rights*. Faces and Voices is a national recovery advocacy group that prepared the document, which in summary says that addiction deserves the same resources and respect that any other chronic condition deserves. The petitions were presented to a representative of the legislature on the steps of the capitol during Celebrate Recovery events in September of 2010. The group has participated in Celebrate Recovery events in some form for 10 years. They were also instrumental in helping circulate information in support of removing alcohol energy drinks from local shelves. Their educational efforts

These were just a few of the laws and policies that were passed last year, and concerns which remain. We have a new Governor and many new legislators. Now is the time to introduce yourself to your elected officials, be a resource for them, and urge sound alcohol policies.

Youth Summit a Success!

On October 16-17, 2010 the **MCRUD Youth Leadership Summit on Media Literacy and Advocacy** was held at Camp Timbers in West Branch Michigan. The goal of the training was to educate youth and adults about using the media effectively to reduce and prevent underage drinking in their communities. There were 59 people who participated in the training. The attendees were from the following groups:

- Clean Teens – Washtenaw County
- Digital Connectors – Kent County
- First Step – Wayne County
- Hannahville Youth Services – Hannahville
- Indian Community – Menominee County
- Vandercook Lake - Most Teens Don't – Jackson County
- Allegan County Pro Youth Team (PYT)
- Ottawa High SADD – Ottawa County
- Garden City RAVE - Wayne County
- Holland High School SADD/SLIC – Ottawa County

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include workshops and forums for discussion. Their efforts to celebrate the accomplishments of those in recovery, and provide a safe environment for social interaction have included a sober dinner cruise on the Detroit Princess held during the summers of 2009 and 2010.

The group is a sister to Flint Project Vox and has its origins in early AA. Marty Mann, the first woman to obtain her sobriety using the AA program, came to Detroit in the forties, and helped form a group that became known as The National Council on Drug Dependence, or NCADD. NCADD later funded the Flint group, which led to the formation of the Macomb County group. There is also a newly forming Vox group in the Grand Rapids area.

The group meets the first Wednesday of every month at the offices of CARE at 31900 Utica Road in Fraser, MI. Please visit www.projectvox.com or call 586-634-2316 for further information.

COLLEGE NEWS UPDATE

By Dawn Kepler, College Program Coordinator

Drive Safely to Wayne State Campaign, Fall 2010

Wayne State University is in the process of finalizing improvements to Anthony Wayne Drive that will mean extra margins of safety and convenience for both drivers and pedestrians. The grand opening of this enhanced stretch of Anthony Wayne Drive coincided with the 2010 *Drive Safely to Wayne State Campaign*. The *Drive Safely* event, which was held for a seventh consecutive year, promotes safe driving and walking and is conducted by the Wayne State College of Engineering's Transportation Research Group (WSU-TRG).

Significant infrastructure changes are being completed along Anthony Wayne between Warren Avenue and Kirby Street. The area is receiving new landscaping and more than 100 new parking places; street lights and pedestrian crossing lights called Hawk signals also are being installed. This busy area of dorms, classroom buildings and shops is set to become more accommodating to pedestrians, and to retail customers' vehicles as well.

"We were pleased to twin these events," said WSU President Allan Gilmour, "because their common theme is safety. A number of interesting activities connected with Drive Safely to Wayne remind both drivers and pedestrians about safe travel, and the changes we're making to Anthony Wayne Drive will change the ambiance of this entire side of campus, making it a safer and

more user-friendly place to walk, shop and get around."

The 2010 *Drive Safely to Wayne State Campaign* began with a kickoff luncheon which brought together over 100 stakeholders concerned with improving traffic safety in the State of Michigan and the City of Detroit, including representatives from Wayne State University Departments, the Michigan Office of Highway Safety Planning, Michigan State Police, the Michigan Department of Transportation, the Michigan Secretary of State's Office, and other public and private agencies and individuals. Two primary themes were selected for the 2010 campaign: distracted driving and pedestrian safety. Distracted driving has become a major safety theme as evidenced by the State of Michigan recently enacting anti-texting legislation. In addition to distracted driving, pedestrian safety continues to be a critical issue across the state. The event was emceed by Fox 2 reporter Jackie Paige.

During the two-day campaign, various activities were set up along Anthony Wayne Drive: interactive demonstrations related to driver behavioral issues, educational outreach activities, child safety seat demonstrations/checks, daily drawings for prizes for participants in the educational activities, and other events. All of these activities were aimed at making WSU students, staff and

faculty aware of practices that will make the environment safer for motorists, pedestrians, and bicyclists. Each exhibit focused on a particular traffic safety theme, such as safety restraint use, pedestrian safety, and drunken driving prevention. A publicity campaign promoting the *Drive Safely Campaign* was also implemented to further enhance the impacts of the program.

The ongoing improvements to Anthony Wayne Drive include a reduction in travel lanes from four to two in each direction, the installation of bike lanes and aesthetic improvements including benches, trees and ornamental lighting. "The objective of this project is to create a pedestrian-friendly environment," says Professor Tapan Datta, director of the WSU-TRG. "Not only will pedestrians be safer, but the environment for commercial development on the east and possibly the west side of Anthony Wayne Drive also will be enhanced." In addition to the *Drive Safely to WSU Campaign*, the WSU-TRG continues to be involved in the development, implementation and evaluation of traffic safety programs at the local, state and national level. These programs cover a broad spectrum of initiatives across engineering, education and enforcement.

For more information about this event, please contact Peter Savolainen at (313) 577-9950 or savolainen@wayne.edu.

Environmental Change Initiatives: Department of Education Sub-Contract Projects

A study recently published in the *American Journal of Preventive Medicine* found that highly visible environmental change strategies focusing on policy change and enforcement can reduce heavy drinking off-campus, both in frequency and quantity. Interventions evaluated and found effective were collaborative in nature and included the following: "nuisance party enforcement operations, surveillance to prevent alcohol sales to minors, drunken driving checkpoints, social host ordinances, and use of campus and local media to increase the visibility of the interventions." Campuses that implemented strategies with more intensity and heavily publicized efforts achieved the greatest reductions in heavy drinking. A significant finding of this study was that student drinking did not increase in other local settings not directly targeted by the

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intervention. "Some fear that more rigorous alcohol control measures will merely drive college student drinking to other, presumably more dangerous, settings, but that was not the case here," stated principal investigator Robert Saltz, Ph.D. For more information on this study, please see the websites listed below.

<http://www.nih.gov/news/health/nov2010/niaaa-12.htm>

<http://www.jointogether.org/news/research/summaries/2010/college-drinking-reduced-by.html>

In line with these research findings, Prevention Network recently released an RFP and awarded sub-contracts to carry out environmental change strategies to prevent underage alcohol use on campuses and in

the surrounding communities. These sub-contracts are one component of a project for which PN received federal Department of Education funding, for the purpose of enhancing capacities at the higher education level to implement and expand environmental change approaches to prevent underage alcohol use and evidence-based strategies to reduce high-risk drinking. Sub-contracts were awarded for projects that address one of the following environmental factors related to underage drinking:

- Limit alcohol availability in your community
- Restrict alcohol marketing and promotion
- Develop and ensure the enforcement of alcohol policies

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Recovery High

Submitted by D. Scott Kelly, MA, CAAC,
CRPS, BASES Executive Director

Recovery High is a cooperative program between Bay Area Substance Education Services (BASES), Charlevoix Probate Court and Boyne City Schools that is located in Charlevoix County in northern lower Michigan. Since beginning the program in 1999, we've seen over 450 teens participate in the residential program with 44 different counties in Michigan sending teens to the program. Over 25% of those teens in the residential component have come from our local area, Charlevoix and Emmet counties. The Recovery High program includes a number of attractive components:

- Cost-effective intervention services (\$105 per day) compared to juvenile detention where no services, if any, are offered,
- Educational services, where teens have an opportunity to earn credits based on their efforts,
- Living accommodations in a family setting with trained foster parents, and
- Socialization in a supportive, therapeutic environment that addresses teen developmental needs.

BASES facility is a teen center where participants have ample opportunity to work on their socialization skills with three pool tables, two ping pong tables, foosball, video games, cards, music, movies, board games and dozens of comfortable couches and sofas to sit in and relax. BASES is a licensed substance abuse program with the State of Michigan. The three full-time staff members at BASES are all certified addictions counselors with over 60 years professional experience. These professionals are also in recovery themselves with over 65 years of recovery, getting sober at ages 17, 18 and 26 respectively. We lead by example and we talk from experience.

In addition to the nine groups per week, teens in the residential program receive individual counseling that addresses their personal issues. These issues commonly include traumatic events that are frequently being talked about for the first time. Many of our clients have a mental health diagnosis in addition to chemical dependency. Keeping them clean is the first step in helping them get back on track. At BASES, we teach that **addiction is a brain illness and recovery is about brain training**. Teens can and do change and are definitely worth the investment.

For more information, please go to: *Recovery High.org* or *BASESTeenCenter.org*.

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the following article shares the benefits she has gained and observed through serving as a panelist. She and several other panelists had just returned from a capacity building opportunity in Youngtown, Ohio sponsored by Grass-roots Grantmakers.

**Resident Wisdom:
Knowing
“Who’s Who
and What’s What”
Dawn Wilson says
it’s the “first-hand experience”
of committee members which
can add value to foundations.**

Dawn Wilson knows that she’s “gained a voice” in her three years as a grant committee member for the Skillman Foundation’s Community Connections Grant Program.

Wilson—a professional clown—relishes bringing positive messages and enrichment opportunities to young people. Yet she was often frustrated when she encountered roadblocks as she tried to implement new ideas for youth in her community. Her role on the panel has helped her to change that, developing skills, relationships, and the power to support quality programs in her neighborhood.

But it’s more than the chance to lift up her own visions of community—she also feels that grant committee members are a critical conduit for a foundation in making sound investments.

Wilson says the “first-hand experience of committee members being here and living in the community” makes grant-making much more effective in several ways.

First, it’s the perspective of members knowing “who’s who and what’s what.” Wilson says that often a committee member will have knowledge of or connection to each applicant, which can provide a useful “insight and balance” for expanding opportunities and making informed decisions.

On one occasion, a committee member knew an applicant who’d had some questionable financial dealings in the past. “Spotting that kind of personal history,” says Wilson, “is helpful in making good decisions.”

Wilson’s visibility in the community has allowed her to form relationships with previously unsupported and unnoticed grassroots groups working with youth. Wilson says panelists serve as “bridges” that connect the foundation with partners who would otherwise be invisible.

It’s also committee members’ knowledge of the community’s culture which helps foundations make informed decisions.

Wilson tells the story of one organization who for ten years at Christmas gave away food to residents-in-need in her own neighborhood. Because she understood the culture there and what residents typically ate, she knew that some of the food wasn’t being utilized and was going to waste. Her ability to talk to the organization and explain the resident perspective helped result in a more informed investment.

Wilson concludes, “Foundations and organizations need someone to relate to the people in the community, and the only way they can is to have someone in touch with that community.”

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Cass County Substance Abuse Prevention News

By E.J. McAndrew, B.S.W., CPS, Substance Abuse Prevention Coordinator

Woodlands Behavioral Healthcare Network is pleased to now be providing Substance Abuse Prevention Services to Cass County. Woodlands BHN has hired E.J. McAndrew as SA Prevention Coordinator. E.J. is no stranger to the SA Prevention field and brings with her eight years of SA Prevention experience. Woodlands BHN will be continuing the programs *Life of an Athlete*, *Communities Mobilizing for Change on Alcohol*, Cass Alcohol Safety Solutions (C.A.S.S.) coalition, as well as responding to any rising needs in Cass County.

Preparation is currently under way for C.A.S.S. Coalition’s annual letter campaign. Letters will be sent to every parent of a high school junior or senior in Cass County.

The letter will remind parents of the dangers and possible legal consequences of providing alcohol to persons under age 21. The letter will also include information on steps parents can take to help keep their children safe during the prom and graduation season.

C.A.S.S. is also preparing to participate in the DEA’s *National Take Back Day* on April 30th. *National Take Back Day* is a federally supported prescription drug collection program. Citizens can drop off any prescription drug, no questions asked, for safe and appropriate disposal. C.A.S.S. will also be conducting the *Smart Summer Poster Campaign* again this year.

ENVIRONMENTAL CHANGE

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- Create a health-promoting normative environment.

Alma College – \$15,000 sub-contract focusing on these objectives: limit alcohol availability and improve policy development and enforcement. These objectives will be achieved using compliance checks at community vendors, responsible beverage server training for community vendors, a review of current policies at Alma College as well as current research and best practices by a campus-wide committee, examination of campus alcohol use data collected to date to determine which policies need to be improved upon or developed to reduce underage alcohol consumption, and a review of the judicial process presently in place to consider ways to improve compliance (e.g., use of brief motivational interventions for mandated students who have received an alcohol violation).

Central Michigan University – \$15,000 sub-contract to create a health-promoting normative environment. CMU students will be engaged in the development and promotion of a campus-wide social norms marketing campaign targeting exaggerated beliefs about the drinking behaviors and attitudes of their peers. Additionally, norms clarification sessions will be conducted with high risk student groups, particularly Greek or-

New Bookkeeper Hired at PN



Joyce Hughes

family is a frequent occurrence.

Joyce is a member of several community organizations and enjoys working on her family genealogy. She has discovered one ancestral line showing their family coming to America in the 1650's (Pilgrimage time). Most of her family came to Michigan by 1850-1860.

Welcome to Prevention Network, Joyce!

ganizations. Clicker technology will be utilized to provide anonymous, immediate feedback on perceived and actual norms related to alcohol use to correct misperceptions.

Western Michigan University – \$15,000 sub-contract for their project focusing on limiting alcohol availability to underage students and creating a health-promoting normative environment that supports non-use for underage students. These objectives will be attained through the implementation of the following strategies: develop and imple-

Joyce Hughes joined the Prevention Network staff in December 2010 as the bookkeeper. She has an associate's degree in accounting and has worked in the "for profit" accounting world of automobile and farm machinery dealerships for over thirty years. She enjoys accounting and sees the "non profit" accounting world as a new challenge.

Her current goal involves making changes in the accounting software to provide continual, accurate documentation to all concerned.

Joyce was born and raised in Eaton County and lives in Charlotte today. She has two grown, married children and five grandchildren. They all live in the surrounding area, so enjoying

ment a social marketing campaign to increase knowledge and awareness of social host laws (supplying alcohol to minors) among students; train WMU registered student organization (RSO) leaders on how to host responsible parties that reduce binge drinking and underage alcohol use; and develop and implement a social norms marketing campaign to increase awareness of healthy injunctive alcohol norms to create a more realistic perception of drinking behaviors and attitudes among WMU students.



FREE WORKSHOP TO HELP PARENTS TALK TO THEIR MIDDLE SCHOOL KIDS ABOUT ABSTINENCE AND SEXUALITY —

The nationally recognized *Talk Early & Talk Often* workshop for parents of middle school students is taking workshop requests for the 2010-2011 school year. We are able to conduct 50 parent workshops across the state from October, 2010 until May, 2011, but you must get your request in as soon as possible. Workshops are free, and are provided with funding from various state agencies that work in the area of preventing unintended pregnancies. The workshop is designed to help parents of middle school youth develop the skills necessary to talk with their child about abstinence and sexuality. Host site requirements and workshop request forms can be found at www.michigan.gov/talkearly. For further information, contact coordinator Barbara Flis at teto@michigan.gov or at 248-538-7786.

Young Men of Color \$1000 Grant Available!

Prevention Network is again partnering with The Skillman Foundation to offer a new grant opportunity. The Young Men of Color Grant will support activity designed for Detroit males from ages 11-18 who are African American or Latino, and who have something in common such as school, neighborhood, faith community, special interests or talents, etc.

Grant funds will support activity which advances the goals of a particular neighborhood where the participants live, or the goals of a particular organization working with African American and Latino male youth, or goals suggested by The Skillman Foundation 2009 report, *Tough Boys* (available at www.skillman.org). Youth or adults may apply, but youth MUST be involved.

Awards may be made for amounts up to \$1000.

Call Prevention Network at 800-968-4968 with any questions and to get more details on essential information needed to apply. Applications are available now.

underage drinking prevention youth summit. The goal of their summit was to:

- provide teens an opportunity to learn skills needed to make a difference among their peers
- encourage teens to take an active role in substance abuse prevention in Allegan County
- and bring schools districts together to learn what other schools are doing and how they can support each other.

The Pro Youth Team also worked with GRIID at the youth summit to develop positive youth messaging to promote their new “Be your own author, write your own story” campaign.



This group recognized from the beginning stages that youth respond better to prevention messages coming from other youth. This promoted youth ownership of the project and led to the summit being entirely youth planned and youth implemented.

**Adrian College
Student-Athlete
Advisory Committee (SAAC)**

The Adrian College Student Advisory Committee received a model project award for their outstanding substance use and abuse among athletes on the campus of Adrian College. They brought in John Underwood to present two *Life of an Athlete* presentations to educate and bring awareness to student athletes, coaches, and other key members from the campus community.

Through these presentations, the Adrian College community’s understanding and awareness of substance use and abuse issues among athletes has been increased, as well as their capacity to address these issues.

**Detroit
The HERU Organization**

The HERU Organization was being awarded a model project award for their creative thinking and dedication to youth involve-

ment in their underage drinking prevention efforts.

Using the art of music, this group engaged a group of youth in creating a rap song to address the contributing factors of underage drinking in their community and to change the cultural norm on underage drinking.

This group did an excellent job of developing a project that youth in their community would relate to and get excited about.

Since the development of their song, they have created a website, a music video, and have performed their song live at local events in their community.

**Kalamazoo County
Substance Abuse Task Force**



They provided month long activities during Prescription Drug Awareness Month, targeting pharmacy and healthcare workers and community members. They:

- developed and distributed education packets to area pharmacies and healthcare locations
- provided education and raised awareness of prescription drug abuse at six large community events
- and delivered their “Secure Your Meds” message through various means during Prescription Drug Awareness Month.

This group received the PN model project award because of their extremely successful efforts in educating key agencies, organizations, and community members on the issues of prescription drug abuse. As a result of their success, the task force is now working on continuing their efforts by mobilizing their community to prevent youth prescription and OTC drug abuse.

**Barry County
Substance Abuse Task Force
Youth Planning Work Group**

This group held a youth leadership summit where youth from five area schools attended workshops and sessions focused on youth led positive action to prevent underage drinking. Each participating school team



planned one prevention event with emphasis on safety during prom, graduation, or summertime in their communities.

This group had wonderful success with their youth leadership summit. As a result, the youth from the five area schools are excitedly working on collaborating with each other to develop ways to prevent underage drinking in their community. This group has recently received another Prevention Network grant to plan and carry out their 2011 youth leadership summit and to continue the prevention efforts of their youth planning work group.

**Isabella County
Coalition to Reduce
Underage Drinking (ICCRUD)**



This group did an excellent job working with and involving students at CMU through their Red Watch Band program.

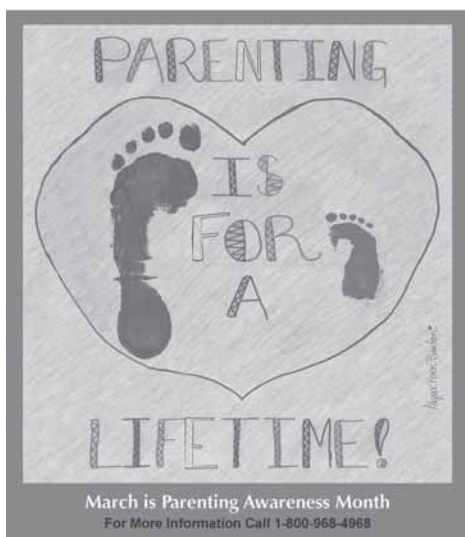
This program provided education and practice for students on how to “watch” out for one another and not just be a by-stander when dealing with underage drinking, high-risk alcohol behaviors, and alcohol-related emergencies.

The Red Watch Band Program was coupled with their social norms campaign and the Domino Strategy, which helped educate students about low-risk alcohol consumption patterns and also helped correct common misconceptions surrounding alcohol use among students at Central Michigan University.

Continued on page 12

PARENTING IS FOR A LIFETIME

By Luanne Beaudry, MS, CPC-R, Parenting Awareness Michigan Coordinator



Parenting Awareness Michigan (PAM) celebrates people raising children and promotes year around parenting education and resources. Our vision is that every person, everywhere, every day recognizes and embraces their responsibility in raising Michigan's children. Our mission is to promote awareness, education, and resources — through state outreach and local efforts — emphasizing the importance of effective parenting in nurturing children to become caring and contributing citizens. For more information about Parenting Awareness Michigan contact Luanne Beaudry, Coordinator, at 800-968-4968, or pamcampaign@preventionnetwork.org.

Save the Date for Prevention Awareness Day!

The Michigan Children's Trust Fund will sponsor a Prevention Awareness Day on April 12th. With the theme *The Power of One*, this event serves as the kick off for April's Child Abuse Prevention Month.

Tuesday, April 12, 2011
Rally at 11:00 AM
The Capitol Steps, Capitol Ave.
Lansing, Michigan



Join the rally, procession, and planting of a pinwheel garden in support of child abuse prevention. The Pinwheel is the national symbol of child abuse and neglect prevention

In addition to the Rally, attend the Legislative Education Day, an opportunity to educate your legislators about prevention and current programming.

Be part of the power of *One Person – One Community – One Dollar – One Action* for Prevention Awareness Day and during April to help protect children from abuse and neglect throughout Michigan.

For additional information contact Emily Wachsberger, wachsbergere@michigan.gov, 517-335-0671.

Artwork Selected for

2011 Parenting Awareness Month Poster

Alyssa K. Benton, a high school student from Holly High School, Oakland County, has created the winning artwork for the 2011 Parenting Awareness Month Poster Contest. Her poster art features parent and child footsteps enclosed in a heart shape. The 2011 PAM Poster is included in this issue of *Network News*.

With a focus on the PAM slogan of "Parenting is for a Lifetime," over 150 Michigan individuals submitted artwork for the 2011 PAM Poster Contest.

Eight other winners have received awards for placing first or second in their respective categories.

Preschool-Kindergarten: 1st Place, **Tyler Hill** of Huron County.

Grades 1-4: 1st Place, **Mandy He**, and 2nd Place, **Kristine Zhu**, of Washtenaw County.

Grades 5-8: 1st Place, **Jessica Chen**, and

2nd Place, **Emily Shiau**, of Washtenaw County.

Grades 9-12: 1st Place, **Shelby Gregory** of Otsego County, and 2nd Place, **Savanah Frostenson** of Ottawa County.

Adult Category: 1st Place, **Pamela Bonke** of Huron County.

The winning artwork was showcased last fall at the 18th Annual Parenting Awareness Michigan Conferences on October 20 in Marquette and November 19 in East Lansing. Contest participants deserve a big THANK YOU for their contributions to the annual PAM Poster Contest.

Thank you also to **Mr. Stewart Mandell** for his generous contribution to cover the prizes, each year since 1993.

To view the 2011 winning posters and to see the gallery of past grand prize posters, visit www.preventionnetwork.org/pam.

March is Parenting Awareness Month!

It's not too late to plan activities to celebrate Parenting Awareness Month. Here are a few things to try . . .

- Hang a 2011 PAM poster on your front door!
- Take PAM posters and bookmarks to schools, libraries, day care centers, places of worship, work sites, city hall, doctor's offices – wherever parents are!
- Encourage libraries and bookstores to provide a special display during March featuring their parenting books and resources.
- Ask your school to create a Parenting Awareness Month display.
- Create a local calendar or flyer listing parenting activities, resources, and parent network/group meetings.
- Use materials from the PAM Packet and create booklets for parents in your school or organization. Include local resource information.
- Host an "appreciation" breakfast, lunch, or dinner for parents and other caregivers.
- Enlist local newspapers to feature parenting articles throughout the month of March.

For a list of PAM activities in Michigan, visit www.preventionnetwork.org/pam or call 1-800-968-4968.



Safe. Legal. Anonymous.

The Safe Delivery of Newborns law has been in effect for ten years and nearly 100 infant lives have been saved since the effective date of January 1, 2001.

Michigan's Safe Delivery of Newborns law provides parent(s) with a safe, anonymous alternative to abandonment or infanticide. The law creates an affirmative defense for parents to surrender an unwanted newborn to an emergency service provider (ESP) within 72 hours of birth, anonymously or with assurances of confidentiality.

An ESP is a uniformed or otherwise **identified employee** or contractor of a **fire, hospital** or **police** station that is **inside** the building and **on duty**. ESP also includes a **paramedic** or an **emergency medical technician** when either of these individuals is **responding to a 9-1-1 emergency call**.

Has Safe Delivery Worked?

Yes, to date there have been 96 surrenders in 23 counties throughout the Lower Peninsula with the majority of these surrenders occurring in a hospital. Sadly, infants continue to be abandoned in Michigan, primarily due to the challenge of how to continually promote public and professional awareness of the law throughout the state.

Community agencies and individual volunteers can play a vitally important role in keeping the Safe Delivery message current in their communities or regions through the following actions:

- Identify potential Safe Delivery training opportunities within the community.
- Identify potential opportunities for a Safe Delivery exhibit.
- Distribute Safe Delivery pamphlets and posters to schools, malls, pregnancy counseling centers, runaway shelters, etc.

Information about Safe Delivery and resource materials can be found at the following website: www.michigan.gov/safedelivery or by calling the Safe Delivery Hot Line number, 1-866-733-7733 or e-mail MichSafeDelivery@gmail.com.

Watch Me Grow Calendar January 2011 - December 2012

This colorful calendar is designed for families with young children in Michigan. Each month highlights a different program, offers resources, activities, and tips for parents. English and Spanish versions. \$1.00 each. To order: www.watchmegrowcalendar.com; info@mcmch.org; 517-482-5807.

A Huge, Heartfelt Thank You to . . .

Nottawaseppi Huron Band Potawatomi Health Department

Michigan Department of Education, Coordinated School Health and Safety Programs

Michigan Department of Community Health, Division of Family and Community Health

Talk Early & Talk Often

Parent Action for Healthy Kids

Southeast Michigan Community Alliance (SEMCA)

Children's Trust Fund

MSU Extension

Northeast Michigan Substance Abuse Services Network 180

Macomb County Office of Substance Abuse

. . . for their generous support to print the 2011 PAM Packet, Poster, and Bookmark. Their help allows Parenting Awareness Michigan to print and make available parenting materials for use all year in Michigan communities.

THANK YOU!

Children's Trust Fund License Plate



This year marks the ten year anniversary of the Children's Trust Fund (CTF) License Plate. If you haven't yet purchased your license plate, please do so.

By displaying the CTF License Plate you are helping to increase awareness of the very important work of child abuse and neglect prevention. The revenue from the license plates allows CTF to support child abuse and neglect prevention programs throughout the State of Michigan.

The CTF License Plate can be ordered when you renew your automobile license plate or any time through a Michigan Secretary of State branch office or online at the Secretary of State Web Site: www.michigan.gov/sos. The CTF License Plate may also be ordered at the dealership when you purchase a vehicle.

When you purchase a CTF License Plate, \$25 of the \$35 purchase fee is donated to protect Michigan's children. Each time your CTF plate is renewed, a \$10 fee is collected for the Children's Trust Fund.

Help mark the ten year anniversary by proudly displaying your Children's Trust Fund License Plate!

Young Drivers Face New Licensing Regulations

Parents, caregivers, other adults, and young drivers need to know that as of March 30, 2011, young drivers will face new licensing regulations. House Bill 4493 of 2009 adds new safety-related restrictions to the Graduated Driver License (GDL).

The new restrictions make two major changes to the GDL and affect the number of passengers and hours of operation for a level two driver.

Level two drivers will be prohibited from having more than one passenger under the age of 21.

There are two exceptions to this restriction: if the passengers are members of the driver's immediate family; and if the passengers are in the vehicle when driving to or from a school sanctioned event.

The amended statute also prohibits a GDL level two driver from operating a motor vehicle between the hours of 10 p.m. and 5 a.m. GDL level two drivers were previously prohibited from driving between midnight and 5 a.m.

There are also two exceptions to the nighttime driving restriction. The first is if the level two driver is accompanied by his or her parent, legal guardian, or a licensed driver over the age of 21 who has been designated by the driver's parent or legal guardian. The second exception is that a GDL level two driver may drive between 10 p.m. and 5 a.m. if he or she is traveling to or from employment.

According to the Insurance Institute for Highway Safety, 63 percent of teenage passenger deaths in 2008 occurred in vehicles driven by another teenager. Among deaths of passengers of all ages, 19 percent occurred when a teenager was driving. Research by the *Journal of American Medicine* has shown the risk of a teen being in a crash increases incrementally with each additional passenger. If a driver has three passengers, the risk of that driver being in a fatal crash is three times higher than if they were driving alone.

Additional studies show that strong restrictions on nighttime driving and teenage passengers can help to reduce the rate of fatal car crashes.

Source: *Safety Network*, Michigan Office of Highway Safety Planning, www.michigan.gov/ohsp

CHOOSE In Year Six of Model Program

By Stephanie VanDerKooi, MPH, CPS-M
Health Educator,
Ottawa County Health Department

CHOOSE (Communities Helping Ottawa Obtain a Safe Environment) is implementing the SAMSHA model program *Reducing High Risk Drinking*. The goal of this program is to reduce alcohol related injury and death in Ottawa County by 10% by the year 2014. We are in our 6th year of implementation. We have a coalition made up of key community stakeholders, and three task forces: Responsible Beverage Service, Youth Access to Alcohol, and Drunk Driving Prevention.

Each task force has a different membership base and different focus areas. This spring we are working on several new things!

The Responsible Beverage Service Task Force is made up of Ottawa County retailers and we are offering the Tips classes on a monthly basis, as well as planning a welcome packet for all new liquor establishments. In that welcome packet we are including the liquor code, do's and don'ts for retailers, list of retailers who will be willing to mentor them, Tips class schedule for the year, and several other documents to help run a smooth business.

The Drunk Driving Task Force is working closely with our local law enforcement to assist in coordinating the High Visibility Enforcement Grant from the Office of Highway Safety Planning.

The Youth Access to Alcohol Task Force has started to collect high school graduation dates from all Ottawa County high schools to help us implement our Safe Prom Initiative. This initiative gives a list of all the prom dates/locations/times to give retailers a heads up that youth may be attempting to purchase alcohol to celebrate during prom-grad season. We also partner with our local law enforcement to ensure that they are ready to respond on prom nights, in case there are underage drinking parties. Additionally, we send this information to all flower shops, tux rental stores, hotels/motels and limousine services to educate the youth that if the stores know that they are attempting to purchase alcohol they will call local law enforcement. Each establishment and law enforcement agency will receive a comprehensive list of prom dates, posters and information about the initiative. Media packets are sent out prior to the first prom of the season as well.

If you would like to see our program materials please contact Stephanie VanDerKooi, MPH CPS-M at the Ottawa County Health Department at svanderkooi@miottawa.org.

www.preventionnetwork.org

CONGRATULATIONS *Continued from page 1*

the local level. The Liquor Control Commission recently made national headlines by bravely taking action to ban alcohol energy drinks, a product that simply is not safe. Prevention Network has added a new staff member. And positive, life-changing activities from across the state are highlighted throughout this edition.

Everywhere we look, our friends are surviving;

in spite of the "way the economy is," in spite of addictions, in spite of hard times and budget cuts.

We are so grateful for the role that we have been allowed to play in your survival, in your recovery, in your success, and in your victories.

Thanks for making Prevention Network a part of your world. We look forward to being here when you need us....

MLCC Continues to Protect the Health, Safety, and Welfare of Michigan Citizens

By Andrea Miller, Public Relations Officer, Michigan Liquor Control Commission



The Michigan Liquor Control Commission (MLCC) is continuing to take a closer look at all products for sale in the State of Michigan, including all packaging and labeling of products with regards to the MLCC Rule [436.1611\(1\)\(d\)](#). The MLCC's concerns for the public health and safety have outlined the following recent changes:

On September 1, 2010, Michigan was the first state to de-list the Alcohol Infused Whipped Cream product, "Cream." De-Listing makes "Cream" no longer for sale in the State of Michigan. The product is 15% alcohol by volume (30 Proof) and the product packaging and container mirror those of non-alcohol whipped cream. "Cream" comes in a variety of flavors, including chocolate, raspberry, orange and cherry.

On November 4, 2010, the Commission rescinded the approval of all alcohol energy drinks. Manufacturers of alcohol energy drinks were notified through issuance of a Commission Order dated November 4 of the product ban and were provided 30 days from the date of the Commission Order to remove these products from the State of Michigan. And as a result of that Commission Order, the MLCC addressed enforcement of the Commission Order as follows:

- Manufacturers of the malt based alcohol energy drinks identified on the list attached to the Commission Order dated November 4, 2010 must have removed said products from the Michigan marketplace by December 3, 2010 at 12:00 A.M.
- Michigan beer and wine wholesalers

must have removed products from retail accounts, both on and off premise, by December 3, 2010 at 12:00 a.m..

- Michigan retail accounts, both on and off premise, must have ceased sales of the aforementioned products by December 3, 2010 at 12:00 A.M. Licensees may submit a claim for recovery for beer taxes paid in accordance with [MCL 436.1409](#)

"Due to the potential of improper sale and/or purchase and utilization/consumption of "Cream" and/or alcohol energy drinks by those persons under the age of 21, the MLCC felt that the health and safety of the public was in jeopardy if they remained for sale in the State of Michigan," said Nida Samona, Chairperson of the MLCC. "The Commission believes the packaging of these products is misleading, and the products themselves can pose problems by directly appealing to a younger customer, encouraging excessive consumption, while mixing alcohol with various other chemical and herbal stimulants."

According to the Federal Trade Commission (FTC), "Consumers might mistakenly assume that these beverages are safe because they are widely sold," said David Vladeck, Director of the FTC's Bureau of Consumer Protection. "In fact, there is good reason to believe that these caffeinated alcohol drinks pose significant risks to consumer health and safety. Consumers – particularly young, inexperienced drinkers – may not realize how much alcohol they have consumed because caffeine can mask the sense of intoxication."

For more information on this and other significant information, please visit the MLCC website at www.michigan.gov/lc.



STOP Youth Coalition – Shiawassee County

Students on Alcohol Prevention (SOAP) – Washtenaw County.

The primary trainers were **Girbe Eefsting and Jeff Smith from the Grand Rapids Institute for Information and Democracy (GRID)**. Everyone had fun and learned a lot about using the media for advocacy.

Alcohol News

• **Alcohol Policy 15** took place in Washington D.C. December 5-7, 2010, and there were several people from Michigan who attended it. There were several sessions that demonstrated how important the price of alcohol is from a public policy perspective. The higher the price of alcohol (through taxes) the lower the rates of sexually transmitted infections, heavy alcohol use, morbidity/mortality, traffic crashes, and violence. **Alex Wagenaar** commented that there is “clearly an inverse, significant effect. No question about it.” At this conference preliminary talks have begun again about creating a **multi-state network** that would advocate and mobilize around national alcohol policy issues (i.e. alcohol energy drinks and the privatization movement). A similar attempt to form a network like this was attempted after AP14 in January 2008. Michigan activists will again support the formation of this network.

• **The Celebrate Recovery Rally** planning work group has begun meeting again to plan 2011 Celebrate Recovery Rally. It will take place again in Lansing, on September 13, 2011. Work groups are meeting and possible speakers are being discussed. Stay tuned on how you can get involved. Last year about 2000 people attended the rally and the work group is hoping that even more people support the event this year. For more information contact Ben Jones (313) 868-1340.

• **April is Alcohol Awareness Month** and the Michigan Coalition to Reduce Underage Drinking will be posting the 2011 Alcohol Awareness Month Packet on their website in late February or early March. MCRUD is encouraging coalitions and community groups to tell us what they are planning for alcohol awareness month and MCRUD will post this information on its website. An email will be sent out requesting this information.

• **Victor Braatz** was MCRUD’s featured speaker at the January meeting. Victor discussed how **Recovery Network Inc.** (Eaton

County) is incorporating a recovery oriented system of care into how they provide services for people in recovery. Recovery Network, Inc. offers choices for “consumers” and they consider themselves as employees of consumers. RN refers to treatment as support services building on recovery capital and not all recovery coaches are in recovery. Victor also shared two handouts: “Working Definition of Recovery, Guiding Principles of Recovery,” and “Definition of Recovery-Oriented Systems of Care (ROSCs).”

If you have suggestions for MCRUD speakers let us know. MCRUD’s March 15 speaker is **Katy Gonzales**, Alcohol Epidemiologist. She will be talking about some of the surveillance briefs she has developed and

informing us on some of the things she is working on. Our April 26 speaker is **Debbie Garrett** from C.A.R.E. of Macomb County. She will be discussing the advantages of incorporating the recovery community into prevention.

• Mark your calendars! Preparations are being made for **MCRUD’s 15th Birthday/ Reunion Celebration!** The celebration is July 22, 2011 at Frances Park in Lansing. Please email us the names and contact information of people to invite.

• MCRUD welcomes **Andrea Miller** from the Michigan Liquor Control Commission (MLCC) as the new MLCC liaison. Andrea is the Public Information Officer for the MLCC.

AWARDS CELEBRATION *Continued from page 8*

Through this project, several on-campus student groups and departments have shown interest in getting involved and have requested information on how trainings can be provided for the students they work with.

Kent County Prevention Coalition Membership Committee



This group was chosen to receive a model project award for their engaging and creative “Talk Early, Talk Often, Learn How” community town hall meeting, that focused on increasing family discussion and working towards developing ideas and solutions to reduce underage drinking in Kent County.

Over 200 people from their community attended, of which just under half were youth. They did an excellent job at engaging parents and youth in ways such as:

- A youth panel and question/answer session
- Parents and youth focused exhibits demonstrating the ways that each are touched by alcohol advertising
- A youth created and youth driven DVD

on the ways youth are targeted by alcohol advertising in their community

- Performances by the winners of their creative contest for youth to express why they choose to live alcohol free.
- Intertribal Native American dancing and drumming, which provided symbolism of what it means to be alcohol free in the Native American culture.

Oakland County Citadel of Victorious Faith International Church

This group is being awarded for conducting a community mapping project which assisted them in measuring the heavy presence of alcohol retailers and alcohol advertising in their community. They also assembled and distributed retailer education packets and worked on developing relationships with retailers to gain their support and interest in working with the group on future projects.

In addition to this, they presented the *Media Sharp* curriculum to parent and youth participants to further educate them on the ways youth are being targeted by the alcohol industry.

This group was new to prevention and new to their community when they first contacted PN. Through the learning process of our grant program, they have done an excellent job of looking at the issues surrounding underage drinking in their community and in developing an effective project to address those issues. As a result, they have collected valuable data and information and have developed new relationships with key stakeholders in their community.

PN Adopts Distracted Driving Policy

Distracted driving has been recognized as a legitimate public health threat. Following the lead of the National Highway Traffic Safety Administration and the Michigan Office of Highway Safety Planning, Prevention Network adopts the following as policy:

1. Prevention Network staff and paid contractors are not to use cell phones in any way, shape, or form, while driving on Prevention Network time. If you are claiming mileage, or driving a vehicle that Prevention Network is renting, it is considered PN time. Cell phone use includes talking on a cell phone (hands-free or using the handset), texting, accessing e-mail or other web services, or adjusting a GPS or mapping application on a hand set.

2. Staff and paid contractors are not allowed to adjust or otherwise program a mapping or GPS system, electronic music player, or other electronic hand-held device while driving on PN time.

3. Staff and paid contractors are strongly discouraged from using any of the above mentioned devices for Prevention Network business while on their personal time. This includes traveling to and from work or other PN related appointments.

4. Staff and paid contractors are strongly discouraged from using any of the above mentioned devices on their own personal time.

5. Prevention Network board members, partners, and stakeholders will be actively encouraged to establish similar policies within their own agencies and organizations through contact with PN staff and paid contractors, and through PN's communication network (website, *Network News*, Facebook, Twitter, and participation at local events.)

Failure to follow this policy will result in staff or paid contractors being subject to Prevention Network's disciplinary procedures, up to and including termination of their contract or employment.

Recovery Month Being Planned

By Victor S. Braatz, ADS, Executive Director, Recovery Network, Inc.

Even in the freezing blast of February, a dedicated coalition of people in recovery, stakeholders, parents and community members in Mid-Michigan are looking to September and the 21st annual *National Alcohol and Drug Addiction Recovery Month*. Recovery Month is sponsored nationally by the U.S. Department of Health and Human Services and the Substance Abuse and Mental Health Services Administration (SAMHSA). Under the guidance of Recovery Network Inc., a non-profit serving the Mid-Michigan area, the Recovery Month Coalition for the 5th consecutive year is busy at work planning events to raise aware-

www.preventionnetwork.org



We can do it better by working together!

MPA, a membership organization for individuals interested in prevention, is working to reach out to YOU! MPA invites individuals from substance abuse prevention and treatment, health and wellness, human services, education, criminal justice, and law enforcement, and interested citizens from all fields to join us in our advocacy and education activities. Help us shape what these activities will look like in the years to come.

If you are a person who wants to help MPA move forward consider becoming a member. We'd love to join forces with community members – professional and volunteer – with a prevention passion!

MPA's mission promotes excellence in the field of prevention, makes prevention a priority, and unites prevention advocates across disciplines to create a large, vocal constituency on behalf of prevention throughout the human lifespan.

MPA Annual Membership Fee: Professionals, \$35, Volunteers, \$20, and Full-Time Students, \$10.

Upcoming MPA Events and Meetings:

May 3: MPA Prevention Advocacy Event at the Capitol in Lansing. More details coming.

Nov 1 or 4 (TBD): MPA Annual Burning Issues in Prevention Conference.

General membership meeting dates: March 1, May 3, August 2, and November 1, 2011.

For more information contact Luanne Beaudry or Ann Comiskey, MPA Co-Chairs, at 517-515-2547 or 248-823-5055.

ness and erase the stigma attached to substance use disorders. Events being planned for Recovery Month 2011 include a Recovery Symposium on September 1st at the Eaton Intermediate School District. The Symposium will act as a kick-off for Recovery Month, with breakout sessions covering Recovery Oriented Systems of Care (ROSC) and the roles of prevention and treatment. Storytelling from those who have succeeded in beating their addictions, and much more is planned. A completed agenda for the symposium will be available in the spring at www.recoverynetworkmi.org.

Continued on page 14

Michigan's Earned Income Tax Credit Keeps Families Out of Poverty

By Judy Putnum,
Michigan League for Human Services

A tax credit for lower-income working families in Michigan keeps 14,000 children out of poverty, new research shows.

An analysis by the Center on Budget and Policy Priorities, looking at data available on incomes and tax credits, found that the state Earned Income Tax Credit (EITC) actually lifts 25,000 people in working families out of poverty, including 14,000 children. In addition, it eases poverty for 700,000 people in Michigan. Poverty level is about \$17,000 a year or less for a family of three.

The tax credit passed in 2006 by a near unanimous vote in the Michigan Legislature. It is modeled after the federal EITC that was approved in 1976 by President Gerald Ford and has been supported by every president since then. The state credit is 20 percent of the federal credit. About half the states have enacted similar credits in an effort to keep working poor from being taxed into poverty.

In Michigan, the credit was claimed by 782,000 tax filers last year, most of them families with children, according to the Michigan Department of Treasury. The average state EITC credit was \$432. Statewide, the EITC pumped \$338 million into local economies and helped small businesses across the state.

A bill introduced by Sen. Roger Kahn, R-Saginaw Township, would eliminate the tax credit. The Michigan League for Human Services and other organizations have formed a coalition (www.saveoureitc.com) to oppose this legislation.

Advocates warn that eliminating the state EITC would immediately plunge 14,000 children into poverty and it would mean families living below the poverty line would pay state income taxes. With the state EITC, families pay state income tax on incomes at about 120 percent of poverty, while those at 120 percent of poverty or less do not.

Of the ten states with the worst child poverty, eight do not have an EITC.

"The Michigan Earned Income Tax Credit is a successful anti-poverty tool that helps low- and moderate-income families and small businesses in Michigan. Eliminating this credit amounts to a tax increase on our most vulnerable families and will tax working people into poverty," said Gilda Z. Jacobs, president & CEO of the Michigan League for Human Services.

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Second Annual Leadership Summit a Success

By Carole Head, DFC Project Coordinator, Barry County Mental Health Authority

The Barry County Substance Abuse Task Force (SATF) and its Youth Leadership Workgroup hosted their 2nd Annual Youth Leadership Summit on Friday, January 21, 2011.

Kellogg Community College, Fehsenfeld Center, welcomed over 125 students from five Barry County high schools to the day-long event. The 2011 youth-planned and youth-driven leadership summit focused on promoting positive actions to prevent risk behaviors such as underage drinking and substance abuse. Youth planners chose the theme of understanding and using media to make their community a better place.

“This year’s Youth Leadership Summit (YLS) was planned by an awesome group of youth volunteers,” stated Liz Lenz, Barry County Substance Abuse Task Force (SATF) Coordinator. “They started work in June 2010 to plan, write grants, seek sponsors, and meet with media experts to make this year’s event truly their own.”

“Media is a big part of our lives, and we wanted this year’s YLS to show our peers how media can be used to change our world

in a good way,” stated Erica Krouse, a member of the Youth Leadership Workgroup.

Jeff Smith, from Grand Rapids Institute for Information Democracy (GRIID), was the keynote speaker and led 3 breakout sessions as well. Youth leaders not only learned how to dissect media messages but were given tools to motivate and empower students to return to their own schools and work with their peers to create messages promoting positive decisions.

Students also attended a workshop called Facebook Official led by Angela Semifero, Interim Library Director at Marshall District Library. She gave real life examples of people who have gotten into trouble or missed major opportunities because of postings. “You’re only as safe as your stupidest ‘friend,’” she told the youth who volunteered that they “friended” many people they didn’t really know. Angela gave them hands-on practical advice on how to use social media wisely.

The third breakout session, Net-Picking, was conducted by Angie Ruger and Kevin Briggs, teachers from Thornapple-Kellogg High School. They impressed upon the stu-

dents how easy it is to be a cyber bully and people may be bullying without even realizing it. Youth were surprised to learn that logging onto someone else’s account without their knowledge was an example of cyber bullying. They learned the seriousness of things said in cyberspace and how they could be part of the solution.

This year’s Youth Leadership Summit was made possible by the support of community partners including Barry County Substance Abuse Task Force, the Youth Advisory Council of the Barry Community Foundation, Hungry Howie’s Pizza, Court-Side Embroidery & Screen Printing, Buckland Insurance Agency, and KCC Fehsenfeld Center. Only through the involvement and generosity of these agencies could this event take place.

The Barry County Substance Abuse Task Force is coordinated through Substance Abuse Prevention Services, Barry County Community Mental Health Authority. BCCMHA is a licensed and accredited behavioral health agency providing treatment and prevention services to all Barry County residents.

RECOVERY MONTH

Continued from page 13

The 5th annual Run/Walk for Recovery will be on Labor Day September 5th at Grand Woods Park in Delta Township. Applications for the 5k will be available at www.playmakers.com on the 1st of March. We encourage everyone with a vested interest in prevention, treatment and recovery to join us for what is always a great fun event.

Additionally Recovery Network Inc. works to spread the word about recovery month by asking state and local government bodies to issue proclamations recognizing September as *National Alcohol and Drug Addiction Recovery Month* and has led the nation in collecting proclamations for the last two years. For more information on Recovery Month go to www.recoverymonth.gov.

Recovery Network Inc. currently is working under a CSAP grant to provide HIV/AIDS prevention, education and testing to those with risk factors associated with drug and alcohol use issues. Our organization is a peer-based Recovery Oriented System of Care that networks with other agencies to provide referrals to basic support services for those in need.

For more information on Recovery Network Inc. and its Recovery Month Coalition go to www.recoverynetworkmi.org or contact our office at 517-543-2312.

Community Violence & Substance Abuse Prevention Council of Delta County

By Ruth Botbyl, Prevention Specialist, Public Health, Delta & Menominee Counties

We have developed a substance abuse media campaign using student created videos and posters focusing on prescription drug and alcohol abuse. The poster and videos used were those that were winners from a two county contest. The contest was, and still is, sponsored by the Delta-Schoolcraft ISD, Elks, Hannahville’s Learn & Serve, and the Delta County Coalition Against Prescription Drug Abuse. We used videos for radio and television commercials and the youth that created these videos participated in live radio interviews.

We were able to do all of this by writing for and receiving grant funding from the Hannahville Indian Community 2% money and The Plum Creek Foundation, Plum Creek Timber Company.

In addition to radio and television ads we put up a billboard and created flyers using a 6th grade student’s poster which focused on the dangers of mixing prescription drugs and alcohol. These flyers were distributed on pizza boxes and in high school sport programs and we are currently working on

having pharmacies include these flyers with prescription pick-ups.

This contest has been run for the last three years and is currently entering into its fourth. Our vision was to expand the viewing audience for these videos to the degree that we have worked out an agreement with the local cinema to show one or two of these videos before movies begin.

We have also worked with OSF Hospital and Medical Group in support of their county-wide Liferides New Years Eve program. The Liferides program has been going strong for the past 25 years; it provides safe and free transportation for people who are drinking while celebrating New Year’s Eve. This program has been proven successful in preventing any alcohol related traffic fatalities since its inception 25 years ago.

We partnered with the community and participated in the *National December Drunk and Drugged Driving Prevention Campaign*, offering non-alcoholic drinks and recipes at three local grocery stores and two other community events.

Michigan Alcohol Policy Promoting Health & Safety (MAP)

MAP selects PN Director Ken Dail as one of its 2010 People of the Year.

Ken was chosen because of his commitment, leadership, and collaboration efforts to reduce underage drinking. The roots of MAP can be traced directly to Ken and the Michigan Coalition to Reduce Underage Drinking. Furthermore, Prevention Network, MCRUD, and Ken continue to be critical to the development of MAP. Through PN's newsletter and MCRUD's monthly steering committee, MAP has been able to reach thousands of potential advocates across the state with their advocacy messages.



Ken Dail

Others honored by MAP for their outstanding contributions to advancing MAP's mission of "advocating for laws and policies that reduce the illegal and harmful use of alcohol" include:

- **Chairwoman Nida Samona and Administrative Commissioner Patrick Gagliardi** of the Michigan Liquor Control Commission, chosen for their leadership and action on the banning of alcohol energy drinks.
- **Patricia K. Bednarz**, Registered Nurse with Lansing Public Schools, for the "Parents Training Parents about Underage Drinking" initiative and for her work toward implementing the *Life of An Athlete* program.
- **Deborah Garrett**, Former Chairperson of Macomb County Project Vox for five years and current community prevention specialist for Community Assessment Referral and Education of Macomb County. During 2010 she advocated for the Recovery Bill of Rights and helped plan the Recovery Rally.
- **Alison Himelhoch**, former news anchor for WLNS Channel 6 News. She wrote news articles and did a two part television feature story on alcohol energy drinks.
- **Homer Smith**, former Executive Director of Mothers Against Drunk Driving, for his work on the high BAC law and on his advocacy work regarding flavored malt beverages.

"These people are just a few of the many who are fighting hard to keep Michigan communities safe, prosperous, and healthy. The efforts are paying off too as alcohol use continues to decline by high school stu-

dents," said Executive Director of Michigan Alcohol Policy, Mike Tobias.

More MAP Activity

MAP will soon be starting its second year of active advocacy around alcohol policy. Mike and MAP Business Manager Marie Hansen attended the Alcohol Policy 15 Conference in Washington D.C. in December. They presented a Poster Session and Mike also was part of a panel talking about statewide organizations organizing across the country. The number one message delivered by researchers and experts from all over the world was that raising the price of alcohol reduces consumption and negative consequences.

If facts and research matter to lawmakers, MAP should be in a good position to move forward in Michigan advocating for a five cents tax increase on a 12 ounce beer, a tax which hasn't changed in 40 years. MAP has communicated (via e-mail) a couple of times with current lawmakers. The organization is in the process of sending information about the beer tax including MAP's proposal to all of them. Individuals and organizations around the state are being encouraged to incorporate their support for this tax increase in their message as they build relationships with their new governor, state representative, and senator.

Many of the organizations in the forefront of this advocacy are substance abuse prevention and/or treatment groups. MAP is starting a friendly competition among these groups called the COALITION CUP. If you are part of one of these organizations and might be interested in reporting your advocacy activities around alcohol policy to MAP and possibly winning a cash prize and your name on a spectacular traveling trophy – REGISTER NOW at michiganalcoholpolicy.org.

MAP is looking for a couple more Steering Committee members to help guide its development and advocacy. If you might be interested visit the website, or call Marie Hansen at (517) 230-7884.



Marie Hansen and Mike Tobias at Alcohol Policy 15 in Washington D.C.

Rob Wybrecht Speaks at the First European Conference on FASD



Rob Wybrecht

From the Winter 2011 Edition, *FASD News and Views*

Rob Wybrecht, the son of Ted and Barb and the first infant in the United States diagnosed with fetal alcohol syndrome, spoke at

the First European Conference on Fetal Alcohol Syndrome. Rob shared his experiences growing up with fetal alcohol syndrome and talked about the gaps in services available to infants, children and adults who are on the fetal alcohol spectrum.

The conference was held at a beautiful 12th century abbey near Maastricht. Conference participants stayed at the beautiful abbey and enjoyed the comfortable, though spartan, accommodations.

While attending some other talks at the conference, Rob discovered that even though the other speakers spoke English, it was sometimes difficult to understand their accents.



Researchers and medical clinicians from twenty-three countries attended the conference. Rob attended a session given by a psychiatrist from Ireland who stated that FASD is not accepted in Ireland and that the diagnosis has no meaning to professionals there.



Rob was surprised to find that alcohol was widely available in Europe. He found that alcohol was sold at McDonald's, in vending machines, and at "rest stops" along the highway. Photo above: to the left of the orange Fanta cans are tan cans of Buckler Pure Malt beer.

Rob works at the Arc of Kent County and continues to advocate at the local, state and national level to improve the lives of those who took their first drink before they took their first breath.



Winter 2011

1-800-968-4968

Prevention Michigan, Inc.
 P.O. Box 4458
 East Lansing, MI 48826-4458
 RETURN SERVICE REQUESTED

March is Parenting Awareness Month!

Parenting Awareness Michigan invites you to enjoy the 2011 PAM poster included in this edition of Network News.

Please help us to celebrate parents and caregivers in Michigan.

Effective and informed parenting is critical to the health and wellbeing of our children.

For materials, a listing of local PAM activities, information about Parenting Awareness Michigan visit :

www.preventionnetwork.org
 or call 1-800-968-4968.

M Parenting Awareness
MICHIGAN

The mission of Prevention Network is to help Michigan communities prevent underage alcohol use, youthful tobacco use, and other substance abuse.

If you would like to make a donation to Prevention Network, visit www.partnerwithpn.org

NOTE DATE CHANGE!

Prevention Network

Golf Outing Fundraiser
 at Centennial Acres
 12485 Dow Rd.
 Sunfield, MI 48890

Saturday, June 18, 2011

12:00 lunch

1:00 registration opens

2:00 p.m. Shotgun Start
 4-person scramble
 (18 holes noncompetitive)

\$65 per person

\$60 for Early Bird Registration
 before June 5th.

- Prizes
- Silent Auction
- Mulligans



Visit www.partnerwithpn.org
 or call for details:
 517-983-2444

Guide to Acronyms

- ATOD = Alcohol, tobacco, and other drugs
- BSAAS = Bureau of Substance Abuse and Addiction Services
- CAPT = Center for the Application of Prevention Technologies
- CDC = Centers for Disease Control
- COA/COSA = child of alcoholic/substance abuser
- CSAP = Center for Substance Abuse Prevention
- DOE = Department of Education
- GNI = Skillman Good Neighborhoods Initiative
- HHS = Health and Human Services
- MCRUD = Michigan Coalition to Reduce Underage Drinking
- MDCH = Michigan Department of Community Health
- MSP = Michigan State Police
- NCADI = National Clearinghouse for Alcohol and Drug Information
- NHTSA = National Highway Traffic Safety Administration
- OHSP = Office of Highway Safety Planning (MI)
- OJJDP = Office of Juvenile Justice and Delinquency Prevention
- ONDCP = Office of National Drug Control Policy
- PAM = Parenting Awareness Michigan
- PN = Prevention Network
- SAMHSA = Substance Abuse Mental Health Services Administration

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