

MEMBERSHIP GUIDE

MICHIGAN COALITION
TO REDUCE UNDERAGE
DRINKING



2025-2026

WWW.PREVENTIONNETWORK.ORG/MCRUD



HELLO & WELCOME!

My name is Mike Tobias and I am the coordinator for the Michigan Coalition to Reduce Underage Drinking (MCRUD). MCRUD is a program of Prevention Network and was founded in 1996. Our mission is to reduce underage drinking and prevent other alcohol related problems. We achieve our mission by:

- Advocating for public health policy
- Establishing relationships with policymakers
- Educating the public
- Supporting local coalitions by providing education, information, skills, and strategies

I am glad that you have expressed interest in our organization and I hope you will choose to become involved with us as a MCRUD regional representative, MCRUD partner or MCRUD general member. One of our priorities is encouraging local coalition leaders to work with their local law enforcement to improve or start alcohol controlled buy initiatives. MCRUD also continues to be concerned about efforts to increase access and availability of alcohol as well as the promotion of alcohol.

Please spend a few minutes going through this packet. If you have any questions please call or email me and I will be sure to get back to you.

Sincerely,

Mike Tobias
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miket@preventionnetwork.org

BE THE VOICE. BE THE CHANGE.

JOIN MCRUD.

Working together to prevent underage drinking and promote healthy communities across Michigan.



MISSION

To reduce underage drinking and prevent other alcohol-related problems.



WHAT WE DO

Provide tools, educate, strategies, and public policy support.



OUR IMPACT

Support grassroots coalitions across Michigan!

WHY JOIN MCRUD?

- ✓ Connect with a statewide network of prevention leaders
- ✓ Access resources, toolkits, and evidence-based strategies
- ✓ Get involved in shaping alcohol policy
- ✓ Learn from local and national experts
- ✓ Help make Michigan safer for youth

HOW TO GET INVOLVED

- 🗳️ Regional Rep — Support outreach and coalition efforts in your area
- 🤝 Partner — Represent your organization's support
- 👤 General Member — Stay in the loop and show your support



READY TO TAKE THE NEXT STEP? →

Questions? Contact Mike Tobias, miket@preventionnetwork.org

[Read and Sign the MCRUD Agreement online](#)

FY 2025 MCRUD Meeting Schedule: [Click here to view FY25 perpetual calendar.](#)

Choose Your Level. Make an Impact!



**General
Member**



Partner



**Regional
Representative**

Expectations:

Attend MCRUD general meetings and events	✓	✓	✓
Read and sign the MCRUD Membership Agreement	✓	✓	✓
Listed publicly as a member of MCRUD	✓	✓	✓
Attend MCRUD Steering Committee Meetings		✓	✓
Participate in Michigan Liquor Control Commission's Public Hearings (Southfield in March and Lansing in September)		✓	✓
Share MCRUD information with local network		✓	✓
Meet with your State Senator and Representative during the year		✓	✓
Serve on at least one MCRUD Workgroup or as MCRUD liaison to other statewide organizations			✓

Benefits:

	General Member	Partner	Regional Representative
Receive regular email updates	✓	✓	✓
Technical assistance	✓	✓	✓
Policy updates	✓	✓	✓
Opportunities to earn MCBAP credits	✓	✓	✓
Active participation at the state and national level		✓	✓
Access to state and national experts		✓	✓
Discounted rate for MCRUD events			✓
Eligible for MCRUD Stipend/Sponsorship			✓

Questions? Contact Mike Tobias, miket@preventionnetwork.org

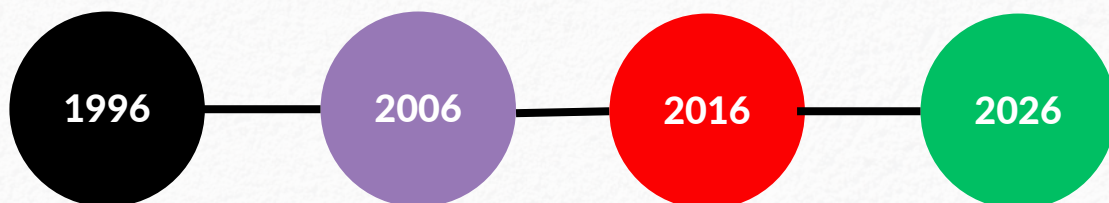
ROOTED IN ACTION: BRIEF HISTORY

The Michigan Coalition to Reduce Underage Drinking (MCRUD) was formed in 1996 by several statewide partners. The original goal of the Coalition was to seek a grant from the Robert Wood Johnson Foundation and although Michigan was not chosen to receive the grant, MCRUD was born.

The founding members continued to meet in order to reduce underage drinking by supporting local and grassroots groups. During MCRUD's history there were over 20 local coalitions that received funding from Prevention Network and the Michigan Coalition to Reduce Underage Drinking.

Currently, MCRUD's efforts are supported by the Michigan Department of Health and Human Services, through local donations, and other fees for services that may include conference registration or types of events.

Celebrating 30 Years of Impact: MCRUD's Journey and Future



MCRUD exists to reduce underage drinking and prevent other alcohol-related problem.

Since its inception in 1996, MCRUD has been at the forefront of efforts to prevent underage drinking and promote healthier communities across the state.

MCRUD achieves their mission by:

- **Advocating for public health policy**
- **Establishing relationships with policymakers**
- **Educating the public**
- **Supporting local coalitions by providing education, information, skills, and strategies**

As we look forward to 2026, MCRUD remains steadfast in its mission to ensure that Michigan's youth have the support and resources they need to make healthy choices.

LOCAL YOUTH DATA TRENDS IN MICHIGAN

Youth Risk Behavior Survey 2023

Michigan youth reported...

2023

15.5%

2021

12.3%



Had their first drink of alcohol before 13

2023

21.0%

2021

16.7%

Currently drink alcohol (used in the past 30 days)

2023

8.3%

2021

6.8%

Currently were binge drinking

2023

2.3%

2021

1.5%

High school students who reported that the largest number of drinks they had in a row was 10 or more



Passionate about preventing underage drinking? MCRUD connects you with allies and tools that drive real change. One person can make a difference—learn more.

YOUTH RISK BEHAVIOR IN FOCUS (2023 YRBS)

Trends we can change



The 2023 Youth Risk Behavior Survey shows **alarming increases in underage drinking among Michigan students**.

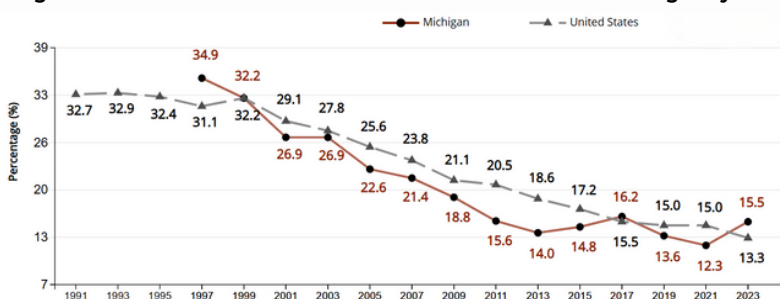
Early alcohol use and binge drinking rates are rising, reversing previous declines.

Prevention efforts are now more critical than ever to protect youth, strengthen families, and support healthy communities.

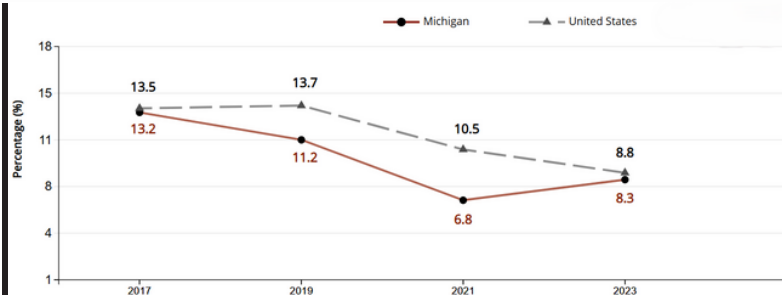
Michigan compared to the United States: Underage Drinking Snapshot, 2023

THIS CURRENT DATA IS FROM YRBS

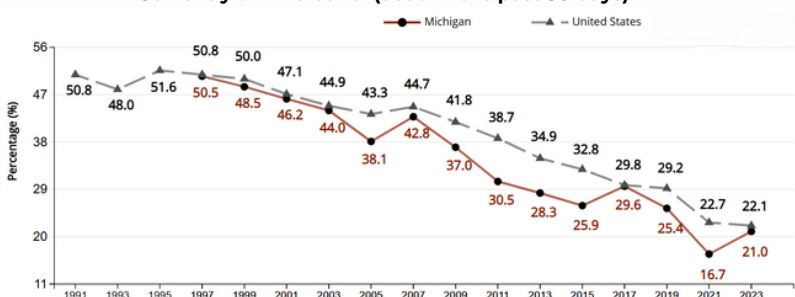
High school students who Had their first drink of alcohol before age 13 years*



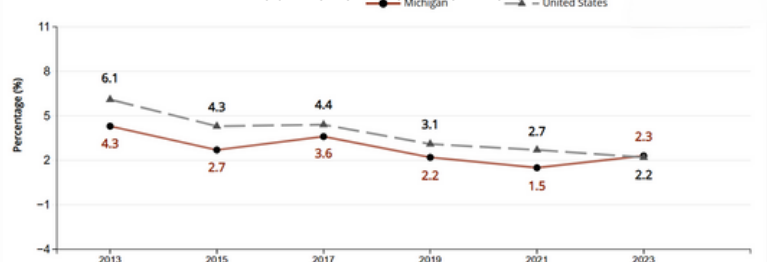
Currently were binge drinking 2017-2023



Currently drink alcohol (used in the past 30 days)



High school students who reported that the largest number of drinks they had in a row was 10 or more



Questions or Concerns? Contact Mike Tobias, miket@preventionnetwork.org

MCRUD STEERING COMMITTEE

PROVIDING DIRECTION AND FOCUS



The MCRUD steering committee typically meets monthly around the state to discuss coalition business. It is the heart of the coalition, providing direction and focus.

The committee determines MCRUD's responses to local, state, and national issues involving underage drinking.

The steering committee is comprised of the regional representatives and is MCRUD's most active members—giving them and their organization a greater voice in MCRUD's course of action.

[Click here to view the current MCRUD Steering Committee.](#)

MCRUD WORKGROUPS



Shoalition Planning

This work group plans the Shoalition showcase (MCRUD's annual conference) which typically occurs in April. Alex Williams is the current chair.



Annual MCRUD Meeting

This work group plans the MCRUD annual meeting (formerly the Birthday and Awards Celebration). Rachel Molands is the current chair.



Alcohol Policy Issues

This work group addresses state and local alcohol policy issues and is convened in partnership with the Michigan Alcohol Policy Promoting Health and Safety.



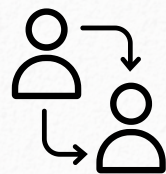
Membership

This work group actively works to retain current members and attract new ones. Lauren Reed is the current chair.



Executive

This work group is open to work group chairs, the MCRUD steering committee Chair (Alex Williams), and the MCRUD Secretary (Nichole Flickema).



Marie Hansen Mentoring Program

This mentoring program is to help support and to build a stronger, more effective prevention workforce.



MCRUD FAQ

1

DOES MCRUD RECOMMEND ONE SPECIFIC APPROACH, PROGRAM, INITIATIVE, SPEAKER, OR CURRICULUM?

To fulfill our mission, MCRUD uses various approaches which are appropriate based on the community's make-up and needs. We do not have a one-size-fits-all community approach or a specific "program" which we use everywhere. We do encourage communities to look at the environment and see if there are any changes that can be made that will help youth not use alcohol. We call this an "environmental change approach."

2

WHAT DO YOU MEAN BY "ENVIRONMENTAL CHANGE?"

Youth make decisions based on the environment where they have lived and currently live. Environmental change approaches generally deal with one of these four issues:

1. Where youth GET alcohol
2. Where youth USE alcohol
3. How youth GET AWAY WITH USING alcohol
4. Why youth THINK THEY NEED TO USE alcohol

3

WHO DOES MCRUD BELIEVE IS AT FAULT OR MOST RESPONSIBLE FOR UNDERAGE DRINKING?

We believe that pointing the finger or placing "blame" for underage drinking does not address the fact that a young person makes decisions based not only on their upbringing, but also the environment in which they are currently in. Blaming parents, or schools, or law enforcement, or the alcohol industry, or the teens themselves does not do justice to the complexity of the problem, nor does it assist groups in identifying solutions that will have a real impact.

4

WHAT DOES MCRUD BELIEVE REGARDING WORKING WITH YOUTH?

We believe you should involve youth at every appropriate level in every way you can. By this, we mean that youth can be a powerful advocate for change, as well as a wealth of information as to what the issues are in your community. We believe that any young person who wants to be involved should be included, regardless of their past decisions. This includes teens with a minor in possession tickets or teens in treatment and recovery.

5

DOES MCRUD WORK WITH OR ACCEPT FUNDS FROM THE ALCOHOL BEVERAGE INDUSTRY?

MCRUD does not accept funds or in-kind contributions from alcohol makers, distributors, or retailers or their trade associations, but we are willing to discuss issues with them and will allow them to attend our meetings to present their information. Please Click [here](#) to see our written policy on this issue.

ORGANIZATIONAL CHART

