

GRATIOT COUNTY: 2010-2011 IMPLEMENTATION PLAN

The 2010 - 2011 Implementation Plan is symbolic of the Gratiot County Substance Abuse Coalition's (GCSAC) commitment to the continued collaboration among county stakeholders and prevention providers. The coalition is currently working under a newly approved Strategic Plan for the years 2010 - 2015. In order to continue to serve the individuals in this community, the Gratiot County Substance Abuse Coalition addresses four major goal areas: Capacity Building, Alcohol, Tobacco and Prescription Drug misuse / abuse. The plan details specific strategies for the community to learn and to utilize the Strategic Prevention Framework (SPF) in order to identify, select, and implement evidence based programs, policies, and practices. The three substance abuse specific consequence areas, which were identified as target priorities in Gratiot County, include alcohol involved traffic fatalities, injuries, and crashes, tobacco related death, and over-the counter and prescription drug related poisonings and deaths. Together we will "empower individuals in Gratiot County to choose a healthy, safe way to work, play, and live."

Goal 1: Capacity Building

Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the:

1. Development of concise, data driven problem statements
2. Development of an annual county communication plan
3. Partnership agreements and/or memorandums of commitment, established and renewed
4. Provision of local training and orientation to new county prevention staff, coalition members, and county coalition networks
5. Enhancement of early problem identification protocol and referral systems
6. Development of a comprehensive strategic plan
7. Annual development/renewal of substance abuse specific logic models
8. Annual development of agency action plans
9. Annual development of the county implementation plan identifying effective evidence-based policies, practices, and programs
10. Evaluation report produced annually with recommendations for quality improvement

Goal 1: Capacity Building – Objective 1

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the development of concise, data driven problem statements (1.1).

The development of a substance abuse prevention system for Gratiot County involves the expansion of existing sources of data, as well as the enhancement of other resources within the county. This includes an effort by the coalition to identify and nurture existing communities in Gratiot County which are most prepared to support coalition strategies from which to build our base. Current and new data will be utilized to apply for funding opportunities (outside of Mid-South funding) which are discovered as part of this process, thereby strengthening our system overall.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. *The identification and development of two (2) Community Capacity reports to be shared with the coalition.*
Oct 2010 – Jun 2011
2. *Gratiot County funding list created, identifying current and potential local and regional sources of funding.*
Mar – Jun 2011
3. *Application of additional funding from at least two (2) sources on funding list.* *Oct 2010 – Sep 2011*

CAPACITY: Objective 1	CSAP STRATEGY	Community Mobilization	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	09/2011
RESPONSIBLE AGENCY	Juvenile Court	FUNDING REQUESTED:	\$2,850

Goal 1: Capacity Building – Objective 2

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the development of an annual county communication plan (1.2).

The Communications Plan for the Gratiot County Substance Abuse Coalition is designed to provide an outline of the coalition's communication goals, strategies, and tactics for the fiscal year, and provide a blueprint for future communications and outreach for GCSAC. Objectives in the plan involve internal coalition capacity building efforts, as well as efforts to raise community awareness about the problem of substance abuse and GCSAC's efforts to combat the problem. This strategy will include a request for the writing of a two year plan to be reviewed, updated, and approved annually by the coalition.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following Communication plan Goals for 2010 - 2011:

1. *See Communication Plan (attached) – specific timelines indicated in Plan.* *Oct 2010 – Sep 2011*
2. *Communication Plan created and approved for 2011 – 2013 as indicated in the meeting minutes. Plan to be reviewed / updated annually.* *Apr – Jun 2011*

CAPACITY: Objective 2	CSAP STRATEGY	Information Dissemination	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	09/2011
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$9,450

Goal 1: Capacity Building – Objective 3

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by partnership agreements and/or memorandums of commitment are established and renewed (1.3).

Sustainability of the coalition involves constant maintenance and recruitment efforts. Ideas generated by new members help create positive energy to help move new strategies forward. Periodic review of commitment for the older members is also helpful to remind individuals of our purpose and mission. Coalition efforts will also seek to improve and expand dialogue and the appropriate level to make its most desired impact. Written or verbal correspondence with key leaders in the schools will be developed to help improve our relationship, increase referrals to GCSAC programming, and garner future data from students. GCSAC will also conduct review of bylaws and make necessary changes, as the coalition transitions into working with a new fiduciary.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. **Gather Memorandum of Commitments (MOCs) from existing coalition Participative and Involved membership.**
Oct – Dec 2010
2. **Create e-mail/address list of school counselors and social workers to enhance referral opportunities.**
Oct – Dec 2010
3. **Provide informational brochure on GCSAC menu of services to Gratiot County principals and counseling staff.**
Oct – Dec 2010
4. **Review of GCSAC Bylaws. Updates made and approved by Coalition.** **Oct – Dec 2011**

CAPACITY: Objective 3	CSAP STRATEGY	Environmental (Policy Change)	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	05/2011
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$5,000

Goal 1: Capacity Building – Objective 4

DESCRIBE CAPACITY BUILDING STRATEGY. Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by Provision of local training and orientation to new county prevention staff, coalition members, and county coalition networks (1.4).

As the coalition continues to grow and change there is a constant need for training and support. Coalition membership will be provided with the opportunity to attend one of two “nuts and bolts” orientation sessions throughout the year. These orientations will be utilized to provide training to new and experienced individuals of the coalition membership. The orientations will also provide the membership a forum to bring individuals who may be interested in learning more about the coalition and the opportunity to recruit them to the group. Specific recruitment efforts will be made on the part of the coalition to help make the training a success.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. Invite 5 newly targeted individuals to “Nuts and Bolts” Orientation Sessions. **Oct 2010 – May 2011**
2. Gather at least 3 new MOC’s indicating a new or greater level of commitment. **Oct 2010 – Jun 2011**
3. Provide Two (2) Orientation / Training sessions (1 – 2 hours in length) for coalition membership and any interested individuals throughout the year. **Nov 2010 and May 2011**

CAPACITY: Objective 4	CSAP STRATEGY	Environmental (Policy Change)	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	06/2011
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$4,482

Goal 1: Capacity Building – Objective 5

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the Enhancement of early problem identification protocol and referral systems (1.5).

GCSAC will continue to build capacity for the development of early problem identification protocol and referral system for clients. Year end ID & Referral outcome report from 2009-2010 will be reviewed and utilized to make necessary adjustments and establish contract targets in 2010 – 2011. Recommendations in the report will also be considered in order to improve direct referrals to appropriate programming for the clients in the upcoming year.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. Create and implement Contract /Action Plan to provide individual screening and referrals to students within the Alma School system. **Oct 2010 – Jun 2011**
2. Completed quarterly updates and outcome report provided to GCSAC for evaluation purposes. **Jan, Apr, Jul, Oct 2011**

CAPACITY: Objective 5	CSAP STRATEGY	Problem ID & Referral	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	06/2011
RESPONSIBLE AGENCY	Juvenile Court	FUNDING REQUESTED:	\$3,800
SUBCONTRACTOR DETAIL	Alma Public Schools will be subcontracted for \$1,500 of funding request.		

Goal 1: Capacity Building – Objective 7

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the Annual development/renewal of substance abuse specific logic models (1.7).

GCSAC will continue to develop substance abuse specific logic models which are intended to test whether chosen coalition strategies impact substance abuse consequences, consumption patterns, and their contributing factors. These will be reviewed and updated on an annual basis, so that the coalition is aware of county wide trends in substance use. As time and resources warrant, GCSAC will adopt logic model strategies for implementation.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. *Review and update logic models for Alcohol, Tobacco, and Prescription Drugs. Apr – Jul 2011*

CAPACITY: Objective 7	CSAP STRATEGY	Community Mobilization	
START DATE (MM/YYYY):	03/2011	END DATE (MM/YYYY):	07/2011
RESPONSIBLE AGENCY	Juvenile Court	FUNDING REQUESTED:	\$2,750

Goal 1: Capacity Building – Objective 8

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the Annual development of agency action plans.

GCSAC will continue to develop annual Agency Action Plans which detail the individual actions steps, timeline, and barriers to achieving identified implementation plan objectives and milestones. Through the process of creating the action plan, GCSAC intends to more efficiently (and effectively) implement their proposed strategies, and anticipate possible problems early in the planning process. Action Plan development will help guide the coalition as a whole, as well as map out a plan for individual strategy implementation.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED BY CAPACITY BUILDING STRATEGY.** (If listing multiple milestones and/or products, please number accordingly)

Milestones to be achieved include the following:

1. *Host / Fiduciary Agency Action Plans are created and utilized to achieve annual IP goals. Oct – Nov 2010*
2. *IP map created indicating timelines for implementation, as well as start and completion dates. Oct – Nov 2010*

CAPACITY: Objective 8	CSAP STRATEGY	Community Mobilization	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	11/2010
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$3,400

Goal 1: Capacity Building – Objective 9

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the Annual development of the county implementation plan identifying effective evidence-based policies, practices, and programs.

GCSAC will access, plan, and develop an annual Implementation Plan in order to impact its' stated mission. GCSAC will utilize substance abuse specific logic models to identify appropriate strategies for use. The coalition membership will be involved in the development and approval, as well as the implementation of this plan.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED BY CAPACITY BUILDING STRATEGY.** (If listing multiple milestones and/or products, please number accordingly)

Milestones to be achieved include the following:

1. *Coalition staff / membership will develop, review, and approve the Implementation Plan for 2011 – 2013.*
Mar – Jul 2011

CAPACITY: Objective 9	CSAP STRATEGY	Community Mobilization	
START DATE (MM/YYYY):	03/2011	END DATE (MM/YYYY):	07/2011
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$3,900

Goal 1: Capacity Building – Objective 10

- **DESCRIBE CAPACITY BUILDING STRATEGY.** Gratiot County will continue to build infrastructure to sustain substance abuse prevention in communities and institutionalize the SPF five steps, as evidenced by the Evaluation report produced annually with recommendations for quality improvement.

GCSAC will report to Mid-South to provide quarterly updates on its' implementation plan strategies and milestones. GCSAC will also annually evaluate all elements of the coalition including membership, staff, and programming in order to celebrate important achievements, identify areas for improvement, and eliminate ineffective elements. These will be reported through the completion of year end program evaluation and outcome reports.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED BY CAPACITY BUILDING STRATEGY.** (If listing multiple milestones and/or products, please number accordingly)

Milestones to be achieved include the following:

1. *Submission of quarterly and annual reports to Mid-South, GCSAC, and the community at large. Jan, Apr, Jul, Oct 2011*
2. *Completion of annual coalition staff and program evaluation. Aug – Sep 2011*
3. *Completion of year end Program Evaluation and Outcome Evaluation Reports. Aug – Sep 2011*

CAPACITY: Objective 10	CSAP STRATEGY	Community Mobilization	
START DATE (MM/YYYY):	1/2011	END DATE (MM/YYYY):	09/2011
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$7,900

Goal 2: Alcohol

To reduce alcohol involved traffic fatalities, injuries, and crashes due to the use / misuse of alcohol by youth and adults in Gratiot County.

Alcohol Objectives

- 2.1 **Community Norms:** To correct the misperceived community norms involving alcohol use/misuse
- 2.2 **Enforcement and Adjudication:** To support and/or enhance the effective enforcement and adjudication of alcohol-related violations
- 2.3 **Social Availability:** To reduce youth social access to alcohol, and to impact adult social access to alcohol
- 2.4 **Retail Availability:** To reduce youth retail access to alcohol, and to impact adult retail access to alcohol.
- 2.5 **Laws and Policies:** To support and/or enhance laws and policies that reduce alcohol misuse.

Goal 2: Alcohol - Objective 2.1

- **STRATEGIC PLAN OBJECTIVE: 2.1 Community Norms:** To correct the misperceived community norms involving alcohol use / misuse.
- ***DESCRIBE EVIDENCE-BASED STRATEGY (I.E. PROGRAM, POLICY, OR PRACTICE).***

The Nurturing Parenting Programs are a family-centered initiative designed to build nurturing parenting skills as an alternative to abusive and neglecting parenting and child-rearing practices. The long term goals are to prevent recidivism in families receiving social services, lower the rate of multi parent teenage pregnancies, reduce the rate of juvenile delinquency and alcohol abuse, and stop the intergenerational cycle of child abuse by teaching positive parenting behaviors. The Nurturing Parenting Programs are recognized by the Substance Abuse and Mental Health Services Administration (SAMHSA), the National Registry for Evidence-based Parenting Programs (NREPP), The Office of Juvenile Justice and Delinquency Prevention (OJJPD) and a number of state and local agencies as proven programs for the prevention and treatment of child abuse and neglect. GCSAC proposes to continue providing the Nurturing Parenting class for parents and their school age children (5 – 11 years).

- ***LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.***

Milestones to be achieved include the following:

1. ***Provide two (2) Nurturing Parenting classes. Oct 2010 – Jul 2011***
2. ***Complete pre and post evaluation measures – Nurturing quiz and Adult Adolescent Parenting Inventories. Oct 2010 – Jul 2011***
3. ***Evaluate program outcome reports submitted to the coalition at the conclusion of the class and make whatever changes are necessary. Oct 2010 – Jul 2011***
4. ***Complete Fidelity Assessment on an annual basis or as change require updates. Apr, Sep 2011***

ALCOHOL: Objective 2.1	CSAP STRATEGY	Education	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	07/2011
RESPONSIBLE AGENCY	Child Advocacy	FUNDING REQUESTED:	\$13,820
SUBCONTRACTOR DETAIL	GCSAC – FTE will provide \$2,600 of class facilitation for Nurturing Parenting program. Child Advocacy will subcontract an additional 2 facilitators at \$3,960. Child Advocacy will receive \$7,260 for Lead Facilitation of classes, program management, supports, evaluation, and other program costs (supplies / materials / mileage, etc).		

Goal 2: Alcohol – Objective 2.2

- **STRATEGIC PLAN OBJECTIVE: 2.2 Enforcement and Adjudication:** To support and / or enhance the effective enforcement and adjudication of alcohol related violations.
- **DESCRIBE EVIDENCE-BASED STRATEGY (I.E. PROGRAM, POLICY, OR PRACTICE).**

Choices a five week early intervention program is offered for parents and their children aged 12 - 17 who have experimented with alcohol, marijuana, or other drugs. It consists of two evidence based curriculums. *Staying Connected with Your Teen* is the parent half of our GCSAC Choices program. It shows parents how to improve their family management practices and strengthen the bonds between them and their children, resulting in substance abuse prevention, violence prevention, and positive character development. *Staying Connected to Your teen* is recognized as effective by the Office of Juvenile Justice and Delinquency Prevention (OJJDP). *Alternate Routes: an alcohol diversion program* is the youth half of the GCSAC Choices program. It intended to be an early intervention course for youth who have been referred to the courts because of an alcohol citation. It is designed to help adolescents think about who they are, what their lives look like, and how they envision their lives in the future. By working through the sessions, they learn about direction and create a plan for success in the future. *Alternative Routes* is also recognized as incorporating Best Practices by OJJDP.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. *Provide three (3) Choices Program classes. Oct 2010 – Aug 2011*
2. *Complete pre-screenings for class and post evaluation measures. Oct 2010 – Aug 2011*
3. *Evaluate program outcome reports submitted to the coalition at the conclusion of the class and make whatever changes are necessary. Oct 2010 – Aug 2011*
4. *Complete Fidelity Assessment on an annual basis or as change require updates. Apr, Sept 2011*

ALCOHOL: Objective 2.2	CSAP STRATEGY	Education	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	08/2011
RESPONSIBLE AGENCY	Juvenile Court	FUNDING REQUESTED:	\$4,035
SUBCONTRACTOR DETAIL	Juvenile Court will subcontract 2 Choices Facilitators (\$1,080) and one Student intern facilitator (\$300). Juvenile Court will receive \$2,655 for Lead Facilitation of classes, program management, supports, evaluation, screenings (\$600) and other program costs such as supplies / materials / mileage, etc.		

Goal 2: Alcohol – Objective 2.3

- **STRATEGIC PLAN OBJECTIVE: 2.3 Social Availability:** To reduce youth social access to alcohol, and to impact adult social access to alcohol.
- **DESCRIBE EVIDENCE-BASED STRATEGY (I.E. PROGRAM, POLICY, OR PRACTICE).**

The *Parents Who Host, Lose The Most: Don't be a party to teenage drinking* public awareness campaign was developed by Drug-Free Action Alliance in 2000. The campaign objectives are to educate parents about the health and safety risks of serving alcohol at teen house parties and to increase awareness of and compliance with the state underage drinking Laws. In 2001, the *Parents Who Host, Lose The Most: Don't be a party to teenage drinking* campaign received the Center for Substance Abuse Prevention's (CSAP) Promising Prevention Program Award.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. *Conduct minimum of 100 Parent Surveys to measure community attitudes. Oct 2010 – Jan 2011*
2. *Gather minimum of 100 Drug Free pledge forms from parents who commit not to host underage drinking parties. Oct 2010 – May 2011*
3. *Update Parents Who Host, Lose the Most Action Plan further developing implementation strategies. Oct – Dec 2010*
4. *Raise awareness of campaign through quarterly news articles and other media efforts. Oct 2010 – June 2011*

ALCOHOL: Objective 2.3	CSAP STRATEGY	Community Mobilization	
START DATE (MM/YYYY):	10/2010	END DATE (MM/YYYY):	06/2011
RESPONSIBLE AGENCY	GCSAC - FTE	FUNDING REQUESTED:	\$7,400
SUBCONTRACTOR DETAIL	Alma College student intern will receive a \$1,000 stipend for conducting Parents Who Host, Lose the Most. GCSAC – FTE will provide program and intern supports. Necessary supplies and materials will be taken from Coordinator budget (\$6,400).		

Goal 3: Tobacco

To reduce tobacco-related death due to tobacco use and exposure to secondhand smoke by youth and adults in Gratiot County.

Tobacco Objectives

- 3.1 **Community Norms:** To correct the misperceived community norms involving tobacco use and exposure
- 3.2 **Laws and Policies:** To support and/or enhance laws and policies that reduce tobacco use and exposure
- 3.3 **Promotion:** To reduce the product promotion of tobacco
- 3.4 **Social Availability:** To reduce youth social access to tobacco, and to impact adult social access to tobacco
- 3.5 **Retail Availability:** To reduce youth access to tobacco, and to impact adult retail access to tobacco

Goal 3: Tobacco

- **STRATEGIC PLAN OBJECTIVE: 3.4 Retail Availability:** To reduce youth access to tobacco, and to impact adult retail access to tobacco
- **DESCRIBE EVIDENCE-BASED STRATEGY (I.E. PROGRAM, POLICY, OR PRACTICE).**

Center for Substance Abuse Prevention (CSAP) oversees implementation of the Synar Amendment, which requires states to enact and enforce laws prohibiting any manufacturer, retailer, or distributor from selling or distributing tobacco products to individuals under 18. As an extension of this requirement, GCSAC will implement random, unannounced compliance inspections to determine their buy rates of tobacco products sold to youth.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. *Completion of required SYNAR tobacco compliance checks **Jun 2011***
2. *Minimum 50% completion rate of tobacco vendor education provided to area businesses. **Jan – Mar 2011***
3. *Compliance check multi -year plan reviewed and updated. **Jan 2011***
4. *Minimum of 20 targeted compliance checks to “past fails” completed. **Mar – Jul 2011***
5. *Compliance check report forms and executive summary documents will be provided to MSSAC / GCSAC for future development of access and availability plans and strategies. **Aug – Sep 2011***

TABACCO: Objective 2.4	CSAP STRATEGY	Community Mobilization	
START DATE (MM/YYYY):	01/2011	END DATE (MM/YYYY):	09/2011
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$6,850
SUBCONTRACTOR DETAIL	Local police departments will receive \$1,000 for implementation of checks. Alma College student intern will receive a \$1,000 stipend for coordinating effort. GCSAC – FTE will provide program and intern supports (\$4850).		

Goal 4: Prescription Drugs

To reduce poisonings and deaths due to over-the-counter and prescription drug misuse and abuse by youth and adults in Gratiot County.

Prescription Drug Objectives

- 4.1 **Social Availability:** To reduce youth and adult social access to over-the-counter and prescription drugs
- 4.2 **Promotion:** To impact the promotion, prescribing, and distribution practices of over-the-counter and prescription drugs
- 4.3 **Community Norms:** To correct the misperceived community norms related to over-the-counter and prescription drug misuse and abuse
- 1.4 **Laws and Policies:** To support and/or enhance laws and policies that reduce over-the-counter and prescription drug misuse and abuse

Goal 4: Prescription Drugs

STRATEGIC PLAN OBJECTIVE: 4.3 Community Norms: To correct the misperceived community norms related to over-the-counter and prescription drug misuse and abuse.

- **DESCRIBE EVIDENCE-BASED STRATEGY (I.E. PROGRAM, POLICY, OR PRACTICE).**

GCSAC seeks to build community capacity related to the misuse of prescription and over-the-counter drugs. Through the conducting of a Town Hall meeting with local doctors and pharmacists, as well as other interested individuals in the medical community, GCSAC hopes to gather information and raise awareness about the misuse of prescription drugs in Gratiot County. The intent of the spring Town Hall meeting will be to build a team to address the issue and begin to develop a plan of action.

- **LIST SPECIFIC MILESTONES TO BE ACHIEVED AND/OR PRODUCTS TO BE CREATED.**

Milestones to be achieved include the following:

1. **Conduct Prescription Drug / OTC Town Hall meeting. Jan – Mar 2011**
2. **Develop Prescription Drug / OTC action plan based off of the findings from the meeting. Mar – Jul 2011**

PRESCRIPTION DRUGS: Objective 4.3	CSAP STRATEGY	Capacity Building	
START DATE (MM/YYYY):	01/2011	END DATE (MM/YYYY):	05/2012
RESPONSIBLE AGENCY	GCSAC – FTE	FUNDING REQUESTED:	\$4,400

