



2010 Community Outreach

Parents You Matter: The Task Force conducted six Parents You Matter forums at local churches, youth serving organizations and community centers. This forum is designed to educate parents on the signs of substance abuse and encourage them to monitor their children's activities, be actively involved in their children's life and seek help when needed. In addition, a local expert panel assisted parents with getting answers to their questions.

Smart Summer Social Media Campaign: This innovative social marketing campaign, developed by our very own Task Force members, was designed to empower parents to set boundaries, monitor activities and stay connected with their youth over the summer. Businesses and community organizations participated in the campaign by placing posters with weekly messages in visible areas. The campaign also included weekly emails with the messages to over 700 individuals in our community and beyond.

Other Partnerships: The Task Force serves as a resource for many agencies, faith based organizations, youth groups and parent groups throughout Kalamazoo County. This year the Task Force provided nine presentations to these agencies on a variety of substance abuse related topics. The Task Force also attended several community activities to create awareness of our efforts including the Mother's of Hope Family Reunion and KCMH-SAS Recovery Day events.