



# Subcommittee Strategy Brainstorming Session - October 22, 2008

## Access to Alcohol and Other Drugs

## Youth & Family Services

IMMEDIATE	<ul style="list-style-type: none"> <li>• Develop Facebook and MySpace pages targeted at youth to educate on dangers/consequences of use/abuse</li> <li>• Develop BLOG to engage youth in discussion, surveys, and activity suggestions</li> <li>• Research orgs. providing community youth activities</li> <li>• Promote additional free and centralized youth “drug free” activities, link comprehensive activity calendar to Task Force website/Facebook/MySpace- Suggested activities included Battle of the Bands, Open Mic Nights, and Basketball tournaments</li> <li>• Educate and provide resources to community for random drug testing at home, in schools, and in youth work settings</li> </ul>	<ul style="list-style-type: none"> <li>• Develop “roadmap” on how to access services</li> <li>• Research current resource guides available and attempt to streamline dissemination</li> <li>• Disseminate information and educate community about accessing prevention and treatment services</li> <li>• Network with other individuals and groups that need to have a voice at the table</li> <li>• Provide alternate Spring break and graduation activities</li> <li>• Identify best practices for both prevention and treatment services that could be replicated in our community</li> </ul>
SHORT-TERM	<ul style="list-style-type: none"> <li>• Promote Safe Prom initiatives</li> <li>• Promote alcohol and drug free Spring Break and Grad parties</li> <li>• Beef up enforcement of current school alcohol and drug policies (Refer to Policy &amp; Enforcement subcommittee)</li> <li>• Develop Youth Advisory Committees in each school to provide voice for youth unable to attend monthly meetings</li> <li>• Strongly encourage KPS to implement MIPHY to track what our students are accessing, where they are accessing, and how often they access</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure treatment vs. suspension when youth identified in school as using alcohol/drugs, link services w/ schools</li> <li>• Encourage Pediatrician and Family Practitioner screenings</li> <li>• Infuse prevention strategies into curriculum for students</li> <li>• Promote after-school programs/activities that are enticing</li> <li>• Educate parents about alcohol/drug dangers by hosting parent to parent meetings</li> <li>• Provide mobile community training on screening and referral process</li> </ul>
LONG-TERM	<ul style="list-style-type: none"> <li>• Develop ongoing campaign in Kalamazoo County to “Make it Real” for students and families</li> <li>• Suggestions included hosting panel discussion of under 21 youth whose lives have been severely impacted by alcohol/drug use within high schools</li> <li>• field trips to rehab centers and prisons, media campaign exposing reality for those impacted</li> <li>• Provide ongoing generational education through activities and discussions in community</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate growth of detox, treatment and relapse programs in our County that serve all populations and all mental health and substance abuse issues</li> <li>• Expand Drug Court to provide county-wide intake system</li> <li>• Develop text messaging system for confidential anonymous questioning, link to Facebook/Myspace/Task Force website</li> </ul>



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## Policy & Enforcement

## Social Marketing

IMMEDIATE	<ul style="list-style-type: none"> <li>• Develop parent survey to determine level of knowledge and faith in enforcement of current local policies</li> <li>• Research existing policies, determine gaps in enforcement</li> <li>• Identify community liaisons that can nurture relationships in areas with little/no representation on Task Force with the goal of recruitment and gathering input, buy-in</li> <li>• Promote community standard as "Drug Free", own the problem and educate that the problem does not discriminate</li> </ul>	<ul style="list-style-type: none"> <li>• Update website w/ resources and links</li> <li>• Work w/ Community Access to generate support, provide education, and heighten awareness. Show "This Place," and other videos</li> <li>• Market sober ways for youth to have fun</li> </ul>
SHORT-TERM	<ul style="list-style-type: none"> <li>• Continue to gather key stakeholder involvement</li> <li>• Connect with existing resources in our community and region</li> </ul>	<ul style="list-style-type: none"> <li>• Develop campaign to educate parents on the Disease Model of substance abuse as well as family history of abuse</li> <li>• Utilize the recovering community to spread the message of why not to get involved with alcohol and other drugs</li> <li>• Work with event coordinators to host alcohol free and/or alcohol sponsor free events. Ex: Arcadia Festival Site</li> <li>• Work with event coordinators to market family friendly events where alcohol (if served) is done in separate location from family activities</li> </ul>
LONG-TERM	<ul style="list-style-type: none"> <li>• Drug testing in the schools</li> </ul>	<ul style="list-style-type: none"> <li>• Develop marketing strategies to reduce stigma associated with alcoholism and substance abuse treatment</li> </ul>