



# Subcommittee Strategy Brainstorming Session - October 6, 2008

## Access to Alcohol and Other Drugs

## Youth & Family Services

IMMEDIATE	<ul style="list-style-type: none"> <li>• Parent host education; “Access free home” pledge/ community network</li> <li>• Inform community of harmful substance use behaviors youth might engage in re: prescription drug use, spray inhalants, over the counter medication, etc...</li> <li>• Develop a community ‘Code of Conduct’ for youth/parents</li> <li>• Utilize Task Force website to provide information to community about substance abuse and mental health issues</li> <li>• Develop Facebook page in collaboration with Portage Youth Advisory Committee; link to a.m.i page</li> <li>• Encourage youth to utilize the Fast \$50 program</li> </ul>	<ul style="list-style-type: none"> <li>• Organize/disseminate list of youth activities in Kzoo Cty.</li> <li>• Heighten awareness of 211/encourage utilization of service</li> <li>• Disseminate community resource guides</li> <li>• Conduct study with youth that choose NOT to use in order to determine common protective factors unique to Portage</li> <li>• Market parent education regarding role modeling behavior, access to substances in the home, and the impact of cultural/ societal pressure on youth</li> </ul>
SHORT-TERM	<ul style="list-style-type: none"> <li>• Develop/implement mandatory informational seminars to parents of incoming 6<sup>th</sup> and 9<sup>th</sup> graders during orientation</li> <li>• Promote Neighborhood watch programs and train participants on what to be alert for in their neighborhood</li> <li>• Facilitate trust between police department and neighborhood groups, parents, and youth</li> <li>• Provide alternative Spring Break activities</li> <li>• Promote Safe Prom initiatives</li> <li>• Promote and encourage alcohol-free adult events in our community</li> <li>• Provide retailer/vendor education to local business owners and employees</li> </ul>	<ul style="list-style-type: none"> <li>• Work w/ schools to develop comprehensive prevention plan</li> <li>• Develop parent meetings/classes that appeal to community</li> <li>• Develop/disseminate magnets w/ hotline for emergency</li> <li>• Determine where gaps exist in prevention, treatment, intervention, and aftercare services in Portage</li> <li>• Educate youth in stress management and coping skills; infuse in school and faith-based curriculum</li> </ul>
LONG-TERM	<ul style="list-style-type: none"> <li>• Institute policy to prohibit alcohol sponsorships of community events for families; work to establish and promote private sponsorships</li> <li>• Crack down on and punish adults who provide alcohol and other drugs to our youth</li> </ul>	<ul style="list-style-type: none"> <li>• Promote neighborhood and school “groups” in which youth can positively connect</li> <li>• Create and/or sustain scholarship program(s) to enable more youth to participate in recreational activities in our community</li> <li>• Prepare parents for youth transition from 5<sup>th</sup> to 6<sup>th</sup> grade and from 8<sup>th</sup> to 9<sup>th</sup> grade</li> <li>• Train and mandate physician screening and referral process for mental health and substance abuse issues in our County</li> <li>• Facilitate growth of treatment and relapse programs in our County that serve all populations and all mental health and substance abuse issues</li> </ul>



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## Policy & Enforcement

## Social Marketing

IMMEDIATE	<ul style="list-style-type: none"> <li>• Amend PPS policy regarding drug dogs to enforce all students remaining in place for duration of search</li> <li>• Promote Silent Observer program</li> <li>• Promote Fast \$50 program; re-structure to encourage and facilitate youth access to officer liaison</li> <li>• Facilitate “sting” operations at school/youth events to enforce underage drinking law and “catch” substance use/ dealing</li> <li>• Explain and promote availability of drug testing kits and drug wipes to parents</li> </ul>	<ul style="list-style-type: none"> <li>• Change perception from ‘Portage’ issue</li> <li>• Student Senate PSA’s in school announcements</li> <li>• Partner w/ Portage YAC to build/expand Facebook/MySpace page; establish link to/from Task Force website</li> <li>• Heighten awareness of community youth facing addiction; increase supports</li> <li>• Establish blog(s) through internet to facilitate open 2-way communication</li> <li>• Monthly articles to communicate effort to community</li> <li>• Develop public service announcements</li> </ul>
SHORT-TERM	<ul style="list-style-type: none"> <li>• Begin campaign to provide “safe” adult mentor to all community youth</li> <li>• Train volunteers to work the gates during after school and evening events; utilize local booster clubs</li> <li>• Develop and implement a process for community youth and adults to identify and refer youth that they suspect are using a substance, with an emphasis on treatment assistance and support vs. punishment or harmful consequences</li> </ul>	<ul style="list-style-type: none"> <li>• You Tube searches</li> <li>• Utilize church youth group network</li> <li>• Design ads to run in local movie theatres</li> <li>• Design bumper stickers</li> <li>• Engage youth through media campaign slogan competition, PSA competition, youth essay contest, youth poster competition, etc.</li> <li>• Gather preference information from youth through survey; utilize Survey Monkey online</li> </ul>
LONG-TERM	<ul style="list-style-type: none"> <li>• Implement Keg Registration law in our community</li> <li>• Utilize breathalyzer testing/drug wipe use at school events w/ reasonable suspicion</li> <li>• Implement lesser sentencing and reduce school penalty for youth who disclose their “source” to officials</li> <li>• Implement random drug testing policy for all students engaging in extra-curricular activities</li> <li>• Encourage local student employers to initiate random drug testing</li> <li>• Re-evaluate new DARE program</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluate and communicate effectiveness of strategies/ campaigns</li> <li>• Change social norms of parents and youth in our community from accepting underage drinking as a “rite of passage” to refusing to tolerate underage drinking.</li> </ul>