



# Coordinator's Update

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## HIGHLIGHTS:

- Road Patrols in East Lansing for Home MSU Football Games
- ISAP Serves as client for MSU Advertising 486 Course
- ISAP has a new Chair! Welcome Pat Bednarz of the Lansing School District
- Prescription and Over the Counter Drug Abuse Town Hall scheduled for October 28th

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## SPF SIG funds road patrols in East Lansing

As per ISAP's strategies for reducing alcohol related traffic crashes in Ingham County, additional road patrols are in place in East Lansing on home MSU football games. The officers assigned to the road patrols are looking exclusively for individuals driving under the influence of alcohol, and do not respond to other routine calls. ELPD did arrest an inebriated driver on September 6th in the early a.m. hours after the MSU v. Montana State game. Over forty stops were made between the two games, September 5th and 12th. It is a positive that only one OWI arrest occurred when over 20,000 vehicles come and go through East Lansing and the county on a typical game day. Patrols will continue throughout the season.



MSU's Advertising 486 class, responsible for the development of MSU's social norm campaign "Have you seen me" (which aims to reduce the misperceptions around youth alcohol use) is using ISAP as it's client for this fall semester. The class is re-

**The following article ran in the State News on September 4th, 2009. The story was also featured on local ABC News at 6:00 and 11:00**

EAST LANSING, Mich. — The East Lansing Police Department (ELPD) has partnered with the Ingham Substance Abuse Prevention Coalition to provide additional road patrols on Michigan State University (MSU) home football game days in September, October and November of this year.

The purpose of the additional patrols is to reduce alcohol-related traffic crashes on game day. The additional patrols will be funded by a State Prevention Framework State Incentive Grant through the Mid-South Substance Abuse Commission.

According to a recent MSU poll, 81 percent of students use a designated driver and 74 percent won't drive after having had only one drink.

"Most of the people in our community understand the importance of not drinking and driving, but there is still a small segment of our population putting themselves and the rest of us at risk by getting behind the wheel while intoxicated," said East Lansing Police Chief Tom Wibert. "The State Prevention Framework State Incentive Grant will help to lock up these individuals."

The mission of the Ingham Substance Abuse Prevention Coalition is to reduce substance abuse and its related consequences and stigma.

Visit <http://www.drugfreeingham.org/> to learn more about this local coalition and its work in Ingham County.



## ISAP Serves as Client for MSU Advertising 486

viewing the Ingham County PNA data for youth alcohol and tobacco use, and eight teams will present to the media committee a comprehensive social norm campaign for ISAP's use. We can select one campaign or mix and match as needed. ISAP will

also be making recommendations on use of the social norm messages in the Tri County Tobacco Strategic Plan, incorporating both alcohol and tobacco social norm messages in a massive campaign.

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**New Meeting Date!**  
**ISAP will meet on Tuesday, October 20th at 8:30 a.m.**  
**Then, starting in November, ISAP will meet every FIRST TUESDAY of the month at 8:30 am at the South Precinct**

Welcome Pat  
 Bednarz, ISAP  
 Chair

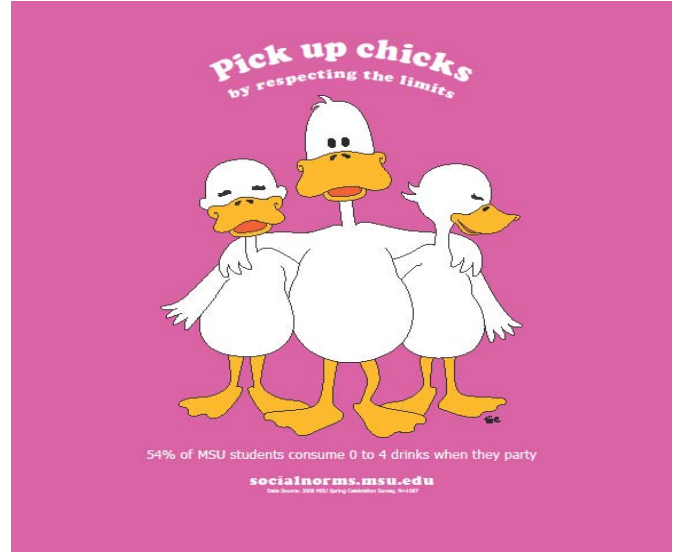
**A Dose of Prevention: a town hall on the extent of the problem on OTC cough medicine and prescription drug abuse**  
**Wednesday, October 28th at 6:30 pm, Eastern High School**

## ISAP Serves as Client for MSU Advertising 486 Course, continued

The groups of students will present their ideas for integrated marketing communication strategies, original advertising and public relations materials, media plans, and a written project incorporating all the above components. The final presentations will be made to the media committee on December 9th.



*One of the many MSU social norm messages seen on campus, right*



## Patricia Bednarz to Chair ISAP

Patricia Bednarz, Project Coordinator for the Lansing School Districts Alcohol Reduction Grant has agreed to chair the Ingham Substance Abuse Prevention Coalition for the next year. With the strong partnership between ISAP and the coalition, it was a natural step for the executive committee to request her chairmanship. Pat has a bachelor's

degree in nursing from the University of Illinois and a master's degree in nursing from Michigan State University. She has worked for the Lansing Public Schools for over 20 years in a variety of roles (school nurse, school nurse coordinator, Title I nurse) and in the previous five years taught undergraduate nursing students in community health

at MSU. She also coordinated the Undergraduate Education Medicaid Grant in collaboration with the Michigan State University College of Nursing from 2004 to 2006. Marie Hansen continues to serve as chair emeritus on the executive committee, and Sharon Williams, immediate past chair remains an active coalition member.,

## ISAP to host a Prescription Drug and OTC Abuse Town Hall

ISAP was approached by the Community Anti Drug Coalitions of America (CADCA) and the Consumer Healthcare Products Association (CHPA) to host a town hall around misuse of prescription drugs, and over-the-counter drugs, specifically cough syrup. While alcohol continues to be the

main drug of choice for our county youth, MIPHY and PNA data indicate there is a need for raising awareness around this issue in our county. The town hall is scheduled for **Wednesday, October 28th at 6:30 p.m. at Eastern High School's social room.** Panelists include Don Iacobel-

lis, Pharmacist, Michael Robertson, Teen Willow Plaza, Lisa Embry of the Ingham County Health Department, Carol Hill of MSU's College of Nursing, and a parent whose child has experienced the misuse of either prescription drugs or over the counter medicines. Please join us!