



# Coordinator's Update

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OCT/NOVEMBER 2009

## HIGHLIGHTS:

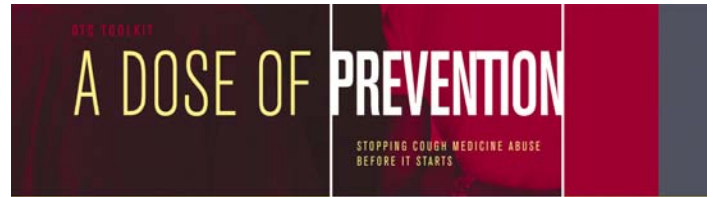
- **Medicine Abuse Town Hall**
- **John Underwood and Life of an Athlete**
- **New ISAP meeting schedule and format**
- **Workgroups focus in 2009-2010**
- **Raise your SHIELD!**

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## Medicine Abuse Town Hall gets heavy local media coverage

On October 28<sup>th</sup>, 2009 the Ingham Substance Abuse Prevention coalition, together with Community Anti Drug Coalitions of America (CADCA) and Consumer Healthcare Products Association (CHPA) held a Town Hall meeting to discuss the extent of the problem of OTC cough medicine and prescription drug abuse. While attendance at the event was mostly professionals in the field of human services, education, and prevention and treatment services (including front line case managers), some community members attended and a great deal of media coverage was received around both the issue and ISAP itself.



Facilitated by Rod Macdonald, The Town Hall meeting received comprehensive local media coverage in Ingham County, including television coverage before the event on Tuesday and Wednesday. Harriett Dean, ISAP coalition coordinator, appeared on local FOX and NBC affiliate during the 6:00 newscast on Tuesday, and again at 11:00 p.m. Harriett and CHPA rep Andy Fish appeared on the local CBS affiliate on Wednesday morn-

ing in an interview panel format, and that interview was broadcast at 6:00 a.m. and noon. Harriett and Andy also appeared on WILS 1320 am talk radio in Lansing on Walt Sorg's morning talk show. The Lansing State Journal carried an "in brief" announcement of the Town Hall in Wednesday's publication. ISAP will continue to review data around medicine abuse in Ingham County for inclusion in strategic planning.

## Town Hall Panel of Experts on Medicine Abuse

**Andrew Fish**, Senior Vice President, Legal & Government Affairs, Consumer Health Care Products Association

**Natalia Martinez Duncan**, Communications and Publications Manager, CADCA

**Felix Sharpe**, Division Director for Prevention and Treatment, Bureau of Substance Abuse and Addiction Services, State of Michigan

**Don Iacobellis**, Lansing area Pharmacist and member of the Michigan Pharmacists Association

**Sharon Brigner**, Deputy Vice President of affordability and access, Pharmaceuticals Research and Manufacturers of America

**Lisa Embry**, Ingham County Health Department front line caseworker

**Carol Hill**, Nurse Practitioner and Faculty, Michigan State University College of Nurse Practitioners and Substance Abuse Services Provider at the Ingham County Jail

**Michael Robertson**, Health Programming Educator, Willow Teen Plaza

## Life of an Athlete

Join us for the John Underwood "Life of an Athlete" public session Thursday, November 12th at Pattengill Middle School, 7:00 p.m.

If you are not yet a member of an ISAP workgroup, look at the focus of each workgroup and decide which one best fits your talents and expertise!

**New Meeting Dates!** ISAP will meet every **FIRST TUESDAY** of the month at 8:30 am at the South Precinct. Coalition business commences at 8:30 and workgroup breakouts follow,

# Life of an Athlete

On November 12th, ISAP, in conjunction with MCCRUD and the Lansing School District brings to Lansing John Underwood of the American Athletic Institute. A former NCAA All-American and International level distance runner and Olympic coach, John is an advocate for drug free sports at all levels. He is the master trainer for the New York Public High School Athletic Association drug prevention program. He has conducted the only physiological case study of the residual effects of alcohol on elite ath-

letic performance. Locally, John is working with over 150 student athletes, coaches, and their athletic directors in the morning, meeting with local media in the afternoon, and giving an evening presentation open to the public at 7:00 pm at Pattengill Middle School. If you are not familiar with John's work, his focus is to bring to communities and school districts the education, model policies, resources and initiatives to promote alcohol-free behavior in students and student athletes.



# ISAP Workgroups lead 2009-2010 plan

As ISAP community partners are stretched and asked to do more with less, it makes sense for ISAP to conduct coalition business at 8:30 and then allow workgroup break out sessions for the remaining hour of our Tuesday monthly meetings. Of course not all the goals of ISAP workgroups can be met with one planning session per month, but at the very least workgroup members know they have a set time each month for prioritizing and delegating the objectives in the ISAP implementations plans. In conjunction with our logic models and the 2010 implementation plan, key outcomes of each workgroup are as follows:

### Family Matters:

- Compiling family demographic data on MDOC parolees enrolled in reen-

try programs for recommended programs for children of alcoholics

- Conducting and evaluating evidence-based education programs that improve parenting
- Youth in foster care will have the opportunity to work with ISAP
- Data collection on youth in foster care and a foster care youth forum
- Alcohol Compliance Checks in Ingham County

### Community Norms:

- Conduct a community norms survey county wide and present findings
- Work with Common Ground music festival and the Lansing Lugnuts on alcohol management and

domino strategy messages

- Conducting a Youth Media Training for social norm PSA's
- Continued engagement of small businesses to improve substance abuse practices, policies and procedures.
- Festival Server Training for special events such as beer tents, music festivals, and other events where alcohol is served

### Adult Use:

- Conducting two focus groups consisting of treatment providers and consumers of services to address protocol and referral gaps

continued

Work groups are an integral part of the ISAP operations . Workgroups make recommendations for the strategies ISAP implements annually

## ISAP Workgroups, continued

### Adult Use, Continued

- Engaging small businesses in the inclusion of written substance abuse policies in their employee handbooks.,
- Training of health care providers in Ingham County Health Department Clinics on identifying and referring patients with substance abuse issues

### Youth Use:

- Sustaining the Lansing School Districts Alcohol Reduction grant efforts

- Conducting coaches training on Life of an Athlete
- Revise the Lansing School District Athletic Code of Conduct
- Review PNA and MiPHY data with local school districts and assist with prevention planning

These are just a few of the strategies ISAP workgroups are undertaking this year. In addition, ISAP will evaluate all its efforts and present written reports of the evaluation results. ISAP also has a media and communication plan, and

will incorporate social norm messages based on the recommendations of the MSU ADV 486 class currently preparing eight media campaigns for our consideration. If you are interested in joining a specific workgroup, contact the chair:

**Family Matters:** Carol Patterson, 517-803-3141

**Community Norms:** Sara Lurie, 517-541-8711

**Adult Use:** Harriett Dean, 517-541-8920

**Youth Use:** Marie Hansen, 517-230-7884

**Media:** Harriett Dean, 517-541-8920

Did you

know...95.7% of our county 6th graders have never had more than a few sips of alcohol?

**Next ISAP Meeting:  
Tuesday, December  
1st at 8:30 am at the  
South Precinct**

## ISAP Memo of Understanding with Mid South

The Mid South Substance Abuse Commission, who provides much of the funding for our ISAP initiatives, recently requested each coalition in the nine county region sign a Memo of Understanding (MoU) with the Commission, ISAP reviewed the MoU at the October ISAP meeting, and requested the Coalition Coordinator, Harriett Dean, get some clarification on two points of the agreement. The first point is "Utilize an annual county implementation planning process to impact priority goal areas identified within the county's overall strategic plan and commit to the identification, selection, and implementation of *evidence based programs*, policies and practices to address the essential substance abuse prevention needs of the county." The italicized section about evidence based pro-

grams was the question—while ISAP recognizes there is a SAMHSA approved list of evidenced based programs, ISAP wanted the flexibility to, if appropriate, pilot a program not listed on the approved list. The second question ISAP requested clarification on is if there is an appeal process for funding decisions if a selected program, such as a pilot program, is not funded because it is not on the list. Harriett took the questions to the Regional Coordinators Meeting for clarification. Mid South Prevention Manager Joel Hoepfner assured ISAP that any programs requested by ISAP would be considered as funding allows and the program shows evidential promise. ISAP agreed to authorize the signing of the memo once these questions were clarified.

**Raise your SHIELD! MSU encourages sportsmanlike behavior on campus on game days!**

SHIELD, which stands for Sportsmanship-Honor-Integrity-Enthusiasm-Leadership-Dignity, is being utilized to inform and inspire fans to make a positive impact on the game-day atmosphere at Spartan Stadium. Sent as an email to over 150,000 season ticket holders, students and fans, it is coupled with social norm messages such as :

o 84 percent of MSU fans in the stands think it is unacceptable for fans to yell at or insult fans of the opposing team.

o 80 percent of MSU fans never participate in a group chant that involves swearing or vulgar language directed at the opposing team.

