

Communities Mobilizing for Change on Alcohol (CMCA) 2023-24

INFORMATION DISSEMINATION



Reached 83 people with podcasts and a webinar providing education on environmental prevention strategies.



52 participants raced to raise awareness for prevention, treatment, and recovery.

30

One-on-one interviews used to gain data on community perspective and teach about LCCA.

BUILDING CAPACITY



28 Community Members attended a coalition meeting for their first time.

15 Community members who attended for their first time, continue to be involved in coalition work.



Increased coalition understanding of the Strategic Prevention Framework by providing a Four-Part Prevention Planning Series with an average of 26 participants per session.

REDUCE ACCESS TO MEDICATIONS AND ALCOHOL

30 Take Back Events

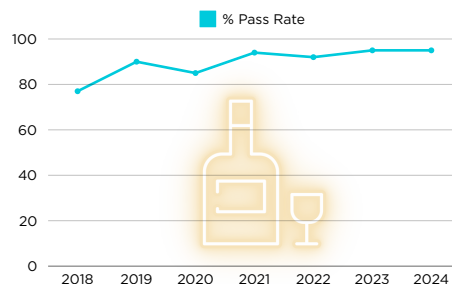
329 Lbs of Medications Collected

666 Lbs of Sharps Collected

79 Big Red Barrel Locations in Michigan



95% of alcohol retailers did not sell to minors during Alcohol Compliance Checks.



OTHER HIGHLIGHTS

- Increased social media presence to provide information to community members.
- Partnered with the Livingston County Sheriff Office to develop an Alcohol Compliance Check Manual.
- Partnered with the Health Department to distribute lock bags which can reduce youth access to medications and marijuana.



FAMILY EDUCATION

83% of youth reported being more determined to be alcohol and drug-free after attending Reality Tour.

60% of adults reported increased knowledge of risk and protective factors after attending Reality Tour.

“Unite the Livingston County community to reduce and prevent youth substance use and to live a healthy and drug-free lifestyle.” LCCA