

Outcome Evaluation 2015 - 2020

OTTAWA COUNTY
SUBSTANCE ABUSE
PREVENTION COALITION

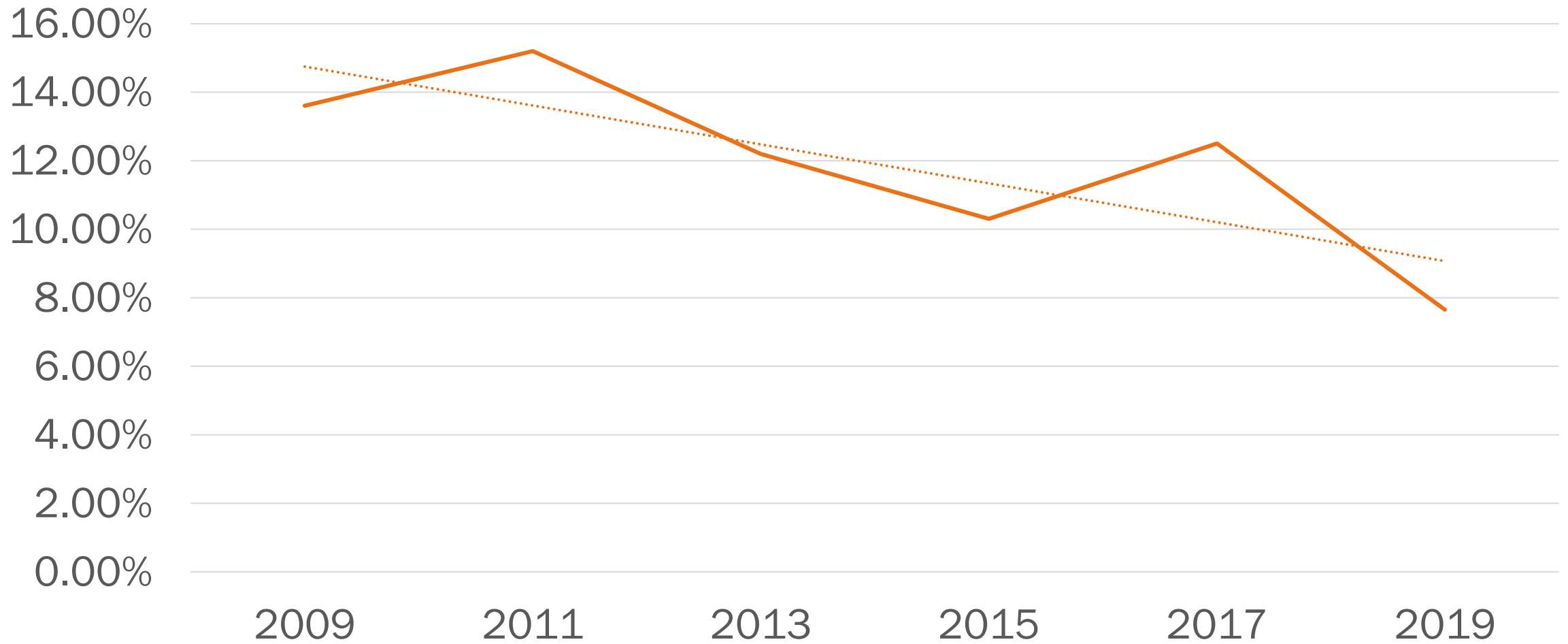
Executive Summary of Findings

- The COVID-19 pandemic response had a significant impact on OSAP's ability to complete several action steps planned for 2020.
- Nearly 48% of Youth Assessment Survey questions monitored by OSAP as indicators of success shifted in a positive direction over the six years included in this evaluation. Thirty-three (33%) shifted in a negative direction.
- Medication and sharps take-back efforts in Ottawa County as resulted in an increase of more than 376% since 2016. This significant shift is due to both an increase in pounds taken back as well as an increase in take-back locations available throughout the county.
- Ninety-seven percent (97%) of alcohol retailers passed sales compliance checks in 2019.
- One hundred percent (100%) of tobacco retailers passed sales compliance checks in 2020.

Goal # 1

OSAP WILL REDUCE CURRENT (PAST 30-DAY) YOUTH MARIJUANA USE BY 5% (FROM 12.2% TO 11.59%).

Goal 1: OSAP will reduce current (past 30 day) youth marijuana use by 5% (YAS)



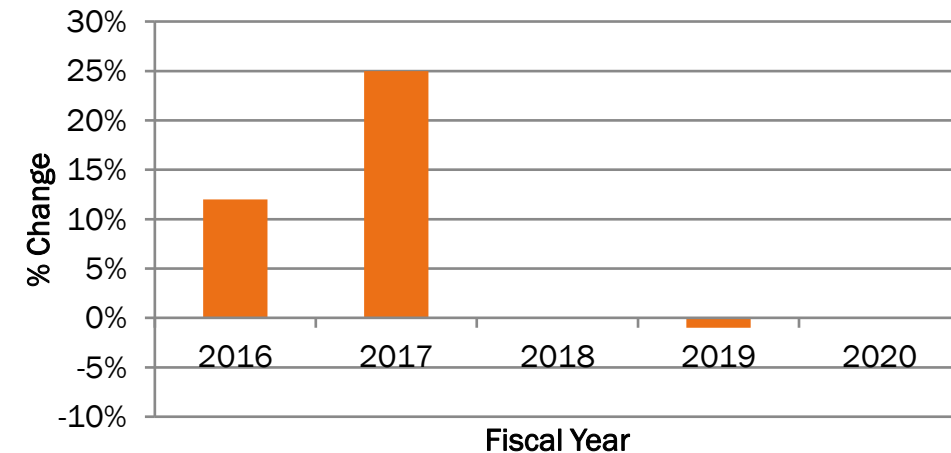
Objective 1.2: Increase youth perception of harm of marijuana use by 5%; from 40.3% of youth thinking there is little or no harm to 42.32%.

SLIC YOUTH COALITION EVALUATION

- Evaluators were not able to establish the number of participants completing evaluations
- Evaluators could not find evaluation data for 2018. This was most likely due to staff and youth turn-over during that year.
- Recreational marijuana use was legalized in Michigan in 2018, which had a direct impact on youth perception of risk.
- The graph measures the percent of change between pre- and post-tests. The negative change in 2019 represents a very slight shift from 95% to 94%.

OUTCOME DESIRED: YOUTH WILL BEGIN REPORTING A HIGHER RISK OF HARM OF YOUTH MARIJUANA USE.

Change in Accurate Perception of Peer Marijuana Use

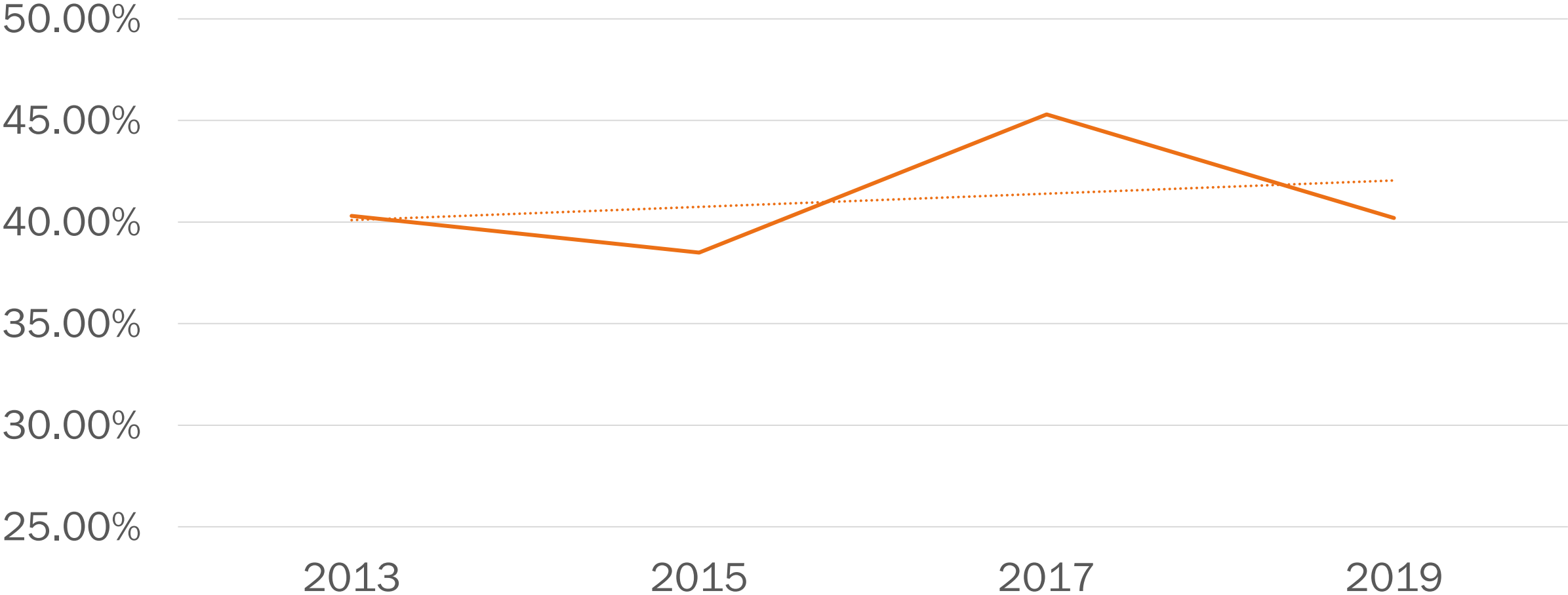


THC Public Service Announcement Campaign

The goal of this video campaign was to educate parents and the Ottawa community at-large about the risks of youth marijuana use, and general laws about using marijuana in Michigan.

		"THC and the Brain" Target age: 25-65 0:59 runtime	"THC and the Law" Target age:18-65 :38 runtime	"The Science of THC" Target age: 25-65 1:01 runtime	CAMPAIGN TOTAL:
Campaign 1: April 13-April 20, 2020					
YouTube	Impressions	8,356	11,097	27,755	47,208
	Clicks to view	12	6	15	33
	Cost to view	\$0.05	\$0.02	\$0.04	\$0.04 avg
	Retention Rate	8%	14%	4%	8.67% avg.
	View Rate	14%	26%	16%	17.95% avg.
Facebook	Reach	12,537	44,384	16,607	73,528
	Impressions	18,829	101,616	28,758	149,203
	Video plays /retention	14,715/82	80,523/1,979	22,045/156	117,283/2,217
Campaign 2: August 6-September 9, 2020					
YouTube	Impressions	2,184	36,527	4,025	42,736
	Clicks to view	312	7,323	656	8,291
	Cost to view	\$0.08	\$0.03	\$0.06	\$0.04 avg
	Retention Rate	8%	9%	6%	7.67% avg.
	View Rate	14.29%	20.05%	16.3%	19.4% avg.
Facebook	Reach	7,798	20,520	7,140	35,458
	Impressions	19,570	68,428	15,054	103,052
	Video plays /retention	15,113/151	54,012/892	11,902/69	81,027/1,112
	Est. ad recall	660	1,610	660	1,800
	Cost/recall	\$0.10	\$0.11	\$0.08	\$0.17/avg

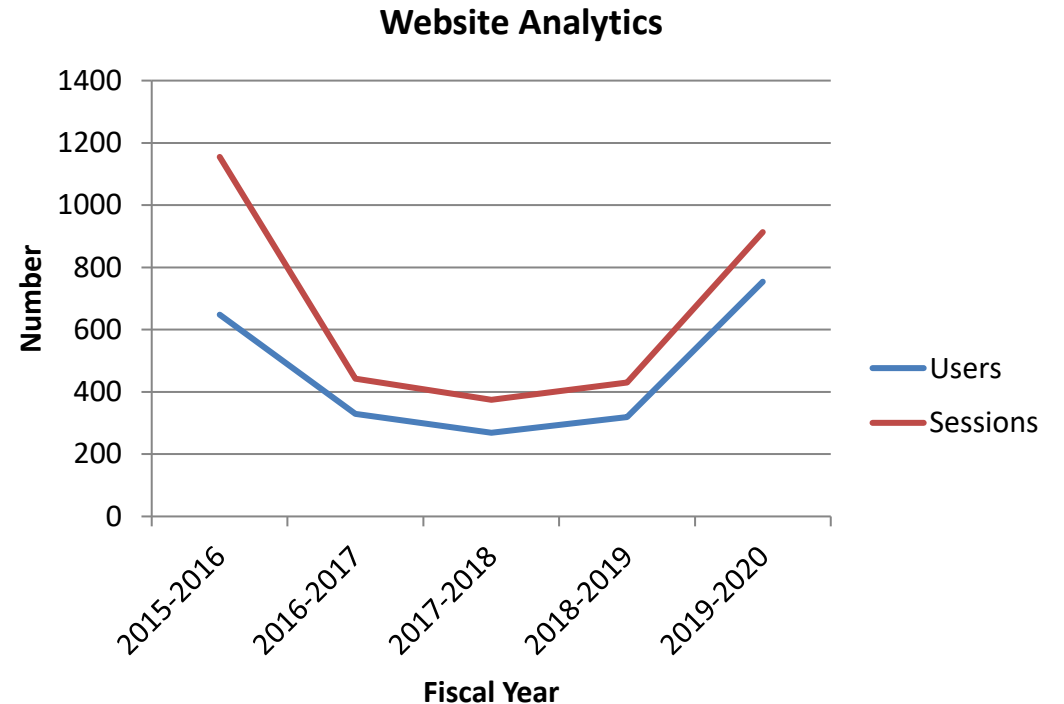
YAS: I believe there is no or slight risk to smoking marijuana once or twice a week



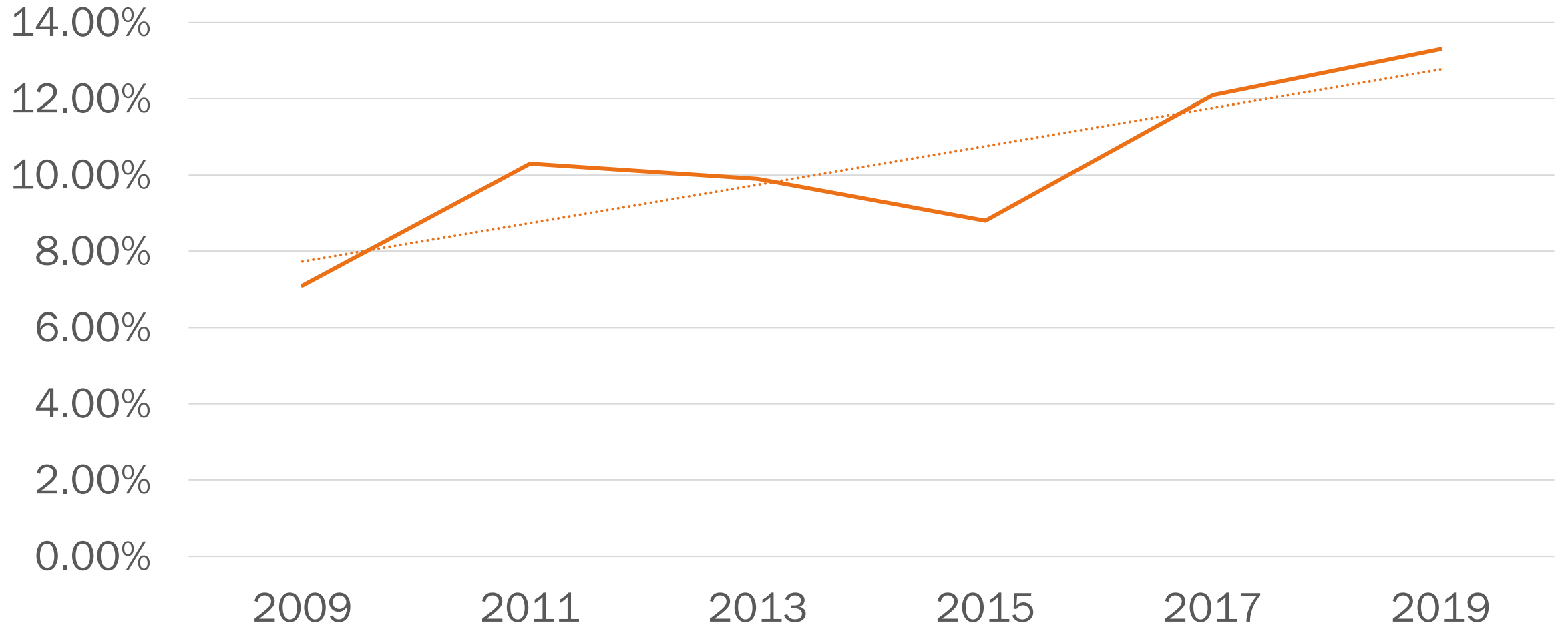
Obj 1.3: Reduce the perception of parental approval by 5% (from 9.9% to 9%).

OUTCOME DESIRED: THERE WILL BE A 10% INCREASE IN **TALKSOONER.ORG** HITS AND DOWNLOADS

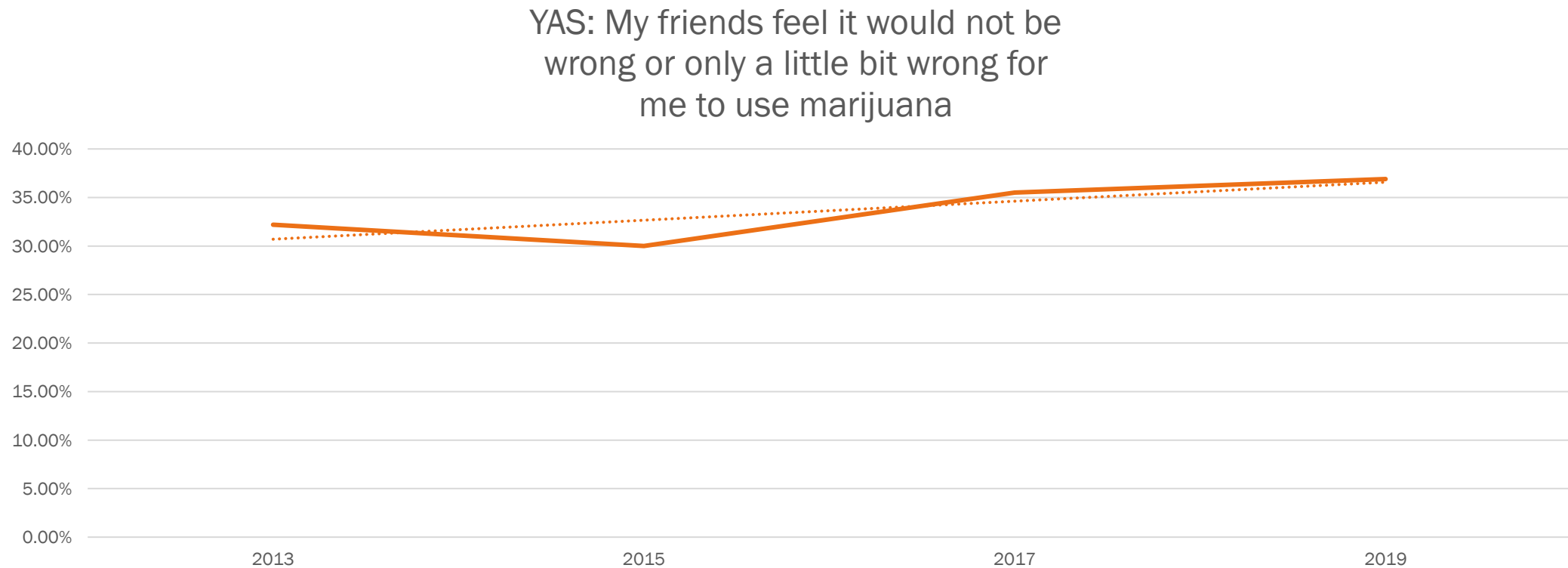
- There was a significant decrease in Ottawa County users during fiscal years 2017, 2018, and 2019.
- TalkSooner.org experienced a 16.3% increase in Ottawa Count users between FY2016 and FY2020.
- The number of users increased in FY2020 to its highest level over the five-year evaluation period.



YAS: My parents feel it would not be wrong or only a little bit wrong for me to smoke marijuana



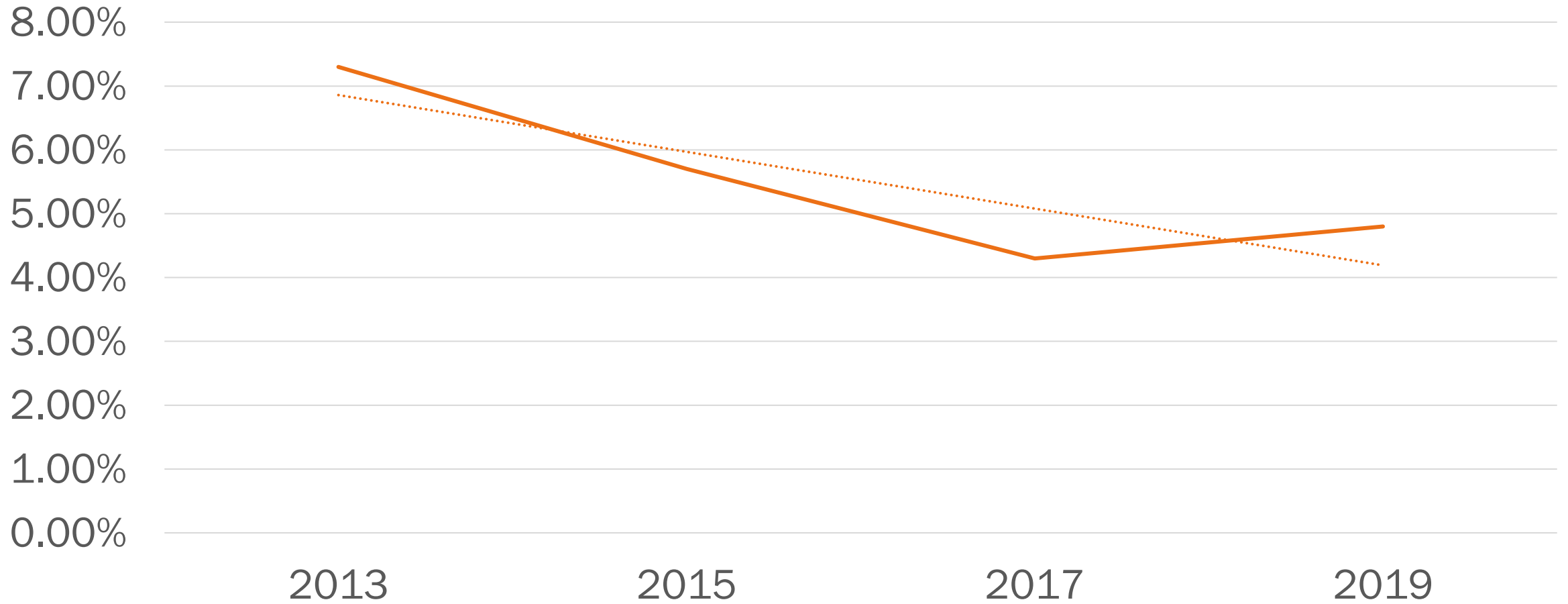
Obj 1.4: Reduce the perception of peer acceptance of marijuana use by 5%; from 32.2% to 30.6%



Goal #2

OSAP WILL REDUCE CURRENT (PAST 30 DAY USE) YOUTH PRESCRIPTION DRUG ABUSE BY 5%; FROM 7.3% TO 6.9%

YAS: I used a prescription drug without a doctor's permission in the past 30 days

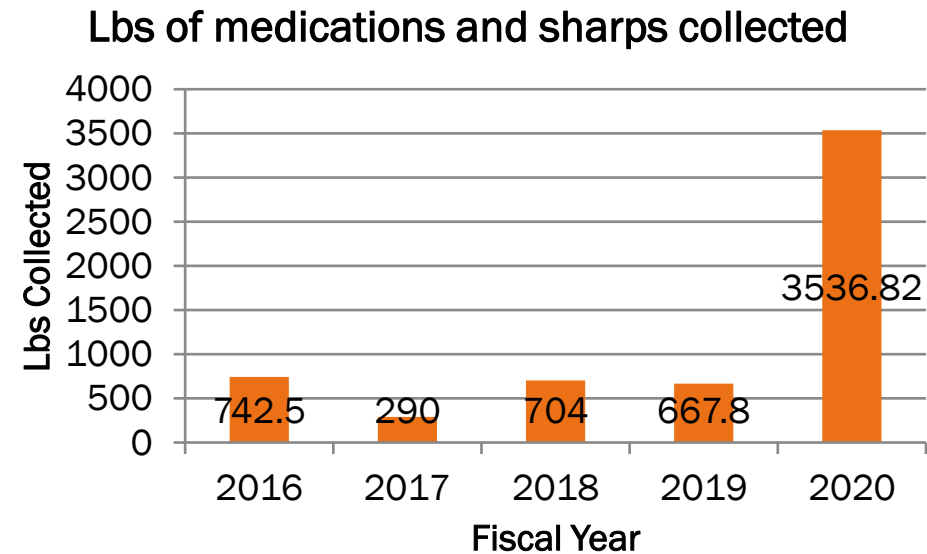


Obj 2.1: Reduce youth reporting it is easy to access prescription medications by 5%.

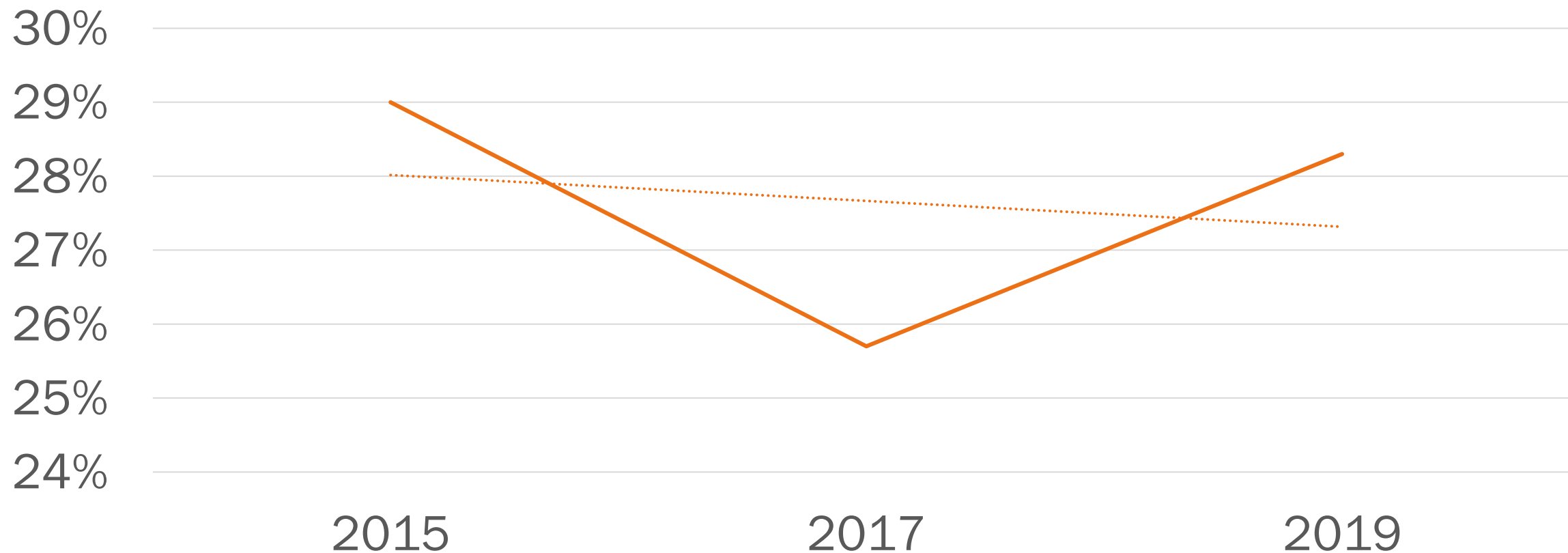
MEDICATION TAKE-BACK RESULTS

- Medication take-backs include both medications and sharps.
- Take-back opportunities for Ottawa County residents included both special events and permanent take-back locations.
- In 2020 there were 12 take-back sites in the county.
- The 2020 results include take-backs at 5 Meijer stores in Ottawa County. These were not included in previous years' results but are now permanent take-back locations.
- The pounds of take-back medications/sharps has increased by more than 376% since 2016. Even without the new Meijer take-back sites, the pounds of medications/shares taken-back in Ottawa county in 2020 is 289% greater than it was in 2016.

OUTCOME DESIRED: INCREASE THE AMOUNT OF PRESCRIPTION DRUGS DISPOSED BY 10%.

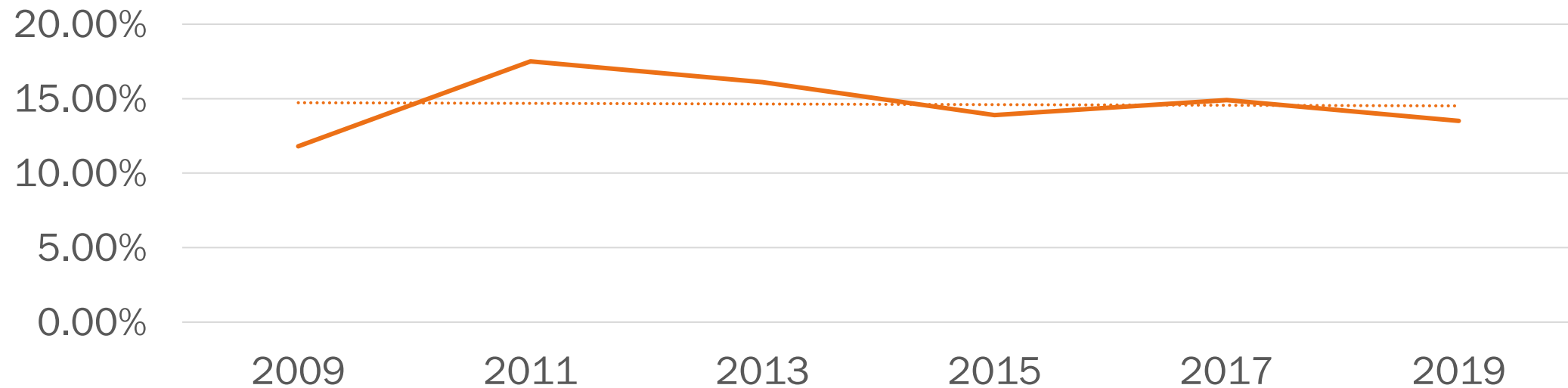


YAS: It would be sort of easy or very easy for me to get prescription drugs without a doctor's prescription



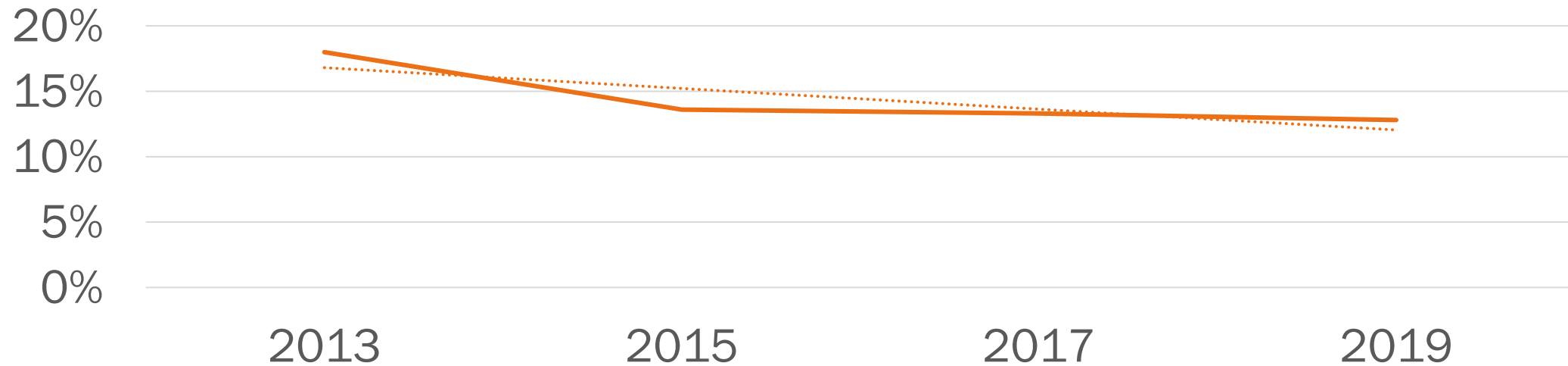
Objective 2.2: Youth do not believe taking prescription drugs not prescribed to them is harmful. Reduce the percentage of youth who report little or no risk for prescription drug misuse by 5%; from 16.1% to 15.3%.

YAS: I believe there is no or slight risk to using a prescription drug not prescribed to me



Objective 2.3: Misusing prescription medications are socially acceptable. Reduce Youth reporting their friends don't believe it's wrong to misuse prescription drugs by 5%; from 18% to 17.1%

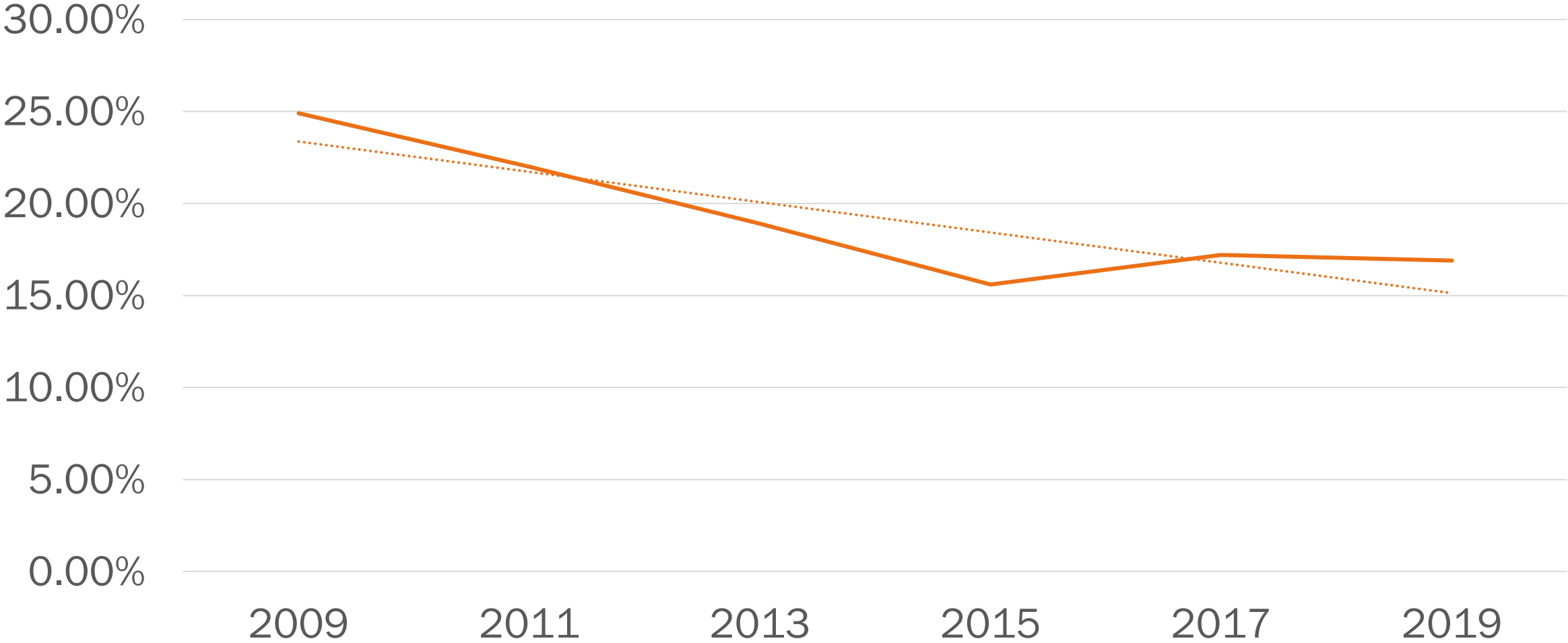
YAS: My friends feel it would not be wrong or only a little bit wrong for me to use prescription drugs not prescribed to me



Goal #3

OSAP WILL MAINTAIN CURRENT (PAST 30-DAY) YOUTH ALCOHOL USE AT 18.9%.

YAS: I have had at least one drink of alcohol in the past 30 days



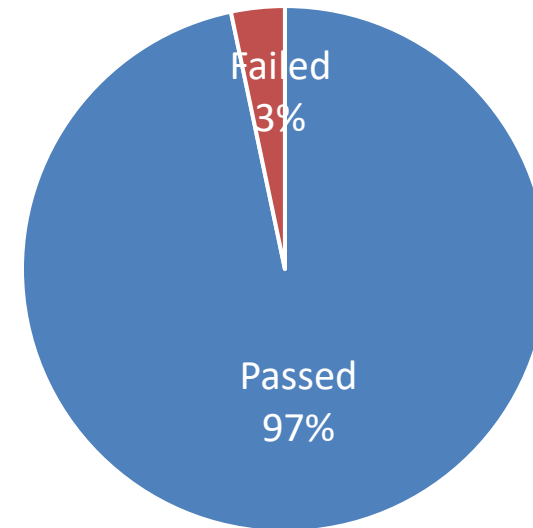
Obj 3.1: Reduce Youth reporting it is easy to access alcohol by 5% from 55.5% to 52.7%

ALCOHOL RETAILER COMPLIANCE CHECKS

- Due to the COVID-19 pandemic, there were no compliance checks completed during 2020.

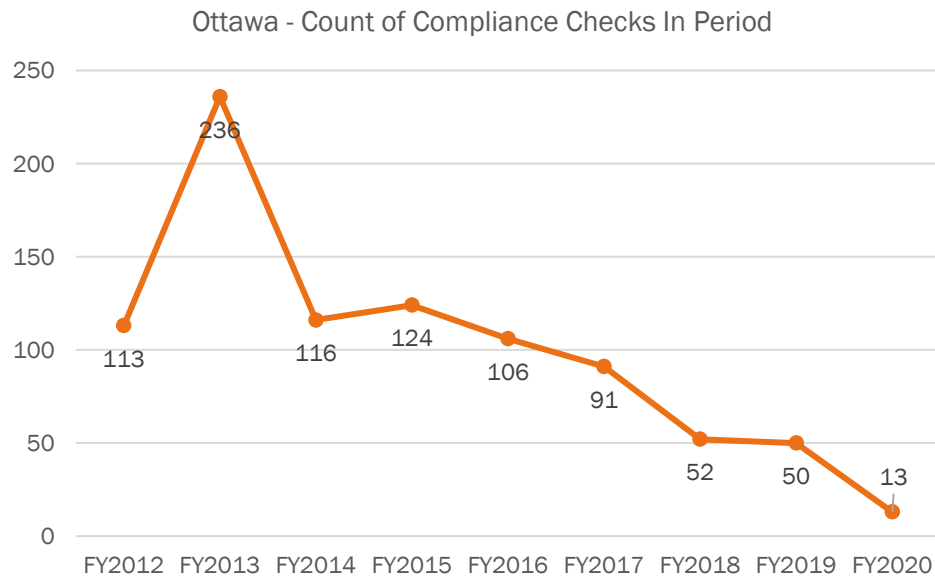
OUTCOME DESIRED: 95% OF ALCOHOL/TOBACCO RETAILERS IN OTTAWA COUNTY WILL PASS THEIR COMPLIANCE CHECKS

Alcohol Retailer Compliance Checks Outcome 2019

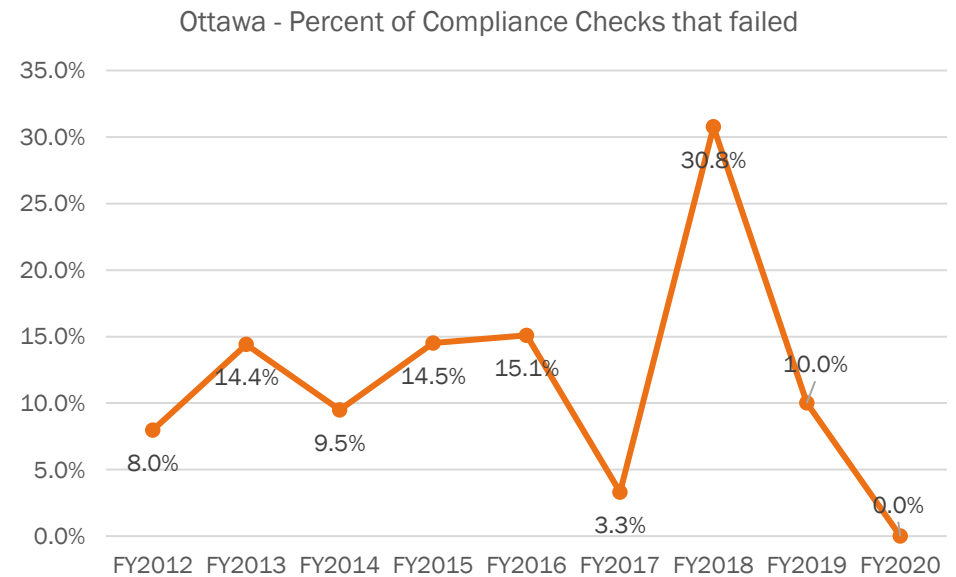


Obj 3.1: Reduce Youth reporting it is easy to access alcohol by 5% from 55.5% to 52.7%

TOBACCO RETAILER COMPLIANCE CHECKS



OUTCOME DESIRED: 95% OF ALCOHOL/TOBACCO RETAILERS IN OTTAWA COUNTY WILL PASS THEIR COMPLIANCE CHECKS



Alcohol sales have surged as much as 13.5% in Michigan during the coronavirus pandemic.

HELP PROTECT YOUR BUSINESS AND YOUR COMMUNITY!

Ottawa Department of Public Health 12251 James St., #400 Holland, MI 49424

RECEIVE FREE TIPS TRAINING!

TIPS is a Michigan Liquor Control Commission (MLCC) approved alcohol server/retailer training and certification for businesses in Michigan who are licensed to service or sell alcohol. The Ottawa County Department of Public Health is offering FREE TIPS training for both on-premise and off-premise retailers!

YOUR EMPLOYEES WILL

- Receive training and instruction on alcohol service in order to understand and adhere to legal standards.
- Receive the opportunity to take the test and receive their certification during the training.

BENEFITS OF TIPS TRAINING

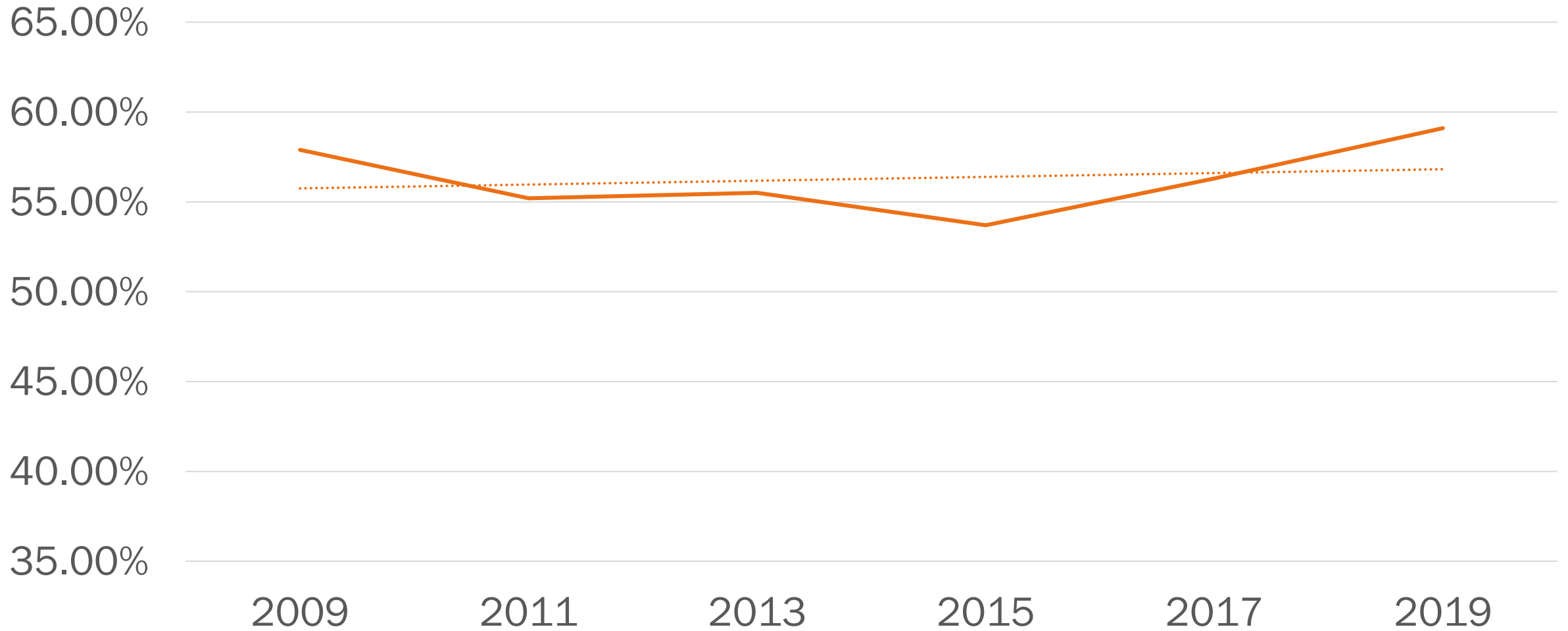
FOR YOUR BUSINESS	FOR YOUR COMMUNITY
<ul style="list-style-type: none"> • Reduce exposure to alcohol liability lawsuits • Ensure alcohol training compliance with state regulations • Reduce penalties for alcohol violations • Prevent property damage • Lower insurance premiums • Improve customer service and professionalism 	<ul style="list-style-type: none"> • Prevent drunk driving • Reduce over-service and intoxication • Prevent sales to minors • Promote responsible alcohol consumption • Provide a collaborative approach to preventing the misuse of alcohol

Schedule TIPS training for your business today!
 Tim Findlay – (616) 393-5776 or e-mail tfindlay@miottawa.org

TIPS

Distributed 308 postcards to alcohol sales establishments throughout Ottawa County, highlighting the rise in alcohol sales during the pandemic. The postcard included information about TIPS training and the benefits it can have for their business and community. Retailers received an offer for free TIPS training through the ODPH for their business.

YAS: It would be sort of easy or very easy for me to get alcohol

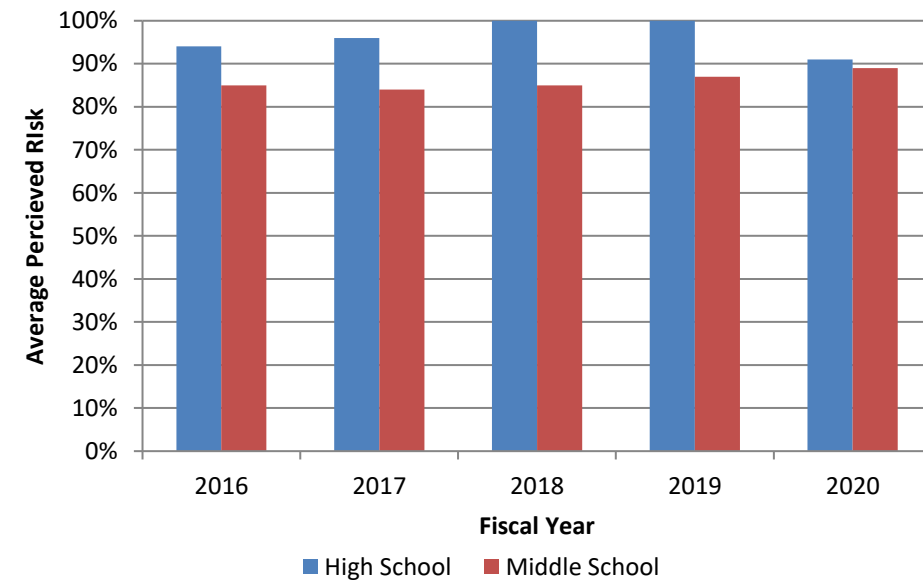


Obj 3.2: Maintain youth perception of harm of alcohol use at 23.4% for one or two drinks every day and at 28.6% for binge drinking once or twice a week.

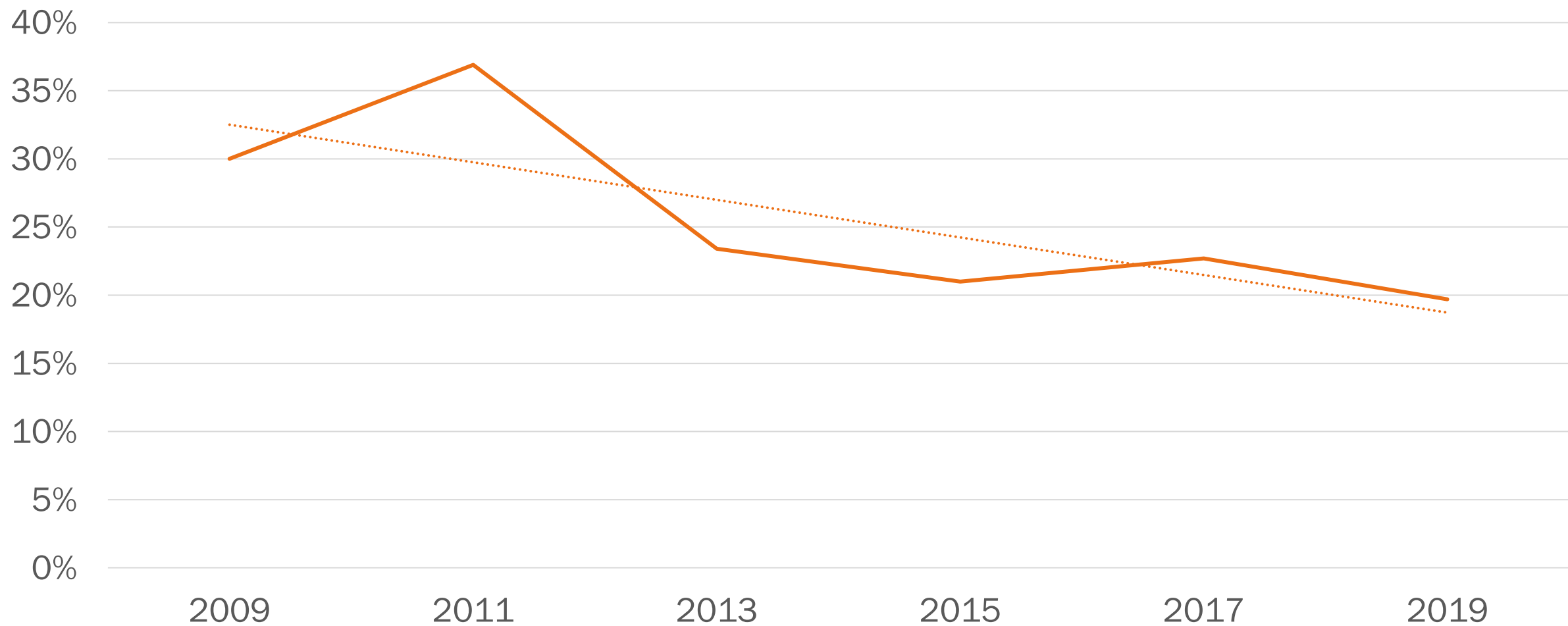
RAISE YOUR VOICE HIGH SCHOOL AND MIDDLE SCHOOL TRAINING

- Valid high school data could not be found for FY2019.
- Valid middle school data could not be found for FY2019 and FY2020.
- Between 2015 and 2018, the program was provided to:
 - 3353 middle school students in 30 classes
 - 72 high school students in 8 classes
- The program achieved its desired outcome among high school students in each of the years that were measured.
- While significantly more middle school students were reached, the middle school program is shorter in duration than the high school program. The length of time high school students are in the program may have a direct impact on the higher perception of risk among these students.

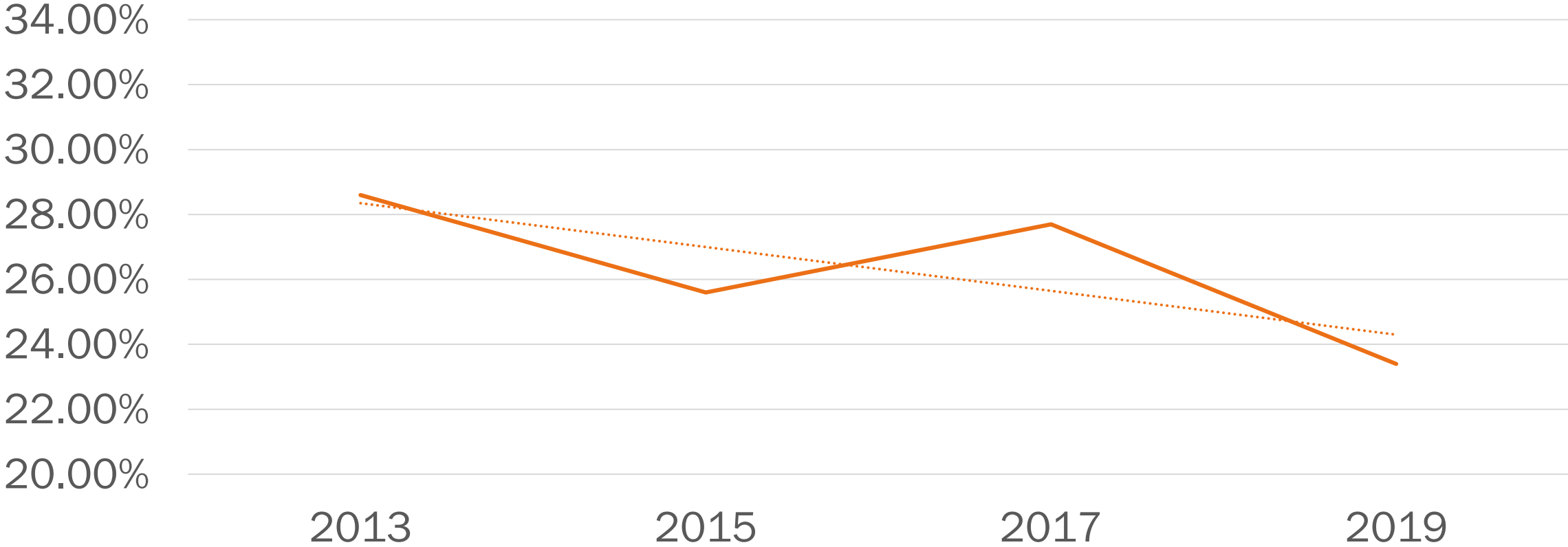
OUTCOME DESIRED: 90% OF HIGH SCHOOL YOUTH AND 95% OF MIDDLE SCHOOL YOUTH WILL REPORT A HIGH PERCEIVED RISK OF ALCOHOL USE.



I believe there is no or slight risk to having one or two alcoholic drinks nearly every day

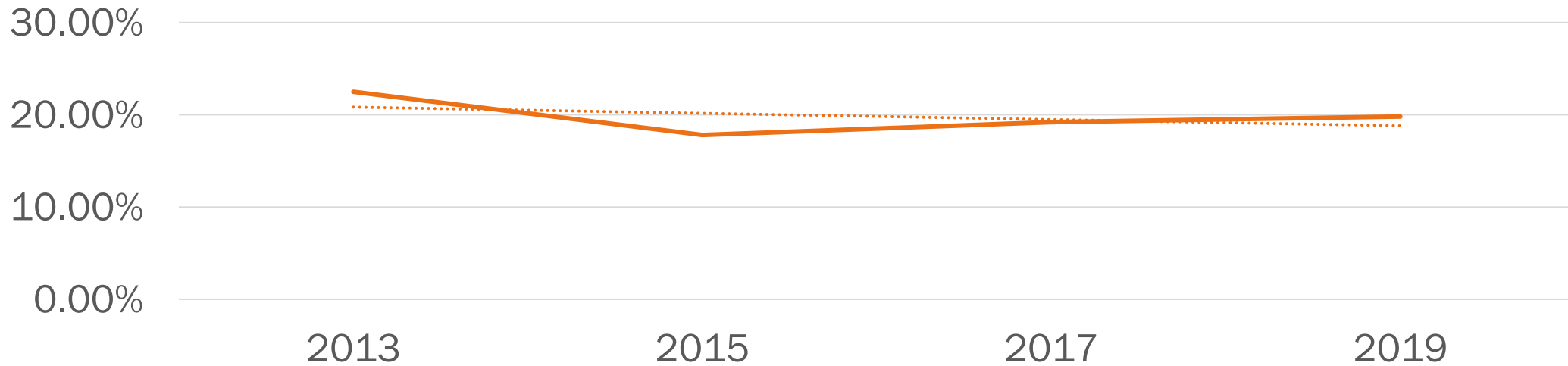


YAS: I believe there is no or slight risk to having five or more alcoholic drinks once or twice a week



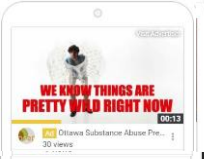
Obj 3.3: Reduce youth reporting that friends feel it would not be or would only be a little bit wrong for them to have one or two drinks of alcohol nearly every day by 2%; from 22.5% to 22%

YAS: My friends feel it would not be wrong or only a little bit wrong for me to have one or two drinks of an alcoholic beverage nearly every day



Objective 3.4: Reduce High risk drinking among 18-24 year olds in Ottawa County. In Ottawa County, 19.3% of adults are binge drinkers, which is higher than the State of Michigan rate of 18.9% of adults. More specifically, in Ottawa County **28% of young adults** age 18-24 currently binge drink. (Behavioral Risk Factor Survey)

According to the 2017 Behavior Risk Factor Survey (BRFS) for Ottawa County, 14.1% of all adults are binge drinkers. This is a 37% reduction from the baseline established in the strategic plan. Specific to the 18 to 24-year old age group, 2017 BRFS results indicate that **15.8%** of persons that drink alcohol within that category are binge drinkers. This is a **77.2%** reduction from the baseline established in the strategic plan.



Buzzed Driving Campaign

The goal of this campaign was to connect with college-age students in a light-hearted way to remind them that buzzed driving is never a good idea. Video ads played for 15-seconds or less.

Campaign 1 mostly targeted residents in Ottawa County between ages 18 and 24.

Campaign 2 targeted Holland and Allendale residents 18 to 24 years in age leading to college spring break.

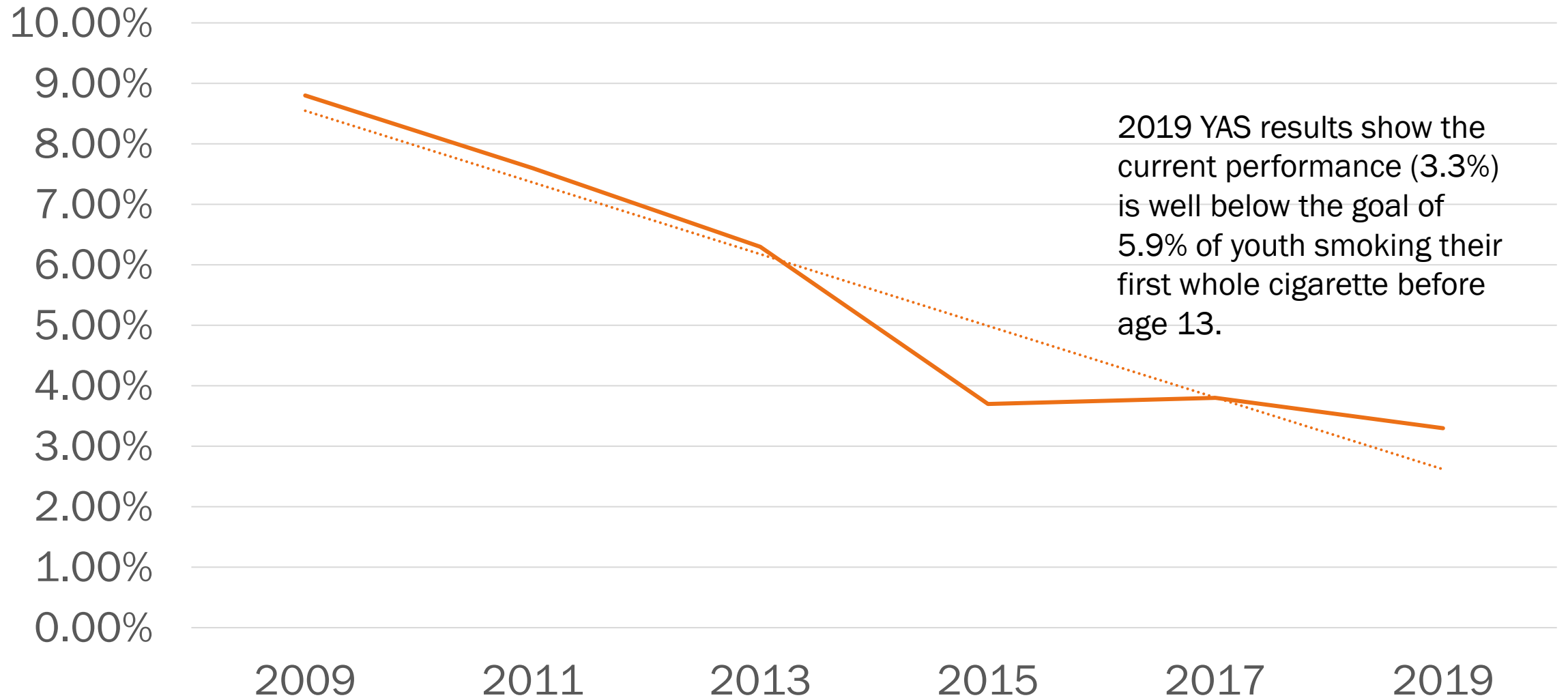
Campaign 3 targeted Holland and Allendale residents 18 to 24 years in age for the college school year.

							CAMPAIGN TOTAL:
		"Weak Weightlifter"	"Fashion Disaster"	"Overconfident Dancer"	"Bad Idea"	"Bubble Boy"	
Campaign 1: December 2, 2019-January 17, 2020							
YouTube	Impressions	29,217	41,173	27,846	32,365	—	130,607 (\$0.015, impressio
	Clicks to website	12	29	20	24	—	90
Facebook	Reach	8,646	13,187	4,887	59	—	26,779 (\$0.006/ person)
	Impressions	9,317	14,984	4,902	—	—	29,203
	Interactions	77	10	28	2	—	117
	Views	1,300	2,100	59	25	—	3,484
Campaign 2: February 24–March 8, 2020							
YouTube	Impressions	780	665	1,335	13,717	—	16,497 (\$0.015, impressio
	Clicks to website	0	1	0	15	—	16
	Retention Rate	94%	90%	97%	90%	—	92.75% avg.
Campaign 3: August 23-September 28, 2020							
YouTube	Impressions	22,204	1,288	1,053	3,886	171*	28,602 (\$0.014, impressio
	Clicks to website	21	0	1	2	0*	24
	Retention Rate	89%	88%	91%	89%	91%*	89.6% avg.

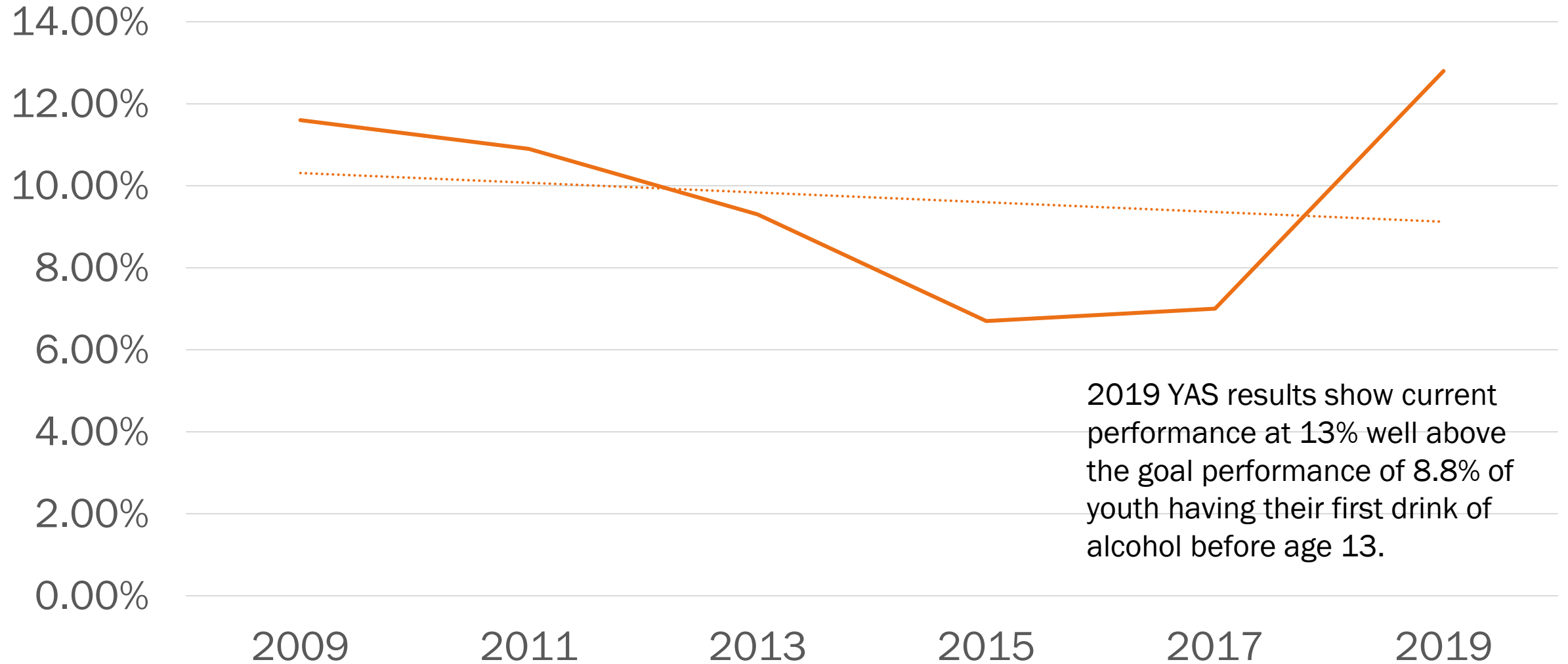
Goal #4

OSAP WILL DECREASE THE PERCENTAGE OF YOUTH WHO BEGIN TO USE TOBACCO, ALCOHOL, MARIJUANA AND PRESCRIPTION DRUGS BEFORE THE AGE OF 13 BY 5%. FOR TOBACCO FROM 6.3% TO 5.9%, FOR ALCOHOL FROM 9.3% TO 8.8%, FOR MARIJUANA FROM 4.8% TO 4.5% AND FOR PRESCRIPTION DRUGS FROM 2.6% TO 2.4%.

Tobacco

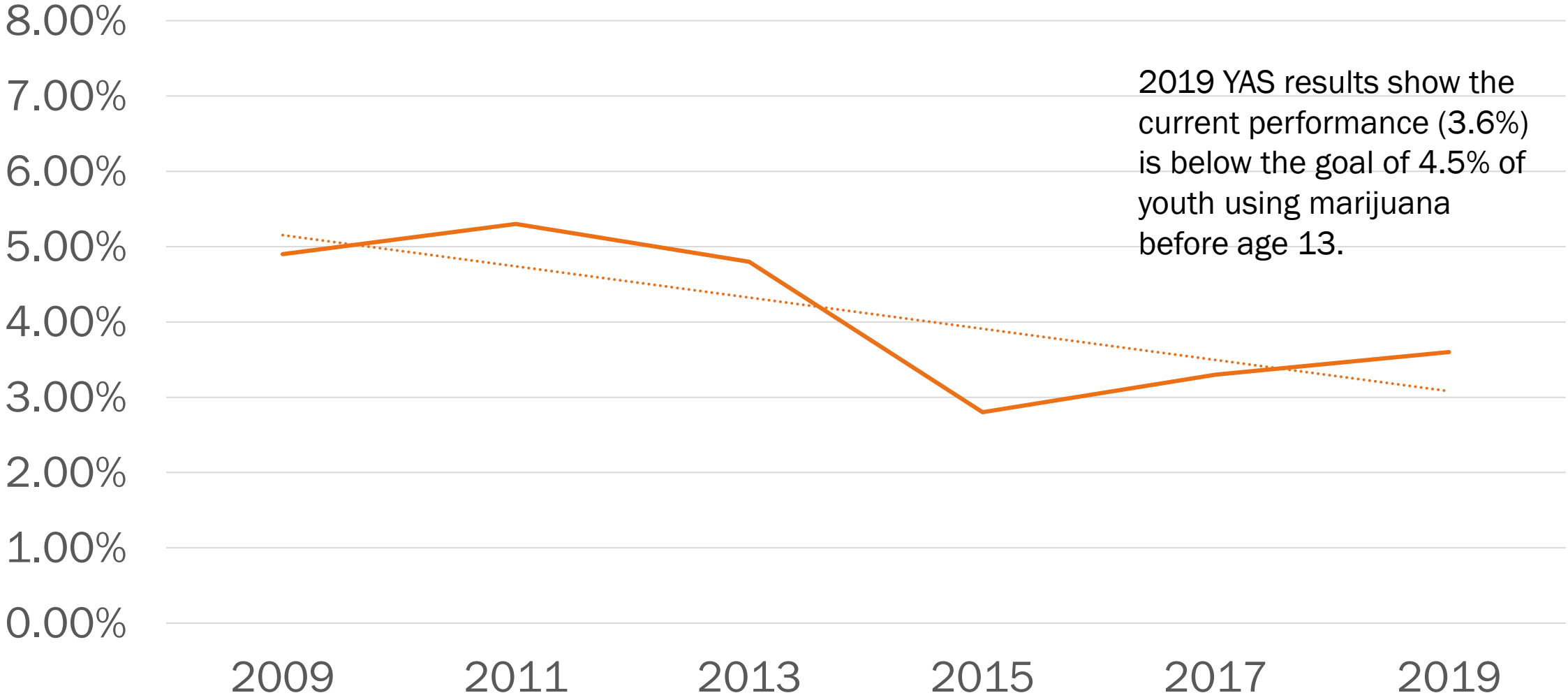


Alcohol

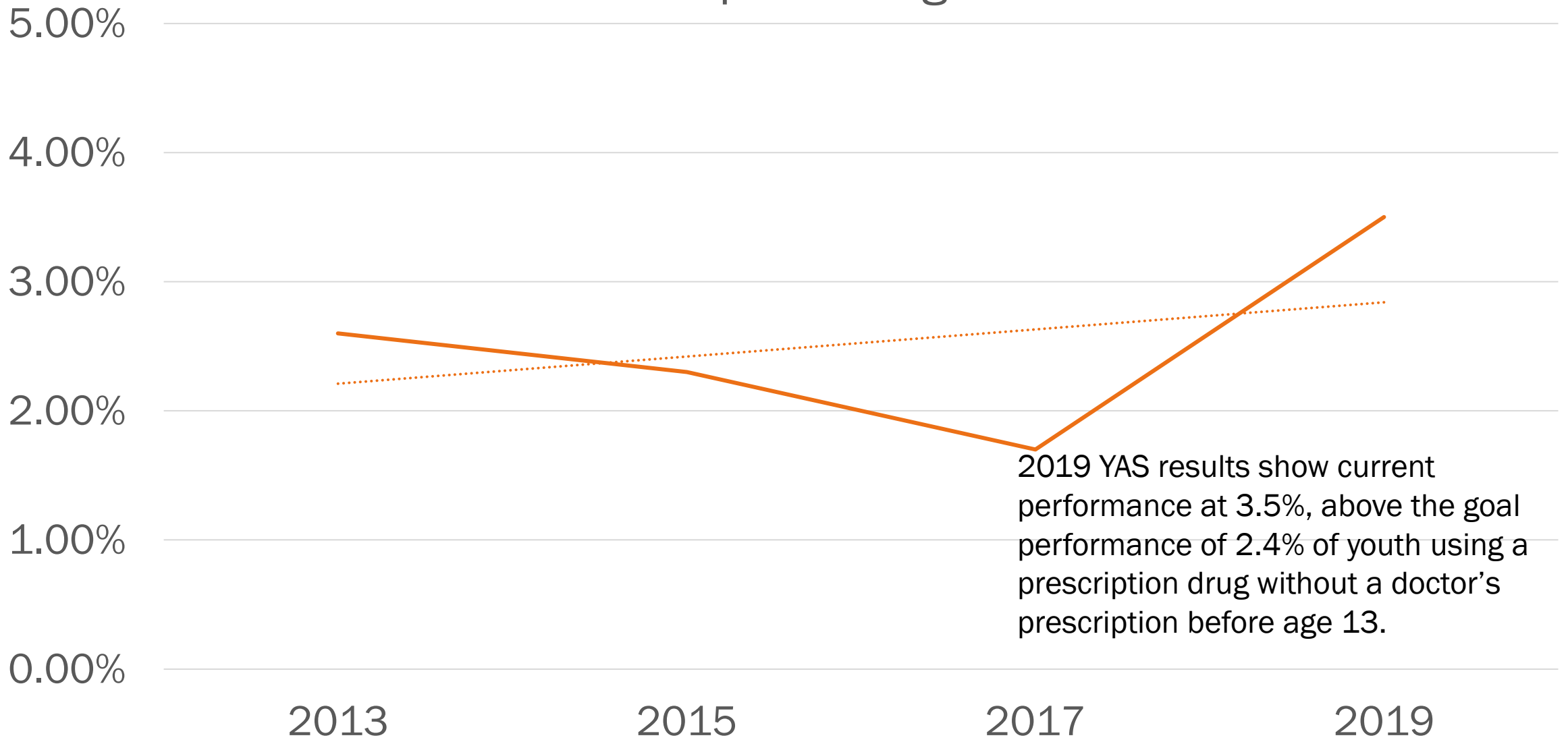


2019 YAS results show current performance at 13% well above the goal performance of 8.8% of youth having their first drink of alcohol before age 13.

Marijuana

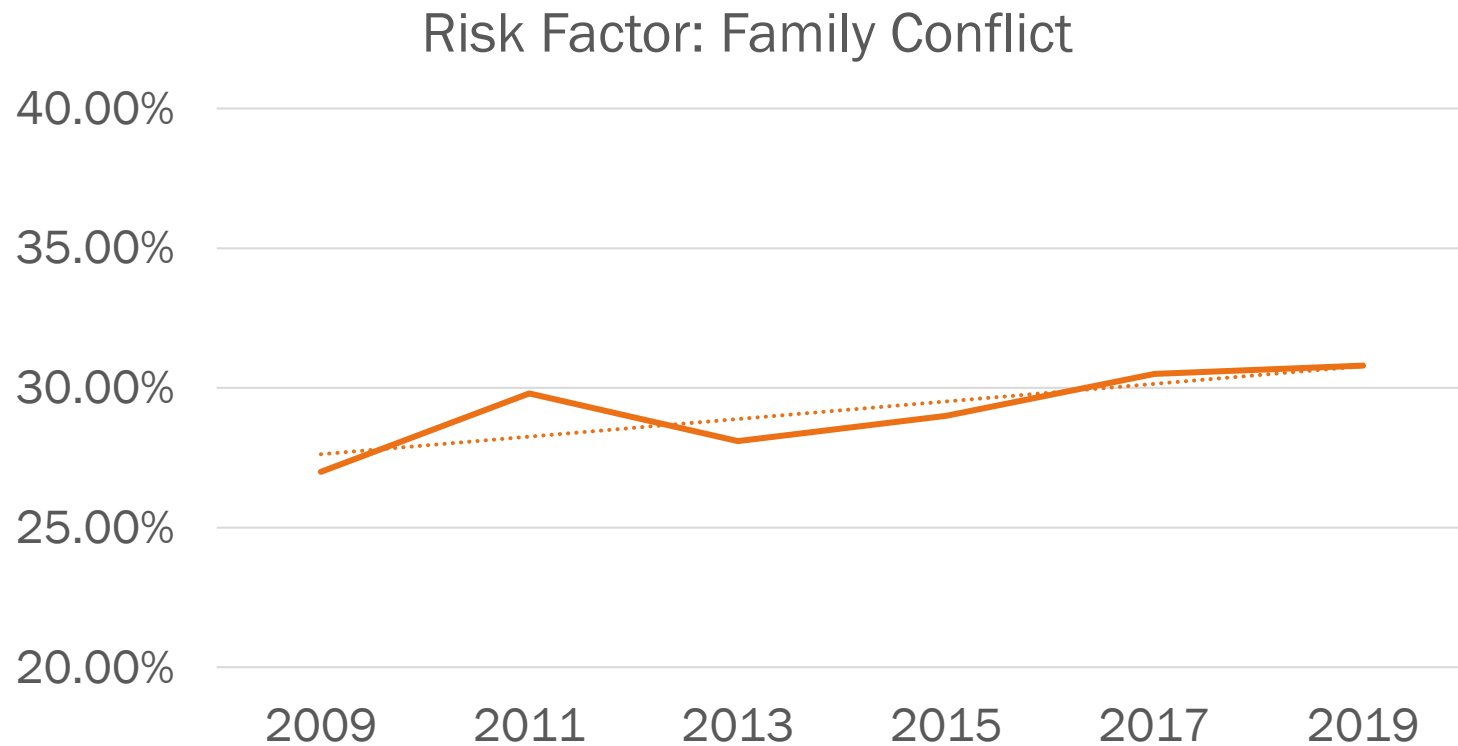


Prescription Drugs



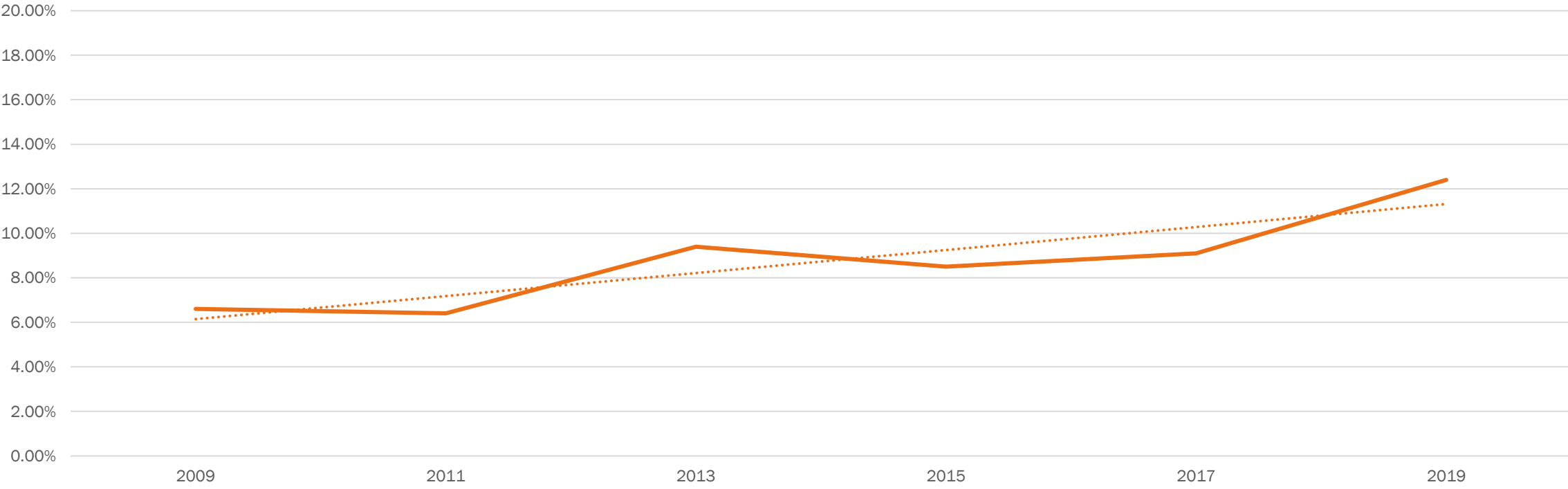
2019 YAS results show current performance at 3.5%, above the goal performance of 2.4% of youth using a prescription drug without a doctor's prescription before age 13.

Objective 4.1: Family structure and connection is essential for youth healthy choices. Reduce the percentage of youth at risk for family conflict and for poor family management by 5%. For family conflict from 28.1% to 26.7% and for poor family management from 9.4% to 8.9%.



The percentage of youth at risk for family conflict is calculated from several YAS performance measures that focus on issues of family members insulting one another, arguing about the same things over and over again, and the family having serious arguments. 2019 performance on this risk factor was 30.8%, which is a 9.6% increase over the 2013 baseline.

Risk Factor: Poor Family Management

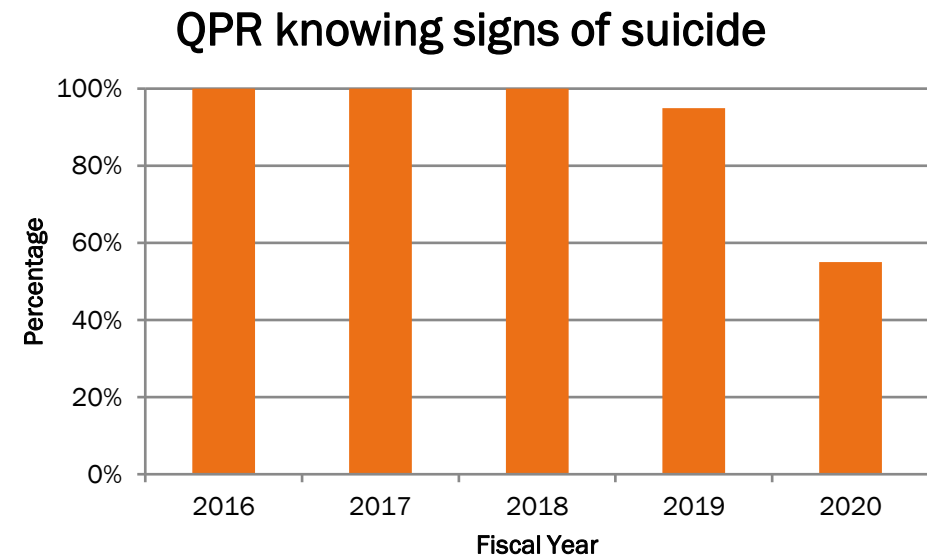
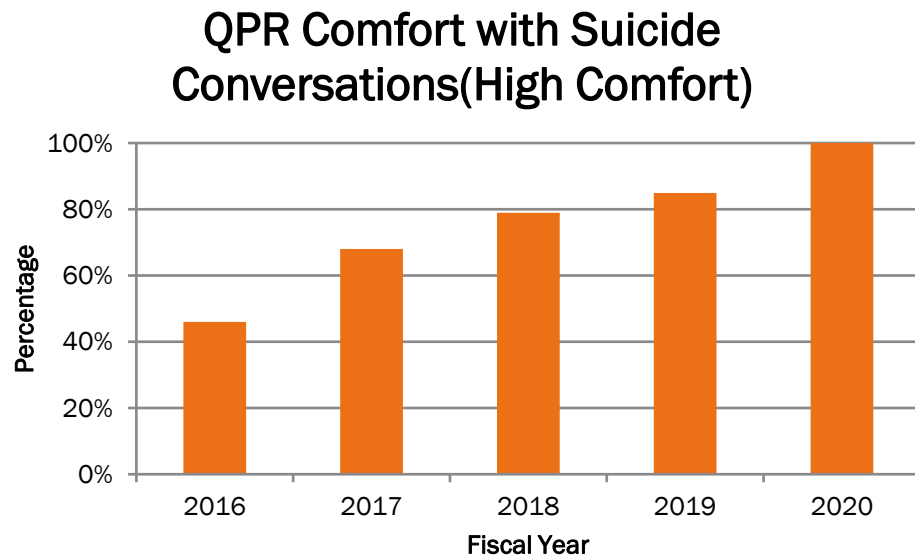


The percentage of youth at risk for poor family management is calculated from several YAS performance measures that focus on issues such as parental involvement with homework, oversight of curfew, oversight of youth’s whereabouts, clarity of family rules, and rules about alcohol and drug use. 2019 performance on this risk factor was 12.4%, which is a 39% increase from the 2013 baseline.

Obj. 4.2: There is an increase in youth mental health challenges. OSAP will work to reduce youth reporting depression by 5%; from 24.7% to 23.5% and youth self-reported rate of attempted suicide attempts by 2%; from 7.4% to 7%.

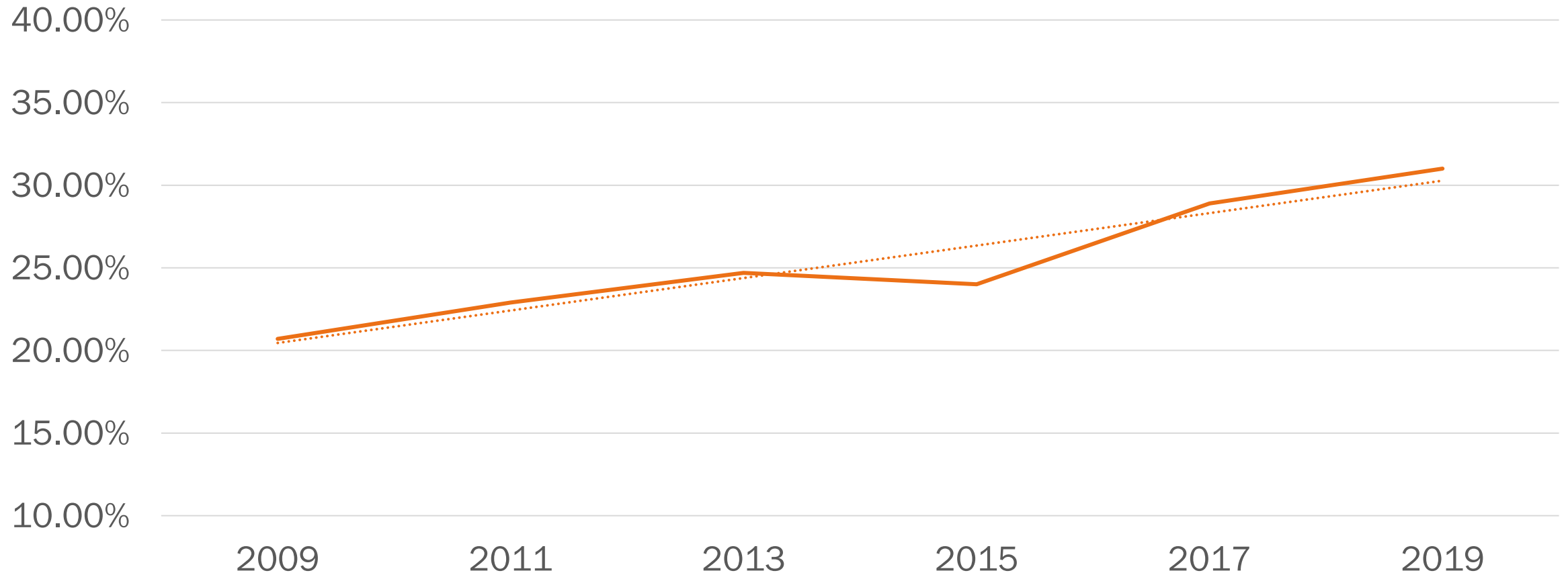
QPR PRESENTATION RESULTS:

BETWEEN 2015-2020 QPR WAS PRESENTED TO 330 PEOPLE IN AT LEAST 17 CLASSES.

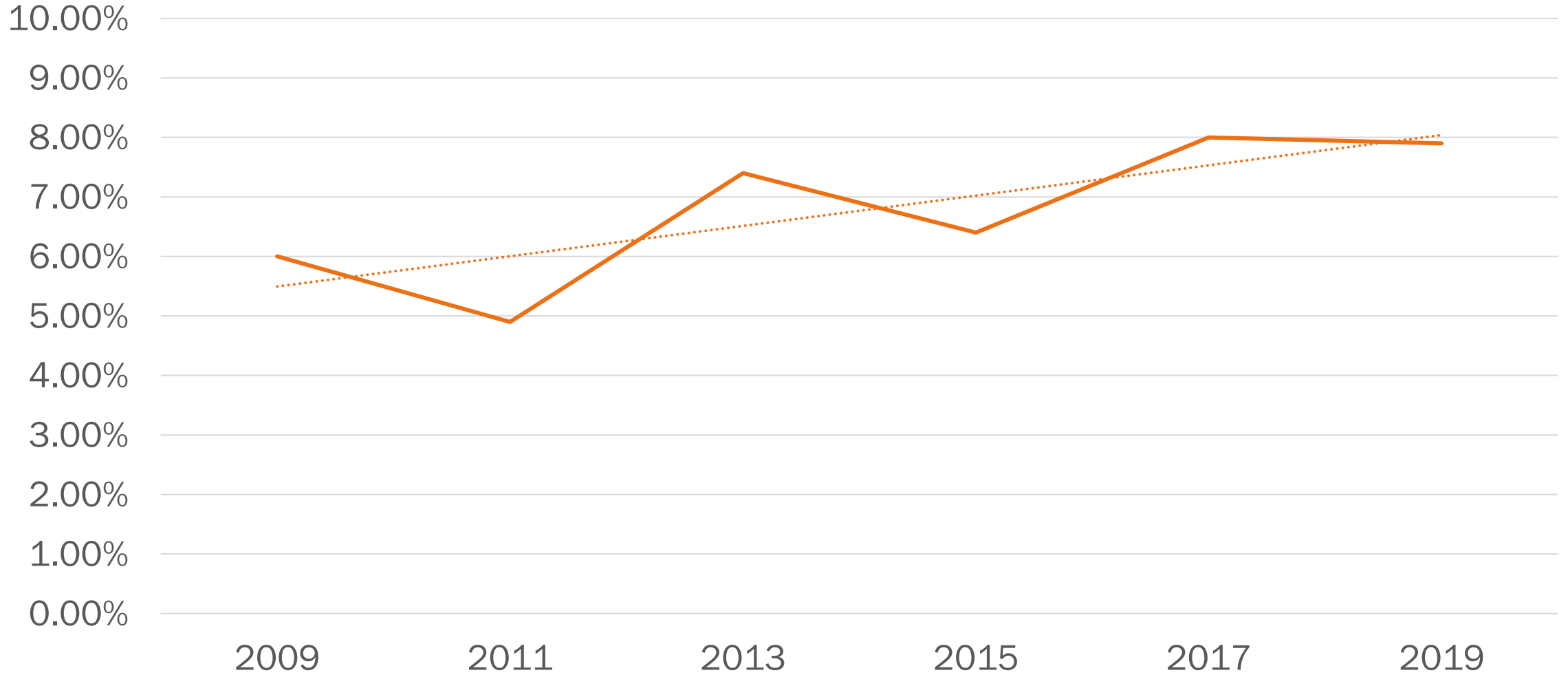


Note: Due to the COVID-19 pandemic, fewer QPR presentations occurred during 2020 and the program's ability to collect evaluations was limited.

YAS: I stopped doing some usual activities during the past 12 months because I felt so sad or hopeless almost every day for two weeks or more in a row



YAS: I attempted suicide 1+ times in the past 12 months



Building Resilient Youth Media Campaign

All promotion for Building Resilient Youth occurred on Facebook by boosting BRY page posts or paying for separate advertising. Posts and ads targeted either parents or adult community members at-large, or teens and young adults depending on the content of the ad. Content heavily focused on building resilience through nurturing different characteristics and doing activities. Some content promoted local virtual events, including the virtual lunch series. The goals of this campaign were to encourage youth and provide helpful tips to adults on how to help the youth in their life to become more resilient, and also to increase the BRY Facebook page following.



This simple yet joyfully engaging post reached over 2,500 individuals and received over 3,600 impressions.



Campaign: March 27, 2020-September 30, 2020						
Boosted posts	Total Engagements	Total Reach	Total Impressions	New Followers	% Change	Cost/New Follower
37	605	26,979	47,065	51	50%	\$7.35

Goal #5

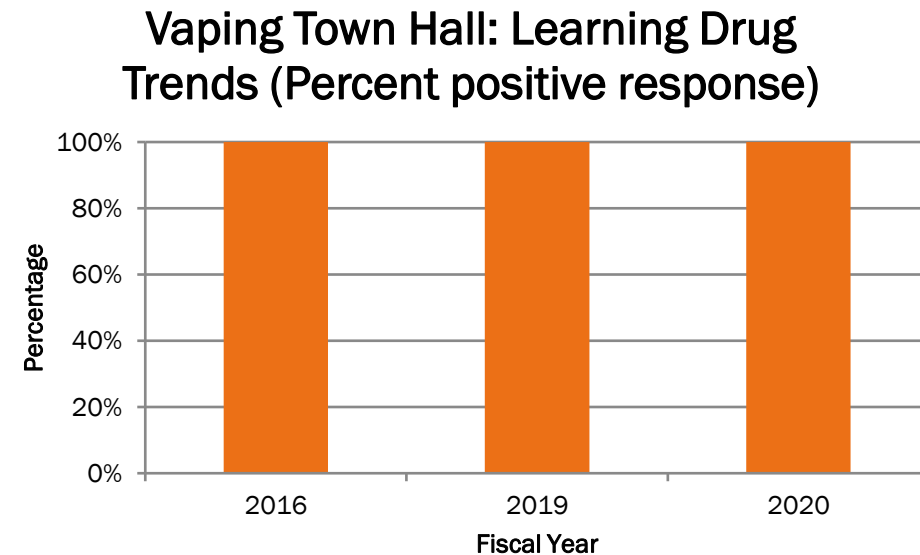
RESPOND AND ADDRESS EMERGING DRUG TRENDS.

Obj 5.1: Build community awareness of emerging drug trends.

VAPING TOWN HALLS

- There were no town hall events held in 2017 and 2018.
- A total of 100 participants completed an exit survey.
- 100% of respondents agreed or strongly agreed that they gained new knowledge.

PERCENT OF PARTICIPANTS RESPONDING AGREE OR STRONGLY AGREE TO EXIT SURVEY QUESTION, "I GAINED KNOWLEDGE ABOUT THE CURRENT SUBSTANCE ABUSE TRENDS."



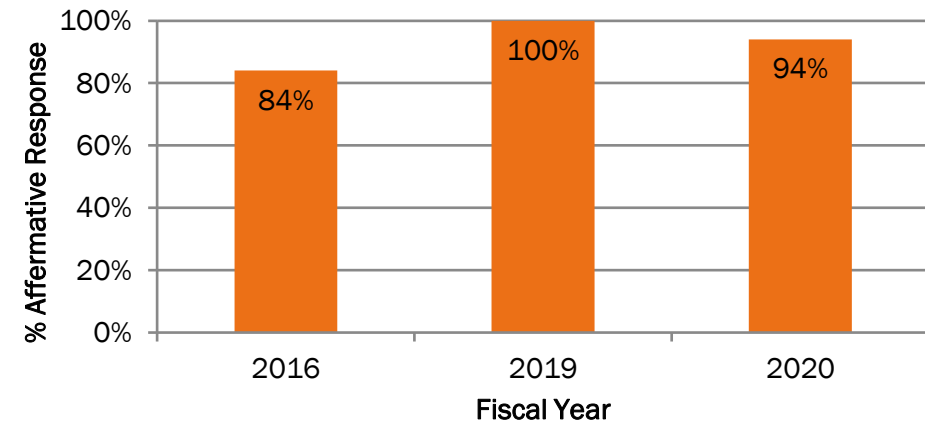
Obj 5.1: Build community awareness of emerging drug trends.

VAPING TOWN HALLS

- There were no town hall events held in 2017 and 2018.
- A total of 100 participants completed an exit survey.
- During each year that this question was asked of town hall participants, 84% or greater responded that they learned about emerging drug trends and planned to talk to their youth.

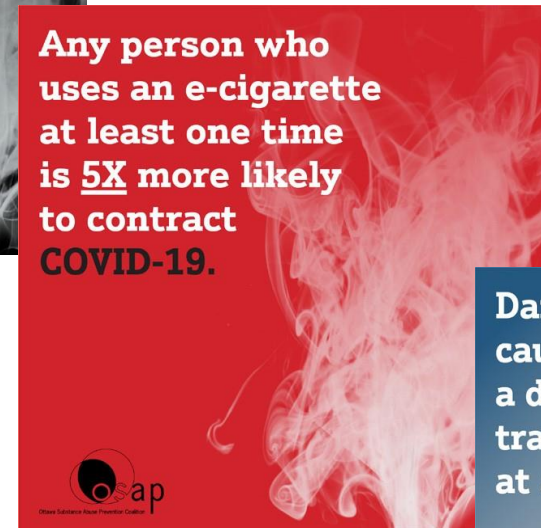
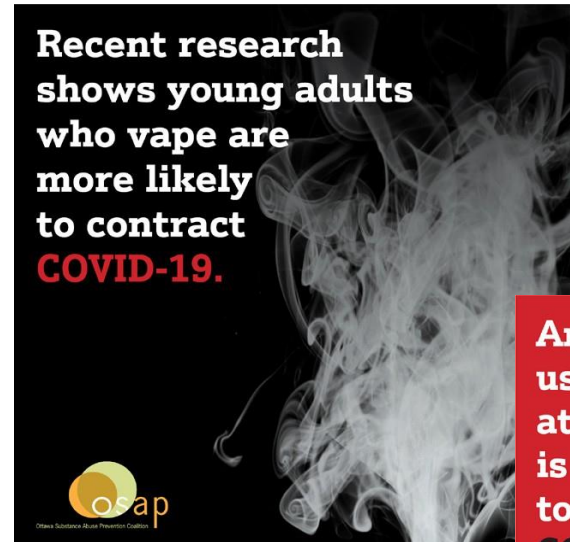
OUTCOME DESIRED: 85% OF PARENTS WILL REPORT LEARNING AT LEAST 1 EMERGING DRUG TREND AND TALK TO THEIR YOUTH ABOUT SUBSTANCES IN THE NEXT 30 DAYS.

Parents that learned at least one emerging drug trend, and plan to talk to their youth about substances.



Activity: Educate community regarding health risks and legal consequences of vaping

A three-part series of ads displayed on Facebook to educate youth and parents about the risks associated with vaping and COVID-19, and to promote the virtual town hall.



August 14-18, 2020			
Total Reach	Total Impressions	Cost/Impression	Actions
8,236	8,329	\$0.002	23

Goal #6

STRENGTHEN THE CAPACITY OF OSAP TO PREVENT SUBSTANCE ABUSE IN OTTAWA COUNTY.

Strategy: (Build Capacity) Increase coalition and community capacity

Facebook and Google Ads targeted parents, educators, and the general community about OSAP to promote the monthly newsletter and encourage coalition involvement. Ads linked to an external website for community members to sign up.



Ottawa Substance Abuse Prevention Coalition
Sponsored · 🌐

We want to create positive change among Ottawa County youth. Want to help?



LP.CONSTANTCONTACTPAGES.COM
Learn more with our newsletter!
The Ottawa County Substance Abuse P...

SIGN UP

Facebook Ads (September 16 - September 28, 2020)				
Clicks	Reach	Impressions	Cost/Click	Cost/Impression
94	2,224	48,960	\$4.35	\$0.008



Ottawa Substance Abuse Prevention Coalition
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Want to make a difference in Ottawa County? Sign-up for our newsletter to stay connected!



LP.CONSTANTCONTACTPAGES.COM
Prevention works!

SIGN UP