Alcohol is still the most abused substance, especially among youth. Since alcohol is a legal substance, it is incredibly easy to gain access to (even for youth). Driving under the influence seems to be a big issue in GT County with severe consequences.

Rate per 100,000 of Alcohol-Related Crashes, GT County, 2007-17

Between 2007-17, 127 DEATHS/SERIOUS INJURIES FROM ALCOHOL-RELATED CAR ACCIDENTS

"Alcohol is one of Traverse City’s dirty little secrets!" - Focus Group Participant
% of all NMRE Admissions for 2017 where the primary reported substance used was alcohol.

- Total Alcohol-Related NMRE Admissions, 2017: 747
- % of Students who Used Alcohol in the past 30 Days, 2008-18:
  - Middle School: 8.8% (2008), 4.2% (2010), 3.1% (2018)

- % of Students who Reported it was Easy to get Alcohol, 2018:
  - High School: 10%
  - Middle School: 8%

- Estimated % of Adults who Drink by Type: Heavy vs. Binge, 2014-16:
  - Heavy: 10%
  - Binge: 23%

- Prevention Strategy Highlight from Prevention-Minded Youth:
  - Education & Events: Host speakers (youth summit) and education campaigns teaching us about the facts and risks.

- Alcohol is One of GT County's Biggest Industries:
  - Ranks 3 out of 83 COUNTIES
  - Per Capita Wholesale Liquor Sales

- Alcohol is a Top 30 Industry:
  - Ranks 3 out of 83 COUNTIES

- Prevention Strategy Highlight from Prevention-Minded Youth:
  - Education & Events: Host speakers (youth summit) and education campaigns teaching us about the facts and risks.
- Traditional tobacco use continues to decline for both adults and youth.
- The focus on measurement and prevention strategies needs to be broadened to include e-cigarettes.
- Tobacco is still considered the first substance that should be addressed in prevention for early elementary students.

**Descriptive Summary**

% of Students who Used Tobacco in the past 30 Days

- High School:
  - 2008: 18.7%
  - 2010: 13.4%
  - 2018: 8%

- Middle School:
  - 2008: 5%
  - 2010: 2.6%
  - 2018: 1.5%

% of Students who Reported it was Easy to get Tobacco Products, 2018

- High School: 10%
- Middle School: 20%

Estimated % of Adults who Reported having Never Smoked vs. Past Smoker, 2014-16

- 52%
- 32%

### Grand Traverse Substance Abuse Analysis

**Tobacco & E-Cigarettes**

- 16% of adults in GT County currently (2016) use Tobacco
Prevention Strategy Highlight from Local Prevention Experts:

Advocate for effective policy change (with a focus on e-cigarettes) and start tobacco prevention strategies in early elementary aged children.
Marijuana (MJ) use continues to be the second most abused substance among adolescents, but it is quickly becoming a top contender among the "baby boomer" generation (see page 2).

According to GT youth, MJ is easy to get, widely used, and the medical MJ law makes the messaging around MJ confusing.

Synthetic MJ is an emerging trend among youth.

Evidence-based prevention strategies for youth targeting MJ use is critical; MJ use is a known risk factor for advanced drug use.

What makes it hard to be drug free?

1. Peer Pressure
2. Mental Health Struggles
3. Availability & Societal Pressures
Average % of Past Month MJ use Among "Baby Boomer" Population Surpasses Average Teen % in 2017

Prevention Strategy Highlight from Recovering Addicts:

Teach families how to **start talking** to their kids early and **keep talking** to them through adulthood.
Since 2008, opioid-related deaths accounted for over 1/2 of all drug overdose deaths in both Michigan & the US. Rural community opioid-related death rates have increased 7-fold. Suicide rates are 40% higher in rural areas and drug overdose suicides are increasing.

"People do not start with heroin, they begin with prescription opioids from an injury, illness or illegally. Once addicted to prescription opioids, the cycle moves to the need for higher-potency illegal drugs like heroin. This is where most of the overdoses and deaths happen"
Naloxone saves from GT Sheriff, 2016-18
Excludes saves from other Naloxone carriers

24%

% of all NMRE Admissions for 2017 where the primary reported substance used was either opioids/synthetic or heroin

Rate of Opioid Prescriptions per 100 in Grand Traverse County, 2009-16

Prevention Strategy Highlight from Local Prevention Experts:

Increase local access to evidence-based treatment and work to reduce the stigma for those struggling with addiction so they can access treatment without the fear of discrimination