

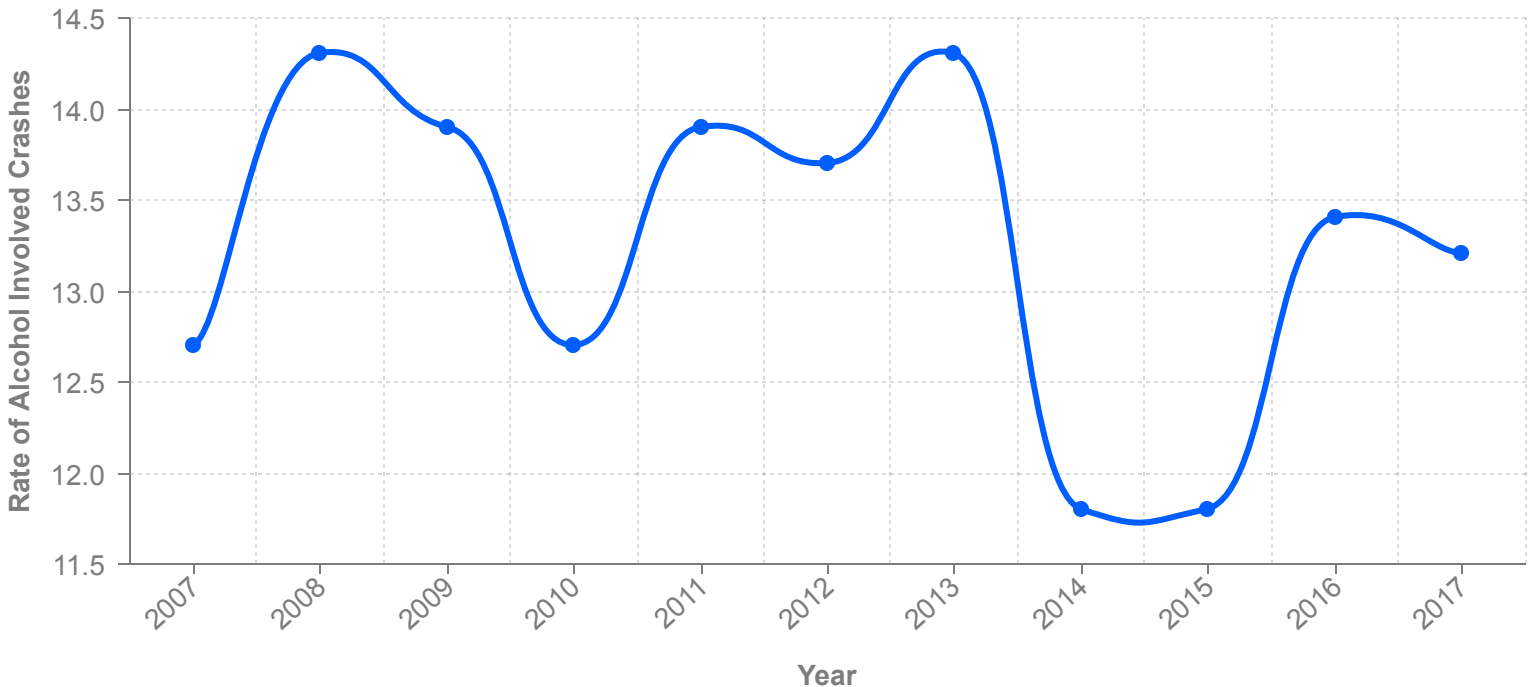
# Grand Traverse Substance Abuse Analysis

## Alcohol

- 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**.

### Descriptive Summary

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



"Alcohol is one of Traverse City's dirty little secrets!"

-Focus Group Participant

Between 2007-17,

# 127

**DEATHS/SERIOUS  
INJURIES FROM ALCOHOL-  
RELATED CAR ACCIDENTS**

Total Alcohol-Related  
NMRE Admissions, 2017

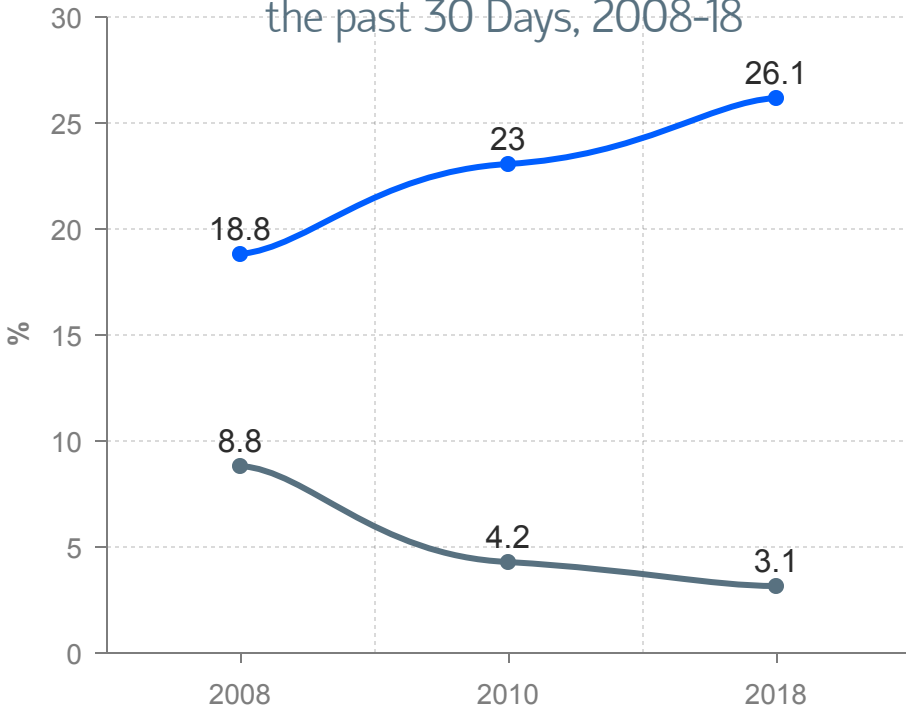
▼ 63%

**747**



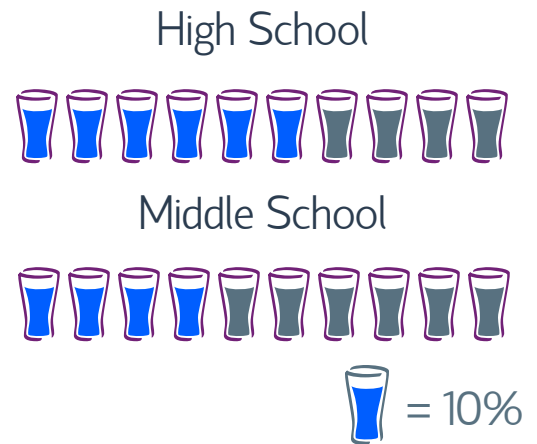
% of all **NMRE Admissions** for 2017 where the primary reported substance used was **alcohol**

% of Students who Used Alcohol in the past 30 Days, 2008-18

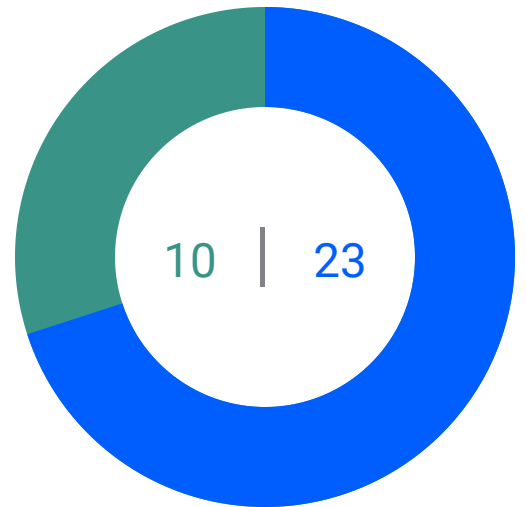


—●— High School  
—●— Middle School

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



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



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

**Prevention Strategy Highlight from Prevention-Minded Youth:**



**Education & Events: Host speakers (youth summit) and education campaigns teaching us about the facts and risks.**

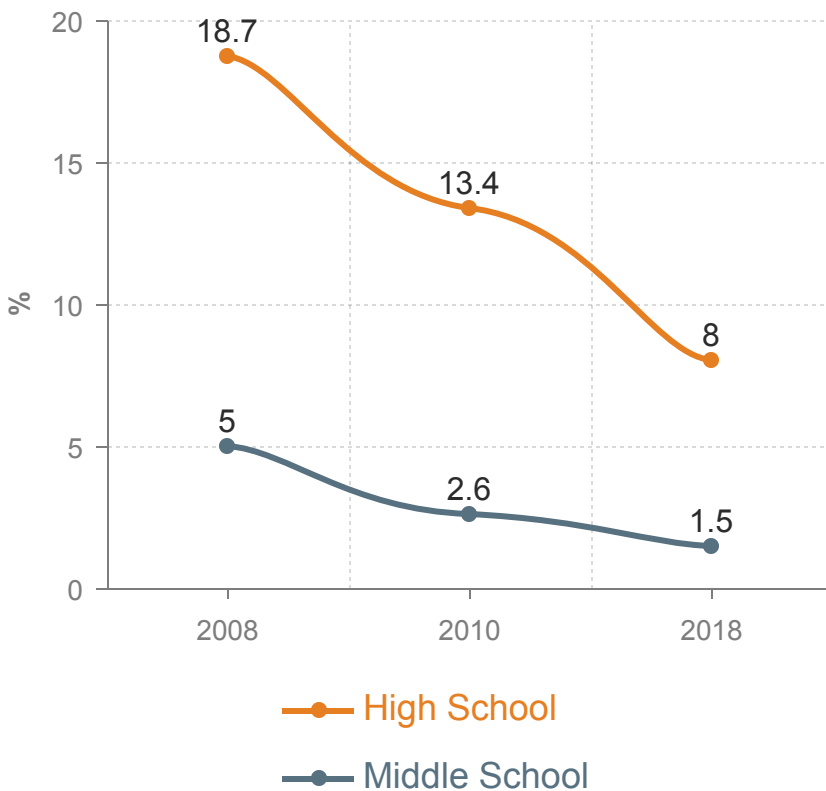
# Grand Traverse Substance Abuse Analysis

## Tobacco & E-Cigarettes

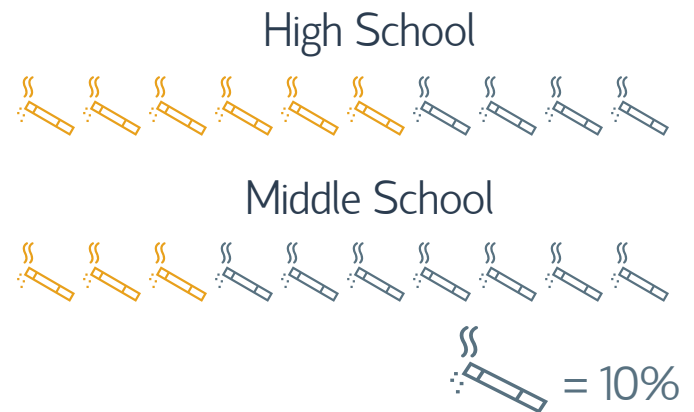
- Traditional tobacco use **continues to decline** for both adults and youth.
- The focus on measurement and prevention strategies needs to be **broadened to include e-cigarettes**.
- Tobacco is still considered the **first substance that should be addressed in prevention** for early elementary students.

### Descriptive Summary

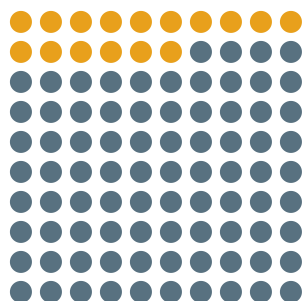
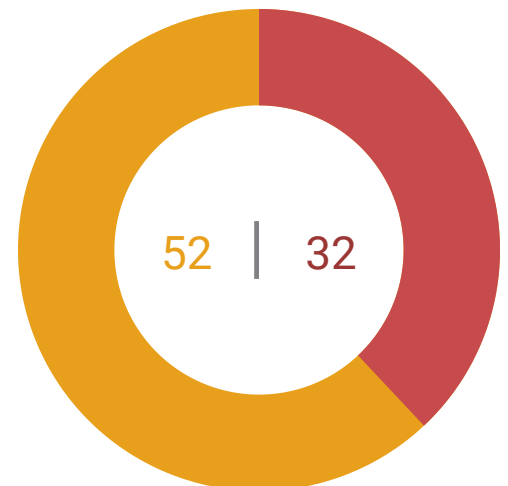
% of Students who Used Tobacco in the past 30 Days



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



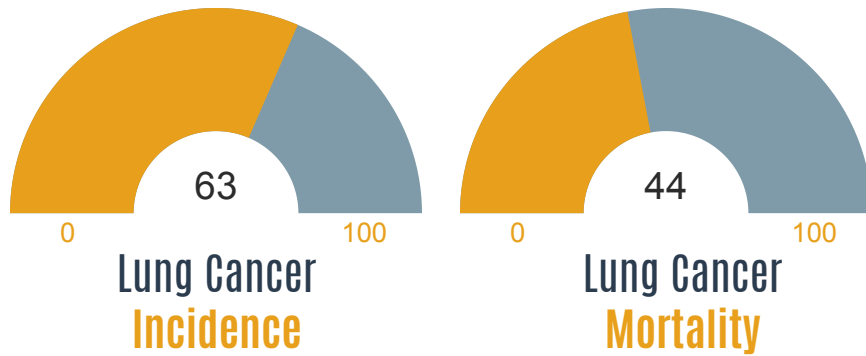
Estimated % of Adults who Reported having Never Smoked vs. Past Smoker, 2014-16



# 16%

of adults in GT County currently (2016) use **Tobacco**

## Age-Adjusted Lung Cancer Incident Rate per 100,000 vs. Age-Adjusted Lung Cancer Mortality Rate per 100,000, 2005-09

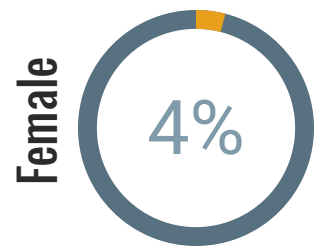
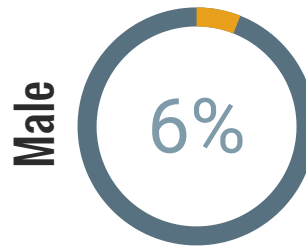
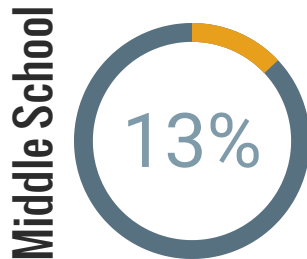
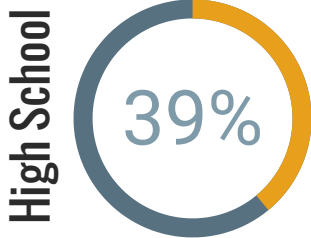


## NEW TREND ALERT

### Electronic Cigarette Use

% of GT County Students who Used a E-Cigarette in the Last 30 Days, 2018

% of MI Adults who Use E-Cigarette Every Day or Some Days, 2017



# of Tobacco Users who Received Counseling &/or Medication through the Michigan Quitline

2015	2016	2017
3,345	3,858	3,178

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.

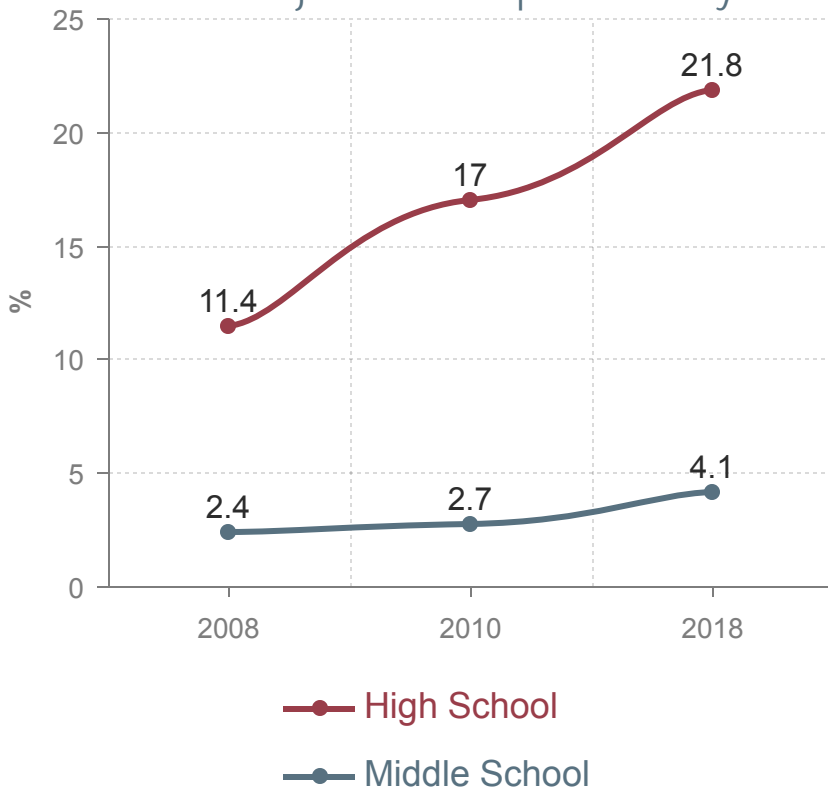
# Grand Traverse Substance Abuse Analysis

## Marijuana

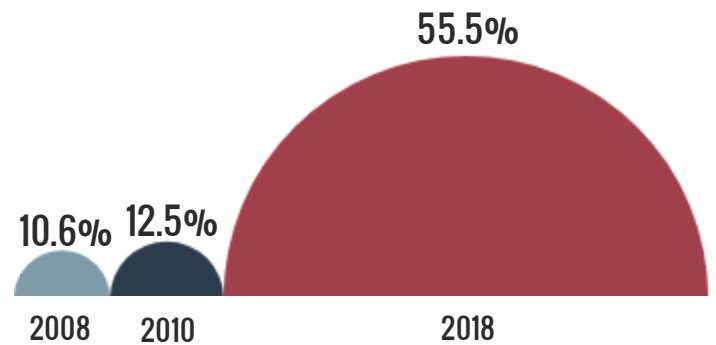
- Marijuana (MJ) use continues to be the **second most abused substance among adolescents**, but it is quickly becoming a top contender among the "baby boomer" generation (see page 2).
- According to GT youth, **MJ is easy to get, widely used, and the medical MJ law makes the messaging around MJ confusing.**
- **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.**

### Descriptive Summary

% of Students who Smoked Marijuana in the past 30 Days



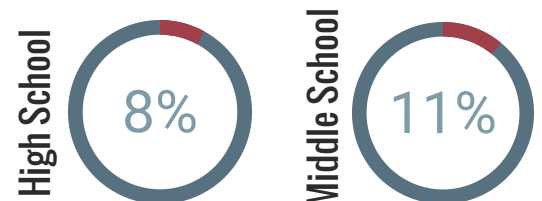
% of High School Students who reported it was easy to get Marijuana



### NEW TREND ALERT

Synthetic Marijuana Use

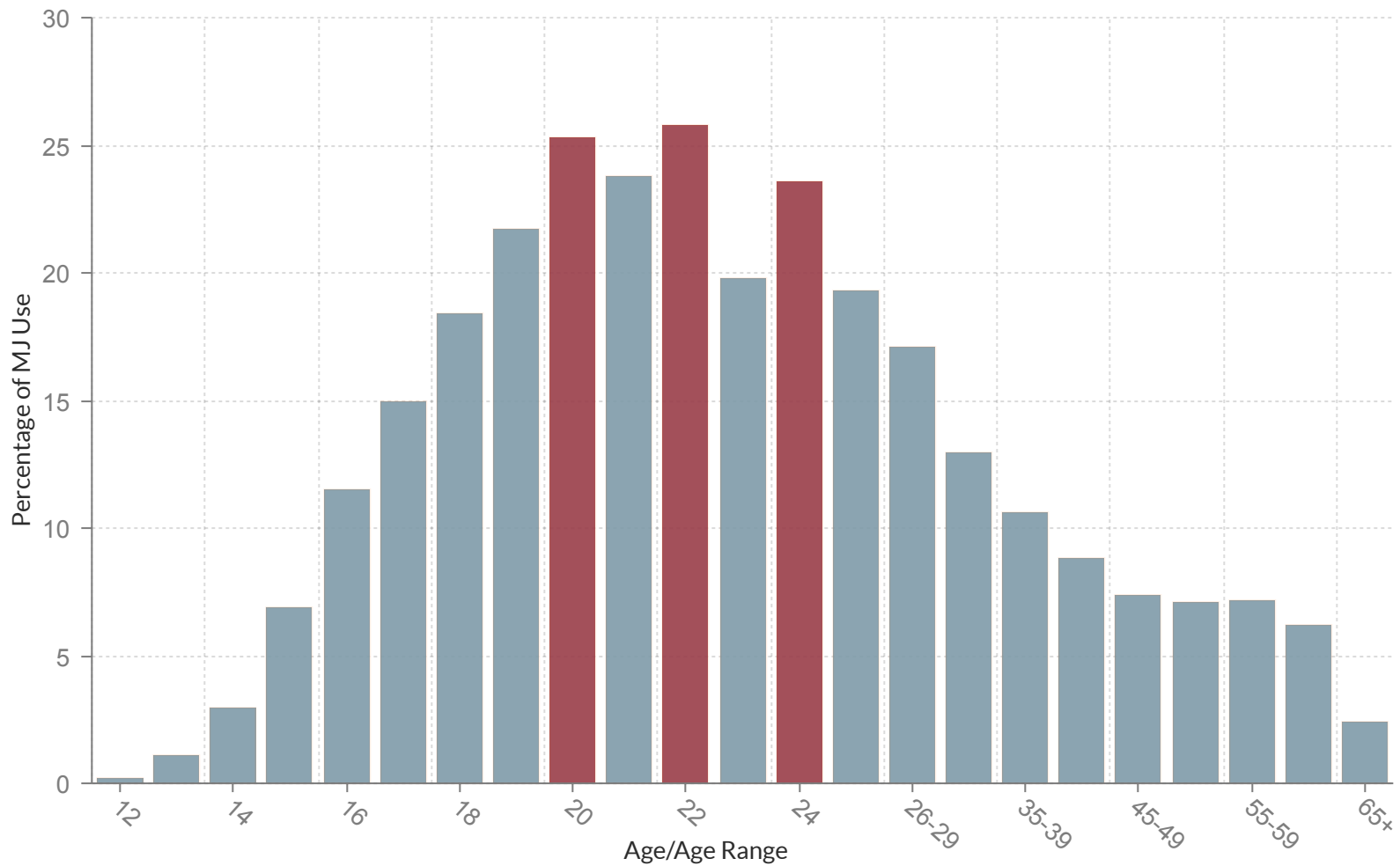
% of Students who Used Synthetic Marijuana 1 or More Times in their Life



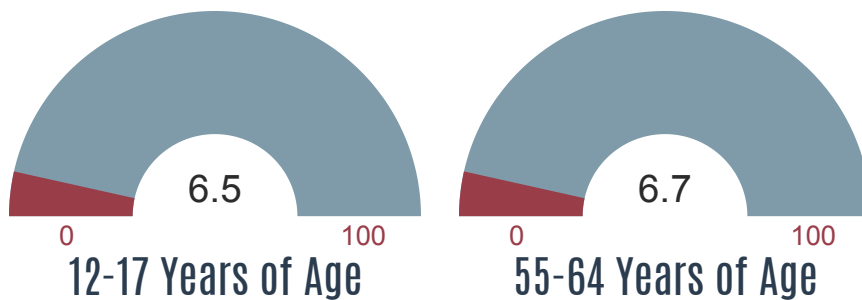
What makes it hard to be drug free?

1. Peer Pressure
2. Mental Health Struggles
3. Availability & Societal Pressures

## National % of Marijuana Use in the past 30 Days by Age, 2017



### 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.**

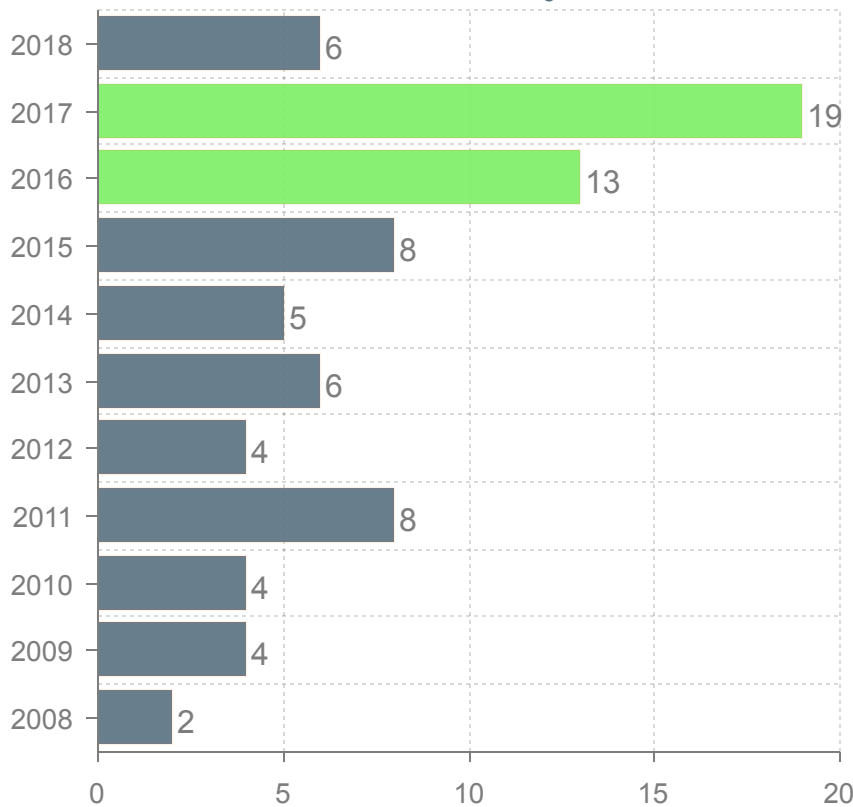
# Grand Traverse Substance Abuse Analysis

## Opioids & Heroin

- 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.

### Descriptive Summary

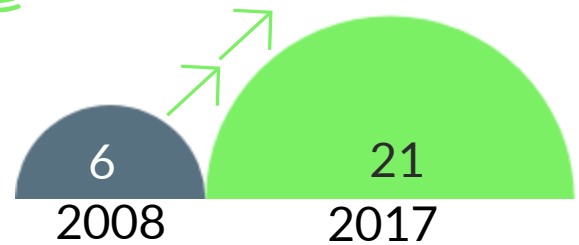
# of Opioid-Related Drug Poisoning Deaths  
Grand Traverse County, 2008-18



### Grand Traverse County Snapshot

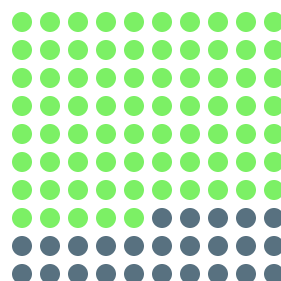


in # of Drug-Related Deaths



*"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"*

Key Informant Interview Participant



# 75%

of drug-related deaths  
involve **opioids**

20



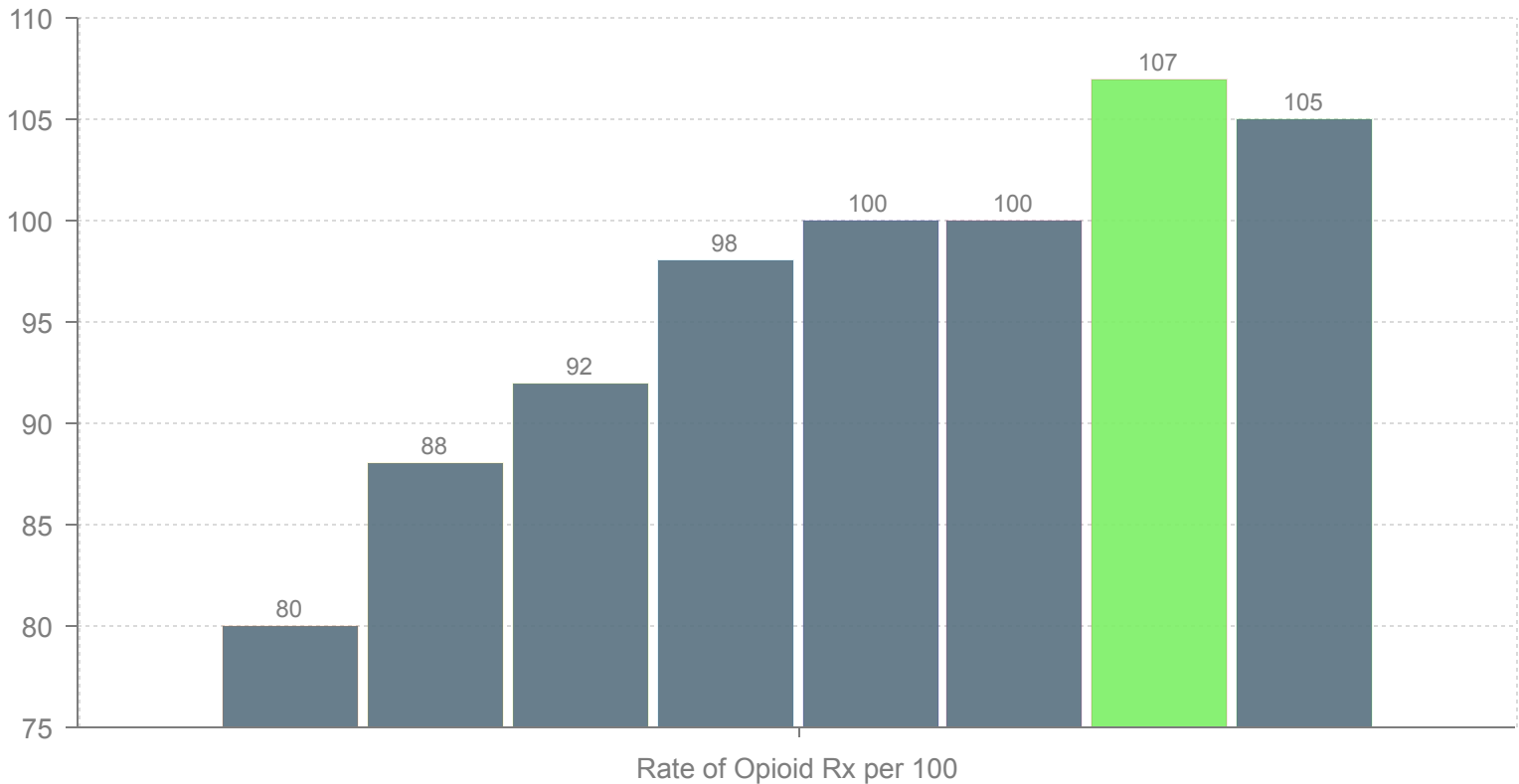
**Naloxone saves from GT Sheriff, 2016-18**  
*Excludes saves from other Naloxone carriers*

▼ 24%

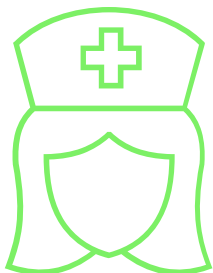


% of all **NMRE Admissions** for 2017 where the primary reported substance used was either **opioids/synthetic** or **heroin**

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**