# Michigan's Opioid Affected Youth Initiative

# October 2019 – September 2022



Michigan Alliance for Drug Endangered Children: An Opioid and Substance Use Disorder Task Force

**Strategic Plan** 



#### **Executive Summary**

#### Analysis of the Problem

In 2018, there were 67,367 overdose deaths in the United States, with 69.5 percent (46,802) involving an opioid (Centers for Disease Control and Prevention, 2020). Nationally, overdose deaths from opioids have increased nearly six times since 1999 (CDC's Wide-ranging Online Data for Epidemiologic Research [WONDER], 2020). Similarly, the total number of overdose deaths involving any type of opioid in Michigan increased by more than 17 times from 1999 to 2018. In 2018, there were 2,011 overdose deaths involving opioids in Michigan. That is a rate of 20.8 opioidrelated deaths per 100,000 population, which is significantly higher than the national rate of 14.6 (National Institute on Drug Abuse [NIDA], 2020).

The statistics on overdose fatalities are some of the most alarming, and most wellknown, data on the opioid crisis. However, the effects of the crisis reach farther than individuals struggling with addiction and cause serious harm to families, children, and communities as well. Substance and/or opioid use disorder (SUD/OUD) inhibits a parent/guardian's ability to appropriately care for children in their custody. The National Alliance for Drug Endangered Children (National DEC) defines drug endangered children as those who are at risk of suffering physical or emotional harm because of drug use, possession, manufacturing, cultivation, or distribution. They may also be children whose caregiver's substance misuse interferes with the caregiver's ability to parent and provide a safe and nurturing environment (National DEC, 2019). As recognized by National DEC and evident in the research, primary challenges with responding to the crises facing drug endangered children include both identifying these at-risk youth and coordinating the various agencies charged with intervening and providing services to these children and families.

One of the most alarming yet consistent findings regarding caregiver SUD and OUD is that it is correlated with both child abuse and neglect and frequently exists as a cooccurring issue (Child Welfare Information Gateway, 2014; Fortson et al., 2016; Victor et al., 2018). Caregiver substance use is often accompanied with the need for other services, such as domestic violence and mental health services (Victor et al., 2018). Parents with SUD or OUD are three times more likely to physically or sexually abuse their child and four times more likely to neglect their child; studies have shown that between one-third to two-thirds of child maltreatment cases involve some degree of substance misuse (Lander et al., 2013). Drug endangered children may experience a variety of negative consequences due to their exposure to substance misuse and their increased risk of being abused or neglected. Children whose parents have SUD or OUD are at a higher risk for mental and behavioral disorders and have more academic, social, and family functioning difficulties than children whose parents do not struggle with SUD/OUD (Child Welfare Information Gateway, 2014; Lipari & Van Horn, 2017). A 2016 study found that maternal, paternal, and both-parent substance misuse are significant predictors of mental [health] disorders in adolescents, and these results were substantiated even after the researchers controlled for variables such as other adverse childhood experiences, parental education, and the child's gender (Jääskeläinen et al., 2016). Moreover, drug endangered children are more likely than other children to engage in substance misuse (Lander et al., 2013; Child Welfare Information Gateway, 2014; Jääskeläinen et al., 2016; Lipari & Van Horn, 2017). The same 2016 study found maternal, paternal, and both-parent SUD/OUD to be significant predictors of harmful substance use in children ages 13-17 (Jääskeläinen et al., 2016). Drug endangered children whose parents exhibit parenting deficiencies due to SUD/OUD also have a higher chance of experiencing many mental health issues, such as depression, anxiety, and other trauma-related symptoms (Child Welfare Information Gateway, 2014). The family environments of these at-risk children also tend to have greater life stressors, such as caregiver instability and marital dysfunction (Solis et al., 2012).

Both nationally and statewide, the number of drug endangered children is likely underestimated due to a lack of uniform data collection and communication among agencies. In Michigan, neither law enforcement agencies (including drug task forces) nor Child Protective Services (CPS) have a drug endangered children data collection or tracking system. Reporting on drug endangered children is often optional among law enforcement agencies; thus, the data is frequently incomplete and unrepresentative. Michigan CPS reports that field workers have requested a tracking system, but the agency has not yet implemented one (Michigan CPS, 2018). Because the coordinated efforts of law enforcement and child welfare are crucial for the safety and care of impacted youth, a lack of streamlined communication and data poses a critical problem.

In recognition of the unique struggles facing drug endangered children and the professionals charged with supporting this population, the Michigan State Police (MSP), with funding from the Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention has launched the Michigan Alliance for Drug Endangered Children: An Opioid and Substance Use Disorder Task Force. This project will work to raise awareness of the effects of the opioid crisis on families and children, to improve data collection and sharing, and to promote multidisciplinary collaboration among DEC professionals.

## Project Overview

In October 2019, the Michigan State Police Grants and Community Services Division (MSP GCSD) received \$1 million in grant funding from the Office of Juvenile Justice and Delinquency Prevention (OJJDP) for the Opioid Affected Youth Initiative (OAYI). The core elements of this project include creating a multidisciplinary task force, using data to develop strategies to improve coordinated responses, and implementing public safety, intervention, prevention, and diversion services for youth and families

who are directly affected by opioid use. To address these components, the MSP GCSD partnered with National DEC to implement the DEC approach, which promotes multidisciplinary collaboration to increase awareness and identification of drug endangered children. The DEC approach uses a multi-level structure, with alliances at the national, state, and local level all working together. MSP's first step toward implementing the DEC approach was to create the Michigan DEC Alliance.

The Michigan DEC Alliance is a statewide advisory entity comprised of representatives from various fields that interact with drug endangered children, such as law enforcement, child welfare, medicine, education, prosecutors, and others. The Michigan DEC State Steering Committee serves as the statewide oversight and guidance body for local and regional DEC alliances. The state steering committee provides resources to assist with the implementation and coordination of DEC alliances across the state of Michigan. The committee also discusses topics such as funding, leadership, and other state-level issues.

Committee membership represents communities all over the state and reflects the varied professions working to protect children from harmful exposure to drugs. The Michigan DEC State Steering Committee serves as a liaison with National DEC, which opens the door to extensive resources, training, and networking opportunities.

## State Steering Committee Structure

The Michigan DEC Alliance has committee members from the following state and federal agencies and nonprofit organizations:

- Michigan State Police
  - D/Sgt. Nathan Grant
- Michigan Department of Health and Human Services
  - Jessica Kincaid: Children's Protective Services (CPS) Program Office
  - Katie Kidd: Macomb County CPS Office
  - Markia Diop: Wayne County CPS Office
- Prosecuting Attorneys Association of Michigan
  - Julie Knop: Child Abuse Training Unit
  - Megan Aukerman: Forensic Interviewing Trainer
- Michigan Department of Education
  - Mary Teachout: Office of Health and Nutrition Services
- Children's Advocacy Centers of Michigan
  - Dr. Amelia Siders: Director of Clinical Practice, Development and Education
- Up North Prevention (Catholic Human Services)
  - Donna Hardies: Certified Prevention Specialist
- Inter-Tribal Council of Michigan
  - Jenna Holt: Behavioral Health Services
- U.S. Attorney's Office-Eastern District of Michigan
  - o Brandy McMillion: Assistant U.S. Attorney
- Federal Bureau of Investigation Detroit Office

- Mary Abouljoud: Community Outreach
- Supervisory Special Agent Darcele Jones
- Nurse-Family Partnership of Michigan
  - Amanda Lick: Government Liaison
- Michigan's Task Force on Opioids (Office of Governor Gretchen Whitmer)
  - Natalie Holland: Opioids Policy Analyst

MSP is the lead agency and GCSD employees Leslie Wagner and Libby Gorton serve as the Project Administrator and Project Coordinator, respectively. The Project Administrator oversees high-level decision-making, financial aspects, and federal reporting requirements. The Project Coordinator manages daily operations, facilitates committee meetings, and serves as the main point of contact for committee members. After delays due to the COVID-19 pandemic and technical difficulties associated with mandatory telework, the MI DEC State Steering Committee met for the first time on June 9, 2020. Subsequently, the committee meets the second Tuesday of each month for about one to one and a half hours. To date, the committee has only met virtually over Zoom. However, project staff intend to transition to inperson meetings when public health allows. In-person meetings will rotate in location to best accommodate committee members and will include a call-in option. Once the committee is well-established, meetings will move to a quarterly schedule.

## State Steering Committee Purpose and Duties

The main tasks of the committee include raising awareness of the struggles drug and opioid endangered children face and promoting multidisciplinary collaboration as a method to better identify and serve these youth and families. To fulfill this purpose, committee members:

- Meet monthly (later quarterly) to share professional experience and expertise and discuss high-level issues, such as funding, DEC protocols, and leadership
- Participate in National DEC trainings and sponsor/promote these trainings for local DEC alliances
- Offer guidance and coordination/implementation assistance to local DEC alliances
- Help local alliances connect with National DEC and other state and local DEC alliances across the country Identify data gaps and strategies to collect and share needed data more effectively

## **Vision Statement**

The Michigan DEC Alliance seeks to establish a collaborative system of professionals that work to ensure all children lead lives free from abuse, neglect, and exposure to opioids and other harmful substances.

#### **Mission Statement**

The Michigan DEC Alliance protects and serves drug endangered children by promoting multidisciplinary collaboration and information sharing among DEC professionals, from early identification through intervention, response, and support.

# Multidisciplinary Trauma-informed approach for children and families Respect for all DEC perspectives and voices at the table

#### **Core Values**

## **SWOT Analysis**

# **Strengths**

-Diverse backgrounds and perspectives -Expertise from National DEC

-Existing local efforts in some communities

## **Opportunities**

-Online training -Partnerships with other organizations (ex. MiSHCA, Handle With Care)

-National DEC & OAYI conferences/events

# Weaknesses

-Still looking for more board representation from medical & law enforcement fields -Delays

-New organization, building from ground up

# **Threats**

-Some communities may be skeptical or uninterested

-Project may not be seen as a priority

## **Goals-Based Approach Justification**

The Michigan DEC Alliance uses as goals-based approach in order to:

- Feel well positioned to identify current and future goals
- Establish a clear mission and vision statement and core values
- Be able to make decisions in hierarchical fashion
- Assess each program goal and objective individually, and conduct the planning required to accomplish each goal and objective

#### Process

To accomplish the program goals and objectives, the Michigan DEC State Steering Committee agrees to a decision-making process including:

- Goal brainstorming
- Reviewing goals presented
- Prioritizing goals
- Creating an action plan for each goal that identifies 'who, what, when, how'

## **Strategic Goals**

The overarching goal of the Michigan DEC Alliance is to reduce the harm experienced by youth and communities that is caused by caregiver opioid and substance use disorder. To ensure that activities conducted during the performance period contribute to this broad goal, the OAYI team has identified more specific strategic goals. The strategic goals and their connection to the overarching goal are listed below. More detailed information on strategic goals, objectives, activities, performance measures, and data-tracking mechanisms are included later in the plan in a table format.

Strategic Goal #1: Raise awareness of the effects of the opioid crisis on families and children throughout Michigan. Most coverage of the opioid crisis describes the effects on those struggling with opioid use disorder, such as health issues and overdoses. The effects on families and children are not as well-known but have serious consequences, nonetheless. Michigan DEC cannot effectively intervene for opioid endangered children without first becoming an established and respected community organization. Raising public awareness of the impact on families and children is a necessary first step toward reducing the harm the opioid crisis has caused to this community.

Strategic Goal #2: Improve data collection and sharing between DEC professionals. The lack of data collected on drug and opioid endangered children makes it difficult to implement targeted programming. To be impactful, interventions must be datadriven and responsive to specific problems. Michigan DEC seeks to implement datadriven, impactful programming by first collecting information necessary to fully understand the problem. The DEC approach promotes multidisciplinary collaboration as the best way to improve service to at-risk and drug endangered youth. Data-sharing is critical to this collaboration, as it ensures all professions are working toward a shared goal with shared information. DEC professionals can meet goals more efficiently by aligning resources and data, rather than operating from separate silos. Improving data collection and sharing will help Michigan DEC reduce the harm experienced by youth and communities caused by the opioid crisis.

Strategic Goal #3: Promote multidisciplinary collaboration. As previously stated, multidisciplinary collaboration is critical to improving service to at-risk and drugendangered youth. Building cross-sector relationships ensures coordinated strategies that provide a more comprehensive view of an opioid endangered child's situation. Multidisciplinary collaboration allows various professions to combine their resources and strengths to best address the issues facing drug and opioid endangered children. Improving services and early interventions through multidisciplinary collaboration will contribute directly to reducing the harm caused to youth and communities by the opioid crisis.

## Activity Timeline (2 years) *Year 2, Quarter 1*



As Michigan DEC moves to the implementation phase in year two, the project team will focus on conducting National DEC trainings for communities throughout the state. With the state committee now well-established, the project team will shift its work toward creating and assisting local-level DEC alliances in their start-up phases.

Local-level alliances will serve as a community driven effort that allows each locality to focus on its specific needs. Local-level alliances are a means to give ownership to local leaders and to recognize that each community has unique needs and will accordingly implement different activities to meet those needs. Potential activities include a community assessment, response teams, listening sessions, Handle With Care, QR codes, and mobile apps, among others (National DEC Roadmap Toolkit, Implementation, <u>https://www.nationaldec.org/implementation</u>). Upon implementation, a data-sharing agreement and MOU will be put in place between the local-level alliance and the state alliance. This agreement will ensure that local alliances regularly provide reports to the state alliance on activities undertaken and appropriate performance metrics (number of participants in an activity, number of disciplines involved, any changes in policies or practices of local agencies, etc.).

Continuing public awareness activities (website updates, press releases, newsletter, participation in events, etc.) and forming cross-sector partnerships with related organizations (Handle With Care, MI Children's Trust Fund, etc.) will contribute to the implementation of local-level DEC alliances across Michigan. Setting up a network of multidisciplinary local-level alliances throughout the state is critical to the overall effectiveness of Michigan DEC, as this system-level initiative will ensure that the project is well-known and sustainable.

Alongside expanded training efforts, Michigan DEC will continue research on data collection and sharing software. This software will be piloted as a sharing mechanism between law enforcement and child welfare agencies, but may later broaden to include other disciplines, such as medicine and/or education. The OAYI Project Coordinator will continue research that began in year one and will discuss available options with the OAYI Project Administrator, Michigan DEC committee members, and appropriate Information Technology staff. This research will include gathering information on software used in other states, similar software currently used in Michigan, the process for creating new software, and existing platforms that could house new or existing software. Potential data-sharing software systems include DECSYS (Drug Endangered Children Tracking System), which was created in Colorado and is currently used in several states, and DEC for Kids, a program created and used in Oklahoma. The software Michigan DEC chooses must allow information to flow back and forth between multiple disciplines, rather than a one-way output from only one discipline or agency. Ideally, Michigan DEC's data-sharing software will include information from law enforcement search warrants, child welfare history (information from previous cases), and a mapping function (with safeguards to protect privacy), among other types of data. Implementing an automated system to enable appropriate data sharing between partners will improve cross-sector collaboration, which ultimately improves outcomes for drug and opioid endangered youth. Though it may be difficult to definitively prove that data sharing has improved outcomes for opioid endangered youth, the OAYI team intends to evaluate the software system using both quantitative and qualitative data to document positive outcomes for and improved services to this population. Impact will be measured by comparing relevant data points before and after the data sharing software is implemented. Relevant data points may include number of cases resulting in child welfare intervention, length of time needed to resolve cases, and user testimonials, among others.

Finally, Michigan DEC will draft an evaluation plan at the beginning of the implementation phase. As with the strategic plan, the project team will continually revisit and revise the evaluation plan to ensure that all goals, objectives, and performance metrics are regularly assessed.



## Year 2, Quarter 2

2,

In the second quarter of year two, Michigan DEC will continue to facilitate National DEC trainings for local-level alliances and other interested parties and will also continue public awareness efforts. To reduce reliance on National DEC staff, and strain on OAYI resources, Michigan DEC will work to increase the number of certified DEC trainers. National DEC offers an intensive "Train-the-Trainer" course that teaches community members how to present the other three National DEC courses—CORE DEC Awareness, DEC Approach, and Local DEC Alliance Development. Increasing the number of certified DEC trainers will improve the reach, sustainability, and financial situation of Michigan DEC. As National DEC staff are all based out-of-state, each training trip requires significant travel costs. Additionally, National DEC staff work with over thirty states, resulting in somewhat limited availability for in-person training. Michigan DEC will work to build up the pool of local certified DEC trainers, which will increase availability, reduce travel costs, and further contribute to long term sustainability.

After concluding research in quarter one of year two, OAYI project staff will work with the appropriate IT staff to implement the statewide data collection system. This system will likely be limited to a few sites as pilot locations but will expand once staff have determined it is working well. OAYI staff will monitor the system and work with users and IT staff to address issues.

## Year 2, Quarter 3

Facilitate National DEC and local-level trainings Research sustainable funding solutions Coordinate with National DEC for technical assistance Monitor use of DEC protocols in Year 1 and revise as needed Revisit and revise strategic and evalution plans as needed

Year two quarter three will largely be a continuation of work from the first half of year two, as well as from year one. Michigan DEC will continue to build and strengthen the project network and cross-sector partnerships and will coordinate with National DEC for technical assistance with these and other efforts. Michigan DEC will also review previously implemented system-level procedures (DEC protocols) and will work with regional drug teams to verify that these procedures are data-driven and adequately address youth, family, and community challenges resulting from the opioid crisis.

Additionally, Michigan DEC will begin researching sustainable funding solutions that will allow the program to continue after OAYI funding ends. The first avenue will likely

be applying for a one-year OAYI extension with OJJDP, but Michigan DEC committee members will also investigate grants that may be available to them as employees of various federal, state, and nonprofit entities.

## Year 2, Quarter 4



Most work during the last quarter of year two will be a continuation of previous projects. Additionally, Michigan DEC will begin the evaluation process. This will entail searching for and contracting with a third-party evaluator, to ensure an objective evaluation. An unbiased assessment of the first year of Michigan DEC's work will be essential to future success of the initiative. This process will provide an opportunity to reflect on challenges, failures, and successes, and to refocus to ensure alignment with the mission and vision of Michigan DEC.

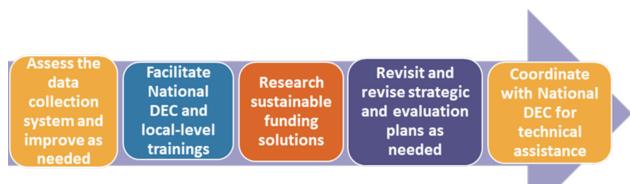
## Year 3, Quarter 1



Though OAYI project staff will regularly check in with the statewide data collection system and its users throughout year two, staff will conduct a formal assessment at the beginning of year three. This assessment will highlight outputs and outcomes resulting from the new system, as well as remaining challenges and areas for improvement. Outputs will include number of views, number of users, number of cases entered by law enforcement, and number of child welfare cases opened or followed up due to information shared from law enforcement, among other items. Outcomes will include improvements in data sharing (indicated by number of cases entered in the system), increase in multidisciplinary collaboration (evidenced by user testimonials), interventions to assist drug endangered children (indicated by comparisons with past years), and ultimately, healthier and safer living environments for children exposed to substance and opioid use by their caregivers (indicated by long term data comparisons).

Additionally, Michigan DEC will continue to conduct DEC trainings for local alliances and other interested parties, add certified DEC trainers, coordinate with National DEC for technical assistance as needed, revisit and revise the strategic plan, and work with a third-party evaluator to assess the accomplishments of the first year of implementation.

## Year 3, Quarter 2



By quarter two of year three Michigan DEC will have a final, objective evaluation and will use this document to adjust the strategic and action plans as needed. Michigan DEC will continue with regular training and technical assistance operations, as well as research on sustainable funding solutions and adjustments to the data collection and sharing software.

## Year 3, Quarter 3



Quarter three of year will be a continuation of existing operations. If the first round of research on sustainable funding solutions is not successful, Michigan DEC committee members will expand the search to other resources, such as community organizations and foundations.

## Year 3, Quarter 4



In the final quarter of year three (second year of implementation), Michigan DEC will continue with regular operations, as this initiative will continue after the OAYI project ends. By this time, Michigan DEC will also have implemented a sustainable funding solution, to ensure that work can continue without interruption.

## **Two-year Action Plan for Implementation**

Goal #1: Raise awareness of the effects of the opioid crisis on families and children throughout Michigan

**Objective #1a: Establish the Michigan Alliance for Drug Endangered Children (MI DEC)** 

## Activity

• Determine the structure and purpose of the MI DEC Committee, recruit members

#### Audience Reached

- Individuals working in fields such as behavioral and public health, law enforcement, education, and others at a state level.
- Professionals with decision making and leadership roles

#### Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project Administrator-Leslie Wagner

## Outreach Mechanisms

• Phone calls, emails, meetings (both in person and virtual) to recruit members.

#### Performance Indicators

- Outputs: Number of confirmed committee members, number of MOUs and/or datasharing agreements signed
- Outcomes: Greater awareness of DEC approach, high-level advisory committee that will create a permanent, cohesive movement throughout the state

## Data-tracking Mechanisms

• List of all individuals and agencies contacted (including follow-up if necessary), date of confirmation, contact information of individual confirmed for committee. Notes from calls, email threads

# •Year 1, quarters 1-4

#### **Objective #1b: Implement local level DEC alliances**

#### Activity

 Reach out to counties and Native American tribes across the state to gauge interest

#### Audience Reached

• Counties, cities, and tribal communities across Michigan

#### Frequency, Intenstiy, Duration of Service

 Frequency: Weekly, but may vary, as some communities will request more follow-up than others.

 Intensity: Will vary by community. Some will request more in depth discussion and training opportunities than others.
 Duration of Service: Remaining 2-3 years of OAYI grant

## Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project Administrator-Leslie Wagner
- MI DEC committee members

## Outreach Mechanisms

• Website and social media posts, press releases, phone calls, emails.

#### Performance Indicators

- Outputs: Number of contacts made, number of inquiries or requests for service, number of local alliances started
- Outcomes: Stronger, more widespread DEC movement throughout Michigan, better view of the situation of drug endangered children, larger social network, stronger relationships

## Data-tracking Mechanisms

 Website/social media views (may use trackable links), records of phone calls and emails

## Timeline

 Begin in year 1 quarter 4, continue through years 2-3

#### **Objective #1b: Implement local level DEC alliances**

#### Activity

 Build on existing local efforts

## Audience Reached

• Counties, cities, and tribal communities across Michigan

## Frequency, Intenstiy, Duration of Service

• Frequency: Biweekly • Intensity: Less intense than wilth communities that have not yet started DEC alliances

• Duration of Service: Remaining 2-3 years of OAYI grant

## Lead Entity

- OAYI Project
   Coordinator-Libby
   Gorton
- OAYI Project
   Administrator-Leslie
   Wagner
- MI DEC committee members

#### Outreach Mechanisms

• Website and social media posts, press releases, phone calls, emails.

#### Performance Indicators

- Outputs: Number of contacts made, number of inquiries or requests for service, number of local alliances started
- Outcomes: Stronger, more widespread DEC movement throughout Michigan, better view of the situation of drug endangered children, larger social network, stronger relationships

## Data-tracking Mechanisms

- Records of phone calls and emails, meeting notes and agendas,
- •Data sharing agreements with locallevel alliances and regular reports of performance metrics from local activities, data input to data sharing software

#### Timeline

 Begin in year 1 quarter 4, continue through years 2-3

#### Activity

• Launch a website

#### Audience Reached

- DEC professionals--individuals who interact regularly with drug endangered children and include but are not limited to: law enforcement, child welfare ,medicine, education
- Community members throughout the state of Michigan who are concerned with the impact of the opioid crisis on families and children, and are seeking to address these problems.

#### Frequency, Intenstiy, Duration of Service

- Frequency: Website updates will occur at least once a month
- Intensity: The website will keep text to a minimum but will provide links to resources and brief summaries of current events
- Duration of Service: Remaining 2-3 years of OAYI grant

## Lead Entity

OAYI Project Coordinator-Libby Gorton
OAYI Project Administrator-Leslie Wagner

## Outreach Mechanisms

• Digital

## Performance Indicators

- Outputs: Number of views (may use trackable links), number of inquiries or requests for service that mention the website
- Outcomes: Wider social network, MI DEC becomes a well-known and respected project, greater awareness of DEC approach

## Data-tracking Mechanisms

• Trackable links, records of emails/phone calls that mention the website

# Timeline

Year 1 quarter 2 (March 2020)

#### Activity

• Create social media presence through existing Michigan State Police accounts

## Audience Reached

• DEC professionals and concerned community members throughout the state

#### Frequency, Intenstiy, Duration of Service

Frequency: Monthly social media check-ins/posts
Intensity: Social media will keep text to a minimum but will provide links to resources and brief

 Duration of Service: Remaining 2-3 years of OAYI grant

## Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project
   Administrator-Leslie
   Wagner
   MSP Public Affairs
- MSP Public Allairs Section

## Outreach Mechanisms

• Digital

## Performance Indicators

 Outputs: Number of contacts made, number of inquiries or requests for service, number of local alliances started

• Outcomes: Stronger, more widespread DEC movement throughout Michigan, better view of the situation of drug endangered children, larger social network, stronger relationships

## Data-tracking Mechanisms

- Number of views (may use trackable links), number of inquiries/requests
- for service that mention social media platforms

#### Timeline

• Begin in year 1 quarter 4, continue through years 2-3

project, greater awareness of DEC approach



20

# Activity

## Audience Reached

• DEC professionals and concerned community members throughout the state

## Frequency, Intenstiy, **Duration of** Service

- will be drafted less frequently than other outreach methods. Primarily used to highlight special
- Intensity: Low, used to summarize current events & • Duration of Service: Remaining 2-3 years of OAYI

# Lead Entity

Wagner

• OAYI Project Coordinator-Libby Gorton • OAYI Project Administrator-Leslie

## Outreach **Mechanisms**

• Primarily digital, could be physical if printed in hard copy

## Performance Indicators

- Outputs: Number of press releases drafted and printed, number of follow-ups that mention a press release
- Outcomes: Wider social network, MI DEC becomes a wellknown and respected project, greater awareness of DEC approach

## Data-tracking Mechanisms

• Records of press releases drafted, number of views (if posted to websites and social media platforms), number of outlets that printed the release

## **Timeline**

#### Activity

• Participate in events (ex. National Child Abuse Awareness Month, National DEC Awareness Day)

## Audience Reached

• DEC professionals and concerned community members throughout the state

#### Frequency, Intenstiy, Duration of Service

 Frequency: Infrequent, several times a year
 Intensity: High—though infrequent, participation in events will require more intensive preparation, effort, and availability than other public awareness outlets.
 Duration of Service: Remaining 2-3 years of OAYI grant

## Lead Entity

- •OAYI Project Coordinator-Libby Gorton
- OAYI Project
   Administrator-Leslie
   Wagner
- MI DEC Committee members will participate in events as well

#### Outreach Mechanisms

• Virtual and physical (in-person)

#### Performance Indicators

 Outputs: Number of events participated in, number of MI DEC committee and local DEC alliance members participating, number of new connections/follow-ups resulting from participation in an event

 Outcomes: Wider social network, MI DEC becomes a well-known and respected project, greater awareness of DEC approach

## Data-tracking Mechanisms

• Participation lists and agendas from events

## Timeline

 Begin in year 2 quarter 2, continue through years 2-3

## Goal #2: Improve data collection and sharing between DEC professionals Objective #2a: Implement a data collection and sharing software system

#### Activity

 Research existing data collection and sharing software & determine best fit for MI DEC

## Audience Reached

• N/A

#### Frequency, Intenstiy, Duration of Service

- Frequency: Revisit research biweekly until decision reached
- Intensity: Medium. Project Coordinator and Administrator will delve into details and specific uses of several systems to make sure best fit is chosen
- Duration of Service: Research will be conducted through quarter 1 of year 2

## Lead Entity

• OAYI Project Coordinator-Libby Gorton

#### Outreach Mechanisms

 Internet research, emails and phone calls with DEC leaders in other states to learn about their systems

## Performance Indicators

- Outputs: Number of systems researched
- *Outcomes:* MI DEC will implement the most effective data
- collection and sharing software, which will improve cross-sector collaboration and outcomes for drug endangered children

## Data-tracking Mechanisms

Research notes and records

## Timeline

 Begin in year 1 quarter 2, continue through year 2 quarter 2

#### **Objective #2a: Implement a data collection and sharing software system**

#### Activity

 Work with IT personnel to integrate softward into existing platforms and launch site

## Audience Reached

• DEC professionals. Initially only law enforcement and child welfare personnel. Specific offices TBD

#### Frequency, Intenstiy, Duration of Service

 Frequency: Few weeks leading up to launch will likely require weekly (at least) conversation with I<sup>\*</sup>

 Intensity: High-Site launch will require in-depth attention to detail and problem solving
 Duration of Service: Launch

will occur in quarter 2 of year 2, site will be active for the remaining 2-3 years of the OAYI grant

## Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project Administrator-Leslie Wagner

## Outreach Mechanisms

• Connect with MSP IT personnel through email, phone, or introductions from coworkers

## Performance Indicators

- *Outputs:* Number of meetings with IT, number of months needed to accomplish launch
- Outcomes: Data collection system will be easy to locate and use

## Data-tracking Mechanisms

• Meeting notes, email threads with IT personnel

## Timeline

Year 2 quarter 2

#### **Objective #2a: Implement a data collection and sharing software system**

#### Activity

• Provide trainings for users

## Audience Reached

• DEC professionals. Initially only law enforcement and child welfare personnel. Specific offices TBD

#### Frequency, Intenstiy, Duration of Service

Frequency: Several training sessions for initial round of users (pilot locations), likely bimonthly or monthly
Intensity: Trainings will be detailed and intensive. Trainings will cover all functions of the software
Duration of Service: Trainings will only be offered for 2-3 months for the initial round of users, but will re-open as more software users are added

## Lead Entity

MSP IT personnel
 OAYI Project
 Coordinator-Libby
 Gorton

## Outreach Mechanisms

 Users will receive notice of trainings through their email. Trainings will also be advertised on the DEC website and other relevant webpages

## Performance Indicators

- Outputs: Number of trainings provided, number of participants in each session
- Outcomes: DEC professionals (primarily law enforcement and child welfare personnel) will feel comfortable using the new software, which will improve cross-sector collaboration and outcomes for drug and opioid endangered children

## Data-tracking Mechanisms

 Training notes and agendas, correspondence and follow-ups with participants •Year 2, quarters 2-4

#### **Objective #2a: Implement a data collection and sharing software system**

#### Activity

 Determine what gaps exist and how we can obtain needed information

## Audience Reached • N/A

#### Frequency, Intenstiy, Duration of Service

- Frequency: Analysis of missing data will be revisited every month
- Intensity: May vary depending on specific community or data point in question. Overall medium intensity
- Duration of Service: Remaining 2-3 years of OAYI grant

#### Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project Administrator-Leslie Wagner
- National DEC
   partners, Eric Nation
   and Stacee Read

## Outreach Mechanisms

 Connections to organizations with relevant data through MI DEC committee members, real-time data collection (through surveys collected at community events)

#### Performance Indicators

- Outputs: Number of agencies connected with, number of new data points gained, number of local surveys collected
- Outcomes: Needed data will be collected in a creative way, which will give DEC professionals in Michigan a more complete view of the situations of drug and opioid endangered children and how to help them lead healthier, safer lives

## Data-tracking Mechanisms

• Copies of surveys collected, correspondence with new agencies connected with, records of new data points collected

# Timeline

• Year 3, quarters 1-4

#### Goal #3: Promote multidisciplinary collaboration

Objective #3a: Work with National DEC to provide training to local alliances and partner organizations

## Activity

 Schedule & host inperson and virtual training sessions with National DEC staff

## Audience Reached

• DEC professionals and concerned community members throughout the state

#### Frequency, Intenstiy, Duration of Service

• Frequency: 3 in-person National DEC training trips per year (each trip consisting of six sessions), contingency plan of (at least) six virtual training sessions if inperson not possible

- Intensity: Virtual trainings will be lower intensity—more of a broad introduction to DEC while in-person trainings will be more intensive, interactive activities and discussions
- Duration of Service: Remaining two years of OAYI grant

## Lead Entity

- OAYI Project
   Coordinator-Libby
   Gorton
- OAYI Project Administrator-Leslie Wagner

## Outreach Mechanisms

• Outreach necessary to schedule and host DEC trainings will include coordination with National DEC staff and the organizations requesting the training

#### Performance Indicators

- Outputs: Number of trainings, number of attendees, number of communities/regions hosting DEC trainings
- of how different professions interact with drug endangered children and how they can work together, better understanding of the importance of multidisciplinary collaboration, greater awareness of blind spots, greater awareness of DEC approach

## Data-tracking Mechanisms

 Registration for trainings, sign-in sheets at training, registration form for communities/tribes hosting training

## Timeline

Begin in year 1 quarter 3, continue through years 2-3

#### **Objective #3a: Work with National DEC to provide training to local**

#### alliances and partner organizations

#### Activity

 Advertise training opportunities to local communities and partner organizations

## Audience Reached

• DEC professionals and concerned community members throughout the state

#### Frequency, Intenstiy, Duration of Service

 Frequency: Aligned with training sessions, so a minimum of six time per year.

 Intensity: Medium intensity—advertising will occur across multiple platforms, both digitally and physically.

 Duration of Service: Advertising for upcoming training sessions will begin two months before the training date

## Lead Entity

- •OAYI Project Coordinator-Libby Gorton
- OAYI Project
   Administrator-Leslie
   Wagner
- MI DEC Committee members will assist with advertising as well

## Outreach Mechanisms

 Website and social media updates, email blasts/newsletter updates, coordination with training certification agencies, and physically posting flyers

#### Performance Indicators

 Outputs: Number of clicks/views on website and social media, number of communities/agencies contacted

Outcomes: Better understanding of how different professions interact with drug endangered children and how they can work together, better understanding of the importance of multidisciplinary collaboration, greater awareness of blind spots, greater awareness of DEC approach

## Data-tracking Mechanisms

 Registration for trainings, sign-in sheets at training, registration form for communities/tribes hosting training

 Copies of website and social media posts, trackable links to determine number and origin of views, records of communities/Agencies contacted

## Timeline

• Begin in year 2 quarter 1, continue through years 2-3

#### **Objective #3a: Work with National DEC to provide training to local**

#### alliances and partner organizations

#### Activity

• Put materials together for participants

## Audience Reached

• DEC professionals and concerned community members throughout the state

#### Frequency, Intenstiy, Duration of Service

 Frequency: Material prep will be aligned with training sessions, so a minimum of six times a year.

 Intensity: Medium intensity— National DEC prepares a thorough information packet for in-person trainings. Virtual will be less intensive, as most materials are also available on the website.

 Duration of Service: Preparation of materials should not take longer than one week leading up to the training session

## Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project Administrator-Leslie Wagner

## Outreach Mechanisms

• Coordination with National DEC staff and MSP printers

## Performance Indicators

• Outputs: Number of packets prepared and distributed, cost of needed materials

• Outcomes: Thorough and well-prepared training session that helps participants get the most information out of the training

## Data-tracking Mechanisms

• Number of packets distributed at training, cost of needed materials Timeline

#### **Objective #3b: Engage youth/lived experience voices**

#### Activity

• Ensure that state committee and local alliances have members with lived experience at the table, or provide opportunities for youth/lived experience voices to be heard (ex. online platforms, social media, special events, etc.)

## Audience Reached

• Lived experience and youth voices, as well as DEC specialists and community leaders who will benefit from exposure to lived experience and youth voices

#### Frequency, Intenstiy, Duration of Service

Frequency: State and local DEC alliance members will review membership upon implementation and quarterly thereafter to ensure appropriate representation is achieved. Intensity: Low intensity— Engaging lived experience/youth voices may require some recruitment efforts but will not require intensive programming. Duration of Service: Remaining two years of OAYI grant

## Lead Entity

- MI DEC committee members
- Local DEC alliance leaders

## Outreach Mechanisms

 Use networks of current members, advertise on website, social media, newsletters, flyers, etc.

## Performance Indicators

- Outputs: Number of youth and/or lived experience members, number of local alliances with youth/lived
- Outcomes: Increased youth participation, greater respect for youth/lived experience voices, programming will better address needs of target population

## Data-tracking Mechanisms

 State committee and local alliance membership lists including relevant job and background info

#### Timeline

 Year 2, continue in Year 3

#### **Objective #3b: Engage youth/lived experience voices**

#### Activity

 Hold youth listening sessions in evenings when youth are more likely to be available.
 Schedule listening sessions around already existing events, like Families Against Narcotics (FAN) Family Forums.
 Youth will inform our project with unique perspective

## Audience Reached

• Lived experience and youth voices

#### Frequency, Intenstiy, Duration of Service

- Frequency: Youth focus groups will be held once quarterly
   Intensity: Youth focus groups will be an intensive activity, though not frequent. Focus groups will last 1-2 hours and will include surveys and
- discussion • Duration of Service: MI DEC will host youth focus groups during the second year of OAYI (first year of implementation) and will then assess the efficacy and decided whether this service should continue in year 3 or not

## Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project Administrator-Leslie Wagner
- MI DEC Committee members

## Outreach Mechanisms

 Use networks of current members, advertise on website, social media, newsletters, flyers, etc.

#### Performance Indicators

- Outputs: Number of focus groups held, number of participants in each focus group
   Outcomes: Increased
- youth participation, greater respect for youth/lived experience voices, programming will better address needs of target population

## Data-tracking Mechanisms

 Registration for focus groups, sign-in sheets at focus groups, surveys collected from focus groups

## Timeline

- Begin in year 2, continue
- through year 3

## **Objective #3b: Engage youth/lived experience voices**

#### Activity

 Share information on MI DEC with youth groups for youth involved with criminal justice and/or child welfare systems, or youth participating in opioid use disorderrelated programming (FAN Family Forum)

## Audience Reached

• At-risk youth, youth involved with child welfare and/or juvenile justice systems

#### Frequency, Intenstiy, Duration of Service

- Frequency: MI DEC committee members will continually share information and reach out to youth groups. Estimated frequency is about once a month
- Intensity: Low intensity. Outreach will consist of regular but casual sharing of updates, event info, highlights, etc. .
   Duration of Service: Remaining 2-3 years of OAYI grantaration of materials should not take longer than one week leading up that training session

#### Lead Entity

- OAYI Project Coordinator-Libby Gorton
- OAYI Project
   Administrator-Leslie
   Wagner
- MI DEC Committee members

## Outreach Mechanisms

 Use networks of current members, advertise on website, social media, newsletters, flyers, etc.

## Performance Indicators

• Outputs: Number of youth groups contacted, number of follow-ups from each contact

 Outcomes: Increased youth participation, greater respect for youth/lived experience voices, programming will better address needs of target population

## Data-tracking Mechanisms

 List of relevant agencies/groups, copies of correspondence with agencies/groups, record of follow-up

## Timeline

- Begin in year 2,
- continue throug
- ear 3