



Substance Use, Gambling and Epidemiology

Strategic Plan FY 2024 - FY 2026

Bureau of Specialty Behavioral Health Services

The Substance Use, Gambling and Epidemiology Division (SUGE) aligns services and priorities consistent with the Michigan Department of Health and Human Services (MDHHS) core values:

- Human dignity – Showing empathy, kindness and respect for those we serve and for one another.
- Opportunity – Offering all residents, regardless of background, tools to realize their potential.
- Perseverance – Meeting needs and solving problems with innovation and grit.
- Ease – Simplifying everything we do as much as possible.

SUGE implements a recovery-oriented system of care in which specialty behavioral health services are delivered within a full continuum of care. In addition, we have identified strategic priorities that target the prevention and treatment of substance use, trauma and mental health disorders across the lifespan of individuals and families in Michigan. SUGE will continue the process of building a healthier Michigan, serving as a leader in recovery-oriented services and health innovation.

Mission

MDHHS provides services and administers programs to improve the health, safety and prosperity of the residents of the state of Michigan.

Vision

Deliver health and opportunity to all Michiganders, reducing intergenerational poverty and promoting healthy communities.

Purpose

By promoting wellness, strengthening communities and facilitating recovery for the people of Michigan, the Bureau of Specialty Behavioral Health Services (BSBHS) serves citizens by diminishing the impact and incidence of substance use disorder (SUD), emotional disturbance, mental illness and intellectual/developmental disability.

Guiding Principles

- Promote and strengthen SUGE's delivery of specialty behavioral health services including behavioral health promotion, prevention, treatment and recovery efforts across the lifespan of individuals and families.
- Further enhance a collaborative interagency approach aimed at improving behavioral health through services that include prevention, treatment and recovery.
- Promote behavioral health wellness and recovery for individuals across the lifespan with dignity and respect.
- Develop innovative practices to improve behavioral health outcomes that result in the reduction of the misuse of alcohol and other drugs.
- Promote a collaborative interagency approach to Gambling Disorder prevention and treatment using evidence-based practices and recovery support services to increase abstinence and improve overall health and wellness.
- Increase access to all behavioral health services for people residing in communities with significant health disparities.
- Increase access to integrated health care for people receiving services.
- Support safe and healthy behavioral health services for Michiganders across the lifespan in a culturally and developmentally competent manner.
- Promote the use of a Strategic Planning Framework to address behavioral health needs and reduce preventable substance use across all service systems (e.g. primary care settings, criminal justice and child welfare).
- Implement evidence-based, promising, and best practices that support a recovery-oriented system of care.
- Promote emotional health and wellness and reduce the impact of substance use and gambling disorders.
- Implement a trauma informed system of care that includes evidence-based and promising practices.
- Collect, analyze and report on behavioral health trends and emerging issues.

Strategic Priorities

Children

Improve outcomes for children (youth and families).

Goal 1: Reduce childhood and underage drinking.

Performance Indicator: Reduce past month use of alcohol among individuals aged 12-20 by FY 26 (Source: National Survey on Drug Use and Health [NSDUH]).

Performance Indicator: Reduce binge alcohol use in the past month among individuals aged 12-20 (Source: NSDUH).

Objective 1.1	Conduct an epidemiological profile to track prevalence, mortality and trend data.
Objective 1.2	Increase visibility of anti-use campaign (Do Your Part, Talk. They Hear You, etc.).
Objective 1.3	Convene Michigan Higher Education Network (MIHEN) and the Michigan Coalition to Reduce Underage Drinking (MCRUD).
Objective 1.4	Convene State Epidemiological Outcomes Workgroup (SEOW) to address data.
Objective 1.5	Impaired Driving Action Team participation.
Objective 1.6	Convene SUGE Prevention Workgroup.
Objective 1.7	Maintain prevention programming and partnership with adolescent health centers.
Objective 1.8	Establish and increase peer recovery community for adolescents.
Objective 1.9	Promote utilization of the Michigan Model for Health statewide.
Objective 1.10	Secure training and technical assistance (TA).
Objective 1.11	Encourage and support the use of evidence-based programs, practices and strategies shown to impact underage drinking.
Objective 1.12	Coordinate multi-system collaboration to implement strategies identified in the Do Your Part Campaign and Michigan Strategic Plan to Reduce Underage Drinking.

Goal 2: Reduce youth retail access to tobacco and illegal sales to individuals under the age of 21.

Performance Indicator: Effect a 10% tobacco sales rate to youth and young adults under the age of 21 by the end of FY 26 (Source: SYNAR Survey Results).

Objective 2.1	Conduct an epidemiological profile.
Objective 2.2	Provide training and TA to designated youth tobacco use representative (DYTUR) on Synar regulations and policy and related activities.
Objective 2.3	Convene Youth Access to Tobacco Workgroup (YATTW) as needed.
Objective 2.4	Continue collaboration with Tobacco Section.
Objective 2.5	Continue collaboration with attorney general.
Objective 2.6	Continue implementation of the Synar retailer inspection program in the state.
Objective 2.7	Track and report on legislation regarding youth access to tobacco.
Objective 2.8	Develop and submit the annual Synar report to Substance Abuse and Mental Health Services Administration (SAMHSA).
Objective 2.9	Update Do Your Part campaign website.
Objective 2.10	Support Improving MI Practices campaign for retailer education.

Goal 3: Reduce substance exposed births.

Performance Indicator: Increase number of drug-free births by FY 26 (data source: Annual Women’s Specialty Services Report).

Objective 3.1	Review analysis of annual Women’s Specialty Services report.
Objective 3.2	Review data related to impact of substance use provided by Population Health and Children’s Services Administration.
Objective 3.3	Increase access to treatment for expectant parents.
Objective 3.4	Increase stigma awareness and training for providers and partners.
Objective 3.5	Outreach to other agencies that serve children and families to improve education.

Objective 3.6	Align policies regarding substance exposed births across the state.
Objective 3.7	Reduce the impact of substance use in families by enhancing and improving access to treatment.
Objective 3.8	Establish and increase community support to families with children in recovery.
Objective 3.9	Secure federal grants to reduce the impact of substance misuse in families.

Goal 4: Increase youth awareness of gambling disorder.

Performance Indicator: Reduce past 30-day gambling activity among youth, by county (Source: Michigan Profile for Healthy Youth [MiPHY]).

Objective 4.1	Use existing infrastructure to expand Gambling Disorder prevention efforts to youth and adolescents.
Objective 4.2	Continue to provide training opportunities and TA for continued Gambling Disorder prevention.
Objective 4.3	Distribute redesigned youth media campaign materials to target youth and adolescents.
Objective 4.4	Continue to promote parent utilization of Gambling Disorder helpline.
Objective 4.5	Establish and convene gambling disorder youth tax steering committee.

Goal 5: Reduce the effects of parental substance use on children and youth.

Performance Indicator: Increase the number of students and children receiving indicated services (data source: Michigan Prevention Data System (MPDS), Annual Women’s Specialty Services Report).

Objective 5.1	Improve screening of youth whose parents are served in pregnant and parenting women’s (PPW) programs.
Objective 5.2	Provide training and TA to PPW programs, regarding Adverse Childhood Experiences (ACEs), resiliency factors and evidence-based practices that can be enhanced by the treatment provider.
Objective 5.3	Review PPW programing referral process to ensure that children are receiving the services indicated by screening.

Adults and Family Support

Promote and protect health, wellness, and safety (across the lifespan within communities).

Goal 1: Build community assets to address behavioral health needs.

Performance Indicator: Increase number of environmental and community-based prevention strategies by FY26 (Source: MPDS).

Objective 1.1	Encourage multi-system collaboration to implement SUD prevention and mental health promotion strategies.
Objective 1.2	Continue to build and enhance community prevention infrastructure and capacity to address behavioral health needs.
Objective 1.3	Coordinate multi-system collaboration to implement strategies and support services for infectious disease screening, treatment and support.
Objective 1.4	Creation and distribution of an anti-stigma campaign.

Goal 2: Reduce prescription and over-the-counter drug misuse.

Performance Indicator: Reduce misuse of prescription drugs, including opioids and stimulants (Source: NSDUH).

Performance Indicator: Increase the number of prescription drug collection sites.

Objective 2.1	Collaborate with community programs, organizations, health centers and law enforcement to be area specific when planning permanent collection sites or take-back day events.
Objective 2.2	Encourage multi-system collaboration at state and community levels, including leadership development to oversee surveillance, intervention, education, and enforcement.
Objective 2.3	Broaden the use of brief screenings in behavioral and primary care settings.
Objective 2.4	Promote increased access to and use of prescription drug monitoring program.
Objective 2.5	Provide training and TA for communities to address the issue of increases in opioid use among adults aged 55 and older.

Goal 3: Reduce misuse and abuse of alcohol, opioid medications and illicit drugs.

Performance Indicator: Decrease in overdose deaths due to any opioid, heroin, synthetic or non-synthetic non-heroin opioids - rate and number (Source: Michigan Death Certificates); Decrease in hospitalizations due to opioid overdose (Source: Michigan Inpatient Database).

Performance Indicator: Maintain naloxone saturation rates based on the number of naloxone kits distributed through FY 26 (Source: MDHHS naloxone ordering and distribution).

Performance Indicator: Decrease in past 30-day use of alcohol, opioids and illicit drugs among young adults (18 to 25 years), adults (26 to 54 years) and older adults (age 55+) by FY26 (Source: NSDUH).

Objective 3.1	Promote the utilization of best practice guidelines for opioid prescribing.
Objective 3.2	Promote alternative pain management strategies to patients and medical providers.
Objective 3.3	Increase utilization of the state prescription drug monitoring program to reduce overprescribing of prescription opioids.
Objective 3.4	Promote community-wide overdose education and training on the use of naloxone.
Objective 3.5	Promote purchase and distribution of naloxone statewide.
Objective 3.6	Track distribution of naloxone kits.
Objective 3.7	Support the development and distribution of evidence based messaging for tribal communities on opioid misuse and opioid use disorder.
Objective 3.8	Implement evidence-based primary prevention practices to reduce opioid misuse and opioid use disorder.
Objective 3.9	Conduct outreach and increase collaboration with other agencies that implement educational initiatives.
Objective 3.10	Implement and distribute evidence-based alcohol misuse prevention strategies specific to young adults and older adults.
Objective 3.11	Engage all segments of the community in establishing a recovery-oriented system of care and increase the use of brief intervention.
Objective 3.12	Provide TA and resources to the Higher Education Network to address problem drinking and other drug use among college students.
Objective 3.13	Maintain relationships and partnerships with MDHHS communicable diseasedivisions (hepatitis, TB, and HIV/AIDS) to aid in addressing issues of opioid and illicit drug misuse.
Objective 3.14	Coordinate multi-system collaboration to implement strategies identified in the Marijuana Prevention Strategic Plan.

Goal 4: Reduce barriers to accessing treatment for opioid use disorders.

Performance Indicator: Increase the number of individuals accessing treatment, by county, by FY 26 (Source: Encounter Database and Behavioral Health Treatment Episode Data Set [BH TEDS]).

Performance Indicator: Develop and support low barrier methods of medications for Opioid Use Disorder (MOUD) treatment (data source: Buprenorphine warmline interactions, Mobile Medication Unit encounters).

Performance Indicator: Expansion and collaboration with community partners.

Objective 4.1	Review BH TEDS and other data sources for identification of gaps in treatment.
Objective 4.2	Expand use of peers in health care settings, to increase early referral to treatment.
Objective 4.3	Increase TA to treatment providers for people with opioid use disorder.
Objective 4.4	Increase transportation resources for people seeking treatment for opioid use disorder.
Objective 4.5	Promote expansion of treatment options for incarcerated populations.
Objective 4.6	Increase coverage of uninsured and underinsured people seeking various treatment and recovery support options for opioid use disorder.
Objective 4.7	Identify and share community resources to support recovery.
Objective 4.8	Train program employees in evidence-based programs, such as motivational interviewing, contingency management, and trauma-focused cognitive behavioral therapy.
Objective 4.9	Disseminate information and training to the field for a statewide assessment.
Objective 4.10	Develop and promote campaign to increase awareness of stigma related to opioid misuse and opioid use disorder.
Objective 4.11	Provide health disparity reports regarding gaps in services to Michiganders, to continue creation of services to underserved areas.
Objective 4.12	Creation of financial map of the state, to evaluate current trends and influence future financial priorities.
Objective 4.13	Ensure federal regulations are integrated into state policies and procedures and included in contract documents.
Objective 4.14	Participate in the Governor’s Opioid Task Force.

Goal 5: Increase longevity and quality of life, by reducing health disparities and improving self-management.

Performance Indicator: Increase in treatment usage; decrease in injuries and deaths related to SUD (data source: BH TEDS, Medicaid Encounters).

Performance Indicator: Increase medication assisted treatment (MAT) and MOUD services to specialty populations, such as expectant parents and adolescents (data source: BH TEDS/Encounters).

Performance Indicator: Reduce past 30-day gambling activity (Source: Behavioral Risk Factors Surveillance System [BRFSS]).

Objective 5.1	Develop statewide activities during Gambling Disorder Awareness Month.
Objective 5.2	Support and participate in workgroups tasked with further developing Gambling Disorder prevention services.
Objective 5.3	Promote utilization of peer-led recovery support services within populations receiving treatment for opioid use disorder through grant funded and Medicaid funded projects.
Objective 5.4	Develop yearly disparity reports regarding gaps in services to Michiganders, to continue creation of services to underserved areas.
Objective 5.5	Delay initiation of first use of drugs or alcohol based on Michigan Profile for Healthy Youth (MiPHY) survey.
Objective 5.6	Increase exposure to behavioral health resources.
Objective 5.7	Distribute Information to medical providers highlighting recommended practices of Medication Assisted Treatment (MAT)/MOUD for (PPW).
Objective 5.8	Coordinate efforts with other State of Michigan offices regarding causes and resolution of health disparities with PPW.
Objective 5.9	Support providers ability to coordinate care that affects the social determinants of health (source: Substance Use Disorder Health Home [SUDHH]claims).
Objective 5.10	Annually evaluate staffing requirements for SUDHH to ensure partners are able to meet the needs of beneficiaries.

Health Services

Align behavioral and physical health care.

Goal 1: Continue the implementation of a recovery-oriented system of care across the lifespan.

Performance Indicator: Provide increased services to adolescent and transitional aged youth.

Performance Indicator: Increase services to adults and older adults (Source: BH TEDS, MPDS).

Objective 1.1	Enhance prevention services to youth and older adults.
Objective 1.2	Increase recovery and outpatient services for adolescents and transitional aged youth.
Objective 1.3	Collaborate with primary care and the behavioral health field to identify gaps in resources for adults/older adults.
Objective 1.4	Support providers in creating care coordination agreements for services needed outside of their agencies.
Objective 1.5	Continue to explore the opportunity for recovery high schools with the Michigan Department of Education.
Objective 1.6	Train workforce in evidence-based programming for adolescents and transitional aged youth.
Objective 1.7	Create a workforce of peer mentors through training and additional services.
Objective 1.8	Train workforce in evidence-based programming for older adults and other specialty populations.
Objective 1.9	Enhance screening, brief intervention, and referral to treatment service process in physical healthcare settings.

Goal 2: Expand integrated behavioral health and primary care services for people at risk for and with substance use and mental health disorders.

Performance Indicator: Increase number of resources for co-occurring (mental health and SUD) disorders.

Performance Indicator: Increase resources for co-occurring (physical health and SUD) disorders.

Objective 2.1	Provide training opportunities to programs regarding co-occurring behavioral health and physical disorders.
Objective 2.2	Increase number of health homes that include mental health and SUD services onsite.

Objective 2.3	Increase the capacity for a community specific prevention referral system, to engage Michigan residents in prevention services.
Objective 2.4	Increase the number of coordinated care plans.
Objective 2.5	Increase awareness of the Certified Community Behavioral Health Clinic (CCBHC) system in Michigan.

Goal 3: Treat addiction as a chronic disease.

Performance Indicator: Increase client retention in recovery-based services (data source: BH TEDS).

Objective 3.1	Creation of continuum of care for individuals that begins with prevention and follows through to recovery.
Objective 3.2	Increase education to partners and communities to reduce stigma.
Objective 3.3	Increase provider use of MOUD.
Objective 3.4	Increase client use of MOUD services.

Goal 4: Improve behavioral health outcomes while leveraging efficiencies in cost and societal consequence.

Performance Indicator: Decreased cost of behavioral health (data source: 1115 BH Demo Waiver).

Objective 4.1	Increase length of time in recovery.
Objective 4.2	Collect data from access centers and programs for admitted individuals, through BH TEDS and evidence-based assessment tool.
Objective 4.3	Gather data from outreach/follow-up services.
Objective 4.4	Explore connection between completion of follow-up services and length of recovery (include MAT data).
Objective 4.5	Augment relationship between treatment, recovery and prevention providers.

Workforce

Strengthen workforce and economic development.

Goal 1: Provide statewide training in best-practice behavioral health services including prevention, treatment and recovery technology.

Performance Indicator: Increase number of certified individuals providing services to individuals in treatment for SUD (Michigan Certification Board for Addiction Professionals [MCBAP], MDHHS Certification for Peers).

Performance Indicator: Increase number of clinicians trained in best-practice psychosocial techniques (Source: reported by Prepaid Inpatient Health Plans (PIHPs) and State Training Coordinators [CMHAM]).

Performance Indicator: Increase number of certified individuals providing prevention services.

Objective 1.1	Promote utilization of best-practice psychosocial techniques for clinicians treating individuals with opioid use disorder.
Objective 1.2	Provide education opportunities that target the components of certification.
Objective 1.3	Work with credentialing body to develop a mechanism to effectively assist those with development plans, to ensure they successfully complete the requirements and pass exams.
Objective 1.4	Ensure that learning opportunities are available to the field related to evidence-based and promising practices and emerging issues impacting the field.
Objective 1.5	Train workforce in evidence-based programming for specialty populations.
Objective 1.6	Train workforce utilizing verified data markers including on emerging trends.

Goal 2: Increase the capacity of prevention efforts to address Gambling Disorder.

Performance Indicator: Increase number of Gambling Disorder trained individuals in each workforce area (data source: Health Management Systems of America [HMSA] training records).

Objective 2.1	Convene Gambling Disorder youth workgroup.
Objective 2.2	Continue to implement North American Training Institute (NATI) Gambling Disorder Training.
Objective 2.3	Educate the prevention workforce about comorbidities, overlapping risk, and protective factors between SUD, Mental Health (MH), and Gambling Disorder.
Objective 2.4	Host annual Gambling Disorder Symposium.

Objective 2.5	Continue to expand Gambling Disorder prevention efforts.
Objective 2.6	Provide training opportunities and TA for effective prevention service development and implementation.
Objective 2.7	Enhance Gambling Disorder prevention efforts to underserved populations.

Substance Use, Gambling and Epidemiology Website Development

Goal 1: Information dissemination.

Performance Indicator: Increase visits on SUGE website.

Objective 1.1	Promote SUGE website and ease of access to program information.
Objective 1.2	Continue to update SUGE website on an annual basis.
Objective 1.3	Include reliable partner links to supportive resources (such as home visiting).