

*Awarded 2014 "Michigan
Prevention Organization of the Year"
by the Michigan Prevention Network*



ANNUAL REPORT

OCTOBER 2013 – SEPTEMBER 2014

Our Mission

To promote through collaboration, a healthy community, free of substance abuse for youth and those who live in, work in and/or visit Royal Oak



Royal Oak Community Coalition
1500 N. Stephenson Hwy. #216
Royal Oak, MI 48067





Royal Oak Community Coalition



“Preventing substance abuse by strengthening and sustaining a safe and healthy community, together.”



Executive Director **Diane Dovico** (second from left) and Executive Board Members **Lorraine McGoldrick** and **Richard Granke** (on the right) proudly accepted the award for **Prevention Organization of the Year** from Michigan Prevention Network and the Michigan Coalition to Reduce Underage Drinking.

The award recognized the ROCC for the “**21 To Buy, NOT Supply**” alcohol for minors” public service campaign which airs on the Motor Vehicle Network in all Michigan Secretary of State locations as well as on posters displayed before college winter and spring breaks through the Michigan library network. We are grateful for the partnerships of the Michigan Department of State, Michigan Liquor Control Commission, Oakland County Health Department, and SS Digital Media for their contributions to this important campaign.



Our History: The ROCC is a grass roots 501c(3) organization that seeks to reduce substance abuse by strengthening and sustaining a safe and healthy community. The ROCC has a thirty year history of successful growth and development. The Coalition is structured with three part-time staff members, two independent consultants, a sixteen member Executive Board, and 150 volunteers, sponsors, and partners that contribute toward the successful accomplishments of the ROCC’s goals.



Supporting Partners and Individuals



FAITH COMMUNITY: Holy City- Rev. Renee Machiniak, First United Methodist Church- Rev. John Hice, Rev. Tim Renaud, Retired, Salvation Army- Youth Pastor Mike Mowers
TREATMENT/HELPING AGENCIES: Inner Door- Christine Illitch, Guidance and Prevention Services- Dennis Yager, National Alliance on Mental Illness- Leon/Mary Ellen Judd, Henry Ford Maplegrove- Lisa Kaplan, Rivers Bend- Stephanie Howey Catholic Charities of SE Michigan- Jacqueline Smith, Gilda’s Club-, Shahin Ip New Oakland -Cheryl Smith

CIVIC GROUPS: RO Environmental Advisory Board- Tom Regan, Chris Hartwig, Inter-club Council- Dick Granke Time-Bank: Nancy Chinn
CONSULTANTS: Chris Shreve, Kathleen Rager, Rachel Reyst-Carrol, Jack/Patty Salter, Patty Parker-Forbes, Cono Dovico, Patty Andreski, Margaret Blount, Kevin McLogan, Curtis Skewes, Dr. Arthur Weaver, Synergies Tech James, Shawngela Pierce, Fetal Alcohol Syndrome Speaker Jackie Peratoni
EVENT/OFFICE VOLUNTEERS: Ryan Alderman, Jordyn Bailey, Mackenzie Blackwell, Stacy Blake, Kenny Carpenter, Gregory and Regina Ciavattone, Ryan Davis, Silus Davis, Tesse DeWilder-Kohler, Jennifer Depodesta, Kelsey Dovico, Nick Forester, Susan Grenning, James Hahn, Marcus Marshal Hall, Jamie Hayes, Alex Hoyer, Justine LeBlanc, Brenden Johnson, Leanne McKenzie, Jennifer Nouse, Dana Ocker, Mary O’Connor, Stephanie Pike, Danielle Portal, Madison Smith, Andy Wright, Maria Alderman, Sara Davis, Kevin Gibson, Abby Deprekel

Thank you all for your contributions to a healthy community. And to the “extra” helpers—visitors to the medicine take back day who stuck around to help; visitors to the Bike Expo who stayed around to help clean up; participants in the Health Expo who helped others set up or take down displays; and the countless others who step in and step up every day to further the Coalition’s mission of preventing substance abuse: THANK YOU!

Coalition Leadership

Executive Board

President: Brett Tillander
Vice President: Erin Shaughnessy
Secretary: Patty Dunstan
Treasurer: Kevin McLogan

Members-At-Large

Richard Granke Patty Andreski
Carol Hills Shawn Lewis-Lakin
Jeremy Mahrle Lorraine McGoldrick
Dennis Yager Hon. Derek Meinecke

Staff/Consultants

Executive Director: Diane Dovico
Project Coordinator: Lori Podsiadlik
Project Coordinator: Erin Shahly
Evaluator: Dr. Darren Lubbers
Bookkeeper: Jayamadhuri Kaluva
Interns: Sara Davis, Maria Alderman, Kevin Gibson, Abby Deprekel and Kelsey Dovico
Representing-Wayne State University, Oakland University, and Western Michigan University

“Coming together is a beginning. Staying together is progress. And Working together—SUCCESS!” Henry Ford



Supporting Partners and Individuals



SCHOOLS: Royal Oak Middle School- Kathy Knapp, Mike Betman, Frank Przybto, Mike Noonan Royal Oak High School- Mike VanCamp, Carrie Lawrence, Paul Surdenik, Pat Stemas, Phil McPeck, Jim Bowker, Steve Chisnell, Lynn Staszak Royal Schools Administration - Shawn Lewis-Lakin Royal Oak School Board - Carrie Beerer, Marty Cardamone, Jeff Brinker, Lisa Bradford, Gary Briggs, Deborah Anderson Oakland Technical Center - Michiline Livingston Churchhill Community High School- Patrick Wolynski Royal Oak School Health & Wellness Committee - Jim Cole Royal Oak PTA Council -Maryann Vanhaisma Royal Oak High School PTSA- Terri Kuznia, Mary Ann Campbell, Cindy Murphy, Debbie Sobolewski Royal Oak Middle School PTSA- Jodi Tillander ROHS Digital Production- Mike Conrad Public Access Cable WOAK -Janette Chisholm Shrine Academy- Carla Hotts, Amy Piazzon Shrine High School- Bernadette Sugrue, Cathy Trahan, Nancy Cobbleidick Oakland County Intermediate Schools- Mike Yokum Wayne State University - Stephanie Langhin Oakland University- Kimberly Byrd University of Michigan - Bill Vanderwill St. Mary's Catholic School- Linda Irwin St. Paul Lutheran School- Sue Trepanier Japhet School - Cathy Mohan Oakland Community College- Noreen Ruehs Student Liason ROHS - Matt Harmon Royal Oak Elementary School Principals and PTA Presidents- Keller, Upton, Oakland, Oakridge, Northwood PTA- Keller/Megan O'Sheah, Addams/Jenni Tracy, Northwood/ Laura Brewer, Oakridge/Kara Vos, Oakland/Amy Ganier

CITY OF ROYAL OAK: Fire Department- Captain Jim Hodson, Dan Phillips, Joe McDermitt City Manager's Office -Don Johnson Public Works- Greg Russell Health and Wellness Committee- Steward Meeks City Commission-Mayor Jim Ellison, Jeremy Mahrle, Sharlan Douglas, Michael Fournier, David Poulton, Kyle Dubuc, Pat Paruch Webmaster- Steve Cito, Scott Newman Cable Public Access - Richard Wilson Community Engagement- Judy Davids Farmer's Market- Shelly Mazur, Robin Richardson Senior Center- Paige Gembarski, Carolyn Marsh Library- Maryann DeKane, Mary Karshner, Amy Staples Park and Recreation- Tod Gazetti, Linda Dallas City Clerk's Office- Melanie Halas, Jane Killus Arts Council- Mike Byrne Commission for the Arts- Jason Gittenger, John Lindell Ice Arena- Kay Aquilina

LAW ENFORCEMENT: 44 District Court- Judge Meinecke, Judge Terrance Brennan Royal Oak Police Department- Police Chief Corrigan O'Donoghue, Jan Grobbel, Sergeant Al Carter, Lieutenant Mike Fraser, Detective Rick Millard, Sergeant Terry Oaks, Officer Tim Brown 44th District Court Chief Probation Officer- Ryan Matthews

FEDERAL/STATE GOVERNMENT: Senator Pappageorge, Corrine Khederian, Congressman Levin, Amanda York, Keith Nelson, Kyle Poliet, Michigan Liquor Control Commission- Andrea Miller, Michigan Secretary of State Office- Cathleen Simlar, State Representative Jim Townsend, Alex Fike

MEDIA: Community Media Network- Jay Weinko, Patty Brown, SS Digital Media- Nick Skislak, Mike Taylor Body, Mind, Spirit Guide- Penny Golden Natural Awakenings- Jerry and Tracy Neale C&G Newspapers Royal Oak Review -David Zublick Oakland Eccentric- Diana Wing, Oakland Press- Jean Towar Daily Tribune - Catherine Kavanaugh Metro Parent - Kristin Gough Willow Communication -Rebecca McClellan, Macaroni Kid - Karen Evans

RESTAURANTS: Royal Oak Restaurant Association- Carrie O'Neil Rock on 3rd John O'Neil, Grecian House, Zumba Mexican Grill -Tim Casteneda, Lily's Seafood Restaurant - Bob Morton, Jeff Prince, Hungry Howies- Dave Sullivan, Woody's Diner- Tony, Black Finn - Maria Finateri, bd's Mongolian Grill-Michelle Thomas, Jimi's

YOUTH SERVING ORGANIZATIONS & BUSINESSES: Salvation Army- Melanie Mowers, Pam Bonkowski, YMCA- Kyle Anderson, Mary Washington, Modern Skate and Surf - George Leichtweiss, Hartfield Bowling-Colleen Sprinkle, Airtime Trampoline -Melissa Morris, Boys and Girls Club- Brett Tillander, Royal Oak Youth Assistance- Nancy Minckler, Tammy Ristau Boys Work- Ted Braude, Common Ground Sanctuary- Erin Shaughnessy, Bowlero Bowling Lanes-Christine, Downtown Ferndale Bike Shop-Jon Hughes, Continental Bike Shop-Randy Martin, Oakland County Parks- Melissa Prowse, Royal Oak Golf Center-Glenn Pulice

Optimist Club- Paula Messner, Support Our Youth Task Force- Kirk & Cathleen Goddard Thomas Video-Glen Reichler, Students Leading Students- Dawn Flood, Laser Warp, Vision Builder Balloons- Scott Bevis, Skate World of Troy-Margaret Jelch, Planet Rock Climbing Gym, Creative Arts Studio-Dave Fredenberg, Gallery U Boutique, Boy Scouts- Kegan Springfield, Girl Scouts of SEM-Ruth Zamierowski, PRO Martial Arts- Mike Murray, ArtSoul Therapy- Tessa Bird, Yoga Shelter - Becky Siden, Teds Driving School - Terry Arbabas Courtesy Driving School, Sears Driving School

NON PROFITS/COALITIONS: Affirmations - Victor Walker, Birmingham/Bloomfield Community Coalition -Carol Mastroianni, John Ciecko, Tri-Communities Coalition- Judy Rubin, Regina Hollingshead, Troy Community Coalition- Nancy Morrison, Madison Heights Coalition- Rick Lewis Oakland Parent Awareness- Rosemary Spatorfo, MI Coalition to Reduce Underage Drinking- Mike Tobias, Michigan Prevention Network-Ken Dail, Oakland County Community Mental Health- Christine Burke Training and Treatment Innovations- Malkia Newman, CARE of SEM- Lynda Zott, Monique Stanton, Heather Battaglia, MADD- Tyler MacEachon, Detroit Auto Dealers Association - Sandy Herp, Know Resolve- Dennis Leghio, Families Against Narcotics- Tracy Chirikas, Chippewa Valley Coalition for Youth- Charlene McGunn, Alliance of Coalitions for Healthy Communities- Julie Brenner, Kim Urbanowski, MaryAnn Vergith, Mind over Matter-Julie Farhat, Macomb County Community Mental Health- Dawn Radzioch, Nancy Jenuwine, Peggy Goodwin- SAFE

BUSINESSES: Royal Oak Chamber of Commerce- Shelly Kemp, Andrea Cowan, Jennifer Clark, American Cycle & Fitness-Rob Gray Whole Foods Market- Dawn Danhausen Hollywood Super Markets - Thom Welch Oakland Holistic Chamber of Commerce- Jaimy Weiler PNC Bank - Jenna Greening, Stacy Blake, Eaton & Susan Accountants - Doug Kuhnein Holiday Market- Gina Mangold Hampton Inn - Tanya Wilson Sliko and Associates- Denice Vitale, Matthew Hargreaves- Shawn O'Connell, What Webs We Weave- Christine Chubenko, Unique Solutions- Sreedhar Kaluva, Jordano Graphics- Francie Giordano McGoldrick Consulting- Lorraine McGoldrick, Dynamic Flowers of Royal Oak, Image Printing-Don Edgerly Rangers Floral Gardens, Irish Rose, English Gardens, Affordable Flowers, OUR Credit Union- Mandy Spark, Rose Evers, Jeff Glazer, ADXL Promotions- Lynn Karnes, Lululemon- Michele Wickman, Binsons- Erika Fasse

OAKLAND COUNTY: Health Division- Angie Gullekson, Debbie Wisser, Office of Substance Abuse and Prevention -Kathleen Altman, Christine Nichols, Sheriff Bouchard Office- Amanda Andrews, Park and Recreation, Tobacco Free Oakland County Coalition- Melanie Stone, Board of Commissioners- David Woodward, Mental Health Authority- Cheryl Burke

HEALTH CARE: Beaumont Health Systems -Maureen Elliott Meadowbrook Urgent Care, Karmanos Cancer Institute-Denise Henderson Walgreen's - Anita Pillai, Matt, DMC Children's Hospital of Michigan- LaToya Cain, International Association of Holistic Providers- Cathleen Francois, Rita Hiveley, Susan Miller, VanEvery Chiropractic - Dr. Anna Saylor, Live Well Chiropractic, Covenant House- J. Warnecke, CVS- Khristy Thullen, St. Joseph Mercy Hospital- Cheryl Phillips



Coalition Development



The ROCC is licensed by the State of Michigan, Department of Community Health. The framework used to advance our mission is based on the US Office of Drug Control Policy Strategic Prevention Platform which provides training, resources, and support to accomplish our goals, assisting with planning of activities and evaluating outcomes.

Financial Support:



- ◆ The Coalition's primary funding comes from the Drug Free Communities Support Matching Grant from the Office of National Drug Control Policy and the Substance Abuse Mental Health Administration. (In year 8 of this 10-year grant)
- ◆ Year 2 of the Sober Truth on Prevention Underage Drinking Grant.
- ◆ Oakland County Health Dept. Office of Substance Abuse Prevention Services and Alliance of Coalitions for Healthy Communities grant.
- ◆ The ROCC relies on the support of memberships, in-kind services, foundations, grants, and support from community involvement. Nearly 100 businesses and individuals helped support activities and events that strengthen community involvement in preventing substance abuse.

The Royal Oak Community Coalition is a not-for-profit 501(c)3 organization. Donations are tax deductible.

Affiliations:

- National:** CADCA—Community Anti-Drug Coalition of America
SAMHSA—Substance Abuse & Mental Health Service Administration
CSAP—Center for Substance Abuse Prevention
National Center on Addiction & Substance Abuse at Columbia University
National Institute on Drug Abuse (NIDA)
Center for Disease Control(CDC), and The Search Institute
- State:** Prevention Network /Michigan Coalition to Reduce Underage Drinking
Michigan State Office of Substance Abuse Prevention
Michigan Non-Profit Association
Michigan Department of State
- County:** OCOSA (Oakland County Office of Substance Abuse)
ACHC (Alliance for Coalitions for Healthy Communities)
TFOC (Tobacco Free Oakland County)
- Local:** Royal Oak Chamber of Commerce and Inter Club Council



2013-2014 Mission Highlights



“Three goals guide the work of a Drug Free Communities (DFC) Coalition...”

Goals:

1. Strengthen Coalition infrastructure and efficiency.
2. Strengthen capacity by recruiting alliances to ensure community engagement from supporters and volunteers.
3. Curb illegal access /reduce use of alcohol/tobacco/marijuana, and prescription drugs using evidence-based prevention strategies.

Below is a brief summary of a few of our successes:

- ◆ **Youth Dialogue Day:** 82 middle and high school students from Royal Oak public and private schools came together for meaningful discussion with 52 civic leaders about youth-specific challenges and solutions for a healthy, safe and supportive community. 
- ◆ **Curbing Underage Access to Tobacco and Alcohol:** Staff and volunteers conducted 120 face to face education visits with Royal Oak alcohol/tobacco merchants providing business tool kits to stem underage access.
- ◆ **Public Health Warnings on Emerging Drug Issues:** In collaboration with the Royal Oak Police Department, warning letters were issued to retailers and the general public on synthetic drugs including K2/Spice and Cloud 9. 
- ◆ **Reduce High Risk Drinking Behavior:** Trained 30 college students using national TIPS University curriculum on responsible alcohol consumption to prevent underage drinking, drunk driving, and alcohol abuse.
- ◆ **Helping Students stay “Above The Influence”:** A series of 6 compelling “You Tube” videos were created by ROHS students focusing on this positive social norms campaign to prevent underage drinking. 



Mission Highlights

continued



- ◆ **Congressman Levin’s press conference promoting National RX Medicine Safe Disposal Day:** Joined by Royal Oak’s Mayor, Chief of Police, Superintendent, City Commissioner, Coalition Executive Director and Oakland County Water Commissioner 
- ◆ **Clear the Smoke—Protecting our Kids From Marijuana:** Created social media messages and literature to educate the public on the dangers of teen marijuana use and the brain. 
- ◆ **Free Family Movie Night at Farmer’s Market.** Families enjoyed dinner, games, and a movie thanks to collaboration with community partners.
- ◆ **2nd Annual Holistic Health and Wellness Expo:** Introducing 200 citizens to alternative healthy lifestyle practices that are proven to reduce dependence on pain medicine through collaboration with sixty health practitioners and 24 wellness/fitness classes.
- ◆ **Hookah Smoking Warning:** Collaborated with Tobacco Free Oakland Coalition and Oakland Community College to educate students on surprisingly high nicotine levels and bacteria found when smoking common water pipes. 
- ◆ **Connecting Community Resources:** Hosted a dialogue between 24 youth-serving /helping agencies to share knowledge and resources to better serve the community. 
- ◆ **“Be The Solution—Safeguard Your Meds”:** 300 locking boxes were given to Royal Oak parents and seniors to prevent access to prescription drugs known to be abuse and misused.
- ◆ **Big Bowl Vote:** 300 Royal Oak teens participated in a national survey on the impact of alcohol advertising on youth, increasing their understanding of media literacy. 
- ◆ **Interactive mock trial** with Judge Derek Meinecke for 80 middle school students at the Salvation Army’s summer camp.