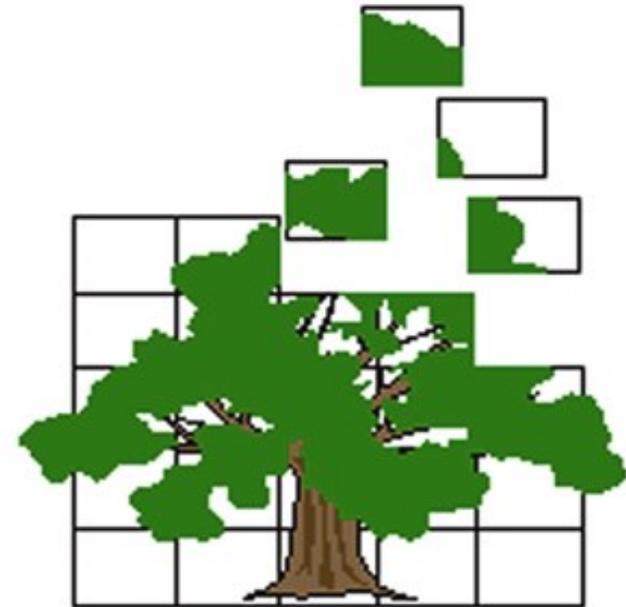




Royal Oak Community Coalition  
1500 N. Stephenson Hwy. #216  
Royal Oak, MI 48067



ROYAL OAK  
**COMMUNITY  
COALITION**

# ANNUAL REPORT

OCTOBER 2012 – SEPTEMBER 2013

## 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*

[www.ci.royal-oak.mi.us/rocc](http://www.ci.royal-oak.mi.us/rocc) 



# Royal Oak Community Coalition



# Coalition Leadership



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

**Our History:** The ROCC is a grass roots 501©(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. Functionally, it is structured with three part-time staff members, two independent consultants, a sixteen member Executive Board and 160 volunteers, sponsors and partners that contribute toward the successful accomplishments of the ROCC’s goals in and near the Royal Oak Community.



A hallmark our most strength based prevention initiatives is the Search Institute’s 40 building blocks associated with positive youth development.

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

## **GOALS:**

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

Thirty detailed initiatives were integrated into the action-plan.

### **Below is a brief summary of just a few of our successes:**

- ◆ Increased Executive Board membership to broaden support.
- ◆ Held Royal Oak’s first Holistic Health and Wellness Expo to encourage alternative healing modalities and reduce dependence on, and access to addictive drugs.



### **Executive Board**

President: Beverly J. Patchett

Vice President: Erin Shaughnessy

Secretary: Dalila Mujagic

Treasurer: Mark Weatherwax/Kevin McLogan

Past President: Richard Granke

ACHC Representative: Lorraine McGoldrick

Executive Director: Diane Dovico

### **Members-At-Large:**

Patricia Andreski

Carol Hills

Shawn Lewis-Lakin

Judge Derek Meinecke

Jack Salter

Brett Tillander

Steve Teichow

Diana Wing

### **Staff/Consultants**

Executive Director: Diane Dovico

Project Coordinator: Lori Podsiadlik

Evaluator: Dr. Darren Lubbers

STOP Grant Project Coordinator:

Andrew Corey 2012 /Erin Shahly 2013

Bookkeeper: Jayamadhuri Kaluva

Student Intern: Rachael Weiner 2012

Bethany Hedden 2013

University of Michigan School of Social Work

Kelsey Dovico, Western Michigan University

### **Coalition Leaders Action Committee**

Co-chair: Dennis Yager

Co-chair: Stan Harris

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



# Supporting Partners and Individuals



Nancy Adair, Addams Elementary & PTA, ADXL Promotions, Affirmations, Airtime Trampoline, Alliance of Coalitions for Healthy Communities, Kathleen Altman, American Cycle & Fitness, Kyle Anderson, Deborah Anderson, Patricia Andreski, Amanda Andrews, Gabriela Bala, bd's Mongolian Grill, Beaumont Health System, Carrie Beerer, Michael Betman, Birmingham Bloomfield Community Coalition, Sheriff Michael Bouchard, Bowlero Lanes, BoysWork, Lisa Bradford, Ted Braude, Judge Terrace Brennan, Julie Brenner, Gary Briggs, Jeff Brinker, Mike Byrne, C&G Newspapers, LaToya Cain, Mary Ann Campbell, Marty Cardamone, CARE of SE Michigan, Caribou Coffee, Al Carter, Tim Castaneda, Catholic Charities of SE Michigan, Children's Hospital of Michigan, Christine Chubenko, Churchill Alternative High School, Churchill Education Center, Steve Cito, City of Royal Oak, Coldstone Creamery, Community Media Network, Common Ground, Continental Bike Shop, Jim Cole, Craig Covey, Andrea Cowan, Danielle Crane, Creative Arts Studio, Custom Care Pharmacy, Paul Dailey, Daily Tribune, Sheila Damaschke, Dawn Danhausen, Judy Davids, Mary Ann DeKane, Sandy Dorey, Sharlan Douglas, Cono Dovico, Kelsey Dovico, Downtown Ferndale Bike Shop, Marcie Dryden, Kyle Dubuc, Patty Dunstan, Dynamic Flowers of Royal Oak, Eaton & Susan Accountants, Don Edgerly, Mayor Jim Ellison, Empowerment Professionals, Alex Fike, First Presbyterian Church of Royal Oak, Jane Flarity-Gram, Patty Parker-Forbes, Vicki Foster, Michael Fournier, Cathleen Francois, Mike Fraser, Dave Fredenberg, Paul Galbenski, Paige Gembarski, Dave Gilliam, Carlo Ginotti, Francie Giordano, Kirk and Catherine Goddard, Peggy Goodwin, Dick Granke, Jenna Greening, Alex Greenfield, Janet Grobel, John Grzywack, Guidance and Prevention Services, Angie Gullekson, Melanie Halas, Michael Hartman, Stan/Jan Harris, Hartfield Lanes, Chris Hartwig, Matt Haubert, Kathleen Hauser, Carol Hills, Holiday Market, Hollywood SuperMarkets, Carla Hotts, John Houghton, Larry/Katherine Howell, Hungry Howies, Image Printing, Inner Door Center, Inter-Club Council, International Assoc. of Holistic Providers, Linda Irwin, Alison Jacobs, Dale Johnson, Don Johnson, Jordano Graphics, Leon/Mary Ellen Judd, Sreedhar Kaluva, Mary Karshner, Pam Kaufmann, Catherine Kavanaugh, Keller Elementary & PTA, Shelly Kemp, Corrine Khederian, Kathy Knapp, Kiwanis Club, Doug Kuhnlein, Leslie Kusek, Terri Kuznia, LA Fitness, Laser Quest, Carrie Laurence, George Leichtweiss, Honorable Sander Levin, Shawn Lewis-Lakin, Lily's Seafood Restaurant, Live Well Chiropractic, Jeff Lobb, Darren Lubbers, Lori Mabee, Rev. Renee Machiniak, Peggy Magary, Gina Mangold, Lillian Maples, Zoe Marcus, Jeremy Mahrle, Randy Martin, Carol Mastroianni, Shelly Mazur, McGoldrick Consulting, Howard Manela, Gary McGillivray, Lorraine McGoldrick, Vergil McClendon, Rebecca McClennan, Kevin McLogan, Jane McNamara, Phil McPeek, Ryan McVicar, Judge Derek Meinecke, MI Coalition to Reduce Underage Drinking, MI Department of Labor, MI Liquor Control Commission, MI Department of State, Andrea Miller, Modern Skate & Surf, Bob Morton, Melanie Mowers, Dalila Mujagic, National Alliance on Mental Illness, New City Presbyterian Church, Scott Newman, North Oakland Community Coalition, Northwood Elementary & PTA, Chief Corrigan O'Donahue, Terry Oakes, Oak Ridge Elementary, Oakland Elementary & PTA, Oakland Intermediate Schools, Oakland County Board of Commissioners, Oakland County Health Division Office of Substance Abuse, Oakland County Parks and Recreation, Oakland Press, Oakland Psychiatric Associates, Oakridge Elementary & PTA, Carrie O'Neill, Senator John Pappageorge, Jason Parrott, Pasquale's Restaurant, PATCH, Beverly J. Patchett, Anita Pillai, Jeff Prince, David Poulton, Frank Przybly, Glenn Pulice, Kathy Rager, Enrica Rapicano, Greg Rassel, Jim Razor, Tom Regan, REI, Frank Remlinger, Tim Renaud, Rachel Reyst-Carrol, Rev. Thomas Rice, Robin Richardson, Dawn & Mike Ripinski, Rock on Third, Rotary Club of Royal Oak, Royal Oak Cable Station WROK, Royal Oak Chamber of Commerce, RO Chiropractic Clinic, Royal Oak City Attorney Office, RO Elks Club, RO Environmental Advisory Board, RO Farmer's Market, Royal Oak Fire Dept., Royal Oak Florist, Royal Oak Golf Center, Royal Oak High School & PTSA, RO Kiwanis Club, Royal Oak Middle and High Schools, Royal Oak Schools, RO Optimist Club, Royal Oak Police Department, Royal Oak PTA Council, Royal Oak Public Library, Royal Oak Senior Center, RO Youth Assistance, Judy Rubin, SS Digital Media, St. Mary's School, St. Paul Lutheran School, Jack/Patty Salter, Salvation Army Community Center, Anna Saylor, Erin Shaughnessy, Debby Sharer, Chris Shreve, Shrine High School/Academy, Cathleen Simlar, David Simpson, Nick Skislak, Slifko & Associates, Thomas Spoto, Colleen Sprinkle, Ann Staple, Pat Stemas, Melanie Stone, Bernadette Sugrue, Support Our Youth Task Force, Monique Staton, Dave Sullivan, Paul Surdenik, Debra Sutton, Gerald Tarchala, Steve Teichow, Chuck Thomas, Thomas Video, Cary Thompson, Jodi Tillander, Tobacco Free Oakland County Coalition, Mike Tobias, Andrey Tomkiw, Jean Towar, Jim Townsend, Cathy Trahan, Unique Solutions, Upton Elementary & PTA, Mike VanCamp, Bill Vanderwill, Gary VanStaveren, Frank/Muriel Versagi, Denice Vitale, Walgreens RO, Mary Washington, Mark Weatherwax, Arthur Weaver, Jay Weinko, Thom Welch, What Webs We Weave, Whole Foods Market, Diana Wing, Clemens Wittekind, Craig Woodham, David Woodward, WROK Cable TV, Woody's Diner, Dennis Yager, YMCA – South Oakland, Joe Youanes, Zumba Mexican Grill



# 2012-2013 Highlights



HIGHLIGHTS continued...

- ◆ Continued collaboration with: 13 other coalitions in Oakland County, CARE of Southeast Michigan, Michigan Department of State, Michigan Liquor License Commission and Oakland County Health Division.
- ◆ Conducted 113 face to face education visits with Royal Oak alcohol/tobacco merchants providing business tool kits to stem underage access.
- ◆ Trained 6 restaurants/50 servers using Health Communications national TIPS curriculum on responsible alcohol sales and service to prevent underage drinking, drunk driving and alcohol abuse.
- ◆ Launch of **“Above The Influence”** positive social norms campaign as a cornerstone of the STOP Grant (*Sober Truth on Preventing Underage Drinking*).
- ◆ Partnered with the Royal Oak Library to offer a three part series on Teen Mental Health and Substance Abuse.
- ◆ Data collection continues with two major behavior and attitude surveys of both students and parents. Results guide priorities & strategies.
- ◆ **“21 To Buy, NOT Supply alcohol for underage friends”** is a campaign to prevent underage drinking created in partnership with the Oakland County Health Department, Michigan Liquor Control Commission, and new in 2013 the Michigan Department of State, *with creative design assistance from SS Digital Media*.
- ◆ ROCC evidenced-based family initiatives promoting vital protective factors include: “Family Day”; The Royal Oak Bike Clinic; “Parents Who Host Lose The Most *don't be a party to teenage drinking*”; Prom & Graduation Safety Tips and Safe Holiday Celebrations (Mocktails).





# 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. (Year 7 of a 10 year grant)
- ◆ Year 2 of the STOP Grant (Sober Truth on Prevention Underage Drinking) - 2012-2016.
- ◆ Oakland County Health Dept. Office of Substance Abuse Prevention Services and Alliance of Coalitions for Healthy Communities funding.
- ◆ 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:

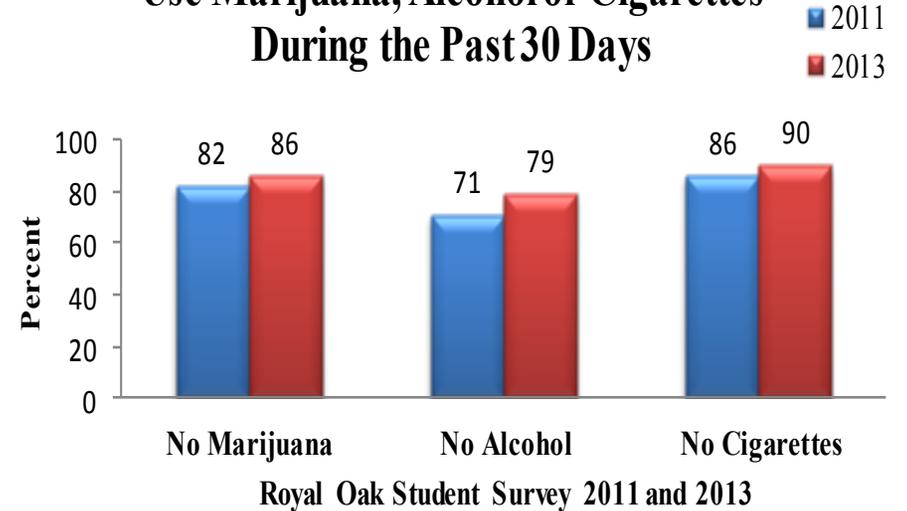
- National:** CADCA—Community Anti-Drug Coalition of America  
SAMHSA—Substance Abuse & Mental Health Service Administration  
CSAP—Center for Substance Abuse Prevention  
National Center on Addiction & Substance Abuse at Columbia University  
National Institute on Drug Abuse (NIDA)  
Center for Disease Control (CDC), and The Search Institute  
Prevention Network
- State:** 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 Student Data



## Most Royal Oak Students did NOT Use Marijuana, Alcohol or Cigarettes During the Past 30 Days



**Good News!** More students are making the right choice to **NOT** abuse harmful substances. You can see the improvement from 2011 to 2013 in the chart above. While students **may** perceive that more kids are “using”, it’s important to note that **this data is** consistent with national, state and regional trends.

