

Royal Oak Community Coalition



Annual Report to the Community

Oct 2008 - Sept 2009

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



Royal Oak Community Coalition

1500 N. Stephenson Hwy.

Royal Oak, MI 48067



Royal Oak Community Coalition



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

The Royal Oak Community Coalition serves to coordinate efforts in addressing community substance abuse, as well as, provide technical assistance to the twelve sectors of the community in their prevention efforts.

Many projects and activities selected engage partners to drive community focus and energy toward shifting norms, attitudes and behaviors through a multiple strategies across multiple sectors approach. This allows different entities of the community to find a role within the Coalition framework. Alliances and supporters are recruited for each activity, campaign, and initiative based on their expertise and ability to access resources. Our volunteers and members are mobilized to take part in the planning, implementation and evaluation of prevention initiatives.

The needs assessment and planning process involves collection and analysis of pertinent data from a wide variety of sources. Data is examined using the “Why Here” and “SWOT” models. Project evaluations, the Coalition’s infrastructure and stage of development, are evaluated to gauge impact.

“Let us put our minds together and see what kind of life we can build for our children.” Sitting Bull circa 1891



Infrastructure Accomplishments

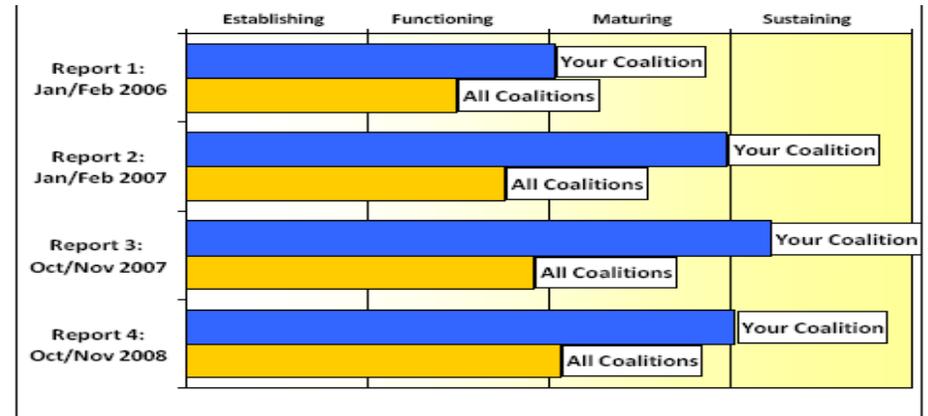


Office of National Drug Control Policy Recognize the Outstanding Achievements made by ROCC in Infrastructure Development:

The Royal Oak Community Coalition (ROCC) received exceptionally high marks from the federal government for outperforming national benchmarks. The Royal Oak Community Coalition is in its fourth year of federal funding and was rated on a range of developmental stages based on their capacity, resources, and ability to perform primary functions.

This chart demonstrates the high level of achievement made by Royal Oak Community Coalition and its ability to establish a high functioning non-profit organizational infrastructure. Organizations with a strong infrastructure are able to implement successful prevention projects and initiatives. Elizabeth Bauer of the Michigan State Board of Education said, “Your Board and staff are making a significant contribution to the Royal Oak Community and communities beyond your borders.”

ROCC compared to National Benchmarks (Batelle Centers for National Research)



NEW OFFICE = NEW POSSIBILITIES

The staff and volunteers worked hard this year to keep pace with our current projects, activities, and planning future events; while settling in our new location adjacent to Modern Skate at 12 and Stephenson Hwy. Each day we feel more excited about the possibilities and new opportunities. Together, we are making a difference. Your personal involvement matters. Monthly coalition meetings are open to the public and held on the third Thursday of every month.



An Invitation



Our Vision
Royal Oak is
a community that
is healthy, safe and
free of substance abuse.

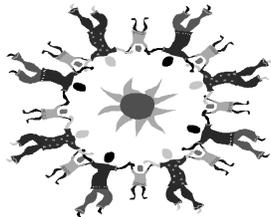
Royal Oak Community Coalition is a non-profit organization that works to prevent substance abuse by strengthening and sustaining a safe and healthy community.

We invite you to become a member. Your membership fee helps support all of our efforts.



Royal Oak Community Coalition
1500 N. Stephenson Hwy.
Royal Oak, MI 48067
(248) 546-ROCC (7622)

ddovico@royaloakcommunitycoalition.com
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ROCC Giving Circles:

Leadership Circle.....\$500 & above
Community Circle.....\$300-\$499
Neighborhood Circle...\$100-\$299
Family Circle.....\$50-\$99
Friendship Circle.....\$25-\$49

Membership

Student /Teen Group	Free
Adult/Family Membership	\$20.00
Non-profit Organization	\$35.00
Business Membership	\$50.00
Senior Citizen (62 & up)	\$15.00

Please make checks payable to the **Royal Oak Community Coalition**. Donations can be made on the website through PayPal or sent to ROCC at the address above. All donations are tax deductible under our 501c3 status. Please email any questions or concerns to ddovico@royaloakcommunitycoalition.com or call 248-546-7622.



Strategies



Strategies that increase community knowledge, awareness, and education

Twenty Eight federal, state and local campaigns are integrated into our year-long work-plan. These indicate the seven most prominent programs of the year.

1. Prescription Drug Disposal Program: to demonstrate a need for a permanent collection program and raise awareness of dangers in misused of prescription drugs; coordinated and collected 350 lbs of expired and unused prescription drugs in partnership with Madison Hts., Tri-Community Coalitions, Student Nurses/Oakland University, Detroit Medical Center and Oakland County Health Division. Channel 2 News broadcasted live an invitation for community members to clear their cabinets of over the counter and expired drugs.
2. Family Day—A Day to Eat Dinner with Your Children : to raise awareness of the importance of family bonding and its impact on reduced substance abuse, partnered with restaurants, supermarkets and video stores to offer family meal discounts.
3. Curb Underage Access to Tobacco and Alcohol : conducted onsite visits with Royal Oak Police Officers and SADD students to 113 alcohol and tobacco vendors to provide education kits and I.D. Checking Guides.
4. Scholarships—In partnership with Beaumont Foundation two local seniors were awarded \$500 higher education scholarships for their winning essays on “Why I am Drug and Alcohol Free”
5. Celebrate the Holidays Safely—Great Pretenders Style: Partnering with AAA of Michigan to present the AAA Great Pretenders Holiday Non-Alcoholic Drink Guide while giving party hosting tips and alternatives to driving after drinking.
6. Parent Awareness Month: Celebrated and fostered positive parenting skills and provided resources to 700 incoming kindergarten families.
7. Prom/Graduation: A multi- tiered effort is made by providing senior parents with a party hosting brochure, a fact card on the legal ramifications of serving minors, notifying local hotel/motels of upcoming graduation dates, and florist insert ‘Safe Moves’ cards in corsages and boutonnieres with crisis line phone number provided by CommonGround. Contributing financially to high school all night parties and providing prevention themed give-aways.



Initiatives



Tobacco Cessation Initiative awarded by The Robert Wood Johnson Foundation

Royal Oak Community Coalition was selected as a founding member in the *100 Pioneers for Smoking Cessation Virtual Leadership Academy* under the Substance Abuse and Mental Health Service (SAMHSA) new Tobacco-Free Campaign. This project was aimed at partnering with 15 local mental health agencies to ensure clients received the most current and cutting edge assistance to challenge their nicotine addiction. In recognition of the coalition's commitment to build the capacity of our local agencies by providing technical assistance, resource development and implementation strategies, we can significantly help people kick the habit of tobacco use. Based on this initiative, the coalition developed a matrix of local cessation programs and resources available to the public via the coalition website.

Educational seminars, workshops and conferences

1. The Science of Brain Addiction: Presented to over 100 people to teach them about addiction through the science of the brain. This active presentation help teach how drugs, alcohol and tobacco hijack the brain and demand the continued used of that substance.
2. Power of One: Professional development day that facilitated discussions among the faith community and the mental health professionals about substance abuse treatment.
3. Teen Parent Driving Education: Partnered with AAA of Michigan and MADD to sponsor a one night pre-permit driving presentation to provide critical information teens need to know before they take the wheel.
4. Families and Financial Well-Being for Teens and Parents: Partnered with National City to offer a free financial well being seminar session for teens and parents to converse about household budgeting and how everyone in the family can be a part of the solution.



Coalition Leadership 2008-2009



Executive Board

President: Richard Granke
 Vice President: Elaine Trzasko
 Secretary: Erin Shaughnessy
 Treasurer: John Burr
 Members-at-large:
 John Giordano
 Beverly "BJ" Patchett
 Karen Bates
 ACHC Representative: Margaret Blount
 Executive Director: Diane Dovico

Staff/Consultants

Executive Director: Diane Dovico
 Youth Director: Jennifer Sheridan
 Executive Assistant: Jennifer Sheridan
 Evaluator: Dr. Darren Lubbers
 Project Administrator: Lorraine McGoldrick

Coalition Leaders Action Committee

Coalition Staff: Richard Granke
 School Sector: Frank Przybylo
 Local Government Sector: Gary Lelito
 Civic and Volunteer Sector: Mike Ripinski
 Faith Sector: Rev. Renee Machiniak
 Business Sector: Melanie Daugherty
 Senior Citizens Sector: Stan Harris
 Health Care Sector: Linda Reetz
 Media Sector: Diana Wing
 Parent Sector: Jeanne Dolson
 Treatment Sector: Diann Braun
 Law Enforcement Sector: Chief Ted Quisenberry
 Youth Serving Organization Sector: Lynn Wilcox



Supporting Organizational Partners and Individuals



AAA of Michigan, Addams Elementary & PTA, Adriana McCullough, ADXL, Al Carter, Al Elias, Allegra Print & Imaging, Alliance for the Coalition of Healthy Communities, American Cancer Society, Andrew Androff, Andrey Tomkiw, Andy Linell, Andy Meisner, Ann Redmond, Anne Davies, Annie Harrelson, Anne Kuzma, Barb Caddy, Beaumont Foundation, Beaumont Hospital, Becky Arce, Benito's Pizza, Beth Garcia, Beverly Owens, Beverly Patchett, Bill Allen, Bill Welch, Birmingham Bloomfield Community Coalition, Blair Prince, Brian Gordon, Bruegger's Bagels, Carlo Ginotti, Carol Hansen, Carol Hills, Carolyn Krynak Athletic Director, Cathy Kavanaugh, Cathy Zimmerman, Cecelia Boyer, Center for Creative Living, Charlie the drug dog, Chicken Shack, Chinn Jewelry, Chris Shreve, Christopher Jahnke, Church of the Holy City, Churchill Alternative High School, Churchill Education Center, C&G Newspaper, City of Royal Oak, Claudia Rushlow, Clemens Wittekind, Community Media Network (CMN), Caitlyn & Colleen McGoldrick, Common Ground Sanctuary, Comprehensive Health Educational Committee, Cono Dovico, Corinne Khederian, Craig Mangold, Daily Tribune, Dan Godek, Dark Spark, Dave Barber, Dave Gillian, Dave & Lisa Sawicki, David Trzasko, David Woodward, Jr., Dawn Flood, Dawn Ripinski, Debra Lewis, Denice Vitale, Derek Blount, Diana Wing, Diane Alvin, Diane Braun, Dick & Sally Granke, Dick Rockwell, DMC Surgery, Donna Bucciarelli, Donnis Reese, Doug Kuhnlein, Dr. Paul Erhmann, Dynamic Flowers of Royal Oak, Eastwood Clinic, Eaton & Susan Accountants, Elaine Trzasko, Empowerment Professionals, English Gardens, Erin Shaughnessy, Fox News Channel 2, Frank & Muriel Versagi, Gallery Animato, Geof Vasquez, George Goike, George Leichtweis, Gina Mangold, Gordon Foods, Healthy Communities Healthy Youth, Henry Ford Behavioral Health, Henry Ford Health Systems - Maplegrove Holiday Market, Hollywood Market, Hungry Howies, Inn Place Bar & Grill, Inter-Club Council, Jack Turner, Jan Harris, Jan Ivinson, Janice Laesser, Jeanne Dolson, Jeff Bridell, Jennifer Sheridan, Jerry Olli, Mayor Jim Ellison, Jimmy Johns Sandwich Shop, Jodi Apsey, Jodi Tillander, Christine Hartwig, John Andrew, John Burr, John Giordano, John Houghton, John McCullough, John Miskelly, John Stindt, John Sullivan, John Williams, Join Together, Jordano Graphics, Joyce Ann Maierle, Karen Bates, Kathleen Brooks, Kathy Knapp, Kelly Michaud, Kelsey Dovico, Kendall Leone, Kim Steggle, Kimball Elementary School, Kirk & Catherine Goddard, Laney Zarkis-Goolsby, Larry McCarrick, Lily's Seafood Restaurant, Lillian Maples, Linda Pinkston, Linda Reetz, Lindsay Wondero, Lisa Hills, Lutheran Brotherhood, Lynette & Tim Sisson, Lynn Hardaway, Lynn Karnes, Lynn Wilcox, M.A.D.D. - Oakland County Chapter, Madeleine Taylor, Madison Heights Coalition, Margaret Blount, Marge Brown, Marge Huggard, Marianne Peludat, Marie Donigan, Marilyn Marshall, Marilyn Urban, Mark Twain Elementary, Mark Weatherwax, Marlin Newburn, Martha Webster, Mary Ellen Graver, Mary Karshner, Mary Martens, Mary Sutton, Maryann Black, Mary Ann Welch-Campbell, Matilda Budge, Mavis Burr, Megan Davidson, Mel Johnson, Melanie Daugherty, Metta Lansdale, Michigan Elks Club, Michael Betman, Michael Bouchard, Michael Greening, Michigan Community Health Authority, Michigan Family Institute, Mike & Dawne Ripinski, Mikhail Prince, N&A Oil Inc., Nancy Adair, Nancy Morrison, National City Bank, National Coney Island, Norma Regenold, National Council of Jewish Women, Northwood Credit Union, Northwood Elementary & PTA, Oak Ridge Co-op Preschool, Oak Ridge Elementary, Oakland County Health Division Office of Substance Abuse, Oakland Family Services, Office of Congressman Sander Levin, Office of Representative Joe Knollenberg, Office of Senator John Pappageorge, Office of Science Education, Optimists, Officer Eric Baroky, Officer Jason Manning, Officer Jim Wern, Officer Mike Facemeyer, Officer Matt Weippert, Officer Richard Mallard, OUR Credit Union, Pam Bonkowski, Papa Romanos, Pastor's Association, Pathways, Patricia Franz, Patrick Wolynski, Pauline Pruneau, Peggy Lawrence, Peter Glasier, Prevention Network, Pronto, Rangers Floral Garden, RC Classic Collections, Reilly Family, Rev. Renee & Joseph Machiniak, Richard Wilson, RJ Lomas, Ron & Marianne Peludat, Rose Evers, Royal Oak Cable Station WROK, ROHS-Graphic Communication & Visual Imaging, Royal Oak Chamber of Commerce, Royal Oak City Attorney Office, Royal Oak Elks Club, Royal Oak Fire Department, Royal Oak Florist, Royal Oak High School & PTSA, Royal Oak Interclub Council, Royal Oak Kiwanis Club, Royal Oak Neighborhood Schools, Royal Oak Middle School, Royal Oak Optimist Club, Royal Oak Police Department, Royal Oak PTA Council, Royal Oak PTSA, Royal Oak Public Library, Royal Oak Review Newspaper, Royal Oak Senior Center, Safe & Drug Free School/Student Assistance Coordinators, safe.smart.strong, Counseling Center, Sangria, Sean McGoldrick, Sandy Roberts, Sarah Johnson, Save Our Youth Task Force, Scott Newman, Search Institute, Shelley Kemp, Shrine Catholic High School, Academy and Elementary, Smokefree Michigan, Southeast Oakland Coalition, St. John Eastwood Clinics, Stagecrafters, Stan Harris, Stephanie Howey, Steven Betz, Student Leadership Services, Susan Konop, Suzette Hart, Tasi Juice Bar, Terry Drinkwine, The Oakland Press, Tobacco Reduction Action Coalition, Tod Gazetti, Tom McGannon, Tom Regan Tomkiw & Dalton Attorneys, Tracy Niyo, Trader Joe's, Tribune Newspaper, Tri-County Prevention, Two Guy from Italy, United Way, Upton Elementary, US Congressman Gary Peters, US Congressman Sander Levin, Van Every Family Chiropractic, Virginia Flower Shop, Warren C. Levin, White Castle, William Funeral Home, Will Wright Fire Chief, Wing Communications, WOAK Cable TV Station, Women's Club, Woody's Diner, YaYa Chicken, YMCA - South Oakland Branch, YWCA, Youth Under Construction, Zumba Mexican Grill



Outreach



Coalition members participate in community activities

- Operation Medicine Cabinet
- Oakland County Mental Health Authority
- Alliance for the Coalition for Healthy Communities
- Oakland County Parks and Recreation
- Teen Pregnancy Prevention Campaign
- Shrine and Royal High School All Night Party
- Prevention Advocacy Day State Capital
- Adolescent Substance Use, Abuse, & Addiction Conference
- Community Conversations—Michigan Defining Moments
- Alcoholics Anonymous Annual Meeting
- Oakland University Non-Profit Fair
- Kindergarten Round-up
- Congressman Gary Peter's Open House
- Congressman Sander Levin's Open House
- ACHC Underage Drinking Prevention Meeting
- Chamber Ambassadors
- Salvation Army Christmas Luncheon
- Oakland County Mental Health Authority
- Save Our Youth
- SADD
- Open Houses
- Senior Salute
- Reaching Higher
- Raven Rally
- Optimist Club
- InterClub Council
- Chamber Business Expo
- Career Days
- Teen Night
- Senior Salute
- Health Fairs
- Challenge Days
- Curriculum Nights
- United Way Luncheon
- American PRIDE Conference
- Chamber Coffee Hour
- Parent Teacher Conferences
- Be the Change Youth Group
- Reach for the Stars Seminars
- PTA/PTSA meetings
- Chamber After Hours
- MADD Lifesaver Awards

Advocacy Actions: Take shape in addressing global issues on a state and national level that support safe and healthy communities

Drivers License Fact Card Insert
 Prescription Drug Disposal
 Smoke Free Michigan
 Hair Salon Complimentary Drinks

We cannot do this work without your support...together we cannot fail. Please take a moment to seriously consider supporting our shared work.



Coalition Development



A major function of a Drug Free Community Coalition is to build community capacity. Capacity building involves mobilizing human, organizational, and financial resources to meet project goals.

Two goals guide our path to sustainability:

- 1) Continue to strengthen and reinforce partnerships, volunteer and membership development.
- 2) Maintain and explore new opportunities and alliances to foster a diversified sustainability framework.

Financial Support:

The Coalitions primary funding comes from the Drug Free Communities Support Grant. The ROCC also relies on the support from membership, in-kind services, foundations, grants and support from sector involvement.



The Royal Oak Community Coalition received financial support from the City of Royal Oak, Oakland County, State of Michigan, Robert Wood Johnson Foundation, and The Beaumont Foundation .

In-kind contributions and corporate giving this year came from 88 businesses to implement campaigns, activities and events that help strengthen community involvement in preventing substance abuse.

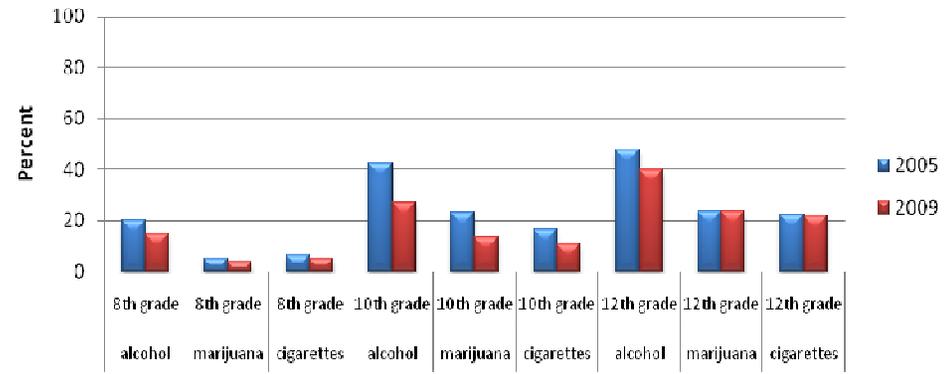
Successful fundraising and grant awards remain high priorities in order to the maintain the balanced budget. The Royal Oak Community Coalition is a not-for-profit 501(c)3 organization. Donations are tax deductible to the greatest extent under the law.



Risk Taking Behavior Search Institute 2009



Royal Oak 30 Day Alcohol Use, Marijuana and Cigarette Use Declines



Substance abuse prevention is NOT just a youth-related issue, it affects every family across all age ranges.

Affiliations:

- National: CADCA—Community Anti-Drug Coalition of America
 SAMHSA—Substance Abuse & Mental Health Service Administration
 CSAP—Center for Substance Abuse Prevention
 Communities that Care
 National Center on Addiction & Substance Abuse at Columbia University
 National Institute on Drug Abuse
 Join Together
 Search Institute
-
- State: Prevention Network
 SPF-SIG—Strategic Prevention Framework State Initiative Grant
 Michigan Prevention Association
 Michigan State Office of Substance Abuse Prevention
 Michigan Non-Profit Association
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- County: OCOSA (Oakland County Office of Substance Abuse)
 ACHC (Alliance for Coalitions for Healthy Communities)
 Oakland County Mental Health Authority
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- Local: Royal Oak Drug Free Schools - Advisory Committee
 Royal Oak Chamber of Commerce