



2025 Community Action Plan

Building Resilience. Strengthening Families.
Supporting Youth



Developed in partnership with the University of Washington Center for Communities That Care
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Agencies / Partners Represented:

NorthCare Network • Great Lakes Recovery Centers • Public Health Delta & Menominee Counties • Delta County Community Foundation (Fiduciary) • Escanaba Area Public Schools • Gladstone Area Public Schools • Mission of Hope • Public Health, Delta & Menominee Wellspring Church • Delta County Sheriff's Office • Escanaba Public Safety • Gladstone Public Safety • Elmer's County Market • Walmart Escanaba • Super One Foods • Sav-Mor • Meijer

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1. Executive Summary

Delta County has engaged in a systematic, science-based prevention-planning process through the Communities That Care (CTC) framework, developed by Dr. David Hawkins and Dr. Richard Catalano at the University of Washington's Social Development Research Group (SDRG).

This approach moves the community from isolated efforts to a unified, sustainable prevention system guided by data and measurable outcomes.

The 2024 Bach Harrison Youth Survey, completed by 659 students in grades 6, 8, 10, and 12, identified three priority risk factors and one key protective factor that guide this plan. These factors are introduced here and defined in greater detail later in the report:

- Low perceived risk of drug use
- Low commitment to school
- Poor family management
- **Protective factor:** Bonding to prosocial others

These findings inform targeted strategies such as Botvin LifeSkills Training (LST), Guiding Good Choices (GGC), mentoring partnerships, and the Sticker Shock Campaign, aligning community resources under a shared, data-driven model. In simple terms, this plan helps Delta County prevent substance misuse before it starts by strengthening families, schools, and positive community norms.

2. Introduction to Communities That Care

Communities That Care (CTC) helps communities use science and data to reduce risk factors and strengthen protective factors linked to youth outcomes. Rather than relying on short-term campaigns, CTC builds long-term systems change through collaboration, measurable goals, and continuous evaluation.

Delta County has maintained a CTC coalition since 2017 and renewed efforts in 2023 to strengthen and unify prevention across schools, families, and community partners, ensuring aligned goals, shared responsibility, and sustainable impact.

In practical terms, systems change means schools, families, and community partners working from the same plan, using the same data, and reinforcing the same expectations for youth.

3. The CTC Process in Delta County

The Delta County CTC coalition is composed of educators, law enforcement, parents, healthcare providers, and youth representatives. Coalition members received training in prevention science and implemented the 2024 Bach Harrison Youth Survey.

Survey results were analyzed using the Bach Harrison Norm (national average) as a comparison to our county wide data. This analysis identified elevated risk factors among Delta County youth, including low perceived risk of marijuana use, higher rates of depressive symptoms, and inconsistent family management practices.

Key findings included:

- Youth in Delta County are more likely than peers nation-wide to view marijuana use as harmless.
- Rates of depressive symptoms are higher than the Bach Harrison Norm.
- Families report inconsistent rules and supervision, increasing risk for youth substance use and related behaviors.

These findings informed the development of logic models, implementation timelines, and measurable outcomes for each prevention strategy. The 2025 Community Action Plan represents a shift from identifying community challenges to implementing coordinated, evidence-based solutions that address root causes and strengthen protective factors.

Understanding Risk and Protective Factors

Prevention science has shown that certain conditions in a young person's life make problem behaviors like substance use, violence, or school failure more or less likely to occur. For example, clear family rules and strong school connection lower the likelihood of youth substance use, even when risk factors are present.

- **Risk factors** increase the likelihood of problem behaviors (e.g., low commitment to school, poor family management, community norms favorable toward substance use).
- **Protective factors** buffer against risk (e.g., strong family attachment, caring adult relationships, clear standards for behavior).

The CTC framework enables Delta County to target local risks while strengthening existing community protections.

4. Key Accomplishments

Since revitalizing CTC in 2023, DC3 has achieved measurable progress in coordination, partnerships, and program delivery.

Botvin LifeSkills Training (LST)

Expanded facilitator training and school implementation build decision-making and refusal skills, reaching hundreds of middle-school students in Escanaba and Gladstone.

Partnerships with Community Organizations

DC3 partners with Mission of Hope, NorthCare Network, Great Lakes Recovery Centers, Public Health Delta & Menominee Counties, Delta County Community Foundation (Fiduciary), Escanaba and Gladstone Area Schools, Delta County Sheriff's Office, Escanaba Public Safety, Gladstone Public Safety, and retailers including Walmart Escanaba, Elmer's County Market, Super One Foods, Sav-Mor, and Meijer.

Together these partners extend prevention education and family resources across the county.

Annual Sticker Shock Campaign

Each year, the coalition coordinates the **Sticker Shock Campaign**, working with local retailers and youth volunteers to place prevention messages on alcohol packaging.

This initiative raises awareness about **underage drinking laws and community norms**, engaging both students and business owners in promoting a safe and healthy Delta County.

Growing and Diverse Coalition Board

Over the past two years, DC3 has expanded its coalition membership to include **educators, parents, faith leaders, healthcare professionals, and youth**.

This diversity ensures that prevention planning reflects the full voice of the community and strengthens collaboration across systems. By 2027, DC3 will maintain at least 20 active members across these workgroups: Data & Resources, Funding & Sustainability, Parent Education & Family Engagement, and Youth Engagement.

5. Vision, Mission, and Approach

Vision: Every young person in Delta County grows up safe, healthy, and free from substance misuse—surrounded by caring adults and connected to school and community.

Mission: To unite schools, families, and community partners through a shared prevention framework that reduces risk and builds resilience.

Core Values: Collaboration • Accountability • Inclusion • Evidence-Based Practice • Hope

6. Community Assessment Data

2024 Bach Harrison Youth Survey Findings

The findings from the **2024 Bach Harrison Youth Survey** form the foundation of this plan. The Data and Resources Workgroup reviewed local results and identified three priority risk factors and one protective factor guiding Delta County’s prevention focus.

- **Problem Behaviors:** Higher 30-day use rates than the Bach Harrison Norm – Alcohol 28% • Marijuana 22% • Vaping 31%.
- **Risk Factors:** Low perceived risk of drug use (60%) • Low commitment to school (40%) • Family management challenges (34%).
- **Protective Factors:** Strong belief in moral order (75%) • Bonding to prosocial adults (68%) • Community involvement (61%).

7. Implementation Timeline and Measurable Outcomes

Guiding Good Choices (GGC)

Goal: Strengthen family attachment, communication, and clear expectations.
Background: GGC existed in Delta County before 2023 but with low saturation rates. This plan expands delivery through quarterly sessions supported by schools and coalition partners.

Time Frame	Objective	Measure/Target
Short-Term (Year 1)	Conduct one full GGC series for local families.	5 parents complete GGC by June 2026.
Medium-Term (Years 2–3)	Expand participation and facilitator capacity.	15 parents complete GGC by June 2027.
Long-Term (Years 4–5)	Countywide family engagement in prevention.	30% of parents (grades 5–9) complete GGC by 2030.

Program Expansion Through Partnerships

The expansion of Guiding Good Choices and Prime for Life will grow through partnerships between Great Lakes Recovery Centers, the Delta and Menominee County Probation Offices, and the DC3 Coalition.

These partnerships allow trained facilitators to deliver prevention education to families and court-involved youth, creating alignment between community and judicial prevention efforts. This collaboration also enhances referrals, participant recruitment, and program sustainability across both counties.

Botvin LifeSkills Training (LST)

Goal: Increase youth perception of risk and strengthen refusal, decision-making, and peer-resistance skills.

Strategy: Launch a volunteer-led expansion of LST beginning October 2025.

Time Frame	Objective	Measure/Target
Short-Term (Year 1)	Recruit and train new facilitators.	5 volunteers trained by Oct 2025.
Medium-Term (Years 2–3)	Deliver LST across middle schools.	10 facilitators delivering sessions by June 2027.
Long-Term (Years 4–5)	Reduce youth substance-use rates.	10th-grade 30-day marijuana use decreases from 17% → 12% by 2030.

8. Community Outreach and Engagement

A. General Community Event Categories

(Ongoing outreach opportunities; specific events selected annually)

The coalition will maintain a consistent presence at general categories of community events that provide opportunities for prevention education, relationship building, and resource connection. These categories guide outreach efforts each year and may include:

- **School & Youth Settings**

- School open houses
- Parent orientation events
- Reading Month activities
- General high school events
- **Athletics & Extracurricular Activities**
 - Basketball, football, wrestling, and hockey events
- **Community & Partner Settings**
 - Chamber of Commerce events
 - Community open houses
 - Food-kit distribution partnerships
 - Events hosted at community partner locations
- **Parent & Family Engagement**
 - Parent education and equipping opportunities
 - Distribution of prevention education materials (e.g., *Hiding in Plain Sight* resources)

These outreach activities support protective factors such as school attachment, family engagement, and community connectedness while reinforcing positive community norms.

B. Specific Named Community Events

(Identified outreach events to be included in the Action Plan)

In addition to general outreach categories, the coalition will prioritize participation in specific, recurring community events aligned with prevention goals and identified risk and protective factors. Examples include:

- School Readiness / Guiding Good Choices events (February)
- High School Spring Mental Health events
- YMCA Health Fair / Family Fun Day
- Rise and Read (parent engagement program)

- Christmas in the Village
- Mission of Hope School Supply Event (tabling and prevention outreach)
- Armageddon on Wheels (August 1)

Specific events may rotate annually based on availability, partnerships, and community need.

C. Coalition-Hosted Engagement Events

In addition to participation in community events, the coalition will host intentional, low-barrier engagement activities designed to build relationships, increase visibility, and support recruitment and sustainability.

Examples may include:

- **Coffee with the Coordinator** — informal opportunities for community members and partners to learn about prevention priorities and coalition work
- **Brunch with the Board** — relationship-building events focused on board engagement, recruitment, and shared prevention vision
- **Prevention & Conversation** — small-group discussions centered on family, youth well-being, and prevention topics
- **Community Connect Sessions** — hosted gatherings for parents, partners, or stakeholders to learn about prevention resources and programs

These activities strengthen community connectedness, support board and volunteer recruitment, and reinforce positive norms around prevention.

Documentation & Review

Community outreach and engagement activities will be reviewed annually by the board and documented through coalition records and Action Plan updates to ensure alignment with identified risk and protective factors.

9. Recommendations and Next Steps

1. **Ensure program fidelity through training and coaching.** DC3 will review and implement Phase 5 workshops from the CTC framework that focus on understanding program implementation, outcomes, evaluation, and observations. This will ensure our members understand the importance of fidelity, and program DC3 support are achieving the outcomes we desire.

2. **Secure sustainable funding (opioid settlement & state grants).** Using the CTC framework for Funding Sustainability, our coalition members will learn how to secure funds to support out prevention work, while also understanding the broader scope of how prevention dollar are spent in our community.
3. **Continue biennial Bach Harrison survey.** To ensure we are measuring our community wide outcomes and behavior changed, DC3 will strive to continue implementing the Back Harrison CTC Youth Survey every two years to grades 6, 8, 10, and 12 in all schools across Delta County. Our goal is to ensure that more than 77% of enrolled students participate in this survey.
4. **Recruit new school and parent sector members.** Our goal is to have representation from all sectors in our community. This Board growth and development plan is outline in the section below.
5. **Highlight prevention success to reduce stigma.** DC3 believes that by recognizing our successes in behavior change, we can continue to build more protection for our youth and shift the perceived norm from “Most students are using” to “Most students are NOT using.”

10. Board Growth and Development Plan

To ensure sustainability, leadership succession, and broad community representation, DC3 will pursue the following goals:

- **Expand Coalition Membership:** Grow from 9 active members to at least 20 by 2027, ensuring representation from all 12 CTC sectors.
- **Formalize Workgroup Structure:** Maintain four active workgroups—Data & Resources, Funding & Sustainability, Parent Education & Family Engagement, and Youth Engagement—with 4–5 members each by FY27.
- **Recruitment Strategy:**
 - Annual outreach through schools, community events, and social media.
 - Present coalition data at Mission of Hope, Delta County Community Foundation events, and school boards.
 - Partner with Escanaba and Gladstone Public Safety and the Delta County Probation Office to broaden participation.
 - Offer orientation and mentorship for new members.
- **Leadership Pipeline:** Develop a “Chair-in-Training” model for continuity.

- **Recognition & Retention:** Quarterly appreciation highlights and media features.

11. Relevant Resources

- **Communities That Care – University of Washington (SDRG):**
www.communitiesthatcare.net
- **Blueprints for Healthy Youth Development:** www.blueprintsprograms.org
- **SAMHSA Prevention Resources:** www.samhsa.gov/prevention
- **Michigan Department of Health & Human Services – Prevention Services:**
www.michigan.gov/mdhhs/keep-mi-healthy/communityandfamilyhealth/prevention

12. Conclusion

Through programs like Guiding Good Choices, Prime for Life, and Botvin LifeSkills Training, DC3 is uniting schools, families, and community partners—including Great Lakes Recovery Centers and local probation offices—under a shared, evidence-based framework to build a data-driven, sustainable, and community-owned prevention system.

13. Acknowledgments

The Delta County Communities That Care Coalition (DC3) extends gratitude to its dedicated members and partners.

Coalition Members: Patrick Bradway, Melissa Bonifas-Ness, Josie Baxter, Amy Fadula, Gina Pepin, Paul Culbertson

Supporting Partners: Meghann Wolvert (CTC Coach), Traci Johnson and Alex Williams (Supervisors), Delta County Community Foundation (Fiduciary), NorthCare Network, Great Lakes Recovery Centers, Public Health Delta & Menominee Counties, Escanaba Area Public Schools, Gladstone Area Public Schools, Mission of Hope, Public Health, Delta & Menominee, Wellspring Church, Delta County Sheriff's Office, Escanaba Public Safety, Gladstone Public Safety, and retail partners including Walmart Escanaba, Elmer's County Market, Super One Foods, Sav-Mor, and Meijer.

Together we are building a Delta County where prevention is proactive, collaboration is strong, and every young person has the opportunity to grow up connected, capable, and confident.