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FOR IMMEDIATE RELEASE

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**LOCAL COMMUNITY COLLABORATIVE ADDRESSES SUBSTANCE USE, SAFETY,  
AND CRIME AND GETS NATIONAL AND STATEWIDE RECOGNITION**

Flint, MI – A local community collaboration focused on reducing substance use; drinking, driving and alcohol related crash fatalities; liquor control enforcement; and other related crimes was honored at the national and local level, and will be honored at the state level on March 31<sup>st</sup>.

The group, the Genesee Drug and Alcohol Prevention Coalition, formed in August of 2007 and led by Genesee County Community Mental Health (GCCMH), includes members from state and local police agencies, Hurley Medical Center, Project VOX, Catholic Charities, Connexion, Planned Parenthood, IARC, Priority Children, REACH, Career Alliance, GISD, local drug and sobriety courts and others.

On the national level, GCCMH staff along with other coalition members presented at the Community Anti-Drug Coalitions of America (CADCA) annual conference on February 9, 2010 in Washington DC. The presentation focused on assisting other communities to replicate the successes that Genesee County has had through the coalition's work.

Locally, the advertising campaign, designed by Concept Three, Inc. out of Davison, was awarded the Silver award for Complete Campaign, a Silver award for the coasters developed to promote a designated driver in bars and restaurants, and a Gold

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# Genesee County Community Mental Health News Release



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award for visual screens used in the bar and restaurant urinals to promote safe drinking and driving. The awards were given by the Flint Area Advertising Federation. The campaign is also in the running for a regional award.

On March 31, 2010, Genesee County CMH and the Drug and Alcohol Prevention Coalition will be presented with the Governor's Traffic Safety Advisory Commission's (GTSAC) 2009 Traffic Safety Achievement Award during the 15<sup>th</sup> Annual Michigan Traffic Safety Summit. The letter announcing this award stated, "This award is in recognition of the program's success in reducing alcohol and drug-related traffic fatalities and serious injuries in the Dort Highway area."

"We couldn't be more pleased and proud," said Kristie Schmiede, Director of Substance Use Disorder Services at Genesee County CMH. "These recognitions show that with collaboration and hard work, we really can make a difference."

Genesee County CMH provides services and supports to Genesee County residents who are adults and children with developmental disabilities, adults with serious mental illness, children with serious emotional disturbance and for adults and children with substance use disorders. For more information call Customer Services at (810) 257-3705.

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