

**UNITED WAY CONSUMER INVESTMENT STRATEGY FOR  
PERSONS WITH OR AT RISK OF CHEMICAL DEPENDENCY,  
INCLUDING DUAL DIAGNOSED CONSUMERS**

**Definition of consumer population**

Consumers who exhibit a compulsive use of chemicals or substances (drugs or alcohol) and an inability to discontinue usage.

**Desired outcomes as a result of investing in services for this population:**

- Youth at risk/currently abusing AOD become more educated on AOD intervention and prevention
- Chemically dependent individuals will have successful recovery
- More consumers will receive (coordinated) access to multiple resources/ services through single points of entry

**United Way's Chemical Dependency Investment Strategies:**

- A. **Coordinated Substance Abuse Education/Prevention** services (targeting at-risk youth and seniors)
- B. **Comprehensive Outpatient Substance Abuse Treatment** and Residential Substance Abuse Treatment
- C. **Case/Care Management** services (targeting underinsured and/or uninsured chemically dependent individuals)