

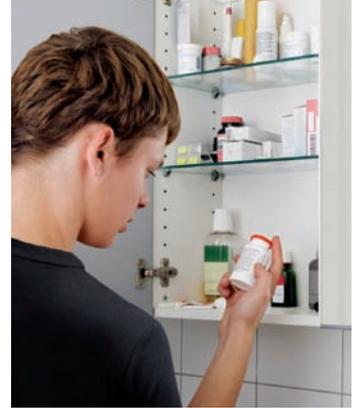


Creating a drug free community YEAR 3

Vision: Positive Action – Positive Results

Mission: Working together to create a community that empowers youth to make positive choices around alcohol and other drugs.

In three years, Waukesha County's Drug Free Communities Coalition has evolved into a powerful community force. Since 2008 when the coalition acquired a federal grant, we now have more than 100 members, representing 12 community sectors, who share a common goal: reducing substance abuse among youth. Our Year 3 accomplishments build on past efforts and focus on the following: community outreach, education, compliance, prescription drug collections, community support and sustainability – building a coalition that will thrive far into the future.



Goal 1: Develop a countywide network of individuals and organizations with the goal of reducing youth substance abuse. Our achievements include:



creating a sustainability team to address member recruitment, long-term funding and leadership development. As part of this effort, we instituted twice-yearly orientations and follow up phone calls to encourage new members to join SWATs (Strategic Work Action Teams) that match their interests. As a result, about half our members are actively involved in one or more teams, which include public relations, leadership, positive community norms, drug collections, strategic planning and compliance.

- enhancing membership development** by holding our third annual planning retreat; sending 11 members to the annual Wisconsin State Prevention Conference; and organizing training sessions on coalition building and leadership development, led by UW-Cooperative Extension Specialist Randy Stoeker.
- strengthening our presence in the community** through presentations to the Waukesha County Board and the Waukesha County Cooperation Council (elected officials of cities, towns and villages). Coalition members also attended events sponsored by Waukesha North High School, the Waukesha Youth Collaborative, Waukesha's West Side neighborhood, and Waukesha County Technical College.
- receiving six grants and donations worth a total of \$22,000** from Clean Sweep, ProHealth Care, Community Memorial Hospital, DDN and Dohmen, Walgreens and individual donors. In addition, the Alliance for Wisconsin Youth paid for 10 members to attend the Wisconsin Prevention Conference and has supported the creation of a comprehensive coalition database.
- boosting our media and public relations capabilities** through ongoing development of a user-friendly website, as well as a member and resource database, and creating coalition brochures and business cards that members can use to publicize the coalition in the community.

community outreach education compliance
prescription drug collections community support sustainability

Goal 2: End substance abuse among Waukesha County youth and, eventually, adults. On this goal, our efforts include:



conducting a **“Parents Who Host” campaign**, designed to discourage parents from hosting parties and serving alcohol to underage youth.



partnering with the **Waukesha Police Department and City Attorney** to implement a new alcohol-citation policy that institutes “responsible beverage server” training for retailers and restaurants that serve alcohol.

- organizing a **two-day student education session at Brookfield East High School**, featuring Olympic trainer John Underwood’s “Life of an Athlete” program, designed to show student athletes how alcohol affects their performance and life.
- sending **five coalition members to a statewide training** designed to encourage collaboration regarding ways to reduce high-risk alcohol use through changes in alcohol policy and culture in Wisconsin communities.
- hosting our **third drug collection at six Waukesha County sites**, collecting 4,600 pounds of medication from 2,600 households. 216 volunteers gave 810 hours of their time to make this collection our biggest and best.
- holding **community education forums**, designed to address many issues surrounding youth drug and alcohol use in Waukesha County. Forums included a three-day Positive Community Norms workshop through the Montana Institute; a presentation for parents and professionals by Captain Chuck Wood, commander of the Waukesha County Metropolitan Drug Enforcement Unit, on substance abuse trends; a presentation on Waukesha County’s alcohol policy by Julia Sherman of the University of Wisconsin Law School and Kathleen Stilling, former circuit judge and current coalition member; and a presentation on cultural competency by Waukesha County UW-Cooperative Extension Nutrition Educator Martha Rodriguez-Hubert and Waukesha County Social Worker Fred Garcia.
- starting an initiative to create a **coalition-affiliated “Parent Alliance”** composed of representatives from Waukesha County Parent Networks as a way to share information and leverage our presence in the community.
- teaming up with **Leadership Waukesha**, part of the Waukesha County Business Alliance, to study how alcohol ordinances vary throughout the county. The group researched ordinances in 37 municipalities and presented their recommendations for strengthening local ordinances to the coalition.

Drug Free Communities (DFC) is a federal grant-funded program through the Substance Abuse and Mental Health Services Administration (SAMHSA).

Waukesha County UW Cooperative Extension serves as coordinator and fiscal agent for Waukesha County’s Drug Free Communities grant.



Waukesha County
Drug Free Communities
www.waukeshacounty.gov/dfc

DrugFreeCommunities@waukeshacounty.gov

Waukesha UW Cooperative Extension
515 W. Moreland Blvd. AC-G22
Waukesha, Wisconsin 53188

Office: 262.896.8263
Fax: 262.548.7787