

Fifteen-year-old Jose Palacios was one of several young people interviewed for a video produced by the Drug Free Communities Coalition. "Don't follow what a group thinks is cool," Jose advises students. "You are your own person. Do what you think is cool, like playing video games, or soccer. But don't do drugs or alcohol. That just ruins things. That ruins everything."



Sandra Schultz of the Elmbrook Parent Network, Brianna Duffy of the Addiction Resource Council, and Karin Gratz of Lead to Succeed celebrate the accomplishments of Waukesha County's Drug Free Communities Coalition.



What parents have to say about coalition-led substance-abuse prevention programs for students and families at Butler and Central middle schools.

"The program gave great advice. I wished the programs were longer."

"This is a very good opportunity to spend special time with my daughter."

"This program has helped me grow as a parent."

"I think instilling strong values into our kids is the most important thing we can do."

"This program was wonderful. I learned a lot, and it helped us become closer as a family."

Creating a drug free community – Year 2



"The Drug Free Communities Coalition brings in people from all sectors of the community that we might not have regular contact with. But now we've made these connections, and it really is showing how great this coalition can work for our community."

**– BRIANNA DUFFY,
ADDICTION RESOURCE COUNCIL**

To join us in creating a drug free future for Waukesha County youth, contact drugfreecommunities@waukeshacounty.gov, call 262.896.8263, or visit our website at www.waukeshacounty.gov/dfc

Two years ago, a group of caring citizens came together with a common purpose: end substance abuse among youth. Funded by a 10-year federal grant, the Waukesha County Drug Free Communities Coalition has grown to include a diverse network of 90 members — parents, drug counselors, law enforcement officers, school officials, clergy, health-care representatives and others. We share a heartfelt desire to create a drug free world for young people. Take a look inside to see how far we've come.



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

Drug Free Communities (DFC) is a federal grant-funded program through the Substance Abuse & Mental Health Services Administration (SAMHSA). UW Cooperative Extension provides equal opportunities in employment and programming, including Title IX and ADA.

Creating a drug free community

Goal 1: Develop a countywide network of individuals and organizations with the goal of ending youth substance abuse

Our 90-member coalition has worked hard over the past two years to build a sustainable foundation for a drug free future. To that end, we:

- increased the size and scope of our coalition to 90 members, with representatives in all 12 sectors. As a result, we're building on existing committees, or "SWATs" (Strategic Work Action Teams), and focusing on drug collections, public relations, leadership and positive community norms.
- won three additional grants, worth a total of \$27,000, from the School District of Waukesha, the Alliance for Wisconsin Youth and Wisconsin Clean Sweep, to pay for substance-abuse prevention programs and prescription drug collections.
- held a second annual planning retreat and elected a slate of officers to guide the coalition into the future.
- added a DFC staff member through an agreement with Marshfield Clinic, which assigned us one of their AmeriCorps positions.
- reached out to the public by creating a seven-minute video about the coalition – featuring coalition members and Lead to Succeed high school students – and developing a website to establish a strong on-line presence.
- strengthened media ties with the addition of two coalition members from a local television station.
- developed a strategic plan and bylaws to give our coalition a strong framework and operational guidelines.
- established a statewide network of contacts by having a strong presence at events such as the annual Wisconsin State Prevention Conference.
- received a "Community Collaboration Award" from the Addiction Resource Council, recognizing our efforts to include all sectors of the community in the coalition.



What members had to say about coalition-sponsored collections of unused prescription drugs:

"The prescription drug collection was a great success."

– ANNA RUZINSKI, MEMONEE FALLS POLICE CHIEF

"... a safe, ecologically responsible way to get rid of those chemicals."

– BILL HUMPHREYS, CHAPLAIN, CARROLL UNIVERSITY

"Everyone came together to help with the drug collection."

– DAN VRAKAS, WAUKESHA COUNTY EXECUTIVE

During two drug collections:

250 volunteers donated 950 hours to collect
8,000 pounds of unused prescription drugs
from 4,100 households.

Goal 2: End substance abuse among Waukesha County youth and, eventually, adults

In year one, our coalition conducted an array of substance-abuse awareness activities. This year, we:

- conducted two collections of unused prescription drugs. The collections offer a safe, environmentally responsible way to dispose of old or unwanted medications, while keeping drugs out of the hands of young people. We received more than \$19,000 in donations to help pay collection costs.
- organized several substance-abuse forums in partnership with the School District of Waukesha. In one, Dr. Ken Winters, an authority on adolescent drug use, spoke to more than 200 parents, coalition members, school staff and social workers about adolescent brain development, why teens think and behave the way they do, and intervention strategies. In another forum, Captain Chuck Wood, commander of the Waukesha County Metropolitan Drug Enforcement Unit, spoke about emerging trends in adolescent drug use to 70 parents and professionals.
- piloted Substance-Abuse Prevention Programs (SAPP) for 64 middle-school students and their families at Blair Elementary School, Butler Middle School and Central Middle School. Aimed at helping kids resist drugs and alcohol, the bilingual curriculum focused on social skills, bullying and substance abuse. Three family nights, with meals and programs for parents, added a family component to school activities. Feedback was overwhelmingly positive.
- organized "town hall" meetings in English and Spanish for residents of three Waukesha neighborhoods: Haertel Field, West Side and Phoenix Heights. More than 60 people attended a meeting at New Tribes Church, in which youth and community members acted out a scenario involving drinking teens who steal a car and get in a wreck. The scenario continued with sobriety tests, arrests, pleading a case before a judge, sentencing and other repercussions. A police officer, assistant district attorney, insurance agent and high school athletic director role-played their real-life roles. "It was incredible," says a participant, "and had a huge impact on the parents."