

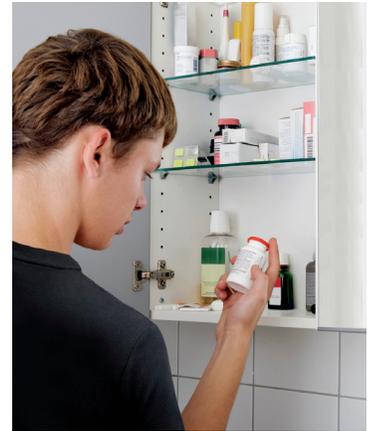


Creating a drug free community YEAR 4

Vision: Positive Action – Positive Results

Mission: Working together to prevent youth drug and alcohol use.

In four years, Waukesha County's Drug Free Communities Coalition has reached thousands of parents, students, government and business leaders, community organizers, local establishments who serve alcohol and many others to prevent youth drug and alcohol use. We have more than 100 members, representing 12 community sectors, who share our common goal. We now also have an in-school program that's spreading from Waukesha West to other area high schools. Each year, we are continuing to build and grow our coalition that will thrive far into the future.



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

- ✔ **enhancing membership development** by hosting a full day training session for 20 DFC leaders and staff members with Rhonda Ramsey-Molina, a nationally recognized trainer from the Community Anti-Drug Coalitions of America (CADCA); the CADCA training provided DFC with best practices and led to a reorganization that more fully engages volunteers and will improve outcomes; feedback from the CADCA trainer indicated WDFC is an exemplary organization.
- ✔ **strengthening our presence in the community** with recognition as the Government Agency of the Year by the County Executive; presentations to the Waukesha County Board and Waukesha County Cooperation Council (elected officials of cities, town and villages).
- ✔ **receiving a nearly \$50,000 grant** from Sober Truth on Preventing Underage Drinking; the grant is renewable for 4 years and recognizes our commitment and success in preventing youth alcohol use.
- ✔ **boosting our media and public relations capabilities** through the creation of signage, an updated brochure and other materials members can use to publicize the coalition in the community.



Waukesha County Drug Free Communities Coalition receives the Government Agency of the Year Award.

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:

- organizing a day-long student leadership workshop led by Olympic trainer John Underwood and focused on drug-free sports. More than 400 students, coaches and adult mentors attended his inspirational “Life of an Athlete” program that guides youth to have a positive influence on their classmates, school and community.
- hosting our fourth drug collection at seven Waukesha County sites, removing nearly 9 tons of unwanted and unused prescription drugs from homes in our community since 2009.
- launching Waukesha Community Resources for Establishments and Servers (C.A.R.E.S.), based on a successful Marshfield Clinic program to support healthy, safe drinking habits in the community. The initiative connects DFC with local alcohol serving establishments and gives them the tools to be a positive force in their community. We also recognize local establishments who are actively working to prevent underage drinking and encourage healthy drinking habits among adults. Hosted a two-hour Responsible Alcohol Server Training for more than 20 individuals.
- holding community education forums to educate parents on the dangers of serving alcohol to underage individuals. The forum, which was presented in English and Spanish, provided an opportunity for the community to share their insights on the affects and consequences of drugs and alcohol on the community.
- creating a “What’s Your High” media campaign with the Waukesha School District, representing the Positive Community Norms philosophy. Students created posters and 30-second public service videos on alcohol, marijuana and prescription medications. The videos ran at Marcus Majestic Cinemas from June to October, accompanied by posters and an educational kiosk.



Waukesha County
Drug Free Communities

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

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