

Daniel P. Vrakas
County Executive



FOR IMMEDIATE RELEASE

Date: May 9, 2013

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**WAUKESHA COUNTY DRUG FREE COMMUNITIES TO RECOGNIZE
PREVENTION WEEK WITH MULTIPLE EVENTS MAY 12-17**

WAUKESHA, Wis. – Tomorrow, May 10, 2013, County Executive Dan Vrakas will present a proclamation proclaiming the week of May 12-17 Prevention Week in Waukesha County. In recognition of this week, Waukesha County Drug Free Communities Coalition (DFC) is hosting and/or launching an event or program each day of the week.

The daily programs are outlined below:

Monday, May 13 – Student Generated Public Service Announcement Launch

Waukesha County DFC is collaborating with Arrowhead High School and Waukesha West High School to create Public Service Announcements (PSAs) focused on marijuana, alcohol and prescription drugs. The announcements focus on positive messaging and dispelling myths on youth substance use. The PSAs generated by Waukesha West High School Students will be featured at the school on Monday.

Tuesday, May 14 – C.A.R.E.S. Program Expansion

On Tuesday, DFC will release an exciting announcement on the expansion of the Coalition’s C.A.R.E.S. (Community Alcohol Resources for Establishments and Servers) program. The program, which was began in 2012, is dedicated to providing education and support, as well as recognition to local establishments who are actively working to decrease underage drinking and encourage healthy drinking habits among adults.

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“Waukesha County Drug Free Communities to Recognize Prevention Week,” continued ...

Wednesday, May 15 – New Drug Trends Education Forum

On Wednesday morning, from 8:30-10:00 a.m. Captain Frank McElderry, Commander of the Waukesha County Metropolitan Drug Enforcement Unit, will present an education forum titled “New Drug Trends in Waukesha County.” The program, targeting professionals such as School Personnel, Counselors, Public Safety Officials, Healthcare, Volunteers and Coalition Members, will be presented at the Waukesha County Courthouse and will cover current, local drug trends and issues affecting Waukesha County.

Thursday, May 16 – New tools released to enhance Life of an Athlete program

New tools to enhance the Life of an Athlete program, which DFC has been involved with since 2010, will be announced and released on Thursday. The Life of an Athlete program is focused on providing information to students regarding the negative effects alcohol and drugs can have on their athletic performance and their life.

Friday, May 17 – Project Sticker Shock

Waukesha County Drug Free Communities Coalition is once again teaming up with local Police Departments and the School Districts to roll out the Wisconsin Department of Transportation sponsored, “Parents Who Host, Lose The Most” campaign in Waukesha County. Through a unique and innovative marketing method, a number of Waukesha County restaurants and retailers will help spread the message of this important campaign.

Additional details of each program will be released the day before the event. For more information on the events in advance of the individual press release, please contact Julianne Davan in the County Executive’s Office at (262) 548-7902, or jdavan@waukeshacounty.gov.

The DFC program is a federal effort to reduce youth substance use and abuse of drugs and alcohol. The Coalition represents a number of partnering agencies including schools, healthcare professionals, law enforcement, media, parents, youth, state and local agencies, and civic and volunteer groups.

More information on the Waukesha County Drug Free Communities Coalition can be found on its website: www.waukeshacounty.gov/dfc.

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