

PRIORITY AREA: Alcohol Abuse

GOAL: Reduce alcohol abuse of residents of Pierce and St. Croix counties

STRATEGY #1: Decrease youth alcohol use through changes to policy, systems, environment and community support

STRATEGY #2: Decrease adult alcohol abuse through changes to policy, systems, environment and community support

OBJECTIVE 1: By 12/31/19 target at least two communities, one in both Pierce and St. Croix Counties, and increase enforcement of and/or change alcohol-related ordinances. (This work will begin with the River Falls School District community in 2017 and expand to another school district community in 2018-2019).

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
Research and as appropriate, utilize existing resources such as CHIA (Community Health Improvement in Action), SAMHSA (Substance Abuse and Mental Health Services Administration), and Wisconsin Cancer Council.	All	2017	- Staff/volunteer time	Inventory of resources and relevance to our activities
1. Inventory existing ordinances	a. Haley Hetchler & Rebekah Brown b. Deb Lindemann, SCC c. TBD	a. 1 st Quarter 2017 b. 2017-2018	- Template for inventory - Script for email or phone inquiries - People to make inquiries	Inventory of existing alcohol-related ordinances
a. River Falls School District b. All remaining districts in two-county region				
2. Meet with law enforcement to assess enforcement of existing ordinances and identify priorities for increased enforcement and/or policy change	a. Heather Logelin b. TBD	a. 2 nd Quarter 2017 b. 2018-2019	- Inventory of existing alcohol-related ordinances - Access to law enforcement	- List of shared priorities for increased enforcement - List of shared priorities for policy change
a. River Falls School District b. One additional school district				
3. Engage volunteers from AA/Al-anon to tell their story.	Angie Payden	1/30/17-9/30/2017	- Volunteer time - Individuals willing to be interviewed - Photographer/ videographer (?)	Local stories available and ready for use in public information campaign and/or outreach to decision makers
4. Secure champions in each targeted community.	a. Heather Logelin b. TBD	a. 3 rd Quarter 2017 b. 2018-2019	- Knowledge of and connections to the community - 1:1 meetings with potential champions	A minimum of one champion identified for each targeted community
a. River Falls School District b. One additional school district				
5. Outreach to elected officials, municipal leaders, community leaders and other stakeholders to increase awareness of alcohol abuse in our region and how policy can decrease alcohol abuse behaviors.	- Community Champions	a. 4 th Quarter 2017	- Local data	Increased community support for proposed alcohol-related policy changes.

a. River Falls School District	- Alcohol Abuse Action Team Members	b. 2018-2019	- Knowledge of existing ordinances and levels of enforcement	
b. One additional school district			- Educational materials - Local volunteers to tell their stories	
6. Advance proposed policy changes for consideration by local city councils and township boards	- Community Champions	a. 2018	- Corporation Counsel	Alcohol-related policy changes adopted by city councils and township boards
a. River Falls School District	- Alcohol Abuse Action Team Members	b. 2019	Consult with other municipalities in WI	- <u>Documentation</u> : List of proposed policy changes, dates advanced, and outcome
b. One additional school district			- Process support from city and township staff - Staff and volunteer time to attend council and township meetings	

OBJECTIVE 2: By 12/31/19 target at least two communities, one in both Pierce and St. Croix Counties, and implement specified activities to reduce underage access to alcohol. (This work will begin with the River Falls School District community in 2017 and expand to another school district community in 2018-2019).

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Fully implement "Parents Who Host Lose the Most," including (i) a public information campaign, (ii) media advocacy and outreach and (iii) law enforcement support, including targeted operations to prevent teenage drinking parties.	- Julie Theisen (St. Croix County)	a. 2017	Submit 2017 application by 12/16/16	Full implementation of "Parents Who Host" decreases youth access to alcohol through increased community awareness and increased enforcement of existing ordinances
a. River Falls School District	- Pierce County Partnership for Youth (PCPFY)	b. 2018		
b. One additional school district	Alcohol Abuse Action Team	Ongoing	- Connections with school, church and community groups	<u>Documentation</u> :
i. PUBLIC INFORMATION CAMPAIGN: Use in-person presentations, social media, print advertising, radio advertising and "Parents Who Host" materials to increase awareness of the dangers of underage drinking, the realities of underage drinking in our region, and the role adults play in decreasing youth access to alcohol.			- Public speakers - Social media posts - Print advertising design and funding - Radio advertising production and funding - "Parents who Host" materials	- # of in-person presentations - Social media posts and hits - Paid media placements (print and radio) - # of "Parents who Host" materials distributed Parent pledge cards
ii. MEDIA ADVOCACY: Use press releases, editorial columns, letters to	Alcohol Abuse Action Team	Ongoing	- Press release templates	<u>Documentation</u> :

<p>the editor, and story pitches to engage local media to help increase awareness of the dangers of underage drinking, the realities of underage drinking in our region, and the role adults play in decreasing youth access to alcohol.</p> <p>iii. LAW ENFORCEMENT SUPPORT: Law enforcement to conduct compliance checks in each of the targeted communities.</p> <p>a. River Falls School District b. One additional school district</p>	<p>a. River Falls Police Department (RFPD) and PCPFY b. TBD</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> - Editorial column templates and willing “authors” - Letter to the editor templates and willing “authors” - Law enforcement - Youth volunteers - Citation educational materials 	<p># of earned media hits</p> <p><u>Documentation:</u> Compliance checks results</p>
<p>2. Meet with law enforcement to assess enforcement of existing ordinances and identify priorities for increased enforcement and/or policy change</p> <p>a. River Falls School District b. One additional school district</p>	<p>a. Heather Logelin b. TBD</p>	<p>a. 2nd Quarter 2017 b. 2018-2019</p>	<ul style="list-style-type: none"> - Inventory of existing ordinances related to youth access to alcohol - Access to law enforcement 	<ul style="list-style-type: none"> - List of shared priorities for increased enforcement - List of shared priorities for policy change
<p>3. Advance proposed policy changes for consideration by local city councils and township boards</p> <p>a. River Falls School District b. One additional school district</p>	<ul style="list-style-type: none"> - Community Champions - Alcohol Abuse Action Team Members 	<p>a. 2018 b. 2019</p>	<ul style="list-style-type: none"> - Corporation Counsel Consult with other municipalities in WI - Process support from city and township staff - Staff and volunteer time to attend council and township meetings 	<p>Policy changes that reduce youth access to alcohol adopted by city councils and township boards</p> <p>- <u>Documentation:</u> List of proposed policy changes, dates advanced, and outcome</p>
<p>4. Work with school districts across the two-county region to improve data on youth access to alcohol, including enhancement of and increased participation in the annual Youth Risk Behavioral Survey (YRBS).</p>	<p>PCPFY</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> - Access to district administrators - Volunteers to help proctor the survey 	<p>Improved data on contributing factors to youth alcohol use, including youth access to alcohol.</p>
<p>5. Work with colleges and high schools to offer more activities for youth that are not alcohol related.</p>	<p>Keven Syverson Christine Reynebeau</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> - Inventory of existing activities and identified gaps - Volunteers to help organize events (college and high school student groups and clubs) - Funding for facility fees, refreshments, event promotion, etc. 	<p>Increased opportunities for and participation in activities that are not alcohol-related</p> <p>- <u>Documentation:</u> List of existing activities, new activities, and attendance</p>
<p>6. Engage volunteers to share their story about the impact of teen alcohol use.</p>	<p>Angie Payden</p>	<p>6/30/2017</p>	<ul style="list-style-type: none"> - Guidelines for community presentations 	<ul style="list-style-type: none"> - List of individuals prepared and ready to share their stories

			<ul style="list-style-type: none"> - Individuals willing to share their stories - Volunteers to help interview and collect stories - Photographer/ videographer (?) 	<ul style="list-style-type: none"> - Local stories available and ready for use in public information campaign and/or outreach to decision makers
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OBJECTIVE 3: By 12/31/17, expand Al-anon, Al-ateen meetings/sites.

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Inventory existing Al-anon and Al-ateen meeting sites in the two-county region, identifying gaps and prioritizing locations for expansion.	Angie Payden Julie McGary	3/31/2017	<ul style="list-style-type: none"> -Template to collect data -Volunteers to complete assessment 	Inventory of existing meetings completed.
2. Secure commitments from facilities willing to host new meeting sites.	Angie Payden Julie McGary	6/30/2017	<ul style="list-style-type: none"> - Facilities 	Meeting locations secured.
3. Identify meeting leaders for new meeting sites.	Angie Payden Julie McGary	9/30/2017	<ul style="list-style-type: none"> - Meeting leaders 	Leaders identified.
4. Launch and promote new meeting locations and times.	Angie Payden Julie McGary	12/31/2017	<ul style="list-style-type: none"> - Print collateral - email campaign - Social media campaign 	<ul style="list-style-type: none"> Increased availability and utilization of meetings. - List of new meetings. - Number of people participating at new meeting sites. - Feedback from those attending meetings