

AOD Partnership 2013 Progress Report



AOD
PARTNERSHIP

MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.

2013 AOD Partnership Board of Directors

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John Larson
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Medical Examiner

David Phelps
Woodson YMCA

Toni Simonson
North Central Health Care

Our Mission

Working together *to eliminate the
misuse of alcohol & other drugs
in Marathon County.*

Leadership

I have had the pleasure of working with our outstanding staff, board members and dedicated and passionate community members as the 2013 Chair of the AOD Partnership. This year brought forth many notable accomplishments, and we know that we could not have done any of it without their support. I am pleased to be responsible to provide the inaugural address of this report, which will chronicle some of AOD Partnership's successful efforts in 2013 — but there is still much work to be done.

The burden of alcohol and other drug abuse continues to impact Marathon County. Illicit drugs, such as heroin and bath salts, have been attacking the entire state of Wisconsin. But there is hope! The AOD Partnership launched the Pushback Against Drug Abuse initiative not only to raise awareness of this growing threat, but to inspire the community to join in the fight to take back the community.

In 2013, the AOD Partnership also launched The Real Happy Hour initiative with community partners. The goal is simple — to promote spending quality family time together for a healthier community. This initiative helps to build protective factors which counter the negative issues that impact youth. By providing a quality family structure around family mealtime and playtime, we can address the underlying causes that contribute to alcohol and drug abuse by building positive, healthy relationships with loved ones.

I believe the biggest accomplishments of the AOD Partnership can be measured through the successful growth in collaborations with various community groups, faith-based organizations, media partners and individuals who have joined together to support our mission to eliminate the misuse of alcohol and other drugs in Marathon County. Over this past year, we have seen record growth in community engagement, and we're committed to keep the momentum going into 2014.

We look forward to what this next year has to bring in our service to the residents of Marathon County. Thank you for your continued support and investment in our mission!

Sincerely,



Wally Sparks, AOD Partnership Chair

Chief of Police
Everest Metro Police Department



AOD Partnership Board with Aspirus Foundation Donation.

Membership

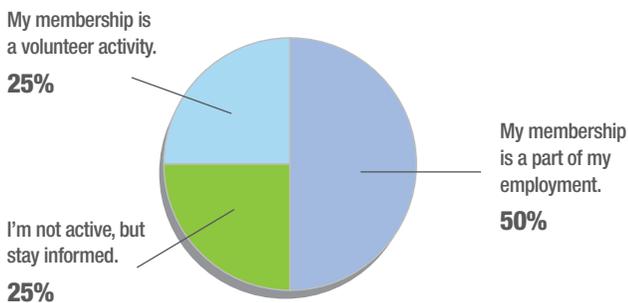
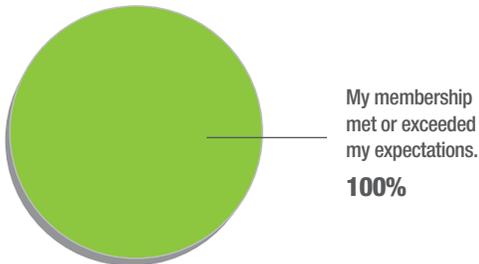
Being an AOD Partnership member has its benefits.

Every single person and organization that is connected to the AOD Partnership can take great pride in all that has been accomplished in 2013. AOD supporters increased by more than 30% last year to 700 members. We held six meetings last year with average attendance of 50-65 people. All 700 members receive our Weekly Update. Motivation and passion to be involved in the AOD Partnership are linked to prevention, treatment and enforcement efforts — especially among our teens and young adults.

What our members say about us...

According to the 2013 AOD Partnership-Annual Partner Satisfaction Survey:

Partner Satisfaction Survey



The Top 3 Benefits

- Receiving information
- Networking
- Playing an active role in making the community a safer, healthier place to live

3 out of 4

respondents feel there are adequate opportunities to get involved, with 100% feeling that the transition to STATs (short term action teams) was successful.

AOD Partnership Communication

- 96.4% of respondents agree or strongly agree that the Weekly Update (electronic newsletter) is useful
- Drug trends, meeting announcements, training opportunities and recently released tools/research are the most beneficial sections of the newsletter

Activities Year in Review

It's been a busy year for the Marathon County Alcohol & Other Drug Partnership. Our highlights...

We celebrated partners and recognized excellence.

3rd Annual January Celebration – January 31st, 2013

- Families, providers, media and policymaker partners were recognized for going above and beyond to help us achieve our mission
- Lifetime Achievement Awards presented to Dave Suelzer and Dr. Tom Peterson

AOD Partnership Staff Recognized for Excellence

- Melissa Dotter, Drug Free Communities Program Coordinator, was recognized in both the “20 Under 40” and Gannett Papers “Person of the Year” awards for her work in the community to reduce the burden of substance abuse

We strengthened the AOD Partnership brand.

- Launched new easy-to-navigate website
- Updated coalition logo and mission statement
- Established “AOD Partnership Fund” with the Community Foundation of North Central WI
- Created a new membership recruitment brochure

We increased our communities' capacity for change.

- AOD Partnership meetings featured The Real Happy Hour, Teen Drinking & the Brain, Heroin, Costs of Alcohol, Rise of Bath Salts and Methamphetamines, and Medication Abuse



Melissa Dotter was recognized as one of the “20 Under 40” professionals in a November ceremony. She was nominated by Ben Bliven for her work with the AOD Partnership.

- Marathon County Library collaboration brought attention to drug abuse, addiction, treatment and recovery in a four-part series held in October
- Presented to community and faith-based organizations to promote the AOD Partnership and its initiatives
- Awarded scholarships to coalition partners to attend trainings and conferences throughout the year
- Provided training to ensure the responsible sale and service of alcohol

We helped reduce the stigma of addiction.

- Partnered with WSAW-TV for a four-part series on addiction
- Regularly contributed to and were featured in opinion-editorial pieces and local stories of addiction and recovery
- Hosted the 1st Annual Faces of Recovery Luncheon as a component of the community-wide celebration of September's National Recovery Month

We engaged new partners.

- Revised Weekly Update to expand reach and ensure consistency
- Outreach to pharmacies, churches and dentists to promote the Marathon County Medication Drop Box Program
- Collaborated with local marketing firm to create and launch new initiatives and coalition rebranding efforts
- Strengthened relationships and support of local, state and federal policy makers through in-district meetings and presentations



Lifetime AOD Partnership Spotlight Award Winners with 2013 Chair Wally Sparks (l-r): Dave Suelzer, Sparks, Dr. Tom Peterson.

2013 The Year of the Initiative

We've been very fortunate to have launched not one, but two very successful initiatives in 2013. These homegrown initiatives have garnered not only community support for the work of the AOD Partnership, but have gained state and national recognition for their ingenuity and ability to move the community to action around issues that are plaguing it.



The Real Happy Hour.

- Launched The Real Happy Hour in April, 2013 to promote family time together and a healthier community in partnership with the Healthy Eating: Active Living (HEAL), Early Years Coalition, and United Way's Hunger Coalition
- Priority initiative of Healthy Marathon County and adopted by the Marathon County Board
- Developed a "Family Mealtime Toolkit" and "Challenge Checklists" for every season
- Partnered with Girl Scouts of Northwestern Great Lakes to create My Real Happy Hour Patch Program, connected with Big Brothers Big Sisters to include Real Happy Hour materials in orientation packets, and collaborated with the Parks and Recreation Department and 21st Century Afterschool Program to offer Real Happy Hour activities throughout 2013
- Created a network of community and statewide partners, including businesses who adopted The Real Happy Hour as a component of their wellness and prevention initiatives
- Featured as a learning session at a statewide prevention conference
- Included in local media, including a reoccurring segment on WSAW's Sunrise 7
- For more information visit www.therealhappyhour.org

Pushback Against Drug Abuse.

Thanks to an extremely generous donation from the Judd S. Alexander Foundation, the Pushback Against Drug Abuse initiative generated extensive community awareness. The Pushback initiative is based on the following three principles:

- Heroin, prescription medications and other illicit drugs are a threat to public health & safety
- Funding for prevention, treatment & enforcement is critical — law enforcement can't do it alone
- We are ALL impacted, and we ALL play a part in the solution

- Four successful press conferences were held throughout the year
- A variety of materials were developed to raise awareness and encourage reporting of suspicious activities
- Awarded one of the five community grants through the Wisconsin Department of Justice to address heroin
- Hosted a joint press conference in September with the Wisconsin Attorney General to announce the award
- Garnered public support through media engagement, community outreach, and presentations to local, state and federal policymakers — including new resources and funding to address the growing problem
- Recognized as one of the 26 programs from throughout the United States for SAMHSA's *Service to Science* award — a national initiative designed to enhance the evaluation capacity of innovative programs and practices that address critical substance abuse prevention and related behavioral health needs
- For more information visit www.pushbackdrugs.com



John Larson placing Pushback window clings in Courthouse.

Engaged
Supported Informed
Transformed

Results



Westies Neighborhood, Rasmussen College and AOD Partnership volunteers ready to canvas the neighborhood with Pushback materials.

We provided more services to build community capacity.

- Promoted Marathon County Medication Dropbox Program — Reducing access to prescription medications
 - 100% of pharmacies are participating in dropbox program promotion, distributing thousands of promotion cards annually
 - Approximately 4,000 pounds of medications disposed of in 2013
- Formed new partnerships with five City of Wausau neighborhood groups to distribute over 1000 packets of Pushback Against Drug Abuse materials
- Collaborated with the District Attorney and local law enforcement to promote the Social Host Ordinance to local hotels/motels and alcohol license holders
- Participated in CADCA's National Leadership Mid-Year Conference to bring Stanford's Collective Impact Model to community partners
- Presented at two different statewide prevention conferences highlighting coalition initiatives
- Partnered with Northcentral Technical College, Marathon County Tavern League and local law enforcement to educate over 250 perspective alcohol license holders through the Responsible Beverage Server Course & the Law Enforcement Alcohol Server Training (LEAST)
- Trained approximately 150 participants at the Medical Assistants Conferences on alcohol, heroin and other drug trends (May & October)

We generated more awareness.

- Increased overall media presence, including print, radio and TV outlets
- Monthly print submissions or TV interviews on a variety of topics
- Increased number of cover stories or special reports on AOD Partnership in local media outlets

- New AOD Partnership website had 281 visits between October when it launched through December. The Real Happy Hour website attracted 4,456 visits throughout the year. The Pushback Against Drug Abuse website drew 5,663 visits between May, when it launched, through December
- Facebook pages for AOD Partnership, The Real Happy Hour and Pushback Against Drugs generated more than 300 “likes” in 2013

We increased resources.

- Established AOD Partnership Fund
- Increased individual and community donations
- Received grants from local foundations, including Aspirus and Community Foundation
- Secured funding for printing and promotion of coalition initiatives from local organizations, including Marathon County Crime Stoppers, Inc. and North Central Health Care
- Increased coalition partner and community member engagement in STATs
- Recognized for SAMHSA's *Service to Science Initiative*

We engaged the community and more new partners.

- *Faces of Recovery Luncheon* had over 65 participants (30% for the first time)
- AOD Partnership meetings averaged over 50 attendees at their six regularly scheduled meetings — June's meeting on heroin had over 100 attendees!
- More than 75 people participated in the Marathon County Library Pushback Against Drug Abuse four-part series held in October
- Secured funding for printing and promotion of coalition initiatives from local organizations, including Marathon County Crime Stoppers, Inc and North Central Health Care
- Increased coalition partner and community member engagement in STATs
- Recognized for SAMHSA's *Service to Science Initiative*

Feedback

“ I have been a part of the AOD initiatives in this community for 20 years. The AOD Partnership is a great venue to network and raise awareness regarding alcohol and drug trends and initiatives. The AOD Partnership meetings provide excellent education and panel discussions on hot AOD topics that are impacting our community. ”

— Lisa Ebert, RN Aspirus Emergency Dept Supervisor



Family Lunch Day at Grant Elementary School.

“ We do know that the community is moving in the right direction, and that the AOD Partnership Council efforts are part of the solution. ”

— Wausau Daily Herald Editorial Board, January 2013



Rep. Nygren (R-Marinette), Attorney General Van Hollen, Chief Jeff Hardel (Wausau) in a joint press conference.

“ The partnership has evolved over the course of a few years, and has measurable results as well. It’s inspiring to work with such committed individuals who all share the same mission. ”

— Laura Scudiere, Bridge Community Health Clinic

“ I believe the AOD Partnership has made great strides in increasing community awareness of our worsening crisis of addiction. We need to continue this focus AND continue to encourage community involvement. A positive and productive 2013. Onward to even greater success in 2014. ”

— John Larson, Retired Medical Examiner



East Town Neighborhood Community Day.

“ The efforts of all those involved in the AOD Partnership have educated the community on problems that are currently plaguing our communities – including heroin. Keep up the great work, there’s more work to be done. ”

— Chief Dan Joling, Kronenwetter Police Department

“ Because of their unwavering commitment to healthy and safe communities, the Marathon County AOD Partnership witnessed great success in 2013. With tremendous collaboration and community organizing, the AOD Partnership mobilized community members, neighborhoods and organizations to take an active effort in preventing the devastation caused by alcohol & other drug abuse. As a community member, I’m both very thankful for and proud of their ongoing efforts to make Marathon County a great, safe place to live. ”

— Katie Dively, Community Advocate



Youth 4 Youth STAT visit to Sunrise 7.

Support Us

- Be informed by signing up for our Weekly Update or attending one of our upcoming meetings or trainings. A sign up and meeting schedule is available on our website
- Get involved in our Short Term Action Teams (STATs)
- Invest time and resources in coalition efforts
- Take a stand and work with us
- Make a financial contribution

Join US today! Check us out on the web and sign up for our electronic newsletter at www.aodpartnership.org



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MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.

**Working together to reduce
Alcohol & Other Drug abuse.**

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