

AOD Partnership 2014 Annual Report



AOD PARTNERSHIP

MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.

A New Era Begins

2014 was a milestone year for the AOD Partnership. Having been involved in the coalition for over 7 years, our many successes continue to inspire me to remain actively engaged in keeping the momentum moving forward.

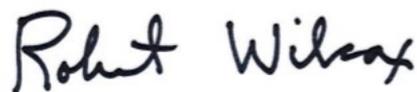
Last year marked the final year of the Drug-Free Communities Grant, which funded AOD Partnership efforts for the last ten years. While we have had many successes over the last ten years, we knew we were not done. We are thankful for the tremendous support from public and private partnerships, both on an individual and organizational level, for the continued work of the AOD Partnership.

This past November, the Marathon County Board of Supervisors passed their annual budget, which included funding to retain current full-time staff support to the AOD Partnership and sustain the strong backbone support for coalition activities.

Through the investment of our many community partners, excellent staff and overwhelming public support, we have been able to move forward to collectively reduce the burden of substance abuse through diverse effective prevention, treatment and enforcement efforts.

We look forward to another year of collaboration and success in 2015.

Sincerely,



Bob Wilcox, 2014 AOD Partnership Chair

The Backbone

It's been 5 years since the Marathon County AOD Partnership Council, AOD Steering Committee and BRAVO joined forces to create what we are now, the AOD Partnership. After a hugely successful 2013, 2014 brought an entire year of "firsts" that speak to the strength and influence of the coalition.

The AOD Partnership, with the help of Marathon County Health Department staff, provides the backbone for alcohol & other drug efforts in the community, especially in areas of prevention and policy work. 2014 was a busy year moving AOD Partnership efforts forward to achieve Collective Impact to reduce the burden of substance abuse. These efforts have put the work of the AOD Partnership (and the community) at the forefront of coalitions throughout the state and nation. Using a framework from Foundation Strategy Group and the Greater Cincinnati Foundation, this year's progress report will focus on six areas of effectiveness for the AOD Partnership as a backbone organization.

How we **Guided Vision & Strategy**

- Published our 1st annual "Progress Report" – which included an address from the 2013 Chair, community/partner feedback, highlights of accomplishments, outcomes and outputs, and spotlight on our two new initiatives – The Real Happy Hour & Pushback Against Drug Abuse
- 9 out of 10 partners agree that full time staff is "very valuable", and expressed their experience with AOD Partnership has "met or exceeded" expectations. 98% "agree or strongly agree" that the Weekly Updates are useful to them
- Continued to build the "brand" of the AOD Partnership within media, policy makers and other key community stakeholders

How we **Supported Aligned Activities**

- Increased coalition and staff participation in regional, state and federal task forces, learning opportunities, and recognitions – including POP (Problem Orientated Policing), Medical Assistant Conferences, PIP (Partners in Prevention), Northwoods Coalition, SCAODA, CAPT (Center for the Application of Prevention Technologies), SAMHSA and CADCA.
- Hosted or facilitated multiple trainings for coalition and community partners – including media, collective impact, drug identification and alcohol policy.
- Promoted the collection of over two tons of medications at the five permanent drop box locations distributed throughout the county – with 100% of pharmacies continuing to support the initiative.
- Launched www.takebackyouth.org, the latest tool in the fight against drug abuse. This online resource was created to link those who are looking information to help their loved ones through addiction and support their recovery. This new initiative was launched with a March press conference.
- Hosted our first Heroin Summit in September 2014 where we invited state and local policy/decision makers, media, funders and community partners to hear more from agencies and organizations that have not yet had the spotlight through 2013 efforts – such as social services, jail and health care systems.
- Engaged new partners and hosted multiple brainstorming sessions to boost prevention, treatment and enforcement efforts.
- Mentored Western Marathon County Healthy Communities growth as a new coalition.

How we **Built Public Will**

- Over 80 people attended our 4th Annual January Celebration which recognized five “Stars” of the community who helped us achieve our mission in 2014.
- Over 60 people attended our 2nd Annual Faces of Recovery luncheon during September’s National Recovery Month.
- Held six AOD Partnership meetings – which included the following educational topics: Perceptions v Reality; Alcohol, Pot and the Teenage Brain; E-cigs, Hookah Pens & Vaping; Communities Supportive of Recovery; State of Heroin; and Reefer Madness: Marijuana Decriminalization, Legalization and Commercialization.
- Monthly presentations, community events and wellness fairs for local churches, civic groups, neighborhoods, youth, policy makers, businesses and more on the latest alcohol and drug trends.

How we **Mobilized Funding**

- Began a funding partnership with the United Way of Marathon County to reduce the burden of youth substance abuse, as well as continued to diversify public/private partnerships to fund other activities.
- Secured funding to support Pushback Against Drug Abuse outreach to over 2,000 homes within the Wausau Metro area.
- Secured sponsorships from local businesses and organizations for expenses related our special events and trainings held in 2014.
- Garnered national attention and recognition for the work done at a local level in the area of drug prevention.
- Leveraged resources for shared learning opportunities through the Department of Justice, United Way and Rasmussen College.

How we **Advanced Policy**

- Hosted local school districts administration, school liaisons, and guidance counselors within the Wausau Metro to discuss needs, policies, procedures and the implementation of the Youth Risk Behavior Survey.
- Advocated for the first Impaired Server (aka ‘sober server’) ordinance in central WI, which was passed by the Wausau City Council in January 2014.
- Supported and promoted local and regional Social Host ordinances.
- Marathon County Board of Directors voted to include the full-time staff position for the Drug Free Communities Program Coordinator in the 2015 Budget (passed in November 2014).
- Participated in the October Candidate Forum which asked policy makers about three key alcohol issues – sobriety checkpoints, alcohol taxes and age-restrictions on sales (21 means 21 in licensed establishments).

The area where the AOD Partnership will be building their capacity for community change in 2015 is in the **establishment of shared measurements** across the many organizations that share stake in the mission to eliminate the misuse of alcohol and other drugs in Marathon County.

2014 AOD Partnership

Board of Directors

Robert "Bob" Wilcox
Wausau Police Department

Laura Scudiere
Bridge Community Health Clinic

Wally Sparks
Everest Metro Police Department

Pat Kinney
North Central Health Care

Nancy Cedar
Wausau School District

Brooke Davis
Edgar School District

Maria Gulan
Aspirus

Frances Irwin
Family Planning Health Services

Maureen Jorgensen
Peoples State Bank

Lance Leonhard
Marathon County
Corporation Counsel

John Larson
Retired Marathon County
Medical Examiner

David Phelps
Woodson YMCA

Toni Simonson
North Central Health Care

Andy Benedetto
Community Advocate

Andrew Kleppe
Northcentral Technical College

Support Us

Want to make a financial contribution? Mail your check, payable to Community Foundation of North Central Wisconsin (note AOD Partnership Fund in check memo line), to the foundation address below.

Community Foundation of North Central Wisconsin
500 First Street, Suite 2600
Wausau, WI 54403

Or donate online to the AOD Partnership Fund at www.cfoncw.org.

Join us today!

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



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AOD PARTNERSHIP

Our Mission

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