

Sticky Notes – What do you see as the top 3 substance-related problems facing Marathon County?

Heroin & Opiate Abuse

- Heroin use is increasing.
- Heroin/other opiate use & abuse is on the rise in Marathon County.
- Increased presence (availability) of drugs like Heroin, etc.
- Involving students/adolescents in prevention.
- Getting data to community members in an interesting/interactive way.
- The link of demographics to use – focus on target area.
- Effects on children of users.
- Accessibility (easy to get).

Underage Drinking

- Use/misuse of alcohol and other drugs among school age youth. Also, the age of youth abusing/using alcohol and other drugs is becoming younger and younger.
- Working on ways to get the message of alcohol and other drug use/abuse to the individuals who need to hear that message.
- Dealing with the ancillary effects of drug/alcohol abuse – crime, behavior, danger to the public, etc.
- Knowledge (lack of understanding about negative outcomes re: alcohol/drug use).

Culture of Acceptance of alcohol abuse

- Binge drinking is socially acceptable.
- WI binge drinking rates are highest in the nation – costs every man/woman/child \$1,100 per year.
- That this is normal/okay; impact on younger generations.
- People tend to project the problem away from themselves and don't internalize their ownership/participation in the problem.
- The Community Culture that alcohol use is not a problem – (unless it is drunk driving) it is a rite of passage.
- Concern for future care needs of residents as a result of alcohol use.
- Cost of the burden of alcohol in terms of our work force and health care.
- Loss of productivity.

Drunk Driving

- Changing our system to recognize and embrace alternatives to criminal justice system – TIP (teen court, etc.).
- Drinking and driving is socially acceptable.
- WI has the highest rates of drunk driving in the nation.

Increased Crime

- Perception is reality – harm from long-term use/abuse is not understood.
- There is a disconnect between the people working on the issue and the people directly affected by it.
- Costs to society (families, direct/indirect economic impact).
- Criminal activity related to drug/alcohol misuse.
- The community's belief that drug use is pervasive in other places like Milwaukee & Madison, but not here.

Large Sheets – Building a logic model for planning

What do you see as the top 3 problems/concerns related to the burden of alcohol and other drugs in the community? Problem: Impaired Driving

But Why? – What do you think contributes to this problem?/Why is it happening?/What causes it? (This may not be unique to our community.) – Problem: Impaired Driving

- Most loose OWI laws.
- Consequences aren't there.
- Social acceptance – culture – rite of passage.
- Bars have specials/incentives/competitions.
- Haven't been caught.
- Booze is cheap.
- People don't acknowledge alcohol as a drug.
- Use own vehicle – no public transportation.
- Alcohol is sold – Class A & Class B.
- Perception of .08 – people don't feel/believe they are drunk after two drinks.
- Lack of knowledge that .08 is impaired.

But why here? – How do you know it is a problem here?/What does it look like here in the community? Be specific. Problem: Impaired Driving

- Culturally acceptable.
- Incarceration vs. treatment.
- Traditions.
- Personal accountability (I'm not the one with a problem or who will get caught).
- Alternative transportation – not available.
- How alcohol is sold/served.
- People are afraid to cut people off.
- More socially acceptable to give underage youth a drink vs. not.
- Community festivals with volunteer bartenders with most not needing to go through responsible server training.
- Culturally encouraged – expected to have alcohol at events (i.e. graduation parties).
- Financial benefits to selling alcohol.
- Funding cuts have impacted enforcing.
- Cheap to the purchaser.
- Density outlet for both A & B.
- Serving size – bartenders know need to raise it to get tips.
- Laws – struggle to get them enforced.
- Messages contradict what trying to do – not just alcohol – it's not my fault.
- Difference between first and multiple OWIs.

Short-term Outcomes – What see in the next 6-12 months? Problem: Impaired Driving

- Increase in the number of responsible server trainings (increase number of offerings or more people attending).
- Increased knowledge of what "safe drinking" is.
- Increased utilization of Safe Rides.
- Increased use of designated drivers.
- Increase in businesses that support/encourage designated drivers.
- Identify groups/partners to become part of the solution (i.e. Tavern League, convenience store owners) and having more conversations with them.

Intermediate Outcomes – What over the next 2-4 years? Problem: Impaired Driving

- Increase in alcohol-free community events.
- Increase in number of trained responsible servers.
- Increase in alcohol tax.
- Implementation of sobriety checks.
- Increased OWI consequences, particularly for first offence.
- Increase in penalties/consequences for owners when servers are cited besides license withdrawal.

Long-term Outcomes –What will it look like in 5 years? Problem: Impaired Driving

- Fewer car accidents related to alcohol.
 - Increase in alcohol-free community events.
 - Decrease in binge drinking.
 - Maintain/decrease outlet density.
 - Decrease in self-reported drinking & driving.
 - Decrease/elimination of drink specials/promotions.
 - Reduction in OWI citations while maintaining level of law enforcement.
 - Reduce access to cold single-serve or other alcohol convenience packages.
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What do you see as the top 3 problems/concerns related to the burden of alcohol and other drugs in the community? Problem: Underage Drinking

But Why? – What do you think contributes to this problem?/Why is it happening?/What causes it? (This may not be unique to our community.) – Problem: Underage Drinking

- Cheap and easy.
- Accessibility – outlet density.
- People don't acknowledge alcohol as a drug.
- Teach them to drink responsibly.
- Role models drink.
- Cool to drink – encouraged culturally.
- Alcohol is part of our culture.
- Consequences aren't tangible/real to them (legal & social).
- If they don't, might lose their friends.
- Lack of understanding of longer-term effects.

But why here? – How do you know it is a problem here?/What does it look like here in the community? Be specific. Problem: Underage Drinking

- Parents can take children in bar.
- Laws allow parents to buy alcohol for their child in WI.
- What they drink and amount of drinking.
- Where they get it – social access (parents, siblings, friends).
- Commercial access – smaller communities may have peer pressure to sell.
- Parents who encourage it – controlled party (perceive protecting youth or teaching responsible drinking).
- Restrictions on law enforcement – what they can and can't do.

Short-term Outcomes – What see in the next 6-12 months? Problem: Underage Drinking

- Increase in Social Hosting ordinance passage.
- Increase number of businesses with trained servers/sellers.
- Increase trained servers at community festivals.

- Increase partnerships/community buy-in with tavern league, elected officials, businesses.
- Increase public awareness of social host ordinance.
- Increase education/knowledge of health impacts (brain development).
- Increase in knowledge of legal consequences (driver's license, records, insurance rates).
- Increase youth involvement in efforts.

Intermediate Outcomes – What over the next 2-4 years? Problem: Underage Drinking

- Decrease in 30-day usage. (LIFE Report/YRBS)
- Increase in enforcement of Social Hosting ordinances.
- Maintain/Improve in compliance rates.
- Increase in consistent school AOD policies.
- Increase in consistent enforcement of school AOD policies.
- Decrease in alcohol-related data (sexual assaults, falls, alcohol poisoning, emergency room stats, etc.).
- Increase in consistency in underage drinking policies and enforcement.
- Increase in consistency in alcohol licensing enforcement across county/municipalities.

Long-term Outcomes –What will it look like in 5 years? Problem: Underage Drinking

- Socially unacceptable to drink if underage.
- Increase in peer perception of disapproval.
- Increase in parent perception of disapproval.
- Decrease in social hosting violations while maintaining same level of enforcement.
- Decrease in citations for providing alcohol to minors.
- Increase age of onset
- Increase number of youth who never used alcohol

What do you see as the top 3 problems/concerns related to the burden of alcohol and other drugs in the community? Problem: Heroin/Opiates

But Why? – What do you think contributes to this problem?/Why is it happening?/What causes it? (This may not be unique to our community.) – Heroin/opiate

- Access.
- Cheap or free.
- Shift from prescriptions to Heroin.
- Location of Wausau in state – highway, central.
- Perception that can come in and deal without consequences (less organized than larger cities, no competition) – good place to start.
- Quickly addicted and increased demands.

But why here? – How do you know it is a problem here?/What does it look like here in the community? Be specific. Problem: Heroin/Opiates

- Methadone clinic existence.
- Lack of community members (including professionals) knowledge of what drug professionals trading looks like and how to report it.
- Inconsistent prescribing practices.
- Limits on what law enforcement can do (i.e. drug dog searches in apartment buildings, now need search warrant).
- Dual diagnosis.
- Inconsistent across treatments with replacement therapies.

- A lot of unknowns regarding replacement therapies.
- Lack of evidence-based strategies.
- Controversy among providers on how to treat.
- Demand for Heroin/opiates.

Short-term Outcomes – What see in the next 6-12 months? Problem: Heroin/Opiates

- Increased knowledge of what drug trading/trafficking looks like.
- Increased knowledge of professionals (people who go into homes) of what to look for to signal drug use.
- Increased knowledge of health care providers as well.
- Increase partnerships with prescribers and healthcare systems.
- Increase tips to Crime Stoppers.

Intermediate Outcomes – What impact over the next 2-4 years? Problem: Heroin/Opiates

- Create data system to track Heroin/opiates specifically.
- Increase usage of medication collection boxes for opiate prescriptions.
- Increase in treatment options for mental health & AODA trained.
- Increased youth treatment options.
- Increase in consistent prescribing practices.

Long-term Outcomes –What will it look like in 5 years? Problem: Heroin/Opiates

- Lower number of overdose deaths from Heroin.
- Monitoring arrests related to heroin/opiates – explore what it means.
- Lower demand for Heroin/opiates.
- Increase number of youth who never used opiates.