



# Marathon County AOD Partnership Strategic Plan 2023-2025





# 2023-2025 STRATEGIC PLANNING TEAM

## Back Row (left to right)

Brad Gast, Treasurer | Northcentral Technical College  
Becky Turpin, At-Large Member | Marshfield Clinic  
Michelle Carr, At-Large Member | Bridge Community Health Clinic  
Tara Draeger, Chair | Aspirus  
Lauren Henkelman, At-Large Member | Inclusa  
Kyle Mayo, Past-Chair | Marathon County District Attorney

## Front Row

Heidi Kleinschmidt, At-Large Member | North Central Health Care  
Jenna Flynn, Support Staff | Marathon County Health Department  
Sarah Olafson, At-Large Member | United Way  
Melinda Pauls, At-Large Member | Wausau Police Department  
Nate Stetzer, Secretary | Wausau Police Department

## Members Not Pictured

Shereen Siewert, At Large Member | Wausau Pilot & Review  
Shannon Young, Vice-Chair | EEA Academy - Wausau Schools  
Jennifer Smith, At Large Member | Bridge Community Health Clinic

## Strategic Plan Facilitator

Todd Kuckkahn, Strategic Plan Facilitator and Leadership Instructor  
Northcentral Technical College Workforce Training and Professional Development

Information about the 2023-2025 Strategic Plan is available online at <http://aodpartnership.org/>

\*This is a working document & subject to change over the duration of the plan

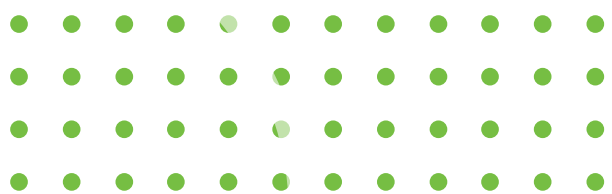


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# Overview

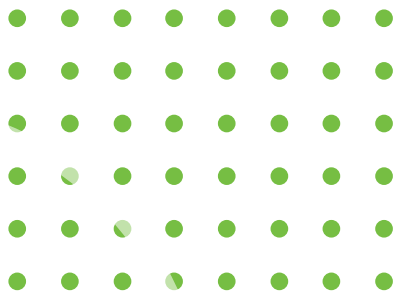
Like many other organizations reemerging out of the COVID-19 pandemic, the AOD Partnership had an opportunity to examine strengths, opportunities, and areas for improvement. The AOD board of directors, currently comprised of 12 individuals from different organizations who are passionate about substance use prevention and supporting a healthy community, have worked internally for several months to determine next steps for the Partnership. Strategic planning was identified as a key priority. The board agreed that a delay in prevention planning would be necessary in an effort to create alignment with the Marathon County Health Department 2022-2026 Community Health Improvement Plan. As you will see in the core values list, Collaboration is something the AOD Partnership will strive towards going forward.

In the summer months of 2022, AOD Partnership board members participated in a series of strategic planning sessions. Members met to discuss goals and direction for the organization. The facilitator guided the group through a series of exercises to generate collaborative leadership and intentional growth. These sessions followed the release of a pre-planning survey which was sent to the entire Partnership to gain perspectives in order to inform decisions made by the board.

In this plan, you will find an updated mission and vision, new core values, two concise objectives, and three strategies. The action steps to carry this work forward will be guided by the Strategic Prevention Framework. 2023 will be spent assessing the community needs, capacity building, and planning. Hearing from the community, examining available data, and considering evidence-based substance use interventions will be vital to effectively implement strategies, ultimately leading to positive changes. This plan is meant to be dynamic and steps can be cyclical. When reviewing this plan, I hope it gets you excited and interested in the mission and vision of the Partnership. There continues to be a great need in our community for prevention and the AOD Partnership is committed to this effort. Peoples' lives depend on it.

With gratitude,

Tara Draeger, Chair







# Vision & Mission

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VISION: To be the community leader in eliminating the impact of substance use in Marathon County.

MISSION: A community partner who leads prevention efforts to reduce substance use.

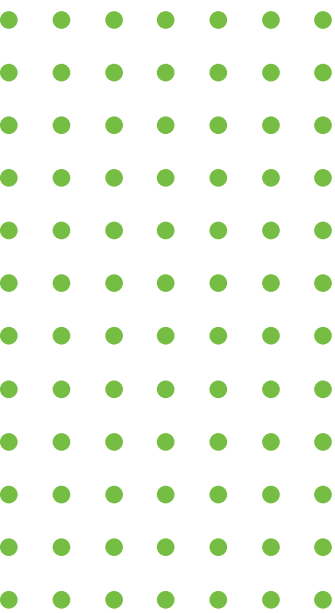




# Values

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**Collaboration** | Prioritize Partnerships  
**Education** | Influence Beliefs to Change Behavior  
**Inclusivity** | Integrate all Voices  
**Service** | Serve the Community  
**Sustainability** | Achieve Long Term Results





# OBJECTIVE 1

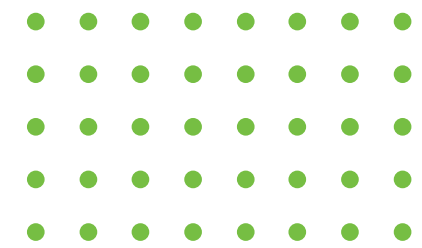
Increase public education to develop knowledge, attitudes, and skills to influence beliefs and change behaviors.

## STRATEGY 1

By December 2023, utilize the Strategic Prevention Framework to begin full implementation of an educational outreach plan.

## STRATEGY 2

Recommend integration of Botvin Lifeskills® Training for grades 9-10 to administration in all high schools and youth serving organizations in Marathon County by September, 2023.

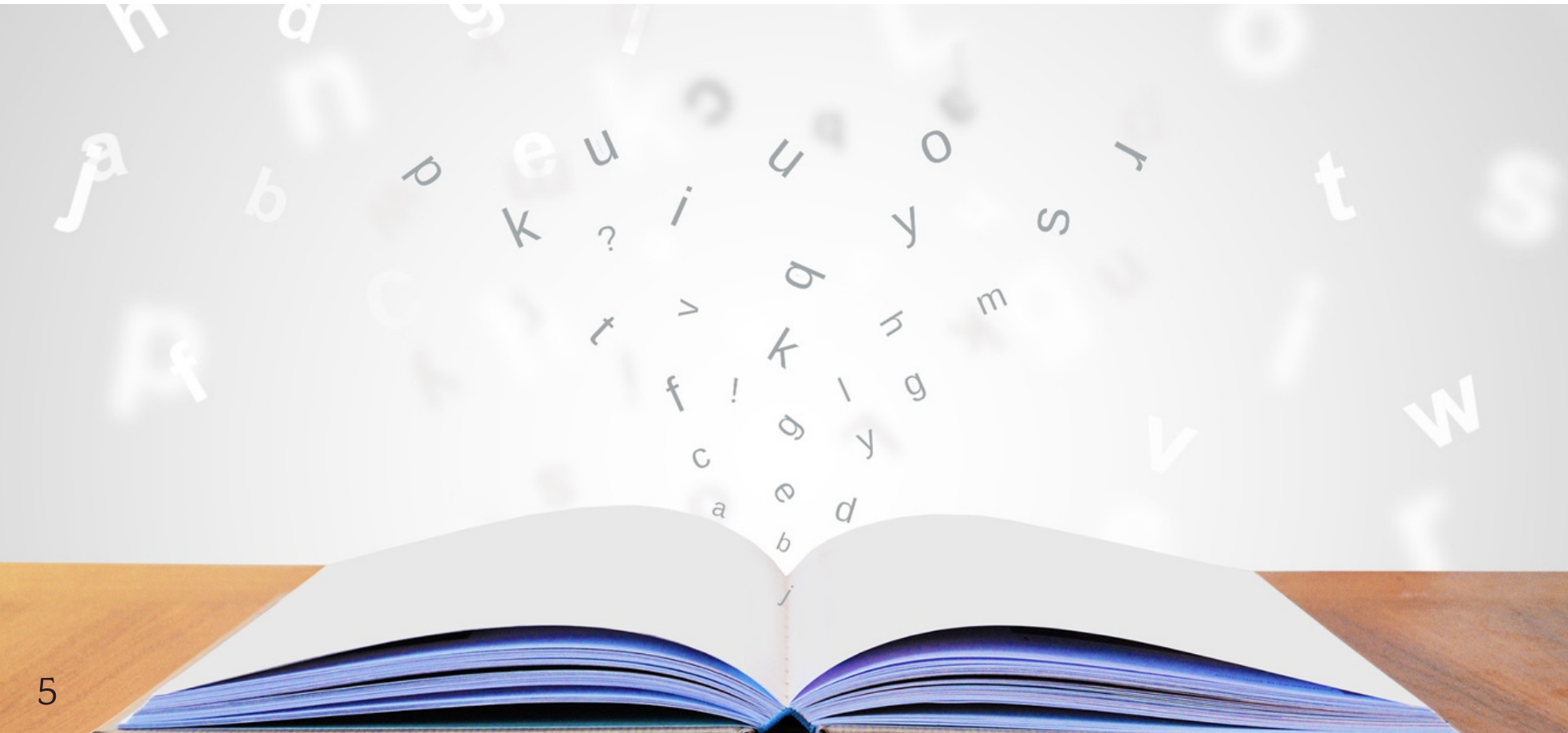


# OBJECTIVE 2

Enhance communication to influence community norms, increase public awareness, and attract community support for prevention.

## STRATEGY 1

By December 2023, utilize the Positive Culture Framework to guide the development and implementation of a communication plan.





# Thank You

For further inquiries and information contact:

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[aodpartnership.org](http://aodpartnership.org)

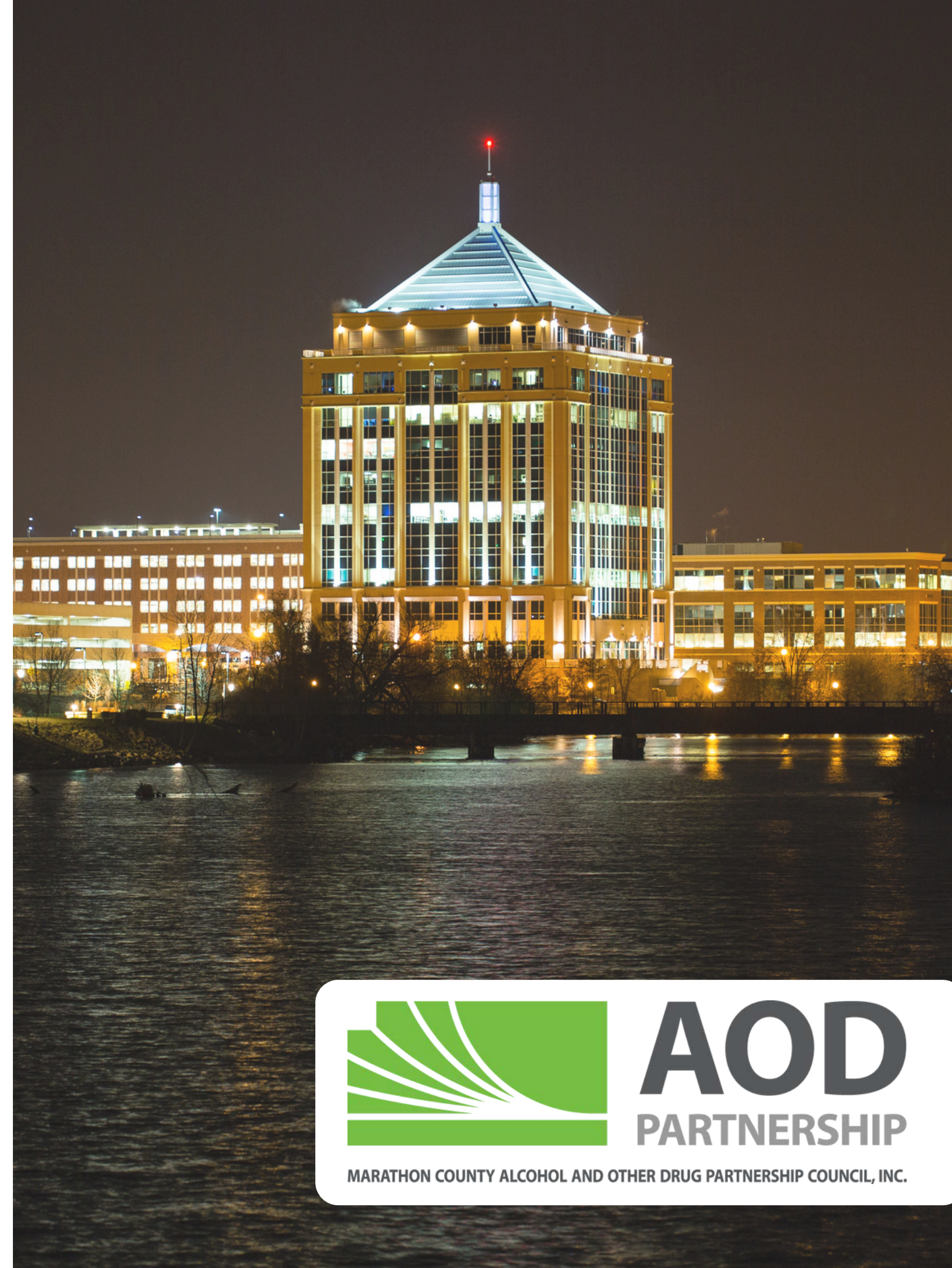
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**AOD**  
PARTNERSHIP

MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.







# Acknowledgements

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WORKFORCE TRAINING +  
PROFESSIONAL DEVELOPMENT

