2025 Annual Summary

AOD PARTNERSHIP

MARATHON COUNTY ALCOHOL AND OTHER DRUG PARTNERSHIP COUNCIL, INC.

OPIOID PREVENTION

COMMUNITY EDUCATION

Supported community members' registration for the 2025 Emerging Drug Trends Webinar Series.

Hosted a naloxone training that educated participants on the signs of an overdose and how to administer naloxone.

OPIOID ACADEMY

Received funding to complete community resource mapping, create and implement an opioid prevention strategic plan, and participate in a legislative round table.

RESOURCE DISTRIBUTION

- 2,200 Drug deactivation bags
- 2,800 Fentanyl test strips
- 200 Xylazine test strips
- 794 Doses of naloxone

NICOTINE PREVENTION

Partnered with the Nicotine Prevention Alliance to fund the disposal of **36lbs** of vapes collected in Marathon County schools.

THC PREVENTION

DIGITAL ADVERTISING CAMPAIGN

Implemented a THC awareness campaign in Marathon County that generated **176,975 impressions**.

LOCAL CONDITIONS WEB PAGE

Expanded the AOD Partnership website to highlight the local conditions of THC in Marathon County. The campaign resulted in **1,081 site visits**.

SKILL BUILDING

Twenty-three community partners participated in a Motivational Interviewing training, hosted by the AOD Partnership, to strengthen skills in youth intervention and identifying motivation to change behavior.

ALCOHOL PREVENTION

Served as the fiscal agent to implement **30 alcohol compliance checks** in rural Marathon County municipalities.

19/30

establishments checked did **NOT** sell alcohol to underage youth

Supported paid social media posts to increase community reach and community awareness on alcohol prevention. The posts had **3,503 impressions**.

LET'S CONNECT!

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