



Better Brodhead Community Assessment

As a community coalition, Better Brodhead, uses the Strategic Prevention Framework model to assess, address, and evaluate the effectiveness of our strategic plan to address youth substance use. Better Brodhead conducts a community assessments every two years to measure changes in the local conditions that may influence whether or not youth decide to use drugs and identify any emerging issues.

Data is regularly gathered from a number of public sources in addition to the local surveys and focus groups. Data from public sources are used to support evidence gathered through community surveys.

Data was gathered from sources that include:

- Youth Risk Behavior Survey
- Community Online Survey
- Parent Focus Group
- GCHS AODA Unit summary
- Festival Scan
- POLD data

Data Collected and method of collection

The Youth Risk Behavior Survey is an anonymous online survey administered by the Wisconsin Department of Public Instruction. This survey is part of the Youth Risk Behavior Surveillance System conducted by the CDC in all states. Five school districts in Green County participated in the survey between January – March 2018. They included: Brodhead, Monroe, Albany, Monticello, and New Glarus. In 2018, a total of 1154 high school students in Green County participated in the survey, including 276 Brodhead High School students. A total of 980 middle school students in Green County participated in the survey in 2018, including 210 Brodhead Middle School students.

The community online survey was administered through Survey Monkey and open to residents within the Brodhead School District area to participate in. The survey was open for one month from mid-August to mid-September 2018. A total of 267 people completed the survey that included 24 questions about youth substance use, perception of harm, access and availability of drugs, and enforcement. More women participated in the survey (76%) as compared to men (24%). Most respondents reported living in the Brodhead area for 10 years or more. There were 67% respondents who reported that they were primary care giver for children under 21 yrs old.

A parent focus group was conducted in September of 2018 that included 9 parents of students attending school in the Brodhead School District. The parents all had high school students, some of them also had middle and elementary age students. Several parents had college age

children. The parents did not know each other prior to the focus group. The purpose of the focus group was explained to the parents as a method to add to the information gathered from the YRBS and Community Survey. Parents were encouraged to talk about what they knew of alcohol and other drug use among school age students. Parents were told their identities would be kept confidential and that the information collected from the focus group would be summarized from the transcript. The conversation was recorded and transcribed following the focus group.

A Festival Scan was conducted in August 2018 of the Covered Bridge Festival. Five volunteers from Better Brodhead were given a check list and asked to walk through areas of the festival where alcohol was being served to observe selling and serving practices. Results of the scan showed that wristbands were not being used consistently at either the ballpark or downtown festival areas. Although servers were seen checking IDs, some customers were seen passing off drinks to others not wearing wrist bands.

Data collected from other agencies to enhance the information included

Place of Last Drink data (POLDD) from law enforcement reports:

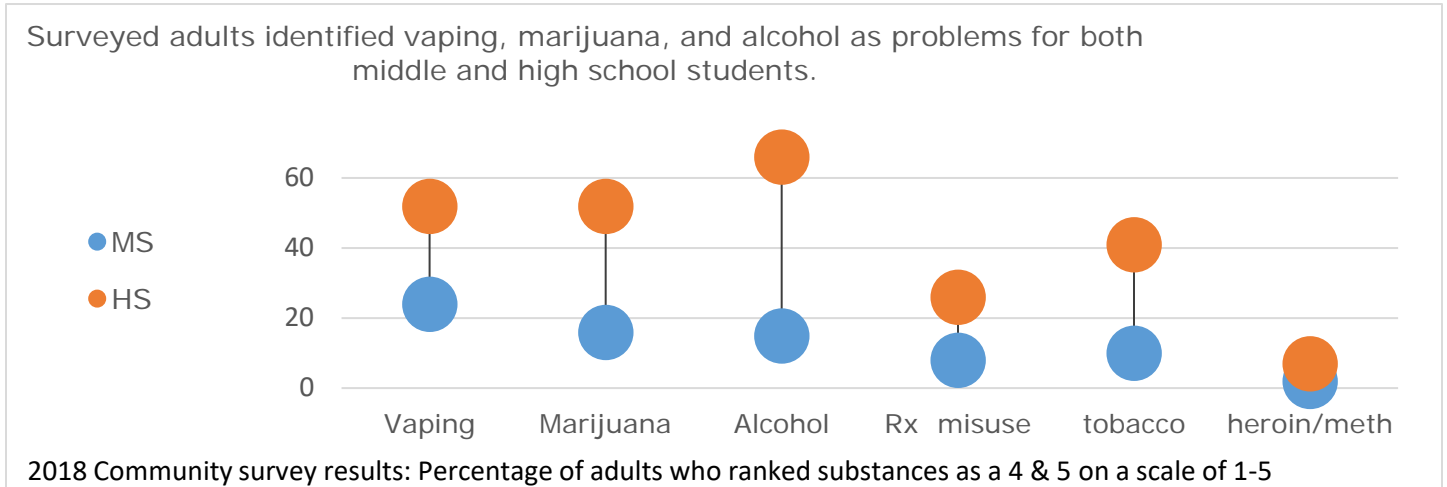
Information was collected for 6 months (June-Dec 2017). Results indicated 40 OWIs were issued during this period. Brodhead residents had more OWIs than other communities in Green County. Brodhead issued more OWIs than other jurisdictions during this time period. This data was found to be incomplete and is currently being amended and extended to include a full 12 months.

Green County Human Services Alcohol and Other Drug Abuse (AODA) Unit annual data for 2017:

Of the 303 clients seen between the ages of 16-79yrs old, the average age of initiation was 17yrs old. Over 16% of clients had a co-occurring mental health disorder. The majority of clients primary substance was alcohol (70%) with THC being a secondary substance in over 20% of the clients. Heroin and opiates were primary substances in over 25% of the clients.

Brodhead Community Survey Results

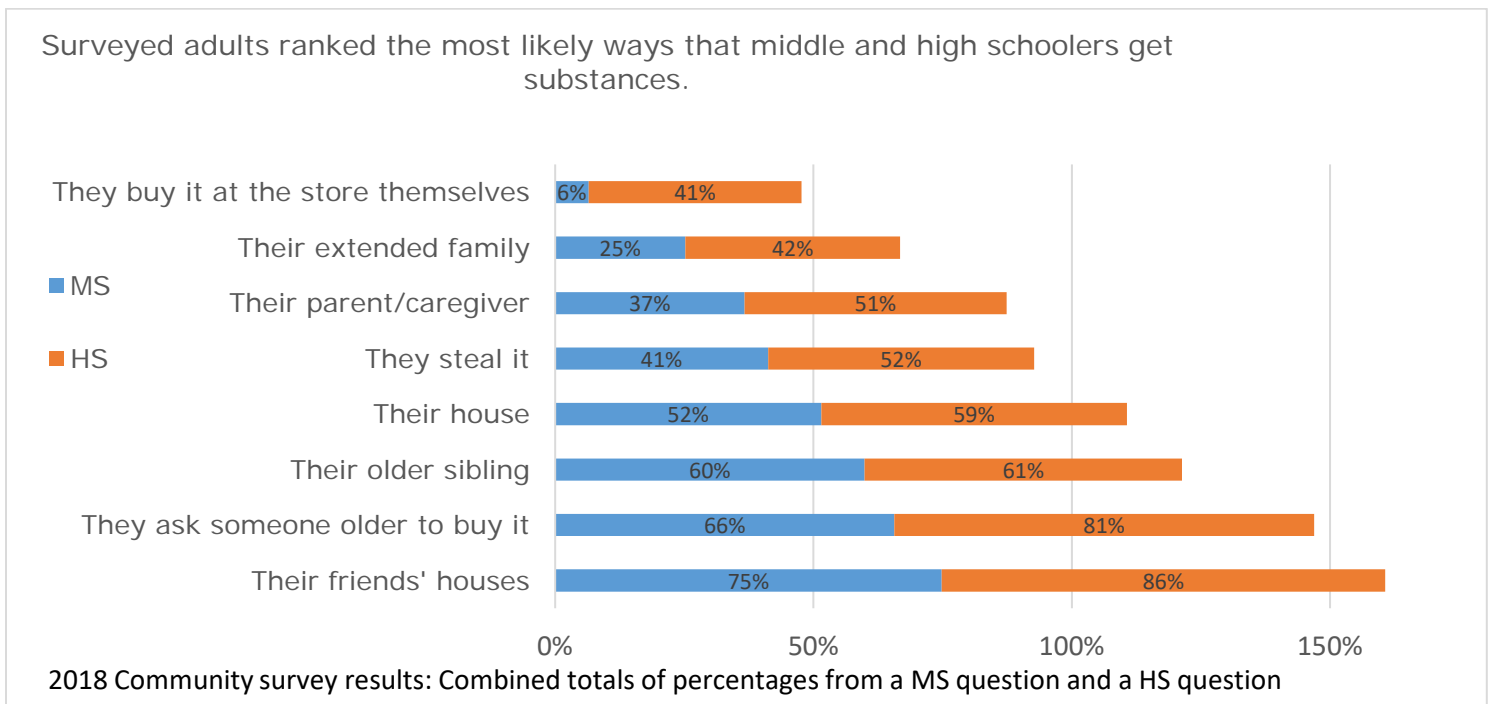
When asked about substance use, adults rank substances on a scale from 1-5 with 5 being the most/greatest problem and 1 being the least problem for middle and high school students.



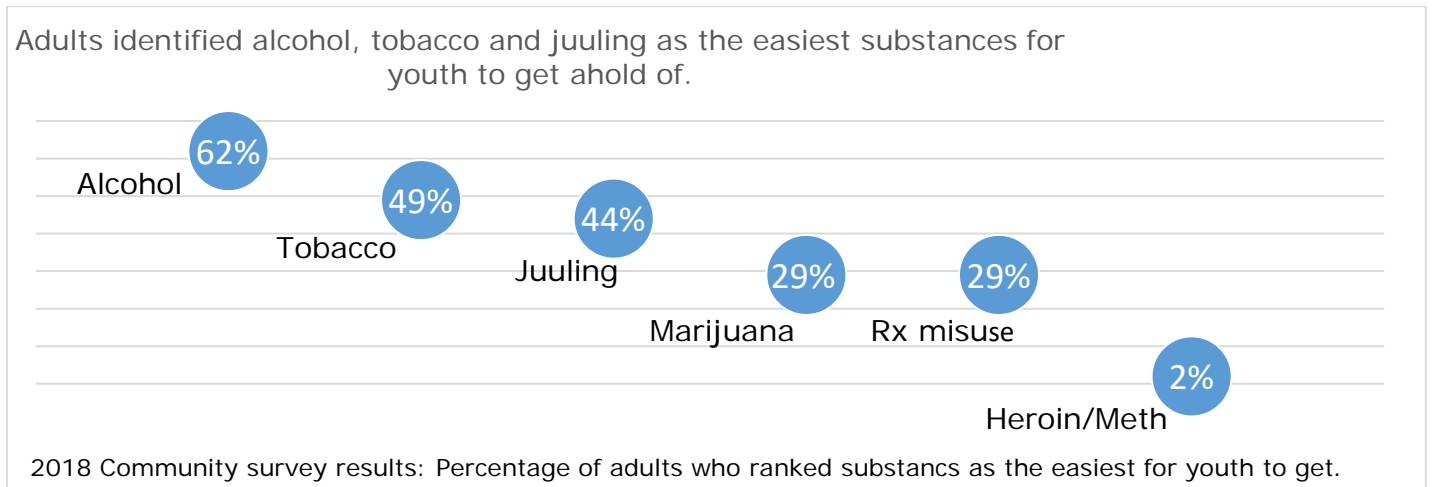
Parent focus group discussions provided qualitative information that helps to provide a description of the issues, rather than a measurement of the issues.

Two survey questions asked adults about where middle schoolers get substances, and where high schoolers get substance. The results were combined to reveal that adults identified *'at their friends' home* and *'asking someone older to buy it'* as the most likely places for both middle and high school students to get substances. The least likely places were extended family or buying it themselves in a store.

“Parents don’t want the kids to drink so much so they allow them to smoke pot.”
 “Parents provide alcohol and marijuana.”
 “Kids would rather vape than smoke”
 “Kids may still use alcohol, but they are talking about pot.”

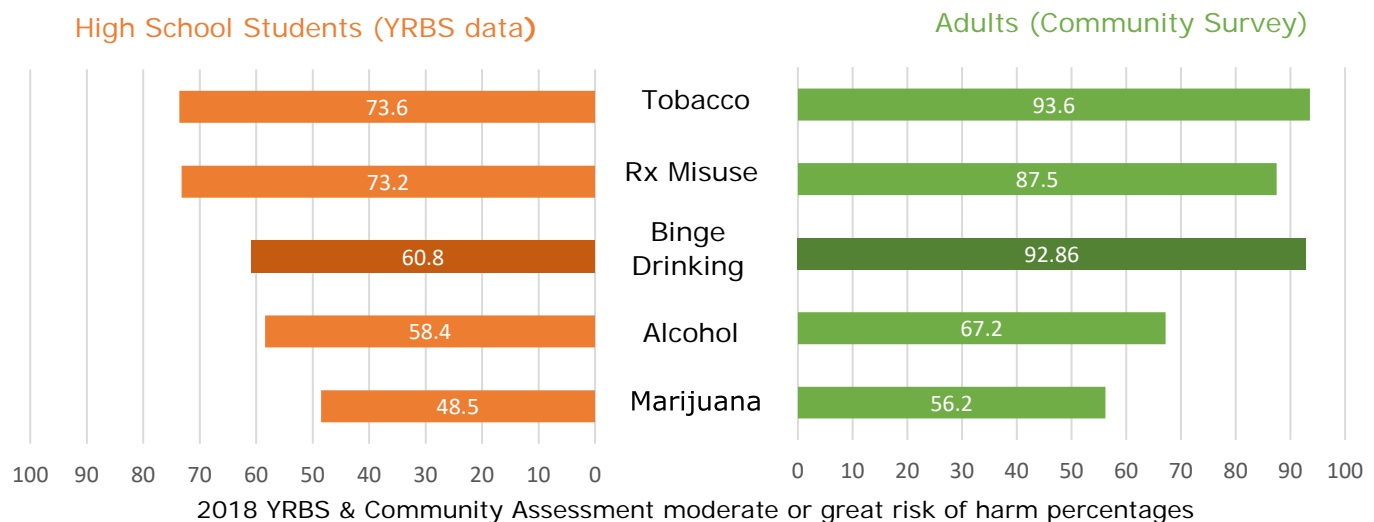


Adults surveyed, identified alcohol was the easiest substance for youth to get ahold of. This was followed by tobacco and juuling (vaping products). In the 2018 Youth Risk Behavior Survey, 39% of Brodhead High School students reported 'vaping' in the past 30 days. Juuling is very popular with teens. Juul cartridges contain more nicotine than a pack of cigarettes. In addition to the health risk from nicotine, Juul cartridges can also be used to vape marijuana.



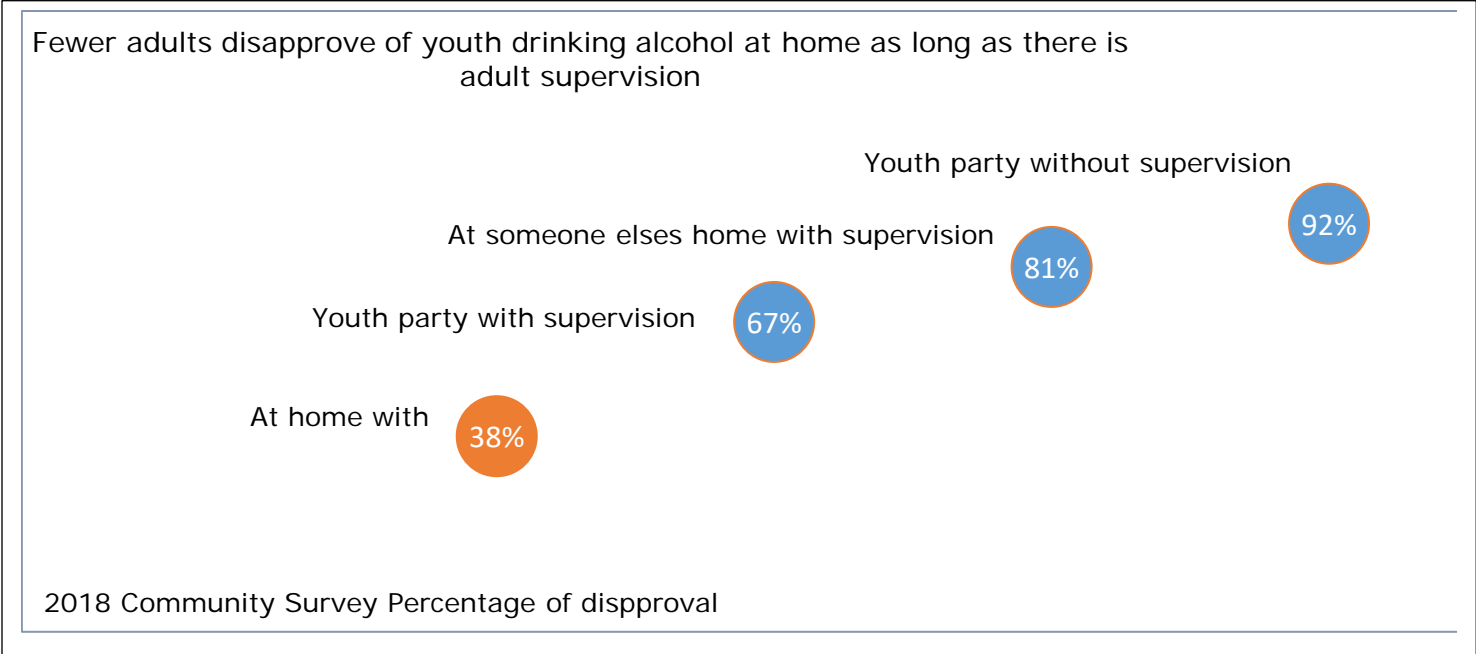
In a comparison of students and adults views regarding how harmful substances are, the surveyed responses showed a similar pattern, apart from binge drinking. Adults view binge drinking almost as harmful as tobacco use whereas high school students view binge drinking as only slightly more harmful than occasional alcohol use.

In 2018, Brodhead High School students and adults in the community identified marijuana and alcohol as less harmful than other drugs



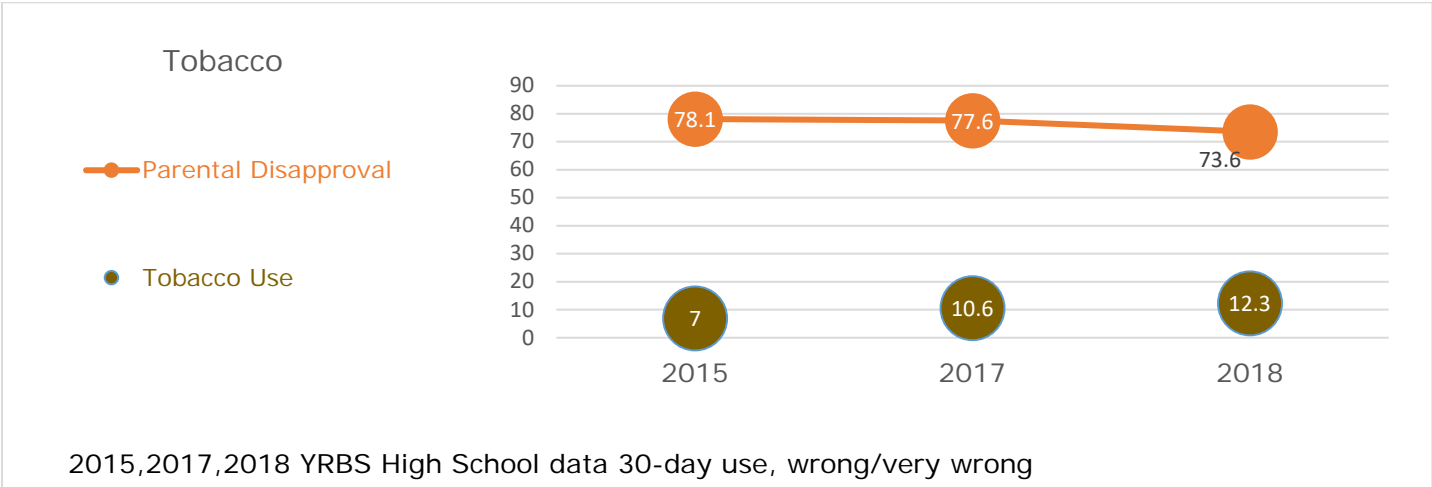
Over 20% of Brodhead High School youth reported using alcohol (more than a sip) at 12 years old or younger. [2018 YRBS](#)

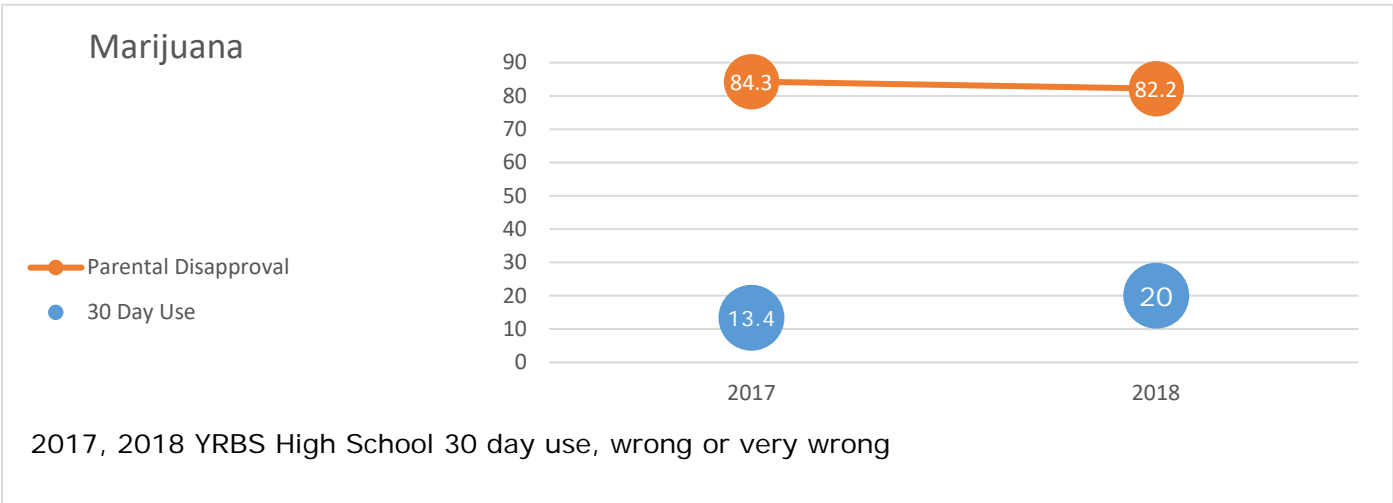
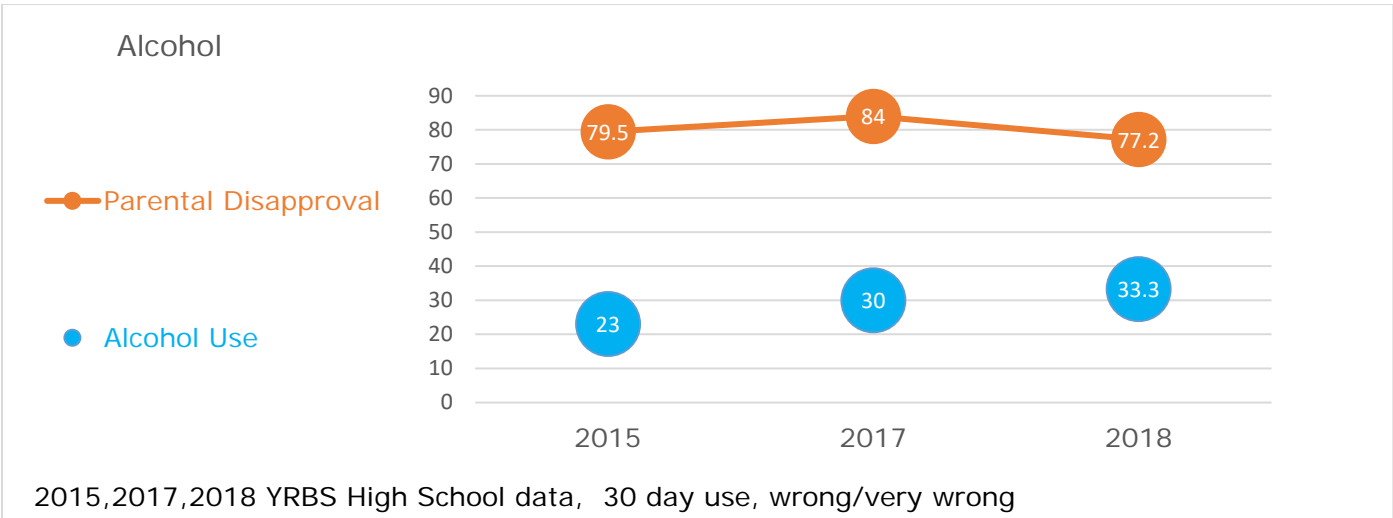
Research indicates that the younger someone starts to use alcohol or other drugs, the more at risk they are of developing an addiction disorder as an adult. www.samhsa.gov



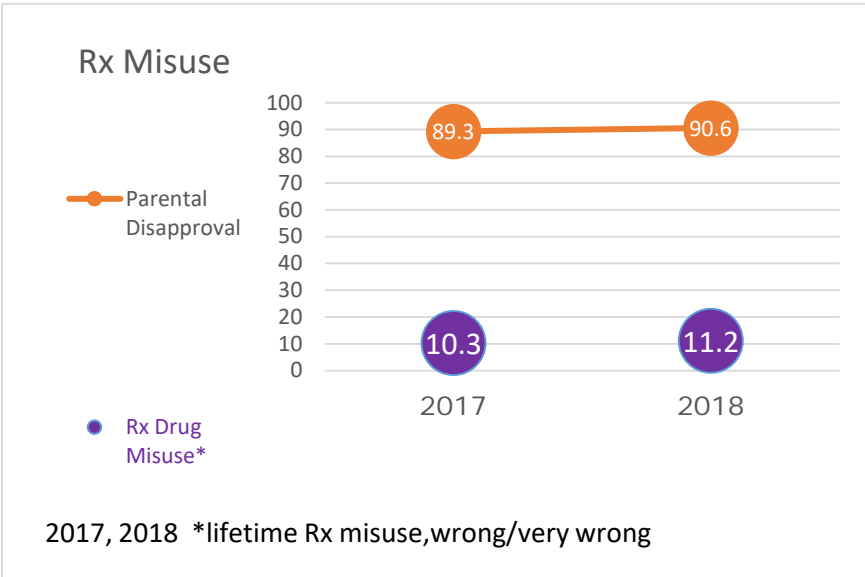
Youth Risk Behavior Survey Results

As the percentage of parents who disapprove of use decreases, youth report increases in tobacco, alcohol, and marijuana use.





Parental disapproval has increased slightly for prescription drug misuse. However, prescription drug misuse reported by Brodhead High School students has not changed significantly in the past 2 years.

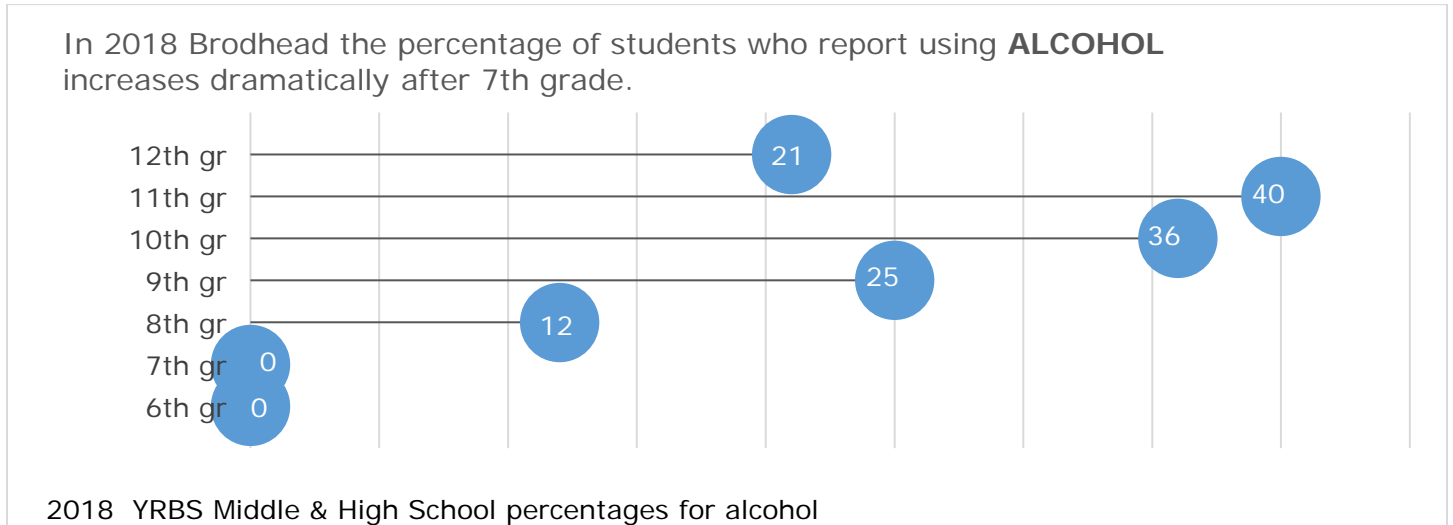


Parents in the focus group described what they know about prescription drug misuse.

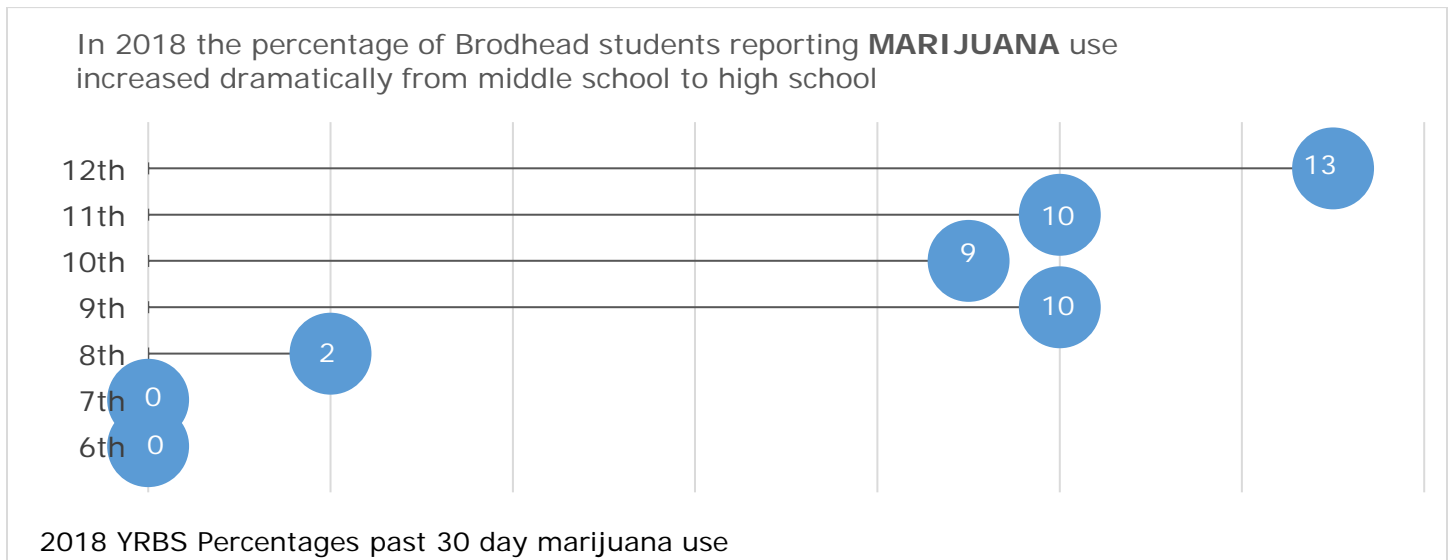
- “Students are sent home from school because they are buzzed on something”
- “Athletes use Adderall or Oxy to relax”
- “Youth make money selling meds at school”
- “Students share meds”

Substance use increases dramatically from middle to high school as reported by Brodhead students. In 2017 the percentage of high school students reporting alcohol and marijuana use in Brodhead was slightly higher than the Green County average. Brodhead High School alcohol use was the same as the state alcohol average at 30.4%. The percentage of marijuana use was lower in Brodhead at 13% as compared to the state average of 17%.

Alcohol



Marijuana

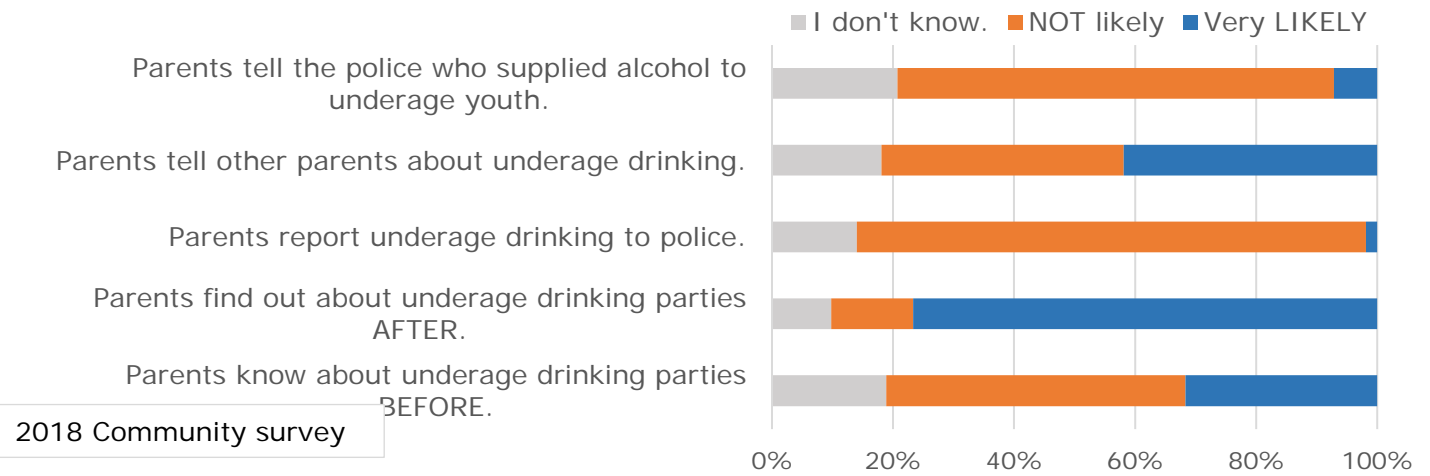


Other Drug Use

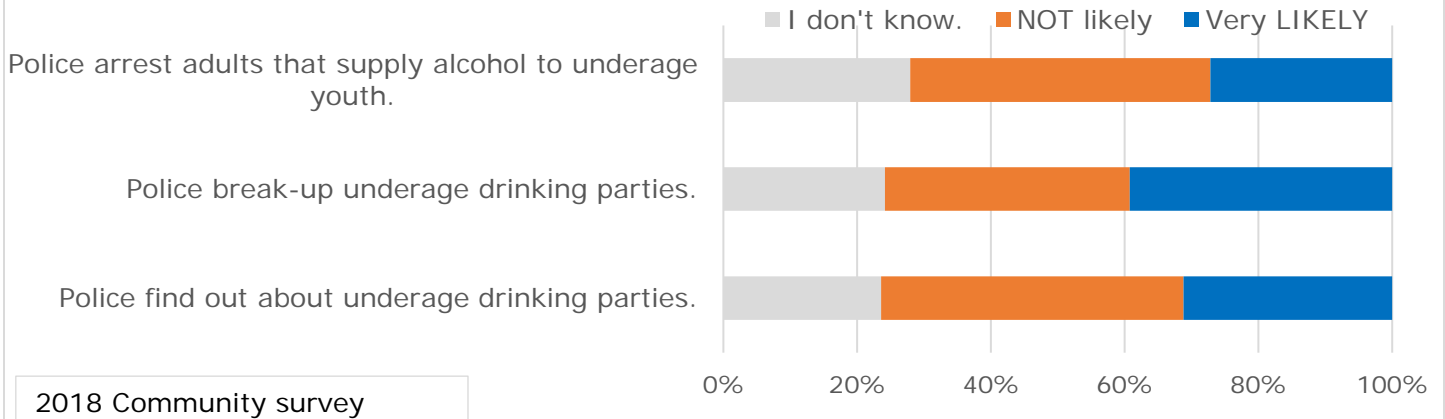
In 2018, 1% of Brodhead High School students reported using heroin, and 2% reported using meth. This was lower than the Green County High School average in 2018. However cocaine use was reported at 4% for Brodhead High School Students and the Green County High School average. (2018 YRBS)

Community Survey about Consequences

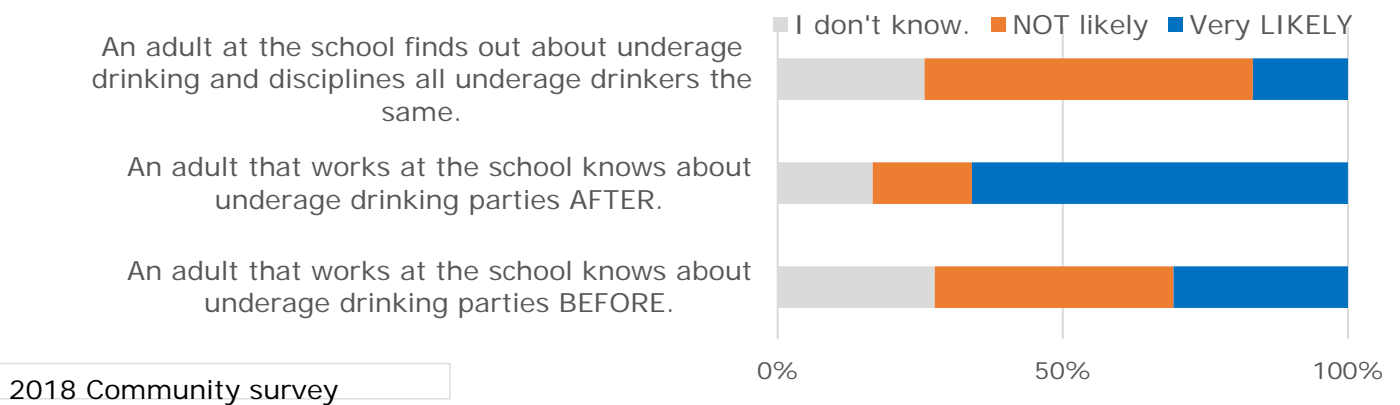
Parents are least likely to report underage drinking to police



Enforcement is very likely if police are notified.



It is unlikely that all underage drinkers will be disciplined the same way at school



In addition to discussing concerns about the ways youth access substances, the parents also felt there were certain locations in the area where drugs could be obtained. Meth houses, recreational areas and business premises were mentioned.

As a follow up to these concerns, a youth focus group was attempted however not enough youth were available to participate. Instead a brief anonymous survey was administered by the school district. The results have not been released yet.

Summary of findings

1. The community identifies alcohol, marijuana, and juuling as problems for youth. However, both adults and youth identify alcohol and marijuana use as less harmful than other substances.
2. The percentage of parental disapproval of substance use is correlated to the percentage of students who engage in substance use.
3. Most youth substance use is not reported to law enforcement.

Actions Better Brodhead will add to the action plan includes providing the community with:

- Workplace drug policy presentations/education
- Revised festival guide distribution
- Presentations/education on binge drinking
- Good Drugs gone Bad presentations
- DITEP (Drug Identification) training
- Facilitate interagency agreement for juvenile concerns