

Better



Brodhead

2017 Annual Report

A Year of Growth: Membership, Financial Resources, and Influence

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To Our Stakeholders

“Authentic involvement of youth in the planning and implementation process includes allowing them to have a voice in the decisions made. Youth were provided training opportunities on leadership, advocacy, substance use prevention strategies so they had the skills to develop youth-led prevention activities,” said Kathy Comeau, Program Director at Better Brodhead. “Adults supported the youth, but allowed youth to lead the process. This process empowered youth to own these campaigns, and inspired other youth to get involved.”

To Our Stakeholders

Strategic Highlights

In an attempt to reduce youth substance use, bullying, and dating violence in the Brodhead School District in 2017, the Better Brodhead community coalition grew the conversation around these areas of focus tremendously, coupling words with action to generate increased access to much needed resources. Whether through growing both the Coalition Board and Youth membership and funding sources, or providing 248 services and utilizing various forms of media to carry the message, Better Brodhead has effectively networked to create an inclusive opportunity for the community to be a part of the planning and decision-making processes around the prevention of youth risk taking behaviors. Better Brodhead is making positive, community-wide change through diverse community engagement at all levels of involvement.

Financial Highlights

The Coalition continues to accept generous amounts of volunteer time to supplement the \$125,000 Drug Free Communities (DFC) grant. In addition to the DFC grant which is now in year two, Better Brodhead has been awarded approximately \$2900 from Alliance for Wisconsin Youth (AWY) and has received \$2000 in cash donations. Better Brodhead was the recipient of a \$3000 grant from the Brodhead Area Foundation to implement the Strengthening Families program.

Coalition Highlights

In 2017 Better Brodhead provided services to the community utilizing strategies that reduced barriers or access, increased access or barriers, and incentivized or dis-incentivized behavior 24 times; facilitated three (3) changes or modifications to policy; and, altered the community's physical landscape in six (6) ways. All in all, the Coalition offered the area's residents approximately 250 opportunities to examine its association with youth substance use, bullying, and dating violence. Telling of Better Brodhead's impact is the growth of Youth2Youth (Y2Y). In 2014 and 2015, Better Brodhead had only two active

To Our Stakeholders

youth members. This increased to six active students in 2016. In two years, youth involvement has increased from two (2) students to over 60 students. This increase has also led to a stronger collaboration with the School District and a more vibrant, engaged coalition.

Looking Ahead

In 2018 look for a continued expansion of community support and cooperation as trust between the community and the organization deepens. Expect the enthusiasm from Y2Y to reflect positively in the Youth Risk Behavior Survey (YRBS) data in 2018, especially if the community is persistent in its encouragement of the peer-led prevention endeavor, and the community maintains its dedication to incremental cultural change.

Financial Summary: Grant Year-End

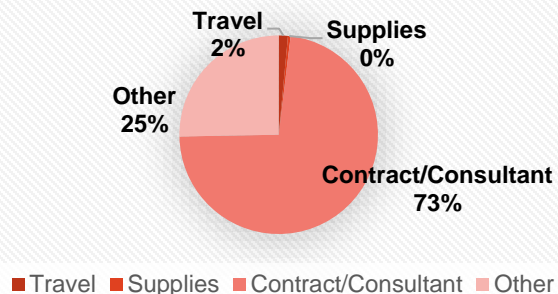
Financial Summary: Grant Year-End

Drug Free Communities Grant		9/30/16-9/29/17	10/13/2017
Category	Budgeted	Spent	Remaining
A. Salary	\$ 51,088.00	\$ 56,786.48	\$ (5,698.48)
B. Fringe	\$ 8,291.00	\$ 6,532.98	\$ 1,758.02
C. Travel	\$ 23,199.00	\$ 22,096.26	\$ 1,102.74
E. Supplies	\$ 12,211.00	\$ 10,807.18	\$ 1,403.82
F. Contract	\$ 7,856.00	\$ 7,304.04	\$ 551.96
H. Other	\$ 22,355.00	\$ 21,326.16	\$ 1,028.84
TOTALS	\$ 125,000.00	\$ 124,853.10	\$ 146.90

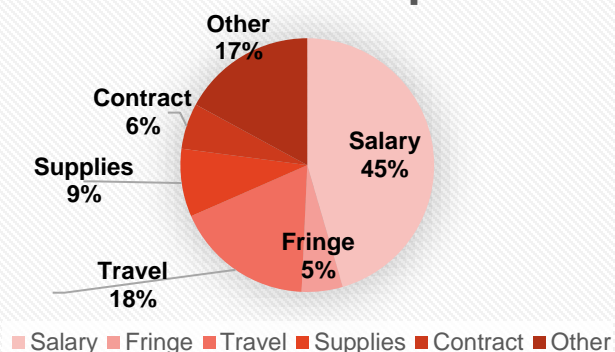
The Coalition collects an average of \$10,000 per month of volunteer in-kind contributions to sustain \$50,000 of DFC funding each year (for five years),

as well as cash donations from community businesses, organizations, additional grants, and private citizens. Thanks to Better Brodhead's generous volunteers and local donators, the organization raised almost \$9000.00 more than was budgeted.

Match Received over DFC Grant Year



DFC Funds Spent



Better Brodhead Match Totals as of			10/5/2017	
	Budget	Received	Difference	
Personnel	\$0.00		\$0.00	
Fringe Benefits	\$0.00		\$0.00	
Travel	\$2,790.00	\$2,005.02	\$784.98	
Supplies	\$53.00	\$577.71	-\$524.71	
Contract/Consultant	\$61,747.00	\$97,503.56	-\$35,756.56	
Other	\$60,440.00	\$33,865.40	\$26,574.60	
Total	\$125,030.00	\$133,951.69	-\$8,921.69	

Program Evaluator's Report

Program Evaluator's Report

2016-2017 Drug Free Communities Grant Program Annual Evaluation

Prepared by Abbey Wellemeyer in December 2017 for Better Brodhead

LIST OF ACRONYMS

AWY: Alliance of Wisconsin Youth

CADCA: Community Anti-Drug Coalitions of America

CCAP: Consolidated Court Automation Programs

DFC: Drug Free Communities

DHS: Wisconsin Department of Health Services

DOC: Wisconsin Department of Corrections

HIDTA: High Intensity Drug Trafficking Areas

SAMHSA: Substance Abuse and Mental Health Services Administration

SPF: Strategic Prevention Framework

STR: State Targeted Response

WISH: Wisconsin Interactive Statistics on Health

YRBS: Youth Risk Behavior Survey

Y2Y: Youth2Youth

1 EXECUTIVE SUMMARY

The evaluation of Better Brodhead's services, as provided for by the Drug Free Communities (DFC) grant, explores whether the organization's goals are consistent with those of the federal grant, and the appropriateness of the measures used in Better Brodhead's assessment of those shared goals. The DFC grant program relies heavily on CADCA and SAMHSA strategies for development of program goals, and thus those strategies will not be assessed as they are DFC constructed features of the coalition. The success of Better Brodhead, like all DFC grant recipients, is dependent on the organization's ability to increase the strength and influence of stakeholders over time and reduce youth substance use. The

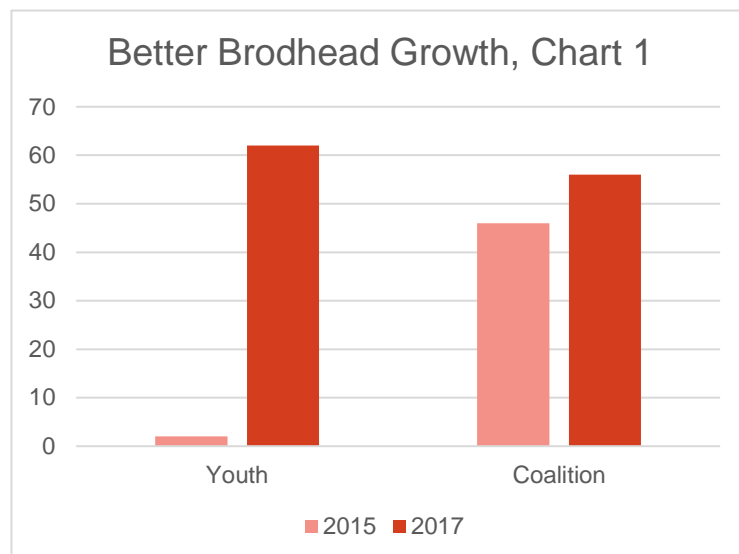
Program Evaluator's Report

following evaluation concludes that Better Brodhead is succeeding, and offers some insight into how and why the organization is flourishing.

Report Highlights:

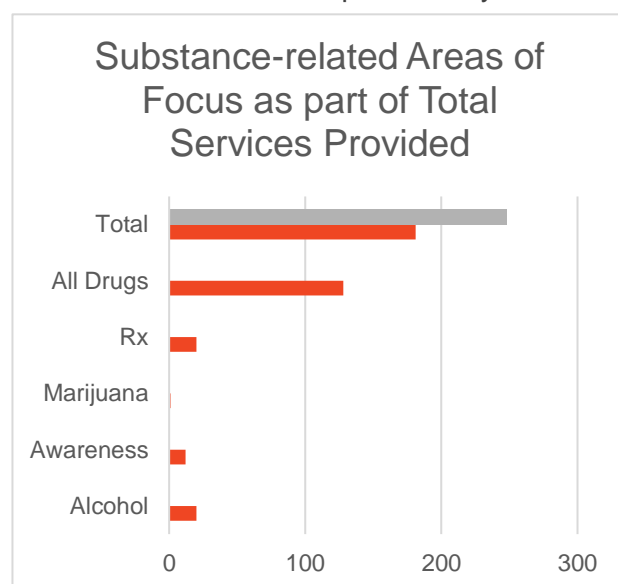
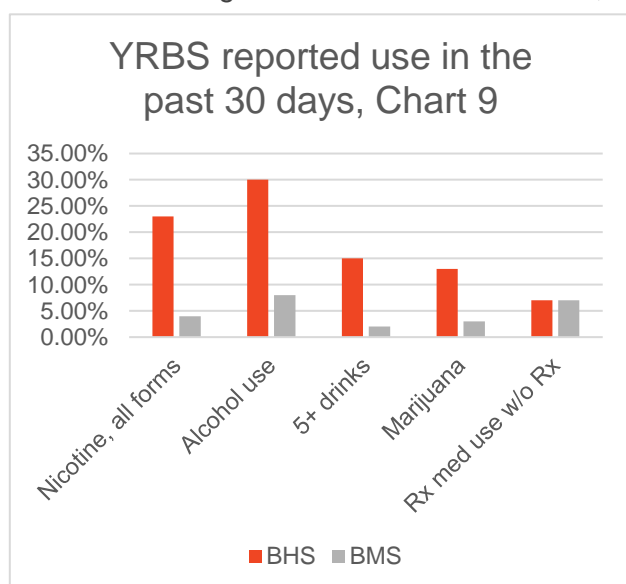
Goal #1 Coalition Strength and Influence

Better Brodhead grew tremendously over the '16-'17 DFC grant year. The DFC project narrative stated membership (including youth) at almost 50 people. The membership has more than doubled to 118. The coalition undoubtedly met and exceeded this goal.



Goal #2 Reduce Youth Substance Use

Better Brodhead is employing environmental strategies to target the most commonly used and abused substance in the service area: alcohol. The utilization of environmental change strategies are known to effect change at the population level. Now that a detailed analysis of programming has been completed, the Coalition has the opportunity to more effectively target substance use in their strategic planning efforts. As Finding #3 of the evaluation states, more than half of the services provided by the coalition



Program Evaluator's Report

(total 248) focused on substances (181), and the nature of the strategies used indicate a theoretical effect on youth substance use (34 of the environmental, rather than individual, strategies were employed). And Finding #4 reveals that, "data consistently points to higher levels of alcohol use than other substances. The most impactful of all strategies is #7 and all three (3) policy change/modification events listed in the services provided document are alcohol-related; substantiating that Better Brodhead is in the least changing the environment that accommodates youth substance use."

History and Cultural Context of the Organization

The director wrote the following history of the coalition in the application for DFC funding:

In 2012, a community readiness assessment conducted by the Sexual Assault Recovery Program revealed a higher prevalence of sexual assaults in Brodhead (1.9 per 500 people) than in Monroe, the county seat (0.7 per 500 people). This concurred with Brodhead youth reporting 4% more dating violence and sexual assault than the county average on the 2011 Youth Risk Behavior Survey (YRBS). Brodhead students also reported 6% higher use rates of alcohol and 6.5% higher use rates of marijuana than the county average on the 2011 YRBS. These findings are consistent with research linking youth alcohol use and the victimization and perpetration of interpersonal violence. (Alcohol and Sexual Assault, National Institute on Alcohol Abuse and Alcoholism). Presentations on these findings to community groups in Brodhead were the catalyst for forming a community task force in 2013. The task force was led by a local pastor and comprised of leaders from school, faith community, businesses, law enforcement, and parents.

In May 2013, in order to focus their efforts, the task force developed mission and vision statements. The vision became: 'A Brodhead community where everyone is valued and safe'. The mission became: 'To promote healthy relationships by reducing interpersonal violence.' Brodhead Healthy Community Task Force continued to meet monthly until November 2013. At this time, members identified the evolution of their work as an emerging coalition rather than a task force. As a final step to their founding history, the name was changed to: Better Brodhead.

... The group was organized to include representation from a variety of community sectors and to provide a venue for discussion and decision making. When Better Brodhead began to break down contributing factors leading to interpersonal violence, the issues identified related to mental health, family dynamics, and substance use. At that time the coalition's mission included reducing dating violence, bullying and substance use among youth.

Program Evaluator's Report

Better Brodhead benefited from a DFC mentoring grant awarded in 2014 to Janesville Mobilizing 4 Change. This relationship aided Better Brodhead in the development of its organizational capacity, completion of a comprehensive community assessment of youth substance use issues, and securing community resources to implement their action plan.

... Through this grant, Better Brodhead was assigned a Project Coordinator who facilitated the development of Better Brodhead's organizational structure and community readiness assessment.

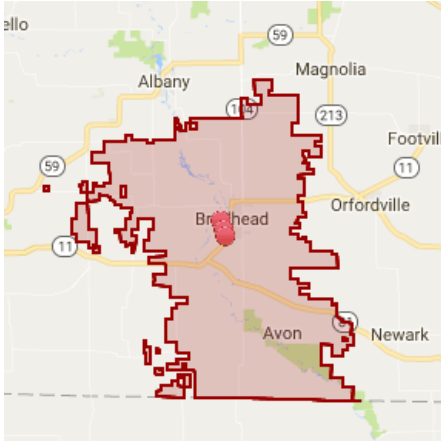
The Tri-Ethnic Community Readiness survey instrument was used in February 2015, to determine the community's readiness to address youth substance use issues and identify the resources available to do substance abuse prevention. Leaders from different segments of the community were interviewed. An analysis of the scores revealed that the community has a vague awareness of youth substance use issues; however there are no immediate steps being taken to address this. The DARE program, implemented in 5th grade, is seen as the only drug awareness education needed for the Brodhead School District. Alcohol compliance checks have never been conducted by the local police and bar walk through checks are not done routinely due to police staff shortages. Alcohol Compliance Check Training was identified as a need by local law enforcement.

Administered in February of 2015, a communitywide survey measured adult perception of youth risk taking behaviors. ... Approximately 10% of the adult population participated in the survey. When youth issues were ranked by severity, most people felt riding with someone under the influence posed the greatest risk, followed by prescription drug misuse and untreated mental illness. The issues with the lowest perceived risks by adults in the community were binge drinking and marijuana use. Key informants and focus groups agreed that most people are unaware of the substance use issues in the Brodhead area.

As Better Brodhead evolved as a coalition, there was recognition of the correlation between substance use and interpersonal violence and the need to work in collaboration with community partners. This led to a revision of the mission statement in July 2015 to: 'Better Brodhead engages and supports the community to reduce bullying, dating violence, and youth substance use'.

Program Evaluator's Report

Service Area



Better Brodhead's service area encompasses approximately 100 square miles –the footprint of the Brodhead School District. This includes parts of Rock County, Green County and all of the City of Brodhead. In 2015 the estimated population of Brodhead alone was 3,291. In last three decades Brodhead grew only 4.4%. During this same time period Green County and the State population grew by 22.8% and 20.9% respectively, while the Town of Decatur grew by 70.7%. Based on Wisconsin Department of Administration (WIDOA) data, Brodhead's 2040 population is projected to increase

6% from the year 2010 to 3,485 residents. Brodhead's projected growth exceeds the Town of Spring Valley's (-3%) but falls short of the projected growth rates for the Town of Decatur (21%), Green County (16%) and the State (14%) during this time period. A quarter of the population in Brodhead (25%) is age 17 and under indicating a higher presence of youth compared to the Towns of Decatur (23%) and Spring Valley (20%), and Green County (24%). However, overall the student population in the Brodhead School District has shown a slow decline which is projected to continue through 2020.

Better Brodhead's 100 square mile service area provides for almost 1000 students, of which the City of Brodhead houses 574 of those students (the city only constituting 1.8 square miles of the service area, while 98 square miles of the District fall into Green and Rock Counties). The School District of Brodhead reports the student population from rural Green County at 324 and rural Rock County at 102 students in January 2018. Unfortunately, the limited resources in this rural, multi-jurisdictional area make enforcement activities in and around the trails, waterways, campgrounds, and High Intensity Drug Trafficking Areas (HIDTA) challenging undertakings. Better Brodhead's service area is therefore more susceptible to problems associated with substance use. The picture to the right highlights HIDTA counties. At the time of this evaluation, the Wisconsin Department of Justice (DOJ) has reported most of the methamphetamines in Better Brodhead's service come from the Twin Cities, while opioids are brought north from Chicago.



Program Evaluator's Report

Purpose and Intended Use

The evaluation results are intended to inform the Better Brodhead Board of Directors, meant to assist organizational compliance with DFC funding requirements, and an earnest attempt to improve Better Brodhead's outcomes.

Note that the program evaluator became a member of Better Brodhead's Board of Directors in January of 2017. Generally, it is an advantage to have an evaluator embedded in the program because information flows more freely within the context of a relationship, and compromised objectivity is rare¹. In full disclosure, evaluation services are permitted to account for up to 10% of the grant funds for the grant year. The executive director and program evaluator negotiate the evaluation service based on organizational needs; and it has been stipulated that hours paid for evaluation services shall not exceed 40 hours in one month, unless agreed upon by the director and evaluator.

Goals and/or Objectives

The Better Brodhead coalition engages and supports the community to reduce bullying, dating violence, and youth substance use. These goals are set forth in Better Brodhead's 12 - Month Action Plan, and too is the DFC's broader goal of strengthening the Coalition's operation beyond DFC funding (see Appendix for 12 – Month Action Plan).

Current Organizational Sectors Involved to Prevent and Reduce Youth Substance Use

- Law Enforcement Representative from the Brodhead Police Department; Green and Rock County Sheriff's Office;
 - Green County Probation and Parole;
-

¹ Carlson, Pei, and Tremblay (2017, November 11). 1901:Evaluating Community-Based Initiatives that Serve Hard to Reach Groups: Opportunities, Challenges and Lessons Learned [Webinar]. In AEA Webinar, Presidential Strand. Retrieved from <http://www.evaluationconference.org/e/in/req=info&eid=24&etid=602>

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- State/Local/Tribal Government: Green County Human Services AODA Department, Mental Service, Children Youth and Family Services;
- Healthcare Professional; Monroe Clinic, Parish Nurses, Health Department;
- Religious/Fraternal Organization;
- Youth Serving Organization: Green County Child, Youth and Family Services;
- Brodhead School District;
- Business: owner and member Chamber of Commerce;
- Parent;
- Media: Brodhead Free Press; Independent Register, Register Print Center;
- Youth: Y2Y Program;
- Civic/Volunteer Group: Optimists, Boy Scouts of America, Police Association

Intended Beneficiaries

Youth, parents, and the general public in the Brodhead School District are the intended recipients of the Coalition's services. Better Brodhead and the District area span rural portions of Green County and Rock County, as well as the City of Brodhead.

Service Design

The Coalition's strategic programming design for short and long term planning relies on logic models to define community problems (use of alcohol, marijuana, and prescription drugs logic models can be found in the Appendix). The definitions for Community Change, Media, and Services Provided were acquired by the Director from a Community Anti-Drug Coalitions of America (CADCA) workshop². Further, the SAMHSA Strategic Prevention Framework (SPF) identifies seven (7) strategies that affect community change³:

² Workshop by Paul Evenson called *Community Systems Group: Advanced Issues in Coalition Evaluation: Rules & Tools for Demonstrating Outcomes* (2009).

³ Community Anti-Drug Coalitions of America, National Community Anti-Drug Coalition Institute (2008). *The Coalition Impact: Environmental Prevention Strategies*. Alexandria, Virginia: CADCA National Coalition Institute.

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1. Provide Information;
2. Enhance Skills;
3. Provide Support;
4. Enhance Access/Reduce Barriers or Reduce Access/Enhance Barriers;
5. Change Consequences (incentives/disincentives);
6. Change Physical Design;
7. Modify/Change Policies.

CADCA states, "The first three strategies focus on impacting individuals, they have obvious limitations and probably will not, by themselves, achieve measurable change in substance abuse rates in your community (p.20);" however, the final four strategies being environmental in nature, as part of a multi-pronged approach, constitute a comprehensive framework to affect change.

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2 EVALUATION BACKGROUND AND PRESCRIBED CRITERIA

DFC Grant federal statute specifies two goals in providing funding to coalitions⁴:

1. Establish and strengthen collaboration among communities, public and private non-profit agencies, as well as federal, state, local, and tribal governments to support the efforts of community coalitions working to prevent and reduce substance abuse among youth.
2. Reduce substance abuse among youth and, over time, reduce substance abuse among adults by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

And, these DFC Goals are reiterated in Better Brodhead's 12 – Month Action Plan, as follows:

Community support is a key indicator for Better Brodhead's successful implementation of the DFC grant. This ongoing community support is evidenced by the coalition's successful efforts to host community suppers, town hall meetings, and prevention campaigns. These events would not be successful, and neither would the DFC grant, without in-kind community support. This support exists in providing meeting space, advertising, volunteers, food, supplies, and monetary donations.

...Membership growth demonstrates the increase in human capacity to conduct the work of the coalition....Partner agencies' provide no-cost technical assistance to Better Brodhead... grows the capacity of members... collaborative partners who include the school district, law enforcement, business, and religious sectors....collaboration with local and county agencies as a strategy to strengthen the impact and broaden the reach of prevention efforts.

⁴ <https://www.samhsa.gov/grants/grant-announcements/sp-17-001>

Program Evaluator's Report

3 EVALUATION METHODS

The evaluation of the Coalition is based in a large part on the completion of the Coalition's prescribed 12–Month Action Plan goals, objectives, and strategies relative to the DFC grant requirements. Besides the aforementioned, quantitative and qualitative Coalition measures will be inspected relative to their quality, value, and importance in defining activities by magnitude, frequency, and outcome.

Similarly, the director writes in the project narrative how the organization uncovered and chose its goals, which is also in accordance with the Surgeon General's Report on Alcohol, Drugs, and Health:

"Better Brodhead held a coalition retreat day in September 2015 to examine the community assessment data and prioritize the substances they will address. The coalition members organized quantitative and qualitative data points into logic models for each substance clarifying the problem, root causes and local conditions. A comparison of each substance data set was followed by a discussion surrounding the magnitude of each problem (how many youth are using), time trend (has use increased or decreased over time), comparison data (how do Brodhead students compare to students in Green County, Wisconsin, and the United States); and the severity of the problem (what are the consequences of use). In addition, the coalition examined the community's readiness to address these issues and what current resources were available. Based on the data analysis, group discussion, and prioritization process the coalition concluded that they would address: underage alcohol use, youth marijuana use, and youth prescription drug abuse. The specific problems related to these substances that will be addressed in the 12 month action plan include: Alcohol – Favorable attitudes, inconsistent enforcement of school codes, social and retail access; Marijuana – Favorable attitudes, inconsistent enforcement of school codes, social access and retail access of e-cigarettes and vape products that could be used for marijuana; Prescription medications – favorable attitudes, inconsistent enforcement of school policy, and social access."

Goal Measures, Table 1			
	(Potential) Indicators	Data Sources (Evidence)	Evaluation Methods
DFC Program Goals			

Program Evaluator's Report

#1 Coalition Strength & Influence	Participation: <ul style="list-style-type: none"> • # of members • # of sectors • # present at board meetings • # of different members involved in strategies 1-3/ 4-7/ total strategies • # Action Plan objectives completed • # of different organizations involved in strategies • # institutional changes 	<ul style="list-style-type: none"> • Email distribution list • Board meeting Sign-ins • Staff calendar • Services Provided record • New practices, policies, procedures, ordinances • Focus Groups • Survey 	<ul style="list-style-type: none"> • Cross-examine and compare coalition records to ensure accuracy and determine a baseline • Compare sample of members and sectors participating in strategies and meetings (potential to include all events) • Identify most effective (mobilizing) strategies/sector • Identify opportunities presented/ participation rates/sector
#2 Decreased Youth substance use	<ul style="list-style-type: none"> • Youth substance related school violations • Youth substance related medical/health incidents • Perception of Peer/parental approval • Perception of harm • Access/availability • Youth substance related legal infractions 	<ul style="list-style-type: none"> • DHS WISH • YRBS (self-reported) • DOC • Brodhead PD • Focus Groups • Surveys 	<ul style="list-style-type: none"> • Compare youth trends over time and location between quantitative and qualitative sources to determine accuracy of measure • Show trends in both youth and adult populations and relative to strategy #4-7 deployment

The data collection methods and analysis for DFC Goal #1 Coalition Strength and Influence (section 5.3.5 of the project narrative), should define community interest and involvement, network capacity, effectiveness, and growth or decline of these characteristics. Board meeting attendance is recorded on a sign-in document at every meeting; and it is secured and managed by the project coordinator. The email distribution list is comprised of active coalition members and interested parties; it is on record in the Better Brodhead office under the supervision of both the coordinator and director. Activities recorded by the Better Brodhead project coordinator and listed in the Services Provided Excel spreadsheet are labeled by quarter and have been cross-examined against Board and Staff Reports, as well as the staff calendar by both the evaluator and director. These are the primary sources of evidence that will be used

Program Evaluator's Report

to determine the strength and influence of Better Brodhead's coalition as a sustainable organization now and beyond DFC funding. New policies, procedures, practices, and ordinances are also recorded by the project coordinator in the Services Provided Excel spreadsheet. This is used to assess Coalition strength and influence within each of the strategic categories. Because CADCA strategies 1-3 offer support to individual coalition members, finding the frequency of sector participation in strategies #4-7 (environmental in nature) are the most impactful of the strategies and are better indicators of the Coalition's effectiveness now and in the future. To fortify sector commitment, it is meaningful for Better Brodhead to recognize which strategies are doing the most mobilizing by noting the number of members involved in each of the strategies; the number of different organizations participating in each strategy; and to compare those numbers to the total number of members and sectors participating in all strategies to identify which strategies and sector(s) are responsible for making the most (impactful) institutional, or longest lasting changes.

The data collection and analysis for long-term Goal #2 Decreasing youth substance use is measured with,

“multiple indicators –suspensions, expulsions, Code of Conduct violations, arrests, citations, emergency room visits, treatment admissions, perception of harm, perception of peer and parent disapproval, access, availability, etc., and will indicate movement towards the goal. However, the key success in this area will be measured by an overall decrease in high school students reporting, through the Youth Risk Behavior Survey, past 30 day use of alcohol, prescription drugs and marijuana”

per the DFC grant application project narrative.

The YRBS (Youth Risk Behavior Survey) is self-reported youth risk behavior information that is distributed to Brodhead and Green County youth in middle and high school every two years. The most recent survey results are dated December 2016 to January 2017. The YRBS information is substantiated by county and state rates of substance use and abuse when available and appropriate. Quantitative evidence from Wisconsin Department of Health Services (DHS) Wisconsin Interactive Statistics on Health (WISH), which gives information about health indicators (measures of health) in Wisconsin, is frequently used for this purpose. WISH offers users the ability to request data and delivers answers in the form of tables over the internet. To construct answers to questions, WISH uses protected databases containing Wisconsin data from a variety of sources. Most modules contain data for multiple years and geographic areas related to varied substance use and abuse health consequences. Data from the Wisconsin Department of

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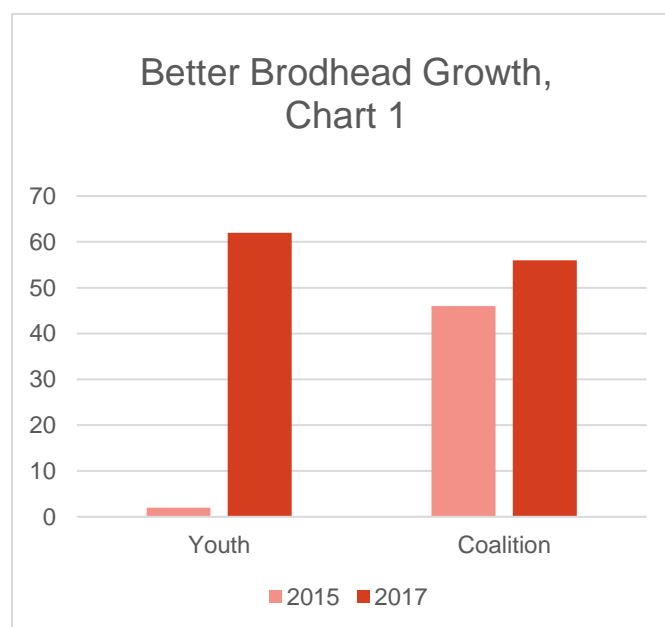
Corrections⁵, CCAP⁶, and the Brodhead Police Department (see emails in Appendix) have also been utilized to inform the mixed method approach to assessing the legitimacy of the YRBS report as a data source and providing a statement on the magnitude, time period, comparison, and severity of the behavior.

Other tools used to ensure consistency of the baseline data include focus group information collected from youth and parents; an online community survey; and the Tri-Ethnic Community Readiness survey (interviews) all from 2015 Mobilizing4Change. Evidence from an environmental scan was collected by youth in the 2016-2017 grant year (see Appendix).

4 EVALUATION

Goal #1 Coalition Strength and Influence

Better Brodhead membership grew tremendously over the '16-'17 DFC grant year. The DFC project narrative claimed membership (including youth) at almost 50 people. The membership has more than doubled to 118. The coalition undoubtedly met and exceeded this goal.



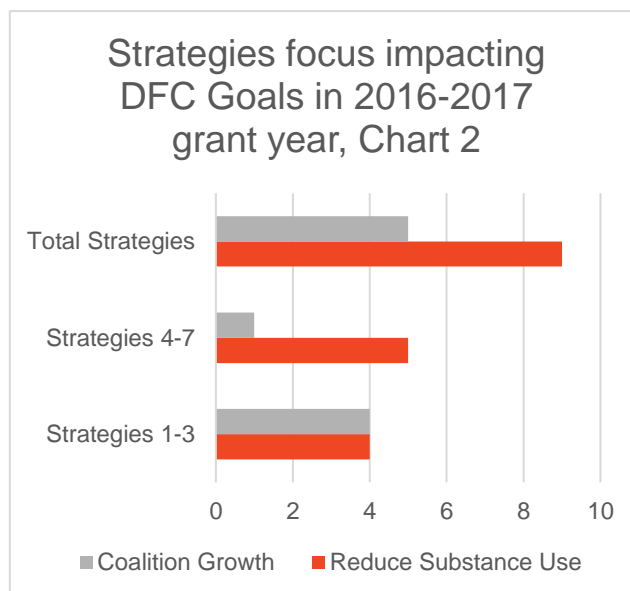
⁵ <https://doc.wi.gov/DataResearch/DataAndReports/DrugOffenderPrisonAdmissions2000to2016.pdf>

⁶ <https://www.wicourts.gov/casesearch.htm>

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The reason for Better Brodhead's growth is not evident from just assessing the number of coalition members and the number of objectives and strategies utilized by the Coalition (like Chart 2 depicts). Instead, a more meaningful indicator comes from the examination of the number of opportunities provided to members, and the sectors involved in each opportunity and strategy for change.

In Chart 3, the total number of individual impact strategies employed by Better Brodhead displays



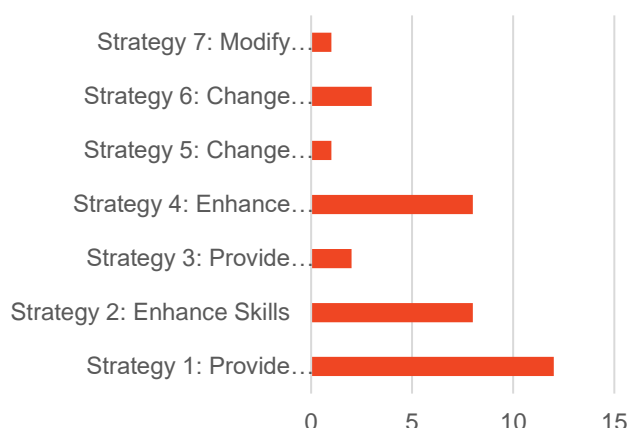
the unmistakable advantage members have had to participate in the Coalition. About 2/3 of all opportunities in the grant year related to providing assistance to individuals whether in the form of trainings, support groups, or planning meetings.

As evidenced, the strategies that involved the most sectors are also strategies #1-3, which is a positive indication of increased Coalition influence (strengthening individuals across all sectors).

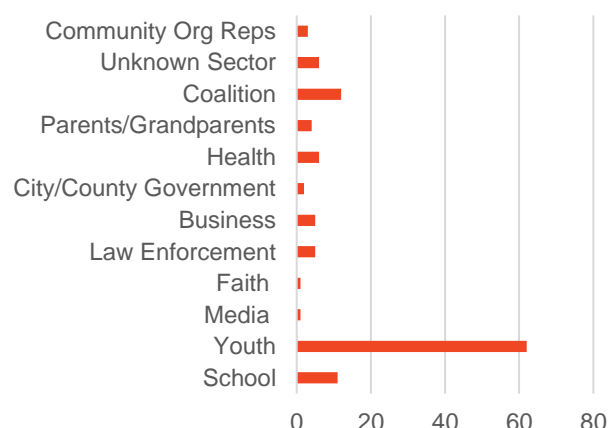
Coalition strength and influence are inextricably linked, as the Coalition grows so will its influence. In chart 5 below, it's clear that (excluding youth membership) the average number of active members in a sector is roughly 5.

Program Evaluator's Report

of Sectors Participating in each Strategy, Chart 4

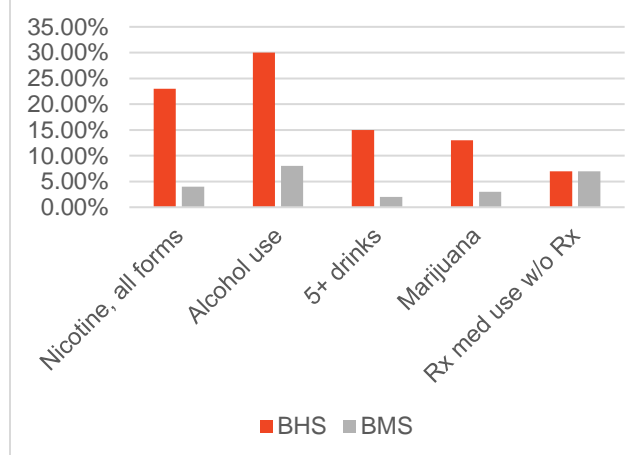


Members in each Sector, Chart 5



Goal #2 Decreasing Youth Substance Use

YRBS reported use in the past 30 days, Chart 9

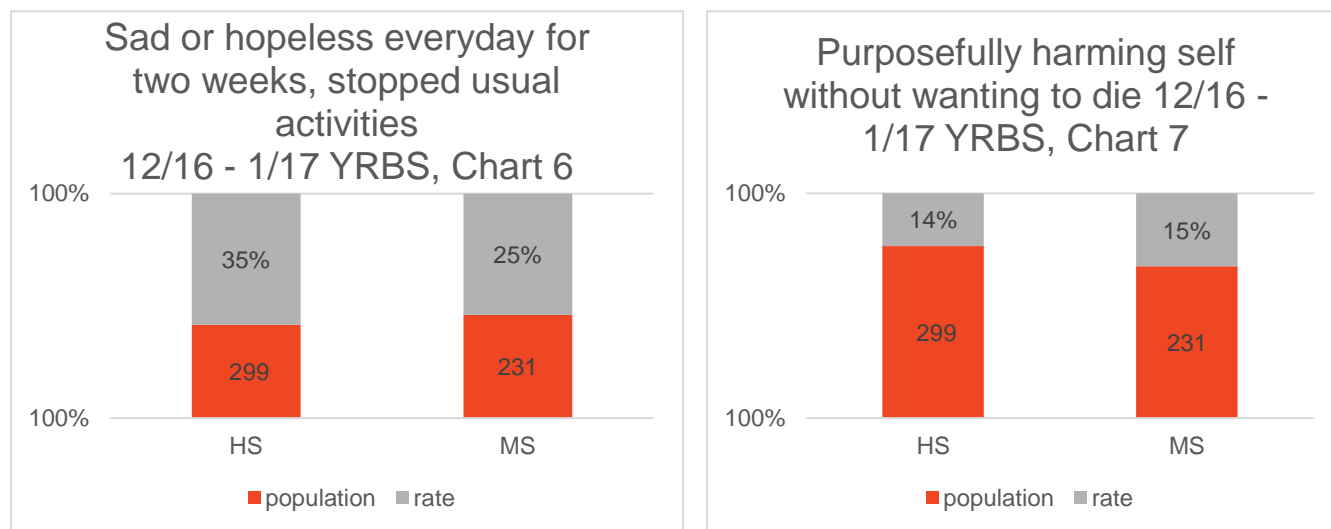


Evidence in the Youth Risk Behavior Survey (YRBS) responses from Brodhead middle and high school students, coupled with much youth substance use research clearly indicate youth substance use is a problem in the Better Brodhead service area. Indicators include parent and youth perceptions of harm related to substance use, the actual reporting of use, as well as youth depression and self-harm. More than half of 6th to 12th graders in '16/'17 in the Brodhead District have characterized themselves as having depression and a quarter of District students have participated in self-harm (Charts 6 and 7

below).

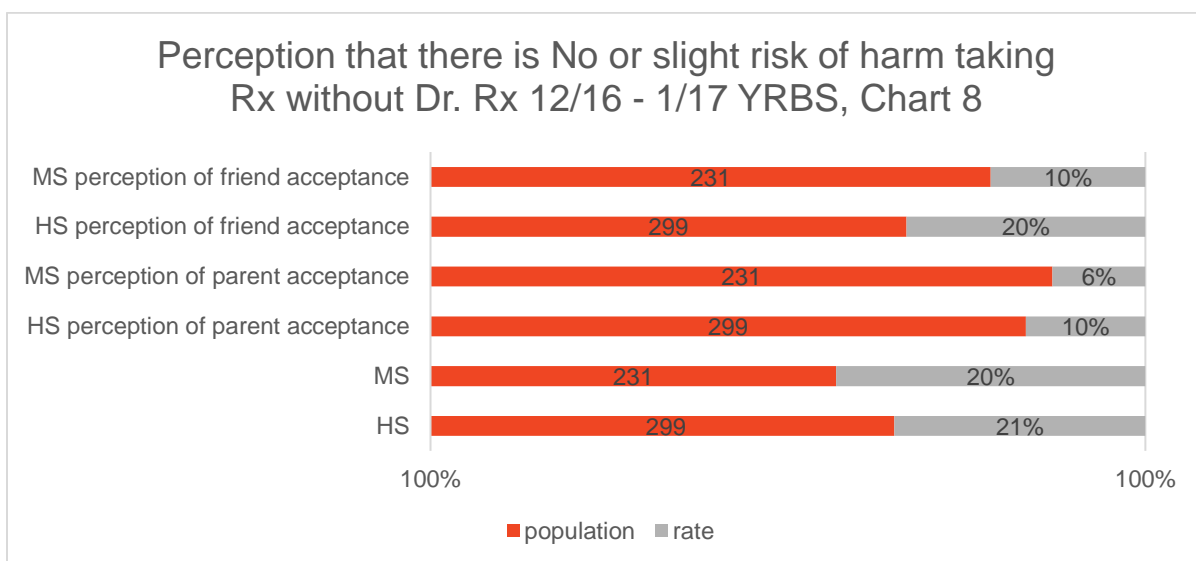
Program Evaluator's Report

Academic articles have indicated that youth perception of the harms associated with substance use are correlated with actual rates of use, as are youth perceptions of acceptance of substance use. For

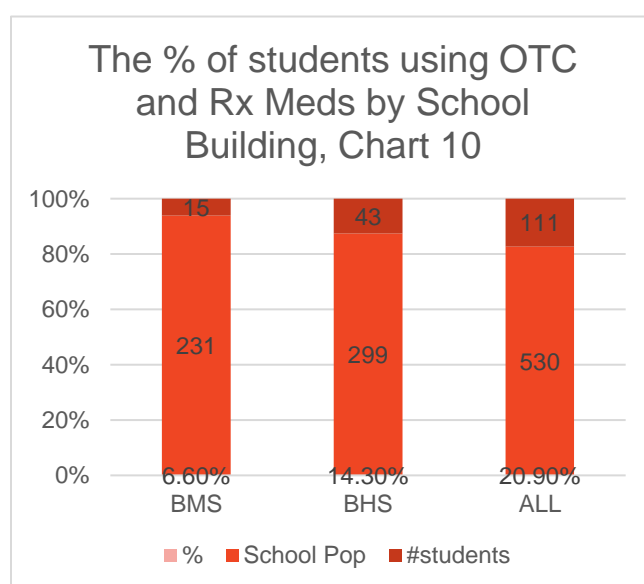
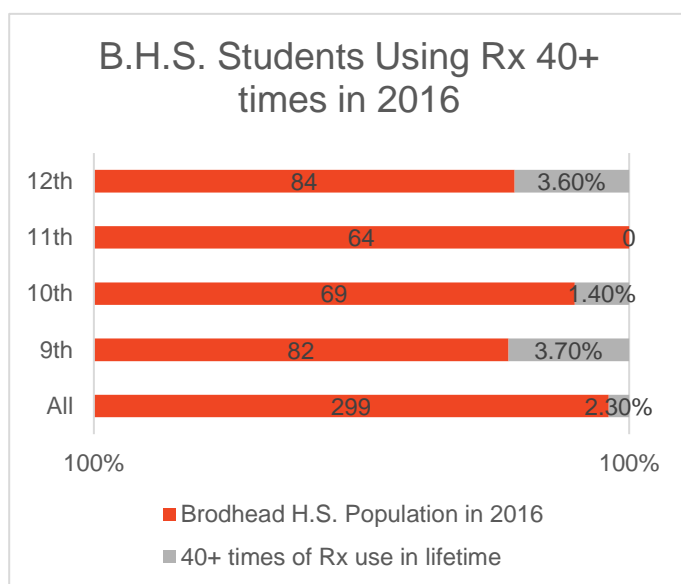


example, 24% HS students think their parents view drinking at least twice a month is not wrong or only a little wrong; while 19% of middle-schoolers think that their parents view drinking as not wrong or only a little wrong. That's almost half of all students aged 12-18. And the YRBS data confirms that alcohol use is higher for these students than that of other substance use. The perception of harm associated with other substances, like prescription drugs, shows only a slight decline. Chart 8 shows that 41% of students aged 12-18 perceive no risk or little risk of taking prescription medications without a doctor's prescription. The research states that this will correlate with actual substance abuse rates in the Brodhead School District.

Program Evaluator's Report

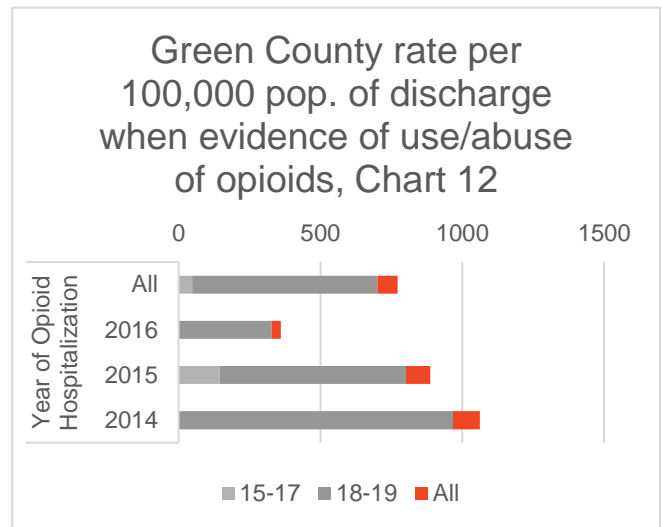
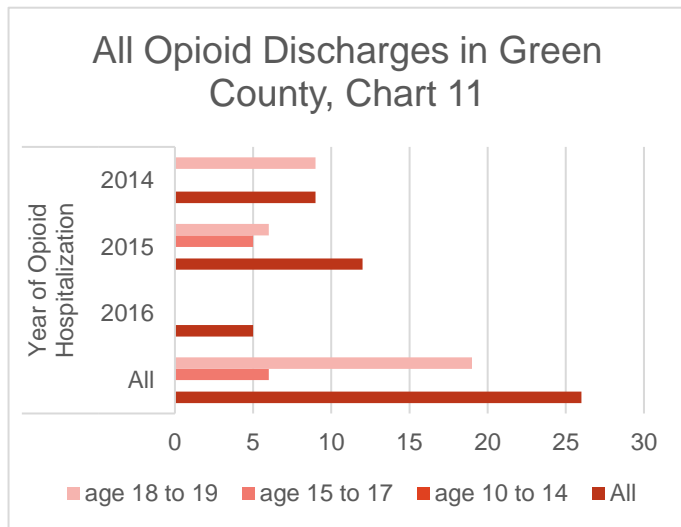


The Coalition defines the substance use problem, or measure, specifically as a “youth” substance use problem so the evidence used to define and measure the problem (and goal assessment) must also align with each of the problem features: “youth” substance use. Not all of the information available in this initial attempt to establish a baseline for the youth substance use problem; however, evidence of a “culture of use” and “youth use” is made apparent through inspection of other sources like DHS statistics and violations of legal, school, and athletic codes of conduct. Unfortunately, the only substance available for query with DHS is opioid related at this time. Further, the data collected from the Green County Sheriff’s

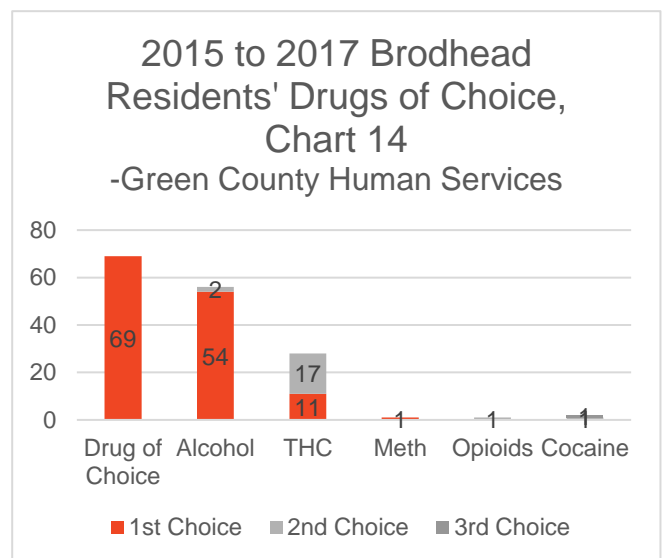
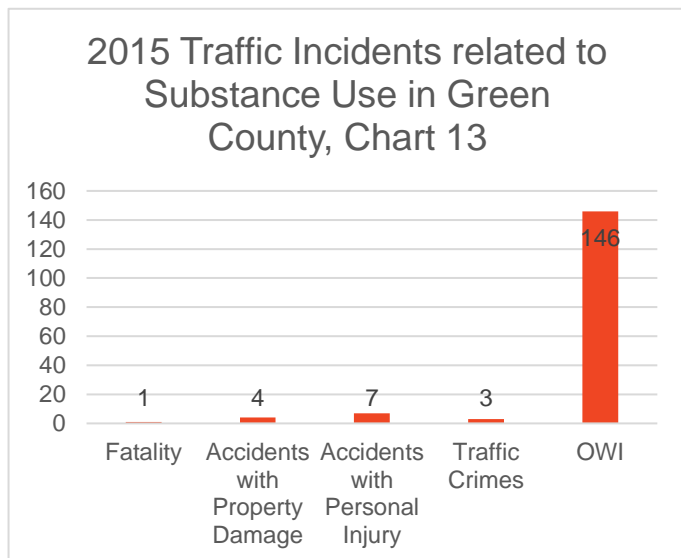


Program Evaluator's Report

Office and Brodhead Police Department are useful in determining that there is a community problem with substance use at the county and city level, but without the information disaggregated for age the data is only supplemental. "Youth use" is a defining characteristic of the goal so the evidence must directly support youth substance use; the following charts display an indication of a "culture of use."



The Brodhead Police Department reports that a majority of their 51 drug cases in 2015 through December 2017 were marijuana paraphernalia and possession; however, the data reported has not been disaggregated for age. Green County Sheriff Office data is also without similar demographic information.



Program Evaluator's Report

Consistent with the presented data, the 2015 Brodhead Community Survey respondents answered that binge drinking and smoking marijuana were of Moderate Risk and Great Risk, respectively ranked at 6 and 7 on a list from 1 to 8. Answer 1 (Ride with someone under the influence) had 205 responses, 6 had 167 responses, and 7 had 153 responses.

Like the information garnered from the Community Survey, most of the measures proposed in the substance logic models are areas that need to be continually collected to produce a baseline of consistent information. For example attitudes about substances need to come from a representative sample of the population; focus groups need to show consistency in collection methodology and be made available for inspection; while school code enforcement and environmental scan information need be shown as longitudinal measures to be valuable.

The community survey, focus group, environmental scan, and code enforcement data are important at this juncture to the organization because the information does point to indications of the problem and a potential for comprehensive collection methodology; however, as it is these measures amassed indicate a “culture of use” and are not definitive of “youth use.”

5 FINDINGS and RECOMMENDATIONS

Finding 1:

Goal #1 has been achieved.

Recommendation 1:

Establish base and trend lines for each of the measures defined in Goal #1.

Finding 2:

In Goal #2 the Department of Corrections, Sheriff Department, local law enforcement and school district data is inconsistently recorded and/or not available.

Program Evaluator's Report

Recommendation 2:

Goal #2 data sources need to include detailed information that is consistently codified and recorded if this prong of investigation is to be meaningful, important, or of value as a Coalition measure in reducing youth substance use.

Finding 3:

Number of services provided (248), more than half of services focused on substances (181), and the nature of strategies employed indicate an impact on youth substance use (34 strategies #4-7).

Recommendation 3:

Continue to monitor strategy deployment per area of focus to track trends impacting organizational scope and scale as part of multi-pronged approach to measure for reduced youth substance use.

Finding 4:

Data consistently points to higher levels of alcohol use than other substances. The most impactful of all strategies is #7 and all three (3) policy change/modification events listed in the services provided document are alcohol-related; substantiating that Better Brodhead is in the least changing the environment that accommodates youth substance use.

Recommendation 4:

Continue to monitor the strategies used in each of the areas of focus in order to create the most impact in the community.

CONCLUSION

Better Brodhead has and is sufficiently meeting DFC programming goals as evidenced by doubling membership numbers; successfully employing strategies to strengthen the Coalition and its influence in the service area. Better Brodhead is also evaluating and utilizing the appropriate strategies and evidence to positively impact youth behavior. Explicitly planning to target particular service populations with specific strategies will enhance Better Brodhead's programming successes in the future.

Contact Information

Contact Information



Kathy Comeau

Executive Director

Tel 608.354.5570

betterbrodhead@gmail.com



Abbey Wellemeyer

Program Evaluator

Tel 608.897.9239

allabarre@gmail.com

Appendix: Evidence

Appendix: Evidence

Goals in 12 - Month Action Plan	Completed as evidenced by Services Provided record	In-Part
<p>Goal #1, Objective 1: Increase the involvement of youth age 14-18yrs, by 60% from one youth on Sept 30, 2016 to five youth by Sept 29, 2017 as measured by the number of signed membership agreement forms.</p> <p>Strategy 1: <u>Provide support</u> to expand youth roles within the coalition</p>	<p>Yes, membership increased to 62 members, an increase of over 600%.</p>	
<p>Goal #1, Objective 2: Increase representation on the coalition of minority populations (Mennonite/Amish, homeschool families, Hispanic) by 200% from no representation on Sept 30, 2016 to two representatives by Sept 29, 2017 as measured by the number of signed membership agreement forms.</p> <p>Strategy 1: <u>Provide support to target</u> outreach to minority populations</p>		
<p>Goal #1, Objective 3: Increase coalition membership by 50%, from 47 community members on Sept 30, 2016 to 70 community members by Sept 29, 2017 as measured by the number of signed membership agreement forms.</p> <p>Strategy 1: Develop a recruitment and retention plan: <u>Provide Support</u></p> <p>Strategy 2: <u>Enhance skill</u> development opportunities for coalition members to increase their prevention</p>	<p>Yes, membership increased by about 25%, and 205 opportunities were provided to coalition members.</p>	<p>Yes, 14 short</p>

Appendix: Evidence

knowledge and <u>decrease barriers</u> to coalition involvement.		
<p>Goal #2: Reduce youth substance use</p> <p>Objective 1: Reduce youth past 30 day alcohol use among Brodhead High School students (grades 9-12) by 10%, from 26% on Sept 30 2016 to 23% on Sept 29, 2017, as measured by the Youth Risk Behavior Survey (YRBS).</p> <p><u>Strategy 1: Provide Information</u></p> <p>Strategy 2: Enhance Skills</p> <p>Strategy 3: Provide Support</p> <p><u>Strategy 4: Enhance Access/Reduce Barriers</u></p> <p>Strategy 5: Change consequences (Incentives/Disincentives)</p> <p><u>Strategy 6: Change physical design</u></p> <p><u>Strategy 7: Modify/Change Policies</u></p>		Of 4 strategies employed in regards to alcohol 3 were environmental in nature/ most impactful.
<p>Goal #2: Reduce youth substance use</p> <p>Objective 2: Reduce youth past 30 day use of prescription medications without a doctor's prescription among Brodhead High School students (grades 9-12) by 10%, from 10% on Sept 30, 2016 to 9% on Sept 29, 2017 as measured by the YRBS.</p> <p><u>Strategy 1: Provide Information</u></p> <p><u>Strategy 2: Enhance Skills</u></p> <p>Strategy 3: Provide Support</p> <p><u>Strategy 4: Enhance Access/Reduce Barriers</u></p> <p>Strategy 5: Change consequences (Incentives/Disincentives)</p> <p><u>Strategy 6: Change physical design</u></p> <p>Strategy 7: Modify/Change Policies</p>		Of 4 strategies employed in regards to Rx drug use 2 were environmental in nature/ most impactful.

Appendix: Evidence

<p>Goal #2: Reduce youth substance use</p> <p>Objective 3: Reduce youth past 30 day use of marijuana among Brodhead High School students (grades 9-12) by 10%, from 12% on Sept 30 2016 to 11% on Sept 29, 2017 as measured by the YRBS.</p> <p>Strategy 1: Provide Information</p> <p><u>Strategy 2: Enhance Skills</u></p> <p>Strategy 3: Provide Support</p> <p>Strategy 4: Enhance Access/Reduce Barriers</p> <p>Strategy 5: Change consequences (Incentives/Disincentives)</p> <p>Strategy 6: Change physical design</p> <p>Strategy 7: Modify/Change Policies</p>		<p>One strategy was employed in regards to marijuana use.</p>
<p>5 strategies were used to address all drugs: #1 Provide Information, #2 Enhance Skills, #3 Provide Support, #4 Enhance/Reduce Access and Enhance/Reduce Barriers, #5 Change consequences</p>		
<p>Coalition process for monitoring and evaluating 12-Month Action Plan</p>		
<p>Goal One: Increase community collaboration</p>	<p>Evaluation Completed:</p>	<p>By Whom:</p>
<p>a) Coalition Capacity Assessment every 6 months through a paper survey at a coalition meeting and through Survey Monkey to capture responses from members not in attendance at the meeting. Committee members will compile responses to assess the capacity of the coalition and level of community collaboration. Simultaneously, the 12 sectors will be compared to the membership list to ensure all sectors are represented in the coalition.</p> <p>b) Gaps in capacity, collaboration, and membership will be identified and committee members will create a list of possible adjustments to the action plan to address these gaps.</p>	<p>a) Summative only, based on limited evidence submitted</p> <p>b) Findings and Recommendations of Annual Report</p> <p>c) Results presented to stakeholders in March 2018</p>	<p>a) Evaluator</p> <p>b) Evaluator</p> <p>c) Evaluator</p>

Appendix: Evidence

c) Summary results will be presented at a coalition meeting to get additional feedback and the Board of Directors will make final determination on any adjustments to the Action Plan.		
Goal Two: Reduce youth substance use		
a) County Sheriff and Local Department annually provide arrest and citation data specific to youth substance use within the Brodhead School District area; b) Monroe Clinic's Coding Integration Analyst will annually provide emergency room data specific to youth substance use; and the c) Brodhead School District will annually provide suspension, expulsion, and Code of Conduct violation data to the Project Coordinator.	a) Citations information is missing b) Data unavailable c) Data unavailable	a) Staff b) Staff c) Staff
a) The Coordinator will compile a summary report for the Evaluation Committee to review. b) Committee members will identify possible changes to the Action Plan to ensure positive movement toward reaching goals. c) The Evaluation Committee will report findings and any recommendations to the coalition at monthly meetings. d) Adjustments or changes to the Action Plan are decided by the Board of Directors.	a) Annual Report b) Future event c) Findings and Recommendations in Annual Report d) Future event	a) Evaluator b) Evaluation Committee c) Evaluator d) Board

Sector Responsibilities	Completed
School	
Signed Y2Y agreements to measure the growth of the group	Yes
Sign-in sheets from Y2Y weekly meetings to monitor the attendance of participants	Yes

Appendix: Evidence

Post surveys from Y2Y training, Life of an Athlete training and Drug Identification Training for Educational Professionals training to measure attendance and knowledge gained	Yes; and Life of an Athlete was removed due to limited resources
Youth Risk Behavior Survey to students in grades 9-12 to collect core measure data	Yes
Sign-in sheet and follow up surveys for the students and staff involved in Reality Maze to measure involvement and effectiveness	Yes, from health teacher
Written annual report of school suspensions, expulsions, and Code of Conduct violations to measure behavioral change	Yes, from DPI
Religious/Fraternal	
Written committee summary reports efforts to engage Mennonite, Amish, Hispanic, and Home Schooled Communities to measure outreach efforts	Unavailable
Signed Coalition Membership Agreements to measure effectiveness of outreach	Not yet developed
The Business Community will be involved in evaluating the action plan through:	
Sign-in sheet and follow-up questionnaire at the Workplace Drug Policy Presentation to measure reach and follow-through	Presentation has been developed and offered
The Law Enforcement sector will evaluate the action plan through:	
Written summary report from compliance checks, drug searches, alcohol licensing checks, and interdiction nights to document enforcement and compliance	Yes, from Chief
Verbal report to the coalition on efforts to remove vape products from merchant counters to measure the effectiveness of efforts	Will be included next year
Written annual summary of citations and arrests associated with youth substance use issues to measure behavioral change	Yes

Appendix: Evidence

The Parent Sector will be involved in evaluating the action plan through:	
Enrollment agreements for parents in the parent network to measure the growth of the group.	Still in development
Written summary report documenting number of Parents Who Host materials distributed to measure dosage and reach	Yes
The Youth Sector will be involved in evaluating the action plan through:	
Facebook and Instagram analytics documenting number of posts and increase in 'likes' and 'shares' to measure the reach of messages	Yes, coordinator responsibility
Presentation to the coalition on results from Environmental Scan on Alcohol to monitor the saturation level of advertisements in the community. Documentation tools created in 2015 will be reused to ensure consistent recording	Yes
The Civic Sector will be involved in evaluating the action plan through:	
The Media Sector will be involved in evaluating the action plan through:	
Newspaper clipping showing the published link to the online surveys to increase participation	Yes
Written summary report documenting the number of PSAs aired at school and the focus of the PSAs to measure the dosage of messaging	Yes, from Youth
The Government Agency with expertise in substance abuse will evaluate the action plan through:	
Sign-in sheets and feedback questionnaires at Generation Rx presentations to measure attendance and knowledge gained	Including for next year
Written annual report of data on youth in AODA treatment to monitor behavioral change	Yes
The Other agency involved in reducing substance use will evaluate the action plan through:	
Sign in sheets and feedback questionnaires at Good Drugs Gone Bad Presentations to measure attendance and knowledge gained	Yes, provided to some community groups

Appendix: Evidence

The Youth Serving Organization will evaluate the action plan through:	
Written log of number of lock boxes distributed	Yes
Sign-in sheets and feedback questionnaires at Town Hall meetings to measure attendance and knowledge gained	Yes
The Health Sector will be involved in evaluating the action plan through:	
Written annual summary of emergency room data related to youth substance use to monitor behavioral change	Yes, summary data available

Stats from Services Provided record

- Strategy 1: Provide Information: 12 sectors: staff, youth, school, community orgs, government, health, law enforcement, other, business, youth serving org, parents, substance abuse org; Opportunities:148
- Strategy 2: Enhance Skills: 8 sectors: Staff, youth serving, parent, community org, government, school, substance abuse org, law enforcement; Opportunities: 53
- Strategy 3: Provide Support: 2 sectors: Staff and Parent; Opportunities: 4
- Strategy 4: Enhance access/barriers and Reduce access/barriers: 8 sectors: Business, Staff, Faith, Law enforcement, government, school, parent, youth; Opportunities: 25
- Strategy 5: Change Consequences: 1 sector: law enforcement; Opportunities: 2
- Strategy 6: Change Physical Design: 3 sectors: Staff, business, youth serving org; Opportunities: 7
- Strategy 7: Modify Change Policies: 1 sector: staff; Opportunities:3
- 6 strategies are unknown

Appendix: Evidence

Alcohol Logic Model		
Problem (long-term planning)	Root Cause (mid-term planning)	Local Conditions (short-term planning)
<u>Youth are drinking alcohol</u> 2015 YRBS Data: 26% High School Students and 8% Middle School students reported drinking in the last 30 days.	<u>Availability</u> 2015 Community Survey: 85% said youth got it from a party, 83% from their home, 79% from a friend's home, 71% from older sibling YRBS Data: 10% youth said someone gave it to them	<u>Youth access alcohol from home and the home of friends (Social Access)</u> Youth Focus Group: <ul style="list-style-type: none"> Alcohol is easily accessible, it's in everyone's fridge. Alcohol is at all the parties. Everyone knows. You only get invited if you're not a narc. Key Informant Interview: <ul style="list-style-type: none"> Some parents provide as long as the kids are supervised and don't drive.
	<u>Parental Attitudes</u> YRBS Data: 20% parents feel not wrong or only slightly wrong for youth to drink	<u>Parents Allow Youth to Drink</u> Key Informant Interview: <ul style="list-style-type: none"> Parent think as long as they don't get drunk it's ok. 1-2 beers ok. Parent Focus Group: <ul style="list-style-type: none"> Parents don't feel a need to monitor their alcohol. Tri Ethnic Interview: <ul style="list-style-type: none"> Alcohol is an accepted thing. Not unusual to see kids drinking with parents at the bar
	<u>Enforcement</u> <ul style="list-style-type: none"> LE data 2014: 5 citations UAD 1 Code Violation 	<u>Laws not Enforced</u> Key informant interview: <ul style="list-style-type: none"> Compliance checks not conducted. Lack of follow-up if youth are caught. Tri Ethnic Interview: <ul style="list-style-type: none"> Youth not ticketed if they are with a designated driver.

Appendix: Evidence

		<p>Youth Focus group:</p> <ul style="list-style-type: none"> Youth can buy alcohol if they look older. <p><u>School Code not Enforced</u></p> <p>Multiple Sources:</p> <ul style="list-style-type: none"> Inconsistent enforcement of School code.
	<p><u>Promotion Environmental Scan</u></p> <ul style="list-style-type: none"> 319 ads promoting alcohol counted in 13 businesses Ads per business ranged from 1-61 	<p><u>Exposure to Alcohol Ads</u></p> <ul style="list-style-type: none"> Alcohol advertisements in family dining areas Alcohol advertisements on bathroom doors <p><u>Limited Responsibility Messages</u></p> <ul style="list-style-type: none"> 5 businesses did not have We ID signs. Only one business had a refuse to serve sign. No messages about drinking responsibly or designated driver
	<p><u>Community Norms</u></p> <p>Community survey: 23% reported that there was no risk or only a slight risk of harm for youth to binge drink 1-2 times weekly</p>	<p><u>Alcohol Culture</u></p> <p>Tri Ethnic:</p> <ul style="list-style-type: none"> Youth drinking alcohol in soda can in public. <p>Key Informant:</p> <ul style="list-style-type: none"> Public does not support the enforcement of laws (call in tips) <p>Parent Focus Group:</p> <ul style="list-style-type: none"> Rite of Passage

Appendix: Evidence

Marijuana Logic Model		
Problem (long-term planning)	Root Cause (mid-term planning)	Local Conditions (short-term planning)
<u>Youth are using marijuana</u> 2015 YRBS: 12% of High School Students and 1.2% of Middle School students used Marijuana in the past 30 days.	<u>Accessibility</u> <ul style="list-style-type: none"> 2014 LE data: 5 citations to 12-18 yr olds for possession 2015 Youth & Parent Focus Groups: 100% agreement that everyone knows who the growers are. 	<u>Youth get marijuana from family and friends</u> <ul style="list-style-type: none"> Environmental Scan: E-cigs & vapor products available in local stores. Youth Focus Group: Youth smoke at home/friends home. Youth Focus Group: Joy rides: from school parking lot – go to rural location to smoke and come back afterwards.
	<u>Parental Attitudes</u> 2015 Parent Focus Group: <ul style="list-style-type: none"> It will be legal next year anyway. Seen as medicine/less harmful than alcohol 	<u>Parents attitudes are favorable towards marijuana use</u> Parent focus group: <ul style="list-style-type: none"> Parents provide marijuana. Parents smoke with youth. It is common to see golfers smoking at the golf course
	<u>Law Enforcement</u> <ul style="list-style-type: none"> 2014 LE data: 1 youth drug citation LE report of drug dealing in city parks 	<u>Law Enforcement Challenges:</u> <ul style="list-style-type: none"> Smoking discreetly using e-cig/vape pen in public (Youth focus Group) Keep in their pockets so dogs don't smell during searches (Youth focus Group) Drug charges dismissed (Parent Focus Group) Youth talk openly about using Green County known for no legal consequences (Interview)
	<u>School Enforcement:</u>	<u>School Enforcement Challenges:</u>

Appendix: Evidence

	<ul style="list-style-type: none"> • 1 Code violation for drugs 	<ul style="list-style-type: none"> • Youth admit coming to school 'high'(Youth Focus Group) • Youth use 'one hitters' in school bathroom (no smell) (Youth Focus Group) • School code not enforced (Multiple Sources)
	<p><u>Community Norms:</u></p> <ul style="list-style-type: none"> • 2015 Community Survey: 30% adults feel no risk or only slight risk of harm using marijuana • 2015 YRBS 36% High School students and 10% Middle School students say their friends would think that there is no harm or little harm to smoke marijuana 	<ul style="list-style-type: none"> • The DARE Program dropped Marijuana from its curriculum • Youth discuss it openly at school • Students go for 'Joy rides' from school parking lot, then return to school.

Appendix: Evidence

Prescription Drug Logic Model		
Problem (long-term planning)	Root Cause (mid-term planning)	Local Conditions (short-term planning)
<u>Youth Misuse Medication</u> Data: 2015 YRBS 10% High School Students & 7% Middle School Students have used Rx in the past 30 days without a doctor's prescription	<u>Accessibility</u> Parent Focus Group: <ul style="list-style-type: none"> 100% parents agreed that doctors are overprescribing Youth Focus Group: <ul style="list-style-type: none"> 100% of students agreed that they have easy access to medications from home 	<u>Peers provide/share medications at school</u> Youth Focus group: <ul style="list-style-type: none"> 100% of students agreed that sharing Rx with other students is not illegal. 100% of students agreed that if a student is stressed they can get a 'chill pills' from someone. <u>Adults store unused medications at home</u> Adult Focus Group: <ul style="list-style-type: none"> 50% of the adults said that they save unused meds for future use Key informant interview: <ul style="list-style-type: none"> Parents don't think their child would take them without permission so they don't monitor
	<u>Law Enforcement</u> # Rx turned in to office in 2014-15 school year # Citations for possession of Rx without prescription	<ul style="list-style-type: none"> Students do not check-in medications at school office Student Focus Group: <ul style="list-style-type: none"> 100% agreement that students do not follow the school policy to keep meds in the office. Teachers are unaware of policy regarding Rx meds at school Informal teacher interview:

Appendix: Evidence

		<ul style="list-style-type: none"> Teachers are unaware/do not recognize students sharing meds at school
	<u>Favorable Attitudes</u> 2015 YRBS: 10% Parents feel it is not at all or only a little bit wrong to use Rx without a doctor's prescription 2015 YRBS: 20% peers think it is not at all wrong to take Rx without a doctor's prescription	2015 Youth Focus Group: <ul style="list-style-type: none"> Students share Rx like they would cough drops or Tylenol. They are just caring for their friends. Key informant interview: <ul style="list-style-type: none"> Parents self-diagnose, go online and prescribe.

1. Community Change Definition

Community changes are new or modified programs, practice or awareness raising in the community influenced by the coalition to reduce substance abuse. Statements or community changes should include information about the impact on the community. Changes that have not occurred, those unrelated to the groups' goals, or those which the initiative had no role in influencing are not considered community changes for the coalition.

- 1.1 Community changes must meet all of the following criteria:
 - 1.1.1 have occurred (not just planned);
 - 1.1.2 include community members external to the coalition or outside the committee or subcommittee advocating for the change;
 - 1.1.3 are related to the coalition's chosen goals and objectives;
 - 1.1.4 are new or modified programs, policies, or practices of governmental bodies, agencies, businesses or other sectors of the community;
 - 1.1.5 are influenced by contributions made by individuals who are members of the coalition or are acting on behalf of the coalition.
- 1.2 Changes also include alterations to the physical design of the environment.
- 1.3 The first instance of a new program or significant change in programmatic practice is scored as a community change, since it constitutes a change in a program or practice of the community.

Appendix: Evidence

- 1.4 The first occurrence of collaboration between community members external to the coalition is a community change (a change in practice)
- 1.5 Not all first time events are community changes; the event must meet all parts of the definition of a community change. For example, if staff members attend a seminar for the first time. This is not a community change because it is not a new or modified program, policy or practice of an organization.

2. Services Provided Definition

Services provided are events that are designed to provide information, instruction or to develop skills of people in the community. Services provided include classes, programs, screenings, and workshops. Records on services provided include the number of classes or programs conducted and the number of participants in those classes or programs.

- 2.1 Services provided must meet all of the following criteria:
 - 2.1.1 Have occurred (not just planned)
 - 2.1.2 Are services or communications to educate, inform, enhance skills or provide support
 - 2.1.3 Are sponsored or facilitated by the coalition
 - 2.1.4 Are delivered to individuals outside of the coalition
- 2.2 When a new program is initiated, it should be coded as both a service provided (with number of attendees, etc.) and as a community change (first instance of a new program).
- 2.3 Instances of services provided are scored each time the event occurs.

3. Media Coverage

Media events are instances of coverage of the initiative, its projects or issues in the newspaper, newsletters, on-line or on the radio or television.

- 3.1 Media coverage must meet all of the following criteria:
 - 3.1.1 have occurred (not just planned);
 - 3.1.2 be an instance of radio time, television time, newspaper article, brochure or newsletter (print or electronic);
 - 3.1.3 feature or be facilitated (influenced?) by the coalition.
- 3.2 Media coverage is counted if it features the project, even if the coverage was not initiated directly by the group. Airings or articles not facilitated (or influenced) by the initiative are valid only if the name of the initiative or one of its projects is mentioned or referred to.
- 3.3 Count all instances of media coverage facilitated by the initiative. The initiative may facilitate media coverage in a number of ways; for example writing PSA's, contacting editorial boards, building relationships with reporters, or sponsoring media events.

Appendix: Evidence

3.4 For TV and radio, every airing of a PSA, news report or event in which the initiative or one of its projects is mentioned is counted as a discrete instance and /or in broadcast minutes.

3.5 Every newsletter or newspaper article is counted as a discrete instance and/or in column inches.

3.6 Each different brochure disseminated is an instance (the number of brochures disseminated should also be recorded)

Organizational Practices Statement

Multiple practices employed by Better Brodhead are important to successful implementation of the DFC grant. By-Laws developed by the coalition members provide the organization structure and outline the decision making process. Coalition policies and procedures are in place to enhance coalition effectiveness. Better Brodhead's strong organizational structure led by a dedicated coalition Board of Directors under clear vision and mission statements ensures a shared workload that maintains focus. The vision and mission statements developed and agreed on by coalition members are communicated through promotional materials, meeting agendas, and printed on business cards to provide coalition members with a brief description in a unified voice. A clear communication process ensures a coordination of efforts, builds trust, ensures transparency, and increases commitment towards prevention efforts. Monthly coalition meetings provide an opportunity for updates on coalition activities, monitoring progress, and planning for future events. In addition, committees are used for coordinating activities and evaluating progress. A volunteer recruitment and retention plan will be developed to strengthen the volunteer base. The development of a Parent Network and a youth SADD chapter will strengthen sector representation and involvement.

Appendix: Evidence

Environmental Scan 2016 - 2017

Some research done on the effects of alcohol advertisement on youth.

Please consider these points as you read through the notes:

- Exposure to alcohol advertising shapes attitudes and perceptions about alcohol.
- Alcohol advertising contributes to underage drinking.
- Youth are more likely to be exposed to advertising that promotes consumption rather than ads discouraging its use.
- If youth like the ads, they are more likely to have positive expectations about drinking alcohol.
- Ads are placed in areas that are youth/family oriented.
- Ads that link alcohol with everyday life, like advertisements in the grocery store, restaurants have a great influence on shaping youth attitude towards alcohol.
- Ads have a greater influence on youth's desire to drink in general than on their desire to buy a particular brand of alcohol
- Youth have a keen awareness of images and icons in alcohol advertisements.
- The more likeable the advertisement is, the more influence it has on youth decisions.

Some discussion questions: (although I have worded the questions to focus on alcohol, the influence of advertisement applies to tobacco as well)

1. How do you think exposure in each of the businesses influences youth attitudes toward alcohol?
2. If you see something long enough, you stop noticing it. Do you think that ads can still have an influence after you stop noticing them? Does this contribute to what is considered 'normal'?
3. Based on what you saw around town, how often do you think youth are exposed to alcohol advertisements? Daily, weekly, etc.
4. Do you think that this exposure puts some youth at risk of making poor choices? What would help them make better choices?
5. What do you want to happen as a result of this environmental scan?

Appendix: Evidence

From: Brodhead Police Department
Date: December 15, 2017 at 2:40:25 PM CST

Subject: RE: Meth

I went from 2015 until today, we had a total of 51 Drug/narcotic cases in that time, the majority of those were possession of marijuana or drug paraphilia, with the exception of the following;

B17-2722 – Poss Meth

B17-2721 – Cocaine found at Stoughton Trls, no arrest

B17-2422 – Cocaine found at Cardinal Lanes, no arrest

B17-0969 – Meth found on sidewalk in front of Subway, no arrest

2016 nothing

B15-3419 – Poss hydrocodone

B15-4202 – Poss Vicodin

Per Green County Sheriff's Office records, the following was found regarding **2015** Alcohol/Drug-Related Traffic Incidents:

- Accident Fatality: 1
- Accidents with Property Damage: 4
- Accidents with Personal Injury: 7
- Traffic Crimes: 3
- OWI's: 146, with 75 of them being handled by the Green County Sheriff's Deputies and 71 by other law enforcement jurisdictions within Green County
- Green County Human Services served 69 people from Brodhead in the last couple of years which is 15% of the total of clients we served in that time frame.
- 54 of them or 78% have alcohol as their drug of choice. 17 of those indicated THC as their second drug of choice and 1 listed opiates as their second drug of choice. 1 listed cocaine as a third choice.
- 11 or 15% listed THC as their drug of choice 2 of them listed alcohol as a 2nd drug of choice and one listed cocaine as a 2nd drug of choice.
- 1 or 1% listed methamphetamine as their drug of choice that person also listed opiates as a 2nd drug of choice.

The Brodhead law enforcement data shows 5 arrests in **2012**, 6 arrests in **2013**, 6 arrest in **2014**,

- 21 AODA referrals