



Evaluation Report 2019/2020

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Drug Free Communities Grant

The Drug Free Communities (DFC) Program was created in 1997 by the Drug-Free Communities Act and administered by the White House Office of National Drug Control Policy (ONDCP). The aim of the program is to mobilize communities to identify and respond to local drug programs that are unique to their community. The program achieves this by establishing and strengthening collaboration among community agencies to support the efforts of community prevention coalitions and to reduce youth substance use and over time, reduce substance use among adults.

A DFC coalition gathers data to assess the environmental conditions that may put youth at risk for substance use in their community. A community coalition is guided by using the Strategic Prevention Framework (SPF) developed by the Substance Abuse and Mental Health Services Administration (SAMHSA) and using the Seven Strategies to affect Community Change, developed through a World Health Organization Collaborating Centre and promoted by the Community Anti-Drug Coalitions of America (CADCA).



Figure 1 SPF

Seven Strategies for Community Change

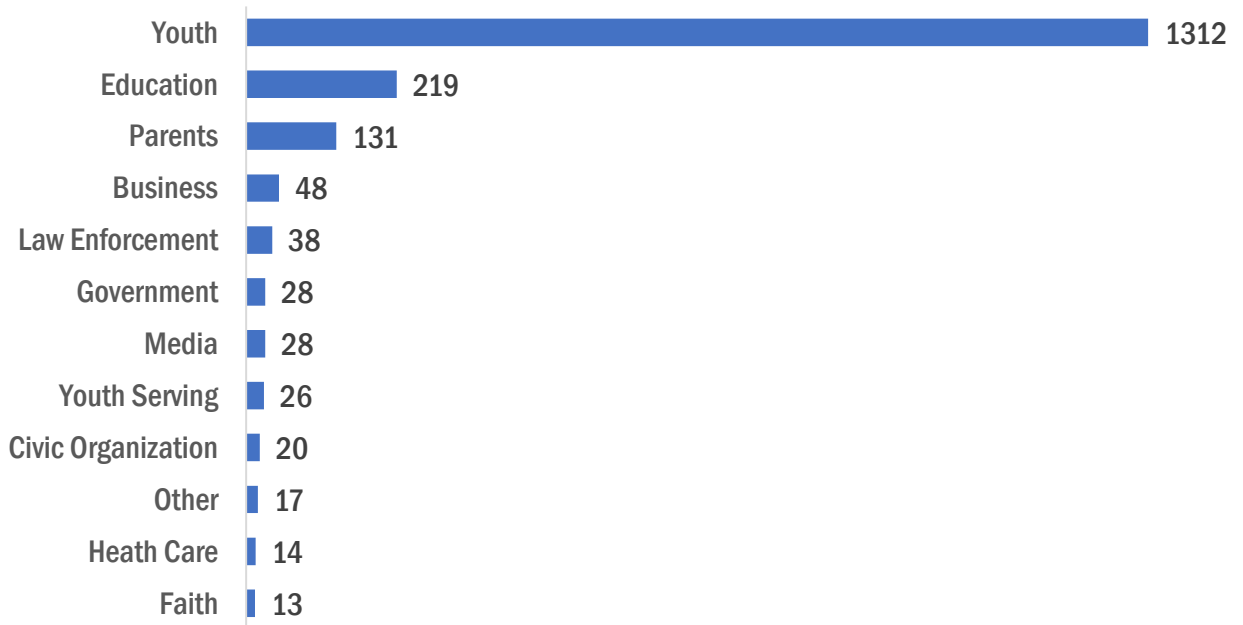
1. Providing Information
 2. Enhancing Skills
 3. Providing Support
 4. Enhancing/ Reducing Access
 5. Changing Consequences
 6. Physical Design
 7. Modifying/Changing Policies
- Education/ Awareness (Individual Strategies)
- Environmental Strategies (Entire Community)

Figure 2. Seven Strategies for Change

Better Brodhead was awarded a DFC grant in 2016 for 5 years. The grant is focused on the Brodhead School District, and targets youth alcohol and marijuana use, and prescription drug abuse. The DFC grant follows a fiscal year of October through September. During Year 4 (2019/2020) of the DFC grant, Better Brodhead held 18 community events, 44 meetings, and 10 presentations, reaching a total of 1911 adults, and youth through its activities.

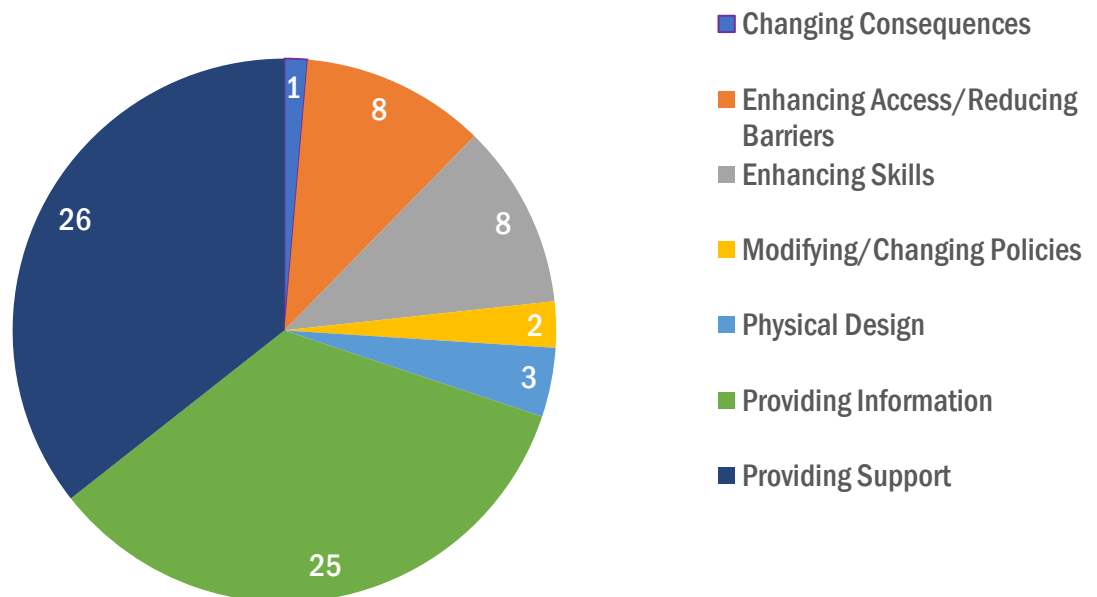
The DFC Program expects coalitions to engage and involve 12 sectors in the community in the prevention efforts to strengthen the capacity of the community to address youth drug use. In the 2019/2020 grant year, Better Brodhead engaged people from all 12 sectors of the community in its prevention efforts.

Youth, Educators, and Parents were the sectors most involved in the 2019/20 grant year



During the 2019/2020 grant year, Better Brodhead utilized all seven strategies for change, with providing information and providing support being used most often.

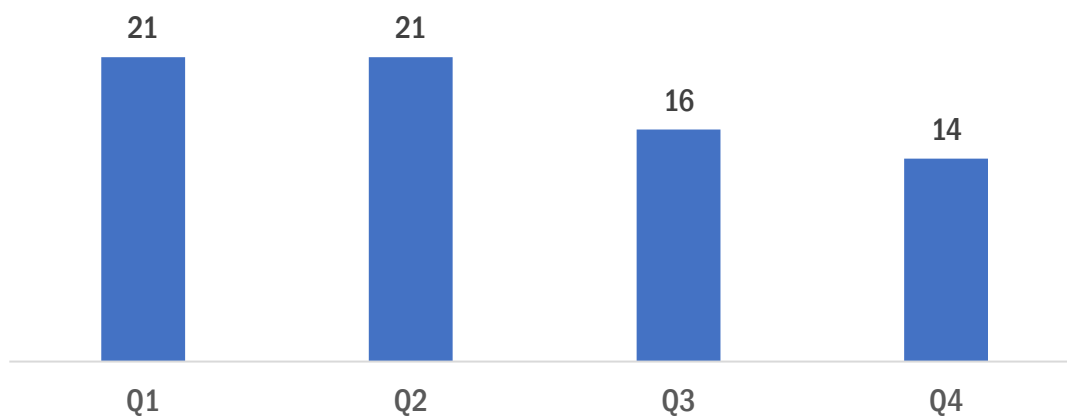
Seven Strategies for Change



Better Brodhead assisted the Brodhead Police Department in compiling POLD (Place of Last Drink) data to determine if any alcohol establishment was listed as the POLD in more than one OWI. An analysis of the 2017 and 2018 data revealed that Licensees who were listed more than one as the POLD was 8% in 2017, and 3% in 2018. The Sugar River was listed as the POLD more times than other licensed alcohol establishments. Tubing is very popular in the summer and many of the calls for service stemmed from people becoming intoxicated. A multiagency task force was planning for Spring of 2020 to discuss ways to address the Sugar River issue, however the pandemic caused this to be canceled.

2020 was an unusual year. In March 2020, the COVID-19 pandemic caused Better Brodhead to cancel many planned activities. In-person gatherings were discouraged and Better Brodhead staff began working from home. Meetings and activities were adapted to a virtual setting instead of in-person. Despite these challenges, Better Brodhead was able to continue with most of its activities with only a slight reduction in quarters 3 and 4.

The total number of activities each quarter in the 2019/2020 grant year

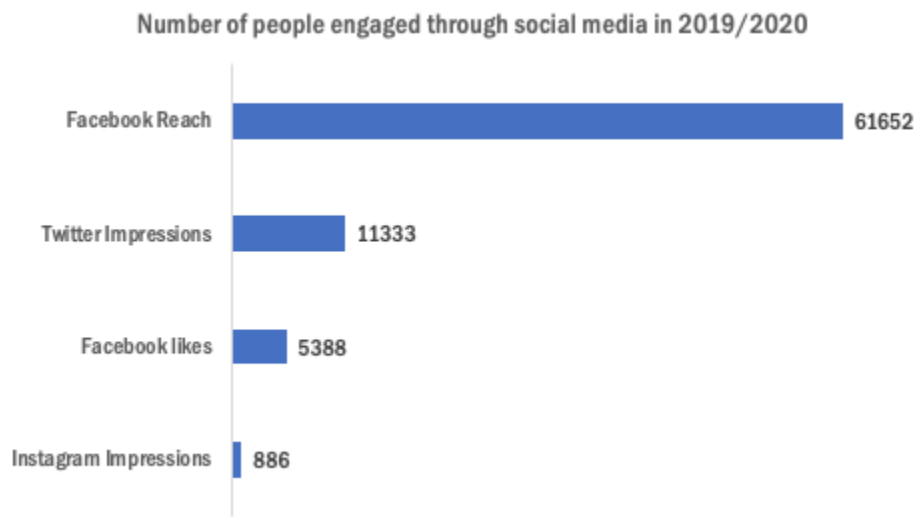


By the 2019/2020 grant year Podcasts had become a regular feature with 20 Podcasts in the 'Better Brodhead's 'Clear Thinking' Library. Due to the pandemic, in person interviews were no longer possible, so new equipment was purchased that enabled interviews over the phone and improved the editing and production process. A new musical introduction was developed by Better Brodhead's founding coalition member, who continues to host and produce the podcasts. During the 2019/2020 grant year, there were 1447 listens to 23 podcasts.

During this grant year, Better Brodhead published and distributed newsletter or newspaper articles, window clings, yard signs, posters and radio ads, reaching a total of 2,184,661 people.

An additional challenge during the Spring of 2020 was staff turnover. Interviews for a new Community Service Coordinator were held virtually. Once hired, the new staff attended training virtually. Despite learning a new job virtually, the new Community Service Coordinator expanded our virtual prevention efforts through social media and

the website to include Snap Chat ads and weekly Facebook, Twitter and Instagram messages engaging 79,259 individuals.



Sober Truth on Preventing Underage Drinking (STOP Act)

In May 2020, Better Brodhead was awarded a STOP Act 4 year grant as an enhancement to its DFC prevention efforts by addressing the health disparities that put vulnerable populations at risk for substance use. Based on the Youth Risk Behavior Survey, Better Brodhead’s focus for this grant is LGBTQ+ youth in Green County. The STOP Act grant’s fiscal year runs from May through April each year. This report will cover May – Sept of the STOP ACT progress.

Better Brodhead administered an anonymous survey across Green County to Educators, Law Enforcement, and health professionals to determine what their knowledge of and experience was working with the LGBTQ+ population. There were 115 professionals who took the survey, with 92% of them identified as educational professionals. Only 3% identified as health professionals and 2% identified as law enforcement professionals. Although 79% of professionals felt comfortable working with gay or bisexual men and women, only 53% felt comfortable working with transgender individuals. Of the 115 people surveyed, only 65 of them believed that homosexuality was not a lifestyle choice, and less than half of them strongly believed that people were born with their sexual or gender identity. There were a large proportion of individuals who reported that they did not know. However it was promising to note that no one strongly agreed with conversion therapy.

	Strongly Agree	Somewhat Agree	Somewhat disagree	Strongly Disagree	Don't know
People are born transgender	36	30	16	8	25
A person is boarn homosexual, straight, or bisexual	50	34	6	5	20
Conversion therapy can treat homosexuality	0	3	6	83	22
Homosexual people can	5	16	17	51	26

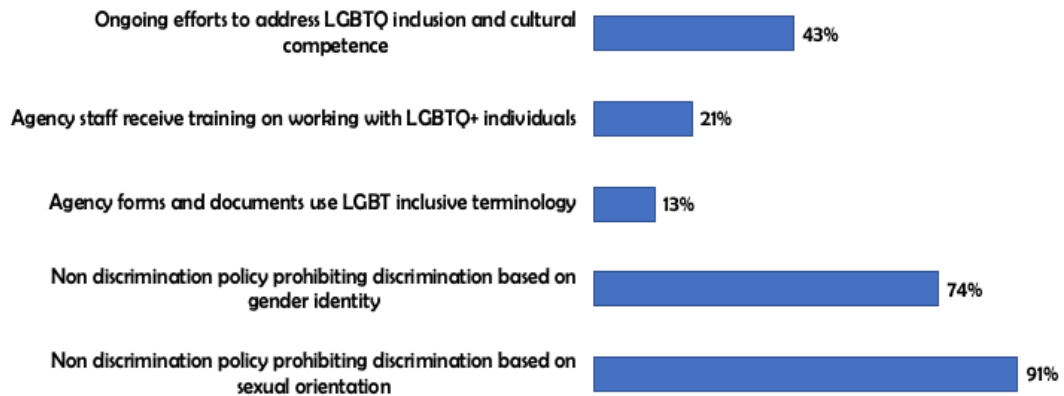
become heterosexual					
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The 'somewhat' categories were used to identify people whose beliefs leaned in a particular direction, but may not have enough information to strongly agree with or disagree with a statement.

Only 27% of professionals that participated in the survey felt knowledgeable enough to use appropriate pronouns, and only 25% of them felt they had a good understanding of transgender.

While many professionals were aware of non-discrimination policies at work that prohibit discrimination based on sexual orientation or gender identity, fewer reported that their workplace provides training, or efforts to address inclusion and cultural competence. Only 13% reported that these documents reflect LGBT inclusive terminology.

Workplace policies and practices



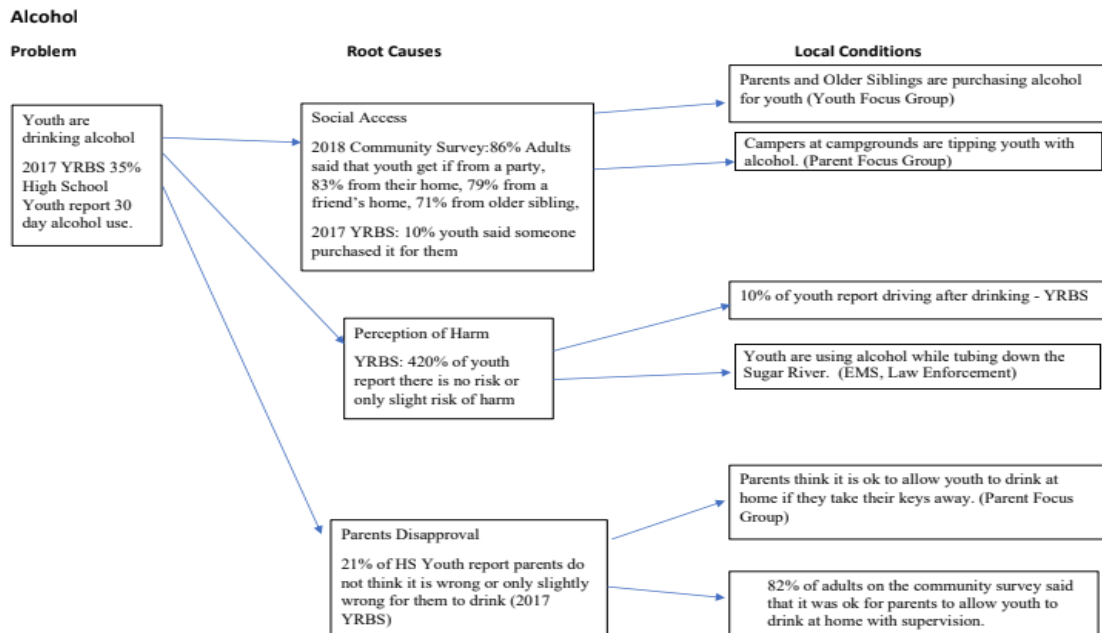
A presentation to the Green County Prevention Professionals for Youth (GUPPY) in May 2020, provided school counselors with information on the STOP Act grant and activities we would be implementing. This helped to form the LGBTQ+ Advisory Committee that began in June 2020 and continues to meet monthly to advise on work plan activities. The Advisory Committee is made up of professionals from Green County Agencies who are knowledgeable and have a vested interest in supporting LGBTQ+ youth. The LGBTQ+ Advisory Committee reviewed the survey data and provided input in the development of awareness activities, training materials and training opportunities for Green County professionals.

In September when schools were back in session, staff met virtually with school advisors that have existing GSAs (Gender -Straight/Sexuality Alliances) clubs in schools to support students to develop prevention activities within their schools.

Alliance for WI Youth (AWY) Coalition Incentive

The Northeastern WI Area Health Education Center (NEWAHEC) serves as the regional prevention center for the Northeastern and Southern Regions for the AWY. They provide additional resources for AWY member coalitions to assist with substance abuse prevention efforts in their communities. Better Brodhead is AWY member in the southern region.

Better Brodhead participated in a Coalition Boot Camp that examined the local conditions that put youth at risk for alcohol use. Coalition members contributed to the development of a revised logic model that provided a clear picture of the local conditions in Brodhead.



State Opioid Response Grant

The State Opioid Response (SOR) Grant is provided through WI Department of Health Services to raise awareness of the dangers of opioid misuse and abuse, and decrease access by providing opportunities to dispose of unwanted medications safely, and safely store prescription medications.

Better Brodhead provided two presentations reaching 46 professionals in Green County. There were 173 medication lock boxes, 183 deactivation units, and 133 prescription drug return envelopes distributed to schools, pharmacies, Green County police Departments, and residential care facilities.

In January 2020, Better Brodhead hosted a two part podcast in which Carlose Rivera shared his life experience, recovery, and current role as a Peer Support Specialist. Part one of this podcast was listened to 86 times, and part 2 listened to 85 times.

Finances and Match

The DFC grant requires that for every federal dollar received that 'matched' resources are utilized in the community. For the \$125,000 federal grant, Better Brodhead was obligated to provide \$125,000 worth of resources from the community. Resources can be generated from volunteer time, involvement in activities, meeting/activity space, travel, donated materials/discounts, etc.

In the 2019/2020 fiscal year, Better Brodhead generated \$126,789 in matched community resources.

Due to the pandemic, some activities were canceled, postponed or reorganized into virtual activities. This led to an underspend at the end of the year of \$22,521. Better Brodhead was approved for a carry over of these funds into DFC Year 5.

Outcomes

- Brodhead High School offers student involvement in Better Brodhead as a senior project
- A procedural change for securing medication within the school district.
- Gender Sexuality Alliance established in the high school.
- Brodhead School Board votes to approve Y2Y as an official school club.
- School newsletters include articles from Better Brodhead.
- Amendment to local alcohol ordinance prohibiting click and collect sales
- Brodhead ordinance requiring wristbands worn for public alcohol consumption at all festivals
- Festival guide included with all temporary alcohol license applications.
- Past 30-day alcohol use by 12th graders decreased from 38% in 2015 to 25% in 2018.
- Adults disapproval of youth alcohol use increased from 32% in 2015 to 52% in 2020.