



Evaluation Report 2020/2021

Drug Free Communities Grant

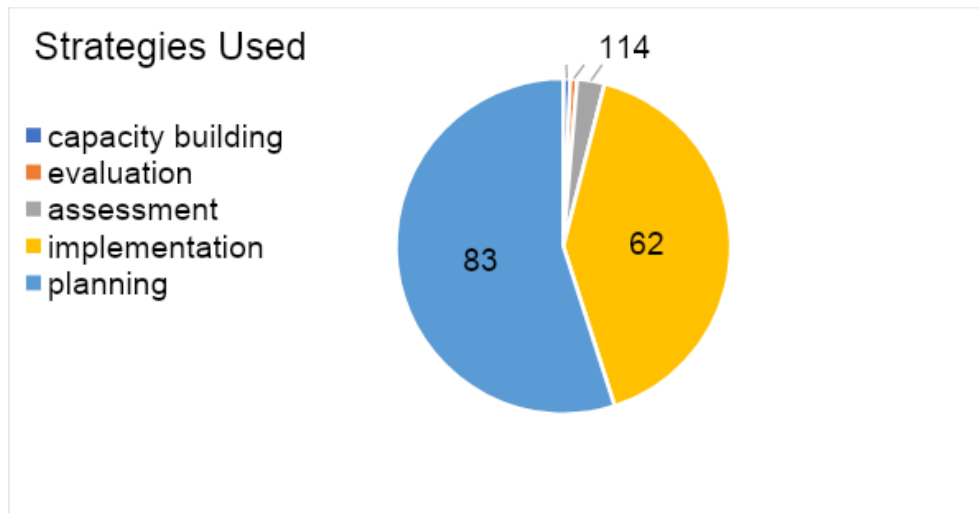
The Drug Free Communities (DFC) Program was created in 1997 by the Drug-Free Communities Act and is administered by the White House Office of National Drug Control Policy (ONDCP). The aim of the program is to mobilize communities to identify and respond to local drug programs that are unique to their community. The goals of the program are to establish and strengthen 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.



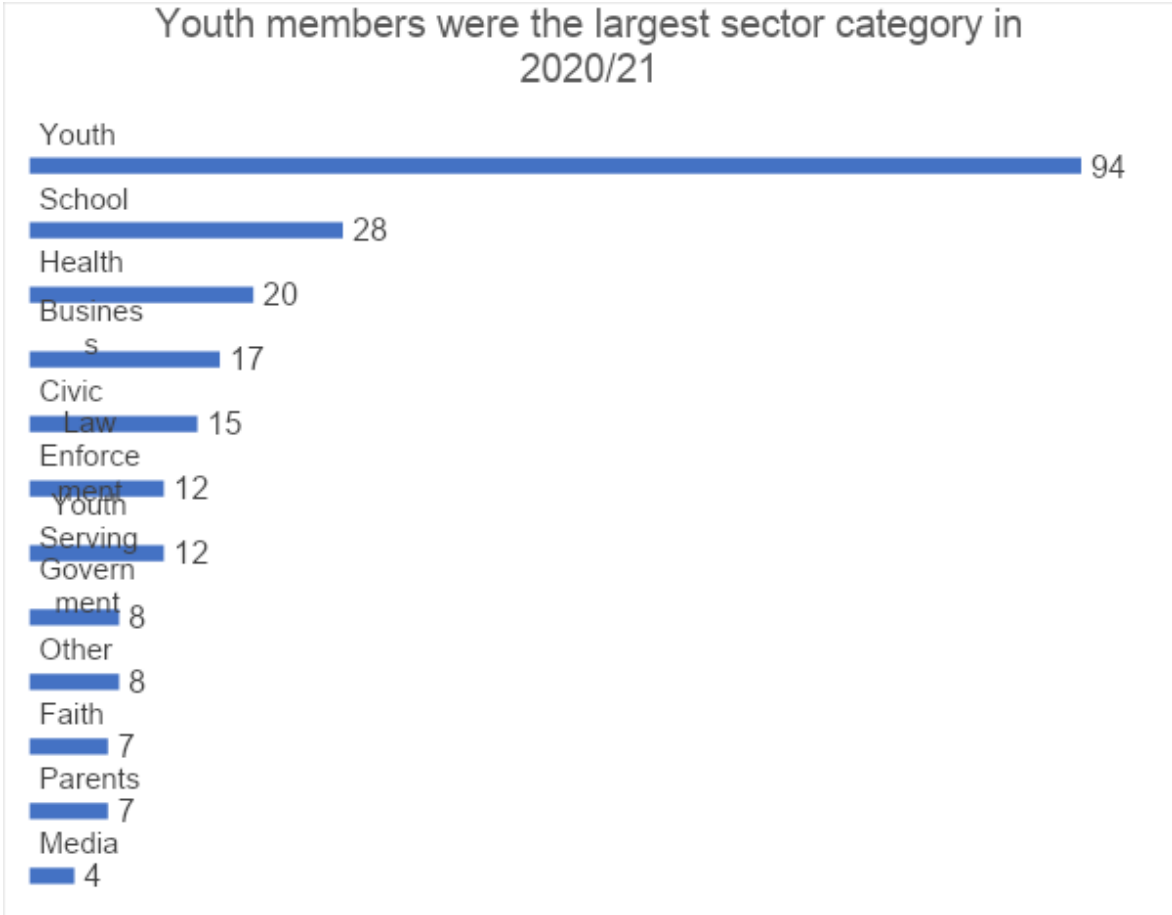
The Strategic Prevention Framework (SPF) developed by the Substance Abuse and Mental Health Services Administration (SAMHSA) provides a comprehensive approach to understanding and addressing substance misuse and related behavioral problems. CDC and SAMHSA grant recipients are expected to utilize this framework.

Better Brodhead was awarded a DFC grant in 2016 for 5 years. The grant focused on the Brodhead School District, and targeted youth alcohol and marijuana use, and prescription drug abuse. The DFC grant follows an October through September fiscal year. During Year 5 (2020/2021) of the DFC grant, Better Brodhead reached a total of 2,537 adults, and youth through its activities.

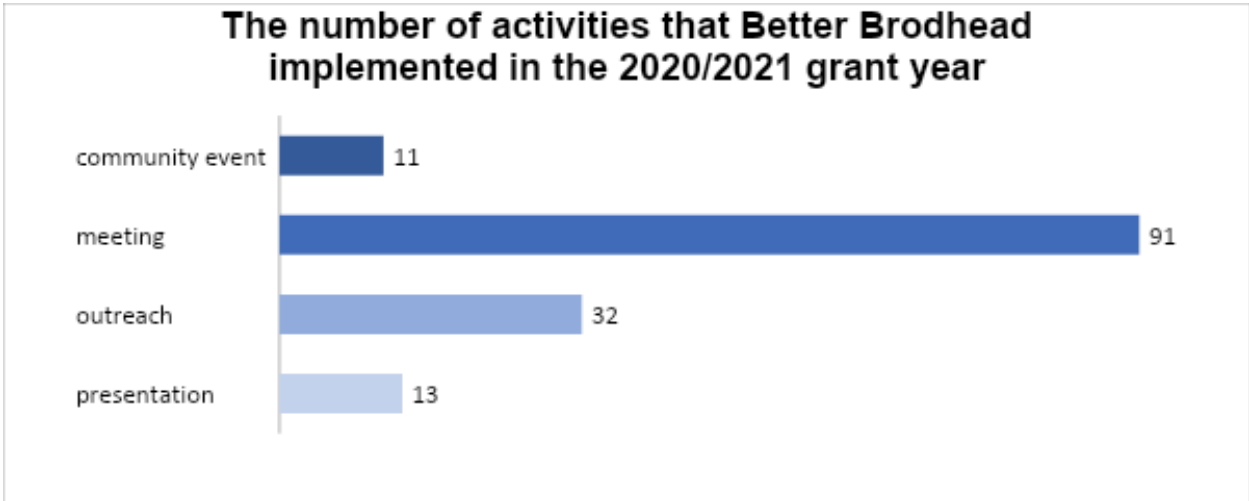
With many activities being revised, postponed or canceled during the pandemic, Better Brodhead spent most of its time planning ways to convert activities to virtual events.



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 232 people from all sectors of the community in the prevention efforts.



During 2020/2021 most activities were virtual events instead of in person. Despite these challenges, Better Brodhead was able to complete most of its activities by revising them to a virtual format.

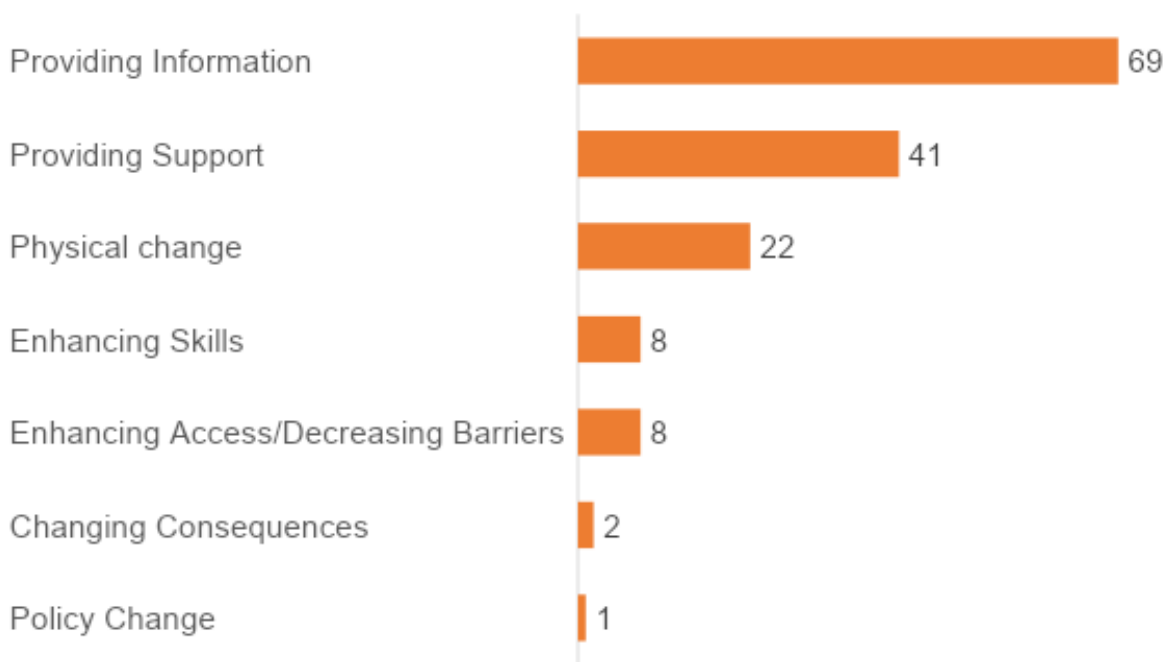


Seven Strategies for Community Change

- 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)

Better Brodhead utilizes the Seven Strategies for Change to implement a comprehensive approach to achieve population level change.

All Seven Strategies of Change were utilized in the 2020/21 fiscal year.



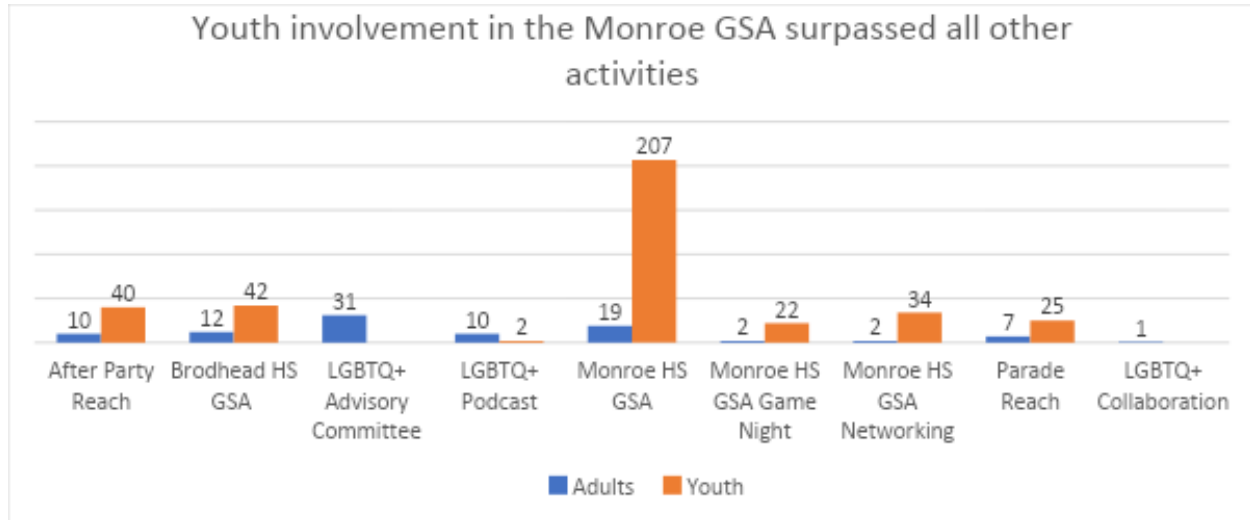
Sober Truth on Preventing Underage Drinking (STOP Act)

In May 2020, Better Brodhead was awarded a STOP Act grant. This 4 year grant is an enhancement to DFC prevention efforts by addressing the health disparities that put marginalized 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.

Better Brodhead entered Year 2 of this grant in May 2021. During the first year Better Brodhead administered an anonymous survey across Green County to Educators, Law Enforcement, and health professionals to determine their knowledge of and experience working with the LGBTQ+ population. The results formed the basis for the development of an LGBTQ+ online toolkit and webinar training.

An LGBTQ+ Advisory Committee meets monthly and provides input in the work plan activities. Podcast interviews with LGBTQ+ individuals and their families have been published and are available online on YouTube and the Better Brodhead website.

Presentations to educators and other professionals have been sparsely attended and efforts to create Gender Sexuality Alliances (GSA) in schools have been met with some resistance. Better Brodhead continues to find alternative ways to make resources available to professionals and support materials for families. There are currently 2 school districts in Green County with active GSAs.



Alliance for WI Youth Stipend

Better Brodhead receives a stipend from the Alliance for WI YOutH to expand its efforts to address one of the state priorities. The past 2 years, Better Brodhead has worked collaboratively with local law enforcement and other community coalitions across the region to collect Place of Last Drink (POLD) information. This information is collected by police officers when they stop someone suspected of driving under the influence. The information is used to identify establishments that have a pattern of over-serving customers. Establishments that are identified are offered training for servers. One identified location that Better Brodhead will be focusing on is the Sugar River. Better Brodhead is currently working with local law enforcement to develop strategies to address over consumption on the Sugar River.

State Opioid Response Grant (SOR)

The SOR grant includes prevention activities in its focus to address opioid misuse and overdose prevention. Annually, Better Brodhead has received a stipend from the state to purchase medication lock boxes, distribute educational materials. In 2021, Better Brodhead provided two virtual presentations that were viewed by 38 people. Awareness campaign materials were promoted through social media, radio ads and posters in businesses. Youth created a work of art that featured a prescription drug awareness message. This artwork was displayed at a local art festival in Brodhead. Better Brodhead partnered with local police departments in Green County to distribute 332 medication lock boxes and collected almost 14lbs of unwanted prescription medication for safe disposal through the National Drug Take Back Program.

Comprehensive Addiction and Recovery Act grant (CARA)

The CARA grant is available to current and former DFC grantees as a way to enhance their drug prevention efforts. Better Brodhead was awarded the CARA grant in July 2021 to prevent opioid and prescription drug abuse among Hispanic youth ages 12-18 in Green County. A bilingual Community Service Coordinator was hired, who has translated educational materials into Spanish.

A Spanish Better Brodhead Facebook page was created August 3rd, and by the end of Sept had reached 102 people. In collaboration with the Literacy Council, 110 Prescription Drug safety flyers, Family Resource booklets, and parenting flyers in Spanish have been distributed to Hispanic families across Green County.

An event in Spanish will be held at the St John's United Church of Christ Church on Oct 30th and will have presentations on prescription drugs and addiction. In addition, the Health Department will be on hand to offer COVID 19 vaccinations.

Finances and Match

- DFC Grant \$125,000 per year for 5 years; can be renewed for an additional 5 years. Better Brodhead is in Year 6. Fiscal year runs from Oct - Sept
- STOP Act grant \$50,000 per year for 4 years. Better Brodhead is in Year 2. Fiscal year runs from May-April.
- CARA Act grant \$50,000 per year for 5 years. Better Brodhead is in Year 1. Fiscal year runs from July – June.
- SOR funding – annually between \$8,000-\$10,000
- AWY funding – annually \$2,000

The DFC grant requires that grant recipients collect 100% Matched resources from the community. Matched resources include volunteer time, donated materials, free rental spaces, free advertisements, discounts, etc. In 2021, Better Brodhead accumulated matched resources valued at \$151,999.36.

Newsletters

Currently Better Brodhead emails an electronic newsletter monthly to 289 individuals to inform them of upcoming events, accomplishments, and timely topics. If anyone would like to receive a newsletter, please contact Kathy at kcomeau@betterbrodhead.org. In addition to the monthly newsletter, Better Brodhead also produces a quarterly news flyer insert in the Independent Newspaper that goes to 2100 residents in the Green County area.