

2019 Community Events Written Off

The coalition hosted a screening of the documentary *Written Off* on February 26, 2019 which featured a panel discussion after the film. There were over 30 people in attendance at the event. Panel members included Michelle Nelson, Ascension; Martin Skibba, Stevens Point Police Department; Heidi O'Brien, local parent; and Danita Docka, Portage County Health and Human Services.

The Coalition purchased the *Written Off* DVD to be used in the community! Contact Elizabeth Beck at becke@co.portage.wi.us to schedule a showing or to borrow the DVD.



Written Off Panel members. Pictured from left to right: Danita Docka, Heidi O'Brien, Michelle Nelson, Martin Skibba, and Emily Heil.



Written Off welcome table. Pictured from left to right: Emily Heil and Troy Seppelt.

Opioids and Pain Management

On October 2, 2019 the Coalition partnered with the Portage County ADRC to host Dr. Linda Bluestein to present on opioids and pain management. Linda Bluestein, M.D. has over 20 years of experience caring for patients and is the founder of a practice devoted to holistic treatment of those experiencing persistent pain. During her talk, she spoke about opioid pain receptors and signs of abuse.



Dr. Linda Bluestein, Wisconsin Integrative Pain Specialists.

The Portage County Coalition for Alcohol & Drug Abuse Prevention is a 501(c)3 non-profit organization.

OUR MISSION: Building healthier communities
 by reducing alcohol and other drug abuse in Portage County.

Final Report for 2019 Portage County AODA Prevention Project Grant

The Center for Prevention at the University of Wisconsin-Stevens Point (UWSP) is dedicated to the prevention and education of alcohol and other drug abuse (AODA) and interpersonal violence. Through Portage County Health and Human Services grant funding, the Center for Prevention was able to hire two peer educators enrolled at UWSP. The peer educators' primary focus areas were AOD prevention and education, outreach, and one-on-one behavior change facilitation.

The decision to utilize peer educators was intentional and grounded in best practice. Research shows that college students often feel most comfortable talking with peers about their alcohol and drug use and other health behaviors. Peer influence can have significant positive effects on student learners because student's decisions are influenced by the behaviors and beliefs of their peers (Allison et al, 2014).

During the spring 2019 and fall 2019 semesters, the peer educators spend 800 total hours doing a variety of education and prevention initiatives. They had intentional conversations with 250 students regarding alcohol and/or drug use and had a direct impact on 3,200 students through programming and outreach. Over the course of the academic year, the peer educators spent their time in the following capacity.

Prevention and/or education initiative	Total hours invested
One-on-one behavior change facilitation	150 hours
Marketing and promotions/social media outreach	120 hours
Active outreach (staffing tables)	120 hours
Program planning and implementation	120 hours
Event planning and implementation	120 hours
Trainings and content development	120 hours
Administrative duties (Outcomes, phone calls, weekly log report)	50 hours

University of WI-Stevens Point demographic data

Total Student Enrollment	7,736
Total Undergraduate Enrollment	7,396
Total Graduate Enrollment	340

Undergraduate demographics

Female	53%
Male	47%
African American	2.3%
Asian	1.0%
Hispanic/Latino	3.6%
Multiracial	2.4%
Native American	0.4%
International	1.5%
SE Asian	2.1%
Unknown	0.3%
White	86.3%

Graduate demographics

Female	74%
Male	26%
African American	1.3%
Asian	0.9%
Hispanic/Latino	0.9%
Multiracial	0.9%
Native American	0.3%
International	0.9%
SE Asian	0.6%
Unknown	0.6%
White	93.4%

2019 Outreach

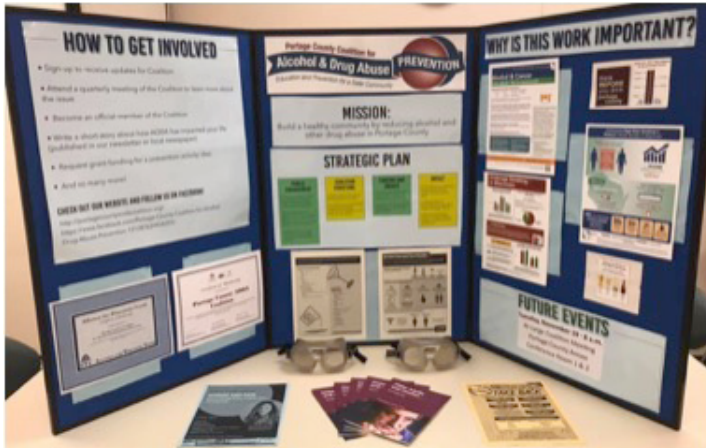
The Coalition attended several events throughout the year to offer resources to community members. Events are listed below:

January 21, 2019: Martin Luther King Celebration Event at SPASH

March 26, 2019: Cuts for Kids at Plover-Whiting Elementary School

August 21, 2019: Wellness Coalition Networking Meeting at Portage County ADRC

September 24, 2019: Falls Prevention Day at Portage County ADRC



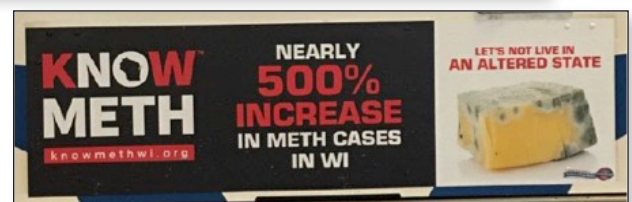
In addition to attending events throughout the year, the coalition also partnered with the Suicide Prevention and Mental Health Awareness Coalition of Portage County to distribute crisis line coasters and posters to the tavern league. This partnership was done in response to both coalitions recognizing the correlation between suicide and substance use.



Crisis line posters, coasters, and a QR code which takes you directly to the suicide prevention website.

Drug Court Lending Library

The Portage County Adult Drug Treatment Court applied for the AODA Coalition Prevention Project grant application to provide funds for a lending library. It was the vision of the Court to have a library that had books on the topics of recovery, self-help, 12-step, mindfulness, and trauma. Each participant can check out a book on any given topic, and it is hoped that the information gained from that book will be used to strengthen the participants journey in recovery. The Portage County Adult Drug Treatment Court is an integrated, collaborative criminal justice system, and evidence-based venture providing treatment, rehabilitation, and accountability to drug dependent offenders; and to improve the lives of offenders, their families and the community.



Wisconsin Wins Tobacco & Nicotine Compliance Report - Portage County, WI

The Wisconsin Wins program is a science-based, state-level initiative designed to decrease youth access to tobacco products. The Wisconsin Wins program uses an effective mix of education, positive reinforcement and oversight to keep tobacco products out of the hands of youth. This is completed by:

- Conducting unannounced inspections at local tobacco retail outlets to track retailer compliance with Wisconsin's tobacco sales laws.
- Providing free training and educational resources that help retailers understand and comply with the law.
- Engaging in community outreach and education to communicate the importance of preventing youth access to tobacco.

STATE STATUTES 134.66 & 254.916

State statute 134.66 prohibits the sale of tobacco and nicotine products, such as e-cigarettes and e-juice, to anyone under the age of 18. Retailers who sell to minors can receive fines up to \$500. Both the retailer and the clerks who make the illegal sales are subject to citation fines. State statute 254.916 allows a governmental regulatory authority to conduct unannounced investigations at retail outlets, including tobacco vending machine premises, to enforce compliance with 134.66.

Under the same statutes, it is required that everyone who sells tobacco completes a state-approved tobacco training and has proof of completion on file at the business. Free training is available at www.WITobaccoCheck.org. This simple web training tool makes meeting the state's training requirement easy and convenient for retailers.

In 2019, sales to minors increased.

*Seven retailers sold tobacco to minors, a sales rate of 16.2%.
In 2018, only four retailers sold tobacco to minors, a sales rate of 8.7%.*

Vendor Type	Number of Inspections	Number of Sales	Sales Rate (%)	Compliance Rate (%)
Gas/Convenience	25	4	16	84
Liquor	6	0	0	100
Grocery	6	1	16.6	83.4
Pharmacy	1	0	0	100
Tobacco/Vape Shop	4	2	50	50
Other	1	0	0	100
Total:	43	7	16.2	83.8

Historical Trends and Other Details

The Inspectors

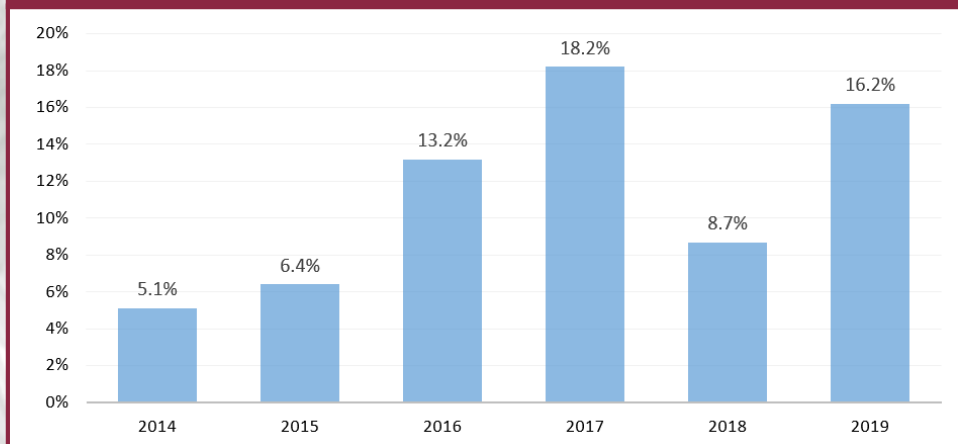
In 2019, Portage County had six different student inspectors assisting with checks. One student was 16 and the other five were 17. There were two male students and four female students. Two youth inspectors would enter the establishment where one would attempt to purchase a tobacco product and the other would observe the sale. In completed sales, five of the products sold were flavored cigarillos and two were e-juice liquids.

The Compliance Checks

Compliance checks were completed in March and October 2019. Only one sale occurred in March with a female youth inspector. In this case, the I.D. was checked and the sale was completed. In October, two youth inspectors were male and one was female. In the inspection where a sale occurred to the female inspector, the I.D. was checked. In three of the six sales that occurred in October where a male inspector was the purchaser, their I.D. was not checked. Female youth inspectors had their I.D. checked every time. I.D. checks varied greatly with male inspectors.

Sales Rates from 2014-2019

Percentage of Tobacco Sales to Wisconsin Wins Youth Investigators in Portage County



Our team believes that the increase of sales was due to having two male youth inspectors. Male inspectors may have appeared to look 18 or older, which likely motivated the cashier in three of the situations to not ask for their I.D. and complete the sale without asking for age or identification.

Youth inspectors always used their real I.D.'s

and were honest when asked about their date of birth. When conducting compliance checks, no deception is involved.



The Safe University Community Project - Safe Point

The Safe University Community Project, also known as Safe Point, is a collaborative effort between the City of Stevens Point and the University of Wisconsin-Stevens Point with the goal of reducing dangerous alcohol use and other related problems in the Stevens Point community. Funding for the project comes from a grant from the Portage County Coalition for Alcohol and Other Drug Abuse Prevention (AODA).

Safe Point was developed to reduce dangerous alcohol use and other problems related to college student drinking at parties in the Stevens Point community. The project focuses on creating safer party environments by building a close sense of community between students and neighbors, promoting safety at parties, and increasing enforcement of alcohol-related laws and policies.

Safe Point's goals are accomplished through heavy publicity to give visibility to safety and enforcement activities. The visibility campaign included creation of a program-specific website; emails, letters, and posters directed at students living off campus; a Safer University Community Project brochure; articles or ads in the student newspaper; interviews or ads on the student radio station; and outreach on campus by the UWSP Center for Prevention. Enforcement activities combined (1) police compliance check operations to enforce laws prohibiting sales to minors, and (2) law enforcement "Community Safety Patrols" directed to build relationships and educate off-campus students about safe, respectful, and

lawful event planning as well as enforce local and state laws regarding provision of alcohol to minors or disturbing the peace. Officers were specifically deployed for this program 12 days in 2019. During those days 717 individuals were contacted by law enforcement.

Safe Point is modeled after an approach created and evaluated at 14 California universities that was funded by the National Institute for Alcoholism and Alcohol Abuse (NIAAA). The research project aimed to reduce violence, property damage, injury and car crashes that result from high-risk drinking and out-of-control parties.

The American Journal of Preventative Medicine article Alcohol Risk Management in College Settings: The Safer California Universities Randomized Trial summarizes the efficacy of this approach in significantly reducing intoxication at off-campus parties and bars/restaurants.

Safe University Community Project Components

Social Responsibility Practices - Informing party goers and party throwers about state and local policies and laws, distributing emergency and transportation information, sharing information about how to prevent dangerous alcohol consumption, and using media and community education strategies.

Neighborhood Community-building Practices - Creating and expanding neighborhood networks to improve communications and



relations among student and non-student neighbors, setting a community expectation of responsible partying and encouraging participation in community building interventions.

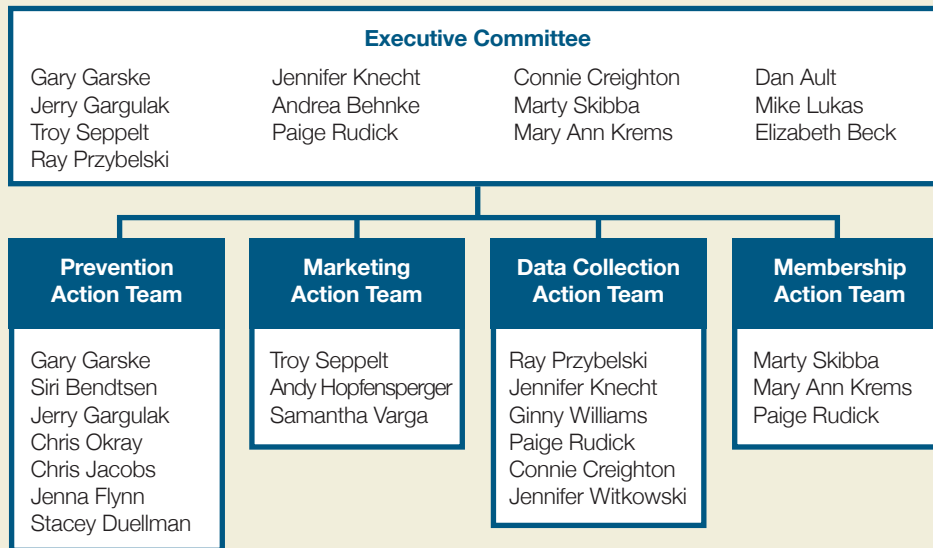
Law Enforcement Practices - Community Safety Patrols by Stevens Point Police Department officers to ensure neighborhood safety through enforcement of OWI, minor in possession, and other alcohol use or sales related laws and ordinances.

Website - Hosted and maintained by the UW-Stevens Point Office of the Dean of Students in collaboration with campus and community partners. This project would not be possible without our supporters: the City of Stevens Point Police Department, the UW-Stevens Point Student Government Association, and UW-Stevens Point Center for Prevention.

**Count includes party-goers at residential parties.*



2019 Organizational Chart



2019 Local OWI Data

Stevens Point

1st offense	105
2nd offense	25
3rd offense	16
4th offense	4
Absolute sobriety	4

Total: 154
(16 were controlled substance related)

Plover

1st offense	20
2nd offense	5
3rd offense	6
4th offense	2

Total: 33

Portage County

1st offense	71
2nd offense	14
3rd offense	10
4th offense	0
Absolute sobriety	3

Total: 103*
(includes 3, 5th offenses and 2, 6+ offenses)

