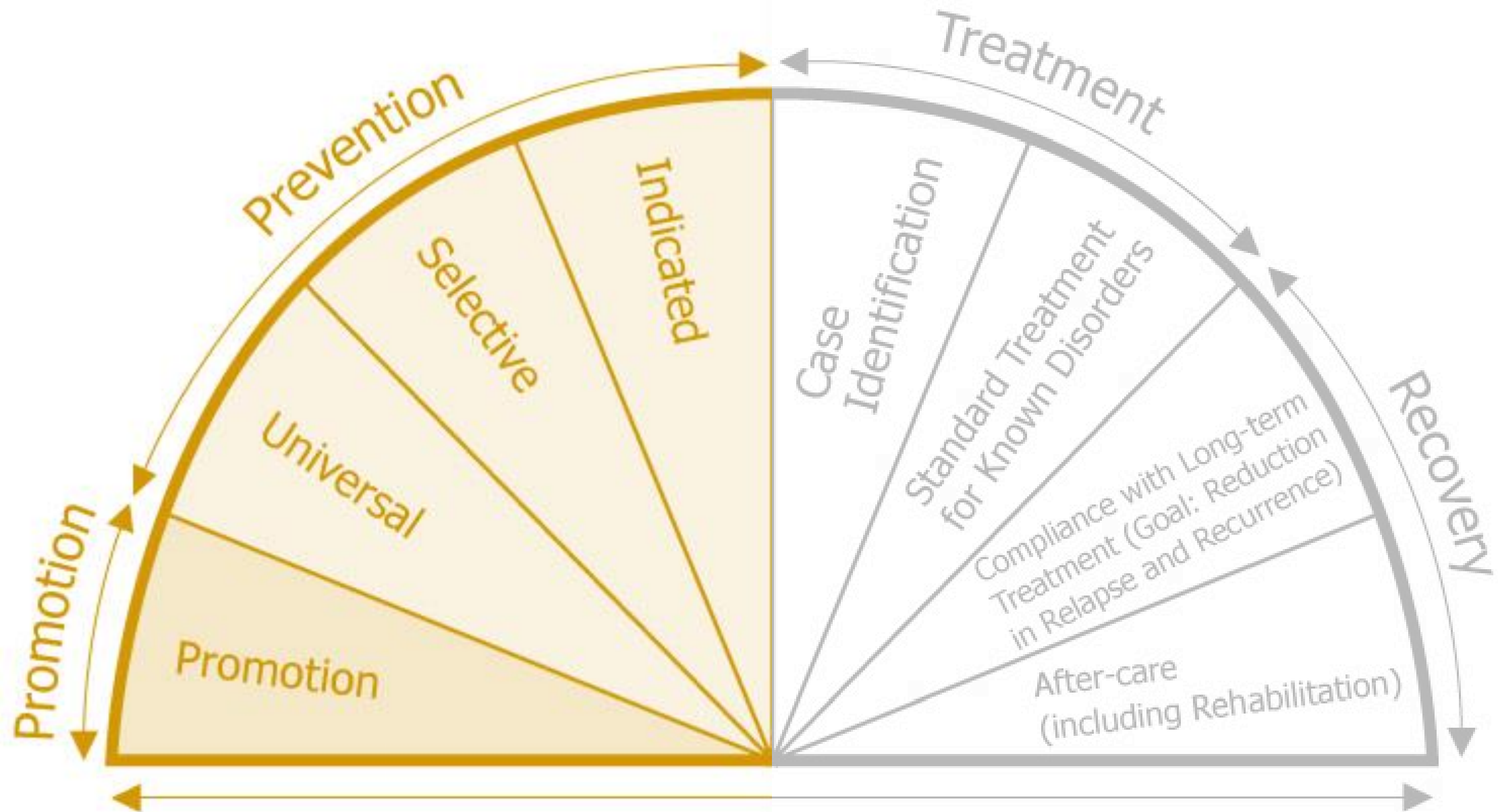




MILWAUKEE COUNTY
DEPARTMENT OF HEALTH
& HUMAN SERVICES
**BEHAVIORAL
HEALTH SERVICES**

Community Access to Recovery Services
Prevention Overview





PREVENTION STRATEGIES

INFORMATION DISSEMINATION

The dissemination of primary prevention supplies and information across Milwaukee County.

Strategies

1. Coordinate volunteer and street teams from across multiple agencies
2. Develop creative ways to share information with diverse audiences
3. Value diverse representation of credible messengers.
4. Use data to determine dissemination strategies and convene key stakeholders.
5. Know how to communicate with community-focused agencies (barber shops, coffee shops, houses of worship, etc.)

EDUCATION

Facilitating evidence-based and evidence-informed presentations across Milwaukee County.

Strategies

1. Develop partnerships with subject matter experts
2. Facilitating evidence-based and evidence-informed educational training/workshops
3. Coordinate multi-session learning communities
4. Measure participant satisfaction and knowledge growth
5. Train and mobilize a team of speakers to give brief presentations regarding available substance misuse resources.
6. Educate the public via local radio stations, podcasts, and newspaper articles.

ALTERNATIVE

Invest in alternative activities and promote them as a safe place for youth and adults to have fun without drugs.

Strategies:

1. Program activities that attract youth and or adults on an annual basis.
2. Increase access to safe and clean spaces to conduct quality programming and/or host impactful events.
3. Integrate substance misuse prevention information and resources into activities for youth, families and adults.
4. Create engaging spaces for youth and/or adults to enjoy themselves without alcohol and other drugs.

PROBLEM IDENTIFICATION AND REFERRAL

Identify individuals exposed to multiple risk factors for substance misuse and assess whether their behavior can be reversed through education, basic needs services, or alternative activities.

Strategies:

1. Identify appropriate assessment tools and processes for primary prevention referrals.
2. Develop cross-sector partnerships to share prevention-based resources, opportunities and organizations.
3. Identify educational opportunities for youth and adults who have indulged in the first use of illicit drugs.
4. Ensure a warm handoff of youth and or adults in need of and track referrals success.

PREVENTION STRATEGIES

COMMUNITY-BASED PROCESS

Provide ongoing networking activities and technical assistance to community groups, coalitions, and prevention agencies.

Strategies:

1. Facilitate strategic planning, asset-based community development and coalition building training.
2. Have relationships with community-based partners and can leverage resources.
3. Maintain deep-rooted connections to community leaders, families, and youth.
4. Have a deep understanding of community organizing and collective impact strategies.
5. Convene multiple community groups for coordinating efforts and team building.
6. Hosting events that attract residents in target neighborhoods.

ENVIRONMENTAL STRATEGY

Focus on community-level impact through Coalition led strategies that lead to long-term outcomes.

Strategies:

1. Coordinate, facilitate, or lead substance misuse coalitions.
2. Review and write organizational policies.
3. Develop and maintain partnerships with health departments and medical professionals.
4. Utilize organizing principles to affect change at a population level.
5. Coordinate key stakeholders for population-level change.

TRAINING AND COACHING

Content experts will provide monthly training on primary prevention and administrative leadership. They will engage campaign leaders in coaching to increase their organizational capacity and primary prevention leadership abilities.

Wisconsin Community Services – CBMHP
Samad's House Corp
Office of Violence Prevention
Hope House of Milwaukee
Riverstone Counseling & Crisis Services
Lucas Cares MKE
The House of Kings and Priests, Inc.
Outreach Community health Centers
My Choice Wisconsin
Sixteenth Street
Project Access
Wisconsin Community Services/CCS
Meta House

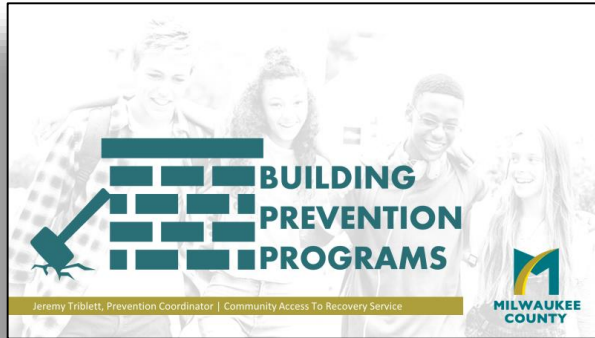
50+ Community Organizations
REACHED

Benedict Center
Broadstep Behavioral Health
Vivent Health
Froedtert Hospital/Trauma Center
AMRI COUNSELING SERVICES
Navarro Professional Counseling Services, LLC
Whole health clinical group
Our Space, Inc.
Guest House of Milwaukee
Kennedys circle of wellness
Miracle Home Health of Wisconsin
MCFI Home Care, LLC
JFS
Life After Trauma
Oxford House Inc
Alternatives in Psychological Consultation

PREVENTION INITIATIVE IMPACT 2021

Participant Information	Total Participants
Number of participants	1454
Gender	
Male	621
Female	676
Gender unknown	167
Race	
White	370
Black or African American	629
Native Hawaiian/Other Pacific Islander	46
Asian	56
American Indian/Alaska Native	5
More than One Race	191
Race Not Known or Other	192
Ethnicity	
Hispanic or Latino	194
Not Hispanic or Latino	1260
Age	
0-4 years	
5-11 years	57
12-14 years	873
15-17 years	234
18 years - 20 years	164
21-24 years	
25-44 years	
45-64 years	
65+	





The Building Prevention Programs training series equips preventionists with evidence-based practices for planning, implementing and sustaining primary substance misuse prevention programs for youth and families.



Take QPR's industry-leading suicide prevention to the next level with courses designed to teach professionals how to reduce the immediate risk of suicide and provide longer-term care for those at risk.



Mental Health First Aid is a course that teaches you how to help someone who is developing a mental health problem or experiencing a mental health crisis. The training helps you identify, understand, and respond to signs of addictions and mental illnesses.



Evidence-based substance abuse and violence prevention programs used in schools and communities throughout the US and in 39 countries around the world.

This curriculum has been extensively tested and proven to reduce tobacco, alcohol, and illicit drug use by as much as 80%.

70 Curriculums Purchased
19 Individuals Trained
10 Agencies Participating

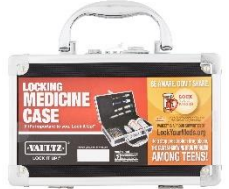


Prevention Related

- Medication Lock Boxes
- Detera Medication Deactivation Bags
- Gun Locks
- Fentanyl Test Strips

Stigma Reduction Related

- Nutrition and Wellness Flyer
- Supportive Relationships Flyer
- Healthy Communication Flyer
- Self Care Flyer

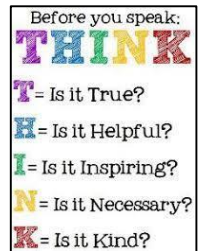


Health Services Related

- I'm In Crisis Red Books
- CARS Services Flyers
- Wraparound Services Cards
- BHS Access Clinic One-Pagers

Swag Items

- THINK Magnets
- Dumbbell Stress balls
- Lip balm
- Whistles



PREVENTION SUPPLIES DISSEMINATED, 2022

20,000 Gun Locks **DISSEMINATED**

30,000 Detera Bags **DISSEMINATED**

5,000 Redbooks **DISSEMINATED**

14 Harm Reduction and Prevention Tablets **PLACED**

15,000 Fentanyl Test Strips **DISSEMINATED**

*Nalox Boxes (Coming Soon)



Received Substance Abuse Prevention Treatment Block Grant Supplemental COVID Emergency Relief funds from the Substance Abuse and Mental Health Services Administration through the Coronavirus Response and Relief Supplement Appropriations Act, 2021 (CRRSAA).



Disseminate Prevention Materials



Funded 9 Youth and Family Services Agency Prevention Initiatives



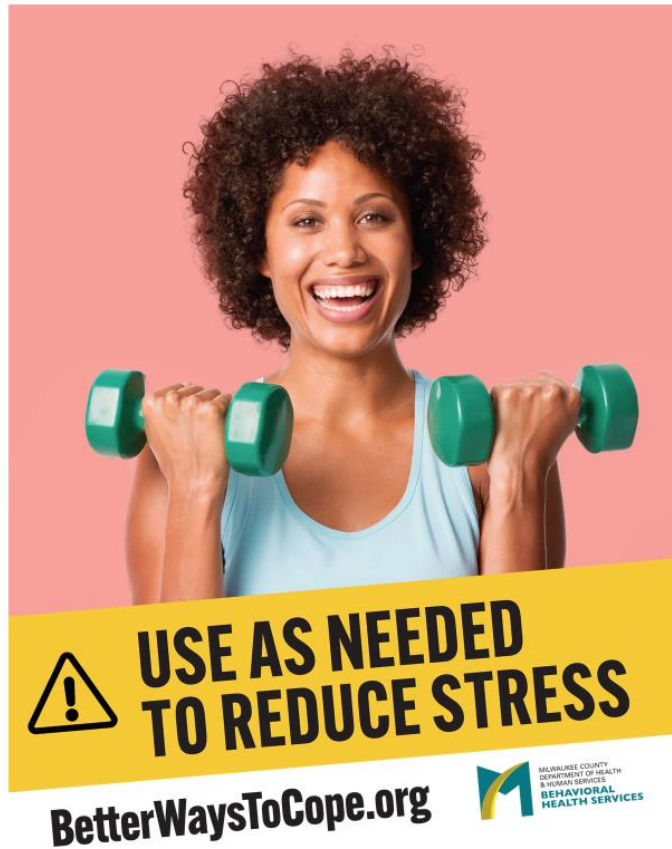
Coordinated a Mass Media Campaign via radio, transportation, social media, billboards and literature.



**BetterWays
ToCope.org**

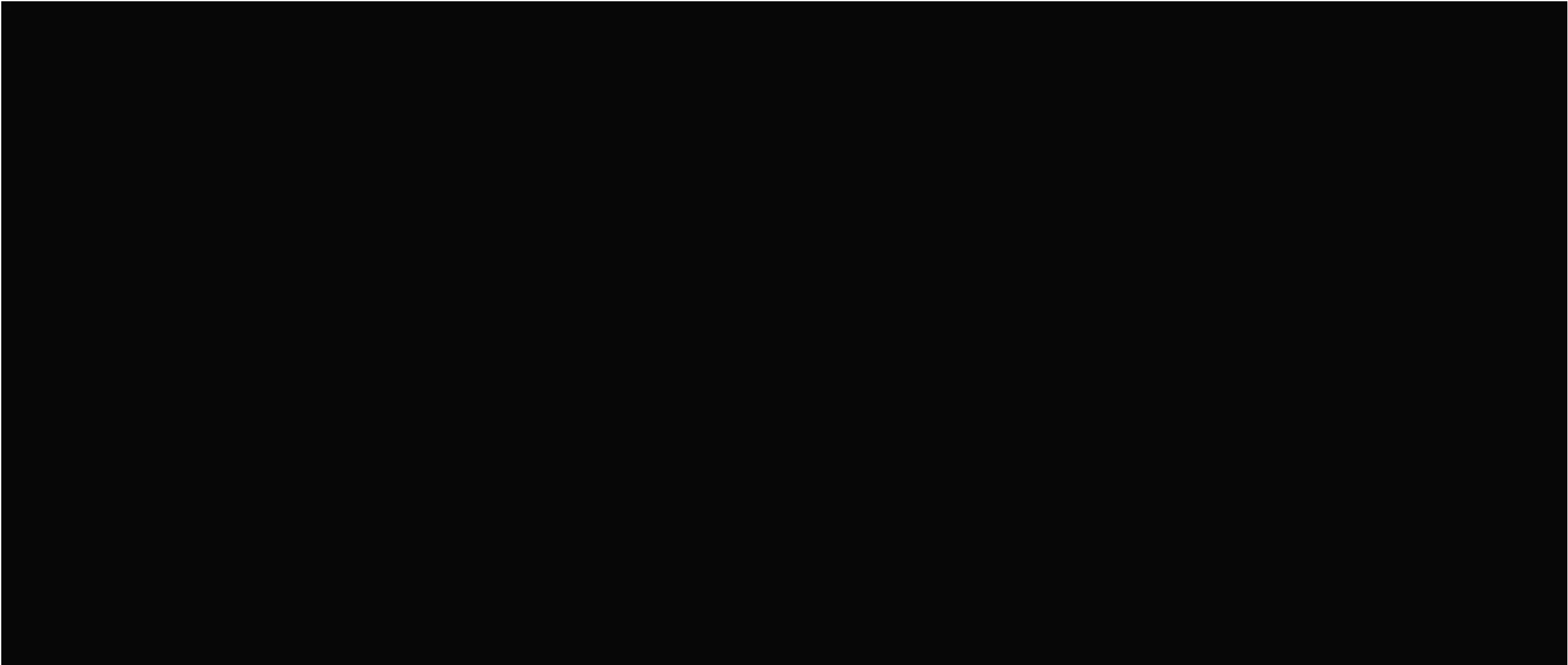






The best way to avoid a substance abuse problem?
Don't start using in the first place. Find alternative ways
to handle life's challenges at **BetterWaystoCope.org**





Digital	Impressions	Clicks	Comments
Pre-roll	345,999	365	Overall had a 61.5% view thru rate which is above average since the average is normally around 35%.
Paid Social	495,942	1,896	Interestingly, the Spanish creative performed better compared against the English creative. When comparing platform performance, we saw that IG provided higher CTRs along with higher cost per clicks. A greater number of impressions were served on FB. Regarding the SUD Prevention initiative, the "Use As Needed / Side Effects" were the best performing creatives based on IG CTR and FB impressions.
Display	1,892,219	1,872	91.4% of the impressions were served through mobile, 5.2% by desktop and 3.4% tablet. The "Use As Needed/Side Effects" creative were the best creative units for CTR and overall impressions.
Static Posters	13,316,384	---	Amazing overage on the poster program with 1,156 total days of extra exposure across the 50 static posters.
Digital Bulletins	7,676,226		
Mini-full back units - transit	4,368,000		
Interior bus cards - transit	1,320,000		
GRAND TOTALS	29,414,770		

Segments to run on radio stations serving the Black and Hispanic communities as well as all of Milwaukee County.

POTENTIAL SUBJECTS

- Reducing stigma in the Latinx community; how to get help when you or a loved one has a mental health or substance use problem.
- What is a crisis mobile team, what kind of help do they offer, and how do I get in contact with them?
- What substance use and mental health resources are available, when to seek help, and how to get help?
- How can coaches support their student-athletes mental health?
- "Because the Internet" How Access to the Internet shapes our minds, impacts our mental health, changes our interests, divides our communities, and most importantly: impacts our youth.
- Why healing from trauma is important for growth
- " Small Talks: How do parents have open conversations with their kids about alcohol?"