

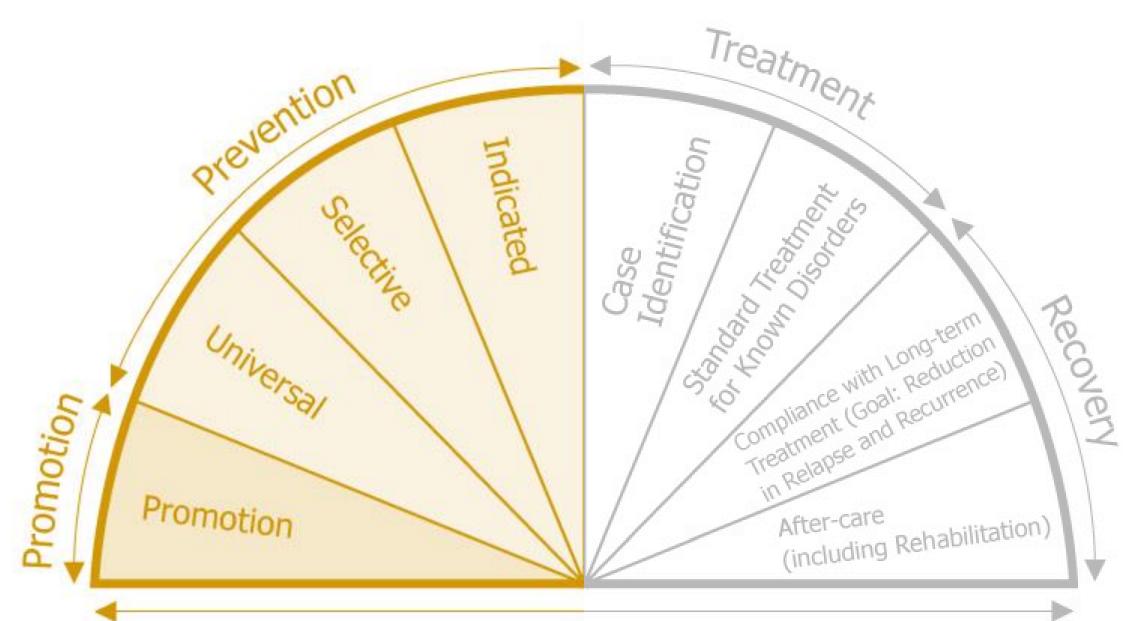
MILWAUKEE COUNTY
DEPARTMENT OF HEALTH
& HUMAN SERVICES

BEHAVIORAL HEALTH SERVICES

Community Access to Recovery Services
Prevention Overview



CONTINUUM OF CARE





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.)

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.
- 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.

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
- **T**rain 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.

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.

PREVENTION COMMUNITY PARTNERS

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 Behavoral 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 INITATIVE 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.

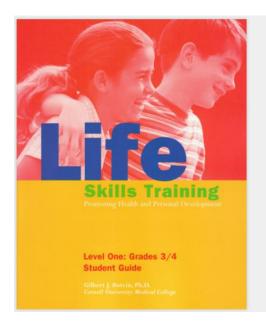


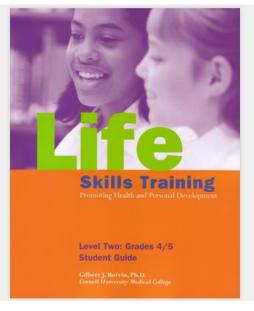
Take QPR's industry-leading suicide prevention to the next level with courses designed to teach professionals how to reduce the immediate risk of suicide and provide longer-term care for those at risk.

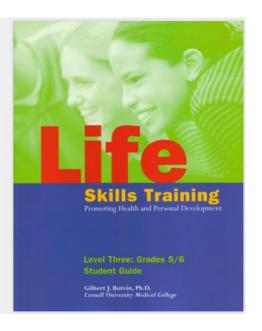


Mental Health First Aid is a course that teaches you how to help someone who is developing a mental health problem or experiencing a mental health crisis. The training helps you identify, understand, and respond to signs of addictions and mental illnesses.

PREVENTION EDUCATION



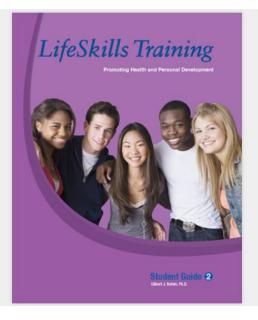


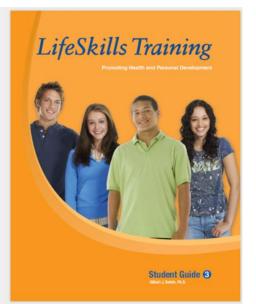


LifeSkills Training
Promoting Health and Personal Development

Student Guide 1

Charlel Man, Pl.E.





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 Purchased19 Individuals Trained10 Agencies Participating





Prevention Related

- Medication Lock Boxes
- Deterra Medication Deactivation Bags
- •Gun Locks
- Fentanyl Test Strips



- 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

















PROMOTION AND HARM REDUCTION

PREVENTION SUPPLIES DISSEMINATED, 2022

20,000 Gun Locks **DISSEMINATED**

30,000 Deterra 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



















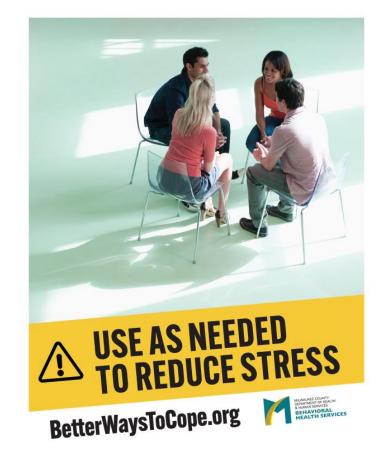




PROMOTION VISUALS







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**









Get resources for staying drug-free at **BetterWaysToCope.org**







PROMOTION VIDEO ADS





Digital	Impressions	Clicks	Comments
			Overall had a 61.5% view thru rate which is above average since the average is normally around 35%.
Pre-roll	345,999	365	
			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.
Paid Social	495,942	1,896	
			91.4% of the impressions were served through mobile, 5.2% by desktop and 3.4% tablet.
Display	1,892,219	1,872	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
Interior bus cards -

transit GRAND TOTALS

4,368,000

1,320,000 **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?"

