

Substance Use in Milwaukee: MCSAP and our Prevention Efforts

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Community Advocates, Inc.

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Presentation Preview

- Community Advocates
 - Public Policy Institute – Prevention Services
 - Funding Streams/Infrastructure
 - Role with MCSAP
- Milwaukee County Substance Abuse Prevention Coalition (MCSAP)
 - History
 - Infrastructure
 - Priority Areas
- Data on Drug Use
- MCSAP Projects
- Resources
 - Prevention
 - Community Engagement
 - Treatment

Community Advocates, Inc.



- Community Advocates founded in 1976
- Public Policy Institute established in 2009
- Two arms to work – policy initiatives and prevention services
- Prevention Services
 - Milwaukee Brighter Futures Initiative
 - Milwaukee Tobacco-Free Initiative
 - Milwaukee County AODA Project
- Partnership with Milwaukee County Substance Abuse Prevention Coalition (MCSAP)

Milwaukee County Substance Abuse Prevention Coalition (MCSAP)

An Overview



MILWAUKEE COUNTY SUBSTANCE ABUSE PREVENTION COALITION

- Vision: Bringing together resources, wisdom, talents, and passion to create a happy and healthy community
- Mission: To improve the quality of lives in our community by preventing the harmful consequences of substance use and abuse among youth, families and the larger community
- Motto: Partnering for a substance abuse free Milwaukee County

MCSAP

The History

- November 28th, 2011 – a coalition forms
- 13 Members from State, County and CBO's
- Initially focused on alcohol and heroin based on state priorities
- January 2013, Community Advocates becomes fiscal agent
- Coalition Prioritization Process
 - Reviewed State's priorities
 - Looked at size of problem, trends, and local prevalence
 - Considered capacity/resources, changeability, community readiness and severity
 - Coalition voting process determined new priorities
- Priorities
 - Reduce marijuana use among youth
 - Reduce deaths by drug overdose
 - Maintain a healthy coalition to accomplish MCSAP's mission and vision

MCSAP

Infrastructure

- Funding through Milwaukee County AODA and Partnerships for Success II grant
- Fiscal Agent – Community Advocates
- Two coalition chairs
 - Monica Adams, Urban Networks Associates
 - Anthony McHenry, Silverspring Neighborhood Center
- Subcommittees
 - Executive Committee
 - Membership and Marketing Committee
 - Data and Evaluation Committee
 - Policy and Implementation Committee
- Workgroup
 - Prescription Drug Disposal

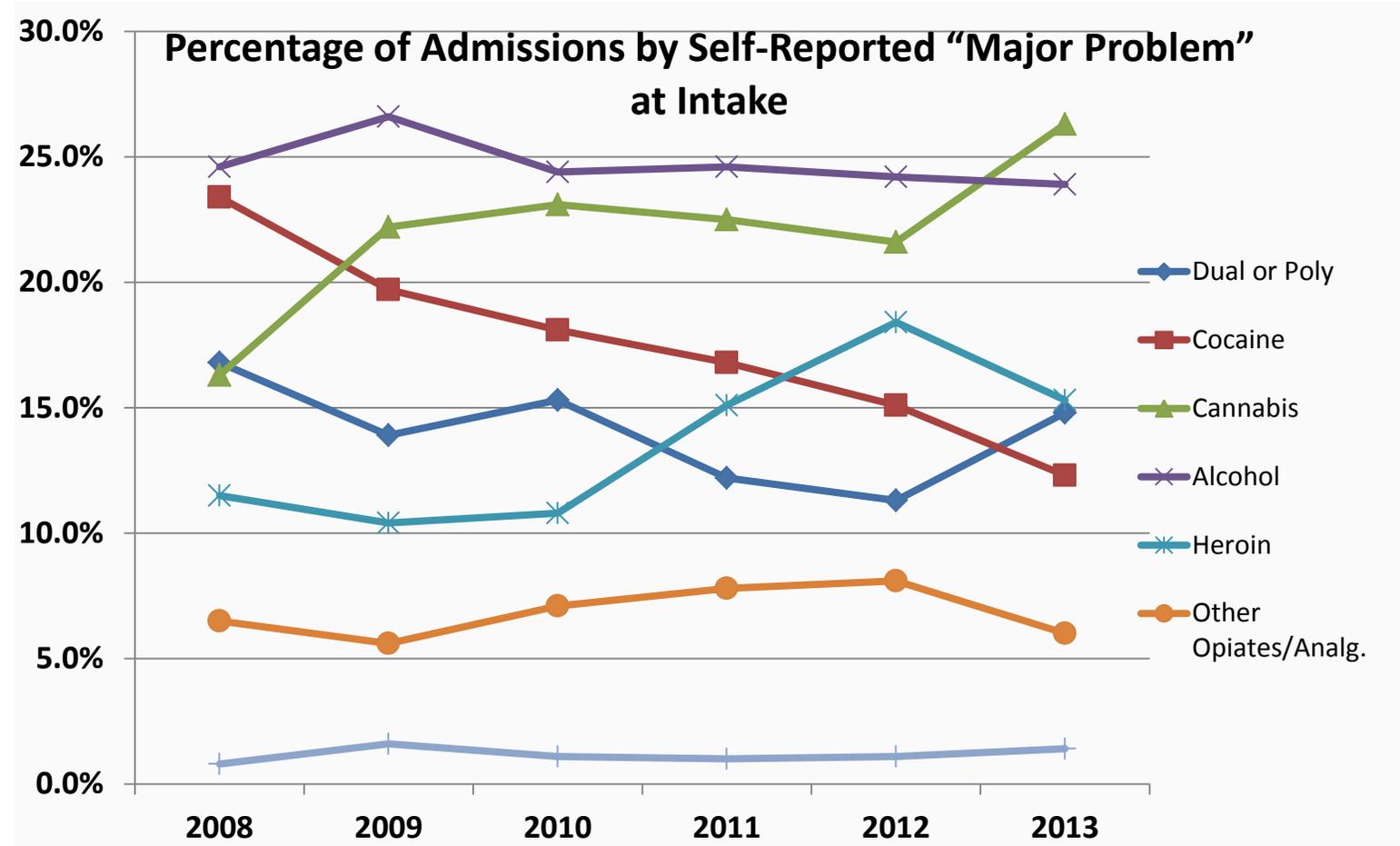


MCSAP

Members

- MCSAP includes representatives of 12 sectors of community engagement, including:
 - Schools
 - Youth Organizations
 - Religious Organizations
 - Businesses
- Some members include:
 - Milwaukee Public Schools
 - Wisconsin Poison Center
 - United Community Center
 - MillerCoors
 - 211 Impact
 - Boys and Girls Clubs of Greater Milwaukee

Milwaukee's Drug Data Overview



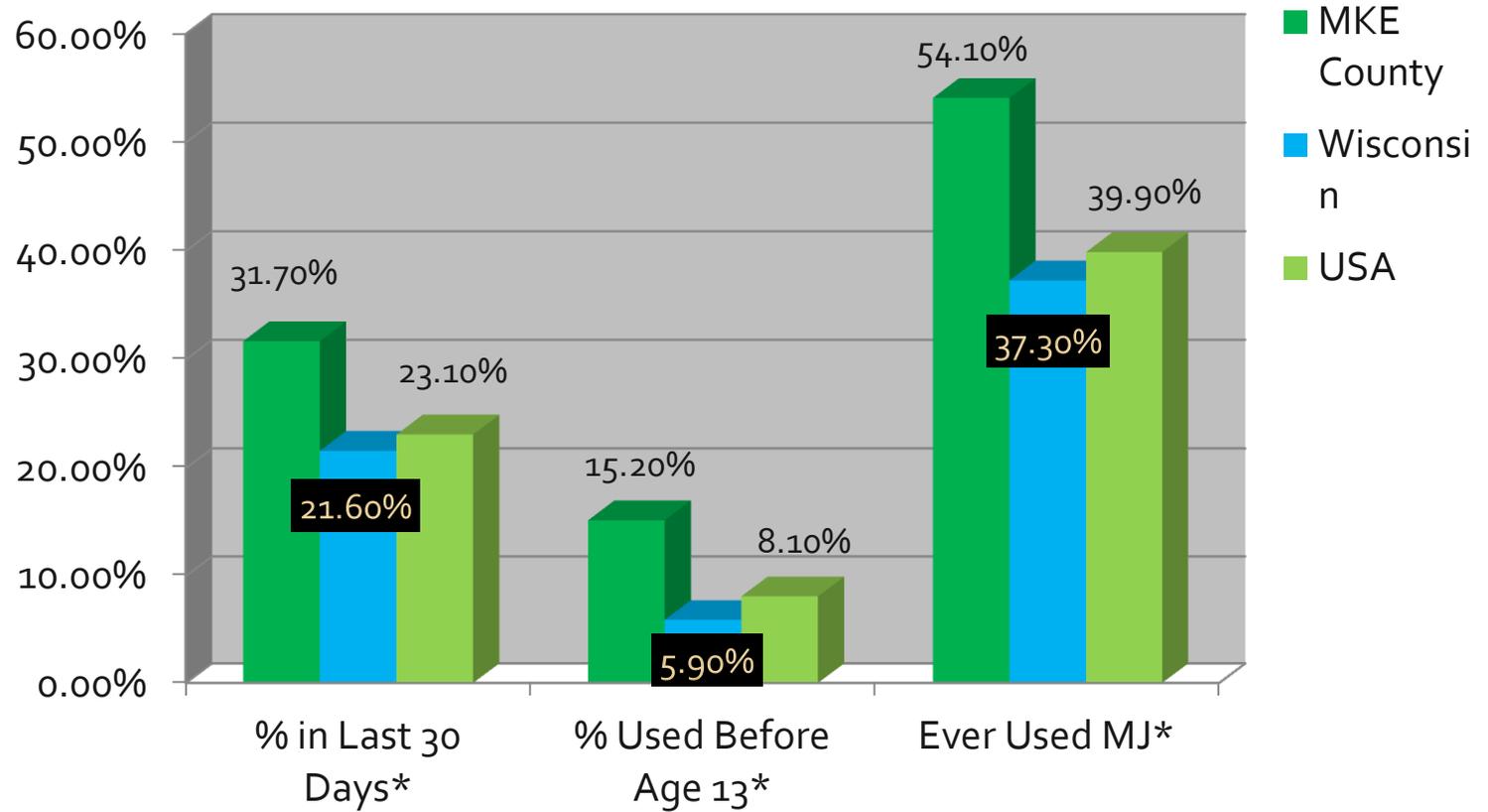
* Please note that the above admissions exclude individuals admitted to certain BHD-sponsored programs

* All individuals are at least 18 years old

Source: Milwaukee County Behavioral Health Division Community Services Branch Program Evaluation, 2013

Milwaukee's Drug Data

Marijuana (Youth)

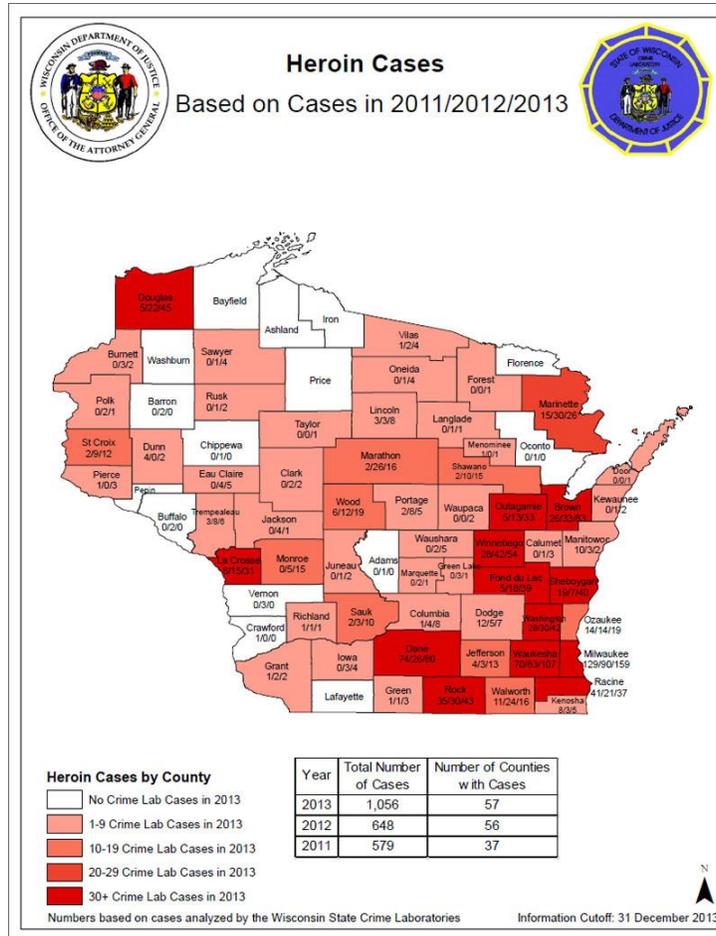


* Indicates prevalence rate in MKE County is statistically significantly different from that of WI or US at $p < .01$

Source: Centers for Disease Control – Youth Risk Behavior Survey, 2011

Milwaukee's Drug Data

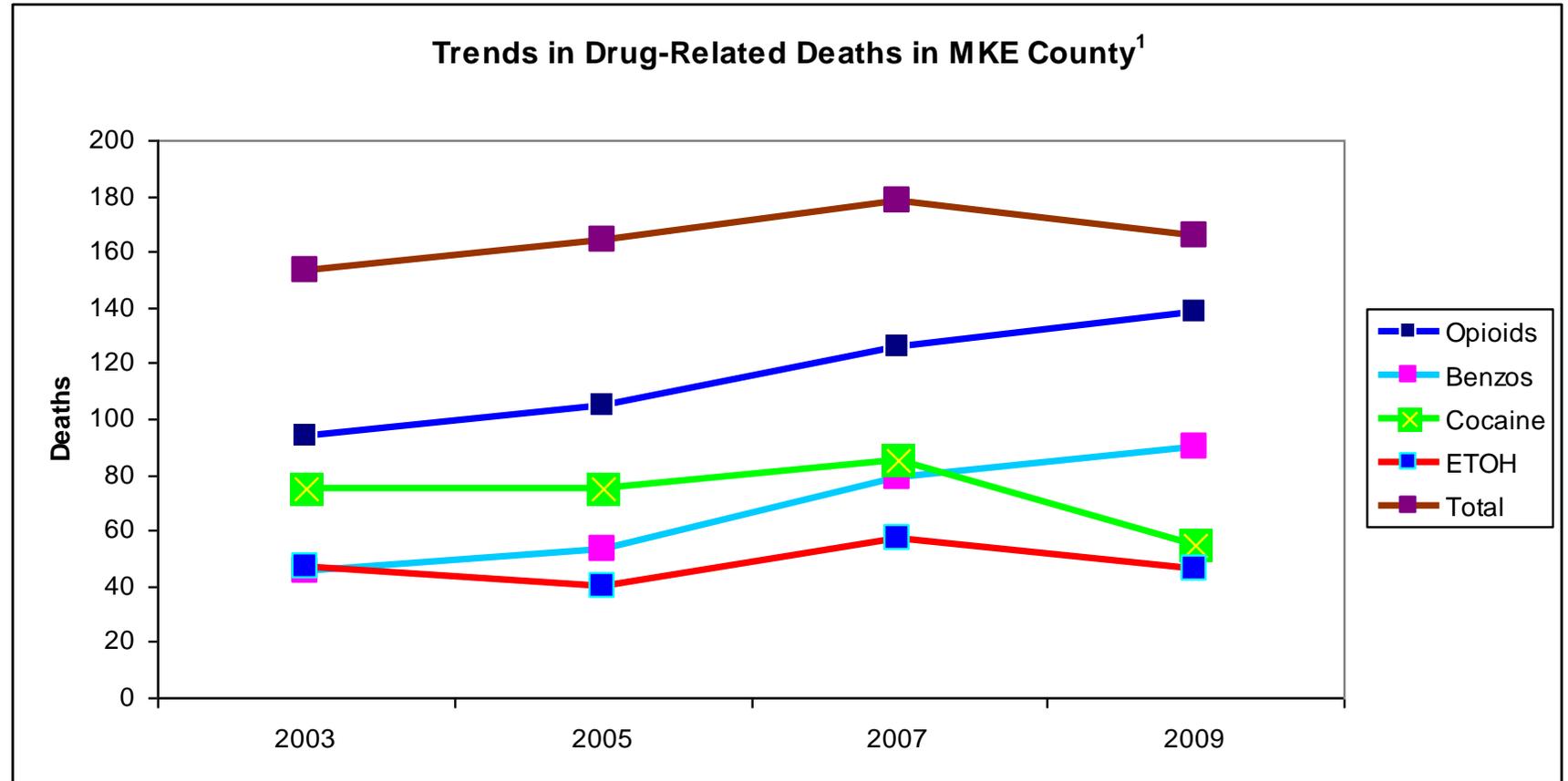
Heroin



- Dark red = 30+ crime lab cases in 2013
- In 2012 there were 648 crime lab cases, and in 2013 that inflated to 1,056 (63% increase!)
- WI Teens 12-17 who have tried heroin: up 300% since 1995
- Prescription Drugs considered a 'gateway' to heroin

Milwaukee Drug Data

Prescription Drugs



State of Wisconsin Vital Statistics

MCSAP

Strategic Prevention Framework

Strategic Prevention Framework Model



- Assessment – what is the problem?
- Capacity – how well are we 'equipped' to deal with it?
- Planning – how will we tackle this issue
- Implementation – Starting the work
- Evaluation – Were we successful?
- Overarching themes of sustainability and cultural competence

MCSAP Projects

- Reducing death by drug overdose
 - Partnerships for Success II Grant
 - Prescription drug community/provider education, disposal options, police/educator trainings, establish a statewide surveillance system
 - Partner with Cities of Franklin, West Allis and West Milwaukee to implement through their community drug prevention coalitions
- Reducing marijuana use among youth
 - Smart Approaches to Marijuana (SAM)
 - MCSAP leading SAM: WI effort
 - Networks throughout the country on marijuana prevention
- Stay Strong Milwaukee
 - Partner with MCSAP to inform with data, data committee to assist with evaluation
 - Allows for closer networking and joint ventures
- Pending Drug Free Communities Application



Resources

Prevention

- Environmental Strategies
 - Reaching as broad of an audience as possible
 - Public Service Announcements
 - Billboard/Social Media Campaigns
- Targeted Strategies
 - Being more specific in desired audience
 - Curriculum delivery for youth in schools and CBO's
 - People at 'high-risk'
- Important to not just focus on one strategy for success
- A strong evidence-base is important

Resources

Community Engagement

- Coalition work becomes important because of the **partnerships** that are around the table
 - Milwaukee County Substance Abuse Prevention Coalition
 - 27th Street Drug Free Communities Coalition
 - Reality Check Coalition
 - No one entity can tackle alone, having the right partners at the table is imperative
- Town Halls
 - Important to make community aware of issues
 - Heroin summits
- Events
 - DEA Takeback Event



Resources

Treatment

- 211 IMPACT
- List of treatment centers in Milwaukee County:
<http://county.milwaukee.gov/SubstanceAbuse12662.htm>
- Alcohol screening (self-assessment):
<http://www.alcoholscreening.org>
- Websites
 - National Institute on Drug Abuse (www.drugabuse.gov)
 - Substance Abuse and Mental Health Services Administration (www.samhsa.gov)
 - Partnership at Drugfree.org (www.drugfree.org)