

»»» 2023 YEAR IN REVIEW NEWSLETTER «««

COMMUNITIES THAT CARE

Of Marinette & Menominee Counties

DATA GUIDES THE WORK OF CTC

2021

2023

PROBLEM BEHAVIOR PRIORITIES

1

- Underage Drinking
- Nicotine Product Use (E-Cigarettes/ Vape Products)

2 ROOT CAUSES (RISK & PROTECTIVE FACTORS)

2

- Availability
- Retail/ Social Access

PROBLEM BEHAVIOR PRIORITIES

1

- Underage Drinking
- Nicotine Product Use (E-Cigarettes/ Vape Products)

2 ROOT CAUSES (RISK & PROTECTIVE FACTORS)

2

- Parental Attitudes Toward Drug Use
- Retail/ Social Access

Every two years, the Youth “Pride PLUS” Survey is completed in school districts in Marinette & Menominee counties and our data workgroup uses the data to re-evaluate what are the highest priorities in our community. This ensures we are working on relevant problem behaviors!

CTC Success Stories in Data

Question: “Where do you usually drink alcohol?”

Response: “Do not use”

6th grade: 88.8%

8th grade: 83.2%

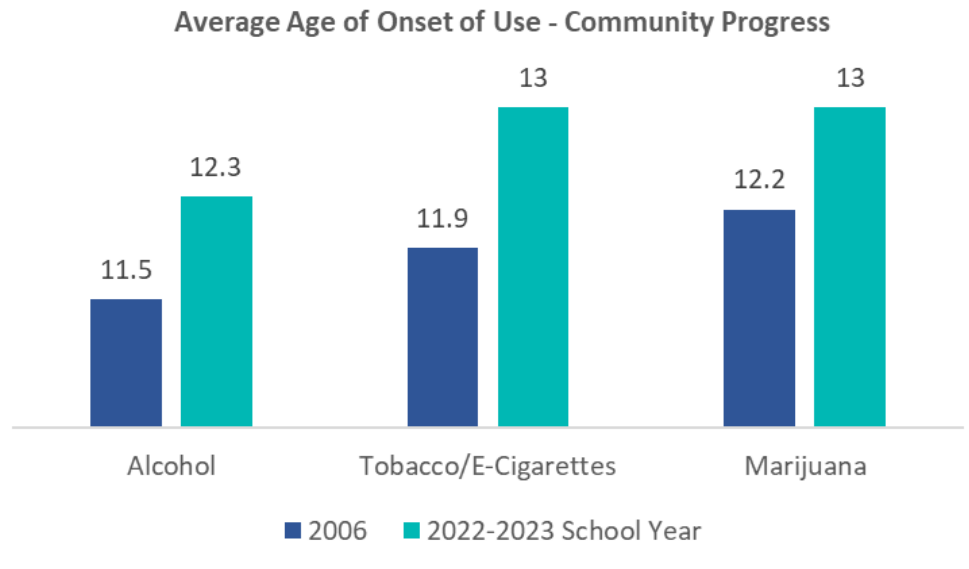
10th grade: 69.6%

12th grade: 53.3%



Above: Most youth are not using alcohol in our counties according to the Youth “Pride PLUS” Survey! This is contrary to youth’s perception of youth in their schools.

Right: Graphic shows the difference in the average age of onset in our communities according to the Youth “Pride PLUS” Survey. The younger they use, the more they are likely to develop substance use disorder later in life.



CTC COORDINATOR MESSAGES

“ This year was the busiest year yet for our CTC! Our coalition was back out and about in the community in full force since the pandemic restrictions were lifted, holding numerous in-person events. I am most proud of our members for all their work outside of their monthly workgroup meetings dedicating their time to holding extra fundraising events, planning and hosting in-person and virtual educational events and volunteering their time staffing our coalition table at various vendor booth opportunities.

In addition, we also hosted our first ever coalition team building, “CTC Scavenger Hunt” event that put so many smiles on our coalition members’ faces! A little friendly competition brought together various workgroups and created a room full of laughter and networking thanks to the leadership from our Outreach chair, Michell Hampton. My favorite comment from the day was, “that was SO much fun, can we do it more than once a year!?”. Thanks for another great year helping us make positive change in our community!

—Karianne Lesperance”



“ While thinking back on CTC in 2023, so much popped into my head, whether it be the youth fishing derby or adult Vegas night, one of the many data presentations, logic model writing, or media and educational projects, but what stands out most is the vision of our volunteer members carrying out the work that makes CTC what it is...this amazing group of caring, invested people who really believe in CTC's mission and put their all into its success. Some are the leaders, some are the helpers, and others somewhere in between or all of the above. There is no separation of our two counties within this coalition and our members prove that. We have watched them take over so many tasks, presentations, projects, and events this past year with so much professionalism and passion for the greater good of this community's youth, all while taking themselves away from their own busy work and lives. 2023 proved to be the best year yet, with so much accomplished by our members only making our coalition stronger and prepared to tackle even more this year!

—Cindy Grabowski”



2023 EVENT HIGHLIGHTS

OUR MAJOR EVENTS/FUNDRAISERS!



>>> 2023 YOUTH ICE FISHING DERBY

CTC held its third annual Youth Ice Fishing Derby Fundraiser on February 11th, 2023. It was another successful year with all 100 holes being sold and lots of families enjoying their time together. Trout and Crappies were planted to supplement the fish in the bay just before fishing began, but they were elusive and escaped many near catches! This event fulfills two of our collaborative's goals; provide a substance-free family activity, and fundraise to keep our efforts alive and thriving for many years to come.

2023 VEGAS NIGHT FUNDRAISER



CTC held its first "VEGAS NIGHT" fundraising event on November 3rd, 2023. It was an evening of fun activities, appetizers, and lots of great company for adults over the age of 21. The event was held at Murray's Irish Pub and Grille and participants were encouraged to dress in their best "Vegas Night" attire. About 100 attended this night and over 100 raffles and items were won!



➤➤➤ 2023 BILLBOARDS



Alcohol is Still the Deadliest Drug

Thank you for not providing alcohol to minors

healthy youth coalition
COMMUNITIES that CARE
of Marinette & Menominee Counties



Be a parent, not a friend.

Underage Drinking can ruin those things you want for your child...

Health. Safety. Success.

healthy youth coalition
COMMUNITIES that CARE
of Marinette & Menominee Counties



Graduation doesn't make them 21

Thank you for not providing alcohol to minors

healthy youth coalition
COMMUNITIES that CARE
of Marinette & Menominee Counties



My Name is Tori.

I am 10 years old. If I start drinking before I'm 15 I am 4x more likely to become an alcoholic.

It's up to US to reduce underage drinking

healthy youth coalition
it's up to us!
COMMUNITIES that CARE
of Marinette & Menominee Counties

COMMUNITY EDUCATION

Billboards continue to be the most effective way to reach our entire community.

Once again, our Tori billboard was up in Marinette and Menominee counties. The other three billboards (pictured left) were created by the Alcohol and Tobacco Policy Workgroup.



Follow us



CHECK IT OUT
↓

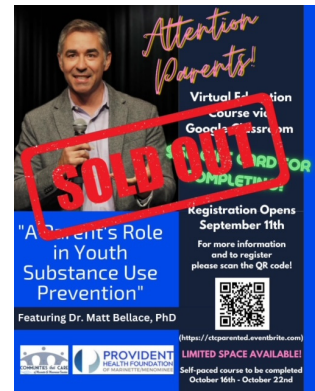
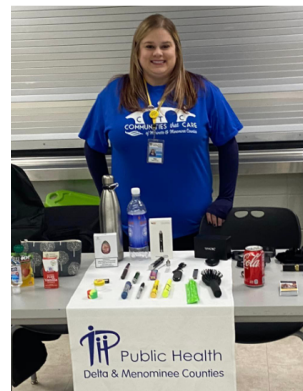
www.ctcmarinette-menominee.org

»»» PARENT EDUCATION

The pictures below show in-person parent nights with Kathi and Chris Sullivan. There they shared “Sullivan’s Message” where they talked about their experiences with underage drinking and drug use. Kathi lost her daughter Taylor to underage drinking during Taylor’s senior year of high school and Chris speaks on the downfall of his NFL career due to his addiction to drugs and alcohol. A virtual parent presentation with Dr. Matt Bellace, PhD was also held in September.

PARENT QUOTE:

“Kathi’s presentation was eye-opening for anyone who has children in their lives. Students also seemed engaged. I’m impressed with her strength and knowledge and appreciate her sharing with our community.”



»»» SOBER PARTIES

In the pictures above: students are enjoying sober parties across Marinette and Menominee counties. The sober parties were meant to give middle school and high school-age students an alternative weekend activity as opposed to parties with underage drinking involved.

Student quotes:

“I liked having fun with some people I don’t get to hang out with otherwise.”

“This was a really cool event. I wish we had more of them. I think it was a great way to show kids that there are fun things other than drugs, alcohol, etc.”

Student quote:

“I think that people had really good feedback about the event. People were excited to attend and I heard some kids share how it was cool to play the video game on a huge screen. People liked the prizes as well...”

»»» WORKGROUP RECAPS

Data *Workgroup*

WHAT ARE THEIR DUTIES?

The Data workgroup collects and reviews youth survey and public data to help the community board select priority youth outcomes and priority problem behaviors.

Members may be tasked with specific data collection methods per grant requirements. This group also monitors changes in community-level outcomes over time.

»»» YEAR IN REVIEW

This year, the Data workgroup completed a data dive into the Youth "Pride PLUS" Survey, created a presentation, and presented the data to the school districts. From this data we learned that 70% of kids are NOT using substances!

Youth focus groups were held in April and May around the region. With this, we learned that kids believe their parents are not worried about the use of alcohol, as it is a part of the culture, and parents believe that drinking at home is a way to keep their children safe. The youth in these groups were asking to hear about the real dangers of substance use. The information gathered from the focus groups led to the collaborative efforts to complete Parent, Teacher, and Community Infographics sheets. With the distribution of these, the conversations within families have started!

Environmental scans for alcohol and nicotine products were completed in September and October to find out what stores are promoting to youth. Some product placements are near child items or are made to look like candies. Other locations are doing well to check ages, even checking the age of someone in their 40's! The Data workgroup continues to collaborate with other workgroups, most recently working on two versions of a Community Assessment Report.

YEAR IN REVIEW <<<

This year, the Funding workgroup held two large fundraisers! The CTC Youth Ice Fishing Derby on February 11th, 2023 raised about \$5000 for the CTC sustainability fund. They also added a brand new fundraiser, Vegas Night, on November 3rd, 2023. This fundraiser was a success, bringing in about \$3000! Funding looks forward to continuing these fundraisers annually. The sustainability fund is being built to continue this fundraiser once the federally funded DFC grant is complete. Thank you to the community for all the donations and for continuing to support CTC!

Funding *Workgroup*

WHAT ARE THEIR DUTIES?

The Funding workgroup identifies funding needs and manages the acquisition of public and private funds to support the community coordinators, community board, and the action plan programs, policies, and practices.

Outreach *Workgroup*

WHAT ARE THEIR DUTIES?

The Outreach/Maintenance workgroup is responsible for promoting CTC, educating, and updating the community about the work of CTC, promotion and organization of community events, social media and website maintenance, and assistance with recruitment of volunteers.

»»» YEAR IN REVIEW

Outreach has worked on keeping up with social media posts, creating radio ads, maintaining the website, and building our coalition. This group is present on Facebook, TikTok, and Instagram and is always looking for members who would like to help with this initiative! This year, the workgroup held a scavenger hunt around town for CTC members for team building and recognition of all their hard work. It had positive feedback and will look to repeat similar activities in the future.

Alcohol & Tobacco Products/ Policy

Workgroup

WHAT ARE THEIR DUTIES?

Identify and implement prevention strategies that aim to combine individual and environmental-focused initiatives that will impact local conditions and root causes of youth use of alcohol and tobacco products. The goals of this group include providing information and support, building skills, enhancing access and reducing barriers, and policy/system/environmental change efforts. We will measure our impact through audiences reached, evaluations, and measuring outcomes.

This workgroup also identifies policy updates and changes specific to the local problem behaviors and local conditions and develops an action plan to educate local leaders on what's happening, best practices, and sample policy language. These policies may consist of indoor and outdoor spaces in both city and county properties; for example: buildings, vehicles, schools, workplace settings, parks, and other community settings. The goal of this group is to promote positive behaviors and discourage negative behaviors while producing community-level change.

▶▶▶ YEAR IN REVIEW

The Alcohol and Tobacco Policy workgroup holds a large portion of the action plan of CTC. In 2023, they implemented 11 sober parties throughout Marinette and Menominee Counties. Each location's HYC planned an event that fits their student body. Sober parties were designed as an activity to gather socially in a location that doesn't have drugs or alcohol present. Through these planned parties, CTC hopes youth see that they don't need substances to have a good time. There was a lot of positive feedback from the youth and more sober parties are being planned in the future!

In addition to the sober parties, this workgroup planned multiple parent education events. They held two in-person education events with Kathi and Chris Sullivan. See the pictures previously listed above to learn more about their messaging. There was a 75% change in parental attitudes towards providing alcohol to their children with the parents who attended these education nights.

This group also created a Parent Education Google Classroom. Through this, participants were able to watch videos and read articles on youth substance use and the importance of delaying the onset of use. The classroom was offered to up to 50 parents and was self-paced for each participant. Upon completion, parents received a gift card.

EXECUTIVE COMMITTEE ◀◀◀

The Executive Committee is the "steering committee" for CTC and is made up of the Chairs and Vice-Chairs of all four workgroups. This group is responsible for sharing information and fostering collaboration between work groups; approving materials to be used, and tracking coalition progress.

▶▶▶ WHOLE GROUP MEETINGS

Whole Group meetings occur quarterly and are an opportunity for workgroups to come together to hear what other workgroups have done in the previous quarter or are planning for the next quarter. These meetings are open to community members, funders, or other organization representatives to attend and learn about the work happening within Communities That Care and share their own news and upcoming events. Each of these meetings also holds an opportunity for a presentation by an organization or service within our community that aligns with CTC's mission.



CTC TEAM BUILDING ACTIVITY SCAVENGER HUNT



THANK YOU TO OUR MAJOR FUNDERS



**Drug-Free
Communities**

Local Problems Require Local Solutions



ALSO, THANK YOU TO OUR SISTER COALITION



With your support we are able to reach the youth in our community!

THANK YOU TO OUR MEMBERS & ORGANIZATIONS THEY REPRESENT

- Bethel Lutheran Church
- City of Marinette Police Department
- Greater Marinette-Menominee YMCA
- Healthy Youth Coalition
- Libertas of Marinette
- Marinette County Human Services ADAPT
- Marinette County Public Health
- Marinette School District
- Menominee County Great Start Collaborative
- Menominee County GSRP
- Northeast Wisconsin Technical College
- Parent Members
- Public Health, Delta & Menominee Counties
- Stephenson National Bank & Trust
- UW-Madison Division of Extension

thank you