

# 2024 YEAR IN REVIEW NEWSLETTER

# COMMUNITIES THAT CARE

Of Marinette & Menominee Counties



## CTC COORDINATOR MESSAGES

“

2024 was another incredible year for our CTC Coalition! While our membership numbers remained steady, many of our newest members stepped up and took on leadership roles within their workgroups and prevention activities. I'm especially proud of how our members advocated for our youth, took extra initiative, and attended key meetings and events, even without coalition staff. Their passion and commitment have been vital in advancing our action plan to prevent and reduce youth substance use in Marinette and Menominee Counties. Another heartfelt thank-you to all our funders who make this important work possible—we couldn't do it without you!

—*Karianne Lesperance*

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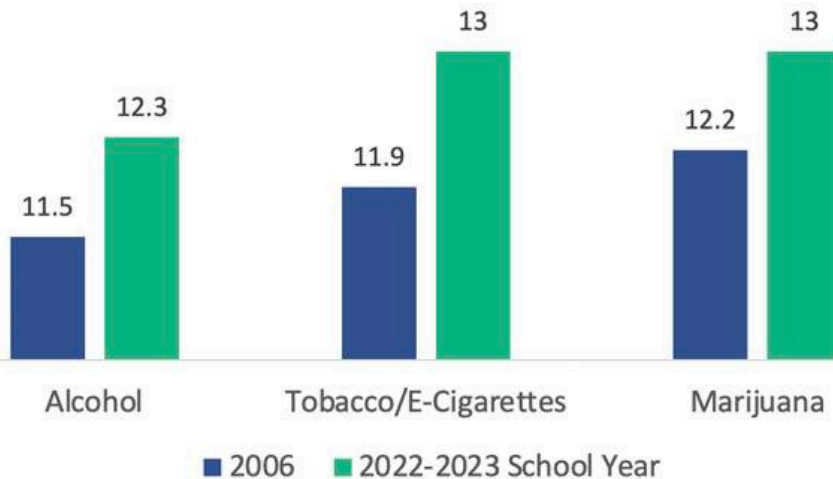
Our Coalition continued to excel in 2024 thanks to our amazing members. Those involved are dedicated to our mission and our community's youth and it shows. They have helped plan some great fundraising and educational events this past year and were instrumental in carrying them out successfully. While proving that positive progress in prevention efforts has been made in a community can be difficult, we often hear from youth or community members who comment on what they have learned or how an event or particular message impacted them. To me, that is so rewarding in showing that a difference is being made in mindsets when it comes to youth drug and alcohol use. While we have entered into 2025 with another full action plan, it isn't as intimidating having a strong team with their boots on the ground and ready to do the work and community funders who together make things happen! We are blessed!

—*Cindy Grabowski*

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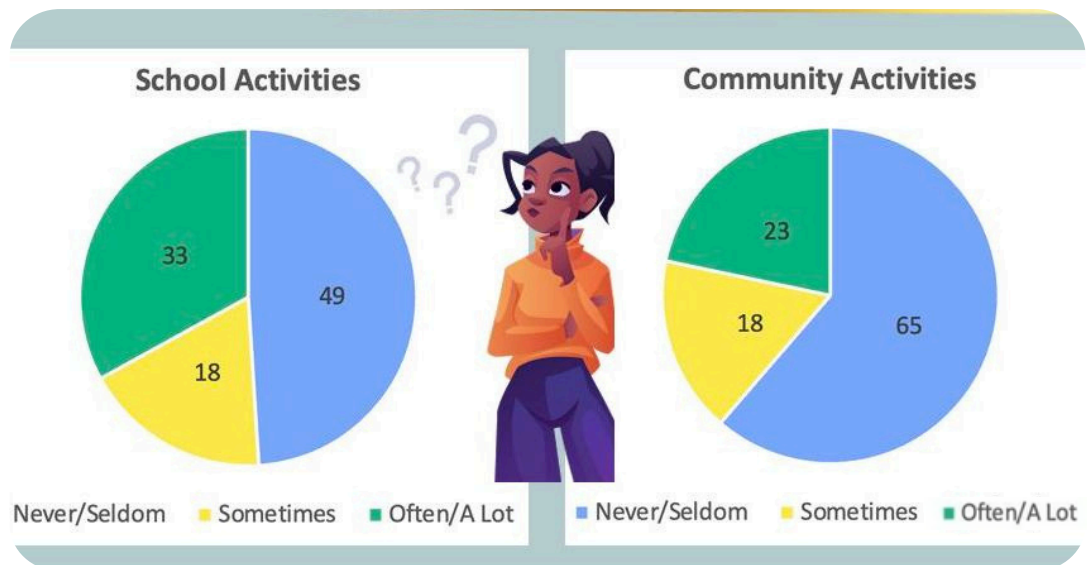
### Average Age of Onset of Use Community Progress



**Left:** 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 a substance use disorder later in life.

### WHY IS PRO-SOCIAL INVOLVEMENT SO IMPORTANT?

“EVEN IF YOU JUST CHANGE ONE LIFE, YOU’VE CHANGED THE WORLD FOREVER.”  
– MIKE SATTERFIELD



### WHEN YOUTH HAVE STRONG PROTECTIVE FACTORS IN PLACE, THEY ARE LESS LIKELY TO ENGAGE IN RISKY BEHAVIORS WHICH IS IMPORTANT IN PREVENTING YOUTH SUBSTANCE USE.

As reported in the 2022 Youth Survey administered to all 6th, 8th, 10th, & 12th grade students in Marinette and Menominee Counties, participation in “Sports Teams” and “School Activities” were reported as the top pro-social factors by local youth. Participation in “Community Activities” and “Religious Involvement” were two of the lower pro-social factors reported on by youth. As a community, we want to continue to make these positive activities more appealing and available to our youth to help prevent them from turning to drugs, alcohol, and tobacco/nicotine products!





# 2024 EVENT HIGHLIGHT

OUR MAJOR EVENTS/FUNDRAISERS!



## 2024 VEGAS NIGHT FUNDRAISER

CTC held its second "VEGAS NIGHT" fundraising event on November 1st, 2024. 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 the Pullman House 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!







CTC Funding Workgroup  
Participated in the 2024 Logging  
Festival selling Brat & Hotdog  
meals and glow merchandise!

# Festival 2024

## Billboards 2024



### COMMUNITY EDUCATION

The Alcohol and Tobacco Products/Policy workgroup in collaboration with HYC members created educational and impactful billboards in Marinette and Menominee Counties depicting brain development and negative impacts of alcohol, tobacco and marijuana use. Anti-nicotine and vaping signs were also updated and installed throughout parks in Marinette.

The Alcohol and Tobacco Products/Policy and Data workgroups would like to thank area restaurants that utilized our custom placemats during "Alcohol Facts Week" in April.

**CHECK  
IT OUT**  
↓

[www.ctcmarinettetmenominee.org](http://www.ctcmarinettetmenominee.org)





## COMMUNITY & PARENT EDUCATION

Psychologist/Comedian, Matt Bellace, educated and entertained students, staff, parents, and community members on the importance of teen brain development and healthy coping skills like finding your “natural highs” through activities such as music, exercise, and laughter. Dr. Bellace visited Menominee and Peshtigo School Districts for educational presentations, along with a luncheon for key leaders in the community.

### PARENT QUOTE:

“ [HE] REINFORCED THE IMPORTANCE OF SOCIAL CONNECTIONS AND MENTAL HEALTH/SUBSTANCE USE; WHAT INFLUENCES TEENS TO TAKE RISKS, [AND] COPING STRATEGIES ”



STUDENT QUOTE:  
I CAN BE THE CHANGE SOMEONE NEEDS



## 2024 YOUTH SUMMIT

The 2024 Healthy Youth Coalition Youth Summit took place on October 15th with over 230 youth in attendance along with their advisors from 12 different school districts throughout Marinette and Menominee Counties. The youth were educated on various topics including nicotine and vaping use, negative risks of cannabis use, underage drinking and the effects on brain development, healthy food choices and how to effectively fuel your body, internet safety, and healthy coping skills. Our keynote speaker, Brandon Lee White, encouraged kids to “own it” by taking healthy risks and shared his own story of how dancing helped him avoid negative influences such as drugs and alcohol.

# WORKGROUP RECAPS: A YEAR IN REVIEW

## Data Workgroup

### WHAT ARE THEIR DUTIES?

The Data workgroup reviews youth surveys and public data to identify priority outcomes and problem behaviors. Members may assist with data collection for grants and track changes in community outcomes over time.

- Our workgroup team is growing!
  - We increased in size with two new members who also took on leadership positions for our DFC Year 5 fiscal year!

#### Past Fiscal Year's Focus:

The Data Workgroup concentrated on Nicotine and Alcohol Scans, uncovering concerning product placements in stores targeting youth, such as:

- School supplies placed near wine
- Pokémon cards displayed alongside nicotine products
- Board games sold in liquor stores
- Alcohol shelves adjacent to candy aisles
- Vape products displayed on top of ice cream coolers

We are awaiting the evaluation team's scan results from our notes. Once received, we'll develop a plan to engage with stores to educate and encourage changes that better protect our youth.

#### Other Key Accomplishments:

- Completed presentations to school districts on their 2022-23 data results.
- Continued community presentations about the coalition and key data insights.
- Launched new data collection efforts: the student survey, administered across 12 school districts in October and November, covering grades 6, 8, 10, and 12.

This survey, ongoing since 2005-06, remains our top tool for measuring the coalition's effectiveness and tracking changes in youth substance use.

This year, the Funding Workgroup focused on building the sustainability fund to prepare for the eventual end of federal funding.

- **Fishing Derby:** Despite its cancellation due to unsafe ice, generous business donors allowed the coalition to retain their contributions, offsetting losses and supporting other fundraisers.
- **Logging Festival:** As a new fundraiser, this event yielded modest profits from glow merchandise sales and provided valuable insights for future improvements.
- **Vegas Night:** Held at the Pullman House, this expanded event built on its prior success, combining entertainment, educational materials, and fundraising to benefit the coalition.

**Acknowledgments:** We deeply appreciate all donors, especially the Provident Health Foundation for their grant supporting prevention activities and United Way for funding our youth nicotine prevention campaign.

## 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.

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!



# Alcohol & Tobacco Products/ Policy

*Workgroup*

## WHAT ARE THEIR DUTIES?

This group combines individual and environmental strategies to address the root causes of youth alcohol and tobacco use. Goals include education, skill-building, barrier reduction, and driving policy and environmental changes, with progress measured by reach, evaluations, and outcomes.

The workgroup also advocates for policies addressing local problem behaviors and conditions. Efforts include educating leaders on trends, best practices, and model policies for spaces like schools, workplaces, and parks to encourage positive behaviors and drive community change.

The Alcohol and Tobacco Products/Policy workgroup tackles a large portion of CTC's yearly action plan. Highlights for this year include, our Youth Summit with over 230 youth in attendance, parent and community education events, billboards and signage throughout the community and continued advocacy with local and state officials.

*We ♥ our  
Volunteers*

5.0



### *Volunteer Quote*

During the closing remarks, the guest speaker asked the students to say something to their advisors in appreciation for their time in bringing them to the event. The kids blew me away with their remarks and how much of an impact their staff member had on them. The kids spoke from the heart, not caring what their peers thought. I was expecting quick "Thank yous" to satisfy the guest speakers request, but it was much more meaningful than that!



## 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.

“VOLUNTEERS DO NOT  
NECESSARILY HAVE THE TIME;  
THEY JUST HAVE THE HEART.”  
– ELIZABETH ANDREW

## THANK YOU TO OUR MAJOR FUNDERS



**Drug-Free  
Communities**

Local Problems Require Local Solutions



## THANK YOU TO OUR MEMBERS & ORGANIZATIONS THEY REPRESENT

Bethel Lutheran Church  
City of Marinette Police Department  
Healthy Youth Coalition  
Marinette County Public Health  
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

## ALSO, THANK YOU TO OUR SISTER COALITION



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

“NEVER DOUBT THAT A SMALL  
GROUP OF THOUGHTFUL,  
COMMITTED CITIZENS CAN  
CHANGE THE WORLD: INDEED, IT'S  
THE ONLY THING THAT EVER HAS.”  
– MARGARET MEAD