

# DFC Coalitions Create Community Level Change Success Stories Session!

Monday, December 8, 2014

1:30 pm - 3:30 pm

## Meeting Room Assignments and Descriptions

*(Please select and attend four (4) of the sixteen (16) concurrent sessions)*

Meeting Room	Topic Area	Coalition Name
Grand Ballroom	Youth Led Policy Change	<b>Avon Coalition for Every Student</b> Avon, MA
Meeting Room 2	Safe Medicine Disposal	<b>Barry County Substance Abuse Task Force</b> Hastings, MI
Meeting Room 3	Alcohol/Tobacco Advertising Policy	<b>Coolidge Youth Coalition</b> Coolidge, AZ
Meeting Room 4	Coalition Membership Recruitment and Development	<b>CPASA – Community Partners Against Substance Abuse</b> Princeton, IL
Grand Ballroom	Marijuana Prevention Toolkit	<b>Croton Community Coalition</b> Croton-on-Hudson, NY
Mount Vernon A	Above The Influence Campaign	<b>Healthy Peabody Collaborative</b> Peabody, MA
Grand Ballroom	Youth Tobacco Ordinance	<b>Lee's Summit CARES</b> Lee's Summit, MO
Meeting Room 5	Environmental Scan of Liquor Licensees	<b>Merrimack Safeguard</b> Merrimack, NH
Meeting Room 6	Prescription Medication Collection Strategies	<b>Monadnock Alcohol &amp; Drug Abuse Coalition</b> Keene, NH
Grand Ballroom	Countywide Student Prevention Leadership Program	<b>Monroe County Substance Abuse Coalition</b> Monroe, MI
Grand Ballroom	Social Host Ordinance Passage	<b>Preventing Alcohol Related Trauma in Salinas (PARTS)</b> Salinas, CA
Meeting Room 7	Overhaul of Local Liquor Policies	<b>Reading Coalition Against Substance Abuse</b> Reading, MA
Grand Ballroom	Town Tobacco Sales Ordinance	<b>Southington's Town-wide Effort to Promote Success</b> Southington, CT
Meeting Room 8	Fan Code of Conduct Impact on Underage Drinking	<b>Stark County Anti-Drug Coalition</b> Canton, OH
Mount Vernon B	City ordinance banning Medical Marijuana Dispensaries	<b>The One East Palo Alto Partnership for the Prevention of Alcohol, Tobacco and Other Drug-related Problems</b> East Palo Alto, CA
Meeting Room 9	Building Coalition participation with Alcohol Awareness Month	<b>West Allis-West Milwaukee Community Coalition</b> West Allis, WI



**ROOM NUMBER: Grand Ballroom**

**Community Level Change**

**COALITION NAME:** Avon Coalition for Every Student  
**ADDRESS:** 285 W Main Street, Avon, MA 02717

**PRESENTER:** Amanda Decker  
**COALITION TITLE:** Coordinator  
**EMAIL:** adecker@avon.k12.ma.us  
**PHONE:** 508-583-4822

**SUCCESS STORY DESCRIPTION:** Youth are a powerful force to create community level change. The ACES (Avon Coalition for Every Student) focuses on training youth in Public Policy and Advocacy, Public Speaking, Youth Leadership and Substance Use Prevention. With these skills, youth identify strategies in which to reduce youth substance use and increase positive youth behavior in their community. Youth collaborate with the coalition at large and develop community solutions for these issues.

**OUTCOMES:** The Avon Coalition for Every Student chose to focus on the reduction of Alcohol, Tobacco and Marijuana. The coalition timeline began in October of 2009 and ended in October of 2014.

<i>30 day use rates for grades 9-12 (Spring 2007) (YRBS)</i>	<i>30 day use rates for grades 9-12 (Spring 2013) (YRBS)</i>
Cigarettes: 27%	Cigarettes: 9%
Alcohol: 47%	Alcohol: 26%
Marijuana: 27%	Marijuana: 27%

*Additional Outcomes:*

- Youth led initiative to pass Health Regulations prohibiting the smoking of all substances in Town Parks.
- Increased collaboration between the schools, park and recreation department, the town and the police department to address drug "hot spots."
- Increased collaboration between the schools, park and recreation department, the town and youth serving agencies to bring in youth programming for after school hours.

**ROOM NUMBER: Meeting Room 2**

**Partnership Building Strategies**

**COALITION NAME:** Barry County Substance Abuse Task Force  
**ADDRESS:** 915 West Green Street, Hastings, MI 49058

**PRESENTER:** Liz Lenz  
**COALITION TITLE:** Coordinator  
**EMAIL:** llenz@bccmha.org  
**PHONE:** 269-948-4200

**SUCCESS STORY DESCRIPTION:** The Barry County Substance Abuse Task Force (SATF), utilizes partnerships with law enforcement, the public health department, pharmacies, our local hospital, physicians, local governments, youth, and parents to increase community access to proper and safe medicine disposal. By working together, we have changed people's behavior from "flushing" to safe disposal practices. We collaborate from "every perspective" to encourage people to secure and monitor their medications, talk to their doctors, and dispose of unused medication properly.

**OUTCOMES:** 1. Establishment of 2 county-wide Household Hazardous Waste Collection events, with Medicine Take Backs, per year, since 2009. 2. Establishment of 3 permanent medicine collection boxes at law enforcement offices; plans underway for a 4th location, since 2012. 3. Household Hazardous Waste Collections have collected 2,710 lbs. of non-controlled medications, 2012-2014. 4. Law Enforcement sites have collected 907 lbs. of unwanted/unused medication, 2012-2014. 5. Establishment and maintenance of 8 pharmacy collection sites, since 2011. 6. Pharmacies have collected 1,758 lbs. of medication, 2011-2014. 7. Access to proper medicine disposal has increased greatly since 2009, and continues to grow.

**ROOM NUMBER: Meeting Room 3**

**Community Level Change**

**COALITION NAME:** Coolidge Youth Coalition  
**ADDRESS:** 250 S. Third Street, P.O. Box 325, Coolidge, AZ 85128

**PRESENTER:** Sharon Boyd  
**COALITION TITLE:** Director, DFC Program  
**EMAIL:** cycsharonboyd@gmail.com  
**PHONE:** 520-723-1750

**SUCCESS STORY DESCRIPTION:** This presentation will tell the story of how the Coolidge Youth Coalition and their SADD Students changed alcohol/tobacco advertising enforcement in Coolidge. By looking at our data, deciding why here, why now and going before our City Council in a Work Session and General Session and asking the Council to enforce their own sign codes. The assessment data that was used was the 2012 AYS (Arizona Youth Survey) which told us that Alcohol was the No. 1 drug of choice for our youth and in CYC's Annual Safe and Sober Grad Nite Survey, 90% of participants reported that UAD is a major problem in Coolidge. In the 2012 AYS more youth reported being drunk at school and riding with a drunk driver. Youth who completed a CYC survey, regarded UAD to be a serious problem in Coolidge. The coalition chose this initiative because of the above mentioned statistics and because our youth were telling us, "You may not know anything about Coolidge if you are driving through our town, but you will sure know the price of a 6 pack and a package of cigarettes. Because of this and also because of our ongoing "CYC Pride" Campaign, which is a beautification project for the entire City of Coolidge, we chose this initiative to take before our City Council.

**OUTCOMES:** In the summer of 2014 Coolidge City Council started enforcing the existing signage code in Coolidge. This enforcement resulted in approximately 7 Coolidge Businesses removing most of their alcohol/tobacco signage from their front windows and canopies. Coolidge Examiner ran a series of articles on Alcohol/Tobacco Advertising in Coolidge and the effects the CYC initiative had on Coolidge. CYC paired this signage enforcement with our "Holiday – Tippy, Buzzed & Blitzen" DUI Prevention Campaign. As a result of all of the above-mentioned efforts, our youth are telling us that they see a big difference in the way our youth perceive our City. In our newly released 2014 Arizona Youth Survey that has just come out, alcohol use among youth in Coolidge is down from 51% of students drinking in their lifetime to 46% and from 28% having consumed alcohol in the past 30 days to 24%.

**ROOM NUMBER: Meeting Room 4**

**Partnership Building Strategies**

**COALITION NAME:** CPASA – Community Partners Against Substance Abuse  
**ADDRESS:** 526 Bureau Valley Parkway, Princeton, IL 61356

<b>PRESENTER:</b> Dawn Conerton	<b>PRESENTER 2:</b> Terry Madsen
<b>COALITION TITLE:</b> Coordinator	<b>COALITION TITLE:</b> Consultant
<b>EMAIL:</b> dconerton@bchealthdepartment.org	<b>EMAIL:</b> tmadsen@bchealthdepartment.org
<b>PHONE:</b> 815-872-5091	<b>PHONE:</b> 815-872-5091

**SUCCESS STORY DESCRIPTION:** The presentation will explain our member recruitment and organizational development strategies in small rural counties. : Community Partners Against Substance Abuse (CPASA) was built on a foundation of law enforcement, public health and a core of highly interested citizens. It has grown to representation all of the twelve sectors and serves our rural communities like a super coalition devoted to substance abuse prevention among youth while also acting as a point for information and idea exchange for area not-for-profits, schools, local governments, faith community and citizen activists.

**OUTCOMES:** CPASA began in 2007, serving two small rural counties (40,700 combined population), with seven members. Since then, CPASA has grown to more than one hundred members working in seven teams – Leadership, Youth, Schools, Data and Evaluation, Marketing and Promotion, Sustainability and Policy. Twenty eight to sixty five members and guests were in attendance at each monthly meeting during the past year. We are proud that in addition to their work in their teams at events and projects, most of our diverse and busy members have attended at least one of our monthly coalition meetings this year.

**ROOM NUMBER: Grand Ballroom**  
**Partnership Building Strategies**

**COALITION NAME: Croton Community Coalition**  
**ADDRESS:** One Van Wyck Street, Croton-on-Hudson, NY 10520

**PRESENTER: Laurie Dean**  
**COALITION TITLE: Coalition Coordinator**  
**EMAIL:** crotoncoalition@gmail.com  
**PHONE:** 914-261-6365

**SUCCESS STORY DESCRIPTION:** Croton Community Coalition implemented The Marijuana Prevention Tool Kit for Parents To increase parental disapproval of marijuana use and impact our HS youth marijuana use rates. The primary strategy related to the outcomes listed below was a 6 card Marijuana Prevention Tool Kit for parents that was sent home in 6 separate mailings. The 6 postcards each featured a tool and a description of how marijuana impacts teens. For example, one card showed a screw driver and said "Marijuana can really screw things up." The back of the card had information on marijuana use and its impact on learning and memory. As a coalition we found that committees were draining the group and certain committees were busier than others. We decided to utilize a task force for this campaign. Members volunteered for this specific project and were better able to commit to the time needed because it was a finite amount of time required compared to a committee which is ongoing. A poster exhibiting all the cards and info about the campaign will be displayed and sample cards will be shown during the presentation. The task force and community building impact on our coalition overall will be discussed. It consisted of volunteers from 5 different representative sectors.

**OUTCOMES:** We surveyed in 2011 before the tool kit was launched and again in 2013 after we had implemented this strategy. The most recent survey showed that parental attitudes favorable to alcohol & other drugs decreased by 19%. We saw a decrease in 30-day use rates among 10th & 12th grade students (13% in 10th grade use: 20% decline in 12th grade). We also saw a reduction in lifetime marijuana use. Overall HS marijuana use rates declined by 21%.

**ROOM NUMBER: Mount Vernon A**  
**Community Level Change**

**COALITION NAME: Healthy Peabody Collaborative**  
**ADDRESS:** 6 Allens Lane, Peabody, MA 01960

**PRESENTER: Sara Grinnell**  
**COALITION TITLE: Coalition Director**  
**EMAIL:** sgrinnell@peabodypolice.org  
**PHONE:** 978-538-6339

**PRESENTER 2: Sandi Drover**  
**COALITION TITLE: Outreach Coordinator**  
**EMAIL:** sdrover@peabodypolice.org  
**PHONE:** 978-538-6339

**SUCCESS STORY DESCRIPTION:** The Healthy Peabody Collaborative was chosen as one of twenty pilot communities in 2010 to bring the National Above the Influences (ATI) to the local level. Since that time we have conducted a number of ATI "Tag IT" events, "Be IT" events, produced and distributed thousands of ATI social norm giveaways and have developed a number of spin off campaigns including the champion of youth award and an elementary school level campaign. Youth leaders incorporate the ATI message into all prevention strategies. Youth leaders prioritize our YRBS data and indicate strategies.

**OUTCOMES:** High School: Past 30 day use of alcohol decreased from 44% in 2011 to 35% in 2013.  
High School: Past 30 days use of marijuana decreased from 31% in 2011 to 26% in 2013.

**ROOM NUMBER: Grand Ballroom**

**Community Level Change**

**COALITION NAME: Lee's Summit CARES**

**ADDRESS:** 901 NE Independence Avenue, Lee's Summit, MO 64086

**PRESENTER: Monica Meeks**

**PRESENTER 2: Susan Coffman**

**COALITION TITLE: Prevention Coordinator**

**COALITION TITLE: Outreach Coordinator**

**EMAIL:** mmeeks@rediscovermh.org

**PHONE:** 816-347-3202

**SUCCESS STORY DESCRIPTION:** Lee's Summit CARES was instrumental in passing a local youth Tobacco Ordinance, resulting in a measurable decline in MIP of tobacco violations, reduction of 30-day tobacco use and increased perception of tobacco's harm, as evidenced by the measurement of the DFC 4 Core Measures by Search Institute. This was achieved through the involvement of several community groups and local stakeholders, including youth. Lee's Summit CARES staff will walk participants through the planning process and list of stakeholder groups involved.

**OUTCOMES:** 2007 – Lee's Summit, MO becomes smoke-free with 73% voter approval; 2010 – Parks and Recreation, Lee's Summit North ATOD prevention SMART Club and LSC successfully advocate for smoke-free parks; 2010 – City Council passes youth Tobacco Ordinance to mirror state statute, prohibiting minors in possession in tobacco.

**ROOM NUMBER: Meeting Room 5**

**Community Level Change**

**COALITION NAME: Merrimack Safeguard**

**ADDRESS:** 36 McElwain Street, Merrimack, NH 03054

**PRESENTER: Betsy Houde**

**PRESENTER 2: Mark McLaughlin**

**COALITION TITLE: Project Director**

**COALITION TITLE: Fiscal Agent**

**EMAIL:** betsynh@aol.com

**PHONE:** 603-315-9272

**SUCCESS STORY DESCRIPTION:** This presentation will share our journey reaching out to the 43 liquor licensees in our town in advance of the scan, the one-page Environmental Scan tool that we developed, the process by which we secured a volunteer to complete the scan, the tallying of the data and the results of our scan and subsequent follow up that was done.

**OUTCOMES:** We conducted an Environmental Scan of our town's 43 Liquor Licensees. We wanted to:

- Promote our coalition and its mission to local business owners;
- Develop positive partnerships with local licensees;
- Create a connection with a nearby college for volunteer support;
- Collect baseline data on how alcohol was displayed in relation to non-alcoholic beverages, etc.; and
- Follow up with our results to offer a "teachable moment" to the store owners/licensees.

The results were better than we had anticipated and we followed up with a thank you letter to each store and a press release congratulating business owners for their efforts helping our youth make positive decisions.

**ROOM NUMBER: Meeting Room 6**  
**Community Level Change**

**COALITION NAME:** Monadnock Alcohol & Drug Abuse Coalition  
**ADDRESS:** 603 Community Way, PO Box 603, Keene, NH 03431

**PRESENTER:** Mary Drew  
**COALITION TITLE:** Director  
**EMAIL:** mdrew@scshelps.org  
**PHONE:** 603-719-4150

**SUCCESS STORY DESCRIPTION:** This presentation will focus on how Monadnock Alcohol & Drug Abuse Coalition removed expired and unused prescription medication from Cheshire County in Southern New Hampshire. The presentation will cover the following strategies how to partner with local police departments and/or county Sheriff's offices to assist with DEA takeback events and to set up permanent drop boxes.

**OUTCOMES:** Over the last 4 years, our coalition, in cooperation with the Drug Enforcement Administration, local police departments, and the Cheshire County Sheriff's Department, partnered to remove over one ton of excess, expired, or unused prescription medication from Cheshire County (population 77K) in southern New Hampshire.

**ROOM NUMBER: Grand Ballroom**  
**Partnership Building Strategies**

**COALITION NAME:** Monroe County Substance Abuse Coalition  
**ADDRESS:** 216 North Monroe Street, Monroe, MI 48131

**PRESENTER:** April Demers  
**COALITION TITLE:** Director  
**EMAIL:** aprildemers@gmail.com  
**PHONE:** 734-637-6485

**SUCCESS STORY DESCRIPTION:** This presentation will highlight the Student Prevention Leadership model. As a county-wide Coalition we recognize that we need to be creative in engaging youth from the 9 different districts. The culture of the rural outlying school districts is much different than the larger district located in the city. This model allows us to work with a core group of student leaders from each HS to develop and implement prevention campaigns focused on their peers, mentoring middle school students, and community awareness in their communities.

**OUTCOMES:** The Monroe County Substance Abuse Coalition has seen a significant reduction in the abuse of substances by young people as a result of implementing some very innovative student-lead strategies. Our outcomes (based on life time use of 11th graders):

*Alcohol use decreased by 13.7%:*

2008	75.5%
2012	62.3%
2014	61.8%

*Prescription Drug use decreased by more than 50% to 4.5%:*

2008	9.8%
2012	6.8%
2014	5.3%

*Tobacco use decreased by more than 50% to 25.5%:*

2008	52.8%
2012	33.2%
2014	27.3%

*Marijuana use down 9.2%:*

2008	50.8%
2012	44.9%
2014	41.6%

**ROOM NUMBER: Grand Ballroom**

**Community Level Change**

**COALITION NAME: Preventing Alcohol Related Trauma in Salinas (PARTS)**

**ADDRESS:** 128 E. Alisal Street, Salinas, CA 93901

**PRESENTER:** Sylvia Ramirez  
**COALITION TITLE:** DFC Prevention Coordinator  
**EMAIL:** sramirez@sunstreet.org  
**PHONE:** 831-753-5150

**PRESENTER 2:** Julia Foster  
**COALITION TITLE:** Evaluator  
**EMAIL:** jfoster@sunstreet.org  
**PHONE:** 831-753-5144

**SUCCESS STORY DESCRIPTION:** Sparked by a publicly documented incident of a youth being given a bottle of hard liquor by a well-known local artist in 2009, the PARTS coalition decided to work towards a social host ordinance that would hold adults liable. Through community mobilization, which included flyers, PSAs in English and Spanish on local radio and tv stations, parent meetings as well as letters to city officials and presence/testimony at City Council meetings, the PARTS coalition started their awareness campaign and was ultimately able to pass a new social host ordinance for the City of Salinas in 2010. Several businesses opposed the passing of the ordinance fearing a reduction in business as a result but were eventually overruled. During the presentation we will share details of the initial incident that caused the coalition to act, the actions taken by the coalition and highlight the partners and other organizations that were involved. We hope that this information will serve as a potential road map for new coalitions on how to bring about community level change.

**OUTCOMES:** Four years after successful passage of the social host ordinance, data shows that the PARTS coalition has effectively brought about community level change by reducing youth access to alcohol in Salinas. There is a significant decrease in alcohol use among local 7th, 9th and 11th graders as evidenced by comparative data from the 2009-2010 and 2012-2013 California Healthy Kids Survey (CHKS). Past 30 days use shows that less Salinas youth drink. The percentage of 7th graders who never had a drink increased from 82% to 90% and 9th graders increased from 70% to 78% over the last three years. Data also indicates a decrease in youth driving after drinking. 83% of 9th graders in 2013 reported they had never driven after drinking as opposed to 76% in 2010. At the discretion of the Salinas City Attorney, violation of the social host ordinance is a misdemeanor punishable by up to six months in the County Jail and/or a fine of up to \$1,000, in addition to required community service hours and/or probation. To date, Salinas Police Department has only released information about one citation for unlawful social hosting but local data trends clearly document its effectiveness.

**ROOM NUMBER: Meeting Room 7**

**Policy Change**

**COALITION NAME: Reading Coalition Against Substance Abuse**

**ADDRESS:** 15 Union Street, Reading, MA 01867

**PRESENTER:** Erica McNamara  
**COALITION TITLE:** Director  
**EMAIL:** emcnamara@ci.reading.ma.us  
**PHONE:** 781-942-6793

**SUCCESS STORY DESCRIPTION:** We will briefly describe our coalition and local community. We will address the major challenges we faced prior to our project. We will share our work in developing liquor law changes with our town and police leaders. We will review how we implemented our project using the SPF and the lasting impact of the law changes.

**OUTCOMES:** The major outcome was 17 revisions to our local liquor policy which included: mandatory responsible beverage service training, enhanced penalties for license violations, restricted hours of operation, food with service, and appointing police as "agents of the liquor licensing board". These changes led to enhanced oversight of alcohol compliance by the Board of Selectman, Town Manager and Police.

**ROOM NUMBER: Grand Ballroom**

**Community Level Change**

**COALITION NAME:** Southington's Town-wide Effort to Promote Success

**ADDRESS:** 196 North Main Street, Southington, CT 06489

**PRESENTER:** Kelly Leppard

**COALITION TITLE:** Project Coordinator

**EMAIL:** SouthingtonSTEPS@gmail.com

**PHONE:** 860-276-6285

**PRESENTER 2:** Susan Saucier

**COALITION TITLE:** Project Director

**EMAIL:** sauciers@southington.org

**PHONE:** 860-276-6281

**SUCCESS STORY DESCRIPTION:** Our coalition recently created a Town Ordinance regarding the placement of tobacco delivery products in local gas stations and convenience stores in Southington, CT. Our presentation shows the process it took to create the unanimously passed ordinance and how our coalition worked to ensure merchants remain compliant.

**OUTCOMES:** The creation and passing of a Town Ordinance regarding the placement of tobacco delivery products in local gas stations and convenience stores in Southington, CT.

**ROOM NUMBER: Meeting Room 8**

**Community Level Change**

**COALITION NAME:** Stark County Anti-Drug Coalition

**ADDRESS:** 121 Cleveland Avenue, SW, Canton, OH 44702

**PRESENTER:** Fran Gerbig

**COALITION TITLE:** Health and Wellness Manager / Project Director

**EMAIL:** fgerbig@starkmhrs.org

**PHONE:** 330-455-6644

**SUCCESS STORY DESCRIPTION:** Massillon, Ohio is known for two things: football and football tailgate parties. Members of the Stark County Anti-Drug Coalition, MADFACT (Massillon Area Drug Free Action Coalition Team), Stark County Safe Communities and Massillon City School officials met to create a plan to change the community's view of tailgate parties, appropriate fan behavior and underage drinking prevention. This presentation will outline the planning process used to create environmental strategies that increased community buy-in for underage drinking prevention.

**OUTCOMES:** The Massillon/McKinley football game is one of the oldest high school rivalries in Ohio and in the U.S. The 2012 contest was hosted by Massillon City Schools and resulted in 12 game related incidents as reported by the Massillon City Police Department: thefts, criminal damage, crashes, fights, stolen vehicles, underage consumption. The 2014 game, again hosted by Massillon City Schools after one year implementation of the Fan Code of Conduct, installation of signs, collaboration with city police and community awareness activities, resulted in 3 game related incidents. Massillon City Police reported a parking violation, a disabled vehicle and a car crash. The environmental scan conducted by the Stark County Anti-Drug Coalition in 2012 recorded multiple incidents of underage drinking, open containers, tail gate parties and open consumption of alcohol on school property and in the neighborhoods surrounding the stadium, limited police presence and no signage prohibiting alcohol on school property. The 2014 environmental scan documented tail gate parties and alcohol use by adults in the neighborhoods around the stadium, but no signs of underage drinking. Signage was present on and around school property and police presence was very active. Massillon City Schools reported 2 fans ejected from the game in 2012 for inappropriate behavior compared to 15 fans removed from the game in 2014 as a result of the implementation of the new fan code of conduct.

**ROOM NUMBER: Mount Vernon B**  
**Community Level Change**

**COALITION NAME:** **The One East Palo Alto Partnership for the Prevention of Alcohol, Tobacco and Other Drug-related Problems**

**ADDRESS:** 763 Green Street, East Palo Alto, CA 94303

**PRESENTER:** **Dr. Faye McNair-Knox**

**COALITION TITLE:** **Program Director**

**EMAIL:** mcnair@1epa.org

**PHONE:** 650-261-2265

**PRESENTER 2:** **Khabral Muhammad**

**COALITION TITLE:** **Program Coordinator**

**EMAIL:** kmuhammad@1epa.org

**PHONE:** 650-261-2270

**SUCCESS STORY DESCRIPTION:** The presentation will depict our coalition's involvement in and influence on a city government process that culminated in the adopting of an ordinance banning medical marijuana dispensaries in East Palo Alto (EPA). It highlights the following: 1. Initial EPA city government discussions of a petition from a local merchant to establish a medical marijuana dispensary; 2. City staff invitation to our coalition to provide expert substance use prevention testimony for an in-depth study session with city council on potential impact of their decision.

**OUTCOMES:** The One East Palo Alto Partnership for the Prevention of Alcohol Tobacco and Other drug-related problems has established a coalition named the East Palo Alto Substance Abuse Prevention Coalition (EPASAPC) which has had a major influence on a local policy change pertaining to medical marijuana dispensaries. More specifically, EPASAPC leadership participated actively in East Palo Alto city government deliberations which resulted in a decision by the city council to pass ordinance number on date which banned the operation of medical marijuana dispensaries within city limits.

**ROOM NUMBER: Meeting Room 9**  
**Partnership Building Strategies**

**COALITION NAME:** **West Allis-West Milwaukee Community Coalition**

**ADDRESS:** 1135 South 70 Street, Room 406, West Allis, WI 53214

**PRESENTER:** **Tammy Molter**

**COALITION TITLE:** **Coalition Coordinator**

**EMAIL:** coalition@wawm.k12.wi.us

**PHONE:** 414-604-3506

**SUCCESS STORY DESCRIPTION:** This presentation will describe the genesis of the April Is Alcohol Awareness campaign and the involvement of all twelve sectors. The presentation will highlight the involvement of each sector and discuss the continuing and, in most cases, increased involvement of these coalition partners.

**OUTCOMES:** When trying to engage other sectors and community partners, it helps to have a specific way they can become involved and learn about the coalition and its initiatives. Using the campaign of April Is Alcohol Awareness Month, the coalition has successfully engaged all twelve sectors. With the April events, including April as Alcohol Awareness Month, the Safe and Sober program and the Parents Who Host campaign, there are a variety of ways a sector member can become involved. This initial collaboration has then led to additional involvements and partnerships with each sector. The youth are also increasingly becoming more involved and are ambassadors for the coalition and its initiatives.