

DELTA COUNTY COMMUNITY DISCUSSION

August 20, 2007

1. Immediate reaction to data presentation:

- Much of the data supports what we have been gearing
- Hopefully there is a decline
- Education works and we need to continue
- Coalition focus needs to be on prescription drug use – kids indicate to teachers that alcohol has become harder to get – marijuana and prescription drugs are easier
- Data doesn't help us compete
- Number of active liquor licenses a surprise – speaks to the culture
- Licenses that have gone are due to poor business practices –not necessarily violations
- Michigan vs. Wisconsin – is Wisconsin higher?
- Border issues – people going to Wisconsin to buy because it's cheaper
- Youth present thought data would actually be higher
- Yes, it is harder to get alcohol – people are not willing to buy for youth
- Youth present said they personally did not know of anyone using prescription drugs
- Providers believe prescription drug use has sky-rocketed

2. Factors (intervening variables – why is this happening?)

- Culture
- Attitude and thinking – it's okay to drink
- Peer thinking
- Not much to offer youth – everything is so far away in the rural areas
- Cup a Joe Java Coffee House was created as a hang out because there is nothing to do
- You hear it everywhere (even in Green Bay) – kids say “there's nothing to do:
- Alcohol is acceptable – graduation parties
- Family Traditions
- Parents are providers
- Adults pick what WE think kids would be interested – we should ask them more about what they would like to do and get them involved so there is ownership
- Law enforcement – see that bad all the time – programs have minimal results – no drastic change – people do not pay attention unless it affects you or your immediate family
- Not enough cops – miles of road that aren't patrolled (1600 fewer cops statewide) – 22,000 fewer tickets issued during the five month period when State Police were down.

3. What efforts are underway to address this issue?

- Shift toward changing attitudes and working with law enforcement
- More compliance checks
- Discussed 0013
- PSAs
- Packets provided to 24 hour event that serve liquor that explain drinking, 0013, responsible drinking and how to spot when someone has too much
- Several graduation parties were alcohol free
- Hannahville – targeted capacity expansion grant – focus on youth prevention – assess each youth and open discussion to drinking and driving
- MIP 1 & 2 focuses on drinking and driving
- School is addressing it
- Court programs – Prime for Life through Health Department – Court is referring more
- District Court – MIP have to go to training
- Victim Impact Panel – all ages

- Mental Health – less services for depression
 - More co-occurring disorders – important to treat both
 - Educational efforts to parents
 - Hospital Social worker will refer
 - Not enough prevention
 - Health Fairs, though less able to participate due to funding
 - Hannahville has drug coalition that puts out information to parents
4. What's working, what's not and what are the obstacles?
- Brad 21 was effective – had a major impact
 - Community Pressure not to buy for minors
 - More information and presentations but not enough follow-up
 - Challenge – reaching parents who need to be there
 - Attendance at events not what we'd like
 - Billboards
 - The way we promote things – newspaper is not effective because it has low circulation
 - Radio and TV are more powerful
5. What would you do differently?
- Do more
 - Use the smoking example
 - Attitudes toward alcohol have changed – drinking business lunches aren't prevalent as before
 - There is less drinking and driving – more designated drivers
 - Youth – most have been called to be a designated driver
 - Having a designated driver may encourage binge drinking
6. What outcomes would you like to see from this process?
- Better information and consistent data that is important and can be used for making decisions
 - Start with youth – listen to youth
 - Youth – goal to have safe drug, alcohol and tobacco free clubs and hangouts
 - Coffee house is a good option but it is in debt – doesn't want to have grants but a sustainable business
 - Build on getting information to community
 - Youth with multiple MIPs – prosecutor pulled files and 15 of 16 started their criminal history with MIPs – know of people with 10 – 12 – one person got 3 in 24 hours – this is not well known in the community
 - Hospital does not have data
 - Voices for Youth may help many of these
 - 16-18 year olds are missed
 - Presentation and youth conference – keynote speaker
 - Rural schools participate – larger school don't
 - Could become part of schools but schools don't have money
7. Final Comments
- There has got to be a creative way for people to pay back for services – doing this would give them a sense of value
 - Make parents aware that they can't trust other parents
 - Need to look at prescription drug use – people are self-medicating

- Elderly and vulnerable populations are having their drugs taken
- With alcohol or prescription drug use we are still dealing with underlying societal issues and we should focus on that rather than trying to tackle each on in an isolated way
- Kids don't understand the difference between prescription and non-prescription drugs