

MENOMINEE COUNTY COMMUNITY DISCUSSION

August 20, 2007

1. Immediate reaction to data presentation

- It's what I thought kids would be like
- Not surprised with the amount of people with need for treatment – if people aren't getting treatment it must be because of money
- Supports out conclusion that there is a cultural norm among families
- Kids may be allowed to drink at home – “they're safer”
- Parents providing
- Families that say it's not at all wrong
- Youth data is low
- That's what we see – it is a right of passage in this community – there is no strong perception that it is dangerous by youth or adults
- Parents – “at least it was only alcohol”
- Law enforcement – target alcohol-related offenses – officer in school has impacted – education is key – starting with parents
- Also seeing a huge prescription drug problem
- Law enforcement has been a little more reactionary vs. proactive
- Prescription use increasing crime level by 25 % related to larceny and other in order to get a-hold of substances or the money to buy them
- Music Festivals
- Children learn what they live
- Law enforcement hears the message “quit sitting on the bars – it's okay for kids to drink
- Parties in remote locations – police aren't out there patrolling and rely on word of mouth

2. Factors – (Intervening Variables – Why is this happening?)

- Parent's attitude
- Cultural
- High energy drinks with sugar and caffeine
- Prescription drugs – isn't there a central registry for drugs so different prescriptions by different doctors can be tracked – can be tracked in Michigan – not in Wisconsin – is only used as an investigative tool

3. Efforts underway to address this issue

- Healthy Youth Coalition campaign in Menominee and Marinette – youth developed radio spots
- Billboards
- Poster Campaigns
- Underage Drinking Task Force “Parents who host lose the most”
- Awareness day
- Town Hall meetings

4. What's working, not working, and what are the challenges?

- Youth are a part of the Healthy Youth Coalition and are seeing the impact themselves
- People are talking about it
- Radio Stations are giving time
- Awareness is increasing
- Trying to make sure there is a consistent message – a household term – making it a community issue

- Scouts are trying to address the attitude that “bad things can’t happen to us” with memorials to those who have been killed by drunk drivers
- Prime for Life for Kids who get MIPs – court ordered – class is full – open discussion of choices
- Tracking? On probation they are drug tested – second offense is counseling and license is restricted

- Law enforcement working collectively on an over and above “crack down”
- During NASCAR races anti drunk driving spots will air
- “Over the limit under arrest” initiative
- Great Parents Great Start (birth – 5) through ISD

5. Lessons learned:

- Word of mouth – people reporting is effective
- Media is working
- Every 15 mouth – a powerful program is a reminder and gets attention
- See a reduction in alcohol use during prom in the last 4 – 5 years
- Youth no know they get checked at the door
- Stephenson – same success but parents come for the grand march with beer in hand and have been sitting at the bar waiting to pick kids up
- Kids are getting more resourceful – easier to get a pill than to go out and find a beer

6. What outcomes would you like to see from this process?

- Has to be an understanding that under age 21 is wrong
- Education – and at a young age
- Resource Officer in School
- DEA – national decline in hard core drugs
- Upset busy – especially in Iron County
- God should be part of the equation
- Goal to have churches as partners

7. Final Comments:

- Emphasis on alcohol is a drug – not just stuff that’s illegal – your body doesn’t care if it’s illegal or not – the fact that it is illegal is irrelevant – and it should not be just about not getting caught
- School support to come in and do programs such as Action Troupe sends the message that the youth voice is important
- Menominee is the best with the number of police in the school

Comments from 3 x 5 cards:

- Why is alcohol abuse such a huge problem? There is a lack of hope. . . they are numbing the pain and trying to fill the heart hole that can only be filled with a relationship with God
- It would be helpful to use the same time frames for high school and college – your survey used 2 weeks and 30 days with the same question but with different age groups
- Students expelled is not the same as students disciplined – you may want to use different terminology in your survey