



Community Grant Outcome Report

Name: Polk County Alcohol and Drug Outreach and Training (PolkADOT) Program

Grantee: Polk County Health Department

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Academic Partner: Richard Brown, MD, MPH; Professor; UW SMPH Department of Family Medicine

Program: Implementation

Grant Duration: 03-01-2006 to 08-31-2009 (42 months)

Expenditures: \$448,099 (100%)

Use of Funds: Community Based Research and Evaluation, Direct Client Services

► **Description:** Polk County aimed to reduce problem drinking by bringing alcohol and drug screening, brief intervention, and referral (ADSBIR) services from their traditional place in emergency rooms to the community health settings, including local public health departments or rural tribal clinics. ADSBIR services are targeted to those whose consumption is classified as “at-risk,” or “abusive” according to guidelines established by the National Institute on Alcohol Abuse and Alcoholism.

► **Results:** The project successfully integrated ADSBIR services into the routine delivery of care at four locations in Polk County: Regional medical centers in Amery and St. Croix; the Health Clinic of the St. Croix Tribe in Hertel; and the Polk County Health Department in Balsam Lake. Public health organizations and patients proved receptive to the completion of a Healthy Lifestyles Questionnaire.

By the end of the grant period, 400 members of the health care work force, business community, and civic/government leadership in Polk County and at the St. Croix Tribe received multiple trainings about alcohol consumption and other substance use. Some 10,000 individuals in Polk County received ADSBIR services, 82 percent of the eligible patient population. At these sites, 36 percent of those screened were classified as at-risk, abusive, or dependent, well above the 22 percent found in studies of southern Wisconsin.

A follow-up study showed a significant increase in knowledge about recommended levels of drinking and a reduction in alcohol use and binge drinking between 2006 and 2008.

Overall, the project confirmed that an ADSBIR service protocol that queries patients at clinics and a public health agency about drinking and drug use patterns can be

effectively introduced in rural areas where risky consumption might be thought of as normative behavior.

► **Met Objectives:** Project complete

► **Baseline Progress on State Health Plan Objectives:** Yes, this project addressed the priority “Alcohol and Other Substance Use and Addition”.

► **Academic Partner Role:** Project design and evaluation. Academic Partners were responsible for outlining the project and for introducing the program to the local partners at introductory meetings and at initial project training events. In addition, the academic partners conducted the interviews that constituted the project’s evaluation.

► **Matched Dollars (cash or in-kind):** \$597,699

► **Dissemination:** PolkADOT developed a number of educational materials about moderate drinking and brochures about substance abuse and depression. It also created a 30-second trailer about moderate alcohol use that played for a year in two county movie theaters.

► **Sustained:** PolkADOT sites are seeking to fold ADSBIR services into health insurance plans including Wisconsin’s Medicaid and BadgerCare Plus programs. The Substance Abuse and Mental Health Services Administration (SAMHSA) emerged during the first year of the project for ADSBIR services statewide. While counting over 11 million dollars in total, the allocation for Polk County sites has been \$497,865 to date for 2009. Services for women are currently supported by a March of Dimes grant.