



COMMUNITY GRANT OUTCOME REPORT

Engaging Wisconsin Communities for Substance Abuse Prevention

Mobilizing a community over underage drinking

Community campaign sees results in the reduction of youth binge drinking, and wins major federal funding to continue its efforts

► **Description:** This project sought to reduce alcohol use among youth ages 12-17 in the Marshfield School District. Project activities were grouped into three integrated phases designed to challenge community social norms and practices related to parents and other adults providing alcohol to youth. The Education phase implemented a media advocacy campaign targeting parents and other adults in Marshfield. The Mobilization phase activated parents and other adults in reducing underage drinking through community based projects focused on policy. The final phase of the project, Dissemination, was designed to use process and outcome data and materials to inform other communities in Wisconsin addressing underage drinking.

► **Results:** Results related to the primary goal indicate a reduction in two important measures — binge drinking in the past 30 days and recent use of alcohol in the past 30 days for youth as measured by the 2006-2009 Youth

Hosting an underage party makes you popular with teens. And the authorities.



MARSHFIELD AREA COALITION FOR YOUTH
www.marshfield4youth.org



MARSHFIELD CLINIC.

The "Parents Who Host Lose the Most" Billboard, shown above, was a component of this project's Education Phase.

Risk Behavior Surveys. It also resulted in an increase of underage drinking citations, a direct result of enhanced law enforcement efforts targeting underage drinking parties and implementation of controlled party dispersal techniques. Access to alcohol remained unchanged, demonstrating that an alcohol culture in Wisconsin that condones the provision of alcohol to youth cannot be successfully changed in three years, but requires sustained interventions and strategies.

► **The Partnership:** The academic partner consulted with the community project team, providing feedback and guidance on work plans and evaluation.

► **Next Steps:** The community coalition successfully competed for the federally funded Drug Free Community Support Program grant, which provides up to \$1.2 million over the next 10 years.

GRANT FACTS

Grantee: Marshfield Clinic Research Foundation

Contact: Dorothy Chaney, Program Manager, Marshfield Clinic Center for Community Outreach, chaney.dorothy@marshfieldclinic.org, (715) 221-8408

Academic Partner: Michael Fleming, MD, MPH, formerly Department of Family Medicine, UWSMPH, m-fleming@northwestern.edu

Grant Award: \$430,872 over three years