

JANUARY 2015



# Dunn County Partnership for Youth

Drug Free Communities  
Needs Assessment Report

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## **ACKNOWLEDGMENTS**

The Dunn County Partnership for Youth would like to extend special thanks to all that have contributed to this compilation of information by sharing data, conversation, and their life experiences in Dunn County. While we have made every effort to list our partners, we want to thank individuals who may have gone unrecognized. We could not do our work without your support. We thank you.

Arbor Place  
Boyceville Community School District  
Colfax School District  
Dunn County Board  
Dunn County Sheriff's Office  
Elk Mound Area School District  
Menomonie City Council  
Menomonie Police Department  
Menomonie Area School District  
UW-Stout Counseling Center  
UW-Stout Office of Planning, Assessment, Research and Quality

This report was prepared for the Dunn County Partnership for Youth's (DCPFY) Coalition by the external evaluation team at *arcadia research & evaluation, LLC*. Direct questions or comments to the lead evaluator, Tehout Selameab, at [tehout@arcadiaevaluation.com](mailto:tehout@arcadiaevaluation.com).

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# INTRODUCTION

## COMMUNITY DESCRIPTION

Dunn is a rural county with a population of 43,378 residents. Almost 10% (4,289) are youth aged 15- to 19-years old and about 14% (5,974) are young adults aged 20- to 24-years old. Menomonie is the county seat and home to the University of Wisconsin-Stout, where an additional 9,357 students reside for most of the year. Dunn County has four public school districts, Menomonie, Colfax, Boyceville, and Elk Mound, with 6,116 total pre-K to grade 12 enrollments during the 2013-14 school year.

## COALITION BACKGROUND

Dunn County Partnership for Youth (DCPFY) is housed in Arbor Place Inc., a community-based drug and alcohol treatment center in Menominee, Wisconsin. DCPFY was created in 1993 under the name “Drug Free Partnership of Dunn County” and is part of the organization’s substance-abuse prevention efforts. In 1994, the coalition was renamed “Dunn County Partnership for Youth,” as it incorporates issues such as parent education and youth leadership into its efforts. Recently, the Coalition has experienced a change in leadership and has secured significant funding through a *Drug Free Communities* grant. Both of these developments will influence its future direction.

## DFC FUNDING, 2013-2023: A NEW OPPORTUNITY

In 2013, DCPFY secured a *Drug Free Communities* grant ([click here to see an infographic about the grant](#)). The five year grant, which has the potential for an additional five years of funding, includes the following key requirements:

1. Be Representative of 12 sectors:

- Youth
- Civic/Volunteer Organizations
- Parents
- Religious/Fraternal Organizations
- Business
- Schools
- Media
- Youth-Serving Organizations
- Healthcare Professionals
- Law Enforcement
- State/Local/Tribal Government
- Substance Abuse Organizations

2. Have a principal mission that includes the reduction of youth substance use
3. Target multiple drugs commonly abused
4. Provide data on four national outcome measures (see measures on page 5)

## HOW TO USE THIS REPORT

### Key Questions

This report is organized around three key questions:

- What do we know about the substance-use patterns among youth and young adults in Dunn County?
- What is the level of support in the community for addressing substance-use prevention issues among youth and young adults in Dunn County?
- What are the Coalition’s assets and barriers for implementing substance-use prevention efforts in the Dunn County?

### Understanding the Data in this Report

Data presented in this report comes from the state, the county, and (in some cases) the local level. Additionally, this report contains both data that is required by the DFC grant as well as data that is offered optionally. Please refer to the Data Indicator Legend to understand the geographic level of the data, as well as whether it is a grant-required measure. Please refer to the table “DFC Grant Required Indicators” on page 5 for a listing of all required indicators.

### Data Indicator Legend

This color-coded legend assists in understanding the overall trend and importance of each indicator throughout the report.

#### Data Indicator Legend

● Required Data for DFC Grant\*

○ Optional Data

#### Geographic Level of the Indicator

■ State-level data

□ County-level data

#### Indicator’s Trend

▲ Trend Increasing

▼ Trend Decreasing

❖ Trend Steady

◇ Trend Unclear

## DFC Grant-Required Data Indicators\*

### Requirements:

- Data must be collected from at least three grade levels
- Survey sample must statistically represent the target population
- Data must be collected at the same level as the work of the coalition (e.g., if the coalition is working at the county level, the data collected must be from the county level)

### Indicators:

- Past 30 day use of alcohol, tobacco, marijuana, and prescription drugs
- Perception of harm in drinking 5 or more alcoholic beverages once or twice a week
- Perception of harm in smoking marijuana once or twice a week
- Perception of harm in using prescription drugs that are not prescribed to them

- Perception of parental disapproval with having one or two alcoholic beverages a day
- Perception of parental disapproval with smoking tobacco
- Perception of parental disapproval with smoking marijuana
- Perception of parental disapproval with using prescription drugs not prescribed to them
- Perception of peer disapproval with having one or two alcoholic beverages a day
- Perception of peer disapproval with smoking tobacco
- Perception of peer disapproval with smoking marijuana
- Perception of peer disapproval with using prescription drugs not prescribed to them

## A WORD ABOUT STATISTICAL SIGNIFICANCE

The words “significant” or “significantly” are used throughout the report to indicate statistically significant differences between various data points. Statistical significance is one way to tell whether a particular difference we see in data is real or due to

random chance. Statistical significance will not tell us whether a difference is meaningful and it should not be used as the only metric for deriving meaning from data.

## EXECUTIVE SUMMARY

### Substance-use patterns among youth and young adults in Dunn County

- Overall alcohol and tobacco youth trends are improving in the State.
- Binge drinking remains a major problem among youth in WI and young adults in Dunn County.
- Binge drinking at least once during the past 30 days among WI adults remains the highest in the US.
- Among those that drink, 74% of female and 79% of male University of Wisconsin-Stout students report binge drinking and heavy drinking.
- Rates of binge drinking are significantly higher for WI 12th graders compared to 9th and 10th graders.
- Marijuana is being misused among WI 12th graders at slightly higher rates than prescription drugs (19% of 12th graders used Rx drugs in 2013, vs. 22% of WI 12th graders used marijuana).

### Community support for addressing substance-use prevention issues in Dunn County

- Support for prevention among parents of young children in the community is high.

- Support for addressing prevention activities is echoed in student focus groups.
- Support for substance-abuse prevention is high among Dunn County local government leaders.
- Local concern for binge drinking is echoed in interviews with local law enforcement.

### Coalition's assets and barriers for implementing substance-use prevention in Dunn County

- Engaged core coalition membership
- Cross-sector representation
- Strong staff support at DCPFY, support for efforts to fill existing data gaps
- Presence of a college campus provides opportunities for partnerships and the potential to leverage existing resources in the campus community

# YOUTH SUBSTANCE USE



What do we know about the substance-use patterns among youth under age 18 in Dunn County?

## WHAT DATA IS AVAILABLE?

County-level data representing self-reported use of substances among youth under 18 was unavailable at the time of this report. In lieu of county-level data on DFC required indicators, a variety of data sources are used to better understand substance-use issues among youth in the county.

### STATE-LEVEL DATA

- Wisconsin Youth Risk Behavior Surveillance (YRBS)

- 1 in 3 Wisconsin high-school students report obtaining alcohol by someone giving it to them (YRBS 2013)

### LOCAL DATA

- Colfax and Menomonie youth focus-group data
- Dunn County Parent Survey (online survey)

### Tobacco Use Key Findings

Overall rates of tobacco use among Wisconsin high-school students are declining (YRBS 2005-2013)

## WHAT WERE THE KEY FINDINGS?

Below are key findings related to substance-use patterns among youth in Wisconsin and, as available, youth in Dunn County. The report provides additional detail on each of the key findings below.

### Marijuana Use Key Findings

The overall trend of marijuana use in the past 30 days among WI high school students continues to fluctuate, with the most recent data showing 17% of students reporting use (YRBS 2005-2013)

### Alcohol Use Key Findings

- 15% of Wisconsin high-school students report drinking alcohol before age 13 (YRBS 2013)
- 1 in 3 Wisconsin high-school students report drinking at least one time during the past 30 days (YRBS 2013)
- 18% Wisconsin high-school students report binge drinking at least one day in the past 30 days (YRBS 2013)

### Prescription Drug Use Key Findings

20% of Wisconsin 12th graders report using prescription drugs without a doctor's prescription at least one time in their lifetime (YRBS 2013). The overall trend of prescription drug abuse among Wisconsin high-school students is unclear due to limited data.

# ALCOHOL

## **Drank Alcohol Before Age 13 Years** (Data Source: YRBS)

Optional Measure     State-level Data     State rate decreasing

**Area of Concern:** 9th graders report drinking alcohol at higher rates than 10th, 11th or 12th graders

- The overall percentage of Wisconsin high-school students who report having more than a few sips of alcohol before age 13 has significantly decreased from 23.7% in 2005 to 14.6% in 2013. The most recent year of data (2013) showed no difference in alcohol use before age 13 by gender or race/ethnicity. However, significantly more 9th-grade students (21.7%) reported drinking alcohol when compared to 10th (12.6%), 11th (12.7%), and 12th graders (10.7%).

## **Past 30-Day Alcohol Use (Current Use)** (Data Source: YRBS)

Required Measure     State-level Data     State rate decreasing

**Area of Concern:** 12th graders report drinking alcohol during the past 30 days at higher rates than 9th or 10th graders

- Since 2005, the rate of alcohol use (49.2% in 2005) among Wisconsin high-school students has been declining. In 2013, almost 1 in 3 high-school students (32.7%) reported having at least one drink in the past 30 days. The most recent year of data (2013) showed no difference in 30-day use patterns by gender or race/ethnicity. However, the percentage of youth reporting at least one drink increased per grade level, with 12th graders significantly more likely than 9th or 10th graders to currently use alcohol (there was no statistically significant difference when compared with 11th graders).

## **Drinking 5 or More Drinks of Alcohol In A Row at Least One Day in the Past 30 Days (Binge Drinking)** (Data Source: YRBS)

Optional Measure     State-level Data     State rate decreasing

**Areas of Concern:** 12th graders report binge drinking at higher rates than 9th or 10th graders. Males report binge drinking at higher rates than females.

- Overall, binge drinking among Wisconsin high-school students is on the decline. In 2005, nearly 1 in 3 (31%) Wisconsin high-school students reported consuming five or more drinks in a row at least one day in the past 30 days, which decreased to 18% of students in 2013. In 2013, significantly more 12th graders reported binge drinking than 9th or 10th graders (there was no statistically significant difference when compared with 11th graders). Additionally, in 2013, significantly more male high-school students (21.3%) reported binge drinking than female (15.3%).

## **Social Access to Alcohol: Obtained Alcohol by Someone Giving It to Them** (Data Source: YRBS)

Optional Measure     State-level Data     State rate decreasing

**Area of Concern:** 35% of Wisconsin high-school students report obtaining alcohol by people giving it to them.

- In 2013, 34.7% of Wisconsin high-school students who reported themselves as “current drinkers” obtained alcohol by someone giving it to them. This is a reduction of six percentage points from 2007 when 40.9% of high-school students reported obtaining alcohol by someone giving it to them. The most recent year of data (2013) showed no statistically significant difference by gender or grade level.

# TOBACCO

## Past 30-Day Tobacco Use (Current Use) (Data Source: YRBS)

● Required Measure    ■ State-level Data    ▼ State rate decreasing

**Area of Concern:** Smoking increases with grade level.

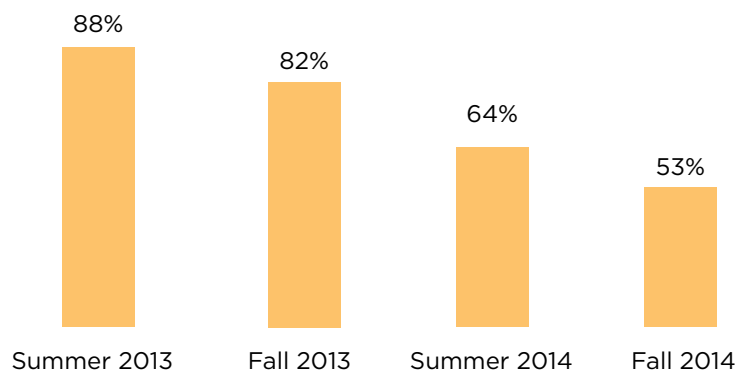
- Rates for tobacco use among Wisconsin high-school students have been declining. In 2013, 12% of Wisconsin high school students reported smoking at least one cigarette in the past 30 days. This is an 11% reduction from 2005, when 23% of students reported current use.
- The most recent year of data (2013) showed no difference in current tobacco use by grade level; however, 11th and 12th graders reported higher rates of smoking than students in lower grades did (8.5% 9th graders, 9.7% 10th graders, 14.7% 11th graders and 14.6% 12th graders).
- Similarly, there were no statistically significant differences by gender, but more male students (13.7% males vs. 9.6% females) reported smoking.
- Asian students were significantly less likely than White, Black/African American, Hispanic, and multiple-race high-school students to have smoked in the past 30 days.

## Dunn County Tobacco Compliance-Check Data

Tobacco compliance checks are used to ensure tobacco retailers adhere to Wisconsin laws and local ordinances that prohibit the sale of tobacco to minors. Dunn County uses WI Wins, a program of the Wisconsin Department of Health Services, Tobacco Prevention and Control Program, and contracts with local partners to conduct countywide investigations of retailer compliance with the law. The program uses positive reinforcement to reduce illegal tobacco sales to minors, congratulating local clerks who do not sell tobacco to youth, while educating those who do. This approach creates community pride by reducing youth access to tobacco products and providing youth a chance to make a difference in their community. Beginning in the summer of 2013 through fall of 2014, 49 tobacco retail establishments in the county were visited, resulting in a total number of 55 tobacco retailer-compliance checks. If a retailer fails a compliance check, they are checked again. Nine retailers were checked more than once during this period.

Number of Establishments	Type	Town
25	7 bars, 11 gas stations, 3 grocery, 2 Liquor Store, and 2 other	Menomonie
9	3 bars; 3 gas stations, and 4 other	Colfax
4 in each town	6 bars and 2 gas stations	Ridgeland, Wheeler
3 or less in each town	2 bars, 4 gas stations, and 1 other	Elk Mound, Boyceville, Downs ville, Knapp

**Dunn County Tobacco Retailer-Compliance Pass Rates, 2013-2014**





# MARIJUANA

## Tried Marijuana Before Age 13 (Data Source: YRBS)

○ Optional Measure   ■ State-level Data   ❖ State rate steady

**Area of Concern:** More 9th graders report trying marijuana before age 13 than older students do.

- The percentage of Wisconsin high-school students that reported trying marijuana before age 13 (6%-7%) has remained fairly steady since 2005. In 2013, more 9th graders (7.8%) reported trying marijuana before age 13 than older students did, but this difference was not statistically significant (6% of 10th graders, 6.7% of 11th graders, and 4.9% of 12th graders).

## Past 30-Day Marijuana Use (Current Use) (Data Source: YRBS)

● Required Measure   ■ State-level Data   ❖ State trend unclear

**Areas of Concern:** 12th graders; male students; and Hispanic, Black/African-American, and multiple-race students are more likely to report using marijuana in the past 30 days.

- While rates for marijuana use among Wisconsin high-school students have been declining overall, use among students has been fluctuating since 2005. However, the majority of these fluctuations were not statistically significant. In 2005, 15.9% of students reported using marijuana one or more times during the past 30 days; in 2013, the rate was 17.3%. Significantly more 12th graders (22.5%) reported using marijuana in the past 30 days than 9th (11%) or 10th (15.2%) graders reported (there was no statistically significant difference when compared with 11th graders). In 2013, multiple-race (24.9%), Hispanic (27.1%), and Black (29.1%) students were more likely than White (14.7%) students to report using marijuana at least once during the past 30-days.

# PRESCRIPTION DRUGS

## Instances of Using a Prescription Drug Without a Doctor's Prescription (Data Source: YRBS)

● Required Measure   ■ State-level Data   ❖ State trend unclear

**Area of Concern:** 12th graders are significantly more likely than 9th graders to report at least one instance of using a prescription drug without a doctor's prescription.

- The percentage of Wisconsin high school students to report ever using prescription drugs significantly declined between 2011 and 2013 (18% vs. 15%); however, data is only available for two years (WI started collecting data on this indicator in 2011). In 2013, 12th graders (19.4%) were significantly more likely than 9th graders (10%) to report ever using a prescription drug without a doctor's prescription.

# DUNN COUNTY YOUTH PERSPECTIVE: LIFE OUTSIDE OF SCHOOL

## STUDENT FOCUS GROUPS

In October 2012, focus groups took place at two of the four high schools in Dunn County. Participants (11 at Colfax High School and 10 at Menomonie High School) represented all grade levels. Each focus group consisted of a mix of female and male students (36% female at Colfax and 60% female at Menomonie). The primary topics discussed by participants included:

- Opportunities for out-of-school activities
- Motivations for and barriers to participating in out-of-school activities
- Perceptions about problems facing youth in their community
- Social media preferences among youth

## KEY FINDINGS

- **Colfax students described limited opportunities for out-of-school activities, whereas Menomonie students described a wider variety of opportunities in their town.** Sports were mentioned as the primary pastime by both Colfax and Menomonie students. Other activities mentioned include outdoor sports (e.g., hunting, skiing, snowmobiling, etc.); working/jobs; hanging out at restaurants; school clubs (e.g., Key Club, language clubs, etc.); and community-based clubs (e.g., Boy Scouts, Youth Optimist Club, etc.). Example quotes include:

*“After football games go somewhere to eat—Perkins, Applebee’s, Acoustic Café—sit in booths and study with people” (Menomonie participant)*

*“Like to go to other communities because we want to meet younger people” (Colfax participant)*

- **Students provided two motivators for participating in out-of-school activities: connecting with other young people and avoiding boredom.** Some Menomonie students mentioned a connection with a caring adult as another motivator for participating in out-of-school activities. The most commonly mentioned barriers to participation were money and transportation, although a few students mentioned fear of failure as another barrier.

*“Colfax is boring, so we go to each other. We depend on each other for fun. Very hard if the weather isn’t right. Motivation to be connected—*

*yeah. If not around friends, it’s boring—it’s fun to be with friends.” (Colfax participant)*

*“Funding—parents don’t have money to pay for equipment, to get them to practice.” (Colfax participant)*

*“Make connections—meet friends if you are open to it.” (Menomonie participant)*

- **Colfax students described social isolation and substance use as the main problems facing youth in their community.** Colfax students described how the small nature of their school makes it hard for a student to break into various social groups, which makes it particularly hard for young people to fit in. Another problem mentioned by Colfax students was the use of tobacco and alcohol among some of their peers. Example responses to the question, “What do you think are the main problems facing youth in your community or school?” include:

*“Not being accepted. Definitely the cliques.” (Colfax participant)*

*“It would be hard for someone new to move in.” (Colfax participant)*

*“Drinking. People either use tobacco or drink.” (Colfax participant)*

- **Menomonie students mentioned drugs and alcohol as the main problem facing youth in the community; however, some students mentioned fighting among students as another problem.** Some students cited parents and older siblings as alcohol sources for youth that drink.

*“Drugs and alcohol—large group of people that use.” (Menomonie participant)*

*“Parents are part of the problem, they supply—and older siblings” (Menomonie participant)*

*“Cyber bullying on Facebook, Twitter—it’s easier to trash someone online than face-to-face. People won’t get involved but will follow it, just like in-person.” (Menomonie participant)*

- **Social media interests are changing among some youth.** Students described youth moving away from Facebook because parents are on that platform. Others indicated Twitter remains popular among their peers. Example quotes include:

*“Twitter is big in Colfax. Fun to tweet, fun to read...” (Colfax participant)*

*“With Facebook people monitor. Now everything switched to Twitter.” (Menomonie participant)*

# DUNN COUNTY PARENT PERSPECTIVE: PERCEPTIONS OF AVAILABILITY OF SUBSTANCES AND PERMISSIVENESS OF SUBSTANCE USE

## PARENT SURVEY

In an effort to collect data from local parents and concerned adults, DCPFY created an online survey and distributed it during the spring of 2014. DCPFY staff made the survey available at local community events and provided the survey link to coalition members for wider distribution. Responses were received from 90 adults; most were from Menomonie (76%). Over half of the respondents (56%) indicated that their child was kindergarten age or younger. Caution should be applied when interpreting the survey results, as only 44% of parents in the sample had children in 6th grade or above, and accordingly, may have less awareness of local ATOD trends. The primary topics discussed by participants include:

- Child's substance use during the past year
- Child's access to substances
- Perceptions of youth access to substances in Dunn County
- Perceptions of community support for substance-abuse prevention
- Perception of challenges facing Dunn County youth

## KEY FINDINGS

- **The majority of parents (>70%) reported that their children are not using substances.** While this is a positive finding, caution should be exercised when interpreting this finding, as the majority of survey respondents (56%) were parents of children kindergarten age or younger†. It is expected that parents of young children would report that their children are not using substances.
- **Adults perceive that youth have access to alcohol (82%) and marijuana (77%).** The majority of parent respondents believe youth in Dunn County have access to alcohol and marijuana. Parent respondents also felt that alcohol (71%) and drug use (79%) were a "huge danger" for youth in Dunn County.
- **The majority of parents disapprove of their children trying or using alcohol, tobacco, marijuana, and prescription or other drugs.** Parent respondents strongly disapprove of their

children trying tobacco (64%), alcohol (61%), marijuana (73%), prescription drugs (78%), over-the-counter cold medicine/energy drinks (75%), or methamphetamine (80%). The majority of parents (91%) also strongly disapproved of their children drinking alcohol, even in moderation and in a safe environment.

- **Parents felt that other parents in the community needed to know about the effects and accessibility of drugs in Dunn County. Parents also felt that youth should know about the effects of drugs.** Example responses to the question, "What are some items parents in your community need to know more about?" include:

*"...early warning signs/signs to substance abuse/the reality of substance use by youth" (Parent respondent)*

*"...the serious side effects and dangers/effects of drug/alcohol use..." (Parent respondent)*

*"...Long term results of using drugs and alcohol in regards to brain development..." (Parent respondent)*

† The majority of parent respondents, 69%, were Menominee parents. This makes the data more reflective of Menomonie parents of young children and less representative of the broader Dunn County community.

# YOUNG ADULT SUBSTANCE USE



## What do we know about substance-use patterns among young adults, 18 years or older, in Dunn County?

### WHAT DATA IS AVAILABLE?

In lieu of county-level data on DFC required indicators, the following data sources (some of which include county-level data) present a way to understand substance-use issues among young adults in the county better.

#### STATE-LEVEL DATA

- Behavioral Risk Factor Surveillance System (BRFSS)<sup>†</sup>

#### COUNTY-LEVEL DATA

- 2014 Wisconsin Epidemiological Profile
- Dunn County Alcohol Retailer Compliance-Check data

#### LOCAL DATA

- 2013 University of Wisconsin Alcohol and Drug Survey
- 2014 Menomonie Alcohol Retail Access and Availability Environmental Scan
- 2013-2014 Dunn County Tobacco Compliance-Check Data

### WHAT WERE THE KEY FINDINGS?

Below are key findings related to substance-use patterns among young adults in Wisconsin. The report provides additional detail on each of the key findings below.

#### Alcohol Key Findings

- In Dunn County, 58% of adults 18 years and older report drinking at least one time in the past 30 days. (WI Epi Profile)
- One in four Wisconsin adults 18 years and older report binge drinking on at least one day in the past 30 days. (WI Epi Profile)
- Wisconsin's young adults, age 18-25, consistently demonstrate higher rates of alcohol abuse and dependence compared to other age groups. (WI Epi Profile)
- Among those that drink, 74% of female and 79% of male UW-Stout students report binge drinking. (UW-Stout, 2013)
- The Dunn County alcohol retailer-compliance pass rate has ranged from 90% (fall 2012) to 92% (spring 2014). (Dunn County Sheriff Compliance Data, 2012-2014)

#### Drug Use Key Finding

18-25 year-old adults show higher drug abuse and dependence rates when compared to other age groups. (WI Epi Profile)

<sup>†</sup> As cited in the 2014 Wisconsin Epidemiological Profile.

# ALCOHOL

Data Source: Wisconsin 2014 Epidemiological Profile (WI Epi Profile)

## Current Alcohol Use (at least one drink during the past 30 days) Among Adults 18 years or older

(Data Source: WI Epi Profile)

● Required Measure    County-level Data    State-level Data   ❖ County rate steady

**Area of Concern:** The Dunn County rate of adults that have had at least one drink in the past 30 days (2008-2010, Dunn 58%) is lower than the state rate (2008-2010, WI 66%) but slightly higher than the US rate (2010, US 54%). Current drinking among Wisconsin adults aged 18-24 is the second-highest in the nation, at 65%.

- The most recent data (2008-2010) shows that 58% of county residents report current use of alcohol. Since 2005, the rate of county adults reporting current use of alcohol has consistently stayed around 60% (62% during 2005 and 2007; 63% during 2006 and 2008).

## Drinking 5 or more Alcohol Beverages in a Row (Binge Drinking) Among Adults 18 years or older

(Data Source: WI Epi Profile)

○ Optional Measure    County-level Data    State-level Data   ◆ County trend unclear

**Area of Concern:** 43% of Wisconsin adults, ages 18-24, report binge drinking in 2012; the highest rate among Wisconsin adults 18 years or older reporting binge drinking that year.

- The most recent available data (2006-2008) shows that 18% of Dunn county adults report binge drinking. This is a 13-percentage-point decrease from 2005-2007, when 31% of the county adults reported binge drinking. It is important to note that only two data points are available for Dunn County, which makes it difficult to discern a binge-drinking trend. A clear pattern, however, is apparent for the rate of binge drinking among Wisconsin adults (18 and older), which since 2002, has as remained among the highest in the nation (2012: 25% WI vs. 17% US).

## Alcohol Abuse and Dependence<sup>†</sup> Among Dunn Adults 18 years or older (Data Source: WI Epi Profile)

○ Optional Measure    State-level Data   ▼ State rate decreasing

**Area of Concern:** 18-25 year-old Wisconsin adults demonstrate higher rates of alcohol abuse or dependence compared to other age groups.

- Wisconsin adults, age 18-25, consistently demonstrate higher rates of alcohol abuse and dependence compared to other age groups. In 2011-2012, 15% of Wisconsin 18-25 year-old adults reported alcohol abuse and dependence, as compared to 3% of 12-17 year olds and 6% of adults 26 years and older. While this rate has been trending down since 2007, 18-25 year-old adults consistently show the highest rate of alcohol abuse and dependence over time.

# ALCOHOL RELATED CONSEQUENCES

Data Source: Wisconsin 2014 Epidemiological Profile (WI Epi Profile)

## Alcohol Related Deaths & Injuries in Dunn County (Rate per 100,000 population), 2008-2012

(Data Source: WI 2014 Epidemiological Profile)

○ Optional Measure    County-level Data    State-level Data

▼ County alcohol-related non-fatal injury rate decreasing   ❖ County alcohol-related death rate steady

<sup>†</sup> The Diagnostic and Statistical Manual of Mental Disorder, Fourth Edition (DSM-IV) defines alcohol abuse and dependence based on experiences over a 12-month period. Dependence includes three or more of the following in the same 12-month period: 1) Tolerance, 2) withdrawal, 3) substance often taken in larger amounts or over a longer period than intended, 4) persistent desire or unsuccessful efforts to cut down or control substance use, 5) a great deal of time spent in activities necessary to obtain the substance, use it, or recover from its effects, 6) important social, occupational, or recreational activities given up or reduced because of substance use, 7) use continued despite knowledge of having a persistent physical or psychological problem that is likely to have been caused or exacerbated by the substance (WI Epi Profile).

**Area of Concern:** Dunn County rate (7 deaths per 100,000 residents) of alcohol-related<sup>†</sup> motor vehicle deaths is higher than the state rate (4 deaths per 100,000 residents).

- The most recent data (2012) shows 7 alcohol-related motor vehicle deaths per 100,000 in Dunn County, compared to 4 per 100,000 in the state of Wisconsin as a whole. Dunn County has consistently had 7 alcohol-related deaths (except 2009) per 100,000 in the county each year since 2008.
- The most recent county data (2012) shows that the county rate is similar to the state rate (Dunn County reports 50 alcohol-related non-fatal injuries per 100,000; Wisconsin reports 51 alcohol-related non-fatal injuries per 100,000).

#### Understanding rate per 100,000

Rates per 100,000 are often used to make data comparable across populations of various sizes. For example, when discussing a county rate in relation to a state rate, analysts will use a rate per 100,000 in order to make the county rate and state rate comparable. A county may or may not have a population over 100,000 when drawing this comparison.

### Operating a Motor Vehicle While Intoxicated (OWI) & Dunn County Liquor Law Arrests (rate per 100,000), 2011-2012 (Data Source: WI 2014 Epidemiological Profile)

Optional Measure    County-level Data    State-level Data

County OWI rate trend unclear    County liquor law arrest rate trend unclear

**Areas of Concern:** Dunn County had twice as many liquor law arrests than the state of Wisconsin had in 2011 and 2012. It is unclear if this is a result of differences in law enforcement practices between the county and state or if it is due to higher rates of violations in the county.

- In 2012, Dunn County had 376 OWI arrests per 100,000 people, which is a significant decrease from 2011, when there were 654 per 100,000 OWI arrests. Additionally, in 2012, Dunn County had fewer OWI arrests than the state of Wisconsin had (2012, WI 529 per 100,000). Only two data points are publicly available for OWI arrests in the county, making it difficult to discern an overall trend.
- In 2011 and 2012, Dunn County had a substantially higher rate of liquor law<sup>‡</sup> arrests than the state of Wisconsin had. In 2011, Dunn County had more than double the number of arrests than the state (Dunn: 1,705; WI: 506). 2012 showed a similar pattern with Dunn County having 1,227 arrests per 100,000, to the state's 464 arrests per 100,000.

### Alcohol-Related Hospitalizations in Dunn County (rate per 100,000), 2010-2012 (Data Source: WI 2014 Epidemiological Profile)

Optional Measure    County-level Data    State-level Data    County rate steady

**Area of Concern:** No change in the rate of alcohol-related hospitalizations since 2010.

- The rate of alcohol-related hospitalizations in Dunn County has stayed steady since 2010, with around 640 per 100,000 people each year (2010-2011: 638; 2011-2012: 643). The county rate is lower than that of the state of Wisconsin, which had about 840-850 hospitalizations per 100,000 people each year.

### Alcohol Outlet Density in Dunn County (license per 500 population), 2012-2013

(Data Source: WI 2014 Epidemiological Profile)

Optional Measure    County-level Data    State-level Data    County alcohol density trend unclear

**Area of Concern:** Alcohol density is a known community-level risk factor for alcohol abuse.

- In 2012-2013, Dunn County's alcohol-license density was 1.3 licenses per 500 residents. This is slightly lower than the overall state of Wisconsin license density, which is 1.5 licenses per 500 residents.

<sup>†</sup> "Alcohol-related" means a Blood Alcohol Content (BAC) of .01 or more.

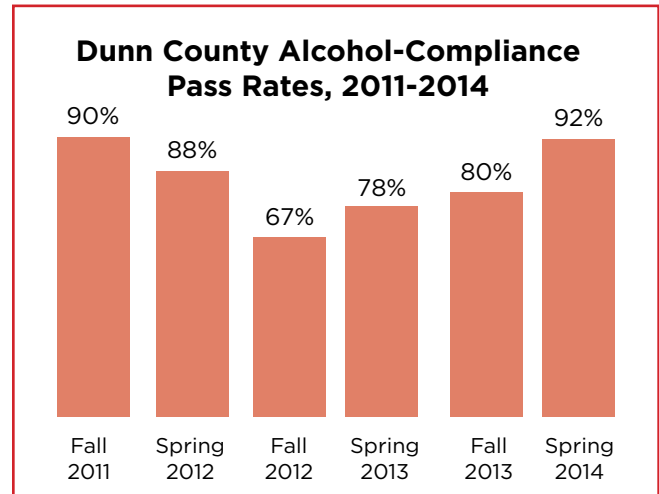
<sup>‡</sup> According to the Wisconsin Office of Justice (OJA), liquor law violations are "violations of state or local laws or ordinances prohibiting the manufacture, sale, purchase, transportation, possession, or use of alcoholic beverages, not including driving under the influence or drunkenness."

# DUNN COUNTY ALCOHOL COMPLIANCE CHECK DATA, 2011- 2014

Alcohol age-compliance checks test whether alcohol retailers are adhering to WI law and ordinances that prohibit the sale of alcohol to minors. During an alcohol age-compliance check, law enforcement sends underage decoys into a retail establishment to attempt to purchase alcohol. Alcohol age-compliance checks conducted by the Dunn County Sheriff Office reveal a county compliance rate ranging from 67%

to 92%. That is, 92% (spring 2014) of the alcohol retailers checked by law enforcement complied with the law and did not sell alcohol to a minor decoy. Compliance-check data for the past four years comes from the 54 establishments that law enforcement checked in the county.

Number of Establishments	Town(s)
11	Colfax
8	Menomonie
6	Boyceville, Elk Mound
4	Downsville, Ridgeland, Wheeler
2	Downing, Eau Galle, Knapp
1	Caryville, Connorsville, Irvington, Rock Falls, Weston



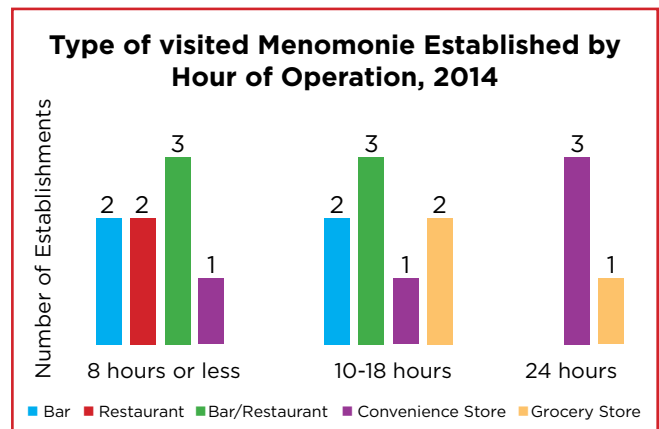
# ALCOHOL AVAILABILITY AND ACCESS ENVIRONMENTAL SCAN DATA, 2014: MENOMONIE, WI

In the spring of 2014, Coalition staff conducted an environmental scan of 23 alcohol retailer outlets in Menomonie. The vast majority (61%; n=14) of establishments were bars and/or restaurants. The aim of the scan was to ascertain alcohol availability and access using a panel of indicators including:

- Days and hours the establishment is open
- Types of alcohol sold
- Alcohol promotions and advertising
- Signage about sales to minors
- Placement of alcohol products

## KEY FINDINGS

- **Eight establishments were open eight hours or fewer; eight establishments were open 10-18 hours; and four establishments were open 24 hours.**
- **Over half (56%, or 13 out of the 23) of the visited alcohol retailers are open extended hours. Of 23 visited establishments, 5 (22%) were open 24 hours a day.**



## Dunn County Liquor Sales Law

Regardless of their hours of operation, alcohol retailers are required to follow the following alcohol sale laws:

- Liquor cannot be sold past midnight
- Beer cannot be sold past 9pm

### Alcohol Availability by Establishment Hours of Operation

Hours Open	Tap Beer (n=10)	Can Beer (n=21)	Bottle Beer (n=21)	Liquor (n=10)	Wine (n=10)	Alcohol-Pop (n=5)	Single Unit Sales (n=20)
8 hours or fewer a day	63%	75%	100%	50%	50%	63%	100%
10-18 hours a day	63%	88%	100%	75%	75%	88%	100%
24 hours a day	0%	100%	100%	20%	20%	100%	80%

- Retailers use a variety of advertising tactics, including 2-for-1 specials, upsizing drinks (i.e., getting a larger drink or promoting the sale of a case over the sale of a six-pack), and happy hour and all-you-can-drink specials.

### Advertising/Promotion Tactics by Establishment Hours of Operation

Hours Open	2-for-1 (n=5)	Upsizing (n=9)	Happy Hour (n=8)	All You Can Drink (n=0)	Large Servings (e.g., Pitchers) (n=9)
8 hours or fewer a day	25%	50%	38%	0%	50%
10-18 hours a day	38%	25%	63%	0%	63%
24 hours a day	0%	60%	0%	0%	0%

## DUNN COUNTY COLLEGE-AGE ADULTS: KEY FINDINGS FROM THE UNIVERSITY OF WISCONSIN ALCOHOL AND DRUG SURVEY, 2013

The University of Wisconsin system-wide Alcohol and Other Drug Abuse (AODA) Survey has been conducted every-other year across all campuses within the University of Wisconsin (UW) system. The 2013 UW-Stout survey was emailed to a random sample of students (n=3778; response rate=23%). Of student respondents, 54% were 21 years of age or older, 80% indicated that racial or ethnic group they identify with was White (non-Hispanic) and 54% were female.

### KEY FINDINGS

#### Student alcohol use rates (30-day Use and Binge Drinking).

- 29% of students report abstaining from alcohol use. This percentage has been slowly increasing since 2007
- 71% of students report alcohol use
- Among those that drink, 74% of females and 79% of males report binge drinking (at least 4 drinks in a 2-hour period for women; at least 5 drinks for men)
- Among those that drink, the average number of drinks per week was 9. This result has been slowly decreasing since 2007, and is higher for males than females

- Students report a typical drinking occasion to last 4.1 hours and to consume 6.5 drinks

#### Student use of illegal drugs, marijuana, and tobacco (30-day Use).

- 13% of students report using illegal drugs or prescriptions in a manner not prescribed by their healthcare professional
- 16% of students report using marijuana at least once in the past 30 days
- 26% of students report using tobacco products at least once in the past 30 days



### Awareness of campus alcohol and drug policies and prevention programming among Stout students.

- Student report awareness of regulations for both alcohol (79%) and drugs (71%). Both are significantly higher than the UW-System average

- 60% of students who are aware of alcohol and drug regulations say they are enforced
- 52% of students indicated awareness that UW-Stout has programs to reduce alcohol abuse. 38% reported awareness of programs to reduce drug abuse

### UW-Stout Students report a variety of alcohol-related consequences.

Alcohol-Related Consequence	2005	2007	2009	2011	2013	2011
	UW-Stout	UW-Stout	UW-Stout	UW-Stout	UW-Stout	UW System
Had a hangover (%)	74	86	84	88	88	85
Got nauseated or vomited (%)	63	69	70	72	70	72
Did something I later regretted (%)	45	51	50	51	50	48
Had memory loss (%)	46	52	54	56	54	51
Got into an argument or fight (%)	39	44	40	44	43	39
Missed a class (%)	42	47	43	41	34	32

## DRUG USE

### Drug Abuse or Dependence in the Past Year, age 12 and older, 2007-2012 (Data Source: WI 2014 Epidemiological Profile)

- Optional Measure  
  State-level Data  
  County abuse or dependence trend unclear

**Area of Concern:** 18-25 year old Wisconsin adults had higher rates of drug abuse and dependence when compared to other age groups.

- Rates of drug abuse and dependence among Wisconsin adults have consistently remained around 3% since 2007. 18-25 year-old adults have consistently had higher rates of drug abuse and dependence for the same period of time (2011-2012: 6% of 18-25 year-olds, 4% of 12-17 year-olds, 1% of adults age 26 and older).

### Drug Related Hospitalizations in Dunn County (rate per 100,000 population), 2010-2012 (Data Source: WI 2014 Epidemiological Profile)

- Optional Measure  
  County-level Data  
  State-level Data  
  County drug-hospitalization-rate trend unclear

**Area of Concern:** The rate of drug-related hospitalizations in Dunn County has slightly increased between 2010-2011 and 2011-2012.

- In 2010-2011, Dunn County had a rate of 207 drug-related hospitalizations per 100,000 people. In 2011-2012, there was a slight increase in drug-related hospitalizations, with a rate of 221 hospitalizations per 100,000 people. Overall, Dunn County had fewer hospitalizations than the state did.

### Opioid-related Hospitalizations (rate per 1,000 people), ages 12-25, 2008-2012 (Data Source: WI 2014 Epidemiological Profile)

- Optional Measure  
  County-level Data  
  State-level Data  
  County opioid-related hospitalization rate increasing

**Area of Concern:** The rate of opioid-related hospitalizations in Dunn County has slightly increased between 2008 and 2012.

#### Understanding rate per 100,000

Rates per 100,000 are often used to make data comparable across populations of various sizes. For example, when discussing a county rate in relation to a state rate, analysts will use a rate per 100,000 in order to make the county rate and state rate comparable. A county may or may not have a population over 100,000 when drawing this comparison.

The most recent data, 2011-2012, show 0.9 hospitalizations per 1,000 residents ages 12-25, which is lower than the state rate for the same time period (1.7 per 1,000 residents ages 12-25). Since 2008, the rate of opioid-related hospitalizations in Dunn County has increased from 0.4 per 1,000 to 0.9 per 1,000 in 2012. Dunn County rates are lower than state rates throughout the years 2008-2011.

**Drug Law Arrests in Dunn County (rate per 100,000 population), 2011 and 2012** (Data Source: WI 2014 Epidemiological Profile)

Optional Measure    County-level Data    State-level Data    County drug-arrest trend decreasing

**Areas of Concern:** None identified.

- There were 103 fewer drug arrests per 100,000 in Dunn County in 2012 than in the previous year (2011: 385 arrests per 100,000 people). Drug arrests in the county were lower than the state overall (WI 2011: 447 per 100,000 people; 2012:478 per 100,000 people).

## REQUIRED DFC INDICATORS WITH INSUFFICIENT DATA

The following are required indicators about Dunn County youth for which the Coalition has insufficient data. Several attempts were made by the Coalition staff to collect data responsive to these measures; however, response rates were too low to report here.

Data Gap	Required Indicators	Data Collection Attempts
<b>30-day use of alcohol, tobacco, marijuana, and prescription drugs</b>	<ul style="list-style-type: none"> <li>• During the past 30 days, on how many days did you have at least one drink of alcohol?</li> <li>• During the past 30 days, on the days you smoked, how many cigarettes did you smoke per day?</li> <li>• During the past 30 days, how many times did you use marijuana?</li> <li>• During the past 30 days, how many times did you take a prescription drug (such as OxyContin, Percocet, Vicodin, codeine, Adderall, Ritalin, or Xanax) without a doctor's prescription?</li> </ul>	<p><b>Attempts:</b></p> <ul style="list-style-type: none"> <li>• DCPFY Youth Survey (online): low response rate</li> <li>• DCPFY Young Adult Survey (online): low response rate</li> <li>• DCPFY Parent Survey (online, n = 90): Sample not representative of parents of youth and young adults in Dunn County. The sample was primarily Menomonie parents of young children</li> <li>• One school district has data on DFC core measures through 2015</li> </ul>
<b>Perception of Risk</b>	<ul style="list-style-type: none"> <li>• How much do you think people risk harming themselves physically or in other ways when they have 5 or more drinks of an alcoholic beverage once or twice a week?</li> <li>• How much do you think people risk harming themselves physically or in other ways when they smoke one or more packs of cigarettes a day?</li> <li>• How much do you think people risk harming themselves physically or in other ways when they smoke marijuana once or twice a year?</li> <li>• How much do you think people risk harming themselves physically or in other ways when they use prescription drugs that are not prescribed to them?</li> </ul>	<p><b>Barriers:</b></p> <ul style="list-style-type: none"> <li>• Absence of a <i>shared</i> standardized instrument and a representative sample for monitoring substance-use attitudes and behaviors among Dunn County youth</li> <li>• Unable to access middle- and high-school students to implement classroom-based survey</li> <li>• Each district has different parental permission requirements.</li> <li>• Have not identified a systematic method for obtaining a representative sample of Dunn County parents</li> <li>• Have not obtained data extract of BRFSS data for 18-22 year olds (publicly available data is for adults 18 and older)</li> </ul>



<b>Perception of parental disapproval</b>	• How wrong do your parents feel it would be for you to have one or two drinks of an alcoholic beverage nearly every day?	
	• How wrong do your parents feel it would be for you to smoke tobacco?	
	• How wrong do your parents feel it would be for you to smoke marijuana?	
	• How wrong do your parents feel it would be for you to use prescription drugs not prescribed to you?	
<b>Perception of peer disapproval</b>	• How wrong do your friends feel it would be for you to have one or two drinks of an alcoholic beverage nearly every day?	
	• How wrong do your friends feel it would be for you to smoke tobacco?	
	• How wrong do your friends feel it would be for you to smoke marijuana?	
	• How wrong do your friends feel it would be for you to use prescription drugs not prescribed to you?	

# COMMUNITY SUPPORT FOR SUBSTANCE ABUSE PREVENTION EFFORTS



What is the level of support in the community for addressing substance-use prevention issues among youth and young adults in Dunn County?

## WHAT DATA IS AVAILABLE?

Community support for substance-abuse prevention is measured three ways: A survey of Dunn County government officials, a survey of current DCPFY Coalition members, and key informational interviews conducted with county law enforcement. Each group was asked questions to better ascertain their level of support for prevention efforts, as well as support in the broader community.

## LOCAL DATA

- DCPFY Coalition Member Survey
- Law Enforcement Key-Informant Interviews
- Dunn County Leader Survey

- Leaders had little awareness of alcohol prevention efforts aimed at middle and high schools in the county. Similarly, leaders had no awareness of marijuana prevention efforts aimed at youth and young people in the county.

## WHAT WERE THE KEY FINDINGS?

Below are high-level key findings related to community support for the prevention of substance use among youth and young adults in Wisconsin. The report provides additional detail regarding each of the key findings below.

## KEY FINDINGS

- Leaders have a slightly higher level of concern for drinking among older students (i.e., high-school and college students).
- Leaders have a slightly higher level of concern for marijuana use among middle- and high-school students than they do for college students. Respondents also felt that community members might be more permissive about marijuana use among college students than they were toward middle- and high-school students.

## Dunn County Leader Survey

In September 2014, 41 city and county officials in Dunn County were invited to participate in an online survey asking them about their level of concern for substance use among youth and young adults in the county, their support for substance use prevention efforts, and their perception of community support for prevention efforts. A total of 14 completed surveys were received.

## KEY FINDINGS

**The majority of respondents have a high or moderate level of concern about drinking among middle- and high-school students in the county. 100% of respondents have high or moderate concern about drinking among college students in the county. 58% of respondents indicated a high or moderate level**

of concern about drinking among middle-school students while 66% of respondents were concerned about high-school students. Example comments include:

*"I don't think drinking by middle- and high-school [students] should be tolerated. However, the question asks about member(s) of the community. Many parents condone drinking especially by high school students around graduation time. If college students are of age, then they have the right to decide for themselves. However, efforts should be made to discourage abusive drinking."*

*"When they are being served by their parent, as is allowed under WI state law"*

*"I think some feel that university students should have time to spread their wings and experience their freedom"*

**Respondents perceive community members as being permissive of drinking among middle- and high-school students.** Forty-one percent of respondents felt community members believed there were circumstances in which they might allow middle- and high-school students to drink. A higher percentage of respondents (75%) felt that community members believed there were circumstances in which they might allow college students to drink (including legal-age status). The following represents a sample of the comments:

*"Wisconsin culture that drinking is part of our heritage"*

**The majority of respondents are unaware of alcohol-prevention efforts among middle- and high-school students. Almost all the respondents were unaware of marijuana-prevention efforts aimed at middle- and high-school youth, as well as college students.** A larger percentage of respondents reported not knowing about prevention efforts aimed at middle- and high-school students (42%) compared to prevention efforts among college students (25%). Ninety percent of respondents reported being unaware of marijuana-prevention efforts in Dunn County. The following represents a sample of the comments:

*"I'm not aware of efforts and I have to say that I am not aware of marijuana problems. Guess I need to get caught up to speed on this."*

**Respondents have greater concern about marijuana use among middle- and high-school students compared to use among college students.** Sixty-three percent of respondents said they had a high

or moderate level of concern about marijuana use among middle- and high-school students, while 45% expressed the same level of concern for marijuana use among college students. Similarly, a higher percentage of respondents (60%) felt that community members might be more permissive about marijuana use among college students than among middle- and high-school students (40%). The following represents a sample of the comments:

*"Many adults in the community grew up with occasional use of marijuana and don't see it as particularly harmful or dangerous"*

**A high level of cross-sector support for prevention efforts was reported by respondents.** The majority of respondents (80%-90%) reported leaders in the public and non-profit sectors as being supportive of prevention efforts. A slightly lower percentage of leadership support was reported for the business sector (60%).

## DUNN COUNTY PARTNERSHIP FOR YOUTH COALITION MEMBER SURVEY OF CURRENT MEMBERS

In April 2014, DCPFY staff designed and administered a survey to current DCPFY members in order to better understand the experience of coalition members. The survey asked about a variety of issues including motivation for participating, most useful benefits offered by the coalition, alignment of the coalition with members' interests, and suggestions for the future direction of the coalition. Nineteen current coalition members responded to the survey.

### KEY FINDINGS

The majority of members (72%) expressed satisfaction with the direction, mission, and goals of the Partnership. Members expressed a strong interest in receiving more information about trends, statistics, and local youth, parents, and families in Dunn County, as well as an interest in increased training opportunities to learn about effective community engagement and alcohol and other drug-prevention strategies.

**The majority of members indicated strong support from their employers to participate in coalition**

activities, suggesting a strong mission alignment between members' home organizations and the coalition. Fifty-eight percent participate in at least the Partnership's General Meeting and indicate that their employers encourage them to attend (37%, n = 7) and/or allow them to attend "on the clock" (78%). The majority of members share Partnership information with their employers and coworkers formally, informally, and via the DCPFY newsletters.

**Respondents report the top three benefits of participation as:**

- Networking with other professionals in the community
- Accessing information that helped individuals in their jobs
- Access to community resources

**The top two most desired coalition benefits include:**

- Access to information, trends, and statistics related to local youth, parents, and families
- Local training and workshops for personal and/or professional development. The most requested training opportunities were those related to effective community-engagement strategies and alcohol and other drug prevention techniques, strategies, and trends.

**The top two desired modes of communication include:**

- Email. This method, along with the DCPFY Newsletter, is how all the respondents learn about Partnership activities.
- Internet. The two most popular responses for future modes of communication were an active DCPFY Facebook page and a revamped DCPFY website.

**Barriers and concerns: Comments about the Coalition's mission**

- The most common barriers and concerns expressed relate to narrowing the Coalition's mission to that of alcohol and other drug prevention and to focusing on youth and young adults, rather than a focus on the full lifespan.

Mound, and Menomonie). The interviews were guided by a series of questions asking informants about:

- Views on alcohol and drug-related problems in the community
- Factors responsible for local problems
- Measures in place to address problems

**KEY FINDINGS**

**Drinking on college campuses remains a major problem in Dunn County.**

Results revealed some local successes, but many challenges. While law enforcement is observing more use of sober cabs among the adult population, underage drinking—especially on college campuses—is still a major problem. Mixed policies within the county govern alcohol consumption in public spaces, and there is community resistance to duplicating statutes already covered by state laws (which is perceived as an unnecessary cost).

**Marijuana and prescription-drug use are major issues and have difficult barriers in the way of addressing them.**

Current trends indicate that marijuana and prescription drug use are major issues, and that specific barriers exist that make addressing these substances challenging. Marijuana is culturally accepted and not perceived as harmful. Similarly, prescription drugs are legal and not perceived as dangerous. Another issue cited was the practice of parents using youth as drug runners.

**Successful strategies for addressing prescription-drug abuse**

Respondents cited some promising practices that could address ATOD use in the community. These include a new statewide database that allows doctors and pharmacists to check patient names before prescribing medication (to limit "doctor shopping"). Another recommendation was for towns to institute local prescription-drug lock boxes for the safe disposal of unused medications.

**LAW ENFORCEMENT  
KEY-INFORMANT  
INTERVIEWS**

One-on-one interviews were conducted with the Chiefs of Police in three of the four Dunn County communities during the spring of 2014 (Colfax, Elk

# PULLING IT ALL TOGETHER: FUTURE DIRECTIONS

Findings from this report will inform the Coalition's next step, which is to identify which substance-abuse prevention priorities to address in the next four year grant cycle. To support this, the Coalition's Advisory Board has identified the following for immediate action.

## **Prepare the coalition membership to move into the planning and decision-making phase of the grant by:**

- 1. Assessing the extent to which the current membership is representative of the grant-required 12 sectors.** Where gaps are identified, coalition leaders (i.e., Advisory Board members and DFC Management Team) will work on building relationships with needed agency and community leaders to encourage their active participation in the coalition.
- 2. Clarifying coalition membership requirements and providing members with support to encourage deeper participation.** Coalition leaders will revisit the existing member agreement to ensure that it accurately reflects the needs of the coalition and its membership. Additionally, coalition leaders will work to secure supports aimed at strengthening member participation, including:
  - Working with partner agency supervisors to secure approval for their staff to attend Coalition meetings during work hours
  - Adjusting Coalition meeting times and formats as needed
  - Developing various communication platforms to keep members connected and engaged (e.g., Basecamp, website, etc.)
  - Regularly soliciting member feedback to monitor coalition processes and member experience
  - Providing members with value-added experiences that enhance their own work, such as access to content experts as well as on-going reporting of local trends
- 3. Host an action-planning meeting with Coalition members (February 2015).**

On February 12, 2015, the Coalition will host a four-hour action-planning meeting for members with the following goals:

  - Discuss and interpret data contained in this report using a participatory format
  - Engage in a facilitated decision-making process to identify broad substance-abuse-prevention priorities
  - Increase ownership and excitement among members about the work of the coalition
- 4. Research potential programs, strategies and/or best practices that address priorities identified by the Coalition (March-April 2015).**
  - Following the action-planning meeting, a Coalition workgroup will convene to research and develop a short list of interventions, strategies, or best practices that demonstrate evidence of effectiveness.
  - The workgroup will present their findings to the membership in order to select specific approaches and interventions that address the identified priorities.
- 5. Develop implementation and evaluation plans for selected strategies (May-July 2015).**
  - A Coalition workgroup will convene to develop implementation and evaluation plans for selected strategies. The workgroup will present their findings to the membership for approval.

## APPENDIX A: DESCRIPTION OF DATA SOURCES USED IN THIS REPORT

### Youth Data Sources

Wisconsin Youth Risk Behavior Surveillance (YRBS)

Website: <http://nccd.cdc.gov/youthonline>

WI YRBS website: [http://sspw.dpi.wi.gov/sspw\\_yrbsindx](http://sspw.dpi.wi.gov/sspw_yrbsindx)

YRBS factsheet: [http://www.cdc.gov/healthyyouth/yrbs/pdf/system\\_overview\\_yrbs.pdf](http://www.cdc.gov/healthyyouth/yrbs/pdf/system_overview_yrbs.pdf)

The U.S. Centers for Disease Control and Prevention conducts the Wisconsin Youth Risk Behavior Survey (YRBS) as part of a national effort to monitor the health-risk behaviors of the nation's high school students. These behaviors are the most significant causes of both mortality and morbidity during youth and adulthood. The behaviors monitored by the Wisconsin YRBS include traffic safety; weapons and violence; suicide; tobacco use; alcohol and other drug use; sexual behavior; and diet, nutrition, and exercise. The Department of Public Instruction (DPI) has administered the YRBS to students in Wisconsin's public high schools every two years, beginning in 1993. Survey procedures were designed to protect the privacy of students by allowing anonymous and voluntary participation. Local parent permission procedures were followed before administration, including informing parents that their child's participation was voluntary. *A key limitation is the inability to use Dunn-County-specific YRBS data in this report. Another limitation of WI data used in this report is uncertainty about the extent to which an average Wisconsin high-school student is similar to a Dunn County high-school student.*

**Colfax and Menomonie Youth Focus-Group Data.** Focus groups were conducted at two of the four high schools in Dunn County in October 2012. Participants (11 at Colfax High School, 10 at Menomonie High School) represented all grade levels. Each focus group had a mix of female and male students (36% female at Colfax; 60% female at Menomonie). *The small number of respondents is one limitation of this data. Another limitation is that participants were not asked more questions specific to alcohol, tobacco, or drug use among youth.*

**Dunn County Parent Survey (online survey).** In an effort to collect data from local parents and concerned adults, DCPFY created an online survey and distributed it during the spring of 2014. DCPFY staff made the survey available at local community events and provided the survey link to coalition members for wider distribution. Responses were received from 90 adults; most from Menomonie (76%). Over half of respondents (56%) indicated that their children were of Kindergarten age or younger. *A key limitation of this data source is that the majority of the parent respondents had young children and, accordingly, may have less awareness of local alcohol, tobacco, and other drug trends.*

**Dunn County Leader Survey (online survey).** An online survey was sent to Dunn County city and county government officials to ask them about their level of concern with substance use among youth and young adults in Dunn County, their awareness of prevention efforts, and their perception of community support for prevention efforts. A total of 14 surveys were completed (response rate was 35%<sup>†</sup>).

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<sup>†</sup>A response rate of 32% is typical for online surveys (Nulty, 2008).



## YOUNG ADULT DATA SOURCES

Wisconsin Behavioral Risk Factor Survey (BRFS)

Website: <https://www.dhs.wisconsin.gov/stats/brfs.htm>

The Wisconsin Behavioral Risk Factor Survey (BRFS) is a telephone survey of state residents ages 18 and older carried out in conjunction with the U.S. Centers for Disease Control and Prevention (CDC). The Behavioral Risk Factor Surveillance System encompasses BRFS programs in all 50 states, the District of Columbia, and U.S. territories. The survey addresses a variety of topics, such as behaviors related to smoking, alcohol use, physical activity, and being overweight; the prevalence of chronic diseases such as diabetes, asthma, and hypertension; and the receipt of recommended cancer and cholesterol screening tests. BRFS data is used extensively by public health departments and is the basis of numerous articles in public health research journals and other publications. *A limitation of BRFS data in this report is that the age range used in the publicly available BRFS is 18 and older, a broader segment than the one (18-22 year olds) of interest to the Coalition. Another limitation of state-level data is the extent to which an average Wisconsin adult is representative of an average Dunn County young person.*

### 2014 Wisconsin Epidemiological Profile

Website: <https://www.dhs.wisconsin.gov/stats/aoda.htm>

The Wisconsin Epidemiological Profile on Alcohol and Other Drug Use, 2014 is a compilation of alcohol and other drug use data from various sources, released in 2014. From each data source, it presents the most recent available year of data, as well as trend information for previous years and U.S. comparisons, when available. County-level data tables are included to assist in developing local-needs assessments. *A limitation of these estimates is that the data represents adults ages 18 and older and is not limited to the narrow segment (18-22 year olds) of interest to the Coalition.*

**Dunn County Alcohol Retailer Compliance-Check data.** The Dunn County Sheriff's Department conducts alcohol-compliance checks on licensed alcohol retailers throughout the county. Law enforcement conducts compliance checks by sending a minor to purchase alcohol from an alcohol retailer. The aim of compliance checks is to reduce youth access to alcohol by identifying and citing licensed retailers that illegally sell alcohol to minors. The Dunn County Sheriff's Department provided data from 54 alcohol-compliance checks for the years 2001-2014. *A limitation of this data is that it is unknown how well the sample of retailers checked reflects the behavior of all retailers in the county.*

**2013 University of Wisconsin Alcohol and Drug Survey.** A summary report of the 2013 survey findings were provided. *A limitation is the summarized format of the data, which limited any analysis of the information contained in the report.*

**2014 Menomonie Alcohol Retail Access and Availability Environmental Scan.** Coalition staff conducted an environmental scan of Menomonie alcohol retailers to assess the level of alcohol availability in the community. In the scan, 23 establishments were assessed. *A limitation of this data is that it is a convenience sample; it is not representative of alcohol retail access and availability throughout the county.*

## COMMUNITY SUPPORT FOR SUBSTANCE ABUSE PREVENTION EFFORTS

**DCPFY Coalition Member Survey.** Current members of the Coalition were invited to respond to an online survey in April of 2014. Nineteen completed surveys were received. *A limitation of this data is that it may not be representative of the entire Coalition membership and that it is limited to expressing the views of survey respondents only.*

**Law Enforcement Key-Informant Interviews.** Key-informant interviews were conducted with the Chiefs of Police in three of the four Dunn County communities during the spring of 2014 (Colfax, Elk Mound, and Menomonie). *A limitation of these interviews is that they may not represent the views of the entire law enforcement community in the county.*

**Dunn County Leader Survey (online survey).** An online survey was sent to 41 Dunn County city and county government officials to ask them about their level of concern with substance use among youth and young adults in Dunn County, their awareness of prevention efforts, and their perception of community support for prevention efforts. A total of 14 surveys were completed (response rate 34%<sup>†</sup>). *A limitation of this data is that it is not representative of all the city and county leaders; it is only representative of those that completed the survey.*

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<sup>†</sup> A response rate of 32% is typical for online surveys (Nulty, 2008).

