



### Our Focus



Alcohol



Nicotine



Prescription Drugs



Youth Connection

### Our Mission

Healthiest Manitowoc County–Substance Use Prevention Coalition creates a safe and healthy environment for youth with reduced access to substances and increased positive connections.

### Our Vision

Everyone living longer, better.

### Our Reason

The coalition is a group of community members that have been impacted by or are concerned about the impacts of substance use and misuse in Manitowoc County. We want to improve our community's quality of life so everyone can live longer and better. This includes helping our community to be a place where youth and adults can thrive and live free from the harms of substance misuse.

### Our Work

The coalition utilizes the Strategic Prevention Framework (SPF) process to assess, plan, implement, and evaluate its strategies to ensure our efforts result in impact. Our work revolves around three main themes: educating on the harms and consequences of substance misuse, reducing youth access to substances, and promoting positive connections to people and the community.

As they say, it takes a village. We recognize the importance of having diverse perspectives and voices at the table while we work together to reduce substance misuse. We value each sector, organization, and person who is committed to this work and there is always room at the table for more people. We hope you consider joining in the work.

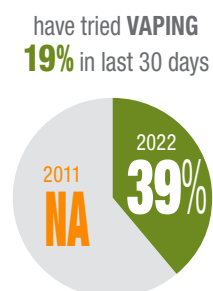
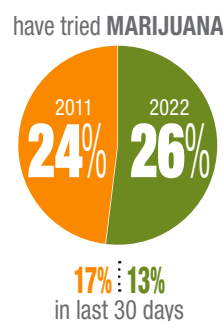
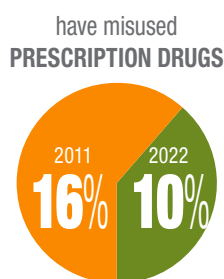
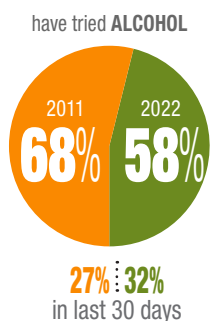


## DRUG FREE COMMUNITIES



### HIGH SCHOOL SUBSTANCE ABUSE

SOURCE: MANITOWOC COUNTY 2011 & 2021 HIGH SCHOOL YRBS RESULTS



# Our Accomplishments

## REDUCING ALCOHOL MISUSE

- **FESTIVAL TOOLKITS** are a free toolkit available to any event that plans on providing beer / liquor during their event. The toolkits include an informational packet on best practices, We ID signage, ID Scanners and Wristbands, which the coalition provides for FREE. provide These toolkits help prevent underage and binge drinking at festivals. **In 2022-23, 9 local festivals utilized our festival toolkits!**

## REDUCING NICOTINE MISUSE

- **HIDDEN IN PLAIN SIGHT BACKPACKS** are a tool used to train staff and parents on youth substance use trends in Manitowoc County; in the backpack are examples of products that can easily be missed by an untrained eye. We updated the backpacks and created training videos where you will learn what products look like, signs of substance use, and how to start a conversation with your youth. We now have 9 trained SRO in schools with the program and it is now a permanent session at The Crossing for parents!
- **RETAILER OUTREACH** 1500 materials were distributed to retailers holding a license to sell tobacco to educate on iTobaccoCheck.org and Tobacco 21.

## REDUCING PRESCRIPTION DRUG MISUSE

- **TAKE BACK EVENTS** at the April 2023 Take Back event we collected 292 lbs of expired/unused medications.
- **PERMANENT MEDICATION DISPOSAL SITES** Manitowoc County now has 5 permanent medication disposal sites the newest one being located in Mishicot! In 2022-23 these 5 sites were able to collect and dispose a total of 2,111 lbs.
- **LOCK BOXES/DEACTIVATION KITS** Distributed over 78 lock boxes, 655 medication disposal location magnets (190 Spanish, 190 Hmong, 275 English) and 300 deactivation kits to nursing homes, hospice care centers, and community housing organizations as well as handed out at community food drives, meetings, and events.
- Mailed 30,000 every door mailers to educate the community about fentanyl/opioid epidemic in Manitowoc County.
- 38 people took HMC SUP Drug Identification Training to learn about substance use trend in Manitowoc County.

## YOUTH CONNECTIONS

- Promoted and supported the **KIDS AT HOPE** initiatives where we believe all kids are capable of success, no exceptions. 30 adults in Manitowoc were trained this year in KAH trainings
- **NATIONAL PREVENTION WEEK** provided \$13,000 of funds to 9 schools and local non-profits to conduct activities to address youth mental health and substance use prevention activities. Funds were made possible by the Manitowoc County Prevention Grant.
- **YOUTH AGENCY NETWORK (YAN)** developed our Youth Resource Hub which is an online resource center and one-stop-shop for youth and their families, caregivers and advocates who want a helping hand to connect with each other and/or the community. YAN had their first youth event in July 2023; "Where is Skamp" will become an annual youth scavenger hunt for youth and their families!



## AVAILABLE RESOURCES

### LOCK BOXES & PRESCRIPTION DRUG DEACTIVATION KITS:

Visit [healthiestmc.org/Personal-Lockbox-Request](https://healthiestmc.org/Personal-Lockbox-Request) for more information on a free lock boxes and deactivation kits.

**FESTIVAL TOOLKITS:** Please call Northeastern Wisconsin Area Health Education Center (NEWAHEC) at 920.652.0238 to request a toolkit for your event.

**EDUCATIONAL BOARD GAMES:** Call NEWAHEC at 920.652.0238 to schedule a pickup date and time.

## COALITION MEETINGS

All are invited to attend the HMC-Substance Use Prevention Coalition 2<sup>nd</sup> Thursday of each month, 8:00-9:30AM.

Involvement can include attending regularly scheduled meetings, assisting with one-time project needs, or promoting our activities.

Contact Brittany Boyer at 920.652.0238 and [brittanyb@newahec.org](mailto:brittanyb@newahec.org) if interested in helping.



[healthiestmc.org](https://healthiestmc.org) | 925 S. 15th Street, Manitowoc, WI | 920.652.0238