



**For Immediate Release**

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**White House Drug Policy Office Awards \$125,000 to Local Coalition to Prevent Youth Substance Use in Monroe County, Wisconsin**

On September 8, 2015, Michael Botticelli, Director of National Drug Control Policy (ONDCP), announced 697 Drug-Free Communities (DFC) Support Program grants, totaling \$86 million. The grants will provide local community coalitions funding to prevent youth substance use, including prescription drugs, marijuana, tobacco and alcohol. The Monroe County Safe Community Coalition, in partnership with Couleecap, Inc., was one of the grant recipients and will receive \$125,000 in DFC grant funds to involve and engage their local communities to prevent substance use among youth.

“We know that evidence-based prevention efforts are the most effective way to reduce youth substance use and to support the roughly 90 percent of American youth who do not use drugs,” said Michael Botticelli, Director of National Drug Control Policy. “By bringing together schools, businesses, law enforcement, parent groups, and other members of the community, DFC-funded community coalitions are helping to protect youth from the devastating consequences of non-medical prescription drug use, heroin and other substance use.”

“Our goal is to make Monroe County a safe and healthy environment for our youth,” said Shelly Teadt, Couleecap’s Director of Planning. “Prevention is a powerful tool to counteract drug use in our communities, and we will use this funding to help youth in Monroe County make healthy choices.”

The goals of the Monroe County Safe Community Coalition (MCSCC) are to establish and strengthen community collaboration in support of local efforts to prevent youth substance use. The coalition will achieve its goals by implementing these strategies:

- (1) Promote the MCSCC through the utilization of consistent promotional materials, effective media strategies, and community collaborations.
- (2) Offer educational and learning opportunities to MCSCC members through the utilization of multiple training methods and activities.
- (3) Participate in long-range strategic and action planning through MCSCC and standing workgroups.
- (4) Reduce youth access to alcohol, prescription drugs, and marijuana by educating youth and adults and using evidence based practices and environmental strategies.



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## ***Background on the Drug-Free Communities Support Program***

The Drug-Free Communities (DFC) Support Program, created by the Drug-Free Communities Act of 1997, is the Nation's leading effort to mobilize communities to prevent youth substance use. Directed by the White House Office of National Drug Control Policy (ONDCP), in partnership with the Substance Abuse and Mental Health Services Administration (SAMHSA), the DFC Program provides grants of up to \$625,000 over five years to community coalitions to strengthen the infrastructure among local partners to create and sustain a reduction in local youth substance use.

Recognizing that local problems need local solutions, DFC-funded coalitions engage multiple sectors of the community and employ a variety of environmental strategies to address local drug problems. Coalitions are comprised of community leaders, parents, youth, teachers, religious and fraternal organizations, health care and business professionals, law enforcement, and media. By involving the community in a solution-oriented approach, DFC also helps those youth at risk for substance use recognize the majority of our Nation's youth choose not to use drugs.

Additionally, DFC-funded communities have proven to be more effective in addressing these complex social issues and have demonstrated an increase in positive outcomes over communities that do not have DFC's.

The [DFC's 2014 National Evaluation Report](#) showed a significant decrease in past 30 day use of prescription drugs among youth in DFC communities. The report also noted increases in the perception of risk, perception of peer disapproval, and perception of parent disapproval in relation to non-medical prescription drug use. The report also found a significant decrease in past 30 day use between the first and most recent data reports for alcohol, tobacco, and marijuana use among middle school and high school youth in DFC communities.

The Substance Abuse and Mental Health Services Administration (SAMHSA) is responsible for the day-to-day management of the DFC Program. "Community coalitions continue to drive winning strategies at the local level to reduce the rate of substance misuse," said SAMHSA Acting Administrator Kana Enomoto. "SAMHSA is pleased to join the Office of National Drug Control Policy in supporting communities that are bringing citizens together to create healthy and drug free environments for our youth."

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