

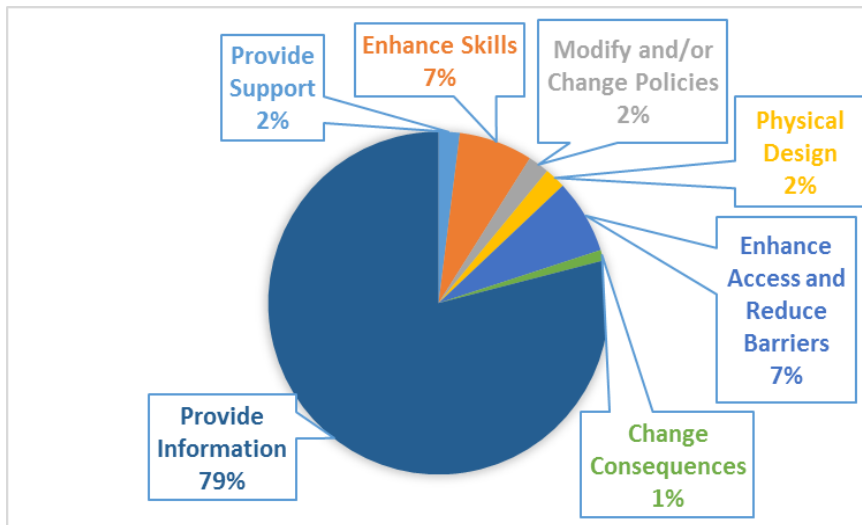


# Stoughton Wellness Coalition

Year 1 | Drug Free Communities (DFC) Grant

October 1, 2017—September 30, 2018

**127 Activities** across all 7 DFC strategies for community change



## DFC Strategies for Community Change

Shared materials about the coalition and/or handed out medication lock boxes (100) and refrigerator locks (40):



- ◆ Earth Day Expo, Youth Expo, High School Senior Expo, Middle School & High School open houses, Coffee Break Festival, Parent Athlete Night, Stoughton Junior Fair, & Stoughton Community Cares



- ◆ **Media coverage:** Courier Hub, WKOW, Stoughton Hospital newsletter, and Parks and Recreation guide
- ◆ Three community **billboards:** Dose of Reality Campaign: reaching 95,500 people/month for two months
- ◆ **Information materials** created handed out to 1,580 people: event & meeting flyers, SWC contact and info card



**SWC website:** 27 resources posted & 23,093 hits  
**Facebook:** 40 posts & 202 followers



Two **medication and sharps disposal** events with 400 attendees

**Face to face info sessions for 123 people:**



- ◆ Town hall meeting, Stoughton Rotary, Stoughton School District, Stoughton Chamber of Commerce, & Middle school parent information session



# DFC Strategies for Community Change

## Nine events to enhance skills reaching 338 adults & 265 youth

Drug Impairment Training for Education Professionals (DITEP)  
Mental Health First Aid  
Safety Camp  
Reality Maze  
Hidden in Plain Sight (5 events)



**Placed 30 signs and 20 window clings:** Parents Who Host Lose the Most campaign



**Signs placed at 15 parks:** notification that open intoxicants are prohibited

**Collaboration with law enforcement:** conduct compliance checks for 21 liquor retailers



**Collaboration with youth** to implement Sticker Shock campaign – 400 stickers placed on alcohol containers and pizza boxes to promote the Social Host Ordinance

## Coalition Self-Assessment Findings

55 question assessment completed by 12/20 coalition members



## Organizational Development

- ◆ 19 member trainings
- ◆ Addition of 5 core members and 1 advisory member
- ◆ Creation of a Youth Advisory Group
- ◆ Coalition Coordinator leadership activities



*Role of coalition coordinator  
Vision, mission, and goals  
Coalition structure  
Projects  
Research and external resources  
Relation with power players  
Member needs and benefits*



*Outreach and Communication  
Coalition meetings  
Member responsibility and growth  
Sense of community*

## Recommendations

- Continue to develop recruitment & retention strategies
- Expand youth advisory committee use
- Increase communication & outreach efforts
- Continue cross-sector collaboration in the 7 DFC strategies
- Continue evaluation of DFC grant activities