


**Lakeland Area Community Meeting Group  
Meeting Minutes  
January 14, 2009**

Topic	Discussion	Persons Involved
<b>Introductions:</b>	Introductions were done by those present; Bob Kovar, Joe Willger, Carol Wright, Pat Ustianowski, Ernie St. Germaine, Craig Kerr, Jim Bouche, Nick Hockings, Charlotte Hockings, Maureen Juras, Rick Lodholtz, Nancy Miller, Karen Knudsen, Jeff Knudsen, Cam Martin, Cathy Kurtyka, Alice McFarlane, Matt White, Marshall Polzin, Randi Jo Schuman, Andrea Johnson, John Quinn, Kim Berken, Audri Hoffman, Kail Schepper, Rachelle Ackley, Kathy Schraeder.	Bob Kovar-facilitator
<b>Parents Who Host Lose the Most Program</b>	<p>Bob gave a brief explanation of the PWHLTM program being coordinated throughout the entire state of Wisconsin through a multi-agency effort. PWHLTM is an evidence-based program that reduces access to underage drinkers through a collaborative public information campaign, media advocacy and law enforcement campaign (compliance checks/party patrols). All coalitions are eligible to apply for free materials the state has to give out. Plus, local law enforcement can apply for CARD grants through the Dept. of Transportation which pay for overtime/increased staff time for alcohol compliance checks and party patrols to coincide with the PWHLTM materials. Bob encouraged all coalitions to apply and to collaborate together. To this end, he drafted a Resolution of Support that all coalitions could sign, showing solidarity and support for the effort. If all prevention coalitions sign this, maybe we can get Tribal Council and county boards to sign on too-to ensure participation of law enforcement.</p> <p style="text-align: center;">             Parents Who Host            Resolution.pdf         </p>	Bob Kovar
<b>The Community Plunge</b>	<p>Joe Willger, Prevention Specialist from Marshfield Clinic in Barron County was our guest speaker. He came to describe how Barron County successfully planned and facilitated a community plunge in October. More than 100 people attended their plunge. Joe spoke at length about the process. Some highlights for us to consider were:</p> <ol style="list-style-type: none"> <li>1. Their planning group met weekly for many months</li> <li>2. Repeated personal communications with key guests proved to be the successful method for getting them to attend-written invitations are necessary but the personal contact were what got people to attend.</li> <li>3. Personal stories of tragedies related to underage drinking during the plunge event were powerful and captured everyone's attention</li> <li>4. They did not plan enough for how to follow through after the</li> </ol>	Joe Willger

	<p>event-the follow up is as important, if not more, than the event itself.</p> <ol style="list-style-type: none"> <li>5. On the buses they engaged attendees by giving them specific questions to discuss during the short trips between stops.</li> <li>6. Create a media packet and recruit an active person from the media.</li> </ol>	
<b>The Community Plunge: Substance Abuse</b>	There was representation from both the Positive Alternatives Coalition, the LdF Minobimaadiziiwin Coalition and Oneida County AODA Coalition at this meeting. These groups will collaborate to plan the substance abuse portion of the Plunge.	Carol Wright, Pat Ustianowski, Rick Lodholtz, Jeff Knudsen, karen Knudsen
<b>The Community Plunge: Youth Issues</b>	ILI staff once again brought a group of LUHS ILI After School Leadership students to the meeting to discuss their ideas for developing a safe place for youth to “hang out” in our area. This group will take an active role in the Plunge-telling their “story” of what youth need to be healthy and sober in our communities.	MattWhite, Alice McFarlane, Craig Kerr, MarshallPolzin, RandiJoSchuman, AndreaJohnson, John Quinn, Kim Berken,Audri Hoffman,Kail Schepper, Rachelle Ackley
<b>The Community Plunge: Racism</b>	Cam Martin, Nick and Charlotte Hockings and ILI staff will lead the group that will be looking into developing the racism side of the story-and how this is linked to underage drinking.	Cam Martin, ILI staff, Nick and Charlotte Hockings
<b>The Community Plunge: Parenting</b>	<p>This group still needs some leadership-Bob is trying to connect with various groups around the county. Maureen Juras from the Vilas County Family Resource Coalition attended the meeting and Bob will be attending their meeting on January 22 in Minocqua to explain the Plunge and how they can help. The Family Resource Coalition of Vilas County is comprised of agencies, organization, volunteers, schools, churches, and businesses who share a common vision and concern for ALL families in Vilas County. The Coalition believes that creating a supportive environment for families who are healthy - emotionally, spiritually, mentally and physically - is a shared responsibility of everyone in the communities. Through a collaborative process, the Coalition shares information, develops networks, and establishes and pursues common goals to help build strong healthy families in Vilas County.</p> <p>The Family Resource Coalition of Vilas County is an outcome of the Vilas County Safe &amp; Stable Families planning grant. The goal is for all Vilas County families to have access to community resources that support positive values, model, and parenting skills. This group could really be a great partner!</p>	Bob Kovar

<b>Tasks Before Next Meeting</b>	<p>There was some discussion about how we should proceed. The group felt that each of the four core issue groups could work on their planning between monthly meetings and we could use monthly meetings to brief each other on our progress. Bob reiterated that the overall theme of the Plunge is “Underage Drinking” and each “story” needs to relate to this theme. Bob asked each of the groups to try and complete the following <b>before the next meeting:</b></p> <ol style="list-style-type: none"> <li><b>1. Brainstorm community leaders, key people you think should attend the Plunge, how to invite them, who’s going to make personal appeals.</b></li> <li><b>2. Brainstorm how you want your “story” to be depicted. Each of the four stops on the plunge will be around 45 minutes-hour.</b></li> <li><b>3. Begin to think about specific solutions, action steps to be implemented after the plunge. This will be critically important and a reason in and of itself that many people will attend-so they can begin to work on active solutions.</b></li> </ol>	Four Core Issue Groups
<b>NEXT MEETING DATE:</b>	<b>4:00 pm – 6:00pm on February 11<sup>th</sup>, 2009 at the LUHS School Library. Watch your emails for the next agenda.</b>	

**RESOLUTION 2009 \_\_\_\_\_**

**RE: SUPPORTING A REGION-WIDE COOPERATIVE EFFORT BETWEEN UNDERAGE DRINKING PREVENTION COALITIONS, LAW ENFORCEMENT AND THE MEDIA TO SUPPORT THE EVIDENCE-BASED “PARENTS WHO HOST LOSE THE MOST” PROGRAM**

1           **WHEREAS**, Wisconsin has the highest underage drinking rate in the country; and

2           **WHEREAS**, according to various local Surveys, alcohol use and binge drinking among  
3 Vilas and Oneida County youth is greater than the national average; and

4           **WHEREAS**, Wisconsin pays an estimated \$2.7 billion in policing and court costs, lost  
5 productivity costs, incarceration costs, academic failure costs, traffic crash costs, and premature  
6 death costs due to alcohol; and

7           **WHEREAS**, 66% of Oneida County 12<sup>th</sup> graders at one high school report monthly  
8 alcohol use (national average is 44%); and

9           **WHEREAS**, research shows that youth who begin drinking before age 15 are four times  
10 more likely to develop alcohol dependence; and

11           **WHEREAS**, 40% of Vilas County 6<sup>th</sup>- 8<sup>th</sup> grade students in 2007 and 50.3% of middle  
12 school students at one middle school in Oneida County in 2006 report having tried alcohol before  
13 the age of 14 (statewide average is 24%); and

14           **WHEREAS**, In 2007, 32% of Wisconsin high school students reported binge use of  
15 alcohol. While the prevalence of binge drinking declined among high school students nationally  
16 from 1997 to 2007 (33% vs. 26%), there was no consistent decline in Wisconsin; and

17           **WHEREAS**, Heavy use of alcohol is highest among the youngest adults, ages 18-24. In  
18 2006, 12% of this age group in Wisconsin reported heavy drinking; and

19           **WHEREAS**, A survey by the American Medical Association shows that underage youth  
20 obtain alcohol easily and often and many times the source of their alcohol is their own parents;  
21 and

22           **WHEREAS**, A recent 2008 survey in Wisconsin revealed that 65 percent of underage  
23 youth say they get alcohol from family and friends; and

24           **WHEREAS**, some parents have become willing accomplices in planning teen parties and  
25 turning a blind eye to alcohol use in their own homes; and

26           **WHEREAS**, it is illegal to give or allow your teen’s friends to drink alcohol in  
27 your home, even with their parents’ permission, and

28

29           **WHEREAS**, anyone found guilty of purchasing or providing alcohol to any youth  
30 other than your offspring or legal ward is subject to both state and local sanctions in  
31 addition to any civil action that may occur as a result of damages or injury related to the  
32 offense, and

33           **WHEREAS**, a number of statewide partners including the Department of Children &  
34 Families, Department of Health Services, Department of Public Instruction, Department of  
35 Transportation, WATODEN, Alliance for Wisconsin Youth and the Wisconsin Clearinghouse for  
36 Prevention Resources are collaborating to provide training and materials for a statewide initiative  
37 to launch the evidence-based Parents Who Host Lose the Most model program that raises  
38 awareness about hosting laws and consequences for parents, engages law enforcement in party  
39 patrols and media in advocacy to reduce the hosting of underage parties; and

40           **WHEREAS**, a number of Tribal, Vilas and Oneida County substance abuse prevention  
41 coalitions, are participating in trainings and implementation of the Parents Who Host Lose the  
42 Most program in cooperation with the statewide initiative; and

43           **WHEREAS**, federal grants available and awarded to coalitions in our area require active  
44 efforts to implement environmental strategies to reduce access to alcohol; and

45           **WHEREAS**, The Comprehensive Alcohol Risk Reduction (CARD) program provides  
46 funding to law enforcement agencies to implement a combination of Underage Drinking Laws  
47 Program strategies that **must** include an **Underage Alcohol Compliance Investigation (checks)**  
48 **project** and a “Cops In Shops” and/or a “Party Patrol” project.

49           **WHEREAS**, the Department of Transportation is making available CARD grants for local  
50 law enforcement to pay for party patrols to coincide with the Parents Who Host Lose the Most  
51 statewide initiative; and

52           **WHEREAS**, law enforcement and media are key partners that local prevention coalitions  
53 must collaborate with as part of a successful Parents Who Host Lose the Most Program.

54           **WHEREAS**, the undersigned strongly encourages residents to refuse to purchase,  
55 provide or pour alcoholic beverages to underage youth and to take the necessary steps to  
56 hold those who engage in this illegal and unhealthy practice responsible.

57           **NOW, THEREFORE BE IT RESOLVED**, that the (pick one: Vilas County Board or  
58 Supervisors; Oneida County Board or Supervisors; Lac du Flambeau Tribal Council; LdF  
59 Minobimaadiziiwin Coalition; H.O.P.E. Group; Positive Alternatives Coalition; Oneida County  
60 AODA; Lakeland Area Community Group) in session this day of January \_\_\_, 2009, that we  
61 support the active collaboration of local prevention coalitions, media and law enforcement in the  
62 Parents Who Host Lose the Most Program, thereby taking an active role in implementing an  
63 evidence-based strategy, as part of a larger statewide effort, to reduce underage access to alcohol.

64           **BE IT FURTHER RESOLVED**, that the Vilas and Oneida County UW-Extension  
65 Offices send a copy of this resolution to all city, county, town, tribal, and village councils/boards  
66 in Wisconsin, media outlets, the Governor, and all elected state representatives and senators  
67 representing all or parts of Vilas and Oneida Counties and Tribes.

68           **BE IT FURTHER RESOLVED**, that we encourage the participating partners in this  
69 collaborative effort to secure and leverage additional funding opportunities to enhance further  
70 effective environmental strategies to reduce underage access to alcohol.

SUBMITTED BY:

Bob Kovar, Prevention Specialist  
Marshfield Clinic Center for Community  
Outreach