

# How One Community Obtained Double-Digit Reductions of High-Risk Alcohol Use

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# Dunn County, Wisconsin



- Population 39,858 (2000)
- 4 School Districts
- Youth Population of 9,287
- 96% Caucasian
- 2% Asian
- UW-Stout – Student population 8500

# Community Organizations

- Law Enforcement
  - City of Menomonie PD
  - Dunn County Sheriff's Department
  - UW-Stout PD
- Non-Profit Agencies
- School Districts
- UW-Stout

# Dunn County Partnership For Youth

*Promoting Safe  
and Healthy  
Communities for  
Youth*



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graph TD; A[Dunn County Partnership for Youth] --- B[Community and Family Resource Coalition]; A --- C[Partners for Resilience Coalition]; A --- D[Alcohol Environmental Committee];
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Dunn County  
Partnership for  
Youth

Community and  
Family Resource  
Coalition

Partners for  
Resilience  
Coalition

Alcohol  
Environmental  
Committee

# Alcohol Environmental Committee



*Address the negative impact of alcohol use in Dunn County by using environmental strategies.*

# US Department of Ed Grant

5% decrease in high-risk drinking by first year UW-Stout Students



2005 Baseline – 64% (freshmen)  
67% (entire pop.)

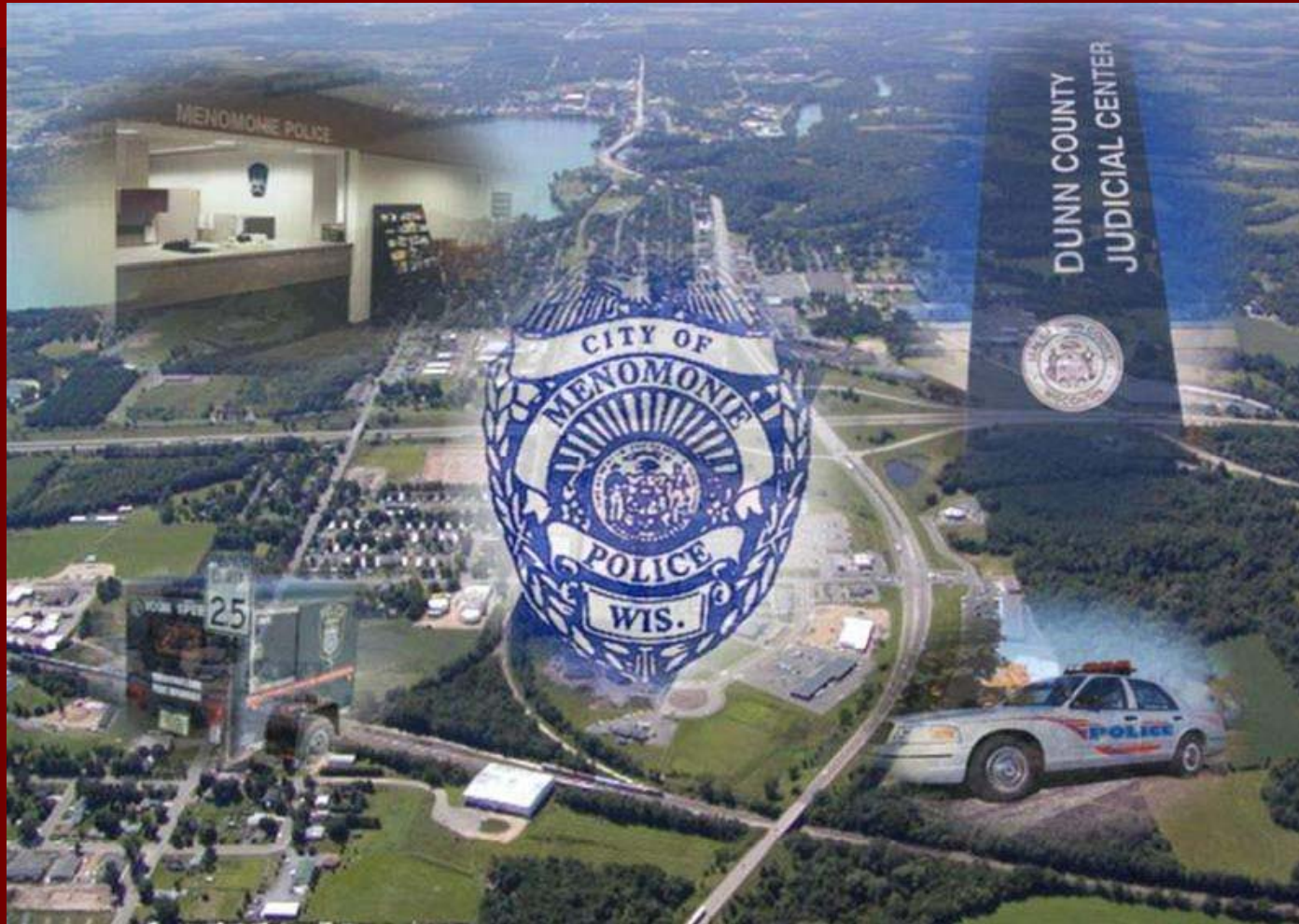
2007 Data – 43% (freshmen)  
62% (entire pop.)

# Strategies

A comprehensive set of activities implemented and supported by a wide range of community organizations.

Party Patrols, Alcohol Compliance Checks, Billboards, Newsletters, Movie Theater PSAs, Tracking of Alcohol Advertisements, Coalition Building

# Law Enforcement Strategies



# The Depth of Planning is Important

Things to think about:

- Lining up dates for activities
- Staffing
- Funding
- Back-up plans



How are our activities going to impact other systems?

What are the potential ramifications of the activities?

Can we use other resources from the community?

Are we using any new protocols?

# Comprehensive Approach



# Benefits



Accountability!

Stronger message  
and impact within  
the community

Encourages others to  
step-up

# Beyond the Single Event

- Billboards
- Movie Theater PSAs
- Newsletters
- Alcohol Advertising





- Model Policy Education
- Attendance at City Counsel meetings
- Community Survey
- Coalition Building

# Impact

- Lower high-risk drinking rate
- Higher compliance rates for alcohol compliance checks
- Fewer large college parties observed
- Discussion of *effective* strategies
- Increased awareness
- Cohesive approach

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