



# PUBLIC POLICY INSTITUTE

Policy. Prevention. Innovation.

## ABOUT THE COMMUNITY ADVOCATES PUBLIC POLICY INSTITUTE

The Public Policy Institute works to promote and implement evidence-based policies that will prevent and reduce poverty and improve the quality of life for individuals and families in Milwaukee and throughout Wisconsin.

The Public Policy Institute, a division of Community Advocates, was founded in 2008 to prevent and end the poverty that so often brings people through our doors to seek help at Community Advocates.

[ppi.communityadvocates.net](http://ppi.communityadvocates.net)

 @ca\_ppi

 CAPublicPolicyInstitute

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Public Policy Institute  
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## PPI YEAR IN REVIEW 2020

**2020** was a year we never expected and hope never to repeat. The stresses and strains brought on by a worldwide pandemic and social unrest related to racist policies and practices challenged all of us to carry on with hope and optimism. We at Community Advocates Public Policy Institute felt more determined to utilize our expertise to help those who face structural and systemic barriers to good health and personal and family stability. Our prevention team swiftly pivoted to delivering their programming online to ensure the health and safety of all. Our policy team advocated for high-quality, accessible, and affordable housing and health care, as well as income and reentry support to ensure financial stability during an economic downturn and pandemic.

As you read through this Year in Review letter you'll find details about how our teams have had impressive impact during 2020. Please keep in touch with us and let us know how we can partner to create a better 2021.

~ Kari Southern, *Deputy Director  
Community Advocates Public Policy  
Institute*

*We are grateful for our generous 2020 funders who make our work possible.*

### 2020 Major Revenue Sources

#### FEDERAL

» Department of Health & Human Services, Substance Abuse & Mental Health Services Administration

#### STATE OF WISCONSIN

» Wisconsin Department of Children & Families  
» Wisconsin Department of Health Services  
» Wisconsin Department of Justice

#### MILWAUKEE COUNTY

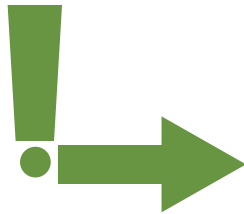
» Department of Health & Human Services, Behavioral Health Division

#### CITY OF MILWAUKEE

» City of Milwaukee Health Department

#### PUBLIC, PRIVATE & CORPORATE SUPPORT

» Wisconsin Partnership Program at the University of Wisconsin School of Medicine and Public Health  
» Joseph and Vera Zilber Charitable Foundation, Inc.  
» Charles R. O'Malley Charitable Trust  
» The Brico Fund  
» Greater Milwaukee Foundation Fund for Lake Michigan  
» Joyce Foundation  
» Dick Chudnow & Jennifer Rupp



## Alliance for Wisconsin Youth

The Alliance for Wisconsin Youth (AWY) enhances the capacity of member coalitions to prevent substance abuse and support a lifestyle for youth that's free of alcohol, tobacco, and other drugs.

The Community Advocates Public Policy Institute administers the southeast Wisconsin region of Alliance for Wisconsin Youth (AWY), through which we support substance abuse prevention coalitions in eight counties: Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha.

### Members

- » 27th Street West Drug Free Coalition
- » Community Alliance: Awareness and Prevention of Substance Misuse
- » Greater Milwaukee Synod on Opioid & Substance Use Disorders
- » Healthiest Cudahy Collaboration: Mental Health AND Substance Abuse Task Force
- » Healthiest Greenfield Coalition
- » Jefferson County Drug Free Coalition
- » Kenosha County Substance Abuse Coalition
- » Milwaukee County Substance Abuse Prevention Coalition
- » Oak Creek AODA Task Force
- » Prevention Network of Washington County
- » Racine County Youth Coalition
- » South Milwaukee Unite Against Drug Abuse
- » Volition Franklin
- » Walworth County Drug and Alcohol Coalition (DAC)
- » Waukesha County Drug Free Communities Coalition
- » WAWM Heroin/Opiate Task Force

### 2020 Impact

#### ■ Training

AWY provided 13 scholarships for the Alcohol Policy Seminar & members also attended training on Substance Abuse Prevention Skills, Technology of Participation (ToP) Facilitation Methods, and the Strategic Prevention Framework

#### ■ Finance

AWY awarded competitive mini-grants to members to enhance their effectiveness

#### ■ Messaging

AWY sponsored Dose of Reality PSAs on CW18 and My24



# Brighter Futures Initiative



Wisconsin Department of Children and Families

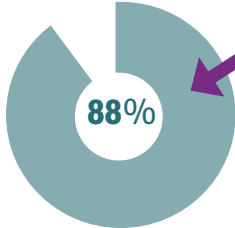


In 2018, Community Advocates Public Policy Institute was selected by the Wisconsin Department of Children and Families as one of the Brighter Futures Initiative grantees. PPI is focusing on trauma-responsive, strength-based youth substance abuse prevention activities in Milwaukee with our partners:

- » Big Brothers Big Sisters of Metro Milwaukee
- » Neu-Life Community Development
- » Milwaukee Christian Center
- » The Parenting Network
- » Pathfinders
- » PEARLS for Teen Girls
- » United Community Center

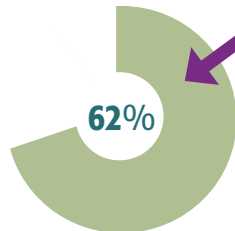
Our BFI partners provide one or more of these programs: Botvin LifeSkills curriculum, one-to-one mentoring, and the Strengthening Families Program 10-14.

## 2020 Impact



### One-to-One Mentoring

- **88%** of youth said “it’s not okay” to use drugs, alcohol, or tobacco
- **62%** improved their belief in their own academic abilities



### Botvin LifeSkills Training

- **62%** increased their knowledge of substances and their effects
- **54%** increased their resilience skills to refuse alcohol and drugs



### Strengthening Families Program 10-14

- **100%** increased their knowledge of the harms of substance use
- **100%** increased their ability to manage emotions
- **100%** increased their resilience skills to refuse alcohol and drugs





## City of Milwaukee Tobacco-Free Alliance

The City of Milwaukee Tobacco-Free Alliance works with local coalitions and stakeholders to reduce and prevent tobacco use among individuals and communities that are disproportionately harmed by smoking and vaping. Our current populations of focus are African Americans, Hispanic/Latinos, LGBTQ+ individuals, and people with a low socioeconomic status. Health equity is infused in all that we do.



### 2020 Impact

- Conducted a racial equity assessment for the **Smoke-Free Outdoor Spaces** local initiative with a focus on outdoor festivals
- Lead the Milwaukee Tobacco Prevention Alliance's LGBTQ+ Work Group and co-created a new #TobaccoFreePride video to share a personal story about quitting smoking and provide resources and encouragement
- Through the **"Hold On To Your Butt MKE" Campaign**, maintained **17** cigarette butt receptacles at local businesses, community organizations, McKinley Beach and Grant Park, and also collected **910** pieces of tobacco trash during neighborhood cleanups
- Appeared on **Medical College of Wisconsin's Days of Learning podcast** to discuss tobacco control and community health
- Organized webinars on Healthy Food Access, E-Cigarettes, and Alcohol Retail Assessments
- Partnered on the second **LGBTQ+ Youth Substance Abuse Prevention Summit** to link LGBTQ+ youth with allied adults and resources and share performances by Becky Essence Hall, Jaclyn Jill, Mykie Gunn, Jj Ryder, and Coco Monet
- Cohosted a forum on tobacco and health issues with **Wisconsin Assembly District 8 candidates** Sylvia Ortiz-Velez and Angel Sanchez
- Participated in an LGBTQ+ Tobacco Orientation **webinar** with the **National LGBT Cancer Network**
- Educated the public on policy changes made via Tobacco 21 to reduce access to tobacco products to those under 21





## 53206 Drug-Free Communities Project

In 2015, the Milwaukee County Substance Abuse Prevention Coalition was awarded SAMHSA funding through the national Drug-Free Communities Initiative. This five-year grant focuses on preventing alcohol and marijuana use among youth in grades 6 to 12 in the 53206 zip code, one of Milwaukee's most impoverished areas. Milwaukee County Substance Abuse Prevention Coalition (MCSAP) decided to target 53206 youth because of the many structural and health challenges faced by residents.



### 53206 DFC's Five-Year Impact

MCSAP finished its five-year grant in 2020 and was awarded five additional years of funding to continue our work. Some highlights of our five years in the 53206 neighborhoods:



- » Coalition membership increased from **69** to **136**
- » Participated in **22 media stories**
- » Conducted **28 community member trainings** and **11 youth trainings**
- » Took part in **8 community cleanups**
- » Identified **11 problem establishments** to discourage youth access to substances
- » Held **4 recognition programs** for neighborhood leaders
- » Organized the first drug take-back event in the **Amani neighborhood**

MCSAP's 53206 DFC also surveyed hundreds of neighborhood youth to learn more about their use of and attitudes toward substance use.



- Surveys given in 2012 and 2018 showed **decreased** use of alcohol, tobacco, and marijuana, the 53206 DFC's target substances, as well as prescription drugs
- Surveys confirmed that the vast majority of youth in 53206 do not use substances. For example, **95%** of 53206 **middle school students** and **82%** of **high school students** say they did not smoke marijuana in the past month
- When we asked "**why do youth use?**" the most common responses were "to deal with anxiety," "to numb pain from trauma," "to deal with loss," and "stop suicidal thoughts"



# HOME IS WHERE OUR HEALTH IS

## Healthy Housing Initiative

In February, Community Advocates Public Policy Institute's Healthy Housing Initiative published its report, **Home Is Where Our Health Is: Policies to Improve the Health of Renters in Milwaukee and Beyond**. It concretely established that the health impacts of affordability, quality, and stability in housing are deeply intertwined. The report recommended 32 key federal, state, and local policy changes that can improve housing outcomes, advance racial and economic equity, and cultivate healthier communities.

This five-year initiative, funded by the **Wisconsin Partnership Program at the University of Wisconsin School of Medicine and Public Health** and the **Joseph and Vera Zilber Charitable Foundation**, began in Milwaukee and will expand to other counties.

### HHI's 2020 partners:

- » Legal Aid Society of Milwaukee
- » Legal Action of Wisconsin
- » Mediate Milwaukee
- » Metropolitan Milwaukee Fair Housing Council
- » IMPACT 211
- » City of Milwaukee Department of Neighborhood Services
- » Milwaukee County Department of Health and Human Services Housing Division
- » Urban Economic Development Association
- » Independence First
- » Apartment Association of Southeast Wisconsin
- » Apartment Association of Wisconsin

The Healthy Housing Initiative also maintains a more than 20-person Advisory Committee with broad representation from housing stakeholders.

### 2020 Impact

- Released **Home Is Where Our Health Is** with **32 public policy** recommendations
- Gave **19 presentations to groups**, including health care professionals, government staff, rental housing stakeholders, and UW students
- Accelerated the launch of the **Rental Housing Resource Center** with partners to help thousands of people impacted by the pandemic to access assistance with paying rent and to prevent eviction
- Explained the **housing-health link** in *The Capital Times*, *Milwaukee Journal Sentinel*, *Milwaukee Neighborhood News Service*, *NPR*, *Shepherd Express*, *TMJ4*, *Wisconsin Examiner*, *Wisconsin Health News*, *Wisconsin Public Radio & WUWM*



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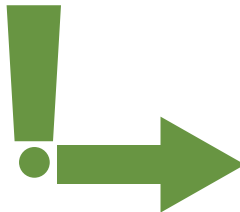
## Healthy Workers, Healthy Wisconsin



**H**ealthy Workers, Healthy Wisconsin is a five-year project that aims to reduce barriers to rewarding employment by addressing health concerns of workers, especially trauma. Funded by University of Wisconsin-Madison School of Medicine and Public Health's Wisconsin Partnership Program, HWHW seeks to:

- » Raise awareness of trauma in workforce development and training programs for low income individuals
- » Embed trauma screening within these services
- » Refer clients in need to appropriate health services
- » Foster better economic and health outcomes for these individuals
- » Expand employment for low income job seekers through the expansion of Transitional Jobs (subsidized employment) programs

The on-going development of trauma awareness, screenings and referrals to health services within Milwaukee based workforce development and training programs for low income individuals is a structural change that will have significantly beneficial effects for the community in the long run.



### 2020 Impact

Healthy Workers, Healthy Wisconsin connected with local partners to bridge the gap between workers in need of trauma and health services with organizations that provide health care and employment opportunities.

■ **HWHW Partners**

UW-Milwaukee, UMOS, America Works of Wisconsin Inc.

■ **Workforce Development Partners**

Milwaukee Jobs Work, Community Warehouse, Employ Milwaukee, Mindful Staffing, and the Center For Self Sufficiency

■ **Health Care and Clinical Partners**

Advocate Aurora, Bread of Healing Clinic, Covering Wisconsin, Progressive Community Health Centers & Sixteenth Street Community Health Centers





MILWAUKEE COUNTY SUBSTANCE ABUSE PREVENTION COALITION

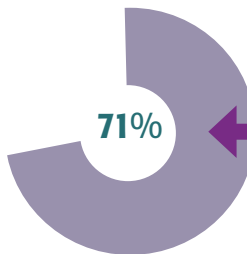
## Milwaukee County Substance Abuse Prevention Coalition

Milwaukee County Substance Abuse Prevention Coalition (MCSAP), coordinated by Community Advocates Public Policy Institute, is a diverse coalition of Milwaukee County partners who prevent and reduce substance use and misuse. MCSAP's top priorities are preventing misuse of prescription drugs and opioids, preventing youth marijuana use, and creating a positive, safe environment for youth and families.

### 2020 Impact



- Reached more than **8,800** people through virtual and in-person events and community presentations.
- Hosted **5 Virtual Mental Health and Wellness Resource Fairs** to draw attention to the unique issues faced by Milwaukee County's communities of color and offered insights from the professionals who serve them.
- Partnered on the video *"My New Friends,"* which was created by Milwaukee youth for Milwaukee youth on the dangers posed by misused opioids. The video was turned into a TV and digital ad that reached almost **4 million** households.
- **300 youth** enrolled in the Botvin LifeSkills curriculum sponsored by MCSAP's Stay Strong Milwaukee grant to youth-serving agencies. Despite the stresses caused by the pandemic, **71%** of youth completed the program.



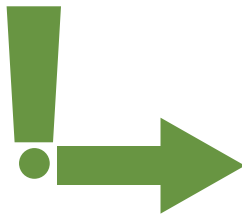




## Partnership for Success-19

The PFS19 grant focuses on preventing alcohol, marijuana, and e-cigarette use among 9-20 year olds in Milwaukee County. Coalition partners include:

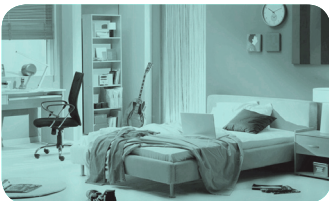
- » Cudahy Health Department
- » Hales Corners Health Department
- » Oak Creek Health Department
- » Milwaukee County Substance Abuse Prevention Coalition
- » Volition Franklin
- » West Allis-West Milwaukee



### 2020 Impact

Despite the many challenges faced by coalitions due to COVID-19, our partners successfully:

- Completed **27** trainings, which reached over **400** participants
- Generated more than **9,000** website hits
- Reached more than **58,000** individuals via social media
- Created yard signs, billboards, radio and TV ads with prevention messaging
- Included mental health and substance use prevention messaging in contact tracing information packets
- Sponsored a **Wake Up Call virtual room tour**
- Distributed almost **8,000** printed materials

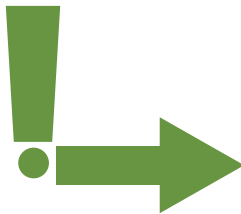




## Public Policy Advocacy

Public policy has always been at the heart of our work. It's in our name. Community Advocates Public Policy Institute researches, analyzes, and advocates for nonpartisan policy solutions to poverty and its related problems. Since our founding in 2008, we've worked with local and national experts to improve our communities through smart, evidence-based public policy.

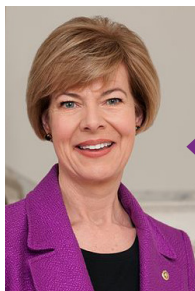
During 2020, we were able to adapt our advocacy to meet the challenges of the Covid-19 pandemic, an economic downturn, and social unrest stemming from racist policing and practices. We found that our core issues of safe, affordable, and stable health care and housing; support for returning citizens; substance abuse prevention activities; and fair compensation for workers all speak to the present moment. We're proud to announce that many of the policy changes we supported in 2020 were implemented at the local, state, and federal levels.



### 2020 Policy Advocacy Impact

Our policy team worked with community stakeholders and policy makers at all levels of government on vital issues.

- Responding to the COVID-19 pandemic by:
  - Providing rental assistance with an eviction moratorium and utilities disconnection ban to keep economically vulnerable families safe at home while ensuring landlords can pay their bills
  - Removing unneeded barriers to Unemployment Insurance
  - Launching a paid leave policy program to cover those who have been diagnosed or exposed to Covid-19, and funding for Covid-related prevention activities, treatment, and safety protections
- Ensuring federal, state, and local policies promote access to affordable, quality, and stable housing
- Helping citizens returning to the community from incarceration access prompt health care coverage, safe housing, and employment
- Working on periodic payment plans for the Earned Income Tax Credit (EITC) and Child Tax Credit
- Ridding public policy of harms to individuals and communities who have historically and are currently bearing the brunt of racism, ethnic discrimination, addiction, stigma related to gender and sexual orientation and expression, and other forms of prejudice
- Partnering with organizations and individuals to build robust, multi-sector support for policies that reduce pandemic-related problems while building a more just and equitable community in the long term
- Working with Sen. Baldwin to re-introduce the Jobs for Economic Recovery Act, which is now being incorporated into President Biden's American Jobs Plan to jump start the pandemic-battered economy

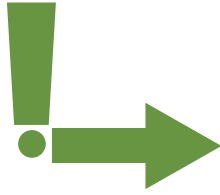




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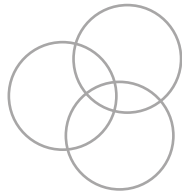
## Smart Reentry Project

Funded by the Second Chance Act, our Smart Reentry Project brings together community partners and those with lived experience to provide wraparound support to individuals returning to the community after incarceration.



### 2020 Impact

The Milwaukee Reentry Council, a sub-committee of the Milwaukee Community Justice Council with **40+** regular members, meets monthly to coordinate these initiatives:



- **Circles of Support**

**9** host organizations provide restorative justice-style meetings virtually to engage formerly incarcerated individuals and their families each month.



- **Health Care**

Progressive Community Health Centers and Advocate Aurora Health, members of the Health Care Task Force, created reentry clinics in Milwaukee to provide services specifically for formerly incarcerated individuals.



- **Housing**

The Reentry Housing Task Force shares community resources, housing assistance programs, ally landlords, and shelters that help returning individuals to find and keep stable housing.

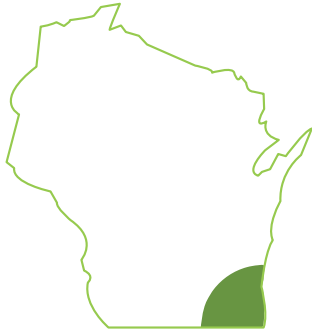
- **Peer Guides**

The Alma Center has provided peer guides and innovative trauma-informed services to **75+** medium to high risk young men returning to Milwaukee.

- **Online Resources**

All are invited to check out **MilwaukeeHomeToStay.org**, a comprehensive and user-friendly website to connect people in reentry with organizations that can meet their needs.





## Professional Development & Prevention Training

The Public Policy Institute believes that members of our community should be empowered to make informed decisions so that we can prevent small problems from turning into traumatic crises. That's why we have developed a niche in Southeastern Wisconsin as a training resource for community members, human services providers, and coalition members who want to take their skills and awareness to the next level and become prevention experts.

### 2020 Trainings

**CANARIES IN THE COAL MINE: ATTENDING TO RACIAL HEALTH DISPARITIES IN THE AGE OF COVID-19**

Tuesday, May 26  
9 - 11:30 a.m.

Reggie Jackson | Nurturing Diversity Partners  
Sponsor | Community Advocates Public Policy Institute



- *Canaries in the Coal Mine: Attending to Racial Health Disparities in the Age of Covid-19*, presented by Historian Reggie Jackson
- E-Cigarette Use Webinar
- High in Plain Sight: Drug Trends Training with Jermaine Galloway, the Tall Cop
- Hold On To Your Butt MKE Community Update
- Housing Insecurity and Response During COVID-19, **120 people**
- *Implicit Bias Training* with Dr. Erin Winkler
- The Jobs for Economic Recovery Act Virtual Town Hall with Senator Tammy Baldwin and Representative Gwen Moore
- Prevention Activities for Minority Communities
- Substance Abuse Prevention Skills Training
- Technology of Participation Facilitation Methods
- Using Social Media Effectively to Maximize Your Coalition Reach

**IMPLICIT BIAS TRAINING WITH DR. ERIN WINKLER**

Tuesday, August 11  
1 - 2:30 p.m.

Sponsor  
Community Advocates Public Policy Institute



### ReCast MKE

More than 650 participants received free training on mental health and substance abuse prevention topics from Community Advocates Public Policy Institute thanks to a ReCast Milwaukee grant administered by the **City of Milwaukee Office of Violence Prevention**. Evidence-based, trauma-informed trainings included:



- » Adult and Youth Mental Health First Aid
- » The Brain Architecture Game
- » Building Prevention Programs
- » The Intersectionality of Trauma and Substance Misuse
- » Question, Persuade, Refer Suicide Gatekeeper Training
- » Reentry Support



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## Stay Strong Milwaukee

The Community Advocates Public Policy Institute provides Stay Strong Milwaukee funding to youth-serving organizations for alcohol and other substance use prevention projects that directly target adolescents. Despite the challenges of engaging youth during the Covid-19 pandemic, 697 teens participated in creative and enlightening Stay Strong Milwaukee-supported activities in 2020.

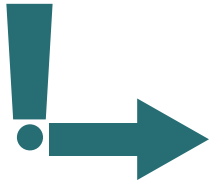
violence/exploitation, substance use and abuse, physical violence, etc.), that runaway and homeless youth often face.

■ **Running Rebels Community Organization**  
**22** youth created the **Mission Over Addiction Campaign**, to educate the community about the dangers of drug and alcohol abuse, promote local addiction treatment resources, and offer an empathic model for beginning difficult conversations. The campaign included a persuasive anti-drug and alcohol abuse cartoon with voice-overs by Rebel youth.

■ **The Parenting Network**  
**39** youth made and published the **Stay Strong 2020 Vision Coloring Book** to engage youth, who, according to many teachers, were starting to disengage from virtual school. The intention was to give students a way to think beyond the current crisis to see their future in a more positive light. The coloring book was professionally printed and distributed to students. A final video was created that showcased their work and given to the school so that all students and parents could watch.

■ **United Community Center**  
**84** youth participated in the **All Stars program**, which aims to prevent alcohol, tobacco, and drug use; postpone sexual activity; and reduce fighting and conflict among middle school and high school youth.

■ **West Allis West Milwaukee Family Resource Center**  
**101** middle and high school students participated in the **Safe & Supported-Our Youth** program, in which facilitators meet with youth in small groups where they learn prevention basics, build protective factors in the Botvin LifeSkills curriculum, and connect to resources.



### 2020 Impact

Our 2020 grantees and their projects are:

■ **Diverse & Resilient**  
**44** youth participated in **Thinking Under the Influence**, which utilizes an alcohol harm reduction approach to give LGBTQ+ and allied youth information and skills to reduce the amount of alcohol they drink, if they drink, or to postpone drinking until they are older.

■ **Neu-Life Community Development**  
**156** youth took part in the Botvin's Life Skills curriculum and **137** participated in Neu-Life's virtual Youth Summit, which explored issues related to substance use and personal and career aspirations.

■ **Neighborhood House of Milwaukee**  
**59** youth completed STOP! Commit, Decide, Succeed: Youth AODA Prevention Project, a multi-intelligence approach focusing on self-awareness and development. They worked on a youth-led Project Training Manual, which allowed them to design and implement effective educational experiences.

■ **Pathfinders**  
**52** youth engaged in **Botvin LifeSkills curriculum via Pathfinders' Drop-In Center**. They addressed social factors and environments that contribute to the high risks (sexual



Diverse & Resilient

