

53206 DRUG-FREE COMMUNITIES PROJECT



OUR MISSION

MCSAP's 53206 Drug-Free Communities Project aims to reduce & prevent alcohol, tobacco & marijuana use among youth ages 12 to 20 in the Amani & Lindsay Heights neighborhoods in the 53206 zip code. We work with community members to identify & develop strategies specific to their neighborhood to reduce risk factors & enhance protective factors related to substance use. We also strive to bring resources, services & youth-focused & family-friendly activities to these traditionally under-resourced neighborhoods.

ENGAGING

53206 YOUTH

Throughout 2021, the 53206 DFC led the CA Ballers team in the Cream Skills Inc. league. Cream Skills combines basketball, entrepreneurship skills & positive youth development. Youth also receive help with enrolling in MATC & securing employment.

facebook.com/53206DrugFreeCommunities

mcsapcoalition.org/what-we-do/53206-dfc-project.html



OUR 2021 IMPACT

- Provided trainings on Mental Health and Substance Use 101 to youth & adults & walked them through alternative ways to cope with life stressors
- Held Prevention Connection every Monday, Wednesday & Friday with emerging youth leaders to discuss the realities of youth using drugs & alcohol
- Partnered on the Retailer & Community Education Event attended by 23 convenience store owners, who learned about Tobacco 21 & current data on youth using tobacco products
- Participated in Counter Tools retail assessments to learn how retailers are marketing & selling alcohol, tobacco & vaping products
- Provided AWY Youth Influencer trainings for 53206 youth to enable them to have conversations with their friends & families about the effects of drug & alcohol use
- Engaged in community outreach at Goldin Fest, Winter Wonderland, Beyond the Book Bag, Milwaukee County Healthy Start Prenatal Health Fair, Safe Summer Kickoff & MCSAP's International Overdose Awareness Day Memorial Event

