2021 COMMUNITY ADVOCATES PUBLIC POLICY INSTITUTE IMPACT REPORT

53206 DRUG-FREE COMMUNITIES PROJECT



OUR MISSION

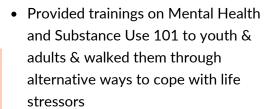
MCSAP's 53206 Drug-Free Communities Project aims to reduce & prevent alcohol, tobacco & marijuana use among youth ages 12 to 20 the Amani & Lindsay Heights neighborhoods in the 53206 zip code. We work with community members to identify & develop strategies specific to their neighborhood to reduce risk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



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.

<u>facebook.com/53206DrugFree</u> Communities

mcsapcoalition.org/what-wedo/53206-dfc-project.html



- 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

