



PUBLIC POLICY INSTITUTE
Policy. Prevention. Innovation.

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COMMUNITY ADVOCATES PUBLIC POLICY INSTITUTE

As part of PPI's focus on preventing & ending poverty, we target two of the root causes of lack of income & connectedness: substance abuse & systemic health inequities. PPI's Prevention Team looks at the "upstream" factors to try to reduce risk factors & promote positive youth, family & community outcomes.

The Promise of Prevention

Here's how we reduce health disparities through prevention:

- **Providing resources to vulnerable individuals to protect their health & safety**
- **Targeting entire communities that show a higher level of unhealthy activities or environments, through social media, billboards & public service announcements**
- **Participating in coalitions made up of allied organizations to broaden community engagement**
- **Distributing grant awards & providing training & support to local organizations**

OUR 2022 PRIORITIES

Partnering with Hayat Pharmacy to distribute medication lock boxes & drug disposal kits to clients

Analyzing data collected from our Milwaukee County retail assessments

Offering no-cost workshops on Mental Health First Aid, suicide prevention, substance use & trauma, verbal de-escalation techniques & Mindful Gratitude

Hosting substance-free community events for youth, individuals & families

Organizing the Alliance for Wisconsin Youth Connection for Change conference

Preventing child maltreatment through case management, peer support & referrals to parenting & youth resources & services

OUR 2021 PREVENTION WORK

- Created a video series of nonalcoholic mocktail recipes for social media
- 546 Milwaukee youth in the PPI-administered Brighter Futures Initiative worked through the Botvin LifeSkills curriculum
- Assessed more than 200 stores in Milwaukee County for their alcohol, tobacco & vaping sales & marketing practices
- Sponsored anti-vaping messaging on local bus shelters & during a Green Bay Packers playoff game broadcast
- Did community outreach at 9 high school football games that were aired on my24's "Friday Night Rivals"
- Hosted workshops & discussions on media literacy, project logic models, Delta-8, Whip-Its, drug trends & identification, local substance use resources & Fetal Alcohol Spectrum Disorder
- Created a Youth Social Media Influencer Camp for emerging leaders