

2021 IMPACT REPORT

MILWAUKEE COUNTY SUBSTANCE ABUSE PREVENTION COALITION (MCSAP)



OUR MISSION

Milwaukee County Substance Abuse Prevention coalition (MCSAP) is a diverse coalition of Milwaukee County partners who prevent & reduce substance use & misuse.

MCSAP prioritizes policies, practices & programs that address major substance use issues in our community, including marijuana use among youth, problematic drinking & prescription drug abuse & misuse.

MEDIA BY THE NUMBERS

anti-vaping PSA ran during Packers NFC championship game with **500,000** impressions on FOX6

anti-vaping bus shelter ads generated **25.9 million** impressions in Milwaukee Co
anti-vaping PSAs on CW18/my24 created **1 million** impressions

Friday night high school football game PSA campaign on CW18/my24 with **1.7 million** impressions

OUR 2021 IMPACT



- 33,960 individuals reached by prevention activities online and in person
- 15,425 prevention materials distributed
- 83 prevention professionals received evidence-based training
- Held International Overdose Awareness Day Memorial & Resource Fair in Zeidler Park
- 599 youth completed Botvin LifeSkills curriculum, thanks to Stay Strong MKE
- 90% of youth said they increased their knowledge, attitudes & skills needed to make good choices or prevent harmful behavior because of Botvin LifeSkills
- Hosted online discussions with local behavioral health providers & individuals with lived experience with recovery, sobriety & overdose prevention
- Cosponsored annual Youth Summit with the theme "Mental Health Matters"
- Craft mocktail video series reached 6,990 people

I learned a lot about how alcohol & drugs affect your body & mental health & also learned how to cope with my anger & anxiety

Youth who completed Botvin LifeSkills curriculum

mcsapcoalition.org

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