



For Immediate Release

Media Contact: Lisa Kaiser (414-270-2999; lkaiser@communityadvocates.net)

Date: December 13, 2018

MCSAP Holiday PSA: Sometimes the Season is the Reason

Milwaukee—In its [holiday-themed public service announcement](#), the Milwaukee County Substance Abuse Prevention Coalition ([MCSAP](#)) urges viewers to look out for one another this holiday season. The PSA notes, “During the holiday season, there is an increase in drug use, alcohol use, and overdoses. Maybe the best gift you can give someone is support.”

MCSAP leaders are asking those needing support to contact a trusted friend or professional or to call IMPACT 211 for a referral to services. Milwaukee County Behavioral Health Division also sponsors a 24-hour crisis line at 414-257-7222.

“While many people look forward to the holidays as a joyous season, the holidays can be a stressful time for some. Managing holiday stress can be overwhelming, and may particularly impact those who don’t have a strong support network or those who have a history of substance misuse or mental health issues,” said the National Safety Council’s Rachael Cooper, co-chair of MCSAP’s prescription drug workgroup. “We’re asking everyone to be sensitive to the experiences and emotions of their friends, family members, and colleagues.”

MCSAP Coordinator Kasaundra Brown urges hosts of parties and holiday visitors to lock up their medications or [safely dispose of unwanted medications](#) so they aren’t accessible to others.

“All of us can play a part in sharing a healthy, happy holiday season this year, whether it’s by providing a safe environment for celebrations or connecting with someone who’s feeling lonely,” Brown said.



To learn more about MCSAP and its holiday PSA, contact Lisa Kaiser at 414-270-2999 or lkaiser@communityadvocates.net.

The Milwaukee County Substance Abuse Prevention coalition (mcsapcoalition.org), is a countywide initiative aimed at preventing youth marijuana and prescription drug misuse. Community Advocates Public Policy Institute helps to staff the coalition and provide resources for its work.

###