

Community Health Priority:

Alcohol & Other Drug Misuse and Abuse

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Vision

Creating a culture in communities where alcohol is used responsibly and other drugs (tobacco, prescription, and illicit) are not misused.

Goal Statements

- ✓ Change social norms, attitudes, and behaviors around substance use
- ✓ Strengthen community collaboration around substance abuse prevention
- ✓ Increase funding for AODA prevention, treatment, and enforcement

Background

Marathon County, as well as the rest of Wisconsin, is experiencing a surge in heroin and prescription opiate abuse. The increases in drug-related crimes, incarceration, and the number of individuals with addiction are placing tremendous strains on criminal justice, treatment, human services, schools and healthcare systems. Alcohol continues to be the most commonly abused substance by both youth and adults in Marathon County. Community awareness that addiction is a disease is low in Marathon County.

Data

- 84% of LIFE survey respondents are very or somewhat concerned with illegal drug use
- 83% of LIFE survey respondents are very or somewhat concerned with drinking and driving
- 76% of LIFE survey respondents are very or somewhat concerned about the abuse or misuse of prescription drugs
- 68% of LIFE survey respondents are very or somewhat concerned about the abuse or misuse of alcohol
- In Wisconsin, the rate of heroin-related deaths quadrupled from 2007-2012
- Wisconsin continues to experience the highest rates of drunk driving in the nation

Shared Measurement

Past 30-day use of substances in Marathon County high school students, 2015 Baseline: alcohol (25.8%), marijuana (5.6%), cigarettes (8.2%), chewing tobacco (7.2%), e-cigarettes (N/A), prescription drugs (3.8%), heroin (N/A), methamphetamine (N/A), Source: Marathon County Youth Risk Behavior

Percentage of high school students who report that their parents or other adults in their family would disapprove if they had five or more drinks of alcohol in a row within a couple of hours, 2015 Baseline: 62.3%, Source: Marathon County Youth Risk Behavior Survey

Percentage of students who report that their peers feel it would be wrong or very wrong to use alcohol, 2015 Baseline: N/A, Source: Marathon County Youth Risk Behavior Survey

Percentage of adults who reported binge drinking in the past 30 days, Baseline: 25.3%, Source: 2015-2017 LIFE Survey

Percentage of adults who reported drinking and driving in the past 30 days, Baseline: 7.3%, Source: 2015-2017 LIFE Survey

Percentage of adults who said there is a great risk in taking prescription medication not prescribed, Baseline: 2011 = 46%; 2013 = 46%; 2015 = 48%, Source: Marathon County Medication Assessment