

2015

Youth 2 Youth 4 Change Annual Report



A PROGRAM OF FAMILY SERVICES

Our Mission

The mission of Youth2Youth 4 Change is to reduce substance abuse among youth and adults through positive social change.

Our Vision

The Vision of Youth2Youth 4 Change is to create a drug free community for generations to come.

Board Members

- Coalition Chair
 - Vince Sciamé
- Vice Chair
 - Lisa Jackson
- Executive Committee Member
 - Robin Stuht
- Immediate Past Chair
 - Cindy Laube
- Y2Y Advisory Board
 - Maria Martinez
 - Whitney Walraven
 - Fran Fruzen
- Youth Advocates
 - Quen Franklin
 - Jinan Sous

Our History

Youth2Youth 4 Change is a coalition of youth and adults throughout Rock County that began in 1991.

The coalition was formed in response to Rock County's high rates of tobacco use, under the name Rock County Tobacco Free Coalition. In 1995 the first youth prevention programs were implemented, and the focus of the coalition turned towards youth tobacco prevention. At this time the coalition's name was changed to Rock County Tobacco Free Kids.

In 2005 our coalition began implementing environmental strategies to create lasting community change. Our focus turned to work on smoke-free air as well as other alcohol and drug misuse initiatives. The name of our coalition became Youth2Youth of Rock County and our vision became creating Drug Free communities. In 2014 the coalition voted to change our name to Youth 2 Youth 4 Change because it reflects our mission to create positive community change.

Our Staff



Debbie Fischer
Executive Director



Megge Casique
Prevention
Specialist



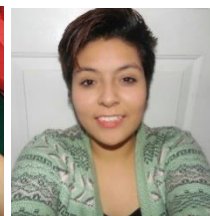
DeeDee Williams
Prevention
Specialist



Dena Pulliam
Program Assistant



Alyssa Taubin
Program Assistant



Maria Acevedo
Program Assistant



Carrie Blue
Southwest Alliance
Program Assistant



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SAVINGS FROM EFFECTIVE SCHOOL-BASED SUBSTANCE ABUSE PREVENTION

If effective prevention programs were implemented nationwide, substance abuse initiation would decline for 1.5 million youth and be delayed for 2 years on average. (Grant & Dawson, 1997; Lynskey et al., 2003).

- Every \$1 spent on mental health and addictions saves **\$7** in health costs and **\$30** in productivity and social costs
- Every \$1 invested in tobacco prevention saves up to **\$20** in future health care costs
- Every \$1 invested in school-based substance abuse prevention programs has the potential to save up to **\$18** in costs related to substance use disorders.

SAMHSA

Substance Abuse Prevention Dollars and Cents: A Cost-Benefit Analysis



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Youth2Youth 4 Change

2015 Budget

Revenue

Blackhawk United Way	\$ 25,000
WI WINS Compliance Checks	\$ 14,630
Tobacco Prevention	\$123,997
Unrestricted	\$ 10,962
Drug Free Communities	\$136,651
School District of Beloit	\$ 24,000
Community Action	\$ 5,000
Total Revenue	\$340,240

Expenses

Personnel	\$196,351
Subcontract	\$ 24,924
Rent	\$ 5,272
Administrative	\$ 31,344
Program	\$ 43,437
Travel	\$ 9,391
Training	\$ 16,420
Phone	\$ 1,465
Postage	\$ 1,383
Printing	\$ 3,967
Computer	\$ 1,485
Office Supplies	\$ 1,576
Program Appreciation	\$ 3,225
Total Expenses	\$340,240



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2015 Program Highlights

- **105 advocacy presentations were delivered to 3,859 youth throughout Rock County.**
 - Presentations are made possible through Blackhawk United Way and community grants.
- **258 Rock County teens served as Teen Advocates for Youth2Youth**
- **LAD (Latinos Against Drugs) Y2Y group has a membership of 5 middle and high school youth.**
 - They presented education about tobacco, underage drinking, and prescription drug misuse to over **200** Latino adults in Spanish.
- **Ms. Kyria Romero and Ms. Jinan Souis served as statewide FACT board members.**
- **Mr. Quen Franklin and Ms. Jinan Souis served as youth board members on the Youth2Youth 4 Change coalition board.**
- **Tobacco Compliance Checks were completed twice throughout the county, with the assistance of community Police Departments.**
 - In 2001 **57%** of Rock County businesses sold to underage youth, in 2015, **5%** of them sold.
- **Annual Alcohol Compliance checks were done throughout the city, with the assistance of community Police Departments**
 - In 2015, 70 businesses were visited and 7 of them sold alcohol to underage youth.
- **Youth2Youth 4 Change Coalition assisted in the passage of a city wide E-Cigarette ordinance in the city of Janesville.**
- **The 5th annual youth summit was held in August. A total of 48 Rock County youth attended the summit. The summit's focus was to empowering youth through teamwork.**
- **15 Community education booths were held throughout the county and distributed education materials to over 2,000 community residents.**
- **After Prom was held for the first time since 2000. 50 teens attended and had a great, drug free time. Over \$1,500 in-kind donations were given by area businesses and organizations.**
- **45 Media hits were placed for Youth2Youth activities through newspaper, radio and television to promote our program activities.**
 - Over 250 Facebook hits were made on our Facebook page that reached over 10,000 people
 - A radio PSA was developed in both English and Spanish by the LAD youth to educate about prescription drug awareness and locking up meds.
 - 5 billboards, 5 banners and hundreds of education cards and fliers were placed throughout the community educating about the importance of locking up meds.
 - 150 Yard Signs reminding community adults to not provide alcohol parties to underage youth were distributed throughout the community.
- **Several program materials were translated into Spanish so education efforts can reach more culturally diverse populations throughout our communities.**
- **5 Above the Influence events that reached over 500 Beloit youth.**
 - ATI events are held to provide a Drug Free environment for teens to have fun.
- **Youth2Youth of Rock County is a coalition of over 50 adults and 250 teens that are making a difference.**



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Drinking Alcohol

2012: 39%

2014: 29.1%

Binge Drinking

2012: 22.7%

2014: 12%

*BMHS students
were surveyed
about the behaviors
they engaged in
within the last 30
days.*

**Here's how many
reported engaging in the
following behaviors...**

Marijuana Use

2012: 24.1%

2014: 22.3%

Cigarette Smoking

2012: 20.2%

2014: 6.25%

Taking a Prescription Not Prescribed to You

2012: 11.3%

2014: 12.8%



We are Making a Difference for Generations to Come

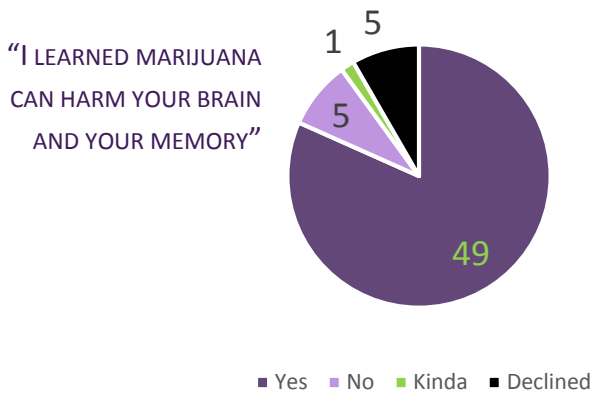


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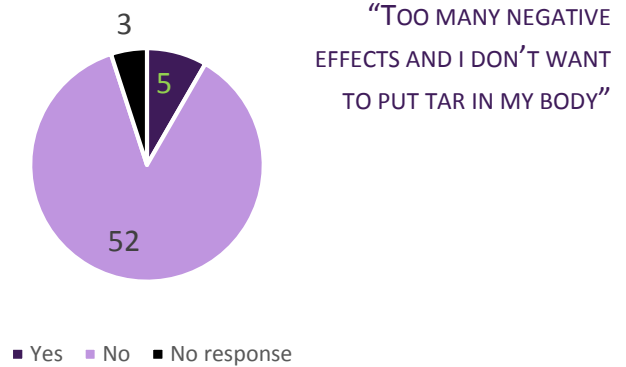
Youth2Youth High School Presentation Survey Responses

Students were surveyed after watching a presentation by
Beloit Memorial High School Youth2Youth members

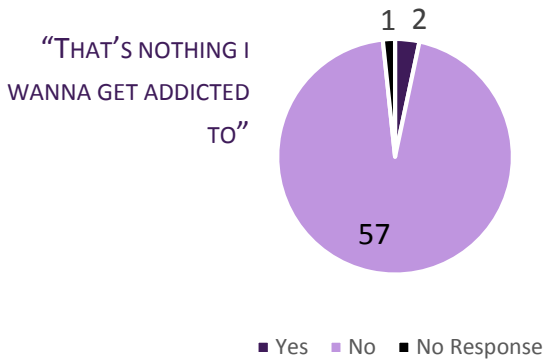
**Did you learn something new
from the Y2Y presentation?**



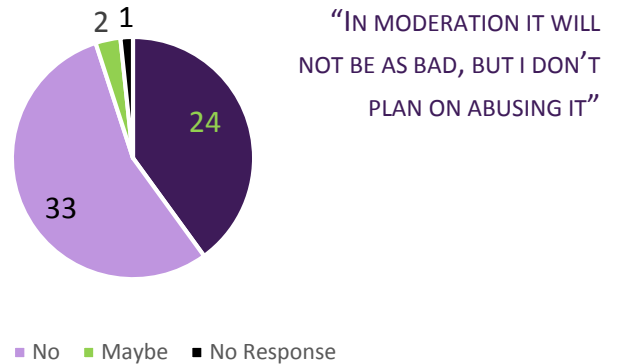
**Do you think you will ever
smoke marijuana?**



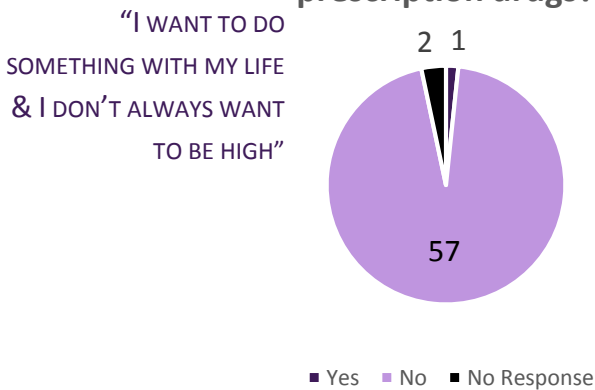
**Do you think you'll ever use a
tobacco product like cigarettes or
ecigarettes?**



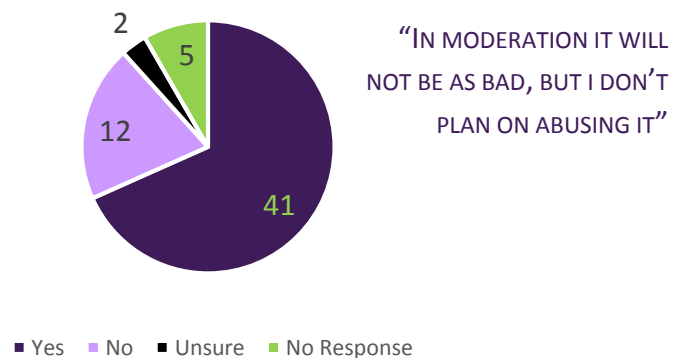
**Do you think you will ever
drink alcohol?**



**Do you think you will ever misuse
prescription drugs?**



**After seeing the Y2Y presentation is it
easier for you to talk to someone about
not using any of these substances?**



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LUZ RENTERIA

2005-2011

What have you been doing since graduating from Youth2Youth?

I'm currently a senior at Alverno College in Milwaukee, WI. I am close to graduating with my Bachelors in Elementary Education. I have been working on and off campus as well.

How have skills you learned in Youth2Youth helped you in your life beyond Youth2Youth?

I would say that the greatest thing that Youth2Youth taught me was that if there is something you are passionate about, you have to fight for it. Alone, we can't always make as big of a difference as we want to. That's why we have to remember that we are never alone and that together, we can make a difference, as long as we voice our opinions and make our unique voices heard.

What are you most proud of?

Most of my greatest accomplishments and proudest moments are times I spent with Youth2Youth. Above all, I, along with other Y2Y members, am in a history book. A few Y2Y members were present for the signing of the Smoke Free WI bill that we had all worked so hard to help pass. That same day, we were invited to the Governor's mansion to celebrate.

Where are They Now?

Where are They Now? Is a monthly series on our webpage that highlights alumni of the Youth2Youth program in order to celebrate their successes and achievements as well as encourage and inspire current and future generations of Youth2Youth members.



DOMINIQUE DAVIDSON

2005-2011

What have you been doing with your life since graduating from Youth2Youth?

I went to college at UW Platteville for two years then transferred to Illinois institute of art in Chicago for Audio Production. I live in Beloit working on my music and I'm going back to school in the fall.

What are you most proud of?

It's a tie between going to D.C for YAYA (Youth Advocate Year Award) and representing Beloit in the All American City competition.

What advice would you like to give to today's youth?

My advice would be know yourself. Not everybody is outspoken and active- there are people who are quiet and soft, but that doesn't mean they aren't as effective in the group. Be yourself and trust that you are just as important as the next member.



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THANK YOU FOR HELPING US
MAKE A DIFFERENCE!



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