

# Youth2Youth 4 Change Annual Report

## 2016



## Making a Difference 4 Generations 2 Come



# 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 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

Chair: Fran Fruzen

Vice Chair: Whitney Walraven

Executive Committee: Robin Stuht, Laura Anastasi

Immediate Past Chair: Vince Sciamè

Y2Y Advisory Board: Maria Martinez, David Wilson,  
Lisa Jackson

Youth Members: Quen Franklin, Jinan Solis

## Staff



**Debbie Fischer**  
Executive Director



**Dena Pulliam**  
Community  
Outreach



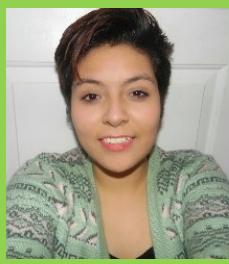
**DeeDee Williams**  
Prevention  
Specialist



**Megge Casique**  
Evaluation  
Specialist



**Carrie Bluel**  
Tobacco Prevention  
Coordinator



**Maria Acevedo**  
Prevention  
Specialist



**Alyssa Taubin**  
Communications  
Specialist\*

\*Contracted position



# SAVINGS FROM EFFECTIVE SCHOOL-BASED SUBSTANCE ABUSE PREVENTION

## Spend \$1 on...

## Save...

Mental health and addiction

**\$7** in health costs

**\$30** in productivity and social costs.

Tobacco Prevention

**\$20** in health costs

School based prevention programs

**\$18** in costs related to substance abuse disorders

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

## BUDGET

### Revenue

Blackhawk United Way	\$25,000
WI WINS Compliance Check	\$16,951
Tobacco Prevention Unrestricted	\$123,997
Drug Free Communities	\$10,580
School District of Beloit	\$136,920
DPI	\$24,000
DPI	\$900
<b>Total</b>	<b>\$338,348</b>

### Expenses

Personell	\$205,669
Subcontract	\$25,002
Rent	\$5,400
Administrative	\$30,000
Program	\$37,639
Travel	\$9,625
Training	\$16,944
Phone	\$1,670
Postage	\$676
Printing	\$1,565
Computer	\$1,000
Office Supplies	\$500
Program Appreciation	\$2,658
<b>Total</b>	<b>\$338,348</b>





# Coalition Highlights

- ◆ **121 advocacy presentations** were delivered to **5,337** youth. \*
- ◆ **252** Rock County teens served as **Teen Advocates**.
- ◆ Contacted **867** Youth2Youth alumni to develop an **alumni group** for Call to Actions and Sustainability.
- ◆ **Latinos Against Drugs** has a membership of **15** middle and high school youth who presented to **100** Latino adults about tobacco, underage drinking, and prescription drug misuse in Spanish. They helped coordinate **5 community booths** focusing on the Latino Community.
- ◆ **Jinan Sous** served as a statewide **FACT board member**.
- ◆ **Khari Frazer** and **Jinan Sous** served as **youth board members** on the Youth2Youth 4 Change coalition board.
- ◆ The coalition assisted in passing a **comprehensive E-Cigarette ordinance** in the town of Beloit.
- ◆ **The 6th annual youth summit** was held in August. **52** youth attended the summit that focused on empowering youth to build on teamwork.
- ◆ A **25 Year Anniversary** Celebration was held in October, drawing over **100 attendees**, including alumni, legislators, and community members.
- ◆ **20 Community education booths** distributed education materials to over **2,000 community residents**.
- ◆ Several program materials were **translated into Spanish** so education efforts can be culturally diverse.
- ◆ **5 Above the Influence events** that reached over 500 Beloit youth, providing a fun, drug free environment.
- ◆ Youth2Youth 4 Change is a coalition of over **50** adults and **250** teens that are making a difference.

## Media

- ◆ **55 Media hits** were placed for Youth2Youth activities through newspaper, radio and television to promote our program activities.
- ◆ Over **300** hits were made on our **Facebook** page that reached **1000s** of people.
- ◆ Over **75** hits were made on **Twitter**, reaching over 500 people.
- ◆ Over **5,000 discount cards** were distributed to educate about the importance of locking up and disposing of medications.
- ◆ **150 Yard Signs** in English and Spanish were distributed to remind adults not to host underage drinking parties.

## Compliance Checks

- ◆ Held annually with the assistance of community police departments.
- ◆ **Alcohol: 58** businesses were visited and **8** of them sold alcohol to underage youth.
- ◆ **Tobacco: 137** businesses were visited and **19** of them sold tobacco to underage youth. This considerably higher than 2015.

## 2nd Annual After Prom

- ◆ Held at the community movie theatre.
- ◆ **110** local teens attended and had a great, drug free time.
- ◆ **\$1,500 in-kind donations** were given by local businesses and organizations.

\*Made possible by Blackhawk United Way and Community Grants



## SOCIAL NORMS: HIGH SCHOOL

### Alcohol

**76% of Beloit teens did not report using Alcohol in the past 30 days!**

**This is 6% better than 2014, when the survey was last administered.**

### Prescription Drugs

**94% of Beloit teens did not report misusing prescription drugs in the past 30 days!**

**This is 6% better than 2014, when the survey was last administered.**

### Tobacco

**94% of Beloit teens did not report using tobacco in the past 30 days!**

**This is 2% better than 2014, when the survey was last administered.**

### E-Cigarettes

**96% of Beloit teens did not report using E-Cigarettes in the past 30 days!**

**Nationally, only 84% did not report E-cigarette use.**



### Marijuana

**85% of Beloit teens did not report using marijuana in the past 30 days!**

**This is 8% better than 2014, when the survey was last administered.**



## SOCIAL NORMS: INTERMEDIATE SCHOOL



### Tobacco

98% of Beloit middle school students did not report using tobacco in the past 30 days!

### Prescription Drugs

95% of Beloit middle school youth did not report misusing prescription drugs in the past 30 days!

### Alcohol

89% of Beloit middle school youth did not report using Alcohol in the past 30 days!



### Marijuana

95% of Beloit middle school youth did not report using marijuana in the past 30 days!





Youth2Youth is communication-speaking in front of crowds of people. I got to have a lot of experience speaking for not only classrooms of children, but legislators as well. The communication skills I developed not only help me to speak in front of my co-workers, but also to work together to better the company."

~Tyler Asberry (2010-2014)

I'm proud to have had such amazing leaders who guided me while I was in youth2youth. They have forever shaped me into the person I am now. Thank you DeeDee and Debbie!"

~Emily Starnes  
(2006-2012)

"If you are able to, stay with the program because you can learn a lot of useful information, and it opens doors for you in the future."

~Nancy Carlos  
(2006-2015)

"Youth2Youth taught me that you can make a difference. You do not have to change the world to make a difference, but you can change a small group of people and watch it expand from there. The sky is the limit.

~Sakisha Smith (2007-2011)

Youth2Youth Alumni share some of the valuable lessons they learned in the program, and pass on words of wisdom to new generations of youth.

"Youth2Youth gave me the experience to advise peers and youth with wisdom that I had accrued myself. It gave me a basis to start compounding wisdom for my own benefit, which in turn I can share with those who appreciate my sharing."

~Bryan Perez Duran  
(2006-2008)

