


Milwaukee Brighter Futures RFP for 2016 Projects

Agency Name	West Allis West Milwaukee Family Resource Center
Street Address	1509 South 76 <sup>th</sup> Street
City State Zip	West Allis, WI 53214
Brighter Futures Project Name	Fighting for Tomorrow
Contact Person Name, Phone, Email	Joanie Luedke 414-430-2207 jluedke@earthlink.net
Amount of Brighter Futures Request	\$125,000.00
Date of Most Recent Agency Audit	June, 2015
Authorizing Official's Name and Title	Rebecca Grill City Administrator
Authorizing Official's Signature	

**Project Abstract (250 word limit):**

Fighting for Tomorrow is a community initiative spearheaded by the WAWM Family Resource Center (FRC), West Allis Police Department (WAPD), West Allis Fire Department (WAFD), and other Community Stakeholders that are part of the WAWM Opiate/Heroin Task Force. Our community, like the rest of the United States, is battling a terrible epidemic and it is taking our children from us on a daily basis. The main goal of Fighting for Tomorrow will be to prevent youth from using Opiates and Heroin and reduce the number of overdoses and deaths from these drugs. We will use a Four Pillar Strategy (originated/designed by the Winnebago County Heroin Task Force), which focuses on a coordinated, comprehensive approach utilizing multiple community stakeholders. This approach works because the stakeholders are our friends, neighbors, community leaders, and law enforcement. We have created the WAWM Opiate/Heroin Task Force to provide guidance of this model.

We are dedicated to raise community awareness of this public health epidemic, serve as a resource, and develop action plans that will create healthy and safe environments for our youth and families. Prevention is the only Hope we have of ending the continuing rise of this epidemic.

**Application Cover Page (5 points)**

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<b>Street Address</b>	<b>1509 South 76<sup>th</sup> Street</b>
<b>City/State/Zip</b>	<b>West Allis, WI 53214</b>
<b>Brighter Futures Project Name</b>	<b>Fighting for Tomorrow</b>
<b>Contact Person Name, Phone, Email</b>	<b>Joanie Luedke, 414-430-2207 jluedke@earthlink.net</b>
<b>Amount of Brighter Futures Request</b>	<b>\$125,000.00</b>
<b>Date of Most Recent Agency Audit</b>	<b>12/31/2014</b>
<b>Authorizing Official's Name and Title</b>	<b>Joan Luedke, Program Director Rebecca N. Grill, City Administrator</b>
<b>Authorizing Official's Signature</b>	<i>Joan M. Luedke Rebecca N. Grill</i>

To be eligible for funding, an applicant organization must be an established 501(c)3 nonprofit, tax exempt organization or a government entity. Please attach an IRS determination letter.

**Project Abstract (250 word limit):**

The WAWM Family Resource Center recently created the WAWM Opiate/Heroin Task Force to address the alarming Public Health Epidemic of Opiate/Heroin addiction, overdoses and deaths in our community. Our Program, Fighting for Tomorrow, focuses on a coordinated, comprehensive approach utilizing multiple community stakeholders. This approach works because the stakeholders are our friends, neighbors, doctors, community leaders and law enforcement. The Primary Goal of Fighting for Tomorrow is to prevent youth in our target population, at risk youth ages 12-21, from using Opiates and from EVER trying Heroin. To prevent the increasing number of overdoses and deaths from Opiates & Heroin, we must stop this downward spiral. We MUST prevent the next generation from becoming Opiate/Heroin Addicts. Our objective will be to raise awareness of this deadly drug and to get our community and families to understand how serious this is and that this beast (Heroin) is taking our children at an alarming rate. By raising awareness and educating our youth and families, we are dedicated to reducing the number of youth that ever try Opiates and Heroin and therefore also reducing the number of overdoses and deaths.

Until we bring this epidemic to light and take responsibility for it as a community, the number of heroin/opiate related deaths and overdoses will continue to increase. Parents will continue to suffer in silence. And we will all increasingly face the possibility that our own children will become heroin addicts, and that we ourselves will endure a living death.

## **PROJECT NARRATIVE**

### **1. Organization Mission and History**

The Family Resource Center is the product of an 18-year collaboration between parents, community agencies, public and private educators, health care professionals, service organizations, prevention groups, city officials, and religious leaders. Our Center also collaborates and shares “best practices” with other Family Resource Centers in the State of Wisconsin and is currently sharing “best practices” with Heroin Task Forces and Coalitions from around the State. The Center’s target population is families with children birth to 21-years old. We have previous experience with youth through our Sisterhood of West Allis Program and partnering with the West Allis Health Department & West Allis Police Department through a previous Milwaukee Brighter Futures Grant under Weed and Seed Programming (this program had a reduction of 18% in juvenile crime under the MBF grant in 2005 alone). The West Allis Police Department, one of our collaborating partners in this grant, has extensive experience with Youth Programming through, Weed & Seed, DARE, THINK and CAAD. The WAWM Family Resource Center and the WA Police Department have had great success working together with youth and families in our community and with bringing in other community stakeholders to achieve desired outcomes. The City of West Allis will be the Fiscal Agent for this grant. They will process payroll and handle all fiscal responsibilities. The WAWM Family Resource Center will work directly with them to produce any and all evaluations required. The Family Resource Center has had great success in the City of West Allis and has become a “security net” for many families in our community. We have a history of forming strong collaborations with community stakeholders and community organizations and have had success in outreach and program participation. As a Community Organization, the Family Resource Center understands that we cannot rely solely on our School District and Law Enforcement to address this public epidemic. We need to bring all of the Community Stakeholders together with our Task Force and provide Prevention from as many angles and resources as we possibly can. With our experience in working cooperatively with private and public agencies and our practice of documentation and evaluation of our programs, we are confident that the program described in this proposal will be as successful as our past programs

### **2. Needs Statement**

The City of West Allis has a population of 60,411 according to the 2010 census figures. Our 11.4 square miles are bordered on the east by Milwaukee and West Milwaukee, on the north by Milwaukee, on the south by Milwaukee and Greenfield, and on the west by Waukesha County. Our target population resides in the boundaries of the West Allis/West Milwaukee School District. This includes all of West Allis and an additional 5,000 people from the Village of West Milwaukee. The median family income for West Allis is \$40,000.00.

According to School District records as of 1/1/2014, 63% of the students are eligible for free or reduced cost hot lunch. In the 2014-2015 school year, 1256 youth in 9<sup>th</sup>-12<sup>th</sup> grade participated in the Youth Behavior Risk Survey conducted by the WAWM School District and WAWM Community Coalition. At that time, no questions directly pertained to Opiate/Heroin use. Beginning this school year, the following questions have been added: 1) How many of your friends would you estimate take heroin? 2) During your life, how many times have you used Heroin (also called Smack, Junk or China White)? 3) Have you ever used Heroin? These questions have been added due to the increase in overdoses in our community and awareness by School District Administration that Heroin is an epidemic and no one is exempt. According to that same Survey, 30% responded that they felt sad or hopeless almost every day for two weeks or more in a row in the past 12 months and 20.4% responded that they seriously considered attempting suicide in the past 12 months. An alarming 14.8% (186 students) responded that they attempted suicide at least once during the past 12 months. The John Hopkins Study shows that youth who suffer with Anxiety and Depression are high risk for using Opiates. These youth often use this drug because it makes them feel “normal” and helps them to “fit in”. According to Nationally known Psychologist, Brian Fidler, it is important to look at the brain and how it works under stress. He states that youth with high levels of stress are at higher risk for drug use including opiates & heroin. All forms of Mental Illness put youth at a higher risk for use of Opiates & Heroin. Athletes are also using more

Opiates for performance enhancement. According to the Community Health Assessment conducted by the WA Health Department we seen a significant increase in the number of residents whose number one concern is the increase in drug and alcohol use (that went from 54% in 2012 to 65% in 2015).

Heroin use represents a leading health risk behavior and deadly consequence to the residence living in the City of West Allis/West Milwaukee. Just five years ago, heroin was almost a non-existent issue in our community of just over 60,000 people. It has now become one of the city's most pressing issues. Between overdoses and drug crimes, our Police and Fire Departments are dealing with this on a daily basis. The Fire Department reported 72 overdoses that Narcan was used from January 2015-August 2015. They only use Narcan when the victim is non-responsive and vitals are below a certain level. Some overdose victims can be revived by other means from the first responders. Records from the WA Police Department show 596 Drug Related Crimes from January through October in 2015 and 538 from January through October in 2014. Both are significantly high and already showing a 10% increase from 2014 to 2015. Opiate/Heroin use also contributes to a wide array of negative burdens including cardiovascular conditions, teenage pregnancy complications, domestic violence, child abuse, motor vehicle crashes, homicide and suicides (*Healthy People 2020*). Our Community, like the rest of the United States, is in the midst of an Opiate/Heroin overdose epidemic. Due to the fact that we are a suburb outside of the City of Milwaukee and the uniqueness of youth and families in West Allis & West Milwaukee, the chances that the youth and parents in our target population will be provided similar services through other Brighter Futures programs, will be extremely low. We work closely with our Community Coalition so that we are not duplicating services, but instead collaborating to provide an increase in efforts to reach our target population.

### **3. Project Design**

The number one Goal of Fighting for Tomorrow is to Prevent Youth from using Opiates and Heroin EVER!! Unlike alcohol and other drugs, with Heroin, even one try can subject a person to a life sentence of addiction....and in several cases, overdose and/or death. The objective will be to raise awareness of this deadly drug and to get our community to understand the MAGNITUDE of this epidemic. We will also raise awareness of the connection between Opiate use and Heroin and the transition that so many youth are making to this horrible drug. We will initiate communication and encourage parents to talk to their children about Opiates and Heroin NOW and to keep talking. We will send the message that with Heroin, one decision and one lapse in judgment can alter the course of an entire life. The number of people dying from Opiate/Heroin deaths is equivalent to 1 jet plane crashing daily. If that were happening, all airplanes would be grounded until the problem was fixed. The stakeholders in our community understand that and they are dedicated to reducing this epidemic and helping parents to save their children from a lifetime of treatment and recovery programs, or worse, death. On average, the heroin user loses up to 18.3 years of potential life (*Booth et al., 1991, <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2039886/>*). We will also get the message to parents and family members of youth about the misuse and stealing of family members pain medications/Opiates and stressing the importance of locking up prescription drugs and disposing of unused medication.

Fighting for Tomorrow will reduce the number of youth that try opiates and heroin, therefore, reducing the number of youth becoming heroin addicts, overdosing and dying. This will be accomplished by using Prevention Strategies through education/youth, parents & families and community & law enforcement. This is outlined by the evidence based programming of Four Pillar Strategies. Also, by working closely with the stakeholders on our Task Force and relying on the strength of communication between all of our sub-groups, the Task Force will structure services to foster coordination of local prevention efforts and reduce the probability of duplication of services. Through implementation of Prevention Strategies, Fighting for Tomorrow will get at risk youth to realize the insurmountable impact that Opiate and Heroin use would have on their lives, even if they just "tried it". They will hear directly from addicts whose lives have been ruined and families that have lost a child to this deadly drug. Parents will better understand the importance and urgency of talking to their

children NOW about Opiates and Heroin. They will also realize the necessity of locking up prescription drugs and/or disposing of them properly when not being used. Parents will also be aware of the direct correlation of pain meds/Opiates to Heroin. Our Program will empower parents to be pro-active when pain medications/Opiates are prescribed for their child for medical reasons (the FDA recently lowered the age for approved Oxycotin use to 11 years old for pain).

In order to achieve our primary goal, our Prevention Programming will be divided into 3 subgroups to focus our Prevention Strategies: schools/youth, parents and families, and the community/law enforcement. The school/youth subgroup will work to expand comprehensive evidence based drug prevention and to partner with the school district to provide prevention programming based on data from SBRIT and the Youth Behavior Risk Survey to identify high risk youth. They will also look at other successful School Prevention Tools being used around the State and produce information to School District. They will work with youth from our middle and high school to implement a media campaign to increase awareness of our Opiates/Heroin epidemic. This subgroup will work on the presentations for the schools and involve youth in preparations. They will also be responsible for making sure we have contact with our at risk youth on a monthly basis through one of our outreach prevention tools. We will work with the WA Health Department and WAWM School District on programming to help youth deal with stress and offer tools and strategies to help deal with this stress in a healthy way that will support drug-free youth. We will implement the Bolvin Life Skills Training at the Intermediate School level for identified at risk youth in our target population. The parents and families subgroup will focus on gathering resources and creating universal messages to parents, caretakers and families (many youth using Opiates steal them from medicine cabinets in their homes and/or family members). They will also do presentations at functions where parents can be reached. The community and law enforcement subgroup will focus on presenting information to community groups and area businesses and collaborate with the WAWM Chamber of Commerce to raise awareness of the affects this epidemic has on our target population and how it affects them. In the West Allis area, many of our businesses are owned by our residents who are the parents of the at risk youth. This subgroup will work to raise awareness of the drug related crimes in our community by our target population and come up with strategies for prevention and come up with strategies to identify those in our target population that are Opiate/Heroin dealers (the police dept will handle that piece). They will work with our law enforcement to identify at risk youth and get the message out of the legal consequences and risks associated with Opiates and Heroin. All subgroups will work together on the Community Forum.

We will utilize the information received from the Youth Behavior Risk survey in our WAWM School District, to identify at risk youth and provide services. Youth will also be identified at the School District through SBIRT, an evidence based prevention tool. Approximately 3000 Youth ages 12-19 participate in the YBRS and All 9<sup>th</sup> graders (approximately 703) will participate in SBIRT in December of 2015. By providing information to approximately 1893 Intermediate School Students and their Parents and approximately 3000 High School Students and their parents, we will raise awareness of the dangers of 1<sup>st</sup> time use and addiction to Opiates and Heroin.

We will do presentations at all 3 of the WAWM Intermediate Schools and at 2 High Schools, 1 Alternative H.S. and the Charter School, Shared Journeys (teen parents). At the end of summer, we will do a presentation to all youth that will be participating in athletics at the Intermediate and High School levels to raise awareness of the use of Opiates in sports and to have law enforcement and district administration reiterate the consequences of these choices. We will start the conversation with the school district and parents to implement random drug screening of all athletes. The School District Athletic Director has received training in "Life of an Athlete" Programming (Drug awareness for athletes). We will work with the Community Coalition to try to implement this program with coaches in our Intermediate and High Schools.

The WAWM Opiate/Heroin Task Force will be instrumental in planning a Community Forum that will be held in March of 2016. This will also include a Resource Fair and will be a collaboration of all Community Stakeholders with the primary focus on Prevention for our target population. We will also work with Stop Heroin Now Wisconsin, Wisconsin United We CAN (Change Addiction Now), Opiate Task Force (Milw Cty, Greenfield & Franklin) to share best practices and get assistance with organization and presentations for Forum.

A highly engaged participant will participate in our programming at least once every month (Approximately 12x's a year). Our message will be LOUD & CLEAR. We will be EVERYWHERE raising awareness of the destruction Opiates and Heroin will cause in their life and family. They will also see our Media Messages and participate in Social Media venues raising their participation to more than 12x's a year. The extremely high risk youth participating in the Bolvin Skills Training will be highly engaged on a weekly basis.

The WAWM Opiate/Heroin Task Force will create a Communication Plan that includes a timeline, content (what will be posted and where), and tracking the number reached when possible. Fighting for Tomorrow will use the School District, the City of West Allis and the WAWM Chamber of Commerce to reach our target number of participants. We will use Social Media and also advertise our activities and events through all of our churches, grocery stores, banks, Healthcare Facilities, Hospital and at all local events. To engage and retain participants, we will have a Powerful Message, Dynamic & Passionate Speakers, Well Educated & Professional Speakers and real life stories told by the people that are living them. We will provide bus passes to those that need them in our target population. We are also looking into getting a Store Front in our Community to create a replica of a teenagers bedroom to show parents what to look for and signs that their child may be using drugs (we will follow the model in downtown Waukesha).

We will also collaborate with Aurora West Allis and Roger's Memorial to address Trauma-informed care practices and make referrals when needed. Youth will be identified through schools, parents and the WA Police Department. The WAWM School District is in the process of adopting and implementing trauma informed practices. They are showing a special screening of the film Paper Tigers on November 19<sup>th</sup> to educators, community members and parents. We will also identify youth from homes of opiate/heroin addict parents/siblings that may experience complex trauma that has not yet been identified. Once identified, programming and referrals will be introduced and recommended.

#### **4. Evidence-Based Program**

Fighting for Tomorrow is using the Evidence-Based Program, Four Pillars Strategy, as the structure for their Programming. The primary focus for this grant will be the first Pillar, Prevention. The Four Pillars approach to drug addiction was first implemented in Europe in the 1990s. Since then the Wisconsin State Council on Alcohol & Other Drug Abuse and many communities, including Appleton, Winnebago County and LaCrosse have adopted these Strategies for Program Implementation. The use of the Four Pillars approach has resulted in a dramatic reduction in the number of drug users consuming drugs on the street and significant drop in overdose deaths in many counties. Through our collaboration with the WAWM School District, we are able to better identify at risk youth with SBIRT (Screening, Brief Interventions, and Referral to Treatment) and the Youth Behavior Risk Survey. These evidence based programs will also enable us to work with extremely high risk youth that identify use and those who identify friends using opiates or heroin. People who begin using addictive substances before age 15 are nearly 7x's more likely to develop an addiction, compared to those who start after age 21. Fighting for Tomorrow will also tap into a recently launched program by the Wisconsin Department of Justice "The Fly Effect", a Heroin prevention public awareness campaign designed to reach our state's young people. We will utilize this when we launch our Media Campaign that will also involve youth in the production, design and content structure. We will also use the Bolvin Life Skills Program, an evidence-based curriculum, in small groups with identified high risk youth.

## **5. Evaluation and Assessment**

For evaluations of our Program, we will use surveys for Symposiums and Awareness Presentations. We will create a tool to track participation (who is attending and how many times are they attending) and who is not participating and why not? We will also continually monitor the number of Opiate/Heroin overdoses and deaths through fire department data to note if we are making progress. Continuous conversations with local Treatment Programs will enable us to monitor the number of West Allis youth coming in for addiction treatment. These tools will tell us if we are getting the word out to right people and if we are progressing toward our intended outcomes. Both the Family Resource Center and the Police Department have had success when evaluating past programs. Participation in our Program will result in a decrease in the number of youth using Opiates and Heroin and decrease the number of youth overdoses and deaths. This supports the BFI legislative benchmark to Prevent and Reduce the incidence of youth alcohol and other drug use and abuse.

## **6. Youth Driven Program**

Fighting for Tomorrow will have two youth representatives on the Task Force and they will assist in our Prevention planning and programming. We will engage youth in our program to assist with questions for the panel at the Community Forum and at our Presentations. We will have youth working on our Website. Youth will be instrumental in assisting us with the development of outreach strategies and youth programs to raise awareness and prevent 1<sup>st</sup> time use of Heroin (and Opiates). They will be involved and help produce our Media Videos. We will also find youth who are addicts or recently in recovery to talk to our Task Force, local businesses and other youth to help us in raising awareness and preventing others from even trying this deadly drug. We will empower our youth to assist us in strengthening others to resist peer pressure and to help to identify at risk peers. We will also have youth involved in our Community Forum.

## **7. Collaborative & Referral Arrangements**

See Attachment

## **8. Staffing**

- A. Staff providing this program will include one part time Program Administrator, Joanie Luedke, who has a background in Family Support, she has been Director of the WAWM Family Resource Center for almost 18 years, was a Wing Family Program Coordinator for the WI Air National Guard for 10 years, served on the WAWM School Board 6 years (President 2 years), Member of the BOD for WAWM Chamber of Commerce 4 years, Member of Rotary Club of West Allis and has served on numerous other community Boards and Organizations. Joanie was a trained facilitator for the Sisterhood of West Allis and worked with female youth 3<sup>rd</sup>-8<sup>th</sup> grade doing "Girls Circle Groups". Joanie was also a Military Youth Advisor for 5 years with the WI National Guard and worked with children of Military ages 5-18. She is also a Certified Trained Crisis Responder and Certified in Suicide Prevention. The Administrator will organize and oversee all programs, projects and events provided under the Brighter Futures Grant as well as maintain all tracking and recording requirements. The Administrator will also be responsible to ensure that we are not duplicating services to the same youth that other programs under Brighter Futures are servicing. She will also create partnerships with other Opiate & Heroin Coalitions and Task Forces in Wisconsin striving for the same cause to obtain the greatest impact and share best practices.
- B. Staff will include a member of the WA Police Department who is also part of CAAD (Community Alliance Against Drugs). Rod Nelson, will be responsible for the law enforcement/crime education piece of our prevention. He will also assist us with our youth presentations, media campaign, and Community Forum. Rod will keep us updated on Drug Related Crime in our community and work with us on prevention strategies to reach the youth

involved. Rod has extensive experience working with youth in our target population. He has been the CSO/School Resource Officer since 2007 and has taken a lead working with youth in Prevention Programming through DARE, THINK, The Second Chance Program and Weed & Seed; He also works with youth through the AODA Community Coalition and Summer Safe Neighborhoods Programming. Rod is also part of our Task Force and he will attend some of the Brighter Futures meetings. He will also keep the Police Department informed of our progress and upcoming events.

- C. Staff will include 2-4 Member of the WAWM Drug Unit. They will investigate and arrest youth ages 12-21 who are dealing Opiates/Heroin to youth in our target population. This will help to reduce the amount of drugs available to our target population.
- D. Staff will include a member of the West Allis Fire Department, Captain David Bandomir. He is also the Coordinator of the WA Mobile Integrated Health Program. Dave will work on our Prevention Group and assist us with Program Outcomes and keep us updated on statistics we need for program success. He will also work with us on creating an Integrated System/Dashboard that would combine all data (police/fire/EMS/Health on our at risk population to increase prevention strategies and reduce number of incidents.
- E. Staff will include 2 Community Members. 1) Alicia Malinger will be responsible for assisting with the development of our School Presentations and Community Forum. Alicia will work the youth on our Task Force and those that will be assisting with our programs. She will coordinate all of their meetings and facilitate when needed and connect them to the resources they need to complete their tasks. She will also work with the youth for all Social Media outreach. Alicia has experience working with Youth in our target area through the Sisterhood of West Allis and working with teen moms at the Charter School, Shared Journeys. She also tutored youth from Africa at her church, Hales Corners Lutheran and has worked with young, homeless, single moms through the WAWM Family Resource Center. 2) We are in the process of finding “the perfect” Community Member that will be responsible for Volunteer Coordination, Community Donations and Resource/Referral Connections. This person will have extensive background working/volunteering in our community and working with the key stakeholders on our Task Force.
- F. The WA Health Department will assist with Prevention Programs. (Please fill in this area also name and credentials of who will be working with us)
- G. We will hire a trained facilitator to work with at risk youth and implement the Bolvin Life Skills Training in small groups. This person will have experience working with at risk youth in area of AODA and be familiar with the demographics and uniqueness of our community. We are currently looking at 2 of the Social Workers from the WAWM School District.
- H. The City of West Allis Finance Department will handle all payroll, reimbursements and fiscal responsibilities for this grant.

Specific strategies utilized to insure cultural competence in service delivery

- a. Utilize ethnic resources to provide training in cultural competency
- b. Utilize volunteers from different cultural and ethnic groups
- c. Plan and provide a variety of cultural events



**Collaborative & Referral Arrangements (5 points)**

**REFERRALS CHART**

**List of Agencies, Organizations or Programs that Provide Prevention & Intervention Programming for Your Target Population With Which Your Proposed Program Will Interact Regarding Referrals**

Name of Agency, Organization or Program	Nature of the Service They Provide (i.e., "job training")	Nature of the Referral – will you refer to this program, or will this program refer to you? Add supporting details, if relevant.
Roger's Memorial Hos	Heroin/Opiate Addiction Treatment	We will refer to them
WAWM School Dist	SBRIT Screening & Youth Behavior Risk Survey	They will refer to us those identified as "at risk" between the ages of 12-21yrs
Shared Journeys Charter School	Youth Behavior Risk Survey & Self reporting (Teen Parent Program)	They will refer to us the "at risk" youth and we will provide prevention programming
Aurora West Allis	Heroin/Opiate Overdose follow-up	We will refer to them

**COLLABORATION CHART**

**List of Agencies, Organizations or Programs Related to Providing Prevention & Intervention Programming for Your Target Population With Which Your Proposed Program Will Interact Regarding Collaboration**

Name of Agency, Organization, Program or Initiative	Nature of the Service They Provide (i.e., "job training")	Nature of the Collaboration. Add supporting details if relevant.
West Allis & West Milwaukee Police Dept	Presentations at all events/activities Law Enforcement piece of Prevention	The Police Depts will participate in Community Forum, School Presentations & small groups. They will provide stats on drug related crimes and come up with strategies for prevention.
WAWM Chamber of Commerce	Community Outreach Fundraisers	Communicate to Businesses & Organizations.
WA Fire Dept	Keep/Report Stats on Opiate/Heroin Overdoses	Reports will contain only info on target population of 12-21yrs old and parents of 12-21yrs old

WAWM Community Coalition	AODA Support and Data Collection	Share data, collaborate in outreach and program outputs.
<b>Name of Agency, Organization, Program or Initiative</b>	<b>Nature of the Service They Provide (i.e., “job training”)</b>	<b>Nature of the Collaboration. Add supporting details if relevant.</b>
WA Health Dept	Community Education	Prevention Strategies & Outreach
City of West Allis & City Media Center	Administer Payroll & Fiscal Responsibilities Video Production	The City Finance Department will take care of all payroll, reimbursements, taxes, audits, etc. for this grant. The Media Center will assist our Youth and Staff in Video Production and taping to be viewed on Social Media
WA Woman’s Club & WA Rotary Club	Volunteers	They will volunteer at our events/activities and assist us with fundraisers. Rotary Club also has a Jr. Rotarian Club at the High School Level. Some of these youth will be involved in our programming.
WAWM School District	Information Sharing, Data Collection & Reporting, Youth and Parents, Printing and Distribution. Provide Venue	The School District will help us to enable us to engage our target population in programming. They will donate printing of flyers and information sheets and distribute them through the schools. The School District will also provide us with space to hold our Community Forum and other presentations.

**BRIGHTER FUTURES INITIATIVE PROGRAM  
LOGIC MODEL**

**PROGRAM TITLE: Fighting for Tomorrow**

**PROGRAM GOALS: Prevent 1<sup>st</sup> time use of Heroin; Prevent Opiate Addiction & Illegal Use; Raise Awareness of This Epidemic**

**TARGET POPULATION: At Risk Youth ages 12-21 and the Parents of At Risk Youth ages 12-21**

Inputs	Activities	Outputs	Immediate Outcomes	Outcome Indicator	Intermediate Outcomes	Outcome Indicator
What resources go into the program	What activities the program undertakes	What is directly produced through the activities	The direct changes or benefits that result from the program (list measurement tool)	Specific and quantifiable	Change of impact expected to occur over time (list measurement tool)	Specific and quantifiable
Family Resource Center will work with WAWM Opiate/Heroin Task Force to bring all Community Efforts Together.	WAWM Community Forum & Resource Fair on Opiates & Heroin at Nathan Hale H.S.	1. Parents, Community Members, Youth will attend Forum	1. Youth, Parents and Community will be aware of the magnitude of Opiate & Heroin Use & Overdoses in our Community and drug related crimes.	200 People will attend Community Forum Attendance & Surveys	1. Parents will talk to their children about Opiates and Heroin 2. Adults will lock up all prescription drugs in their home and inventory them	We will see a reduction in overdoses and deaths in our community
Family Resource Center & Task Force will Collaborate with Middle & High Schools & Community AODA Coalition on Prevention Education & Awareness	Task Force will create a Communication Plan with a Timeline, Content and # reached		2. Everyone will realize that this can happen to anyone 3. Our Community will know the resources avail	Community will be more involved in program	3. More people will utilize the drug drop-off boxes 4. Youth will share with their peers the dangers of this drug	
	Presentations to youth and their parents	1. Stories from young recovering addicts & parent of overdose victim 2. 1800 Intermediate Students & Parents 3. 3000 High School Students & Parents 4. Law Enforcement Info/legal ramifications	1. Youth & Parents will understand how addicting Heroin is 2. Youth & Parents will	Approx 4500 Youth & Parents will have a better	1. Parents will talk to their children about Opiates and Heroin 2. Parents will be pro-active	We will see a reduction on the YBRS of Youth using Opiates & Heroin
			Clearly understand that Heroin use is a life sentence and a living hell 2. Parents will know what	Understanding of Opiates & Heroin Addiction	With pain meds when prescribed for their child 3. Parents will know what to look for to indicate possible	We will see a reduction in overdoses and deaths
			Some of the signs are that their child may be using. 3. Youth will know how this can affect their future	*Attendance Sign In Sheets & Surveys	Drug use or addiction 4. Youth will know who to turn to for help BEFORE turning to drugs	

Inputs	Activities	Outputs	Immediate Outcomes	Outcome Indicator	Intermediate Outcomes	Outcome Indicator
What resources go into the program	What activities the program undertakes	What is directly produced through the activities	The direct changes or benefits that result from the program (list measurement tool)	Specific and quantifiable	Change or impact expected to occur over time (list measurement tool)	Specific and quantifiable
Family Resource Center and WAWM Opiate/Heroin Task Force will work with Youth from Middle & High Schools and City Media Specialist to implement media campaign to increase awareness about Opiates & Heroin	1. Create Videos to be used as Public Service Announcements on City Channel, YouTube, Social Media, EVERYWHERE! 2. Create Website	1. Create replica of teens bedroom and show "what to look for" ...indicators of drug use and abuse. Youth will help with design & video 2. Youth will conduct interviews with addicts, recovering addicts, etc for videos & website	1. More people will become aware of Opiate & Heroin use and its destruction 2. Parents will know what to look for in their teens room. 3. Youth & Parents will continuously see what the life of Heroin & Opiates looks like.	Youth & Parents will get the message in multiple ways over and over again *Surveys	1. Parents will be more proactive and "GET IT" that it can happen to anyone. 2. Youth will understand the devastation of 1x use of Heroin.	Reduce the number of youth & parents using Opiates and EVER trying Heroin
The Family Resource Center, WA Police Dept, WAWM School District, WA Health Dept & Community Coalition will facilitate the Bolvin Life Skills Training	1. Provide training to middle school youth that are greatest risk for Opiate/Heroin use	1. Youth learn life skills that lead to success. 2. Youth understand costs & risks of Opiates/Heroin	1. Youth will learn coping skills and social skills to use instead of drugs.	Fewer youth will use Opiates *YBRS	1. Youth will use the skills they have learned to resist Opiate/Heroin use.	Reduce the number of youth using opiates/heroine to feel "normal"
WAWM Opiate/Heroin Task Force will work with local doctors/pharmacy's	1. Come up with strategies to prevent misuse & over prescribing of Opiates	1. Initiate as part of Communication Plan under Task Force	1. Fewer youth will use prescribed Opiates and reduce amt stolen from family.	YBRS & Parent Surveys	1. Reduce the number of youth using prescription Opiates and becoming addicted to them.	1. Reduce the number of youth that transition from Opiates to Heroin

**2016 Proposed Annual Budget (January 1 to December 31, 2016) (15 points)**

<b>Category</b>	<b>Brighter Futures Request</b>	<b>In-kind or Cash Match</b>	<b>Total Project Cost</b>
<b>Salaries</b>	<b>\$87,000.00</b>	<b>8,000.00</b>	<b>\$95,000.00</b>
<b>Fringe Benefits</b>			
<b>Payroll Taxes</b>	<b>\$9500.00</b>	<b>\$1500.00</b>	<b>\$11,000.00</b>
<b>Professional Fees</b>	<b>\$3500.00</b>	<b>\$500.00</b>	<b>\$4000.00</b>
<b>Background Checks</b>		<b>\$1500.00</b>	<b>\$1500.00</b>
<b>Supplies</b>	<b>\$9,000.00</b>	<b>\$2000.00</b>	<b>\$11,000.00</b>
<b>Telephone</b>		<b>\$250.00</b>	<b>\$250.00</b>
<b>Postage</b>			
<b>Occupancy</b>		<b>\$4000.00</b>	<b>\$4000.00</b>
<b>Equipment Rental/Maintenance</b>	<b>\$1000.00</b>	<b>\$5000.00</b>	<b>\$6000.00</b>
<b>Printing</b>	<b>\$3000.00</b>	<b>\$5500.00</b>	<b>\$8500.00</b>
<b>Travel</b>			
<b>Conferences</b>			
<b>Membership Dues</b>			
<b>Awards and Grants</b>			
<b>Allocated Costs</b>	<b>\$10,000.00</b>	<b>\$1000.00</b>	<b>\$11,000.00</b>
<b>Client Transportation</b>	<b>\$1000.00</b>		<b>\$1000.00</b>
<b>Depreciation</b>			
<b>Subcontracting</b>			
<b>Other</b>	<b>\$1000.00</b>	<b>\$5,000.00</b>	<b>\$6,000.00</b>
<b>TOTAL</b>	<b>\$125,000.00</b>	<b>\$34,250.00</b>	<b>\$159,250.00</b>

**2016 Proposed Annual Budget Narrative (January 1 to December 31, 2016) (15 points)**

CATEGORY	DESCRIPTION
Salaries	<u>\$24,000</u> for Program Administer to implement Program, organize all events and presentations, coordinate staff, track all outputs, outcomes and complete all MBF reports. <u>\$10,000</u> to Police Officer to assist in Prevention Programming, events, presentations, tracking drug crimes for our target population and assisting with Bolvin Life Skills. <u>\$10,000</u> to Police Dept for investigation /arrest dealers between age 12-21 that are dealing to our target population. <u>\$8000.00</u> to staff member coordinating all efforts of youth working on media campaign and youth involvement in Program; also assist with event and presentations. <u>\$5,000</u> to staff member for volunteer coordination, donation coordination and requests, and assist with Forum. <u>\$10,000</u> to Fire Dept staff member to coordinate all reports on overdoses and Opiate/Heroin calls related to our target population; assist with prevention programming. <u>\$10,000</u> to staff at WA Health Dept to work on Prevention Education and assist with Spanish speaking families in our target population. <u>\$10,000</u> to Bolvin Skills Training staff member that will provide small group programming with youth in our target population on a weekly basis. <b>\$2500 In-Kind match from WA Police Dept, \$500 In-Kind match from WA Fire Dept, and \$2000 In-Kind match from WA Health Dept for salaries and fridge benefits of above staff. \$3000 In-Kind match from WAWM Family Resource Center for Program Admin hours and 2 Staff.</b>
Fringe Benefits	
Payroll Taxes	<u>\$9500</u> for Payroll taxes for all of the above staff. <b>\$1500 In-Kind taxes paid for above in-kind salaries from WA Police Dept and WA Health Dept.</b>
Professional Fees	<u>\$2500</u> to IT Specialist to create and maintain website and assist youth with media campaign. This will also cover annual Website fee. <u>\$1000</u> to IT Person at City of West Allis to work with youth in video productions to raise awareness for prevention. <b>\$500 In-kind match from IT Specialist to work 25hrs with youth on media campaign and website.</b>
Background Checks	<b>\$1500 In-Kind. The WA Police Department will conduct our background check on all staff working on Program and volunteers working with youth.</b>
Supplies	<u>\$9,000</u> will be used for program, training and education materials for 6 school presentations, 3 community presentations(to include doctors & pharmacys), Bolvin Life Skills Training group, Community Forum, Program Mtgs(books,binders, poster boards, paper, folders, name tags, etc.); Presentation items; refreshments for school presentations, youth small groups, youth training, and program meetings; drug lock boxes. <b>\$2000 In-Kind match from local businesses for refreshments and supplies (through WAWM Chamber of Commerce).</b>
Telephone	<b>\$250 In-Kind. All staff and volunteers will use their own cell phones to conduct business for this program.</b>
Postage	
Occupancy	<b>\$4000 In-Kind from School District to use Auditoriums and Gyms for Community Forum, Presentations to youth &amp; parents and Rooms for small groups for Bolvin Life Skills Training.</b>
Equipment Rental/Maintenance	<u>\$1000.00</u> for rental of equipment for Community Forum. <b>\$3,000 In-Kind from School District for rental/use of IT equipment and tables for Forum, Presentations and Events. \$2,000 In-Kind from City of West Allis Media Center for Equipment Rental for Video Productions.</b>
Printing	<u>\$3000</u> for printing hand-out materials, flyers, invitations, posters, worksheets for Bolvin Skills Training. <b>\$4000 In-kind for printing and distribution from WAWM School District; \$1500 In-Kind for printing hand-out materials &amp; Flyers from local print companies;</b>
Travel	
Conferences	
Membership Dues	
Awards and Grants	
Allocated Costs	<u>\$10,000</u> to City of West Allis Finance Dept to handle all payroll and fiscal responsibilities. <b>\$1000 In-Kind match from City of West Allis for financial assistance.</b>
Client Transportation	<u>\$1000</u> for bus passes (at risk youth & parents to attend Bolvin Life Skills group & Presentations)
Depreciation	
Subcontracting	
Other - Describe	<u>\$1000.00</u> use storefront to create replica of teens room to identify and show possible drug use. What to look for?? <b>\$5000 In-Kind match for materials &amp; rent of storefront or community space.</b>