



MINOBIMAADIZIWIN COALITION

Strategic Plan

2013-2015

The Minobimaadiziwin Coalition is making a difference!

Mission

The Lac du Flambeau Minobimaadiziiwin Coalition works collaboratively to prevent and reduce substance abuse, especially among youth, by promoting healthy lifestyles.

Vision

A Lac du Flambeau community that embraces their culture and positive healthy lifestyles.

Guiding Principles

- Every individual and organization shares the responsibility for helping our youth, families, and community to support healthy lifestyles and environment.
- We sponsor collaborative activities to prevent and reduce substance abuse, especially alcohol.
- We provide fun and positive opportunities for inter-generational partnerships.
- We share information and resources within our community as well as with other tribes and coalitions.
- We utilize demonstrated effective culturally relevant prevention strategies.
- We collect and analyze relevant data to guide coalition efforts.



Lac du Flambeau Minobimaadiziwin Coalition Accomplishments

Background: The Lac du Flambeau Minobimaadiziwin Coalition was originally formed in 2007 as part of the Great Lakes Inter-Tribal Council Strategic Prevention Framework State Incentive Grant (SPF/SIG) initiative, the coalition received support through the SPF/SIG initiative until October of 2011. The coalition has continued to operate on a volunteer basis with an emphasis on substance abuse prevention.

Mission: The mission of the Lac du Flambeau Minobimaadiziwin Coalition is to work collaboratively to prevent and reduce substance abuse, especially among youth, by promoting healthy lifestyles.

The Coalition is Community Based - The participants in the Minobimaadiziwin Coalition activities include adults and children residing on or near the Lac du Flambeau reservation. The project primarily targets the tribal community members but all residents are welcome at project activities.

The Coalition has Contributed to Positive Outcomes - Data collected in 2007 and again in 2011 from students at the Lac du Flambeau School demonstrates positive change on four key indicators: : (Based on the Lac du Flambeau SPF-SIF Outcome Report –Prepared by BEAR Consulting, Nicole M. Butt with funding from SPF-SIG Award #5U79SP01395)

- **Decreased** age of first use of alcohol among school age children at Lac du Flambeau
- **Increased** abstinence from alcohol in the past 30 days
- **Increased** perception of harm of binge drinking for youth
- **Increased** perception of harm of binge drinking for adults

The Coalition Values Collaboration - The Minobimaadiziwin Coalition works collaboratively with the other community groups to sponsor activities that support community and family wellness, some of the key collaborators include, the:

- Healthier Community Action Team
- Positive Alternatives Coalition

The Coalition is Committed to the Community - Some of the projects carried out since 2008 are:

- Family Fun Day Sponsored Annually Since 2008
- Family Fun Day 2012 Ojibwe Winter Games Collaboration with Ojibwe Language Program (top right photo)
- Prevention of Underage Drinking through Parents Who Host Lose the Most Campaign Sponsored Annually Since 2009
- Sponsored Town Hall Meetings Annually Since 2011
- Prescription Drug Disposal Sponsored Annually Since 2010. Sponsorship by Minobimaadiziwin Coalition & LDF Tribal Police
- Wild Rice Festival Sponsored Annually Since 2008 (bottom photo)
- Sponsored LDF Police Party Patrols Since 2011
- Community Data Collection Since 2007
- Fund Raising –Self sustaining coalition (top left photo shows members singing & dancing to raise funds)



The Minobimaadiziwin Coalition is making a difference!
There is more work to be done!
Many Lac du Flambeau youth are still at risk of developing substance abuse problems!

- A higher percentage of Lac du Flambeau youth report having their first drink at a younger age (7 years or younger) than Wisconsin youth of all races and American Indian youth nationwide.
- Binge drinking, that is consuming 5 or more drinks within a couple of hours, is high across all of the high school reporting populations, Lac du Flambeau, Wisconsin youth, and American Indian youth nationwide. One in four American Indian youth nationwide report binge drinking in the past 30 days; while one in three Lac du Flambeau youth report binge drinking in the past 30 days.
- The majority of students, 23.3 percent, knew of over ten alcohol related automobile crashes where someone was killed or injured in their community.
- More Lac du Flambeau youth respondents than Wisconsin youth respondents indicated having used prescription medication within the past 30 days with their first usage in the 12-14 year old range.
- Nearly one in four Lac du Flambeau youth report using inhalants during their entire life; this is nearly double the amount of American Indian youth nationwide and nearly four times the percentage of Wisconsin youth. Seven percent of students reported inhaling glue on one to nine occasions in the 30 days prior to taking the survey. The majority who reported using inhalants initially used inhalants for the first time when they were 13 years old.
- Factors in the community (LDF Reservation) that contribute to Underage and Binge Drinking:
 - ⇒ Alcohol is cheaper on the reservation
 - ⇒ There is a significant amount of promotion of alcohol on the reservation.
 - ⇒ There are a significant number of establishments on or near the reservation where alcohol is available for purchase.
 - ⇒ Alcohol is available at sporting events.

Note: Data presented here is based on the Community Assessment Summary prepared by BEAR Consulting, Nicole M. Butt in 2009 with funding from SPF-SIG Award #5U79SP01395

Our Approach

Based on *CADCA's Seven Strategies

1. **Providing Information** - Educational presentations, workshops or seminars or other presentations of data (e.g., public announcements, brochures, dissemination, billboards, community meetings, forums, web-based communication).
2. **Enhancing Skills** - Workshops, seminars or other activities designed to increase the skills of participants, members and staff needed to achieve population level outcomes (e.g., training, technical assistance, distance learning, strategic planning retreats, curricula development).
3. **Providing Support** - Creating opportunities to support people to participate in activities that reduce risk or enhance protection (e.g., providing alternative activities, mentoring, referrals, support groups or clubs).
4. **Enhancing Access/Reducing Barriers** - Improving systems and processes to increase the ease, ability and opportunity to utilize those systems and services (e.g., assuring healthcare, childcare, transportation, housing, justice, education, safety, special needs, cultural and language sensitivity).
5. **Changing Consequences** - Changing Consequences (Incentives/Disincentives) – Increasing or decreasing the probability of a specific behavior that reduces risk or enhances protection by altering the consequences for performing that behavior (e.g., increasing public recognition for deserved behavior, individual and business rewards, taxes, citations, fines, revocations/loss of privileges).
6. **Physical Design** - Changing the physical design or structure of the environment to reduce risk or enhance protection (e.g., parks, landscapes, signage, lighting, outlet density).
7. **Modifying/Changing Policies** - Formal change in written procedures, by-laws, proclamations, rules or laws with written documentation and/or voting procedures (e.g., workplace initiatives, law enforcement procedures and practices, public policy actions, systems change within government, communities and organizations).

*CADCA = Community Anti-Drug Coalitions of America

Extensive collaboration led to the use of Tiers or levels of involvement/engagement. Action Plans reference the following Tiers:

Tier 1 = Sponsored by Minobimaadiziiwin Coalition

Tier 2 = Sponsored Jointly by Minobimaadiziiwin Coalition & Other Coalitions

Tier 3 = Supported but Sponsored by Other Coalitions/Programs

Tier 3 Activities not included in action plans but supported by the Minobimaadiziiwin Coalition:

- *Strategic Prevention Framework Training
- *Victim Impact Panel Training
- *Prevention Specialist Certification Training
- *Drug Recognition Training for Police Officers
- *Restorative Justice
- *Talking Circles
- *Cultural Activities (included in Tribal AmeriCorps Member and Alcohol Free Activities Action Plans)
- *Parks/Playgrounds Monitoring
- *Housing Policy
- *Uniform Healthcare Providers Policy
- *Alcohol Compliance Checks
- *Wellness Court
- *Youth Diversion Program
- *Family Circles II Program
- *Lakeland Prescription Drug Task Force
- *Gang Reduction Intervention through Prevention & Suppression (G.R.I.P.S.)

ACTION PLAN #1 Activity: *Those Who Host Lose the Most (TWHLTM) Campaign*

Goal/Priority: Change community norms

Objectives: Decrease access & availability; address community media messages; address policy & enforcement

CADCA Strategy #	Actions/Tasks	Responsible	Timeline	Completion Date	Outcomes Reported annually at start of each fiscal year
1	Order TWHLTM campaign materials	Pat Ustianowski	January 2014 & Annually		# TWHLTM materials distributed
1	Contact LDF School about sending letter to parents of 8 th graders; putting TWHLTM logo on Honor Powwow & Promotion programs; and putting up TWHLTM banner	Bob Kovar	February 2014 & Annually		
1	Draft letter from key stakeholders to send to parents of 8 th graders at LDF School	Bob Kovar	March 2014 & Annually		
1	Get key stakeholders' signatures on letter	Mike Zimmerman	April 2014 & Annually		
1	Deliver Letter to Appropriate contact @ LDF School to mail out	Mino	May 2014 & Annually		
1	Distribute TWHLTM campaign materials <ul style="list-style-type: none"> ➤ Mino Website ➤ Tribal Newsletter 	Mino Coalition Members	May 2014 & Annually		

5	Party Patrols	Mino & Tribal Police Department	ONGOING		Party Patrol Log of: # Underage Drinking (UAD) citations # adult citations for contributing
7	Resolutions of Support ➤ Press Release ➤ Update Resolutions	Tribal Council & LDF School Board	February 2014 & Annually		Press Release # resolutions
7	Social Host Ordinance ➤ Tribal ➤ Town	Mino	March 2015 & Review Annually		Ordinance developed & passed
6	Monitor Alcohol Displays & Signage	Mino	ONGOING		Anecdotal evidence of decreased alcohol displays & signage
5	Explore options for UAD consequences	Mino	Ongoing		List of potential consequences
7	Explore town & tribal policies & ordinances related to alcohol	Mino	Ongoing		List of policies & ordinances developed, modified, or enacted

Tier 1 = Sponsored by Minobimaadiziiwin Coalition

ACTION PLAN #2 Activity: *Gather & Analyze Data*

Goal/Priority: Collect & Analyze Relevant Data

Objective: Identify Needs & Evaluate Progress

CADCA Strategy #	Actions/Tasks	Responsible	Timeline	Completion Date	Outcomes
1	Conduct Coalition-Effectiveness Survey (Survey Monkey)	Sue Wolfe/Mino Coalition	8/15/13		Survey Monkey Analysis
2	Analysis of Coalition-Effectiveness Survey	Sue Wolfe/Mino Coalition	9/3/13		Analysis Report
1	Report on Coalition-Effectiveness Survey Results	Sue Wolfe/Mino Coalition	10/1/13		Results reported to key stakeholders
1	Community Survey Committee development: <ul style="list-style-type: none"> ➤ Recruit members ➤ Collect surveys ➤ Schedule meetings 	Mino Coalition members	4/30/13	4/26/13	Committee members list Surveys collected Meetings scheduled

1	Develop Community Needs Assessment	Community Survey Committee	5/1/13 to 9/30/13	8/19/13	Assessment tool
1	Pilot/Modify Community Needs Assessment	Mino Coalition	11/30/13		Assessment results & modifications if needed
1	Focus Groups	EPI and/or Evaluator	11/30/13		Focus Group notes
1	Analyze & Modify Pilot for Community Needs Assessment	EPI and/or Evaluator	1/31/14		Analysis and modifications
1	Conduct Community Needs Assessment	Mino Coalition	4/1/14		Assessment results
1	Analyze Community Needs Assessment	EPI and/or Evaluator	6/30/14		Analysis completed
1	Report results of Community Needs Assessment	Mino	9/30/14		Results reported to key stakeholders

Tier 1 = Sponsored by Minobimaadiziwin Coalition

ACTION PLAN #3 Activity: *Tribal AmeriCorps Program*

Goal/Priority: The ultimate goal of this program is to strengthen the capacity of coalitions and youth serving organizations and achieve positive outcomes related to substance abuse among youth and families.

Objectives: Increase prevention activities for youth and assist coalitions with prevention activities

CADCA Strategy #	Actions/Tasks	Responsible	Timeline	Completion Date	Outcomes
3	Facilitate Waswagoning Youth Council	TAP Member	ONGOING		# of service hours for TAP Members & value of service # of youth served
3	Assist with After School Activities	TAP Member	SCHOOL YEAR		Quarterly Report (Bob Kovar)
3	Assist with Coalition Activities <ul style="list-style-type: none"> ➤ TWHLTM Campaign ➤ RX Drug Take Back Events ➤ ENVISION Program ➤ Attend other coalition meetings 	TAP Member	ONGOING		

Tier 1 = Sponsored by Minobimaadiziwin Coalition

ACTION PLAN #4 Activity: *Media Campaign*

Goal/Priority: Increase community awareness of substance abuse

Objective: Provide substance abuse prevention information to the community.

CADCA Strategy #	Actions/Tasks	Responsible	Timeline	Completion Date	Outcomes
1	Continue with Billboard	Mino & PAC	ONGOING		Picture of billboard
6	Distribute Permanent Rx Drug Dropbox Flyers <ul style="list-style-type: none"> ➤ Newspaper insert ➤ Coalition community education events 	Mino	ONGOING		# of flyers distributed annually
5	Continue with Tipline	Mino & PAC	ONGOING		Tipline published on Mino Website Collect data, if possible, on # of calls
1	Decide who to distribute Good Drugs Gone Bad information to and how to distribute it	Mino, PAC & Northwoods Coalition North Region	9/30/13		Action plan developed

1	Develop Coalition Poster to post in community	Mino & PAC	9/3/13		Poster developed List of posted locations
1	Continue with Mino Website/Facebook	Mino	ONGOING		Google Analytics Report

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ACTION PLAN #5 Activity: *Alcohol-Free Events*

Goal/Priority: Promoting healthy lifestyles

Objective: Provide AODA-Free Activities

CADCA Strategy #	Actions/Tasks	Responsible	Timeline	Completion Date	Outcomes
1	Wild Rice Fest	HCAT & Mino/PAC	September 2013		Survey results
3	Family Fun Day (FFD)	Mino & Collaborative Partners	February 2014		# of participants FFD evaluation results
1	Parent & Youth Connections EXPO	HCAT & Mino, etc.	March 2014		NOMS
3	Community Garden Projects	Mino & collaborative partners	June 2013 & Annually in Spring		# of gardens # of types of gardeners

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ACTION PLAN #6 Activity: *Develop coordinated “clearing house” for trainings and events*

Goal/Priority: Community education, engagement, & connection

Objective: Improve coalition/community communication

CADCA Strategy #	Actions/Tasks	Responsible	Timeline	Completion Date	Outcomes
2	Develop Community & Service Provider Training Calendars (Focus on LDF)	Brandon Thoms	8/31/13		Training Calendars developed
4	Share Coalition Minutes (Post on Mino Website)	Sue Wolfe, Mino, HCAT, PAC, Northwoods Coalition, Lakeland Drug Taskforce	8/31/13		Posted on Mino Website
2	LDF Newsletter/ Newspaper (regional)	Brandon Thoms	8/31/13		Copies of newsletter/newspaper

4	Facebook Page <ul style="list-style-type: none"> ➤ Monitor Facebook ➤ Publish data monthly ➤ Publish inspirational message bi-weekly 	Elisa Farmilant, Jessica Samuelson, Mary Sharlow, Sr. Rose Heil, Beth Tornes	ONGOING		"Likes" tracking report
7	Tribal Council Policy directing Tribal Managers to send training information to newsletter/newspaper & website links	Brandon Thoms	8/31/13		Policy adopted
4	Continue to encourage sharing of training information	Mino	Ongoing		Training information shared
3	Mino Calendar for Family/Youth Activities	Mino	ONGOING		Calendars published

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