



Janesville Mobilizing 4 Change

**Annual Report & Evaluation
Fiscal Year Oct 1, 2021- Sept 29, 2022**



Table of Contents



Message from the Board Chair & Director	1
Message from the City Manager & Hedberg Public Library Director	2
Celebrating 10 Years	3
Agency Overview	4
Strategic Prevention Framework (SPF)	5
Strengthen Organizational Capacity	6
An Agent for Change	7
Drug Free Communities Support Program	8
Sexual Violence Prevention Program (SVPP)	10
Rock County Prevention Network	11
Rock County Human Services	12
State Opioid Response (SOR)	13
Community Resources	14
Evaluation	15
Sustainability and Recommendations	19



Message from the Board Chair & Director



Dear Friends,

Janesville Mobilizing 4 Change experienced a significant milestone this past year. We celebrated 10 years of prevention service to the community! What started as a small committee within the school district has turned into an award-winning coalition and prevention agency. We would not be where we are today without the valuable community partnerships and over 12,000 hours of time donated by our community partners, coalition members, and volunteers. Together, we've reduced youth substance misuse rates of alcohol, tobacco, and marijuana by at least 10% or more.

The work does not end here, though, and JM4C will continue to strive towards a safer and healthier community for all. We thank you for your support, and the willingness of the community to make these changes.



Amanda Suarez
JM4C Board Chair



Jane Golberg
JM4C Director

Message from the Interim City Manager & Hedberg Public Library Director



A handwritten signature in black ink, appearing to read 'David J. Moore'.

Chief David J. Moore
Interim City Manager

Ask any police officer and they will tell you that substance abuse has a direct relationship to the level of crime that we experience in a community. Further, that mental health concerns are involved in many police calls for service. If these mental health concerns are not addressed, the issues tend to follow people through their lives affecting relationships, education, employment and success as an adult.

Rather that rely on our criminal justice system or see unfulfilled lives unfold, I believe in supporting the efforts of our community-based organization, JM4C. JM4C focuses on the core issues of substance abuse and mental health challenges to avoid the criminal justice system, family struggles and tragedies in our community.

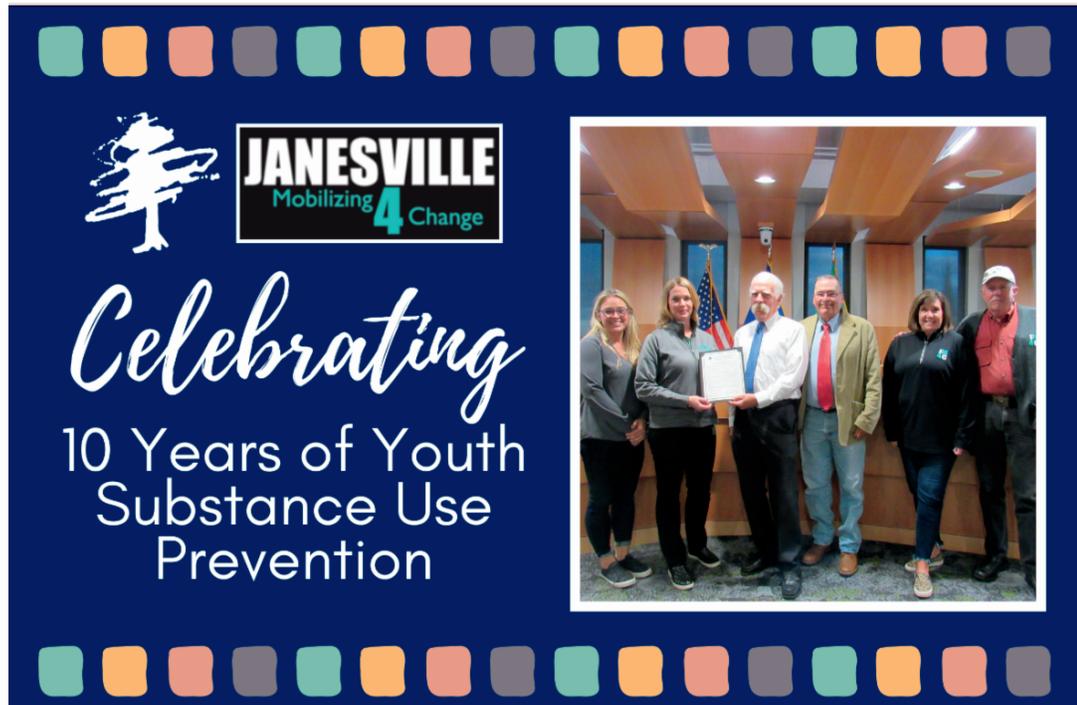


A handwritten signature in black ink, appearing to read 'Bryan McCormick'.

Bryan McCormick
Hedberg Public Library
Director

It has been 10 years since Janesville Mobilizing 4 Change (JM4C) received its first grant from the Federal government, a Drug Free Communities grant from the White House Office of National Drug Control Policy. Working in partnership with the City of Janesville (as fiscal agent), and the Hedberg Public Library (business oversight) JM4C was successful in being awarded this grant that has been used to educate youth and parents about the dangers of alcohol and prescription drug abuse. Those early years were challenging as JM4C, a brand new coalition and division of the City/Library, had to earn its place in the community but we have come a long way and are a coalition that provides vital information and conducts many programs and activities. Federal, State and local grants have been awarded to JM4C over the years, and additional areas of activity have included mental health awareness, heroin and opiate abuse, vaping and THC abuse, LGBTQ awareness, and many other issues affecting our community. The coalition is strongly supported by members of the community and you frequently see JM4C staff and volunteers at drug roundups, training sessions, in our schools, Reality Mazes, and many other community events. This Annual Report will highlight a number of JM4C activities and show how they have been effective at educating our community about issues affecting our society.

Celebrating 10 Years



The City of Janesville celebrates ten years of youth substance abuse prevention through Janesville Mobilizing for Change (JM4C).

The State-certified prevention agency joined the City organization in 2012 to help secure federal Drug-Free Communities grant funding. Magnifying the coalition's prevention efforts, it has continued to operate as a division of the City under the oversight of the Hedberg Public Library Director.

JM4C Director Jane Golberg and other coalition members joined the City Council at its meeting on September 26 to accept a resolution to recognize the milestone anniversary.

The non-profit has applied for and received more than two million dollars in grant funding since uniting with the City. Their efforts contribute to reduced substance misuse rates among the community's youth. Since 2010, past 30-day youth use rates of alcohol, tobacco, and marijuana have reduced by ten percent or more each in Janesville.

"It's been fantastic to see the support from the City, our community partners, volunteers, and coalition members," said Director Golberg in accepting the Council's resolution. "We have a dedicated group of individuals who are committed to continuing our mission of creating a safer and healthier community."

Agency Overview



Janesville Mobilizing 4 Change (JM4C) is an organization that operates as a department of the Hedberg Public Library with the City of Janesville serving as the fiscal agent. In addition, JM4C operates as a private non-profit agency securing additional funding to expand its prevention efforts to address youth substance use and mental health issues.

JM4C receives local, county, state, and federal funding to implement projects both within the City of Janesville and throughout Rock County. Serving as the backbone organization for community change, JM4C leads the collective impact approach through committees, working groups, and networks in Janesville and Rock County. The JM4C Board of Directors represents a diverse group of stakeholders. The JM4C Board serves to guide the strategic direction and collaborations through their leadership roles in the community and shared communications about community initiatives within their professional organizations.

Strategic Prevention Framework (SPF)



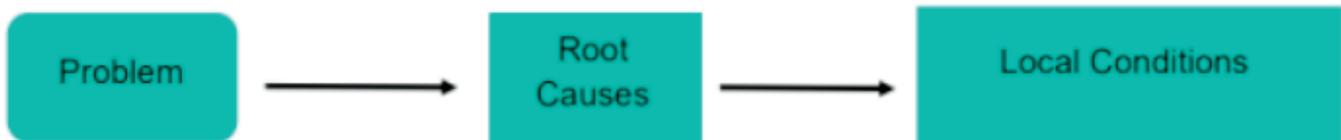
JM4C utilizes the Strategic Prevention Framework in all of its strategic planning. This process is data-driven, dynamic, and interactive. It relies on a team approach that involves diverse community partners in each step of the process.



Assessment: Community partners help to identify and prioritize the problems in their community, clarify the impact, assess the community readiness for change and the available resources.

Capacity: JM4C engages community residents, service providers, and leaders across disciplines as partners in prevention efforts. JM4C develops strong partners by increasing retention.

Planning: Community partners help JM4C to prioritize substance use problems. Once problems are identified, interventions are selected to address root causes associated with the problem. A strategic plan that aligns with the logic model and addresses local conditions is developed.



Implementation: JM4C balances fidelity of evidenced based programs with adaptations to meet local circumstances. Factors that support the success of prevention efforts include favorable prevention; history within the community, leadership and support from key stakeholders, provider qualifications and skills. JM4C creates a clear action plan and monitors progress.

Evaluation: JM4C conducts systematic collection and analysis of information about prevention activities to reduce uncertainty, improve effectiveness and facilitate decision making.

Woven through each step in the Strategic Prevention Framework is **Cultural Competency** that addresses system barriers that contribute to disparities. **Sustainability** of prevention efforts beyond grant funding is also incorporated into the strategic plan.

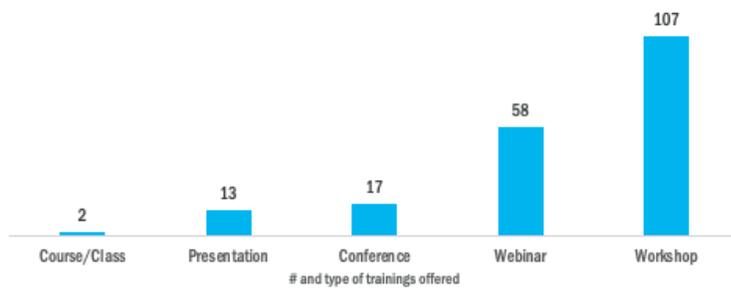
Strengthen Organizational Capacity



Most of the training focused on Sexual Violence

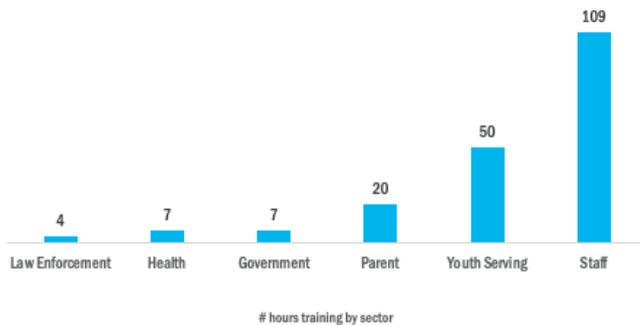


Workshops and webinars were the primary type of training



Community education and training on opioid risks for various community members (e.g., train youth/parents on risks associated with taking prescriptions not prescribed to you, train realtors on working with clients to properly store medications prior to showing homes).

Staff received the most number of hours of training .



12 Sectors	2020	2021	2022
Parents	6	4	4
Youth	50	3	1
Business	2	2	1
Civic/vol.	1	2	1
Healthcare	1	2	1
Law Enforcement	2	2	2
Media	3	2	1
Religious	3	2	1
Schools	5	3	1
Government	2	3	3
Youth Serving	3	3	2
Other	2	3	2

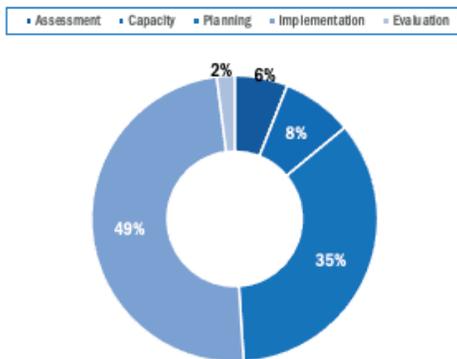
JM4C has maintained involvement from the 12 sectors despite the challenges and barriers imposed by the pandemic. The biggest loss was engagement by youth, largely due to updated school district policy during the COVID-19 pandemic that did not allow outside partners to work within the school.

The coalition self-assessment revealed that coalition members are involved in meetings and activities, and sometimes take leadership roles.

An Agent for Change



Strategic Prevention Framework

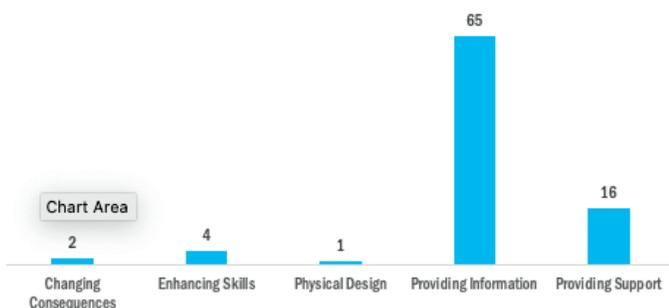


Following the Strategic Prevention Framework, JM4C spent the majority of their time planning and implementing activities. Only 2% of time was spent on evaluation. 8% of time was spent on capacity building which increased from 2% last year. Assessment activities included an SVP Check-in calls, environmental strategies meetings, adult engagement meeting, and SVP meetings.

JM4C is a change agent and employs the 7 Strategies model for Change in all activities it does. In the 2021/22 grant year, JM4C only utilized five out of the seven strategies.

The first three strategies in this approach are focused on individuals. The majority of JM4C activities were focused on providing information and providing support, with 4 activities focused on enhancing skills.

The last 4 strategies in this approach are environmentally focused.



JM4C provided technical assistance to other organizations 82 times during the 2021/2022 grant year. Training and technical assistance to other coalitions in the county, as part of the Rock County Prevention Network, provides knowledge and support to other organizations such as the Health Equity Alliance of Rock County, Parents Supporting Parents of Rock County, etc.

- JM4C partnered with the Rock County Sheriff's Office in December 2021 to conduct underage alcohol compliance checks. 19 businesses were check and 13 establishments failed.
- JM4C also partnered with the Janesville Police Department in March 2022 to conduct underage alcohol compliance checks at Class A establishments. 14 businesses were checked and they all passed successfully.
- To show support for Unity Day, JM4C partnered with the Janesville ARISE project to turn the downtown bridge lights orange in order to unite for kindness, acceptance, and inclusion.

Technical Assistance given through different grant sources



Drug Free Communities Support Program



The Drug-Free Communities (DFC) Support Program is focused on preventing and reducing substance abuse among youth. Created in 1997 by the Drug-Free Communities Act, it is directed by the White House Office of National Drug Control Policy (ONDCP). The grant was administered by the Substance Abuse Mental Health Services Administration (SAMHSA) through Sept 2020.

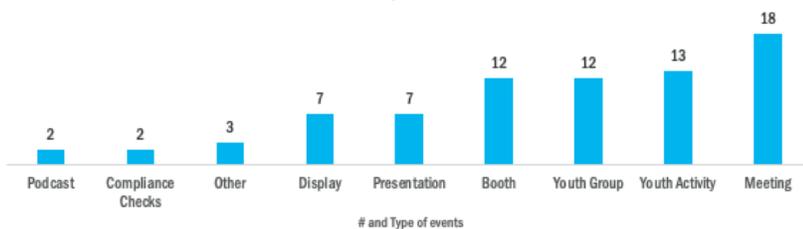
The administration of the DFC grant transitioned to the Center of Disease Control and Prevention (CDC) in Oct 2020. The goals of the DFC grant continue to be (1) Strengthen collaboration between local agencies to address substance use and (2) Reduce youth substance use.



JM4C has received DFC funding since 2012 to address youth alcohol and prescription drug abuse. In 2021/2022 marked year 10 and the final DFC year for JM4C. JM4C was granted a no-cost extension through December 31, 2022 to carry out remaining activities in the strategic plan that were not met due to the Covid-19 pandemic.

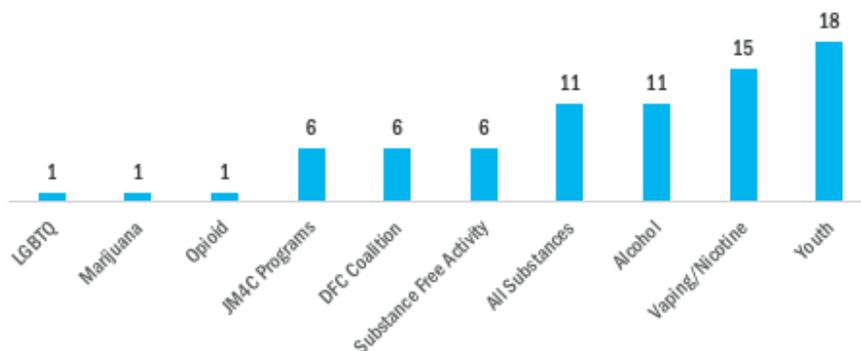
Activities during Year 10 included youth activities such as Prevention in the Park, Red Ribbon Week, Movie Night at the Library, Reality Maze, and Prom events.

The majority of DFC events included meetings, youth activities, youth groups and, booths



In Year 10 of the DFC grant, JM4C was able to reach 8,313 Adults and 7,362 Youth through its prevention activities.

The majority of DFC events were focused on youth and vaping/nicotine



JM4C uses a traveling 'What's in my Vape' cart display at various community events. The cart highlights the different chemicals found in electronic delivery devices.

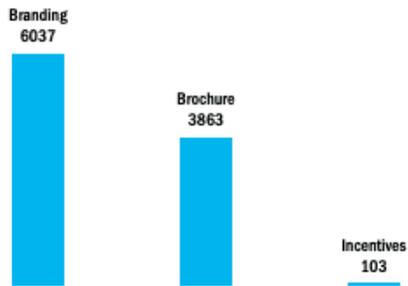
JM4C conducted 2 Reality Mazes in person at Janesville Middle Schools. One middle school opted to hold the reality maze virtually.

JM4C held 12 FACT youth group meetings at Marshall and engaged 95 middle school students in prevention activities.

Drug Free Communities Support Program

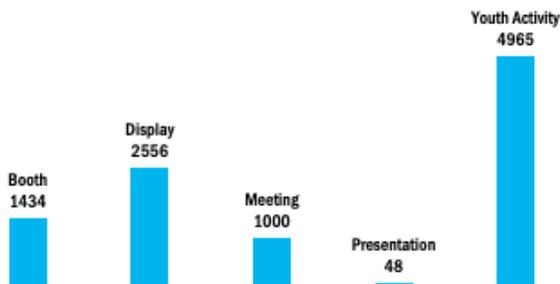


The majority of materials were considered branding.

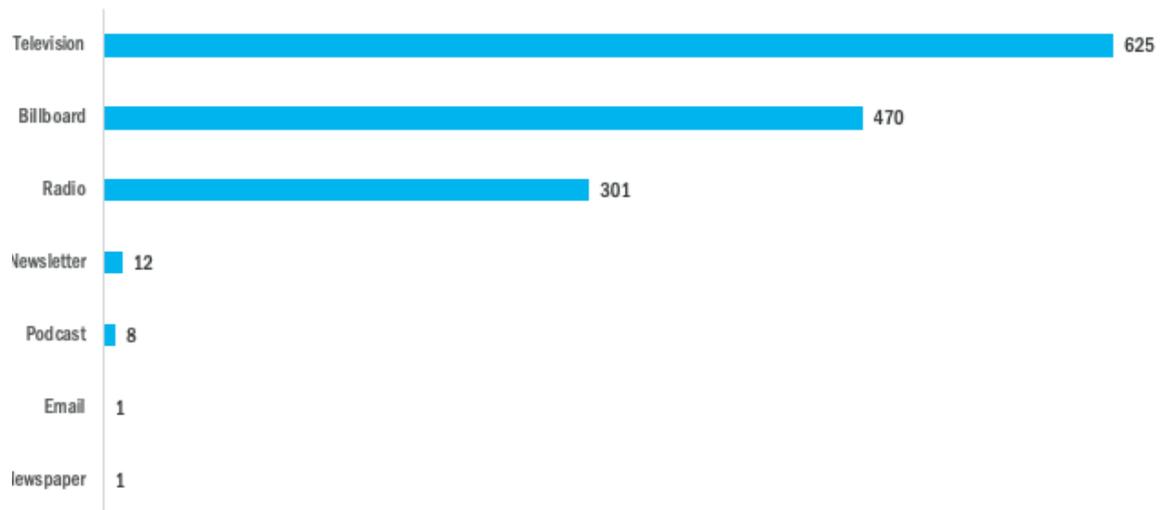


A total of 10,003 materials were distributed during this grant year. Incentives were gift vouchers used to increase participation.

More materials were distributed through youth activities.



Billboard and radio was used most often to disseminate information

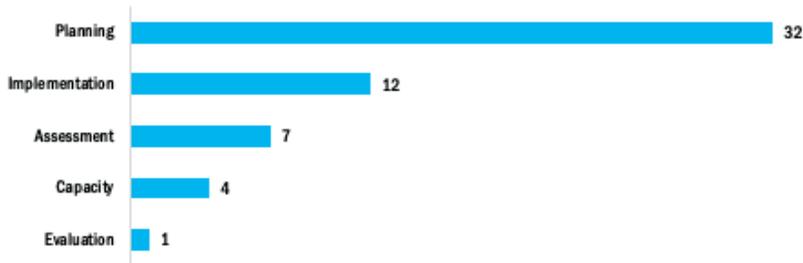


Sexual Violence Prevention Program (SVPP)



The Sexual Violence Prevention Program funding was awarded to JM4C beginning February 2020 for the purpose of creating a multi-sector sexual violence prevention coalition. The goals of the grant are to expand the services offered through existing agencies that provide services for sexual violence.

The majority of SVPP events were planning, followed by implementation



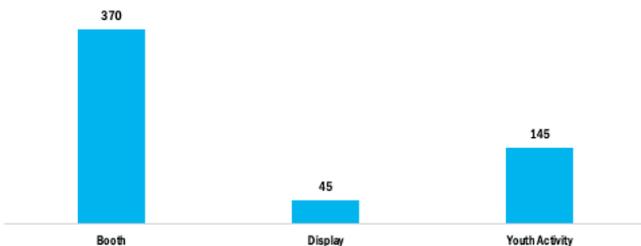
During 2021/2022, the focus shifted from assessments to planning and implementation. Activities were held throughout the county occurring at schools in Clinton, Beloit Turner, Janesville middle schools (Edison & Marshall) and Orfordville at Parkview schools. Activities were also held at libraries in Janesville, Beloit and Milton.

Implementation activities included providing information at Youth Rec Nights, Youth Activities, Presentations, and an Information booth. The number of adults reached in 2021/22 was 303 and the number of youth reached during the same time period was 1709.

The number of activities conducted during the 2021/2022 grant year



More information was distributed through booths



Newspaper and billboard media was not used during the 2021/2022 grant year



Rock County Prevention Network



The Rock County Prevention Network facilitates the collaboration of comprehensive behavioral health prevention efforts to build a healthy and safe community. The Prevention Network consists of substance abuse prevention coalitions throughout the county as well as other agencies invested in prevention. They work together and create an action plan that provides unified prevention messaging across the county.

2022 Action Plan

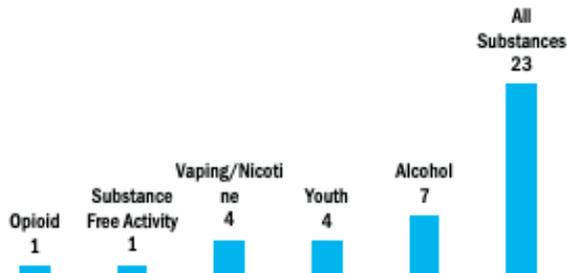
January	Delta 8/Marijuana
February	2022 Teen Dating Violence
March	Drug Facts Awareness Week/Recovery Month
April	Prescription Drug Safety
May	Underage Drinking
June	Prevention Efforts in the LGBTQ+ Community
July	Marijuana/Vaping
August	National Night Out Promotion/Healthy Coping Strategies
September	Recovery Month
October	Rock for Recovery / Good Samaritan Law/National Take Back Day
November	Tobacco / Vaping
December	Alcohol Awareness around the Holidays

Rock County Human Services



JM4C has a contract with Rock County Human Services to address opioid prevention, conduct underage alcohol compliance checks, coordinate Place of Last Drink efforts countywide, and provide Teen Intervene to area school districts.

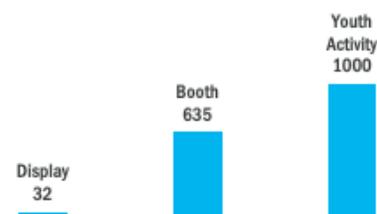
The majority of events were related to all substances



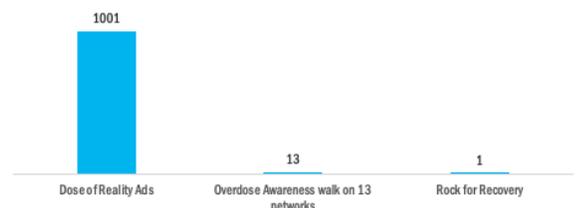
Most of the RCHS activities were classified as meeting. Meeting included planning meeting for Overdose awareness events and POLD activities, but also implementation meetings for Teen Intervene.

In August of 2022, the JM4C Project Coordinator oversaw a planning committee that hosted its first Overdose Awareness Walk on International Overdose Awareness Day (August 31). The goal of this event was to bring awareness and resources on addiction to an underserved community. The event generated \$6,992 in monetary donations. This supplied attendees with t-shirts, water bottles, and created memorial signs for loved ones that lost their life due to the disease of addiction. A total of 250 people attended the first event and there are plans to continue to make this an annual event.

The majority of materials were distributed through Youth Activities



Television ads were used to raise awareness, and promote events



JM4C is involved in the Substance Misuse Task Force and also a staff member from JM4C chairs the Environmental Strategies sub-committee which conducts environmental scans of locations known as 'hot spots'. The subcommittee is also creating kits for communities which include a sharps container, protective gloves, a grabber, and information on resources within the community. Narcan kits have also been installed throughout the county where an individual has direct access to Narcan.

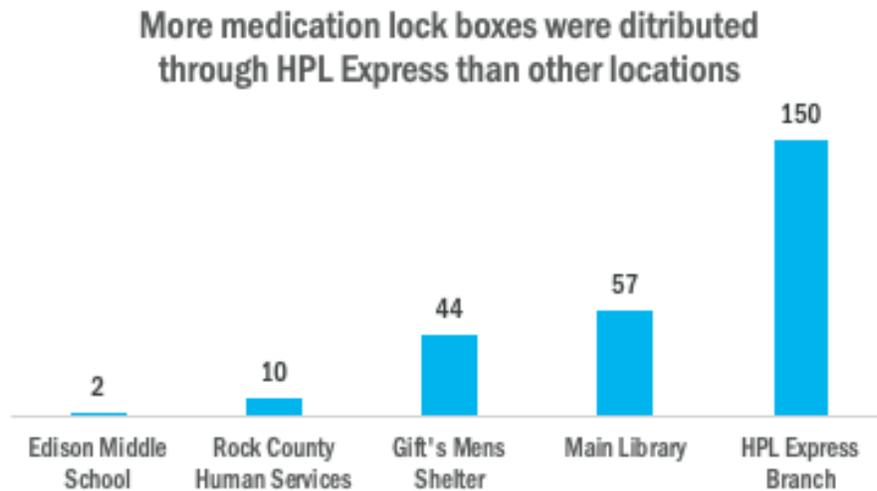
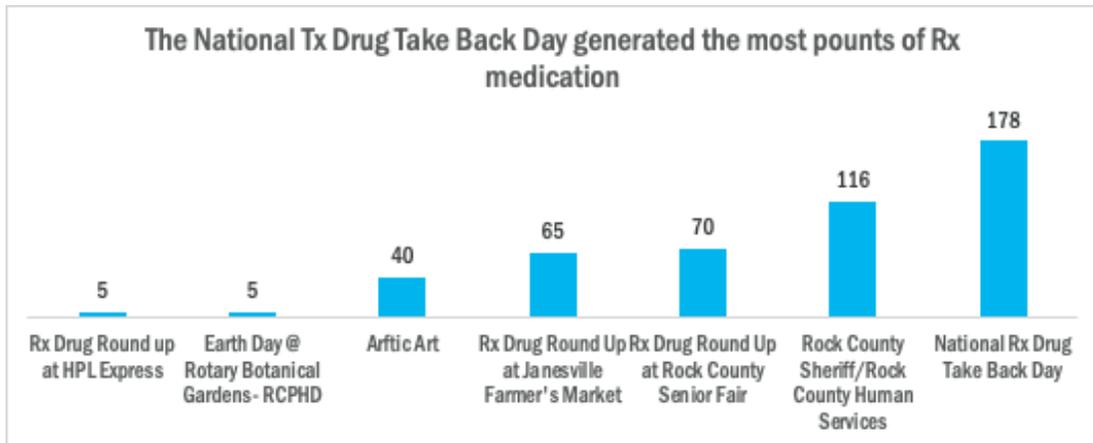
The task force is made up of key leaders in law enforcement, treatment, recovery, and prevention. JM4C also coordinates Rx Drug Take Back events and provides community members with home medication lockboxes through this contract.

Rock for Recovery is also another annual event that JM4C coordinates. This event brings together resources in prevention, treatment, and recovery and is located in Janesville at the 4H Fairgrounds.

State Opioid Response (SOR)



There were 4 Round Up events, 8 booths at events, and 1 presentation. The initiative reached a total of 7,638 adults and 1000 youth.



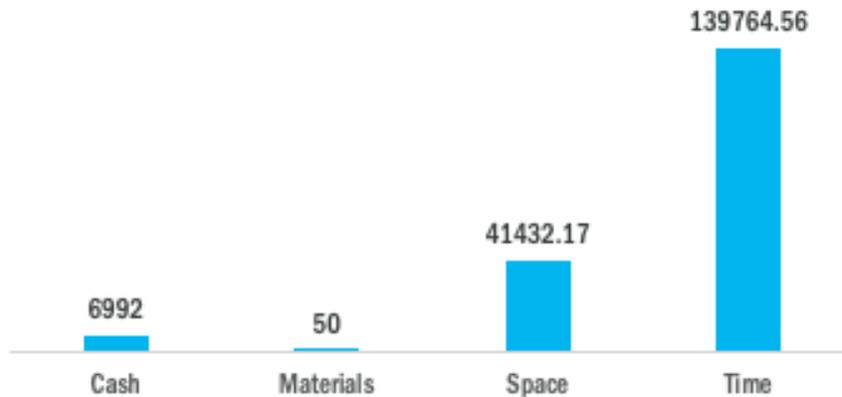
Through JATV, there were 1358 Dose of Reality Ads enabling the information awareness reach to 17,654,000 people

Community Resources



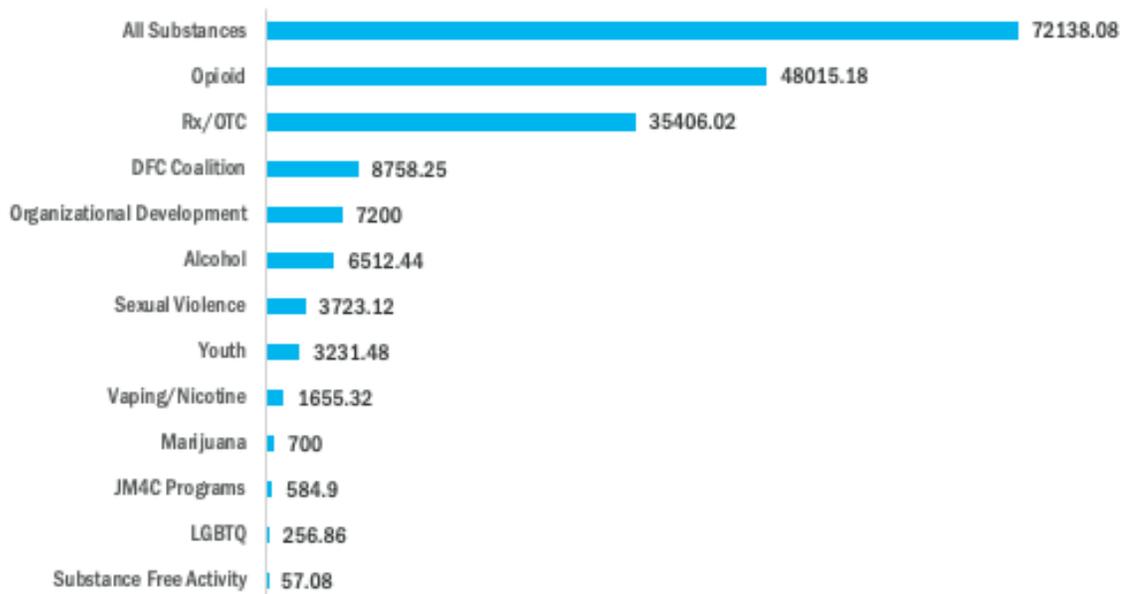
Total Matched Resources generated for grant year 2021/2022 was \$188,238.73

The most Matched resources were generated through volunteer time.



The \$6992 cash donations were generated through an Overdose Awareness Walk.

A large portion of the Match resources generated were focused on All Substance, Opioids, and Rx/OTC





Evaluation



In November 2021, the Prevention Network did a comprehensive needs assessment through Epiphany (ECS). The coalition meeting was set up with staff from ECS who led it as a focus group. There were 44 key leader interviews with 44 local experts and 19 listening sessions with 188 residents throughout the entire county.

Substance Use Findings included:

- Alcohol and marijuana is the most consumed substances by Janesville adults
- Vaping nicotine or THC is popular among Janesville high school students.
- Janesville PD has the highest rate of annual drug arrests.

Local community resources to address substance use included:

- Janesville Mobilizing 4 Change
- Elementary and Middle Schools offering Second Step (social and emotion learning program)
- Teen Intervene being offered to high school caught vaping or using other drugs.

County resources include

- County Behavioral health Committee
- Substance Misuse task force
- Peer Support Program
- Crisis Assistance
- Drug Court
- Recovery groups
- Mercy Hospital offers outpatient and day treatment

Challenges in Janesville

- Lack of AODA education in schools
- Limited consequences to students caught using drugs
- Mental health issues among students
- Police has a part-time crisis worker to help with mental health crises

Recommendations from the ECS report included

- Use a cross-sector partnership wrap around comprehensive approach in schools
- Schools should reintroduce a comprehensive AODA curriculum
- Local recovery programs that offer housing, and treatment/recovery support
- Addressing stigma around mental health and substance use disorder.
- Teaching students responsible use of social media to address bullying



Evaluation



In March 2022, JM4C conducted a coalition self-assessment in which 8 people completed an anonymous survey online.

- 63% of respondents felt that staff were able to obtain the needed resources.
- 63% of respondents felt that staff were sometimes able to work within influential political and community network.
- 50% of respondents reported that coalition members always are involved in planning, implementing, and evaluating activities
- 75% of respondents reported that coalition members sometimes share the workload and take responsibility for tasks.
- 100% of respondents said that the coalition was accessible by the community and coalition accomplishments were always shared.
- 88% of respondents recognized that long-term funding is regularly sought and the coalition is included in collaborative efforts.
- 88% of respondents said that the coalition was recognized as an authority on prevention.

Youth Risk Behavior Survey Results

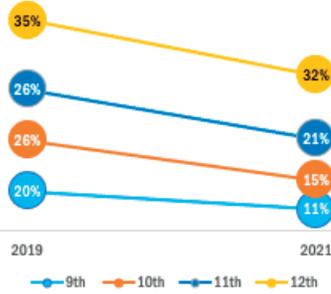
Janesville School District has participated in the Youth Risk Behavior Survey for many years. In 2019, the Department of Public Instruction standardized the survey in order to create more consistent results across the state. As a result, some of the questions asks and how the data was analyzed changed. This makes it difficult to examine trend data before 2019 and compare it with 2019 or 2021. From the following graphs, substance use among Janesville high school students has decreased. However, there seems to be an increase in substance use among 6th and 7th-grade students.



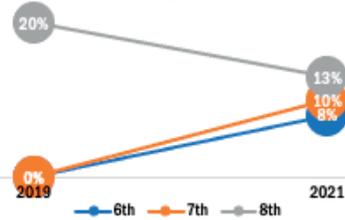
Evaluation



30- Day Alcohol Use Decreased across all High School Grade levels

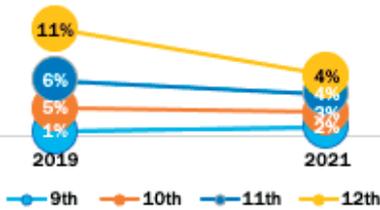


Alcohol use increased among 6th and 7th grade students but decrease among 8th grade students in 2021

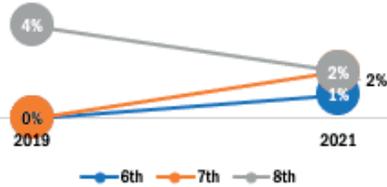


30-day Alcohol use among 8th to 12th-grade students decreased between 2019 and 2021. However, there was an increase in use among 6th and 7th-grade students in 2021.

Tobacco Use Decreased across 10th, 11th, and 12th grades but increased slightly among 9th graders

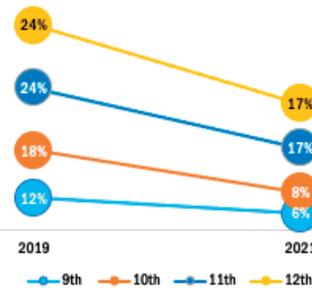


Tobacco use increased among 6th and 7th grade students but decrease among 8th grade students in 2021

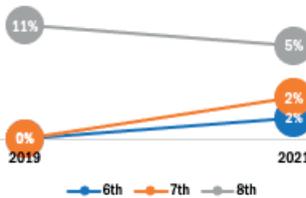


30-day Tobacco use went up slightly in 9th-grade students but decreased among 8th, 10th, 11th, and 12th-grade students. Tobacco use increased also increase among 6th and 7th-grade students.

30-Day Marijuana Use Decreased across all High School Grade levels



Marijuana use among 8th grade students decreased, however it increased among 6th, and 7th grade students

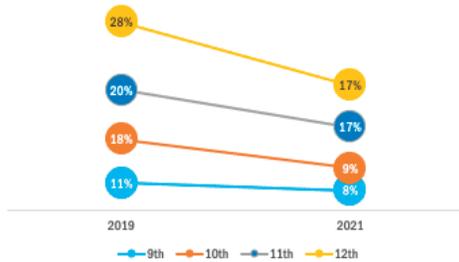


Marijuana use decreased across all high school grade levels in Janesville between 2019 and 2021. However, there was an increase in use among 6th and 7th-grade students in 2021

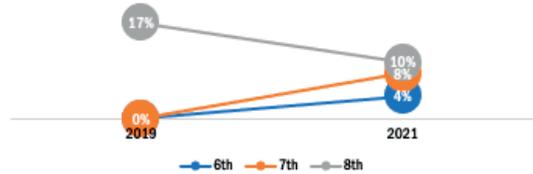
Evaluation



30-Day Vape Use Decreased across all High School Grade levels

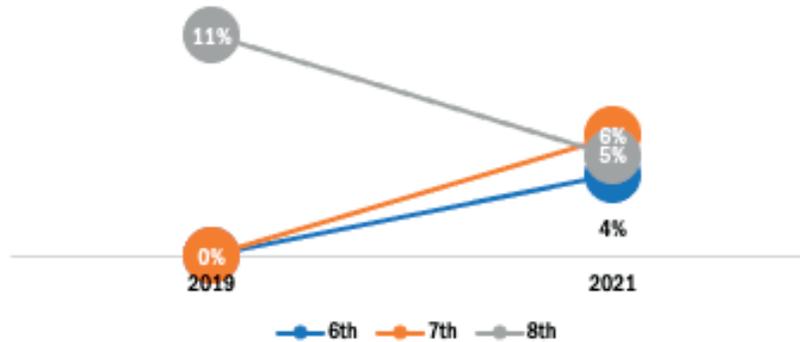


Vaping increased among 6th and 7th grade students but decrease among 8th grade students in 2021



Vaping decreased across all high school grade levels in Janesville between 2019 and 2021. Although there was also a decrease in vaping in 8th grade, it increased in 6th and 7th grades in 2021.

Prescription pain medicine misuse decreased in 8th grade but increased among 6th and 7th-grade students in 2021



Data on prescription drug misuse was not available for high school students because not all schools participated in the YRBS DFC module of the YRBS. However, middle school students were asked if they had ever misused prescription pain medication in their lifetime. There was an increase in misuse reported among 6th and 7th-grade students in 2021.



Sustainability



With the completion of the DFC grant, the continuation of several activities will be transferred to other agencies.

- Place of Last Drink (POLD) is a project that analyzes data from Law Enforcement OWI's investigation reports to determine if there are businesses that repeatedly over-serve customers. This data is compiled into a summary report that is presented to the alcohol licensing board for consideration. The Sheriff's Office will take over responsibility for this project.
- Reality Maze is a scenario based activity for middle school students to walk through the consequences of risk taking behaviors by meeting with real-life first responders, emergency personnel, legal, AODA, and school professionals. The Janesville School District will take over the Reality Maze project, however JM4C may continue coordinating this project through the county contract.

Recommendations

1. With DFC funding ending, it is recommended that JM4C reapply for STOP Act and CARA funding. Both these grant opportunities are available to current or former DFC coalitions and provide a means for enhancing the efforts the coalition has already made. With the increase in use among 6th and 7th-grade students, it is recommended that prevention efforts be targeted at the middle school level.
2. JM4C has identified two activities that could be handed off to other agencies. (POLD & Reality Maze) It is recommended that all of JM4C's activities are examined to determine value, cost to implement, and key stakeholders involved. This will help to determine if other activities can be transferred.
3. It is recommended that a report be compiled demonstrating the impact that JM4C has had on the community. This report could be used to leverage support from the City as to the value of maintaining a prevention department