



ANNUAL REPORT

Fiscal Year 2018

Janesville Mobilizing 4 Change

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2018-2019 Board Directors

Chair, Mark Bumpus	Erin Bleicher	Arlene Rybczyk
Vice Chair, Carrie Kulinski	Billy Bob Grahn	Officer Chad Sullivan
Treasurer, Mary Orley	Ali McCalmont	Jonathon Widner
Secretary, Jenny Hallett	Pam Outhouse	Sgt. Jay Williams

JM4C Staff

Director, Erin Davis	Project Coordinator, Shari Faber
Project Coordinator & Evaluator, Kathy Comeau	Project Coordinator, Xandi Finn
Communications & Marketing Intern, Joe Meyers	Project Coordinator, Jane Golberg

Our Mission

A collaboration of pro-active community members and groups committed to preventing and reducing substance use among all youth through advocacy, awareness and action.

Our Vision

Creating a healthier, safer community for our youth.

MESSAGES FROM THE BOARD CHAIR & DIRECTOR

The JM4C coalition members, board members and staff are contributing to a healthier, safer environment for Janesville's youth, and we are proud to say that in 2018 local data proves significant reduction in alcohol and substance use amongst our youth.

JM4C could not do the work that it does without the involvement of the many individuals and agencies that contribute their efforts to reducing youth substance use. In FY 2018 more than 2,500 volunteer hours were donated, local media contributed more than \$32,000 in prevention messaging, and local agencies contributed more than \$20,000 in in-kind services.

In 2018 we made great progress toward our goals. Thanks to strong community engagement, JM4C will continue to challenge cultural norms, mobilize partners and drive the community to create local solutions for local problems.



A handwritten signature in black ink that reads "Mark Bumpus".

Mark Bumpus
President



A handwritten signature in black ink that reads "Erin Davis".

Erin Davis
Director



MESSAGES FROM THE CITY MANAGER & THE HEDBURG PUBLIC LIBRARY DIRECTOR



Mark R. Freitag

Mark Freitag
City Manager

The City of Janesville is proud to work with a community-based organization like JM4C. Substance abuse and mental health are significant challenges faced by communities all across the country, including Janesville. Sadly, these issues have continued to negatively impact our youth. JM4C's scope of work has proven to play an important role in advocacy, awareness, and action to combat these issues and protect the youth within our community. This past year, JM4C received a three-year \$100,000 per year grant to continue funding the multitude of exceptional programs it offers. Many of these programs focus on youth with elevated risk of developing substance abuse or mental health issues.

JM4C is an excellent organization that serves the community in numerous ways. We are excited to continue our partnership this coming year. On behalf of the City of Janesville, thank you to the board, staff, and volunteers of JM4C for your dedication, and to the many community members who support JM4C's efforts.

Several years ago the City of Janesville/Hedberg Public Library began a partnership with Janesville Mobilizing 4 Change, serving as their fiscal officer for a federal Drug Free Communities Grant. Since that time the coalition has continued to prosper, growing from a staff of 1 FTE to 4.3 FTE, with costs covered by 6 different sources of revenue (federal and county). Their scope of service has gone from educating youth about the dangers of alcohol and prescription drug abuse to including youth mental health issues, LGBTQ awareness, as well as opiate abuse among women.

The coalition is strongly supported by members of the community and you frequently see them at drug roundups, training sessions, in our schools, Reality Mazes, and many other community events. This Annual Report will highlight a number of their activities and show how they have been effective at educating our community about several of the many issues affecting our society.



Bryan J. McCormick

Bryan McCormick
Director, Hedberg Public Library

AGENCY OVERVIEW



Janesville Mobilizing 4 Change is an organization that operates as both a department of the City of Janesville and as a private non-profit. In addition to implementing projects within the City of Janesville, JM4C receives additional funds to provide and promote activities in the greater Rock County region.

JM4C uses a community impact model that is comprised of 12 sectors: youth; parents; law enforcement; schools; businesses; media; youth serving organizations; religious and fraternal organizations; civic and volunteer groups; healthcare professionals; state, local and tribal agencies with expertise in substance abuse; and other organizations involved with reducing substance abuse. These sectors are represented throughout JM4C's programming.

Added staff and new funding in 2018 allowed JM4C to expand services to additional schools and start new programs. The following pages detail the grants and the programs associated with them during FY 2018, which ran from October 2017 to September 2018.

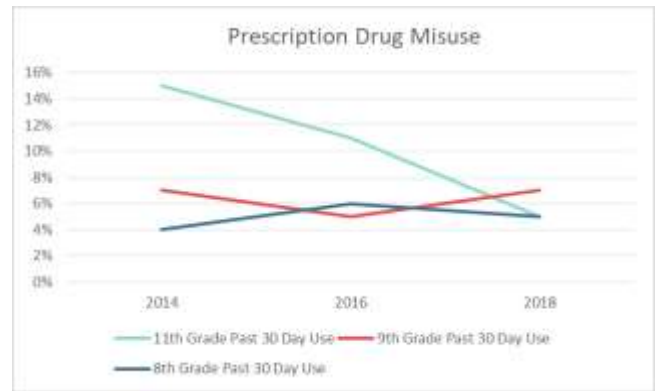
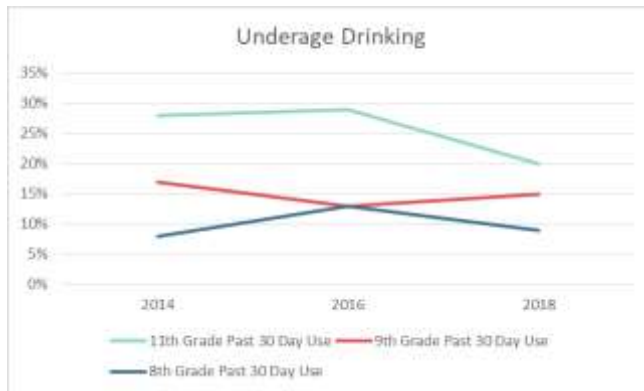
DRUG FREE COMMUNITIES SUPPORT PROGRAM

The Drug Free Communities (DFC) Support Program’s funding with JM4C began in 2012. The DFC Program is a federal program that supports the efforts of community coalitions working to prevent and reduce substance use among youth.



The goals of the program are to establish and strengthen collaboration between agencies to address substance use and address those factors in the community that increase the risk of youth substance use.

The Youth Risk Behavior Survey (YRBS) is administered to middle and high school students in Janesville. This biennial survey asks questions about risk behavior among youth. 2018 survey data shows an overall decrease in substance use since 2014. JM4C works specifically with alcohol and prescription drug misuse prevention.

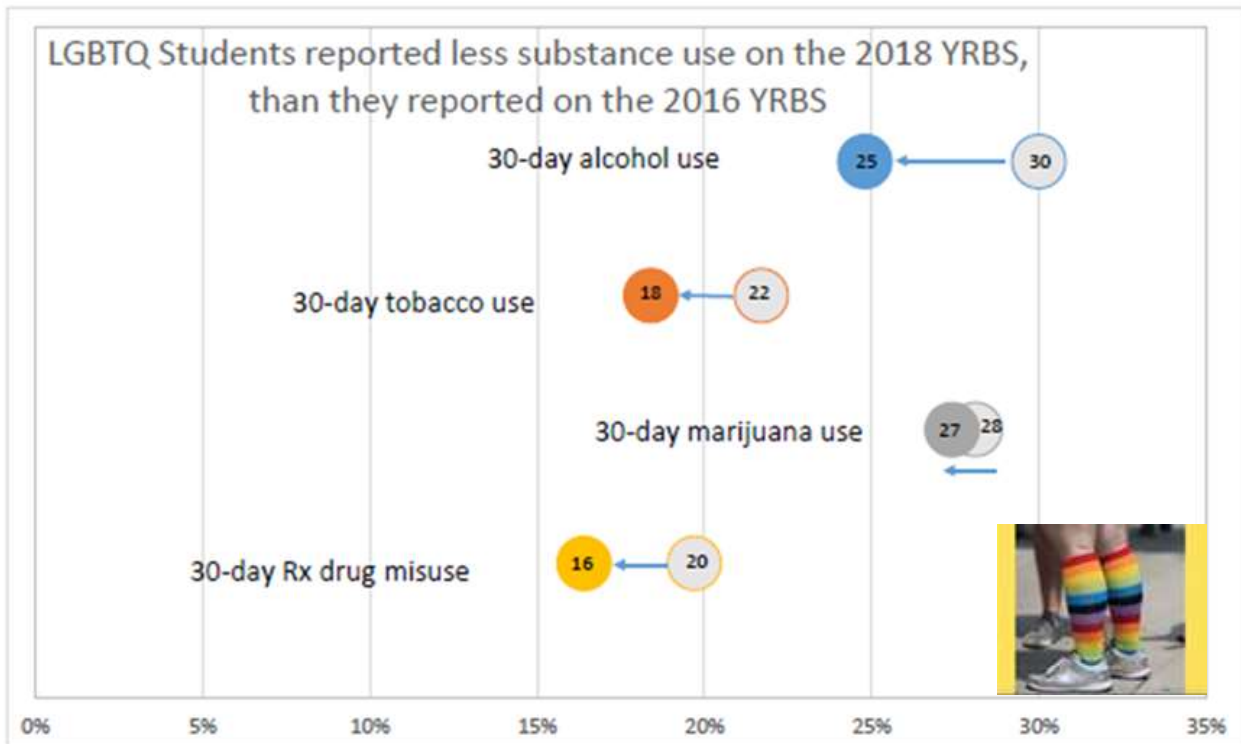


JM4C has intentionally sought representatives from the 12 sectors to form the coalition. This coalition then drives the activities undertaken through the DFC program. Notable activities in FY 2018 include:



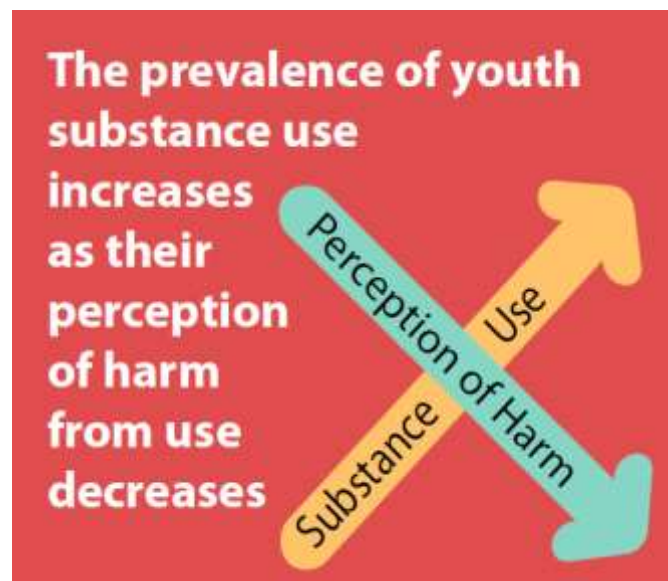
- ✚ Providing the Reality Maze in all 3 Janesville Middle Schools
- ✚ Conducting a prescription drug safety presentation for area realtors and distributed lock boxes for them to use during open houses
- ✚ Establishing partnerships with the middle school youth group NIKE (Nicotine is Kids’ Enemy) and the high school youth group Youth 2 Youth
- ✚ Implementing Post Prom for Craig High School

SOBER TRUTH ON PREVENTING UNDERAGE DRINKING



The Sober Truth On Preventing Underage Drinking (STOP) Act grant is an extension to the DFC program. JM4C was awarded this 4-year grant in 2016. The purpose of the STOP Act project is to prevent and reduce alcohol use among LGBTQ youth and young adults in Janesville between ages 12-20, and to increase LGBTQ youth awareness of the risk of harm of underage alcohol use. An LGBTQ+ Advisory Committee was formed to provide technical assistance for activities within this project.

Following an assessment of the local conditions, JM4C has focused on providing training and support to Gender-Sexuality Alliances (GSAs) and their advisors in middle and high schools, providing alcohol free youth activities, presentations at the library, online parental support, and a Family Pride event. JM4C developed partnerships with several LGBTQ support organizations to increase the resources and technical support available in Janesville. Informational brochures were developed and distributed to schools and professionals. In 2018, LGBTQ Youth reported less use in all substances than they reported in 2016 on the Youth Risk Behavior Survey.



PROJECT AWARE

Project AWARE has been funded through Substance Abuse Mental Health Services Administration (SAMHSA) since 2015. This program focuses on Youth Mental Health First Aid (YMHFA) training for adults who interact with youth, including parents, law enforcement, faith-based leaders, educators and other adults. This increased knowledge prepares adults to help youth in crisis and link them to mental health professionals through referrals for screening, assessment, and treatment.

At the end of FY 2018, a total of 386 adults in the community were trained in YMHFA, and reported making 686 referrals to mental health services for youth. A community screening of the film “Suicide: The Ripple Effect” was held at both high schools. The award-winning documentary included stories of survival and recovery, which underscored the significance of this health crisis. The showings were well-attended, with 150 viewers present between two showings.



THE OFFICE ON WOMEN’S HEALTH

The Office on Women’s Health Grant was awarded to JM4C in 2017, and it supports prevention and mitigation of the impact of Adverse Childhood Experiences (ACEs) and trauma for youth, especially females, in the community. Trauma and ACE’s have been shown to be connected with initiation of use and later abuse of opioids and other substances. Through this grant, JM4C has increased knowledge of ACE’s, and the impact ACE’s have on brain development, and the ways to reduce that negative impact. Numerous new programs began in Rock County as a result of the grant, including:

- ✚ Trauma Informed Parenting, a parenting class designed for the caregivers of trauma affected children
- ✚ Handle With Care agreement between law enforcement and school districts, to reduce the impact of traumatic events
- ✚ Cognitive Behavioral Intervention for Trauma in Schools, groups for youth with traumatic backgrounds
- ✚ Drug Endangered Children, a collaboration to reduce the impact of trauma on children who are in environments where drug crimes occur
- ✚ Resilience information & movie screenings

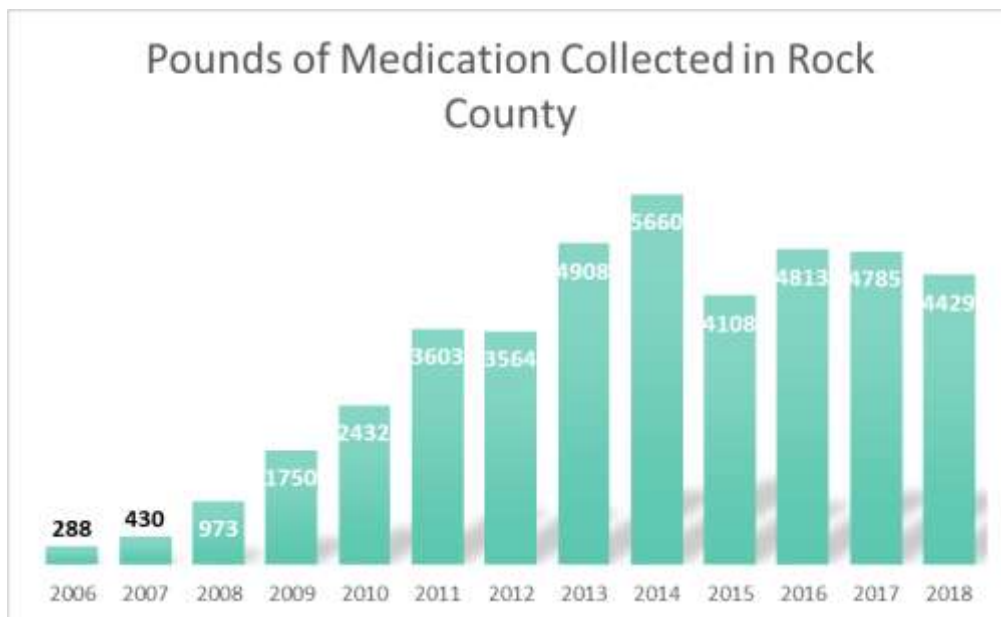


ROCK COUNTY HUMAN SERVICES & PARTNERSHIP FOR SUCCESS

The Rock County Human Services (RCHS) contract and the Partnership For Success grant fund the staffing of the Rock County RX Drug Abuse & Heroin Task Force and the Rock County Prevention Network. The mission of the task force is to engage community partners to reduce the opioid epidemic in Rock County by promoting awareness, prevention, treatment, and recovery. The Heroin Task Force subcommittees include: 1) Neonatal Abstinence Syndrome Committee, to reduce the number of infants born with a dependence on opioids; 2) Youth Misuse Committee, to prevent youth prescription drug misuse; and 3) Opioid Involved Death Committee, to prevent opioid related overdose deaths. The Rock County Prevention Network convenes with other prevention organizations across the county to build behavioral health prevention efforts and a healthy and safe community.

The Hope Over Heroin 2017 event was a huge success:

- ✚ More than 200 people attended
- ✚ 25 agencies were present to provide resources to participants
- ✚ 80 people joined in for an awareness walk, Rock 4 Recovery

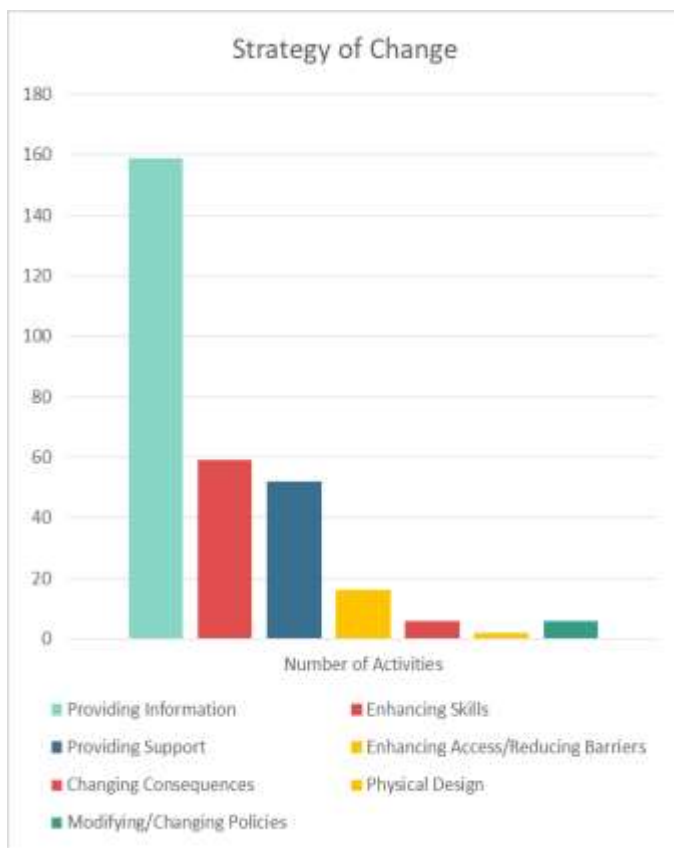


- Other notable activities include:
- ✚ #EveryParentExpo
 - ✚ Opioid Forum: A Local Response
 - ✚ Narcan Administration trainings
 - ✚ Medication take back events
 - ✚ 299 lockboxes were distributed!

ACTIVITIES



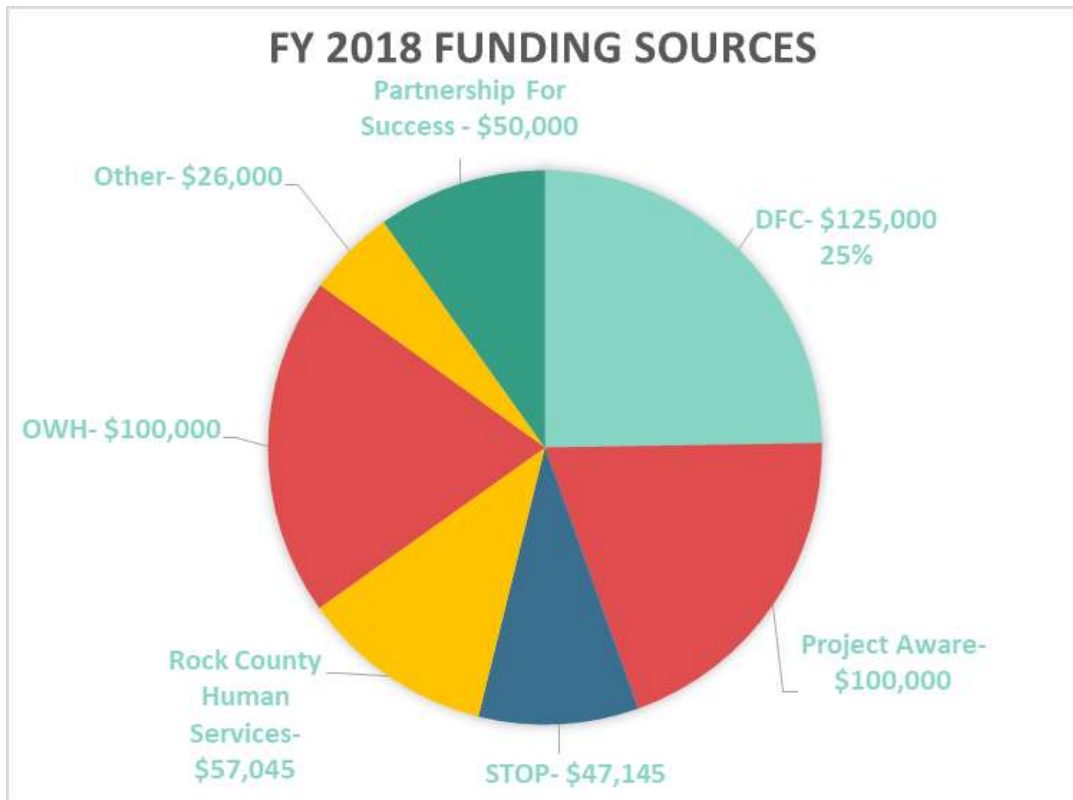
In November 2017 JM4C began tracking its activities by strategy of change. The goal was to better understand how we focus our efforts and where we can increase those efforts. The results are consistent with expectations.



Providing information, enhancing skills and providing support are individual strategies and easier to implement. Enhancing access, changing consequences, physical design and modifying policies are universal strategies that require more planning and preparation.

Providing information, enhancing skills and providing support are strategies that target specific individuals, so more is required in order to be effective. Enhancing access/reducing barriers, changing consequences, physical design, and modifying/changing policies are considered universal strategies that have an effect on an entire population. More work is required per activity, but each activity has a greater impact than individual strategies.

FINANCIAL DATA



JM4C was in a strong financial position at the end of FY 2018, and has plans for future growth.

The “Other” category represents funds that are donated to the agency, fundraiser income or funds that have been received as stipends or incentives, and comprises 6% of the agency’s income. In FY 2018 JM4C began actively working to increase donor based income and diversify funding as a means of ensuring sustainability. The JM4C Board of Directors provides oversight and accountability of these specific funds.

The remaining funding sources are overseen by Hedberg Public Library, a department of the City of Janesville. This fiscal relationship provides benefits to JM4C in numerous ways:

- Staff have access to public benefit packages including insurance, retirement matching programs, long and short term disability and more, provided at a cost which is more affordable due to the affiliation
- Human resources costs, such as hiring, training and payroll, are absorbed into the City’s existing costs. Additionally, the JM4C Director receives supervision from City administration
- Accounting services are provided at a lower cost than could be purchased through an independent accounting firm

INTERESTED IN JOINING OUR MISSION?

Become a JM4C Board Member!

Janesville Mobilizing 4 Change is a community coalition working together to reduce youth substance abuse and improve mental wellness.

Board Members Create a Safer, Healthier Community

Responsibilities: attend monthly coalition meetings, plan activities and volunteer at events.

Benefits: JM4C sponsorship at training opportunities, network with other community members and groups, and make a positive impact in the lives of our youth!

We meet the 3rd Thursday of every month at noon in the JM4C Office.

To be considered, please contact Jane Golberg at (608) 741-2105 or JGolberg@JM4C.org

Join Us & Make A Difference in the Lives of Youth!



Janesville Mobilizing 4 Change

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