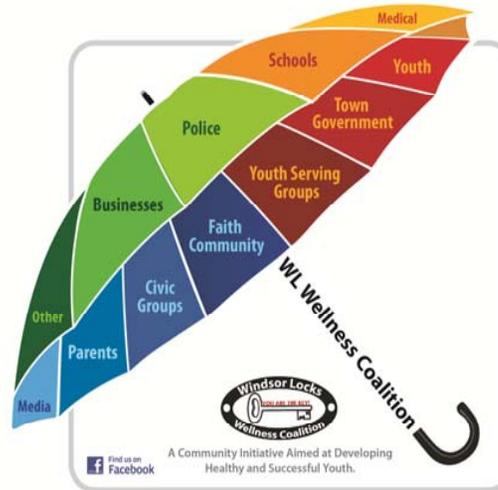


Where We Began

The Windsor Locks Wellness Coalition (formerly SAPAC) is a community coalition established in 2005. In 2012 the name was changed to the WINDSOR LOCKS WELLNESS COALITION. This Coalition is comprised of representatives from 12 sectors of the Windsor Locks community.

In 2010, SAPAC and the Town of Windsor Locks partnered with New Directions, Inc. under a grant from the Department of Mental Health and Addiction Services to assess the community strengths as well as the extent of substance use. The goal: reduce underage drinking and substance use. The grant requires a public health approach using proven environmental strategies that target a change in behavior and attitudes in a larger community rather than in individual basis.

Every sector of our community can help to create positive change in Windsor Locks.



Email:
WLWC@newdirectionsct.org
860 627-1482



Ways to Get Involved

- Promote the “You Are the Key” campaign Right now we NEED volunteers for help publicize upcoming Parent Event .
- Focus on the positives of youth
- Let us know about healthy, family friendly related events going on in the WL community. We are happy to help.
- Invite WLWC to speak to your group, club or neighbors.
- Set a good example in your daily life and relationships.

Spread the Word

- We want everyone in Windsor Locks to be able to have an open and positive conversation about underage substance use and other sensitive topics.
- We stress the importance of thinking positively in regards to addressing problematic behaviors. For example: Instead of saying, 33% of our teens choose to drink, change it to, 67% of our teens choose NOT to drink.
- Change the way we talk about the problem of underage drinking and other drug use. Using positive language reinforces positive behavior.



Brief History of the Windsor Locks Wellness Coalition

A community initiative to raise healthy productive youth and reduce factors that create risks for underage drinking and drug use.



- 2005 – SAPAC – Substance Abuse Prevention and Action Council forms:
- Late 2010 New Directions – Alcohol/Drug Treatment in Enfield PARTNERS w/ Windsor Locks – Memo of Understanding with Town, School and Police – prevention grant requires data driven community wide efforts alternately referred to as environment strategies (create change in the community norms)

GOAL: DECREASE UNDERAGE DRINKING AND PRESCRIPTION DRUG MISUSE

Step 1: Needs Assessment & Strategic Plan - Completed by New Directions (2010) & includes school & community data

Step 2: SAPAC votes to prioritize: (2010) Two Risk Factors Identified as most changeable:

- Social Access of alcohol for underage
- Increase enforcement of alcohol offenses

Step 3: Two Proven Effective Strategies chosen and implemented starting in late 2011 - current

| | |
|---|---|
| Social Marketing w/ Positive Social Norming targeting Adults | Increased Enforcement of all alcohol/drug statutes |
| Collect actual data | Collect baseline enforcement #'s |
| Data shows kids drink less than both students and adults think they do | Police increase enforcement |
| Develop marketing campaign focusing on Parents/Adults as primary influence of youth choice to drink or use Rx Drugs | Police also increase positive community presence working with youth services and involvement in positive community programs – Bowling Event, Kops & Kids, Coalition |

Step 4: Review/compare data from 2010 with 2014 - Are we heading in the right direction?