



INFO BRIEF

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Over the past four years, M.A.D.E., with the support of the state Partnership for Success (PFS) grant, has worked to reduce underage drinking within the town of Madison. Using environmental strategies, and the dedication of committed community members, M.A.D.E. has worked to make Madison a safer, healthier community by reducing risky behaviors and increasing the developmental assets of our youth.

ABOUT MADISON:

- Population of **18,243**
- **27%** of Madison residents are below age **18**
- Madison residents are mostly Caucasian (**96%**)
- There are approximately **3,843** students enrolled in public and private schools in Madison

Source: 2010 census

GOALS:

By addressing enforcement of alcohol laws, social access to alcohol, and family norms that accept or encourage underage drinking our goal was to:

- Decrease the number of youth who reported drinking in the last 30 days.
- Increase the youth perception that frequent alcohol use is harmful.
- Increase youth perception that their parents disapprove of them drinking.

ACCOMPLISHMENTS:

During the four-year grant period, M.A.D.E. worked to recruit, sustain, and train membership on creating long lasting changes. Activities included:

- ♦ Increased community awareness through social marketing campaigns ♦ Hosted the annual MADE Stronger Health & Wellness Challenge ♦ Provided funding for police overtime ♦ Compliance check operations ♦ Merchant Education Trainings ♦ Created a new program for 5th and 6th graders ♦ Advocated for the creation of a School Resource Officer position ♦ Held community forums, world cafes, and trainings ♦ Partnered with other neighboring coalitions to host annual youth leadership forum , and more!

Students reporting getting alcohol from own home with parent's permission:
 2011:32%
 2013:17.2%
 % of change: -46.25%

IMPACT:

Madison Data	2009	2013	Improved Outcome
National Outcome Measures			
30-Day Alcohol Use	34%	33%	-3%
Perception of Parental Disapproval	83%	95%	+14.5%
Perceived Harm of Use	62.5%	66%	+5.3%
Targeted Developmental Assets			
Positive Family Communication	28%	33%	+15%
Community Values Youth	22.5%	24%	+6%
Source: Search Institute Attitudes and Behaviors Survey			
Other Data			
	2008	2013	Improved Outcome
Underage arrests and citations related to drugs and/or alcohol use	211	53	-75%
Data from the Madison Police Department			

NEXT STEPS:

M.A.D.E. will continue to reach out to the community to become a part of sustaining the efforts of the coalition. Attendance and reach continue to be one of the biggest challenges. M.A.D.E. is currently working to sustain their efforts with the financial support of the town of Madison. On May 13, 2014 the town will vote on a budget that includes \$60,000 that will go towards supporting a full time coalition coordinator. Other sustainability steps include community outreach, fund raising efforts, and pulling together key stakeholders to create a new strategic plan.

