

Wisconsin Public Psychiatry Network Teleconference (WPPNT)

- This teleconference is brought to you by the Wisconsin Department of Health Services (DHS), Division of Care and Treatment Services, Bureau of Prevention Treatment and Recovery and the University of Wisconsin-Madison, Department of Psychiatry.

WPPNT Reminders

How to join the Zoom webinar

- **Online:** <https://dhswi.zoomgov.com/j/1606358142>
- **Phone:** 669-254-5252
- Enter the Webinar ID: 160 635 8142#.
 - Press # again to join. (There is no participant ID)

Reminders for participants

- Join online or by phone by 11 a.m. Central and wait for the host to start the webinar. Your camera and audio/microphone are disabled.
- [Download or view the presentation materials](#). The evaluation survey opens at 11:59 a.m. the day of the presentation.
- Ask questions to the presenter(s) in the Zoom Q&A window. Each presenter will decide when to address questions. People who join by phone cannot ask questions.
- Use Zoom chat to communicate with the WPPNT coordinator or to share information related to the presentation.

- Participate live or view the recording to earn continuing education hours (CEHs). Complete the evaluation survey within two weeks of the live presentation and confirmation of your CEH will be returned by email.
- A link to the video recording of the presentation is posted within four business days of the presentation.
- Presentation materials, evaluations, and video recordings are on the WPPNT webpage: <https://www.dhs.wisconsin.gov/wppnt/2022.htm>.

Small Talks

How Wisconsin Prevents Underage Drinking

March 24, 2022

[Visit SmallTalksWI.org](https://www.SmallTalksWI.org)



Welcome

Allison Weber

Prevention Coordinator /
SAP-SIS Administrator
DHS

Josh Skowron

Account Supervisor
KW2





Agenda

- How Wisconsin's culture shapes youth perceptions on alcohol
- The lesser-known risks of underage drinking
- Shifting interventions from punitive to prevention
- Small talks, big difference
- How communities can support Wisconsin youth



Poll:

At what age did you first try alcohol?

One small, but meaningful action that prevents underage drinking.



The good news?

Nationally, underage drinking is declining.

However, Wisconsin kids aren't keeping up with the trend.



What shapes youth perception?

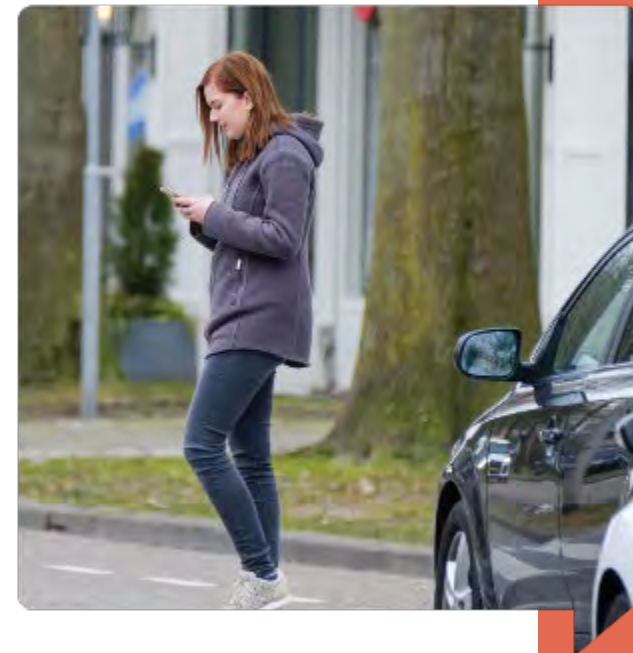
Social Norms

- Drinking culture is a badge of honor.
 - *“Out drinking your state since 1848.”*
 - From coping to celebrating to socializing, drinking is an expectation
- Adult behavior is mimicked by youth.
- Kids’ perceptions about alcohol start as early as **age 8**.



The role of media

- Youth are surrounded with imagery, media, and influencers.
- Advertising is designed to make alcohol seem attractive to youth.
Alcohol companies spend **\$2 billion a year** on advertising in movies, on TV, music, celebrities, public transit, in-store displays and more.
- Studies show exposure to advertising leads to positive views towards alcohol among youth.



Wisconsin Laws

- It is **legal** for anyone **under** the age of 21 to drink with their parent or guardians.
- Many municipalities have differing local ordinances.
- Out of 26 “best practice” policies for reducing underage drinking, Wisconsin has only **enacted 12** at a statewide level.



The COVID-effect

- Alcohol consumption is on the rise for many adults.
Revenue from sales tax on alcohol jumped **17%** in state fiscal year 2021 (July 2020-June 2021) compared to state fiscal year 2020.
- Parents have also become laxer about drinking with their children and social hosting.
1 in 6 parents reported drinking with their child age as early as **age 11** throughout the course of the pandemic.





Question:

Given your experience in behavioral health, what are your perceived greatest risks of underage drinking?

The Lesser-Known Risks

- The human brain develops until **age 25**. Underage drinking affects brain development and shuts down vital parts of the brain affecting long-term mental health.
- Underage drinking can lead to an increased risk of **7 types** of cancer. Polling revealed that only **20%** of Wisconsin adults knew of this link.



From Punitive to Prevention

- *Parents Who Host* focused on punitive prevention to hosting underage drinking parties.
Huge successes between 2008 to 2018, leading to effective policy change.
- New desire to prevent underage drinking with an upstream approach.
A goal of reaching parents, caregivers, and positive role models to have one-on-one impact.



A Research-Based Approach

Identifying the current perception barriers among parents/caregivers.

- Qualitative input from 75 prevention specialists at the 2018 WI Alcohol Policy Conference.
- Gathered community input from 115 parents and caregivers throughout the state.
- Conducted focus groups with 80 diverse and underserved audiences, including Latinx, Black, and Native American communities.



Building a campaign to address barriers

“My kids won’t listen to me anyways.”

“Underage drinking is inevitable.”

“I drank when I was younger and turned out fine.”

“Drinking is safer when my kids do it with me.”

“There is a lot of pressure put on having this ONE talk.
What if I screw up?”

The reality

- Parents and caregivers are kids' number one influence. They **DO** listen.
- With the influence of a supportive parent or caregiver, kids are **50% less** likely to try alcohol and other substances
- Kids who drink at home with their parents are more likely to drink outside the home.
- Talking about underage drinking is not one-and-done. It is ok if you mess up. As long as you keep it up.



Small talks, big difference

Having **short, casual conversations** with kids as young as **8 years old** about important topics like underage drinking.

- Chose alcohol-free moments that feel right, which can happen anytime, anywhere.
- Model positive choices around your own alcohol behavior.

Go to SmallTalksWI.org for facts, talk tips, tackling tough questions, and other action steps.



Hear from Wisconsin parents



[View Video Here](#)

Paid media initiatives

- Amplifying campaign messages with traditional and digital tactics in paid media efforts
- 2021 Media Buy ran from July through October
 - Over **19.4 million** impressions, surpassing planned amounts by **24.9%**
 - **29,000** clicks to the DHS website, leading to 14,500 unique sessions on campaign web pages
- Upcoming campaign to promote positive behavior changes during April Alcohol Awareness Month



Community impact

- Over **24,000** Small Talks materials ordered or downloaded in 2021
300+ organizations including health departments, colleges, high schools, tribal prevention offices, nonprofits, and more!
- Small Talks Champion Influencer program
14 influencers posted **62** pieces of content across **5** platforms, including Donald Driver



Small Talks ordering

<https://www.dhs.wisconsin.gov/small-talks/partner-resources.htm>

- Find the highlighted “Get Small Talks materials shipped to you” callout box
- Fill out the linked survey to place your order for posters/flyers, pins, magnets, yard signs, window-clings, fridge-locks and much more.
- Materials available in English, Spanish, and Hmong



What Can You Do?

- Encourage this positive behavior with those you serve.
- [Order materials and resources](#) to help promote Small Talks during Alcohol Awareness Month this April.
- Refer others to the Small Talks campaign for resources and talk tips.
- Help educate those you serve in your community about the lesser-known risks of underage drinking.
- Sign up to the [Small Talks Newsletter](#) to stay up to date.





Questions or Comments:

- How can you see this implemented into your organization or agency?
- What would you like to add to the Small Talks campaign?

Thank you

Small Talks

How WI Prevents Underage Drinking

Allison Weber

Allison.Weber@dhs.Wisconsin.gov

Josh Skowron

jskowron@kw2madison.org

