Coalition Building: Creating Community and Academic Partnerships for Effective Prevention Implementation
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Framing the Issue

• High risk drinking compromises the health and safety of students and the community.

• The goal is to reduce the negative consequences of high risk alcohol use rather than reduce alcohol consumption in and of itself.
Consequences of high risk alcohol use:

- Sexual assault
- Physical assault
- Property damage
- Academic failure
Stages of Readiness

• Acknowledging that high risk alcohol use impacts the community

• Developing a consistent message

• Willingness to try new strategies

• Working together as a team
UW-Madison Partnership Efforts

• Open communication with neighborhood associations and city leaders

• Participate in Madison alcohol licensing decision making process

• Collaborate with community groups on ordinance legislation

• Development of safe house party guidelines for students

• Creation of an Alcohol Policy Coordinator through joint UW and City of Madison funding

• Improved police / landlord relations
PACE Coalition
meets three times per academic year

- Chancellor’s Office
- Dean of Students
- UW Police Department
- Mayor’s Office
- Local elected officials
- Madison Police Department
- County AODA services
- ALRC
- Neighborhood Associations
- Student Union
- Student Government
- Fraternities
- Sororities
- UW Alumni
- Downtown landlords
- Other local college representatives
- Local technical school representatives
- Local tavern owners
Characteristics of successful partnerships

- Top leadership support
- Consistent messages about expectations and appropriate behavior
- Consistent enforcement of policies & laws
- Communication
- Shared responsibility for successes and failures
Strategic Prevention Framework

- Assessment
- Sustainability and Cultural Competence
- Capacity
- Implementation
- Planning
- Evaluation