

Project Fresh Light

Partnerships in Action

Monthly
Update
June 2006

Project Fresh Light

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Project Fresh Light

endeavors to bring new energy, emphasis and effectiveness to the treatment, services and supports received by Wisconsin's adolescents with substance abuse and co-occurring disorders and their families. We intend to do this by improving our provider network, integrating service administration, resolving funding and regulatory barriers and improving data management.

From Susan's Cubicle

It is my pleasure in this *Update* to introduce you to the members of our Leadership Team. On pages 2, 3 and 4, you will find short biographies and descriptions of their *Project* activities. They are dedicated and passionate in identifying and improving our treatment access/continuum for adolescent substance use and co-occurring treatment in Wisconsin.

This summer we are instituting two new strategies.

In July, we will begin on-site community collaboration meetings. Each month our Team will visit one of our county communities.

We will begin with the counties participating in the Adolescent Pilot Screening and Expansion counties. *Project Fresh Light (PFL)* will coordinate meetings during that week with parents, youth, treatment providers and key systems components combined with a training opportunity. The Leadership Team will provide summarized information from the events to the counties. I will be taking your issues to the appropriate decision makers and policy experts in an effort to create solutions. Our meeting and visit schedules will be posted in our monthly *Updates*.

The second strategy is to begin our learning community. The *PFL* web site (www.projectfreshlight.org) and its **DISCUSSION BOARD** is a vehicle to make this happen. The Leadership Team has begun a discussion on the web regarding gender as it relates to adolescent treatment and services. Please join us in this discussion.

Other web information planned to be available by August:

- Comments from our Wisconsin Contingency to the JMATE Meeting held in Baltimore
- Dr. Michael Dennis' PowerPoint presentation at our Partnership Meeting
- Lessons learned and next steps developed from the Pilot and Expansion Meeting
- Collaboration with the Diversity Committee of the State Council on Alcohol and Other Drug Abuse (SCAODA)
- Summary of our Grant Technical Assistance Review
- Lessons learned from family and youth and other partners
- Best Practice Guidelines Leadership Team
- Interdepartmental Initiatives
- Policy Academy
- Summary of lessons learned from the **Boys at Risk** Summit
- Monthly Clinical Treatment Editorials with Dr. Michael Witkovsky



The *Project Fresh Light* Team

Parent, Family and Youth Involvement

Our Family Consultant is Stacey Slotty and she is charged with assisting in the development of the *Project Fresh Light* family network. She participates and reviews *PFL* policy and implementation to include the family perspective. Stacey works with both Wisconsin Family Ties (WFT) and Wisconsin Alcohol/Drug Treatment Providers Association (WADTPA). She will be working across agencies to develop family-based materials, such as a consumer guide for parents and youth for substance abuse and co-occurring adolescent treatment. She is also responsible for conducting various surveys and focus groups to compile consumer data for quality improvement of adolescent treatment. If you have interest or know of parents who would like more information regarding our growing family network, please contact Stacey at sslotty@wi.rr.com.

Stacey Slotty



Stacey serves as the Family Consultant for *Project Fresh Light*. Drawing upon her background in education and her work with parents of adolescents struggling with substance abuse, she consults with treatment providers regarding effective methods of engaging families. Stacey is an associate of several *PFL* partner organizations. She is a graduate of the UW-Milwaukee and has a BA in Psychology. She currently resides in Waukesha but loves Madison and the opportunity to contribute to *Project Fresh Light*.

Wisconsin Family Ties is a partner in the *Project*. They are helping to provide outreach to parents who have children involved in substance abuse treatment and with the Team developing the *PFL* Parent Network. They are participating in training activities that will assist them in moving toward integrated advocacy. For more information see www.wifamilyties.org.

AODA / Co-Occurring Treatment Providers

Wisconsin Alcohol/Drug Treatment Providers Association (WADTPA) are enthusiastic partners. They have an expansive charge. WADTPA is host to our web site and discussion board. They will develop the Wisconsin Adolescent Treatment Provider Network and work across the state to respond to treatment resource and financing issues. WADTPA will be coordinating and implementing a provider-based leadership group that will work toward developing our states' industry standards for quality adolescent substance abuse and co-occurring treatment.

Brian Shoup



Brian A. Shoup is the managing partner of the consulting firm of Briggs, Campbell and Shoup LLC. He has served as chief executive of nonprofit corporations for nearly 25 years, primarily in the areas of behavioral health and human services. He has broad experience in strategic planning, policy making, and behavioral health care management. He was one of the founders of the Wisconsin Alcohol/Drug Treatment Providers Association (WADTPA) for which he now provides management services. He is also an adjunct instructor of Sociology at Mid-State Technical College. Shoup has a BA in Sociology from Lakeland College and a Master's Degree in Public Administration from the University of Wisconsin-Oshkosh. You can contact Brian at brianshoup@aol.com.

Flo Hilliard



Project Fresh Light will be leading the state in providing awareness and training in clinical practice as it relates to adolescent gender differences. They began this endeavor with a fabulous **PFL Boys at Risk** Summit. Flo Hilliard, Director of The Gender Studies Project, will be coordinating this initiative with our **PFL** Team. For more information and sharing of ideas, please contact Flo at fhilliar@facstaff.wisc.edu.

Flo Hilliard holds a Master's Degree in Health with a speciality in Addictions Counseling from the University of North Florida. During the past 19 years, she has worked as a clinician, lecturer, prevention specialist, grant writer and video producer in the field of substance abuse, addiction treatment and prevention. She currently has dual appointments at the UW-Madison School of Social Work as Lecturer and as Senior Outreach Specialist in the Division of Continuing Studies. Flo has lectured nationally on issues of neurobiology of abuse, addiction and behavior and the biopsychosocial differences between males and females.

Connections Counseling: We have been very fortunate to have the sponsorship of **Connections Counseling**. Shelly and her staff have offered their meeting space for *Project Fresh Light* Leadership Team meetings. They have been available at a moment's notice for comments and assistance in activities and policy issues. They were responsible for bringing the youth voice to the **Boys at Risk** Summit. The voices were shared in a booklet entitled *From Boys and Men: Voices of Struggles, Addiction and Recovery*, as an afternoon young men's panel. (<http://www.connectionsounseling.com/contact.php>)

Shelly Dutch



Shelly Dutch, CADCIII, CCS-G, has been dedicating her life work to adolescents and their families for more than 23 years. She received a Leadership award from the Center of Prevention & Intervention and The Chris Farley Foundation and the Annual Leadership Award in 2004 from the State of WI Certification Board. She is both nationally and state certified. Shelly has expertise in most areas of addiction with added passion to help young people succeed. She works with staff at UW-Madison training med students and residents about substance abuse. Shelly is the founder of *Horizon High School*, Dane County's first recovery high school and emotional growth school. She also is the Director of Connections Counseling, home of Teens in Control and the College Connection. Shelly takes panels of young people to speak about recovery throughout the state. Contact Shelly at shelly@infostar.com.

Consultation and Evaluation

Project Fresh Light has been very lucky to have as its county system and project evaluation partners the Center for Democracy in Action, Inc. The *Project* is different in many aspects as the evaluation component is very qualitative oriented. This first year they have been assisting counties in developing baseline information for access and treatment of our youth into substance abuse and co-occurring treatment. They are responsible to draft our federal six-month and annual accountability reports. For more information, please contact Carol at lobesmcclain@msn.com or Judith at jadrian50@aol.com or <http://cdaction.org/>.

Carol Lobes



Carol is co-director with Judith Adrian for the Center for Democracy in Action, Inc. She serves as an evaluator for *Project Fresh Light*. In the past, she has served as Director of Dane County Human Services, as Director of Prevention Services for University Health Services at the UW-Madison, as Director of the Wisconsin Clearinghouse for Prevention Resources and as Administrator of the State Worker's Compensation Division. She has also worked in other areas of Wisconsin State government: Department of Administration; Department of Employment Relations; and, the Equal Rights and Labor Standards Division.

Judith Adrian



Judith's first job was in adult education with a northeastern Iowa community college. From there she moved to the Madison (WI) Area Community College and worked in the GED program. She completed a Ph.D. in adult education at the UW-Madison while being part of a series of Kellogg Foundation-funded continuing professional education projects. She has been adjunct faculty at Edgewood College in Madison since 1996 and is co-director of a nonprofit business, the Center for Democracy in Action, Inc., with Carol Lobes. Judith and Carol are the evaluators for *Project Fresh Light* and are excited about the differences *PFL* is poised to make in treatment, services and supports available to Wisconsin adolescents with substance abuse and co-occurring disorders and their families. For more information regarding these activities, please contact Judith at jadrian50@aol.com.

Project Fresh Light Grant Development, Monitoring and Coordination



Susan Endres
Project Fresh Light
Coordinator

My name is **Susan** Endres and I work in the Bureau of Mental Health and Substance Abuse Services. I had the good fortune to receive the support of the Department in writing and applying for the grant. My grant assistance came from John Frantz in PaperBoat.com. His experience in drafting and understanding the federal grant process was an invaluable contribution. I have been employed as a Social Worker in Wisconsin since 1983 when I was graduated from UW-Madison with a double major in Social Work and Psychology and Certification in Criminal Justice. I have been fortunate to begin work at a grass-roots level and spent the majority of my career in delivering county-/community-based services. I began working for the Department of Health and Family Services in 1999 with the Bureau of Substance Abuse Services. In the new Bureau of Mental Health and Substance Abuse Services, I work in the integrated System Development Section. We are charged with transformation of the mental health and substance abuse services across populations. I have only three courses left in the pursuit of a Master's Degree in Public Administration from the UW-Oshkosh. In my spare time, my husband and I enjoy the company of our 17-year-old artist/soccer-player son.

This grant is challenging. It has a large scope and does not have funds that go directly for treatment. To me it means working with our Wisconsin state and county systems, treatment providers, family and youth, and cross-cutting systems to understand our current delivery system and work collaboratively to enhance our adolescent treatment system. You can contact me at endresl@dhfs.state.wi.us.

Mary Unmuth



Mary is the Outreach Specialist for *Project Fresh Light*. She is graduate from Marian College and has a BA in Psychology. She is on loan to the *Project* from the Wisconsin Women's Education Network on *Addiction, Recovery & Prevention* (WWEN Project) with the UW-Madison. Along with feeling fortunate and privileged to be part of the *Project Fresh Light* grant, Mary is smack-dab in the *Project's* endeavors to support and provide services to one of the most underserved populations in Wisconsin—adolescents--and quite pleased to be there. Mary can reached at unmutmj@dhfs.state.wi.us.

Project Fresh Light Calendar

June 2006						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8 June 6 - 9 Washington Policy Academy June 6 - 9 GAIN Training, Appleton Campus	9	10
11	12	13	14	15	16	17
	June 12 Boys at Risk Summit Madison WI	June 13 Boys at Risk Summit Follow up	June 14 Southern Region Meeting			
18	19	20	21	22	23	24
				June 21 - 23 Co-occurring Psychiatric & Substance Abuse Disorders Conference Crowne Plaza, Indianapolis IN		
25	26	27	28	29	30	

July 2006						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11 July 11 PFL visit to Crawford County	12	13	14	15
16	17 July 16-19 National Council of Juvenile & Family Court Judges Hyatt Regency (Kilbourn Ave) Milwaukee WI	18 July 18 & 19 GAIN Expert Panel-Chestnut Bloomington IL	19	20 July 20 WADTPA Meeting	21	22
23/ 30	24/ 31	25 July 25 - 28 GAIN Training Madison WI, Pyle Center	26	27 July 26-28 Community Intensive Forest-Vilas-Oneida Human Service Center	28	

www.alcoholfreechildren.org



American Medical Association (AMA) American Lung Association (ALA) Cite Danger of Alcohol-Flavored Cigarettes to Youth

The American Medical Association has released a statement by its President, J. Edward Hill, M.D., about a recent American Lung Association (ALA) report that criticized a line of alcohol-flavored cigarettes called *Camel Casinos* that link smoking with alcohol use and gambling. Dr. Hill states “The findings in the report released by the American Lung Association, *Alcohol-Flavored Cigarettes—Continuing the Flavored Cigarette Trend*, are of grave concern to the American Medical Association.

The AMA is extremely concerned that the tobacco industry is allowed to market alcohol-flavored cigarettes since these products could easily appeal to youth who are beginning to experiment with alcohol. Tobacco use is the single most preventable cause of disease, disability, and death in the U.S. The AMA is alarmed about tobacco products that mask their dangers to the health of teens and young adults. The AMA supports authorizing the Food and Drug Administration to regulate tobacco products, including their manufacture, sale, distribution, and marketing.” *Camel Casinos* were part of a line of flavored cigarettes called “Camel Exotic Blends” and included cigarette flavors called “Screwdriver Slots,” “SnakeEyes Scotch,” and “Blackjack Gin.”

The cigarettes were sold over the counter at selected retailers in many parts of the United States and also could be purchased online. They were first available in October 2005, but are apparently no longer being distributed.

The American Lung Association report provides an overview of the alcohol-flavored cigarettes and their promotion, and reviews current State and Federal legislative efforts to prohibit flavored cigarettes/tobacco products. It also summarizes several new studies on flavored cigarettes and their appeal to youth and young adults.

(Taken from Leadership to keep children ALCOHOL FREE, June 1, Weekly Update.)

Project Fresh Light Update

is published bimonthly from the Bureau of Mental Health and Substance Abuse Services. It is our hope that these *Updates* will keep conversation flowing between and among the wonderful people presently involved in the *Project*. They are working towards the common goal of supporting and providing services to one of the most underserved populations in the state--adolescents. Send comments or topic suggestions to Mary at unmutmj@dhfs.state.wi.us or 608-266-9612.