

Other MACY projects designed to reduce youth substance abuse:

- **Drug Task Force** works on a comprehensive plan to reduce prescription drug and heroin abuse.
- **Marshfield Area Parent Network (MAPN)** unites parents, the community and local schools in an effort to promote and maintain a safe and healthy environment for youth.
- **Media Advocacy Committee** develops newspaper articles and public service announcements, conducts community presentations and shares information to highlight MACY initiatives and community problems, and participates in the annual *Parents Who Host Lose the Most* campaign, designed to educate parents and other adults about the legal consequences of serving alcohol to an underage person.
- **Wood County Crime Stoppers Tip Line** is a tool to report underage alcohol or drug use, violence, weapons or other crime. It is marketed by MACY and uses these forms of communication:
 - Call 1-877-325-7867
 - Text keyword **WCCS** and your message to “CRIMES” (274637)
 - Visit the website: <http://crimestoppers.biz/>
 - Like them on Facebook: www.facebook.com/WoodCountyCrimeStoppers
- **Youth Initiatives** is made up of youth representatives from the public and private high schools that develop and implement an annual substance abuse prevention plan in their respective schools.

A special acknowledgement to Portage County Coalition for Alcohol and Other Drug Abuse for sharing materials with Marshfield Area Coalition for Youth.



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Marshfield C.A.R.E.S.

Community Alcohol Resources for Establishments and Servers



Photo taken at Baltus Bread and Butter Shop



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The goals of Marshfield C.A.R.E.S. (Community Alcohol Resources for Establishments and Servers) are to reduce underage access to alcohol through liquor license establishments and to promote healthy drinking habits among adults. Each year, establishments (bars, convenience stores, grocery stores and restaurants) are recruited to participate in Marshfield C.A.R.E.S. Training and resources are provided to support establishment participation.

Marshfield C.A.R.E.S. is a collaborative effort developed by the Marshfield Area Coalition for Youth (MACY) with active participation from Marshfield Police Department, Wood County Sheriff's Department, Marshfield Clinic Center for Community Outreach and other partners.

MACY, a community coalition comprised of over 50 individuals from over 25 different organizations, works to reduce and prevent underage drinking, prescription drug abuse and heroin abuse.

“Marshfield Police Department is committed to working with licensed establishments to develop acceptable standards of practice for the service of alcoholic beverages that promote a safe and responsible environment.”

– Gary Jepsen, *Chief*
Marshfield Police Department

I Do Check

*Member of Marshfield C.A.R.E.S.
Be prepared to show ID*

Benefits of Participation

Local establishments participating as members of Marshfield C.A.R.E.S. will receive the following:

- Responsible Beverage Service training provided by Marshfield Police Department
- Community recognition
- Educational materials and resources to promote responsible serving and selling policies
- Annual mayoral recognition for outstanding program compliance

Marshfield C.A.R.E.S. Mandatory Policies

To participate in Marshfield C.A.R.E.S., members must agree to follow the mandatory policies listed below:

- Check identification when selling alcohol
- Refuse sales of alcoholic beverages to anyone under the age of 21
- Refuse sales to intoxicated customers
- Provide employees with a written copy of establishment policies
- Hold regular, mandatory staff meetings to enhance communication
- Participate in Responsible Beverage Service training

“I know liquor license establishments in Marshfield truly care about our youth and community, and their participation in the Marshfield C.A.R.E.S. program shows this commitment.”

– Chris Meyer, *Mayor*
City of Marshfield

Burden of Alcohol

The cost of excessive drinking in Wisconsin is **\$6.8 billion** per year. Excessive drinking is defined as binge drinking, heavy drinking, any alcohol consumption by youth less than 21 years old and any alcohol consumption by pregnant women. The costs include healthcare expenditures attributable to alcohol, loss in productivity at work, criminal justice system costs and motor vehicle crashes. Wood County, where the city of Marshfield lies, bears **\$7.3 million annually** of this burden. That is a cost of **\$1007.91** for every Wood County resident (*Black, P. & Paltzer, J. (2013). The Burden of Excessive Alcohol Use in Wisconsin*).