



# Brown County Chemical Health Action Team

This action team works throughout Brown County to support educational programs, activities and policies that increase awareness of addiction and misuse of legal substances, and also address the use of illegal substances.

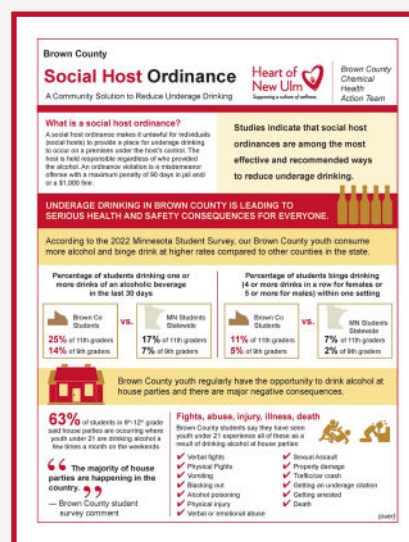
## 2024 Accomplishments

### Social Host Ordinance Planning and Messaging

- Throughout the year, the Brown County Chemical Health Action Team continued development of a proposed Social Host Ordinance for Brown County and created an informational brief to share with local leaders and community members. Studies indicate that social host laws are among the most effective and recommended ways to reduce underage drinking.

A social host ordinance makes it unlawful for individuals (social hosts) to provide a place for underage drinking to occur on a premises under the host's control. The host is held responsible regardless of who provided the alcohol. An ordinance violation is a misdemeanor offense with a maximum penalty of 90 days in jail and/or a \$1,000 fine.

The Chemical Health Action Team has been working on the ordinance as a participant in The Interagency Coordinating Committee on the Prevention of Underage Drinking's (ICCPUD) 2023-2024 Policy Academy for Implementing Community-Level Policies to Prevent Alcohol Misuse (Policy Academy). The team was one of only 14 teams selected from 100 applicants nationwide.



### Social Host Billboard

- The team created a billboard to highlight the message that dangerous consequences can result when adults provide alcohol to youth under age 18. The billboards were installed in Springfield in October and near Essig in November.



### National Night Out Selfie Frame

- During National Night Out on July 25 in New Ulm, the team offered community members the chance to take a selfie inside a large frame promoting the 988 Suicide and Crisis Lifeline with the message "You Matter."



### Red Ribbon Week

- The team promoted Red Ribbon Week Oct. 23-31, 2024, by sponsoring a drawing contest open to all Brown County youth ages 18 and under. Red Ribbon Week is the oldest and largest drug-use prevention campaign in the nation focused on keeping kids drug free.