



# Take a Stand Against Meth

## CHIPPEWA COUNTY CAMPAIGN

Industry: Social Change | Participants: 37,711+ | Founded: December 12, 2018 | [TakeaStandAgainstMeth.org](http://TakeaStandAgainstMeth.org)

### ► Campaign Mission

The campaign will use the energy, passion, and skills of six innovative teams to reduce the impact and presence of methamphetamines in Chippewa communities.

### ► Need for Community Campaign

Chippewa County has a drug problem. Since 2015,

- Meth-related referrals to the DA are up 256%
- Referrals to Child Protective Services are up 50%
- Out-of-home placements are up 193%

These changes have real consequences for all citizens in the county. The county board will need to find an additional \$725,000 to balance its approved budget for 2018. The outlook for 2019 is equally challenging. The presence of methamphetamines in the community is sapping the resources of individuals, government, schools, businesses, and the faith community. It is time to fight back.

### ► Current Efforts

Over the past few years, there has been a significant amount of discussion and education related to the methamphetamine epidemic in northern Wisconsin. The Northwoods Coalition has dedicated numerous resources to educate, create awareness, and encourage public and community involvement around the issue. Chippewa County has held seven town hall meetings throughout the county in the past two years to inform and encourage community involvement. The Wisconsin Department of Justice, Northwoods Coalition, Marshfield

Clinic, and Alliance for Wisconsin Youth teamed up in 2018 to sponsor three one-day regional trainings for criminal justice professionals. The 2019 county budget contains funding for increased social work positions as well as funds to kick-start this campaign.

### ► Business Model

The Take a Stand Against Meth Campaign is taking a community-wide approach to capitalize on the diverse expertise and skills present across Chippewa County. While a taskforce will coordinate and communicate the effort, innovation teams will provide the energy and solutions leading to change. Six teams will be formed: business community, faith community, schools, service organizations, criminal justice/ law enforcement, and health and wellness. Each group will use a research-based approach to analyze the problem from its point of view, propose solutions, and then act to implement one solution in 2019 to begin restoring the quality of life in Chippewa County.

The community will be kept informed through social media and an ongoing series of public meetings.

### ► Growth Strategy

The campaign core team has prepared a plan to make an impact this year. 2019 also will be a learning year for the task force regarding what solutions are most effective and how the campaign can operate more effectively. We also expect that failure may be part of our process guiding growth. We anticipate this will be a three- to five-year initiative.

## Leadership

The campaign will be led by a community task force.  
The taskforce will be supported by a Core Team.

## Core Team

### Rose Baier

Criminal Justice Collaborating Council Coordinator,  
Chippewa County

### George Brown

Consultant, RR Consulting Group (RRC)

### Tim Easker

Director, Chippewa County  
Department of Human Services

### Dr. Heidi Taylor-Eliopoulos

Superintendent, Chippewa Falls Area  
Unified School District

### Judge Steve Gibbs

Chippewa County

### Chuck Hull

Chippewa County Board Supervisor

### Chief Matthew Kelm

Chippewa Falls Police Department

### Buck Rhyme

Consultant, RR Consulting Group (RRCG)

### Randy Scholz

Administrator, Chippewa County

### Pastor Aaron Sturgis

Central Lutheran Church

### Charlie Walker

Director, Economic Development Corporation

### Angie Weideman

Director, Chippewa County  
Department of Public Health

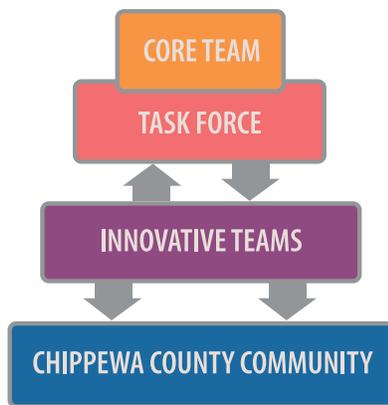
## Collaborative Advantage

We recognize that there are already many effective programs and services in Chippewa County. We plan on tapping that expertise as we form our innovation teams and implement solutions. It is our intent to build on existing efforts, not supplant things that are working.

## Current Needs

The County Board strongly supports the campaign and has already allocated \$25,000 to launch it. For the campaign to reach its full potential, we are looking for partners to invest an additional \$125K to preserve the quality of life in Chippewa County by building a meth hostile community.

## Our Plan in Chippewa County



## How The Plan Works



## How to Donate to The Program

Send donations in care of:

**Take a Stand Against Meth**  
77 Technology Way  
Chippewa Falls, WI 54729

For more information contact

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