



A COMMITMENT TO QUALITY

By Maggi Cage, President, IMPACT Board of Directors

Stepping into the role of President of the IMPACT Board of Directors, I feel fortunate to have had a role model like Flip Weber. Everyone approaches leadership differently, but she personifies the philosophy that leadership should be born out of an understanding of the needs of those who would be affected by it.

Following Flip's guiding principles, IMPACT established a solid foundation for success. Of her many accomplishments, we now take a comprehensive approach to serving more people than ever before, more cost effectively. We have cultivated relationships with people and organizations throughout the community who support our mission, who share our commitment to serving those less fortunate, and who value our standards for gauging success. And, we have a strategic direction in place with clear goals that are focused on improving our ability to meet the needs of our customers and the community.

We know that we have quality programs in place because we consistently score high in funder-based outcome evaluations including "outstanding" ratings from United Way for 2-1-1 @ IMPACT and Assessment and Referral. In follow-up surveys of 2-1-1 @ IMPACT callers, 99 percent said that they were satisfied with the service; and follow up calls to Assessment and Referral clients reveal that 73 percent credit their contact with an IMPACT counselor for reducing or eliminating their alcohol or other drug abuse.

BUILDING RELATIONSHIPS THROUGH THE PRESIDENT'S COUNCIL

This past June, a number of members from IMPACT's Board of Directors formed the "President's Council" in an effort to carry out the agency's mission of "changing lives for good" in a new and innovative way. The President's Council is an active voice that engages and educates individuals from the community's corporate and philanthropic sectors about IMPACT, the services we provide — and most importantly — the value of the agency to the greater Milwaukee area.

We are excited about the group's development and look forward to building new relationships through their outreach efforts. Special thanks to Sister Joel Read, retired Alverno College President and Flip Weber, IMPACT Past President, for co-chairing the President's Council.

President's Council Founding Members

- ^{*Retired} Beverly J. Burger, MS, V.E. *Carter Academy*
- Linda L. Davis, *Community Volunteer*
- Doug Drake, *United Steelworkers*
- Tom Hayes, *Law Office of Thomas E. Hayes*
- Chris Holmes, *Children's Hospital and Health Systems*
- Jackie Meili, *Bishea, Meili & Associates*
- Randle Pollard, MD*
- Sister Joel Read, *Alverno College**
- Howard Schnoll, *RBC Dain Rauscher*
- John Steinhafel, *Steinhafel's Furniture**
- Diane Wagner, *Miller Brewing*
- Flip Weber, *Harley-Davidson*
- Jerry Williquette, *Stratagem, Inc.**

Leadership should be born out of an understanding of the needs of those who would be affected by it. — Marian Anderson

Although IMPACT has achieved a reputation for providing high quality services, we are dedicated to continuous quality improvement. 2-1-1 @ IMPACT has implemented standards in accordance with a nationally-recognized consultant's recommendations. Improvements include an intensive monitoring process to measure performance and maintain consistency; and on-going training to assure call center efficiency. Symmetry monitors quality assurance initiatives and their adherence to Best Practice Standards through peer review, chart audits and case presentation. And software is being considered for Prevention, and Assessment and Referral, to help us analyze raw data so that we can paint a more detailed picture of how we're changing lives, for good.

IMPACT's commitment to quality reflects our understanding of the needs of those who are affected by it. This commitment extends to clients who need to know that they can rely on us for results. It extends to funders who need to know that their investment is being used effectively. And, it extends to the community which needs to know that we're helping to address important societal issues that affect us all.



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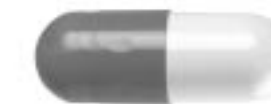
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IMPACT

Changing Lives. For Good.



GENERATION Rx

"When I overheard my daughter talk about kids at school who go to 'pharm parties,' I assumed she meant that her city school friends enjoyed spending time out in the country with horses and tractors," said Karen, the mother of 16-year old Cassandra. "When I learned that these nice, normal kids were getting together to trade and experiment with prescription medications, I just couldn't believe it. Talk about feeling naïve."

The unfortunate fact is that most parents are either unaware or in denial about their child's vulnerability and exposure to the intentional abuse of prescription and over-the-counter medicines.

The Partnership for a Drug-Free America's annual Attitude Tracking Study — the largest, ongoing analysis of drug-related attitudes in the country — has been measuring teen abuse of select medications for several years. Findings from the 2005 study revealed one of the most significant shifts in teen drug behavior in recent history.

The culture of "pharming" — abusing a host of chemical products and medicines intentionally to get high — has taken root among America's teen population. In fact,

an alarming number of today's teenagers are more likely to have abused Rx and OTC drugs than a variety of illegal drugs like Ecstasy, cocaine, crack and meth.

The attitude tracking study also indicates that many teens have a misperception that intentionally abusing Rx and OTC medicines is not harmful. Furthermore, it warns that teens report having easy access to these drugs through a household medicine cabinet, friend's house, or via the Internet.

"They act like kids in a candy store but they're really taking their life in their own hands," said Brenda Smith, alcohol and drug counselor at IMPACT "When taken in excess and mixed with alcohol or other drugs, prescription — and even over-the-counter medications — can lead to serious, even deadly, side effects."

Depending on the drug or combination of drugs, possible negative side effects include hostility or feelings of paranoia after taking high doses repeatedly; dangerously high body temperature; irregular heart beat; cardiovascular failure; severe respiratory depression; lethal seizures; or death following a large single dose.

(Continued on page 4 - GENERATION Rx)

www.impactinc.org

"IMPACT's 211 is an excellent learning environment for our students. In addition, our nontraditional students appreciate the flexibility that exists at the agency."

Joanne Barndt, ACSW, LCSW, Clinical Associate Professor, Helen Bader School of Social Welfare - UWM

INTERNS Making a Difference

Shortly after 2-1-1 @ IMPACT was implemented, we began to see that food-related concerns accounted for the majority of caller needs. We were seeing the beginnings of a trend with more people experiencing hunger and food insecurity; and we knew that we needed to respond by fielding more calls to connect more people to food and food-related resources. Call center staff took a proactive approach to address the 15 percent average increase in food calls by implementing the 2-1-1 @ IMPACT Intern and Volunteer Resource Program in August of 2004.

With funding provided by the **Argosy, Harley-Davidson** and **Weiss Family Foundations**, the 2-1-1 @ IMPACT Intern and Volunteer Resource Program recruits and trains volunteers and student interns from area colleges to specialize in fielding 2-1-1 food requests and connecting families to resources that meet their immediate, and in some cases, long-term needs. As the program has evolved, other elements have been added to provide a global view of how community services are provided, from

LUCIANA'S STORY

Two years ago Luciana Redding, then a social work undergraduate student from UWM, participated as a student intern in the 2-1-1 @ IMPACT Intern & Volunteer Resource Program. Luciana recently came back to IMPACT to talk about her experience with the program.

At the beginning of internships, students are trained to take food calls and then progress on to fielding more complex calls – including those from people in crisis. What was your first crisis call like?

I had a caller who was threatening suicide, and it was then that I really saw how the 2-1-1 staff's team approach helps everyone – from the caller to the person answering the call. Right on the spot, they taught me the most efficient procedure for taking a crisis call like this – including running a phone number trace and getting the police over to the caller's house.

"I believe that I know more about the needs of residents in Milwaukee County than any other students in other intern placements . . . I feel truly prepared for my role as a social worker both on a personal and professional level."

Amy Glisper
Social Work Major, University of Wisconsin – Milwaukee

the point of access to delivery. These include onsite observations at 2-1-1 referral agencies; training in social work ethics; and research.

Since the program's first year of implementation, participating interns and volunteers have responded to nearly 20 percent of all callers with food requests. Telephonic Services Manager Bob Waite says that the enthusiasm and energy the interns bring has helped "raise the bar" when it comes to maintaining the high level of quality in how we do our work.

Participants come from a variety of colleges, including Alverno, MATC, the University of Wisconsin – Milwaukee and Wisconsin Lutheran College. Upon completing their internships, the students go on to enrich the community's social service arena by utilizing skills acquired in the program. Others have continued to volunteer at 2-1-1 upon completion their internship.

"2-1-1 has affirmed my desire to be a social worker . . . I have also learned a great deal about what types of organizations are needed and what needs of Milwaukee County are not being met."

Hayley Hoerig
Social Work Major, University of Wisconsin - Milwaukee

We are thankful to the participating colleges, our interns, volunteers and program funders for making the 2-1-1 @ IMPACT Intern & Volunteer Resource Program a success. Their collective dedication increases our ability to address food insecurity in our community, and allows us to respond to other pressing needs more efficiently.



Luciana Redding

We worked together and saved that person's life. Because we helped the caller in that particular instance, he knew that he could call on 2-1-1 for help again. Weeks later, he contacted us for shelter, and because I knew about his previous situation, I was able to connect him to a resource that could offer shelter along with support for his depression. It was one of many times that I saw how people's lives can depend on 2-1-1.

(Continued on page 3 - Luciana)

IMPACT JOINS NATIONAL MEDIA CAMPAIGN as statewide affiliate of The Partnership for a Drug-Free America

The Partnership for a Drug-Free America has a reputation for provocative, compelling multi-media advertising campaigns aimed at preventing drug use, primarily among young people. "The Frying Pan: This Is Your Brain on Drugs" was one of the first ads but remains today, undoubtedly, the most memorable. Earlier this year, the Partnership launched the first national prescription and over-the-counter drug abuse education and prevention campaign.

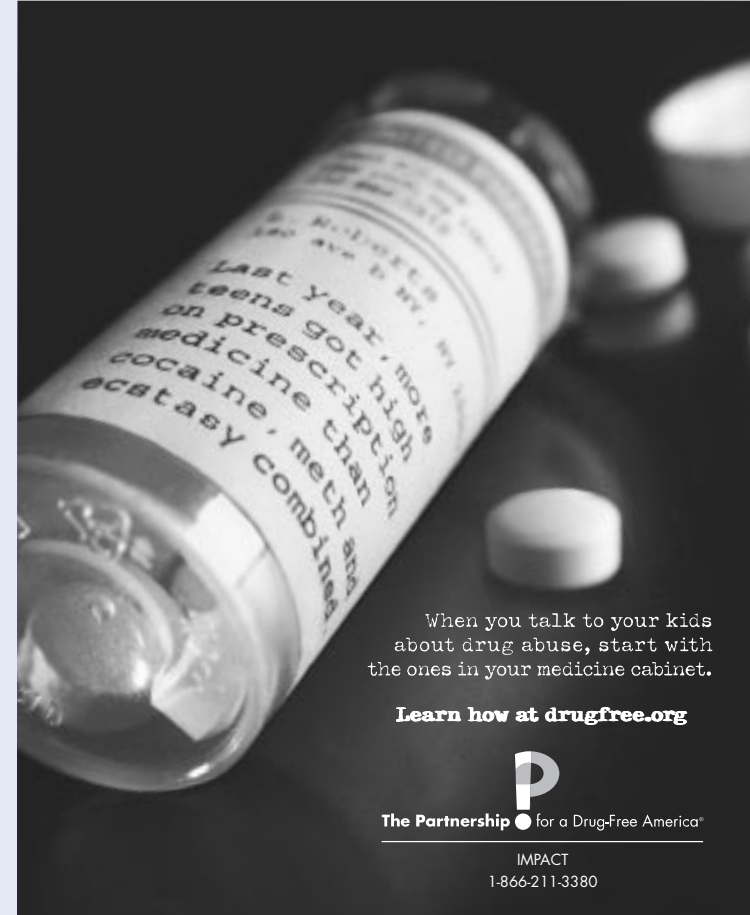
As part of a new statewide affiliation with the Partnership for a Drug-Free America, IMPACT will work directly with local media to gain significant placements for the campaign's ads throughout Wisconsin. IMPACT will also serve as the local resource for people who need information or assistance. By joining forces with this successful, national initiative, IMPACT can heighten awareness and ensure that Wisconsin parents are warned about this destructive trend in drug abuse.

The messages of the campaign are consistent with IMPACT's approach to effective prevention: educate yourself about the medications kids are abusing; communicate with your kids to dispel the notion that these medications can be safely abused; and, participate in the lives of your kids. Parenting isn't a spectator sport. If you need help with your game plan, our alcohol and drug counselors are available to discuss strategies for helping your kids maintain or achieve healthy, drug-free lives.

I'd like to extend special thanks to Wisconsin Community Newspapers for sponsoring IMPACT's affiliation, as well as BVK for their ongoing support of the project.



Michael G. Davis
Executive Director, IMPACT



LUCIANA (Continued from page 2)

How are you using the skills learned through the program in your current position?

Right now, I'm doing a field placement at Milwaukee County's Mobile Urgent Treatment Team (MUTT) toward my Master's Degree in Social Work; and I've been a Head Start Family Advocate for the past eight years. Working with kids and families in crises in both positions, I'm employing the "redirecting" skills I learned at 2-1-1 to uncover and better define my clients' issues. Like many 2-1-1 callers, some families have so much going on that they need someone to help them assess their situation and articulate what the most pressing problem is.

Finally, because 2-1-1 is telephone-based, I learned to maintain perspective and not become emotionally attached to situations, no matter how closely I identified with them. Even though it was important for me to be empathetic, any emotional attachment to caller situations might have biased me against providing the best kind of referral for the situation. So while I do care and feel for the families that come to me for help, I'm able to maintain a clear perspective to give them the kind of assistance and support they deserve.

So what's in your future?

Next summer, I'll graduate from UWM with a Master's Degree in Social Work; and I'd like to continue helping people in our community who need a chance to thrive. I feel like my placement at 2-1-1 has put me on the path to do that with experience, perspective and capability.

GENERATION Rx (Continued from page 1)

"Intentional abuse of medications among teens is a real issue threatening the health and well-being of American families," said Steve Pasierb, president and CEO of the Partnership for a Drug-Free America. "We have a situation where a widespread and dangerous teen behavior has become normalized and has found its way into our homes. These findings should serve as a wake-up call to parents that their teen is facing a drug landscape that did not exist when they were teens. Unless we all take action, it is a problem that will only get worse."

Rx and OTC abuse has quickly surpassed illicit drug use

Results show that an alarming number of today's teenagers are more likely to have abused Rx and OTC medications than a variety of illegal drugs like cocaine/crack (10 percent); meth (8 percent); Ecstasy (8 percent); and heroin (5 percent). According to the Partnership's 18th annual tracking study:

- Nearly one in five teens (19 percent or 4.5 million) report abusing prescription medications to get high.
- One in ten (10 percent or 2.4 million) report abusing cough medicine to get high.

Teens are remarkably knowledgeable about which Rx and OTC drugs to abuse

Whether it's to get high, to self-medicate for physical or emotional pain, to relieve stress, increase energy or improve concentration, teens are abusing a host of medicines including:

- Cold medicines containing pseudoephedrine, such as Sudafed
- Cough medicines containing dextromethorphan, such as Corocidin
- Stimulants, such as Ritalin and Adderall
- Sedatives such as Valium, Librium and Xanax
- Pain relievers such as OxyContin, Vicodin and Percocet
- Many other medications such as asthma inhalers, antidepressants and antipsychotics.

Teens think intentionally abusing medicine to get high is "safer" than using illegal drugs

According to the data, an alarming number of teens have a false sense of security about the safety of abusing Rx and OTC drugs.

- Two in five teens agree that prescription medicines, even those not prescribed by a doctor, are "much safer" to use than illegal drugs.
- Nearly three out of 10 teens think prescription pain relievers — even if not prescribed by a doctor — are not addictive.
- More than half of teens don't "agree strongly" that using cough medicines to get high is risky.

Widespread availability and easy access are driving the trend

- More than three in five teens say prescription pain relievers are easy to get from their parents' medicine cabinets.



- Half of teens say they're easy to get through other people's prescriptions.
- More than half of teens say pain relievers are "available everywhere."
- Over forty percent of teens believe pain relievers are cheap.

Few parents are aware of teens' intentional abuse of medications

Parents are crucial in helping prevent this behavior, but are largely unaware and feel ill-equipped to respond.

- Kids who learn "a lot" about the risks of drugs at home are up to 50 percent less likely to use drugs.
- While three out of five parents report discussing drugs like marijuana "a lot" with their children, only a third report discussing the risks of using prescription medicines or non-prescription cold or cough medicine to get high.

Safeguard your kids

1. Throw out all prescription drugs as soon as you no longer need them. A drug or dose that a doctor orders for you once is not necessarily appropriate for you to take in the future. Dispose of crushed pills mixed with other garbage, not by flushing down the toilet.
2. Keep all drugs in a safe place. If you think your teen or pre-teen (or their friends) may be tempted to take some, secure the pills in a locked cabinet.
3. Take regular counts of your pills and be able to verify how many you've taken to easily determine if any are "missing."
4. Tell your kids that prescription medications are powerful substances and that it's never a good idea for someone to share their prescriptions with others. A drug or dose that is prescribed for one person may not be safe for someone else, particularly if the person is taking other types of medications. Besides, it is illegal to use or even possess prescription drugs if you don't have a prescription.

A recent review of 185 websites selling prescription drugs found that 89 percent did not require a prescription to purchase controlled substances. Thirty percent of the sites that did not require prescriptions promoted the fact; 60 percent offered "online consultations;" and, 10 percent did not mention prescriptions at all. Sites that did require a prescription often allowed customers to fax in the scrip, a practice that is open to forgery or the illegal use of the same prescription to make multiple purchases. National Center on Addiction and Substance Abuse (CASA), Columbia University