



Annual Report

Mission Statement

The Coulee Council on Addictions provides confidential assistance education and services to the community at large, individuals and families impacted by substance abuse and other addictions.

July 1, 2010—June 30, 2011

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Letter from the Director

Dear Coulee Council Supporters,

Our mission in 2011 has changed here at Coulee Council on Addictions to include families and loved ones of those who struggle with addictions. In the last few years many of our calls coming to CCA have been from family and loved ones who seek help and it was with this in mind we rewrote our mission statement in 2011 to read, Coulee Council on Addictions provides confidential assistance, education and services to the community at large, individuals and families impacted by substance abuse and other addictions. Some of our programs and groups are for those families. It is our hope that be helping families and loved ones we will get folks into treatment quicker and restore quality of life for all impacted by substance abuse.

In 2011 CCA completed 1,040 assessment, outpatient and crisis calls. We have had about 5280 people visit our Resource Center. We educated around 5300 people through education and prevention programming.

Our goal at CCA is to help our community create a safer environment for alcohol consumption and legal drug use, to avoid injuries and death related to misuse of substances. Help us fight the devastation of addiction by making a donation to CCA or volunteering at our agency.

All of us at Coulee Council on Addictions look forward to 2012 to continue our work on the education, prevention and treatment of substance abuse.

Pat Ruda
Director



Coulee Council on Addictions is funded by United Way

Staff

Pat Ruda *Director*

Rita Von Haden *Prevention Educator*

Linda Frederick *Clinical Substance Abuse Counselor,
Clinical Supervisor-IT*

Susan Cowell *Clinical Substance Abuse Counselor*

Kam Sturm *Office Manager*

Peggy Ham *Resource Center Coordinator*

Bill Miller *Intern-Counselor*

Special Thanks to the Board of Directors

*Tom Thompson, President
Thompson Animal Medical Center*

*John Young
REMAX Realtor*

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Johnson, Jaekel & Ruitzel*

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*Ronda Lettner
Gundersen Lutheran Behavioral Health*

*Michael Mulroy
Reserve Circuit Court Judge*

*Mike Moen
Moen, Sheehan, Meyer, LTD.*

Autumn Grooms

Counseling, Information and Referral

Counseling

Underage Assessment: Underage Assessment/Class is offered by the court as an alternative sentence.

This is a 1-1 meeting with the counselor. It is a one-hour appointment. It is an educational process, which may or may not involve a further referral.

General Assessment— This is an alcohol and drug assessment used for probation agents, diversion agreements, or any other legal situations. This assessment is also used by individuals concerned about their own usage.

This is a 1-1 meeting with the counselor. This is a two-hour appointment. After a history is taken, collateral individuals are contacted and recommendations are made.

Susan Cowell, Clinical Substance Abuse Counselor
Linda Frederick, Clinical Substance Abuse Counselor

Information and Referral

Coulee Council on Addictions provides immediate, accurate confidential information regarding substance abuse and other addictions.

Coulee Council also houses the region's largest chemical abuse and recovery library.

Linda Frederick, Clinical Substance Abuse Counselor
Susan Cowell, Clinical Substance Abuse Counselor

Outpatient Counseling

Coulee Council on Addictions now offers individual and group outpatient counseling. This program focuses on individuals who are in initial and early recovery as well as those transitioning to middle and long-term recovery. It also serves those adults who have a history of multiple treatments and relapses. These services are offered at a very low rate to serve a clientele that may not be able to receive services at other agencies.

Linda Frederick, Clinical Substance Abuse Counselor

Financial Statement

The Statement of Activities was prepared by Franke & Turnbull, Certified Public Accountants of La Crosse, WI. The Statement of Activities was prepared for the period of July 1, 2010 - June 30, 2011.

Revenue, Gains and Other Support

County Human Services	107,241
Contributions	16,169
Billed Services	71,955
United Way	51,470
Fundraising Project	4,687
Grants	59,474
Investment Income	1,132
Hall Rental	6,851
Other	603
Net Assets Released from Restrictions	<u>11,048</u>
Total Revenues, Gains and Other Support	330,630

Expenses

Program	282,331
Management and general	14,076
Fundraising	<u>8,640</u>
Total Expenses	305,047

Change in net assets 25,583

Prevention and Education

Program Description

The Prevention and Education Program serves youth in first through twelfth grade, as well as adults in La Crosse, Houston, Trempealeau and Monroe Counties. Youth are reached through the 3D (Decisions, Do's and Don'ts) (1st through 4th grade) Program, and the Leadership (5th grade) Program. Students in grades 6-12th, college students, and community members are educated by ATODA (Alcohol, Tobacco, and Other Drug Abuse) Programs, brought to their classrooms or community agencies. Topics range from addictions, specific substances (such as, but not limited to, alcohol, methamphetamines, ecstasy/club drugs, inhalants, prescription/over-the-counter medication and cocaine), Fetal Alcohol Syndrome, parenting, and drug effects on the brain. Adults are also served in the community by information dissemination by way of health fairs and expos, and various media. CCA has been attending more Diversity Days in local school districts. The primary goals of the prevention program are: (1) to increase knowledge of alcohol, tobacco and other drugs of abuse (ATODA) in youth, parents, teachers and the community by providing ATODA information, resources and presentations; (2) to increase the skills needed in school aged children to deal with ATODA issues, as well as reducing underage use and diminishing abuse of illegal substances, through prevention programming.

Programs Success

In 2010 the Prevention and Education Programs spent 1205.5 hours educating the community about ATODA (Alcohol, Tobacco, and Other Drug Abuse) issues. With these hours they saw 9008 individuals in 275 presentations (17 more than 2009), consisting of students and adults. These hours were spent in the classroom with the 3D (Decisions, Do's or Don'ts) Program, Leadership Program, and ATODA Programs. The hours were also spent in the community with ATODA education information dissemination. In 2010, the prevention educator authored 47 articles for the Arcadia Newsleader newspaper & Prairie View Elementary.

Schools served

Holmen— Evergreen Elementary School, Sand Lake Elementary, Viking Elementary, Holmen High School

La Crosse— Logan High School, Viterbo University, Central High School, WTC

Melrose/Mindoro— Melrose Elementary School, Mindoro Elementary School, Melrose-Mindoro High School

Onalaska— Irving Pertzsch Elementary, Onalaska High School

G-E-T School District— Trempealeau Elementary School, G-E-T High School

West Salem— West Salem Elementary, West Salem Middle School, West Salem High School

Rita Von Haden, Prevention Educator

Thomas E. Noelke Resource Center

Program Description

The Resource Center offers programs, activities, and services that support the recovery process. The Thomas E. Noelke drop-in center offers participants a safe, welcoming, substance free environment in which to socialize and relax in a “home like” environment.

Programs

RDDG (Recovery Discovery Discussion Group) meets every Saturday after the AA meetings. Each week, different speakers present on topics related to substance abuse, recovery, mental health and wellness, along with a time for questions and discussion. RDDG offers an opportunity for people in recovery to learn more about addictions, common relapse triggers, and healthier ways to cope with and manage stress.

Java Jam- is a bimonthly social event that offers clients an opportunity to either participate in or observe and enjoy musical entertainment in a substance free environment.

Get Your Loved One Sober-weekly group offered to family and friends of individuals suffering from Addictions.

Men's & Women's Sober Living Group-is a weekly program held throughout the year that offers men and women who are in recovery the chance to learn about topics and concepts they can apply to their day-to-day lives.

Guitar Lessons – Weekly lessons are provided.

Movie Nights – Occasional movie nights at the drop-in center

Meeting and a Meal (Tuesday/Thursday/Saturday) Provides a hot meal prior to or following an AA meeting. Participants seem to enjoy this time of sharing a meal and visiting with one another. The Resource Center serves approximately 250 people per week on average.

Football games-the drop-in center will be open during select Sundays during football season.

Seasonal picnics, potluck dinners, and dances.

Volunteers/Community Service

CCA often receives calls and inquiries from people who wish to volunteer at our agency. Most of those who volunteer donate their time as a component of either a university course requirement or for community service. Within the past year, we have seen an increased interest in volunteering at CCA from our college-age population. This trend seems to indicate that the young people in our community show an increased awareness to recovery and addiction issues.

Many thanks go out to our volunteer staff and community service workers who have donated their time here at CCA. All of your hard work and dedication has been noticed and greatly appreciated.

Peggy Ham, Resource Center Coordinator