

# Better Ways To Cope.org

Prevention | Harm Reduction | Treatment | Recovery



MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES

**BEHAVIORAL  
HEALTH SERVICES**

## **Better Ways to Cope Campaign Grant Application Guidelines**



In partnership with Hope  
House of Milwaukee Inc.

**Application Launch: March 25<sup>th</sup>, 2026**

**Application Deadline: May 13<sup>th</sup>, 2026**

# BWTC CAMPAIGN APPLICATION BACKGROUND

On December 15, 2021, the Milwaukee County Board approved Resolution 21-1127 which authorized Corporation Counsel to enter into a Settlement Agreement. As a result, Milwaukee County will receive \$56.6 million over 18 years to address the opioid epidemic.

In 2023, the County Board of Supervisors approved allocating \$11 million in opioid settlement funds to support 15 Milwaukee County projects over the next three fiscal years, including a project to regrant opioid settlement funds to community partners. All Milwaukee County departments have been invited to submit proposals requesting opioid settlement funds to initiate programs and services to decrease opioid deaths and increase access to harm reduction, prevention, treatment and recovery resources. One of those proposals included using a participatory approach to regrating Opioid Settlement dollars to community agencies focused on reducing opioid-related overdose deaths, preventing substance misuse disorder and increasing healthy coping choices.

Community conversations were held soliciting input on how the regranted funds should be invested. As a result of the feedback gathered during community conversations, the Better Ways to Cope (BWTC) Campaign Grant Application was created. This campaign is expanding beyond prevention and harm reduction to include treatment and recovery through the incorporation of Opioid Settlement Funding.

Milwaukee County invites nonprofit and for-profit agencies to join the Better Ways to Cope Campaign by proposing prevention, harm reduction, treatment and recovery initiatives that focus on increasing access to information and resources for reducing opioid-related overdose deaths, preventing substance misuse disorder and increasing healthy coping choices.

# APPLICATION VALUES

In this grant application, Milwaukee County DHHS' Behavioral Health Services area is extending its Better Ways to Cope campaign to now include regranting of Opioid Settlement Fund dollars. Since \*YEAR\*, Better Ways to Cope has regranting substance abuse prevention funds to local community-based programs.

We are pleased to build upon the values and track record of Better Ways to Cope to meet the serious challenge presented by our county's opioid crisis. Milwaukee County DHHS and Behavioral Health Services (BHS) are committed to championing transformative substance use prevention, harm reduction, treatment, and recovery projects that increase access to life-saving resources and reduce the likelihood that people will die from an overdose. As you embark on the application journey, we invite you to reflect deeply on the following values:

**Commit to What's Proven:** We champion strategies, programs and approaches that have proven effective in reducing overdoses and preventing or addressing addiction. We aim to duplicate such efforts when necessary and also to leverage them to create additional strategies, programs and approaches.

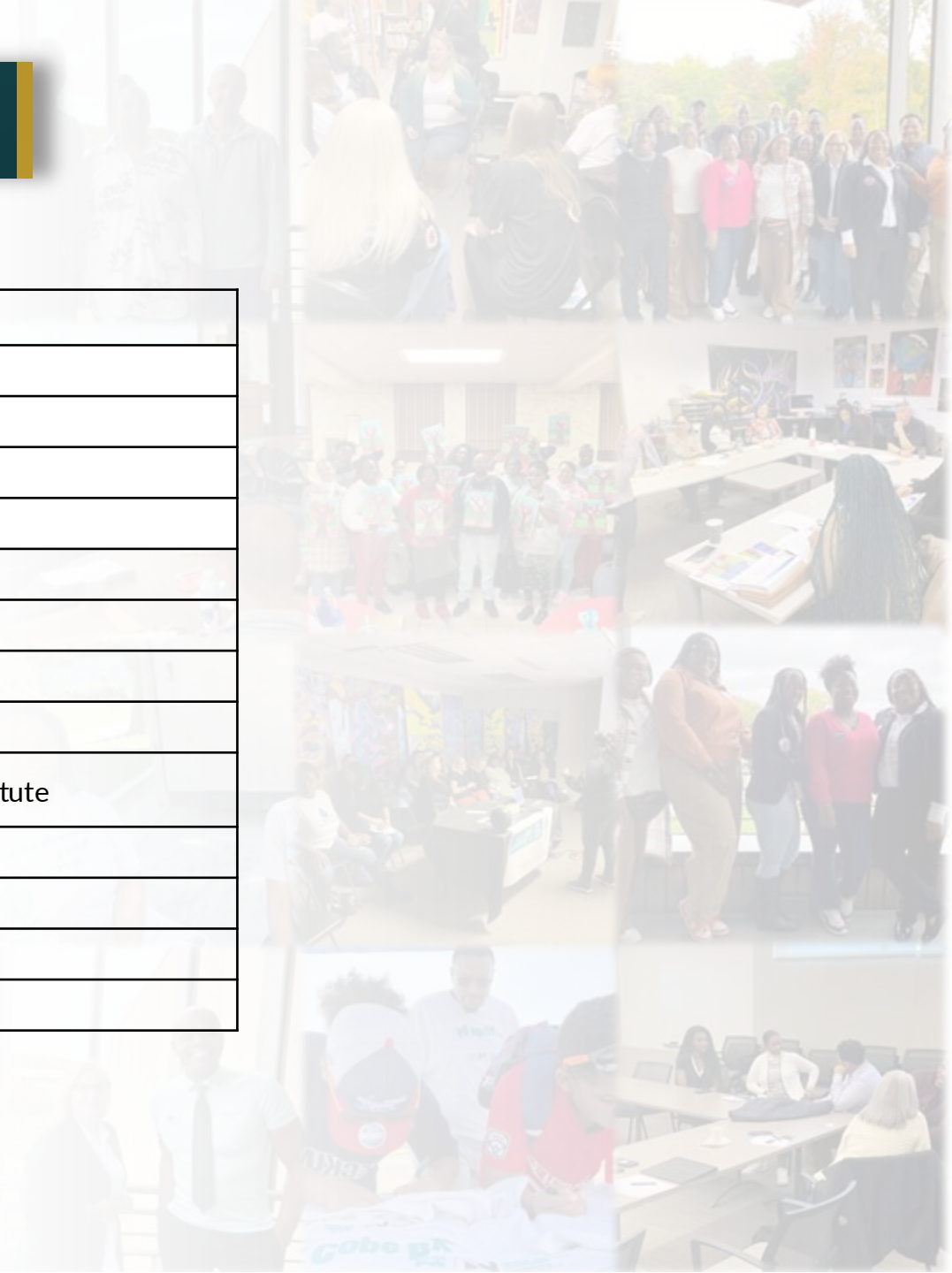
**Inspire Action:** A compelling initiative transcends beyond filling a gap—it ignites a movement. We are searching for proposals that tackle critical issues and mobilize community members to take action. A successful project will catalyze change, sparking widespread participation and engagement, thereby forging a collective force for good.

**Create Tangible Results:** Concrete achievements are anchored in measurable results. We seek to support projects that promise discernible, substantial outcomes—those where the impact is not just anticipated but can be demonstrated and evaluated.

**Be Innovative:** Innovation is an important element of sustainable change. We encourage you to approach conventional challenges with an inventive mindset. Your proposal should present bold strategies or methodologies that offer fresh solutions to old problems, potentially establishing new benchmarks in preventative measures, harm reduction, treatment protocols, and recovery support systems.

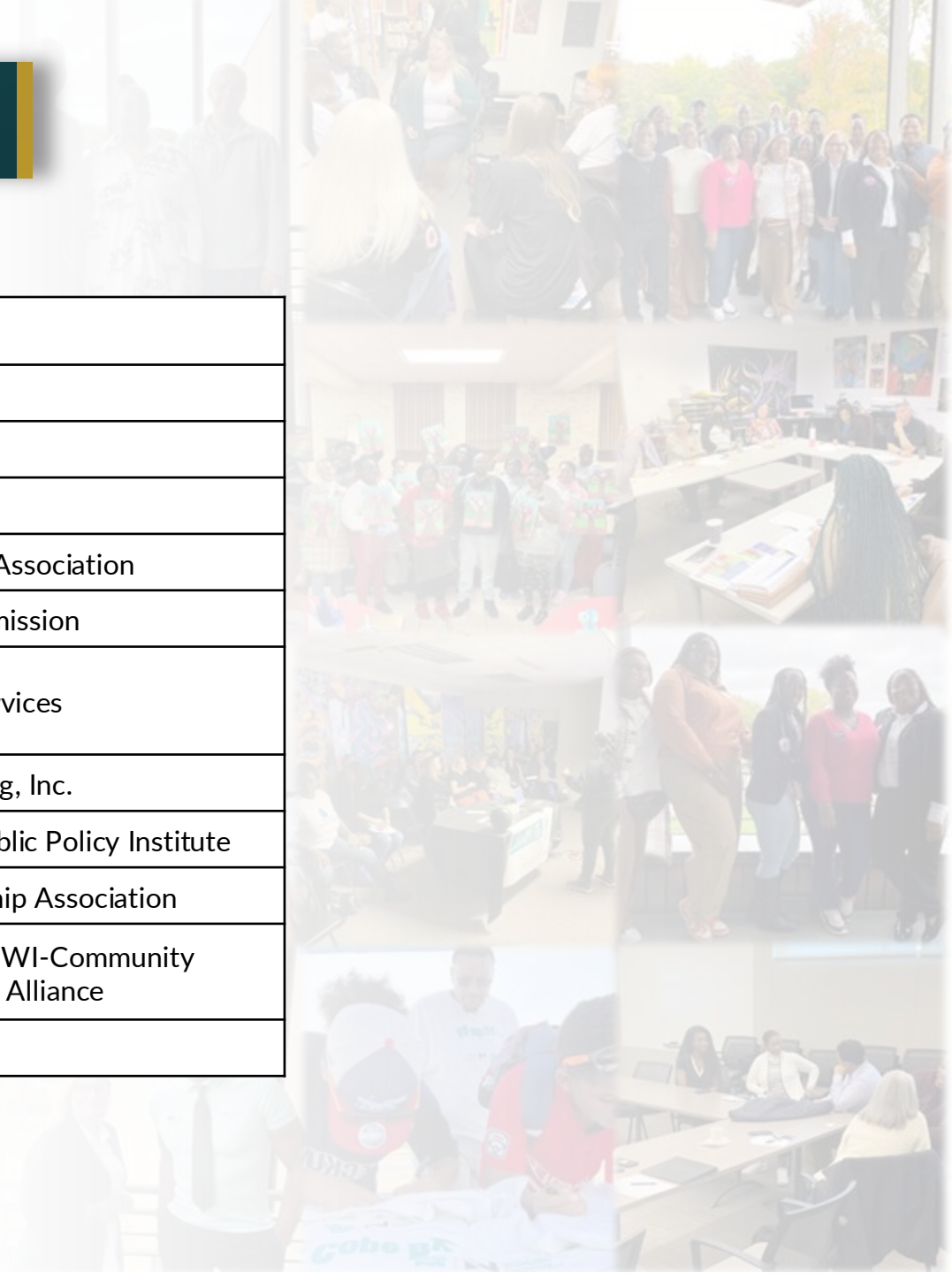
# PREVIOUSLY FUNDED AGENCIES

FUNDING CATEGORY	FUNDED AGENCY
<b>COMMUNITY-BASED PROCESSES</b> Providing ongoing networking activities and technical assistance to community groups, coalitions, and prevention agencies.	MERA Response Team
	True Skool
	INPOWER Solutions LLC
	Black Space
<b>ALTERNATIVE</b> Investing in alternative activities and promoting them as safe place for youth and adults to have fun without drugs.	Neu - Life Community Development
	All 4 Kids
	Trans Center for Youth
	Changing Hands
<b>EDUCATION</b> Facilitating evidence-based and evidence-informed presentations across Milwaukee County.	Community Advocates Public Policy Institute
	MISPIBO Fitness
	Fresh Start
	MACK Theatre Group
	Running Rebels



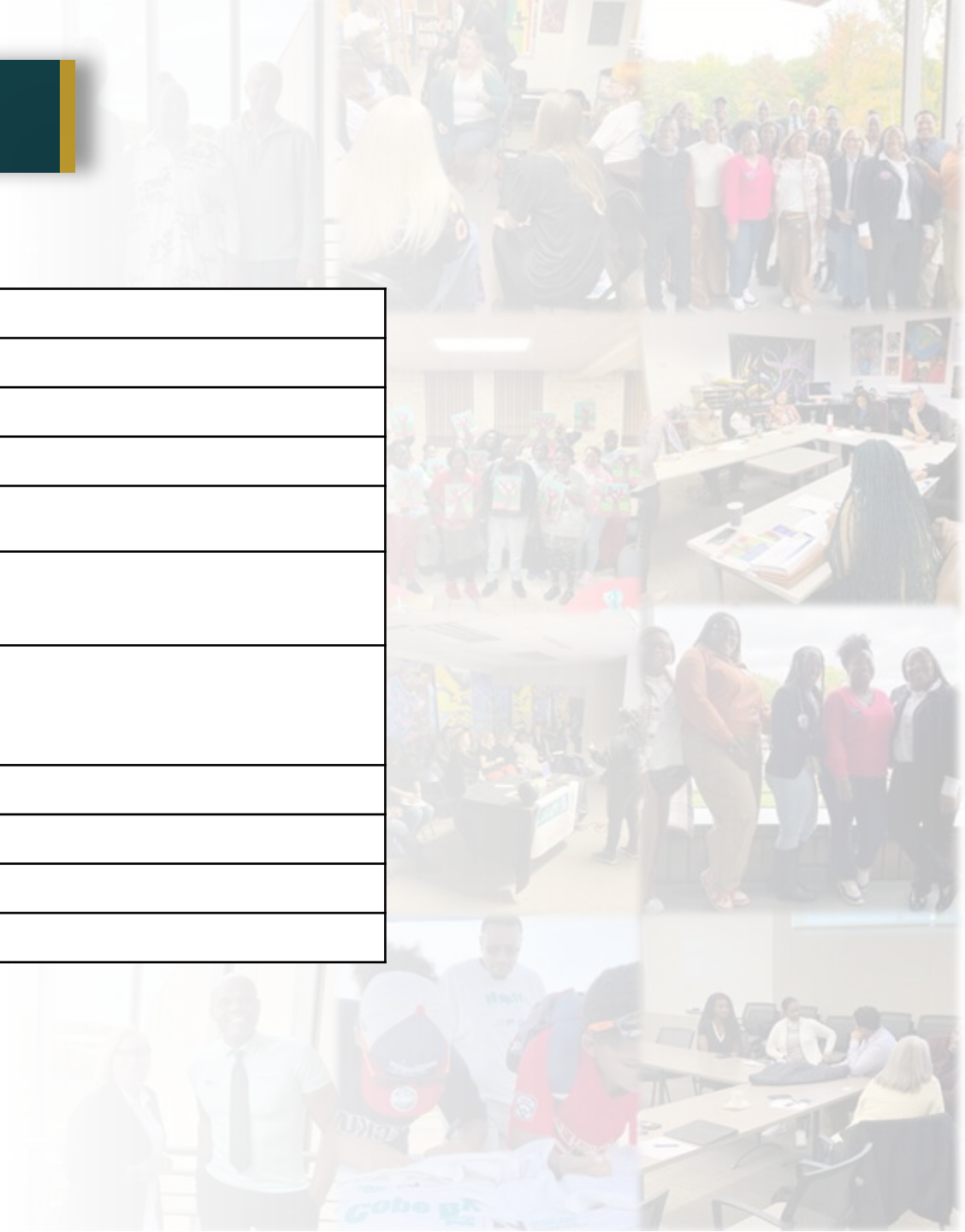
# PREVIOUSLY FUNDED AGENCIES

FUNDING CATEGORY	FUNDED AGENCY
<p><b>INFORMATION DESSIMINATION</b> Leading the dissemination of primary prevention supplies and information across Milwaukee County.</p>	<p>SAMAD's House</p> <p>Fresh Start</p>
<p><b>PROBLEM IDENTIFICATION AND REFERRAL</b> Identifying individuals exposed to multiple risk factors for substance misuse and assessing whether their behavior can be reversed through education, basic needs services, or alternative activities.</p>	<p>Five Point Neighborhood Association</p> <p>Social Development Commission</p> <p>Wisconsin Community Services</p>
<p><b>PREVENTION</b> Activities that work to educate and support individuals and communities to prevent the use and misuse of drugs and the development of substance use disorders.</p>	<p>Changing Hands Mentoring, Inc.</p> <p>Community Advocates Public Policy Institute</p> <p>Hmong American Friendship Association</p> <p>Mental Health America of WI-Community Mental Health &amp; Wellness Alliance</p> <p>Safe and Sound</p>



# PREVIOUSLY FUNDED AGENCIES

FUNDING CATEGORY	FUNDED AGENCY
<b>HARM REDUCTION</b> Harm reduction is an evidence-based approach that is critical to engaging with people who use drugs and equipping them with life-saving tools and information to create positive change in their lives and potentially save their lives.	Benedict Center
	City of Cudahy Health Department
	Vivent Health
<b>TREATMENT</b> To change thoughts and behaviors and manage physical dependence on drugs or alcohol. There is often a need for more than one type of treatment in combination with medication and therapy.	Outreach Community Health Centers
	Serenity Inns
<b>RECOVERY</b> Recovery is a process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential.	Great Lakes Dry Hootch
	INPOWER Solutions LLC
	Manna Behavioral Health
	Milwaukee Turners, Inc.



# PREVIOUSLY FUNDED AGENCIES

FUNDING CATEGORY	FUNDED AGENCY
<b>FATHERS</b> Living with a substance use disorder who have minor child(ren)	Guest House of Milwaukee
	Fathers Making Progress
<b>PREGNANT WOMEN</b> Living with A substance use disorder	Wisconsin Community Services
<b>MOTHERS</b> Living with a substance use disorder who have minor child(ren)	Meta House
	Community Advocates
	Uniting Garden Homes



# BWTC CAMPAIGN COMPONENTS

For the past three years, Better Ways to Cope (BWTC) has been a community-centered harm reduction and substance misuse prevention campaign. It reaches Milwaukee County residents through its four campaign components: social and mass media platforms, sharing health and wellness resources, providing free training and regranting funds to community organizations.



## MEDIA

Using **social and mass media** platforms to promote services, engage the community and educate residents across Milwaukee County.



## COMMUNITY

Regranting funds to **community organizations** with prevention, harm reduction, treatment and recovery services.



## RESOURCES

Collecting **health and wellness resources** to share with community members and organizations.



## TRAINING

Equipping **health professionals and community members** with the skills to cope in a better way via online and in-person training.

In 2023, the County Board of Supervisors approved regranting Opioid Settlement Funds to community partners through the Better Ways to Cope Campaign. As a result, this campaign is expanding beyond prevention and harm reduction to include treatment and recovery through the incorporation of Opioid Settlement Funding. Milwaukee County invites nonprofit and for-profit agencies to join the Better Ways to Cope Campaign by proposing prevention, harm reduction, treatment and recovery initiatives that focus on increasing access to information and resources for reducing opioid-related overdose deaths, preventing substance misuse disorder and increasing healthy coping choices.

# BWTC CAMPAIGN APPLICATION OVERVIEW

<p><b>PROGRAM CONTACT</b></p>	<p><b>For programmatic questions, contact:</b> DHHS   Amy Moebius, Health Prevention Coordinator   amy.moebius@milwaukeecountywi.gov</p> <p>For administrative and funding questions, contact: Hope House of Milwaukee, Inc.   Kaitlan Devine Nash, Finance Director (414) 389-3847- kaitland@hopehousemke.org</p>
<p><b>PROJECT SUMMARY</b></p>	<p>In 2023, the County Board of Supervisors approved regranting Opioid Settlement Funds to community partners through the Better Ways to Cope Campaign. As a result, this campaign is expanding beyond prevention and harm reduction to include treatment and recovery through the incorporation of Opioid Settlement Funding. Milwaukee County invites nonprofit and for-profit agencies to join the Better Ways to Cope Campaign by proposing prevention, harm reduction, treatment and recovery initiatives that focus on increasing access to information and resources for reducing opioid-related overdose deaths, preventing substance misuse disorder and increasing healthy coping choices.</p>
<p><b>TARGET POPULATION</b></p>	<p>Historically underserved, marginalized and/or adversely affected groups in Milwaukee County who are at risk of and negatively impacted by the opioid epidemic.</p>
<p><b>PERIOD OF PERFORMANCE</b></p>	<p>Wednesday, July 1st, 2026 – Friday, June 30th, 2028</p>
<p><b>ELIGIBILITY REQUIREMENTS</b></p>	<p>Non-profit organizations and for-profit <u>entities</u> located in Milwaukee County are eligible to apply. Applicants must indicate if they are applying in collaboration with other entities or as individual organizations. Collaborations must identify one “lead” agency to complete the application and apply on behalf of the collective.</p>
<p><b>APPLICATION SUBMISSION</b></p>	<p>Applicants should apply via Milwaukee County’s 2026 Better Ways to Cope   Prevention, Harm Reduction, Treatment and Recovery application found on <a href="http://www.BetterWaysToCope.org">www.BetterWaysToCope.org</a></p>



# BWTC FUNDING PRIORITIES AND AWARDS

FUNDING CATEGORIES	DESCRIPTION	AWARD TERM	NUMBER OF AWARDS	TOTAL AWARD AMOUNT
PREVENTION	The Substance Abuse and Mental Health Services Administration (SAMHSA) defines prevention as activities that work to educate and support individuals and communities to prevent the use and misuse of drugs and the development of substance use disorders. Applicants should propose initiatives that incorporate education, alternative activities, referrals, environmental, community-based processes and information dissemination.	24 months	2	\$200,000.00
HARM REDUCTION	SAMHSA defines harm reduction as a practical and transformative approach that incorporates community-driven public health strategies — including prevention, risk reduction, and health promotion — to empower People Who Use Drugs (PWUD) and their families with the choice to live healthier, self-directed, and purpose-filled lives. Harm reduction incorporates public health strategies to promote healthier, self-directed lives. Harm reduction is especially important for underserved communities and those who find traditional treatment approaches ineffective. Incremental change can be made through risk reduction, allowing for a person's own goals and motivations.	24 months	2	\$200,000.00
TREATMENT	According to SAMSHA, there are many different types of substance use disorder (SUD) treatment. Some treat specific conditions, while others work for many different conditions. The goal of most treatments is to change thoughts and behaviors and manage physical dependence on drugs or alcohol. There is often a need for more than one type of treatment in combination with medication and therapy.	24 months	2	\$200,000.00
RECOVERY	According to SAMSHA, recovery is a process of change through which individuals improve their health and wellness, live a self directed life, and strive to reach their full potential.	24 months	2	\$200,000.00

# IMPORTANT APPLICATION DATES

ENGAGEMENT	PURPOSE	DATE	TIME
<b>APPLICATION LAUNCH</b>	The public will gain access to the application and will be invited to apply via the Milwaukee County Website.	March 25 <sup>th</sup> , 2026	9:00am
<b>VIRTUAL INFORMATION SESSION</b>	Interested parties will learn how to complete the application and have an opportunity to ask questions.	April 7 <sup>th</sup> , 2026	2:00pm
<b>APPLICATION DUE DATE</b>	Organizations will submit their applications via the Milwaukee County website.	May 13 <sup>th</sup> , 2026 (By 5 pm!!)	5:00pm
<b>SELECTION ANNOUNCEMENT</b>	An independent review panel will rank each application using objective criteria and announce which agencies are receiving awards Awardees will be notified via email.	June 26 <sup>th</sup> , 2026	5:00pm



# IMPORTANT BWTC CAMPAIGN DATES

Please, hold the following dates on your calendar before your agency is selected. If you are selected, you will be required to attend all of these meeting dates without exception.

ENGAGEMENT	PURPOSE	DATE	TIME
<b>IN-PERSON KICK-OFF MEETING</b>	Applicants, project partners and community members will celebrate the start of each project. Grant recipients will present their projects and identify opportunities to collaborate. Settlement Funding-related updates, important dates and requirements will be provided. Grant recipients will review and sign a Memorandum of Understanding with Hope House.	Tuesday, July 21 <sup>st</sup> , 2026	9:00 am – 2:00pm
<b>IN PERSON CHECK-IN MEETING</b>	The Milwaukee County DHHS Prevention Integration Manager and the Hope House Fiscal Agent representative will provide Settlement Funding-related updates, important dates and requirements. Grant recipients will share project updates and identify opportunities to collaborate.	Friday, October 9 <sup>th</sup> 2026 Monday, April 5 <sup>th</sup> , 2027 Monday, July 12 <sup>th</sup> , 2027 Friday, October 8 <sup>th</sup> , 2027 Monday, April 10 <sup>th</sup> , 2028	9:00am – 11:00am
<b>IN-PERSON COHORT CELEBRATION</b>	Applicants, project partners and community members will celebrate the impact made via each project.	Thursday, June 15, 2028	10:00am – 2:00pm
<b>BWTC Conference</b>	This conference honors BWTC Day (October 10 <sup>th</sup> ) and celebrates grantee impact and introduces Milwaukee county residents to BWTC.	Tuesday, October 10 <sup>th</sup> 2028	9:00- 3:00pm



# BWTC APPLICATION & SUBMISSION INFORMATION

**Applicants should apply via Milwaukee County's 2026 Better Ways to Cope | Prevention, Harm Reduction, Treatment and Recovery application found on [www.BetterWaysToCope.org](http://www.BetterWaysToCope.org).**

## Please remember:

- ✓ There is no guarantee that every category will be funded.
- ✓ Your budget should not exceed the maximum award for your category.
- ✓ If awarded, you must attend all meetings and meet all deadlines indicated in the mandatory campaign meeting schedule.
- ✓ Applications will not be accepted if they are incomplete or submitted after the application deadline.
- ✓ You're allowed to apply for more than one category but each category necessitates its own distinct application.

## Important Documents

In addition to the completion of this electronic application, please email the following documents to Kaitlan Devine Nash, Finance Director at [kaitland@hopehousemke.org](mailto:kaitland@hopehousemke.org):

- Most Recent Form 990 or,
- If there is no Form 990, most recent Balance Sheet and completed Agency Budget
- Better Ways to Cope Program Revenue and Expenses

# APPLICATION SCORING STRUCTURE

Follow the instructions and discuss each criterion in the order they are presented below.

Application Section	Score Points
Statement of the Problem	15
Collaboration	20
Program Design & Implementation	40
Organizational Capability	15
Measuring Success	20
Budget & Budget Narrative	10

**Total: 120 Points**



# APPLICATION BUDGET AND BUDGET NARRATIVE

## Budget

The budget will be scored based on clarity/thoroughness, cost-effectiveness, and adequacy and appropriateness for accomplishing the proposed project. The budget should enable reviewers to assess and understand how each line item was calculated (for example, "3 carts @ \$70 per cart"). Complete the budget template and add any additional sources of revenue. All costs needed for a project should be included in the budget form, including direct and administrative expenses.

**Program Budget Instructions:** For the Program Budget, please complete the Revenues and Expenses tab specific to this program. For the description/justification column, please provide an explanation of costs specific to the intended program.

[DOWNLOAD](#)

**Agency Budget Instructions:** Please fill out the Agency Budget only if your agency does not have a 990. Please be sure to fill out the Revenue and Expenses tab. Please note that only Revenues over \$5,000 need to be listed.

[DOWNLOAD](#)

In addition to the completion of this application, please email the following documents to Kaitlan Devine Nash, Finance Director at: [kaitland@hopehousemke.org](mailto:kaitland@hopehousemke.org)

- Most Recent Form 990 or,
- If there is no Form 990, the most recent Balance Sheet and the completed Agency Budget
- Better Ways to Cope with Program Revenue and Expenses

# APPLICATION NARRATIVE BACKGROUND INFORMATION

The narrative section of the application is the opportunity to convince reviewers that the proposed project meets the selection criteria outlined in the application. Below are some general recommendations to help guide description of the proposed project in a way the reviewers will find compelling and persuasive.

1. Lead from the program strengths and be explicit. Do not try to stretch or change the proposed program description to fit funding priorities described in the application.
2. Be clear and succinct. Do not use jargon or boilerplate language. Describe clearly what the proposed project will do and how the proposed project responds to the selection criteria.
3. Avoid circular reasoning. The problem should not be defined as the lack of the proposed project's solution.
4. Avoid simply stating that the criteria will be met. Explicitly describe how the proposed project will meet the criteria.
5. Don't make assumptions. Do not assume the reviewers know anything about the proposed program, partners, or beneficiaries. Avoid overuse of acronyms.
6. Use an impartial proofreader. Before applying, let someone who is completely unfamiliar with the proposed project read and critique the narrative.

# APPLICATION NARRATIVE QUESTIONS

## Statement of the Problem

1. Identify the problem your proposed project seeks to address related to the opioid crisis. Describe the prevalence of the problem in the geographic area you plan to serve. Describe any relevant trends related to the problem. When possible, use data to back up your points.
2. Describe the target population and geographic area you intend to serve. What are the demographics and unique characteristics of your proposed target population and/or geographic area? How have the target population and geographic area been impacted by the opioid crisis? Why have you chosen to serve this population and geographic area?

## Collaboration

1. Please describe your existing collaborations relevant to the program as well as any new collaborations that will be established as part of this program.
2. If funded, grantees will be part of a cohort that will, at times, attend meetings and trainings together to build skills, share peer support, and learn together. Please describe your willingness to participate and how these connections might benefit your organization and/or program.
3. Describe any potential contractors or partnerships that will be used to provide the program. Include: The extent of the program the contractor will be providing.
4. Discuss whether the contractor/partner relationship has already been established. If the program of the contractor/partnership have not been established yet, describe how your agency plans to identify potential contractors/partners for the work to be performed and whether those agencies will have capacity to perform the work required.
5. Provide copies of any Memoranda of Understanding or Letters of Support from providers for any necessary service components.

# APPLICATION NARRATIVE QUESTIONS

## Program Design & Implementation

1. Describe the proposed intervention/program and the outcomes you are seeking to produce. Please be specific, as this is the most highly weighted section for scoring. The intervention should be clearly responsive to the **Statement of the Problem** in section 2.
2. Describe the program's goal(s) and objectives. Include number of people, sessions, events, and amount of services along with outputs and deliverables. For evidence-based or evidence-informed approaches, include how evidence suggests your approach will be successful in this context.
3. Include a brief timeline to illustrate relevant phases and responsibilities related to your implementation plan. It should include a list of tasks, the person responsible, and the date.

## Organizational Capability

1. Describe your organization's mission, brief history, leadership, and overall services. Ensure it is clear how the proposed project is part of the overall organization.
2. Describe how your organization is qualified to succeed at the proposed project. How has your past experience as an organization prepared you to succeed at this? If the proposed project will be part of an ongoing program, describe that program.
3. Describe your staffing plan for the project, clarifying who will have oversight over the grant management, who will implement the work, who will submit grant progress reports, etc. Include job titles and brief descriptions.
4. Describe your organization's past experience and capabilities to take in and manage grant funds, including fiscal management, tracking performance measures, submitting grant reports, etc. If you are a newer or lower-capacity applicant, describe what technical assistance or mentoring might be useful to ensure capacity for effective grant management, and how you see your organization developing in this regard.

# APPLICATION NARRATIVE QUESTIONS

5. Describe your organization's commitment to work toward racial equity and how that is demonstrated in your application. Describe your organization's cultural competence in working effectively with underserved and racial minority populations, and how that will be demonstrated in the proposed project's implementation.

## Measuring Success

Describe how you will know the project is successful, specifying what elements will be tracked and reported on.

1. Describe how your organization will measure project success and impact. Include all that is applicable:

Number of individuals served

Zip codes or municipalities served

Demographic information of people served (when possible)

Substances used (when possible)

Number of events/sessions/workshops/etc.

Number of supplies or resources distributed, etc.

2. Please also provide information on the number/percentage of people showing your desired outcome (example: an increase in coping skills or knowledge).

3. Describe how this information will be collected and who will be tasked with collecting it. Specify if you will be collecting feedback forms, pre- and post-tests, testimonials or narratives, event attendance or sign-up sheets, case notes, etc. Specify the cadence of how these materials will be collected. All materials provided will be deidentified to ensure the privacy of the individuals served.

# MILWAUKEE COUNTY OUTCOME PRIORITIES

## Prevention Outcomes

Milwaukee County seeks to regrant opioid settlement dollars to organizations whose initiatives include an increase in:

1. Preventionists focusing on a variety of behavioral health issues working together
2. Organizations implementing evidence-based prevention strategies
3. Focus on substances being adulterated with opioids
4. Prevention strategies that address comorbidity

Milwaukee County seeks to regrant opioid settlement dollars to organizations whose initiatives include a decrease in:

1. Substance use being a cultural norm in Milwaukee County
2. Favorable attitudes towards illicit substance use
3. Risk factors that are likely to lead to a substance use disorder

## Harm Reduction Outcomes

Milwaukee County seeks to regrant opioid settlement dollars to organizations whose initiatives include an increase in:

1. People who use drugs (PWUD) access to harm reduction education and supplies at the neighborhood level
2. The saturation of harm reduction dissemination efforts in geographic areas with higher rates of overdose
3. Culturally specific, linguistically appropriate, identity-based communication and marketing efforts to ethnic populations with higher rates of overdose
4. Initiatives that informed, led, and governed by PWUD Preventionists, harm reductionists, and recovery services providers are working together

Milwaukee County seeks to regrant opioid settlement dollars to organizations whose initiatives include a decrease in:

1. Adulterants leading to overdose deaths, such as fentanyl or Xylazine
2. The number of people experiencing major life tragedies due to substance use
3. PWUD experiencing bias and produce while seeking services
4. The distance people have to travel or the number of services they have contact before getting their needs met

# MILWAUKEE COUNTY OUTCOME PRIORITIES

## Treatment Outcomes

Milwaukee County seeks to regrant opioid settlement dollars to businesses and nonprofits whose initiatives include an increase in:

- Access to and completion of treatment
- Follow up-care strategies planned from the onset
- Connections to community services, resources and programs
- Utilization of Evidence-Based Practices in treatment settings
- Counseling and therapies that meet the needs in new or unconventional ways
- Person-centered care during the recovery process

Milwaukee County seeks to regrant opioid settlement dollars to businesses and nonprofits whose initiatives include a decrease in:

- Recidivism amongst populations with the highest rates of addiction
- Stigma related to medications, treatment and support programs.
- Narrow definitions and expectations for recovery
- Risk factors that contribute to drug use and relapse

## Recovery Outcomes

Milwaukee County seeks to regrant opioid settlement dollars to businesses and nonprofits whose initiatives include an increase in:

- Access to life skill building, basic needs and professional development resources
- Reintegration into the workforce or educational systems.
- Stable housing and improving living conditions post-treatment
- Meaningful connection to others in spaces and places that support a happy, healthy life

Milwaukee County seeks to regrant opioid settlement dollars to businesses and nonprofits whose initiatives include a decrease in:

- Substance-related ailments and better overall physical functioning amongst people in recovery
- Post-treatment mental health disorders, toxic stress, and emotional regulation challenges
- Legal problems related to substance use, and improved compliance with legal obligations among people in recovery.
- Social isolation

# PREVENTION

The following strategies are allowable when implementing prevention activities:

**Education** builds skills through structured learning processes. Critical life and social skills include decision making, peer resistance, coping with stress, problem solving, interpersonal communication, and systematic and judgmental capabilities. There is more interaction between facilitators and participants than there is for information dissemination. decision-making, peer resistance, coping with stress, problem-solving

## Examples of Allowable Efforts:

- Evidence-based and evidence-informed workshops for the public
- Ongoing in-school and after-school group sessions
- Education programs for youth, adults, and families
- Virtual workshops via social media
- Conferences, workshops, and seminars related to mental health, coping and self-care, substance misuse, and other behavioral health subjects
- Creating videos, documentaries, and movies for educational purposes

**Information Dissemination** provides knowledge and increases awareness of the nature and extent of alcohol and other drug use, use, and addiction, as well as their effects on individuals, families, and communities. It also provides knowledge and increases awareness of available prevention and treatment programs and services. It is characterized by one-way communication from the information source to the audience, with limited contact between the two.

## Examples of Allowable Efforts:

- Clearinghouse/information resources centers
- Resource directories and/or resource fairs
- Media campaigns
- Brochures, flyers, posters, and other literature
- Promotional materials/supplies on prevention
- Radio and TV public service announcements
- Planning and facilitating meetings and events
- Information lines/hotlines
- Canvassing and door knocking

# PREVENTION

**Alternative Programs** provide opportunities for target populations to participate in activities that exclude alcohol and other drugs. The purpose is to discourage the use of alcohol and other drugs by providing alternative, healthy activities.

## Examples of Allowable Efforts:

- Drug-free dances and parties
- Youth/adult leadership activities
- Community drop-in centers
- Community service activities
- After school programs
- Recreational activities
- Mentorship programs

**Problem Identification and Referral** aims to identify individuals who have indulged in illegal or age-inappropriate use of tobacco or alcohol and individuals who have indulged in the first use of illicit drugs. The goal is to assess if their behavior can be reversed through education. This strategy does not include any activity designed to determine if a person is in need of treatment.

## Examples of Allowable Efforts:

- Employee assistance programs
- Student assistance programs
- Driving while under the influence/driving while intoxicated education programs

# PREVENTION

**Community-based Process** provides ongoing networking activities and technical assistance to community groups or agencies. It encompasses neighborhood-based, grassroots empowerment models using action planning and collaborative systems planning.

## Examples of Allowable Efforts:

- Community and volunteer training
- Neighborhood action planning
- Systematic planning
- Multi-agency coordination and collaboration and coalition
- Community team building
- Technical assistance to collective impact initiatives

**Environmental** establishes or changes written and unwritten community standards, codes, and attitudes. Its intent is to influence the general population's use of alcohol and other drugs.

## Examples of Allowable Efforts:

- Promoting the establishment or review of opioid use and harm reduction use policies.
- Governing the availability and distribution of opioids
- Modifying opioid advertising practices
- Creating product pricing strategies
- Assisting communities with maximizing local enforcement procedures governing the availability and distribution of drugs
- The development of social norms strategies

# HARM REDUCTION

Harm reduction efforts include the following strategies and examples:

## Safer Practices

Provide education and support describing how to reduce risk when using substances. This includes providing risk-reduction supplies and materials that explain how to use the supplies safely.

## Examples of Allowable Efforts:

- Safer smoking supplies/ distribution to reduce infectious disease transmission, as permitted by law. Federal funding is not allowed to be used directly or through subsequent reimbursement of grantees to purchase pipes. Grants include explicit prohibitions of federal funds to be used to purchase drug paraphernalia.
- Overdose education, overdose detection services, and naloxone distribution.
- Drug check education and dissemination via fentanyl test strips, Xylazine test strips, and other legalized drug-checking supplies.
- Integrated reproductive health education, services and supplies, and sexually transmitted infection screening, prevention, and treatment.

## Safer Settings:

Access to safe environments to live, find respite, practice safer use, and receive support that is trauma-informed and stigma-free.

## Examples of Allowable Efforts:

- Day centers and social spaces that offer harm reduction services, are low barrier, and are led and maintained by the communities they serve
- Access to safe and secure housing
- Public health programs as alternatives to arrest and any legal system involvement
- Hybrid recovery community organizations provide peer-delivered harm reduction and recovery support services

## Safer Access to Healthcare:

Ensuring access to person-centered and non-stigmatizing healthcare that is trauma-informed, including FDA-approved medications.

## Examples of Allowable Efforts:

1. Rapid re-initiation treatment services
2. Flexible provision of services that offer medication starts at first visit or at home, choice of medications, and individualized dosages
3. Mobile access and take-home methadone medication
4. Mobile buprenorphine services, including telehealth options for initiation and continuity of care
5. Onsite or quick referral, low barrier oral health services

# HARM REDUCTION

## Safer Transitions to Care:

Connections and access to harm-reduction-informed and trauma-informed care and services.

## Allowable Efforts:

- Health hubs for PWUD/ integrated HIV, viral hepatitis, and healthcare services
- Expand telehealth services.
- Warm hand-off to and from emergency department programs
- Medication access and treatment on-demand (abstinence not required)
- Onsite or immediate referral to accessible nutritional assistance, clothing, temporary shelter, and housing



# TREATMENT

The following strategies are recommended when implementing treatment:

**Outpatient Care:** Including a standard doctor's visit, and intensive outpatient or partial hospitalization. This can include one-on-one appointments, group sessions, and learning about coping skills.

**Inpatient Care:** This is usually for people needing 24-hour care for their drug or alcohol misuse. Most of these programs are connected to a hospital or clinic.

**Residential Care:** Treatment duration may vary depending on the severity of the condition.

**Interim Care:** People needing care right away, but there isn't an opening. Interim care can provide daily medicine and emergency counseling until an outpatient, inpatient, or residential spot is open.

**Peer Recovery Support:** At peer recovery centers, adults from the community, who are living in recovery from mental health and substance use challenges, serve as a resource for adults with similar life experiences who are struggling to find or sustain recovery.

**Medication Management:** The process of ensuring that patients take and use their medications effectively.

## Examples of Allowable Efforts:

- Withdrawal Management Services (Detoxification)
- Medication Assisted Treatment
- Residential Treatment
- Outpatient Plus
- Bridge Housing
- Peer Support Services
- Day Treatment & Outpatient Treatment
- Recovery Support Coordination
- Occupational Skills/Community Employment Program
- Yoga and Meditation

# RECOVERY

The following strategies are recommended when implementing recovery:

**Health:** Overcoming or managing one's disease(s) or symptoms—for example, abstaining from use of alcohol, illicit drugs, and non-prescribed medications if one has an addiction problem— and for everyone in recovery, making informed, healthy choices that support physical and emotional wellbeing.

**Home:** A stable and safe place to live:

**Purpose:** Meaningful daily activities, such as a job, school, volunteerism, family caretaking, or creative endeavors, and the independence, income and resources to participate in society

**Community:** Relationships and social networks that provide support, friendship, love, and hope

## Examples of Allowable Efforts:

- Cognitive-behavioral therapy
- Individual/group counseling
- Dialectical Behavioral Therapy (DBT)
- Art therapy
- Music therapy
- Equine therapy and other animal-assisted therapies
- Creative writing or poetry therapy
- Adventure therapy (wilderness expeditions, ropes courses, ziplining)
- Play therapy
- Drama therapy (psychodrama)
- Family Treatment Approach
- Motivational Interviewing
- **Relapse Prevention**
- 12 Step Facilitation

# RECOVERY

The following core principles are recommended when implementing recovery programs:

**Self-direction:** Consumers determine their own path to recovery.

**Individualized and person-centered:** There are multiple pathways to recovery based on individuals' unique strengths, needs, preferences, experiences and cultural backgrounds.

**Empowerment:** Consumers can choose among options and participate in all decisions that affect them.

**Holistic:** Recovery focuses on people's entire lives, including mind, body, spirit and community.

**Nonlinear:** Recovery isn't a step-by-step process but one based on continual growth, occasional setbacks and learning from experience.

**Strengths-based:** Recovery builds on people's strengths.

**Peer support:** Mutual support plays an invaluable role in recovery.

**Respect:** Acceptance and appreciation by society, communities, systems of care and consumers themselves are crucial to recovery.

**Responsibility:** Consumers are responsible for their own self-care and journeys of recovery.

**Hope:** Recovery's central, motivating message is a better future — that people can and do overcome obstacles.

# APPLICATION CONSIDERATIONS

**Before writing your application, we encourage you to review the National Association of Counties Guiding Principles for opioid settlement funds:**

- ✓ Spend money to save lives, rather than replace existing spending.
- ✓ Use evidence to guide spending and determine initiative goals.
- ✓ Support children, youth, and adults via effective programs and strategies that advance community change.
- ✓ Plan to impact communities affected by years of discriminatory policies and now experiencing substantial increases in overdoses.
- ✓ Actively engage people and families with lived experience, clinicians, as well as other key groups to develop a fair and transparent process for deciding where to spend the funding.

## **Community Conversation Summary**

In February of 2023, DHHS held community conversations with public, private, and nonprofit organizations. Community feedback was used to draft this application. Eighty participants attended both days, representing 8 municipalities, 33 zip codes, and 26 agencies. We encourage you to reference the [Summary Of The Community Conversations](#) held in April of 2023.

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MILWAUKEE COUNTY  
DEPARTMENT OF HEALTH  
& HUMAN SERVICES

**BEHAVIORAL  
HEALTH SERVICES**

## Better Ways to Cope Information Packet



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