

Executive Summary

The Plunge: Uniting La Crosse County in Preventing Underage Drinking

A plunge is an innovative approach designed to mobilize a community. It is similar to the setting created at a town hall meeting, but involves a longer time frame. It usually takes a full day and allows participants the opportunity to become immersed in the topic through a series of experiential sessions.

The first annual Plunge: Uniting La Crosse County in Preventing Underage Drinking, will be held in recognition of Alcohol Awareness Month. The Sarah Mullenbach Memorial Foundation sponsors this event in collaboration with members from CESA 4, Coulee Council on Addictions, Health Science Consortium, and La Crosse County Sheriff's Department along with others in the community. This event is a call to action. We want to raise awareness and encourage people in our community to take action in regards to underage drinking. It will give the participants a chance to learn more about the issues while at the same time providing them with the opportunity to share their thoughts with other community leaders and the media.

This event will take place on March 27, 2009 from 8A.M.–4P.M. Registration will begin at 8A.M. at the CESA 4 building followed by an overview at goals for the day. At this time the participants will take a short survey to begin the day. The rest of the day will include a series of different stops and presentations at various locations throughout the community. The presentations will include: what students in La Crosse County are doing and how they communicate about parties; the Blackstorm family story; a panel of members from the community to discuss health risks, law enforcement, and judicial issues; and possible solutions on how we can make a difference.