

Other MACY projects designed to reduce substance abuse among youth:

- **Marshfield's Alcohol and Other Drug Abuse (AODA) Program** is designed for school aged-youth who commit a first time underage drinking violation.
- **Marshfield Area Parent Network (MAPN)** unites parents, the community and local schools in an effort to promote and maintain a safe and healthy environment for youth.
- **Parents Who Host Lose the Most** is an annual awareness campaign designed to educate parents and other adults about the legal consequences of serving alcohol to an underage person.
- **Prescription Drug Task Force** is working on a comprehensive plan to reduce prescription drug diversion.
- **Wood County Crime Stoppers Tip Line:** text to 274637 (include WCCS in the message).
- **Youth Net** is an enrolled after school program that serves over 350 youth each year.

*A special acknowledgement to  
Portage County Coalition for Alcohol  
and Other Drug Abuse for sharing materials  
with Marshfield Area Coalition for Youth.*

Marshfield C.A.R.E.S. has been developed by Marshfield Area Coalition for Youth in collaboration with:



**MARSHFIELD**  
• The City in the Center •



**Marshfield Clinic®**  
Center for Community Outreach

1000 North Oak Ave.  
Marshfield, WI 54449  
715-221-8400  
[www.marshfieldclinic.org/cco](http://www.marshfieldclinic.org/cco)

# Marshfield **C.A.R.E.S.**

*Community Alcohol Resources for  
Establishments and Servers*



*Paul Meier, West 14th/  
Blue Heron BrewPub*

**MARSHFIELD AREA  
COALITION FOR YOUTH**  
[www.marshfield4youth.org](http://www.marshfield4youth.org)



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**M**arshfield C.A.R.E.S. (Community Alcohol Resources for Establishments and Servers) recognizes local establishments who are actively working to reduce underage drinking while promoting healthy drinking habits among adults. This program also assists establishments in teaching employees responsible beverage serving practices.

Marshfield C.A.R.E.S. is a collaborative effort developed by the Marshfield Area Coalition for Youth (MACY), with active participation from the Marshfield Police Department, Wood County Sheriffs Department, the City of Marshfield, Marshfield Clinic Center for Community Outreach and other partners.

MACY, a community coalition comprised of more than 40 members, works to reduce and prevent youth alcohol, tobacco and other drug use.

*"Marshfield Police Department is committed to working with licensed establishments to develop acceptable standards of practice for the service of alcoholic beverages to promote a safe and responsible environment."*

– Marshfield Police Department Chief

Gary Jepsen

# I Do Check

*Member of Marshfield C.A.R.E.S.  
Be prepared to show ID*

## Benefits of participation

Local establishments participating as members of Marshfield C.A.R.E.S. will receive the following:

- Community wide promotion
- Responsible Beverage Service training provided by law enforcement
- Membership and educational materials to promote serving and selling policies and practices
- Annual mayoral recognition for outstanding program compliance

## Marshfield C.A.R.E.S. mandatory policies

- Provide employees with a written copy of establishment policies
- Hold regular, mandatory staff meetings to enhance communication
- Refuse sales to alcohol impaired customers
- Check identification when selling alcohol and refuse to sell or serve to anyone under the age of 21
- Participate in Responsible Beverage Service training

*"Crime trends can ebb and flow, but one thing that continues to keep law enforcement agencies busy year after year is alcohol related calls, officials say."*

– Central WI Sunday, February 19, 2009

*"I think that a clear majority of our calls are alcohol related."*

– Wood County Sheriff Thomas Reichert

*The cost of underage drinking, (factoring in crime, injury, health care costs, property damage, victimization, suicide and early death), has been estimated at \$985 million each year.*

– Wisconsin Epidemiological Profile on Alcohol and Other Drug Abuse and Wisconsin Department of Health Services, July 2008