

CESA 5 Safe & Drug Free Schools & Communities Dept. Presents:

Communities Mobilizing for Change on Alcohol (CMCA) Training

Co-Sponsored by the Columbus School District/Community Action Team & the CESA 5 Safe & Drug Free Schools & Communities Department

Dates: **January 22 & 23, 2010 (Friday & Saturday)**

Time: **Friday, 1/22: 8:30 am—3:30 pm**
Saturday, 1/23: 9:00 am—3:00 pm

Location: **Faith Lutheran Church, 120 Faith Dr, Columbus**

Trainer: **James Walker, National CMCA Trainer**



Registration Fee

\$100/person

OR

\$300/team of up to 5 people from one coalition

Registration fee includes:

CMCA Manual & Meals

**LIMITED TO 20 PARTICIPANTS—
REGISTER NOW!**

Register at: www.MyQuickReg.com

Questions: 608-742-8814

Content: Genevieve - ext. 247 or
kirchmang@cesa5.k12.wi.us

Registration: Andrea - ext. 293 or
schneitera@cesa5.k12.wi.us

CMCA Program Description

CMCA is a SAMSHA Model program that utilizes community-organizing strategies to reduce youth access to alcohol by changing community policies and practices. CMCA has proven that effectively limiting the access to alcohol of people under the legal drinking age not only directly reduces teen drinking, but also communicates a clear message to the community that underage drinking is inappropriate and unacceptable.



Benefits

- Mobilizes communities to make institutional and policy changes
- Has proven results in limiting youth access to alcohol
- Improves the health and well-being of the community
- Builds an evidence base for practice and implementation that will have lasting and sustainable change
- Increases responsible outlet/merchant practices

CMCA Training Description

The CMCA Training will cover the fundamental strategies of CMCA, including community-organizing tactics that lead to localized policies and ordinances addressing youth access to alcohol. The training will also include a brief introduction of evaluation strategies.