

Date: March 7, 2007, 7:00 p.m.
Location Alliant Energy Center, Exhibition Hall
Attendees: 60
Organizing Committee: Representatives of county, city, school district, middle schools, U.W. Hospital and local youth programs.
Cost: \$1,000 budget
Promotion: E-flyer, Isthmus newspaper ad, 2 wks., community posters, press release and interviews
Coverage: Wisconsin State Journal, Capitol Times, NBC, CBS, ABC and FOX affiliates.

Madison's Town Hall Meeting was held on March 7 at the Alliant Energy Center. The meeting was widely publicized as a Madison meeting on middle school drinking but drew attendees from other Dane County communities and adjacent counties. In total, 54 people signed in, although many attended without leaving contact information.

The meeting was hosted by Tom Farley, President of the Chris Farley Foundation and brother of the late comedian. After Farley welcomed the group, local survey data on the extent of Dane County's middle school drinking problem was presented by Brian Koenig of K12 Associates. The survey revealed two important facts: a small but growing number of Dane County youth consume alcohol in middle school; and regular drinkers in middle school frequently consume large amounts in a single session.

The final presentation by Scott Caldwell, PhD. of the Adolescent Drug and Alcohol Program at the University of Wisconsin Hospital used fMRI images and easily understood analogies to describe alcohol's impact on the adolescent brain and the likely damage. After a brief period for questions, attendees watched "This Place" and broke into small discussion groups to talk about the steps individual neighborhoods and communities could take to reduce middle school drinking.

During the concluding discussion period, several attendees expressed an interest in holding local or neighborhood sessions and the potential for a local task force on underage drinking was discussed.