



Groton Alliance for Substance Abuse Prevention Year in Review 2019

Evaluated our coalition with support from TTASC using the CVAT 2.0 Tool

Continued evaluation of Botvin LifeSkills Training offered in the 7th grade during health class

Held youth focus groups in the middle school, high school and the Sub Base Youth Center to hear about what they think and what they see

Co-hosted a SERAC focus group for adults in Groton

Partnered with Community Speaks Out and Community of Hope on the Emerald Ball with over 400 attendees

Engaged Greater Mystic Chamber of Commerce members about collaborations and sponsorships

Created a sustainability committee and drafted a sustainability plan



Secured the State Opioid Response mini grant from SERAC to address prescription drug abuse and promote treatment resources using Change the Script and LIVE LOUD

Partnered with Stonington Prevention Council for #Project21, a Mystic, CT focused initiative to prevent underage drinking

Maintained active membership in the Greater Mystic Chamber of Commerce and advertised through events and e-blasts

Increased our social media presence and expanded our following on Facebook, Twitter, Instagram, Pinterest and Snapchat

Attended TTASC trainings on sustainability and capacity with other coalitions in CT

Attended National Prevention Network Conference in Boston; CT Prevention Conference and CPHA in Rocky Hill

Attended Groton City Day, National Night Out and Groton Fall Festival

Awarded mini grant to SADD chapter to take a leadership role during prevention week

Held a community town hall meeting on marijuana and vaping

Provided middle school health teachers with Botvin Life Skills curriculum

Continued a poster campaign at FHS about the harms of marijuana and prescription drug abuse

Continued a parent campaign about setting clear rules for teens about drugs through a mailing, lawn signs and radio ads

Promoted proper medication disposal via #TakeItToTheBox social media campaign and National Drug Take Back Days

Worked with police to reduce underage drinking/drug parties through surveillance and monitoring and raised awareness of the Social Host Law through advertising and press coverage

National Prevention Week proclamation made by the Mayor with an e-mail to all Town and City employees

Family Night collaboration with Ledyard Prevention Coalition

Held MADD Power of Parents Presentation at the Mystic & Noank library that was taped for TV and social media

Advocated for the BYOB ordinance in Groton that restricted hours of operation for establishments allowing patrons to bring and consume alcohol

Collaborated with Groton Human Services and Groton Public Schools on the Fitch CARES program, that refers high risk youth to free counseling as early intervention

Created an educational rack card for coaches and athletes on health consequences and warning signs

Attended a TTASC training about mobilizing cultural and social assets for prevention and health promotion

Restocked literacy-sensitive resource libraries around the community, including information in Spanish

Subcommittee work by the social marketing committee and education committee helped us carry out our implementation plans

Assessed mid-course progress and discussed areas of adjustment for the implementation plan and shifting priorities

Involved Youth Peer Advocate and other youth in development of campaign messaging and prevention activities