



## Groton Alliance for Substance Abuse Prevention Year in Review 2021

Created an Evaluation Summary Report based on our goals, objectives, and our progress towards each by examining our data from 2014 through 2020

Updated our CSC Grant Timeline displaying our achievements since 2015 in a visual format and charting a course for the future

Applied for and was awarded a competitive CT DMHAS grant, called Prevention in Connecticut Communities (PCC) to continue and expand our underage drinking prevention efforts, after focusing on non-medical use of prescription drugs and marijuana

Implemented and analyzed the 2020 Groton Youth Survey and the 2020 Groton Community Survey. Our Evaluator Dr. Swindell completed two comprehensive reports of our data

Conducted Key Informant interviews from sector representatives and an 8<sup>th</sup> grade youth focus group about substance use trends, mental health and the impacts of COVID-19



Awarded the State Opioid Response mini grant from SERAC to address prescription drug abuse and promote treatment/recovery resources using Change the Script and LIVE LOUD; two billboards hosted

Park Signs promoting vape and smoke free recreation areas (LPC grant) through partnership with Groton Parks and Rec

Maintained active membership in the Greater Mystic Chamber of used 'Go Local' Gift Cards as program incentives to support the local economy

Increased our social media presence and expanded our following on Facebook, Twitter, Instagram, Pinterest, YouTube and Tik Tok

Attended TTASC trainings and networking opportunities with other coalitions in CT

Attended AdCare Summer School, Rx & Marijuana Summits

Hired two Youth Peer Advocates from Fitch and Grasso Tech

Networked with new contacts using Linked In, Alignable and through social media

Continued to provide awareness of the Social Host Law in Groton

Provided middle school health teachers with Botvin Life Skills curriculum and purchased online supplemental resources for teachers

Continued the poster campaign at FHS and Grasso Tech and launched the campaign at GMS about the harms of marijuana and prescription drug abuse with 30+ fact-based posters

Continued the @Groton\_Prevents parent campaign about setting clear rules for teens about drugs and alcohol through a EDDM mailing, lawn signs and radio ads

Hosted marijuana health risk billboards in two Groton locations

Promoted proper medication disposal via #TakeItToTheBox social media campaign and National Drug Take Back Days. Grasso student created PSA received national attention

Observed Medication Abuse Awareness Month in October with Halloween themed promotional/educational giveaways

Supported the Drug Free Grad Party with youth campaign gift bags and parent campaign gift bags for the planning committee. Distributed info gift bags to Groton Youth via library programs

Led National Drug and Alcohol Facts Week campaign on social media with State and National colleagues. Visited GMS Health Class with fact-based worksheets

Offered several opportunities for learning and engagement through National Prevention Week (Kevin Sabet, Nan Henderson, Dr. LaTrice Montgomery, Talk Saves Lives) and participated in statewide #preventionhappensherect campaign

Co-hosted 1<sup>st</sup> Prevention and Recovery Summit at Grasso Tech with CCAR. Delivered assembly to graduating seniors

Smoke/Vape-free park signs translated into Spanish by one of our Youth Peer Advocates

Reviewed Groton Public Schools demographic data

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

Education and Social Marketing committees active in planning events and campaigns

Assessed progress and discussed areas of adjustment for the implementation plan and shifting priorities; reviewed underage drinking stats and effects of COVID-19

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