



Groton Alliance for Substance Abuse Prevention Year in Review 2018

Evaluated our coalition through an anonymous member survey to measure satisfaction, involvement and identify areas of improvement

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

Worked to strengthen our relationship with neighboring coalitions and other advocacy groups through collaboration

Donated books to Groton Public Library to enhance their holding of prevention titles

Engaged Greater Mystic Chamber of Commerce members about collaborations and sponsorships

Speaker Alicia Farrell, PhD spoke to parents on raising drug-free kids (taped for TV, on YouTube)

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

Launched a “Magnet shock” with drug facts and mental health promotion

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 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.

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

Psychiatrist Lawrence J. Peacock, MD spoke at the Mystic & Noank Library during Prevention Week about the effects of childhood trauma on mental health and substance abuse (taped for TV, on YouTube)

Sponsored 2 billboards on Route 12; one about prescription drug abuse and one about underage drinking

Attended CADCA’s National Leadership Forum in Maryland

Promoted the Change the Script Statewide campaign via print, social media and through healthcare professionals

Implemented and analyzed the 2018 Groton Youth Survey to measure progress towards our goals and objectives and identify areas of improvement and assess community needs

Reviewed Community/parent data collected by SERAC to gauge attitudes and perceptions of adults from Groton concerning youth substance abuse and associated risk factors



Secured the State Targeted Response mini grant from NECASA to address prescription drug abuse using Change the Script, working with healthcare professionals and providing Narcan trainings

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

Strengthened relationship with Community of Hope and Community Speaks Out for future fundraising

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

Partnered with a local car dealership on radio ads during the holiday season about not driving under the influence of drugs or alcohol

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