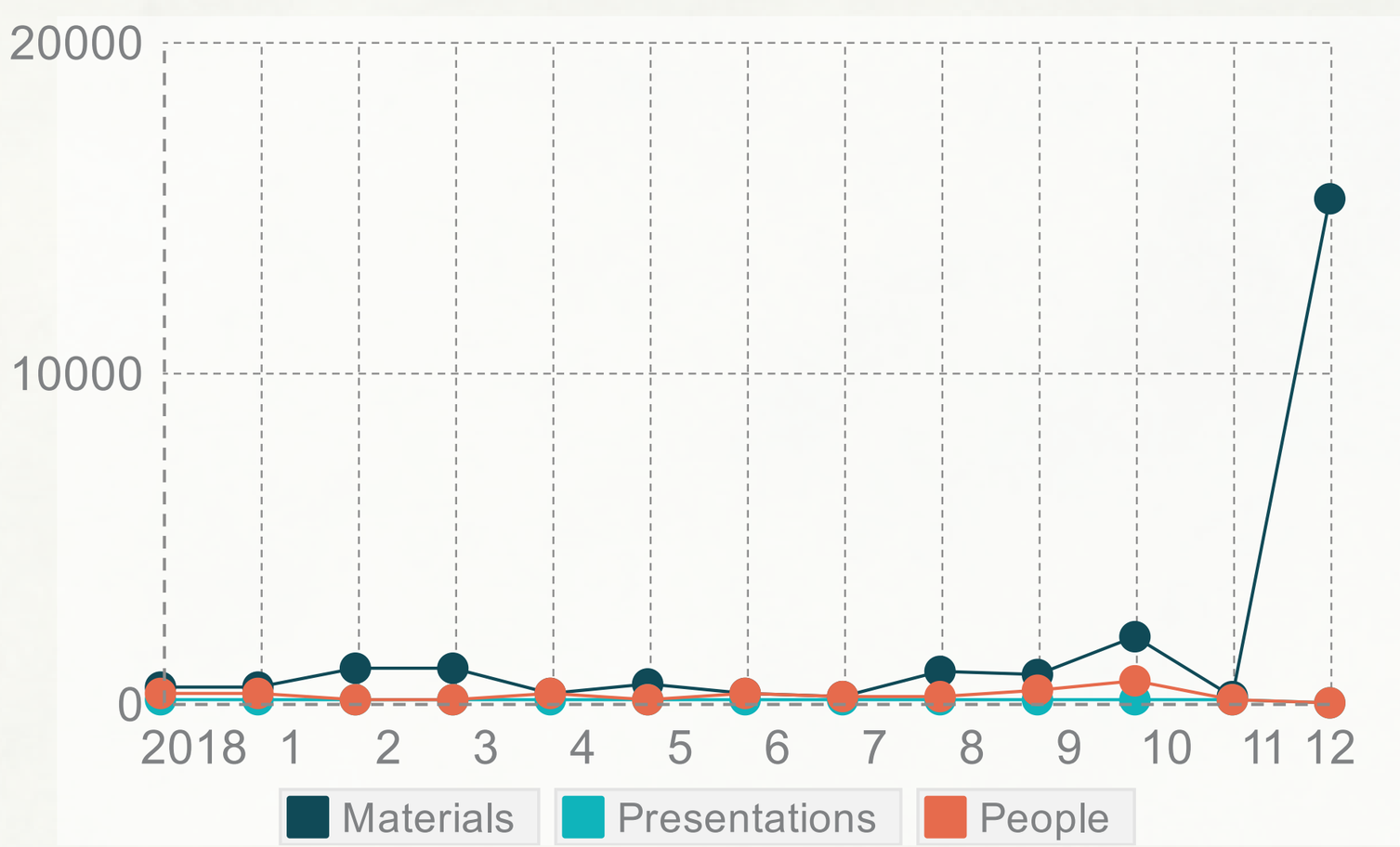
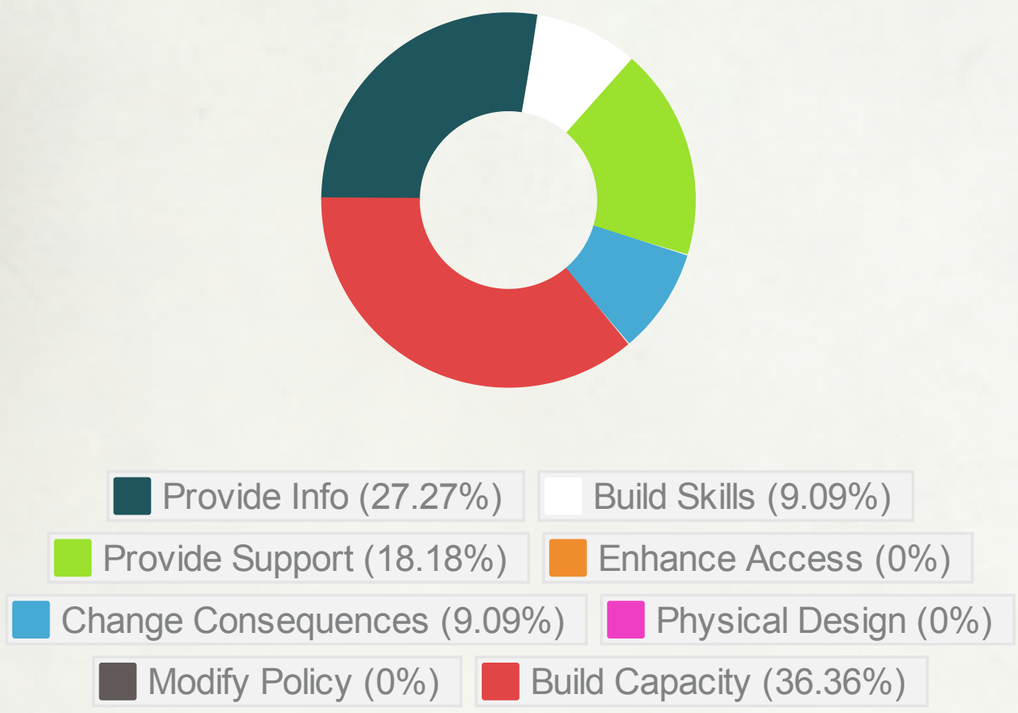
Quarterly Report

COALITION ACTIVITY LEADING TO BEHAVIOR CHANGE



During this quarter, the ASAP Coalition disseminated 17231 materials in the community. They gave 7 presentation(s) to 695 people. Over 201 pounds of medication were disposed through Operation Rx.

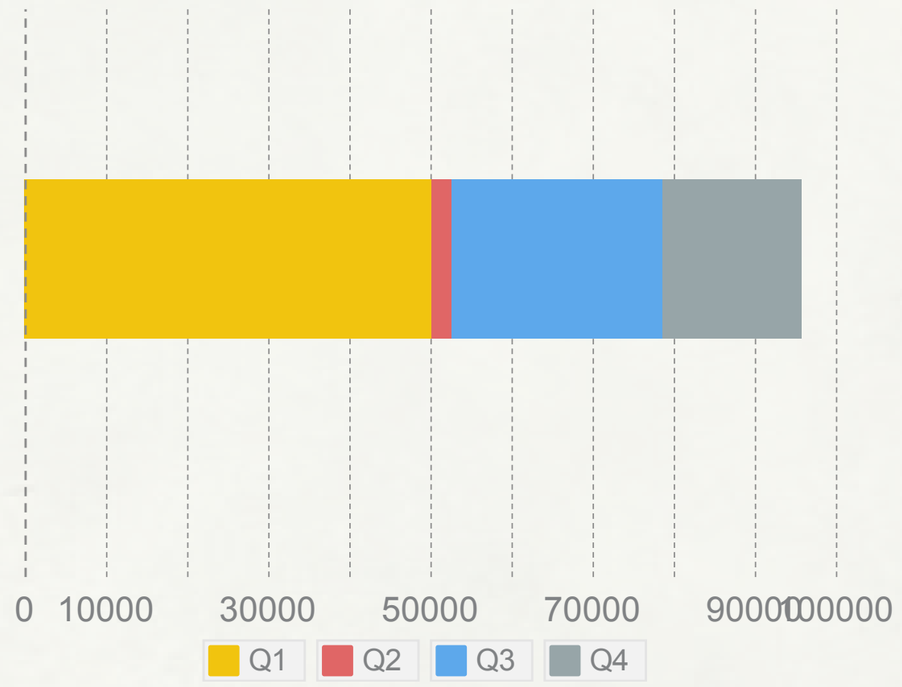
INTERVENTION STRATEGIES



The coalition engaged in a number of strategies this quarter.

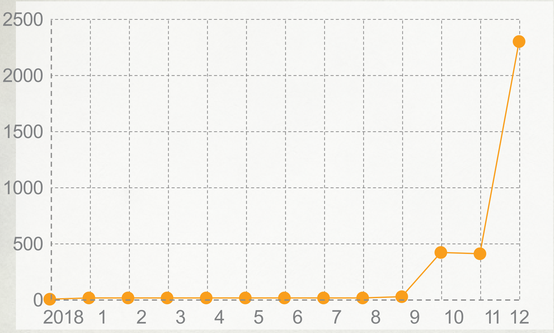
IN-KIND RESOURCES

In-kind resources are required by the DFC Grant at 100%.



This quarter, the ASAP Coalition generated $17,088.04 in matching funds.

Media Activity

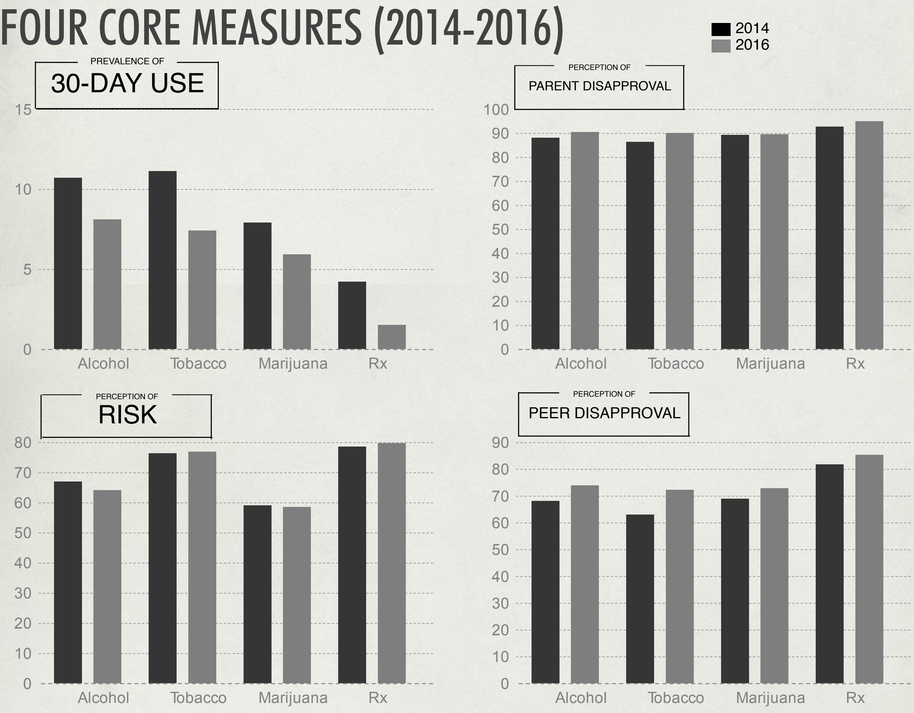


TOTAL REACH

10,363,270

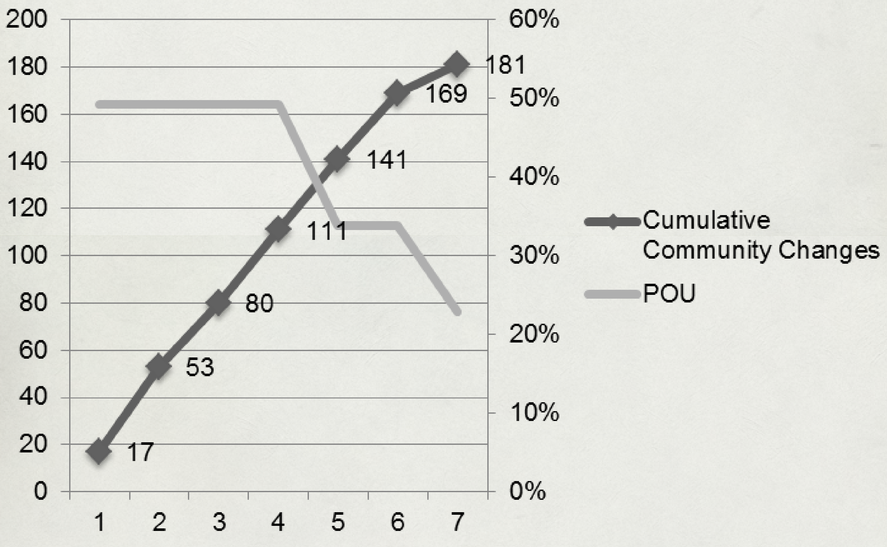
The ASAP Coalition engages in ongoing media outreach to widely disseminate prevention messages. This quarter, the coalition generated 3112 media hits. Of those, 1021 were earned and 2091 were paid advertisements. An OTT campaign was launched, reaching 90130 people.

FOUR CORE MEASURES (2014-2016)



The four core measures are a required reporting component for the Drug-Free Communities Support Program. Four core measures are recorded every other year.

CUMULATIVE COMMUNITY CHANGE



Cumulative community changes theoretically provide protective factors in the community. As community changes increase, prevalence of youth substance use should decrease. This illustration shows how prevalence of youth substance use has decreased over time while cumulative community changes have increased.