2012

Fourth Quarter Report

Allies for Substance Abuse Prevention (ASAP) of Anderson County is a private, non-profit organization whose mission is to engage community partners in the prevention of substance abuse in Anderson County through awareness, education, and policy change.

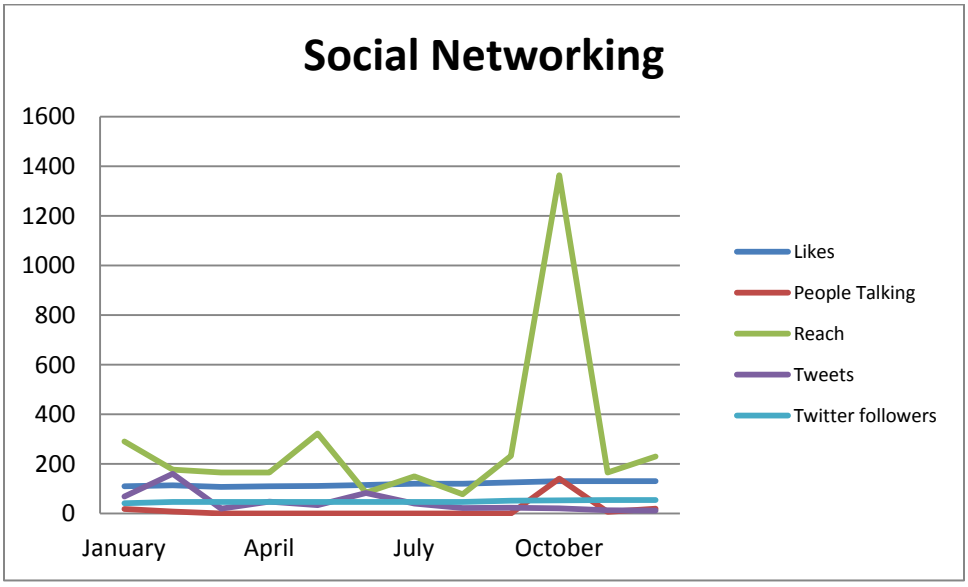
Quarterly Report
October—December, 2012

PROGRAMMING
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 9 programs/trainings to a total of 2,458 people (Please see Appendix I for details) [0% change from previous quarter in total presentations, 1,054% change from previous quarter in people reached / -77.5% change from the same quarter of the previous year in total presentations, 200% change from the same quarter of the previous year in people reached]. In addition, 1 medicine collection event was held, netting 20 pounds of medicine. The permanent medicine disposal bin at CPD drew 129.4 pounds of medicine. To date, the medicine collection program has collected a combined 2,177 pounds.

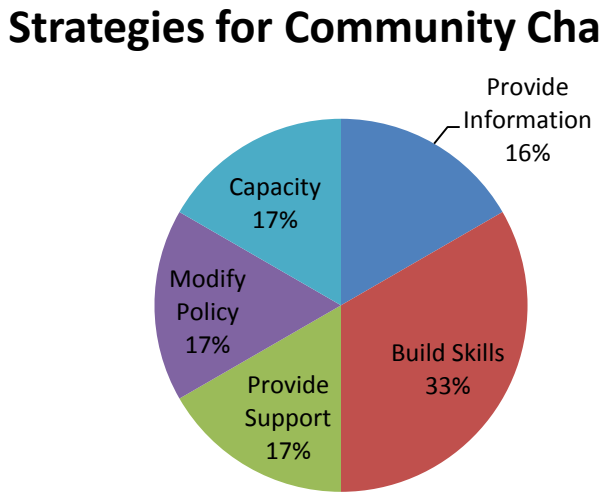
MATERIALS
Allies for Substance Abuse Prevention disseminated 153 materials in the community. Beneficiaries of these materials were local civic groups, students, community agencies, and medicine collection participants (Please see Appendix II for details) [24% change from previous quarter / -93.9% change from the same quarter of the previous year].

RESOURCES (Cash and in-kind)
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated $17,618.69 in matching funds [-51.3% change from previous quarter / -18.2% change from the same quarter of the previous year].

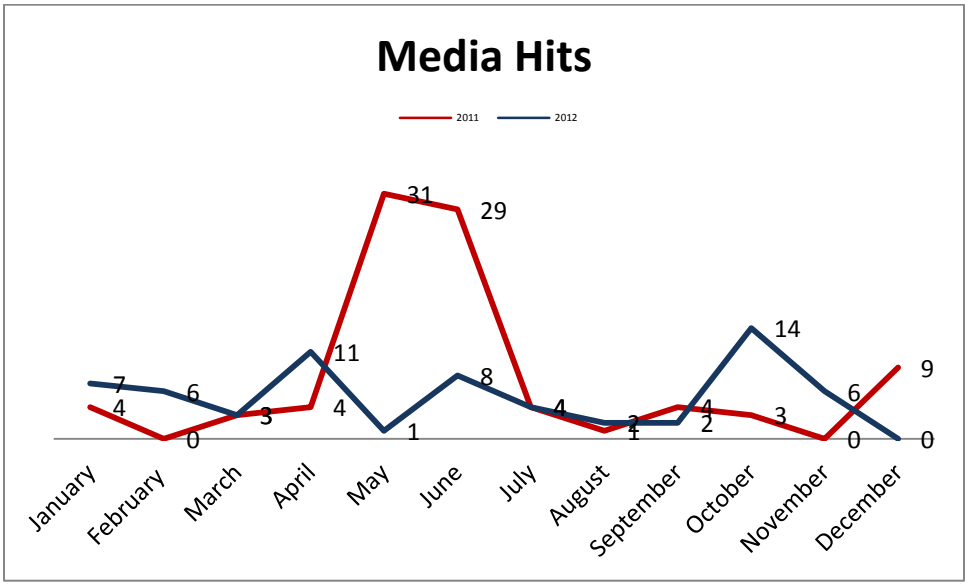
SOCIAL NETWORKING
During this quarter, Allies for Substance Abuse Prevention generated impressions via social media outlets. ASAP's Facebook page had 131 Likes, 20 People Talking, and generated a reach of 1,758. ASAP's Twitter account had 55 followers and 46 tweets.



STRATEGIES FOR COMMUNITY CHANGE
During this quarter, Allies for Substance Abuse Prevention utilized each of the following prevention strategies.



MEDIA HITS
During this quarter, Allies for Substance Abuse Prevention earned 8 media hits.



Appendix I

Coalition Programming

QUARTER

October			
Social Host Campaign	19-Oct-12	MF/SS	2150
Reach Out Now - Briceville Elementary	23-Oct-12	MF	23
Reach Out Now - Lake City Elementary	29-Oct-12	MF	24
Reach Out Now - Lake City Elementary	30-Oct-12	MF	22
Reach Out Now - Lake City Elementary	31-Oct-12	MF	21
Reach Out Now - Lake City Elementary	1-Nov-12	MF	19
Student Panel - Lake City Elementary	2-Nov-12	MF	90
November			
Rocky Top Market managers	15-Nov-12	SAS	42
December			
ETCH CNE Addiction class	17-Dec-12	SAS	67
Quarterly total			**2458**

Appendix II

Materials Dissemination

October	date	item	quantity
Clinton Family Night Out	9-Oct-12	ASAP Decals	23
Clinton Family Night Out	9-Oct-12	Media Cards	34
Clinton Family Night Out	9-Oct-12	Proper Med Disposal pamphlet	26
Clinton Family Night Out	9-Oct-12	Teen Help Cards	13
Clinton Family Night Out	9-Oct-12	Binge Drinking pamphlet	6
Clinton Family Night Out	9-Oct-12	Make A Difference booklet	1
Clinton Family Night Out	9-Oct-12	Hero bookmarks	32
Clinton Family Night Out	9-Oct-12	Smoking pahlet	5
Clinton Family Night Out	9-Oct-12	Elks Tips for parents	3
Clinton Family Night Out	9-Oct-12	Drug Use Druing Pregnancy pamphlet	6
Clinton Family Night Out	9-Oct-12	ASAP pamphlet	1
Clinton Family Night Out	9-Oct-12	Meth booklet	3
November			
December			
Quarterly grand total			**153**