2014

First 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.

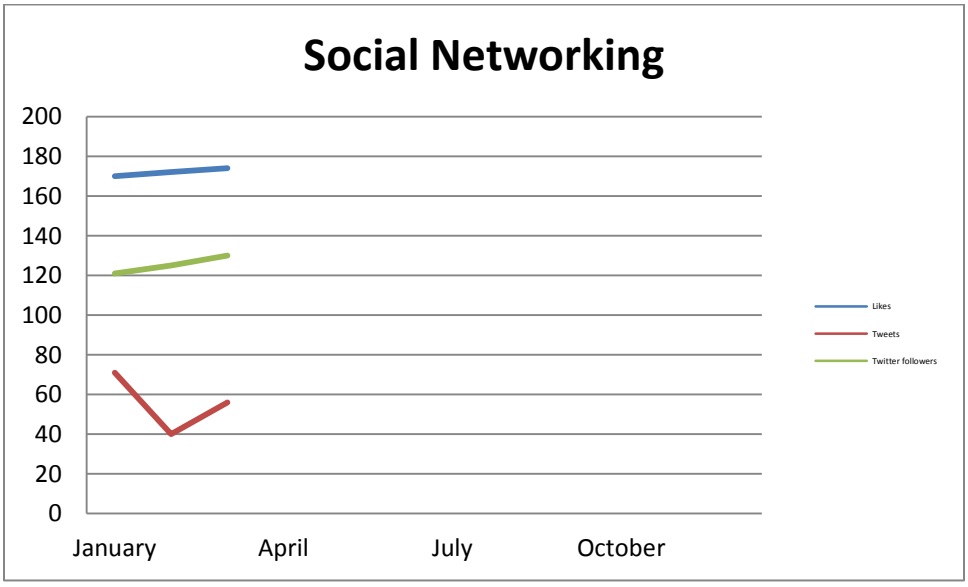
Quarterly Report
January—March, 2014

PROGRAMMING
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 7 programs/trainings to a total of 401 people (Please see Appendix I for details) [-22.2% change from previous quarter in total presentations, +83.1% change from previous quarter in people reached / -41.7% change from the same quarter of the previous year in total presentations, -90.3% change from the same quarter of the previous year in people reached]. In addition, 1 medicine disposal event was held within the county, at four separate locations netting 189.6 pounds of medicine. The permanent medicine disposal bin at CPD collected 140.6 pounds of medicine. To date, the medicine collection program has collected a combined 4,051 pounds.

MATERIALS
Allies for Substance Abuse Prevention disseminated 1,338 materials in the community during this quarter [+31.6% change from previous quarter / no measurable change from the same quarter of the previous year].

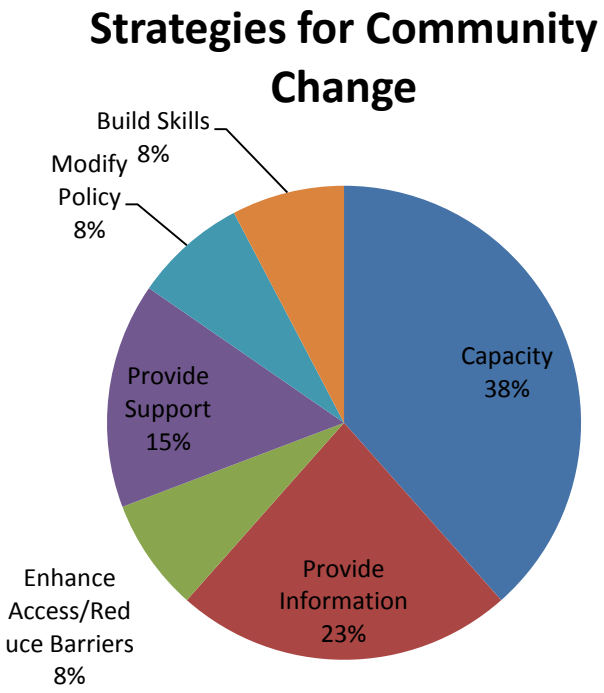
RESOURCES (Cash and in-kind)
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated $21,271.03 in matching funds [+67.5% change from previous quarter / -7.6% change from the same quarter of the previous year].

SOCIAL NETWORKING
During this quarter, Allies for Substance Abuse Prevention generated impressions via social media outlets. ASAP's Facebook page had 174 Likes. ASAP's Twitter account had 130 followers and 167 tweets.



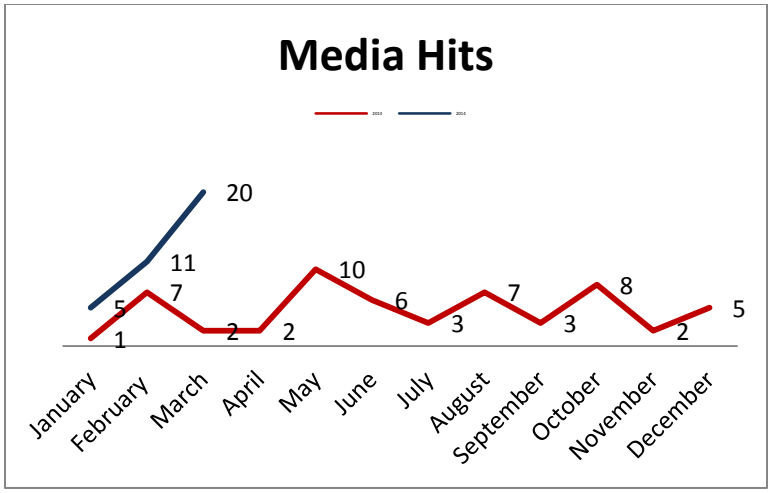
STRATEGIES FOR COMMUNITY CHANGE

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 20 media hits. In addition, there were 16 paid media hits.



Appendix I

Coalition Programming

1st Quarter 2014			#
January	**date**	**staff**	**audience**
Clinton Rotary Club	21-Jan-14	SS	22
Counselor presentation	29-Jan-14	SS	17
February			
Clinton Middle School	26-Feb-14	Michael and Stacey	150
Lake City Middle School	26-Feb-14	Michael and Stacey	110
TN Tuesday	4-Feb-14	SS	38
Chuck Fleischmann	5-Feb-14	SS	7
March			
Norwood Middle School	5-Mar-14	Michael and Stacey	57

Appendix II

Materials Dissemination

1st Quarter 2014			#
January	**date**	**item**	**quantity**
ETHRA Office on Aging	10-Jan-13	Rx Disposal Brochure	100
February			
AC v CHS Basketball Game	5-Feb-14	Towels	350
AC v CHS Basketball Game	5-Feb-14	Stress Balls	250
AC v CHS Basketball Game	5-Feb-14	PWH Information Cards	300
Tobacco Outlets	2/19 to	ID Coders	80
Tobacco Outlets	2/19 to	2014 ID Checking Guide	80
Tobacco Outlets	2/19 to	Lighted Magnifying Glass	80
ACHS, CHS, NMS, LCMS, CMS, NMS	28-Feb-14	I am One Posters	22
March			
Anderson County Early Headstart/Headstart	12-Mar-14	Medicine Lock Boxes	10
Oak Ridge Early Headstart/Headstart	24-Mar-14	Medicine Lock Boxes	15
School counselors	29-Mar-14	street drugs books	17
School counselors	29-Mar-14	jump drives	17
School counselors	29-Mar-14	pens	17