2014

Third 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.

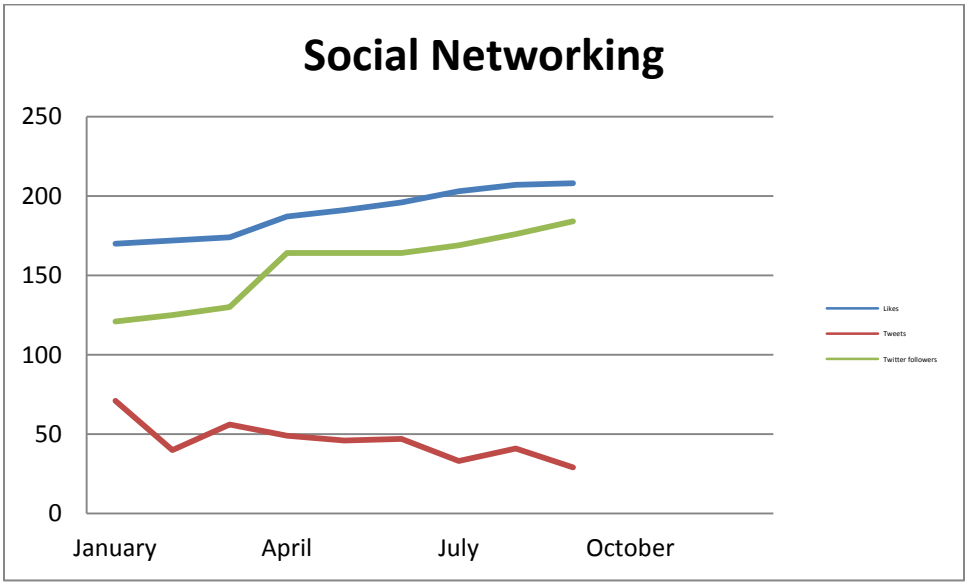
Quarterly Report
July—September, 2014

PROGRAMMING
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 15 programs/trainings to a total of 4312 people (Please see Appendix I for details) [+66.7% change from previous quarter in total presentations, +44.3% change from previous quarter in people reached / +114.3% change from the same quarter of the previous year in total presentations, -79.7% change from the same quarter of the previous year in people reached]. In addition, 2 medicine disposal events were held within the county, at two separate locations netting 215.2 pounds of medicine. The permanent medicine disposal bins collected 328.9 pounds of medicine. To date, the medicine collection program has collected a combined 5,064 pounds.

MATERIALS
Allies for Substance Abuse Prevention disseminated 2,804 materials in the community during this quarter [+582.2% change from previous quarter / -30.9% change from the same quarter of the previous year].

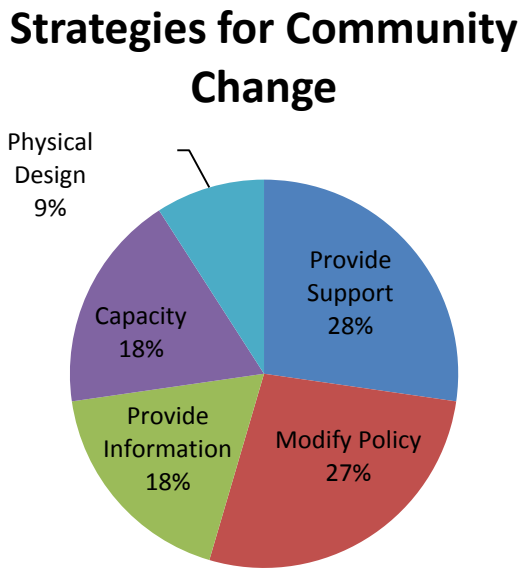
RESOURCES (Cash and in-kind)
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated $38,824.57 in matching funds [-37.2% change from previous quarter / +41.4% change from the same quarter of the previous year].

SOCIAL NETWORKING
During this quarter, Allies for Substance Abuse Prevention generated impressions via social media outlets. ASAP's Facebook page had 196 Likes. ASAP's Twitter account had 164 followers and 142 tweets.



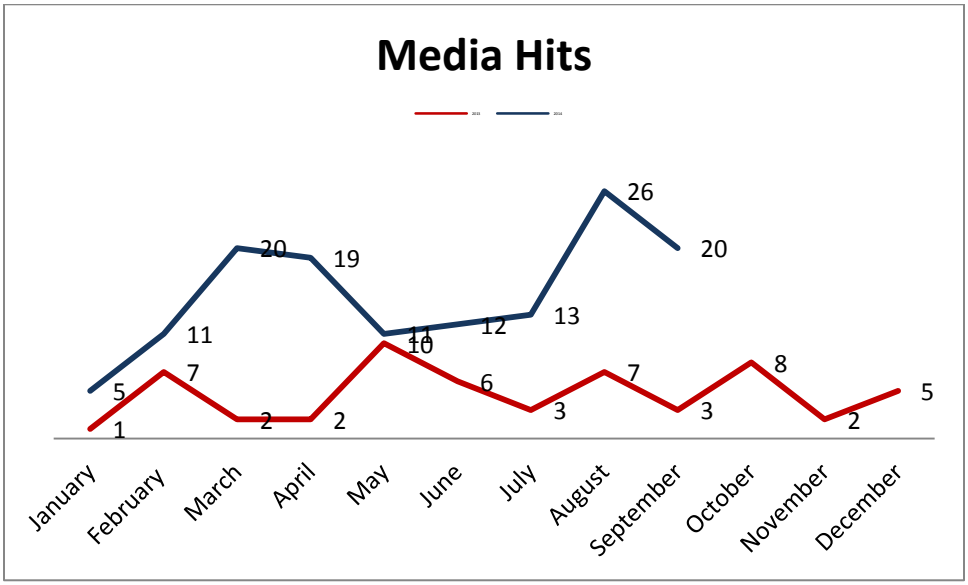
STRATEGIES FOR COMMUNITY CHANGE

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 generated 59 media hits. Of those, 20 were earned and 39 were paid media hits, generating a total reach of 2.1 million impressions.



Appendix I

Coalition Programming

3rd Quarter 2014			#
July	**date**	**staff**	**audience**
Ridgeview	11-Jul-14	Stacey	40
AC School Board	14-Aug-14	SS	80
RAS Class	7-Jul-14	MF	2
Evans-Ailey DFW	11-Jul-14	MF	10
Wilson DFW	6-Aug-14	MF	50
Wilson DFW	6-Aug-14	MF	50
Wilson DFW	7-Aug-14	MF	50
Wilson DFW	7-Aug-14	MF	50
Wilson DFW	7-Aug-14	MF	50
Wilson DFW	7-Aug-14	MF	50
Wilson DFW	7-Aug-14	MF	50
August			
ORUD Safety Day	20-Aug-14	MF	67
CUB DFW	21-Aug-14	MF	50
CUB DFW	21-Aug-14	MF	50
CUB DFW Supervisors	28-Aug-14	SS	25
September			

Appendix II

Materials Dissemination

3rd Quarter 2014			#
July	**date**	**item**	**quantity**
Office on Aging	10-Jul-14	Proper Medicine Disposal Brochures	500
Head Start	16-Jul-14	Proper Medicine Disposal Brochures	200
Doctor and Dentist Offices-Oak Ridge	30-Jul-14	Brochure Stand	10
Doctor and Dentist Offices-Oak Ridge	30-Jul-14	Proper Medicine Disposal Brochures	500
August			
Dragon Day/Mav Day	4-Aug-14	Sunglasses	42
Dragon Day/Mav Day	4-Aug-14	Pens	26
Dragon Day/Mav Day	4-Aug-14	Decals	10
Dragon Day/Mav Day	4-Aug-14	Media Cards	7
DCS	25-Aug-14	Medicine Lock Boxes	40
DCS	25-Aug-14	Lock Box Information Card	40
Ridgeview	25-Aug-14	Medicine Lock Boxes	30
Ridgeview	25-Aug-14	Lock Box Information Card	30
Oak Ridge Preschool	25-Aug-14	Medicine Lock Boxes	20
Oak Ridge Preschool	25-Aug-14	Lock Box Information Card	20
Doctor and Dentist Offices-Oak Ridge	26-Aug-14	Brochure Stand	20
Doctor and Dentist Offices-Oak Ridge	26-Aug-14	Proper Medicine Disposal Brochures	1000
Roane State Welcome Week	26-Aug-14	Sunglasses	60
Roane State Welcome Week	26-Aug-14	Pens	50
Roane State Welcome Week	26-Aug-14	Decals	18
Roane State Welcome Week	26-Aug-14	Media Cards	80
Roane State Welcome Week	26-Aug-14	Proper Medicine Disposal Brochures	9
Oak Ridge High School Open House	28-Aug-14	Sunglasses	18
Oak Ridge High School Open House	28-Aug-14	Pens	30
Oak Ridge High School Open House	28-Aug-14	Decals	5
Oak Ridge High School Open House	28-Aug-14	Media Cards	10
Oak Ridge High School Open House	28-Aug-14	Proper Medicine Disposal Brochures	9
ETCH	29-Aug-14	Medicine Lock Boxes	10
ETCH	29-Aug-14	Lock Box Information Card	10