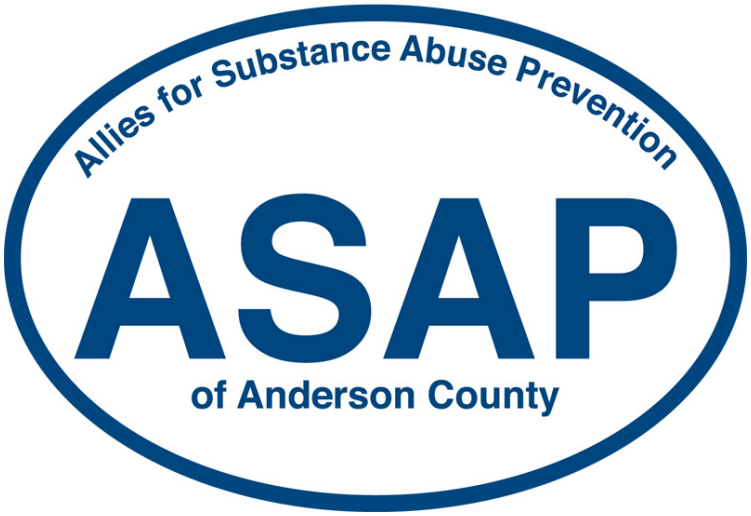
2014

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.

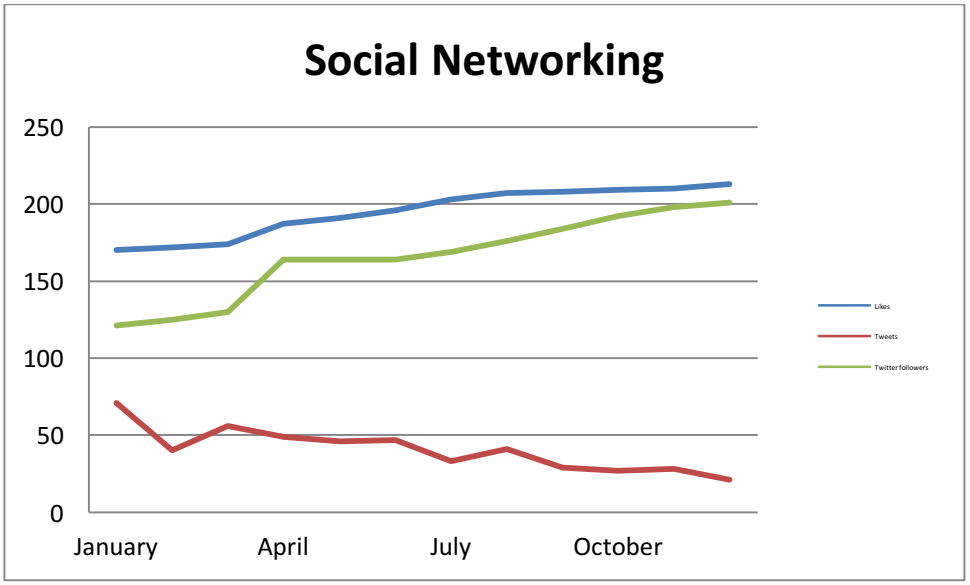
Quarterly Report
October—December, 2014

PROGRAMMING
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 18 programs/trainings to a total of 4020 people (Please see Appendix I for details) [+20% change from previous quarter in total presentations, +496% change from previous quarter in people reached / +100% change from the same quarter of the previous year in total presentations, -1736% change from the same quarter of the previous year in people reached]. In addition, the permanent medicine disposal bins collected XXX pounds of medicine. To date, the medicine collection program has collected a combined XXXX pounds.

MATERIALS
Allies for Substance Abuse Prevention disseminated 28086 materials in the community during this quarter [+902% change from previous quarter / -2662% change from the same quarter of the previous year].

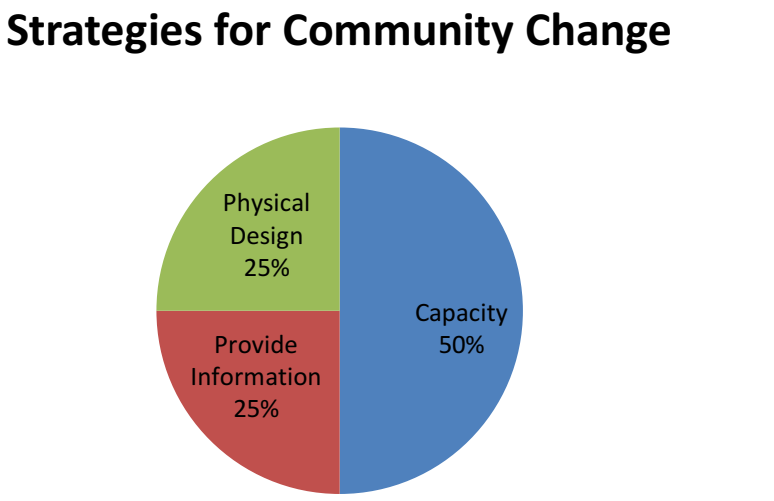
RESOURCES (Cash and in-kind)
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated $35,580.65 in matching funds [-8.4% change from previous quarter / +180% change from the same quarter of the previous year].

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.



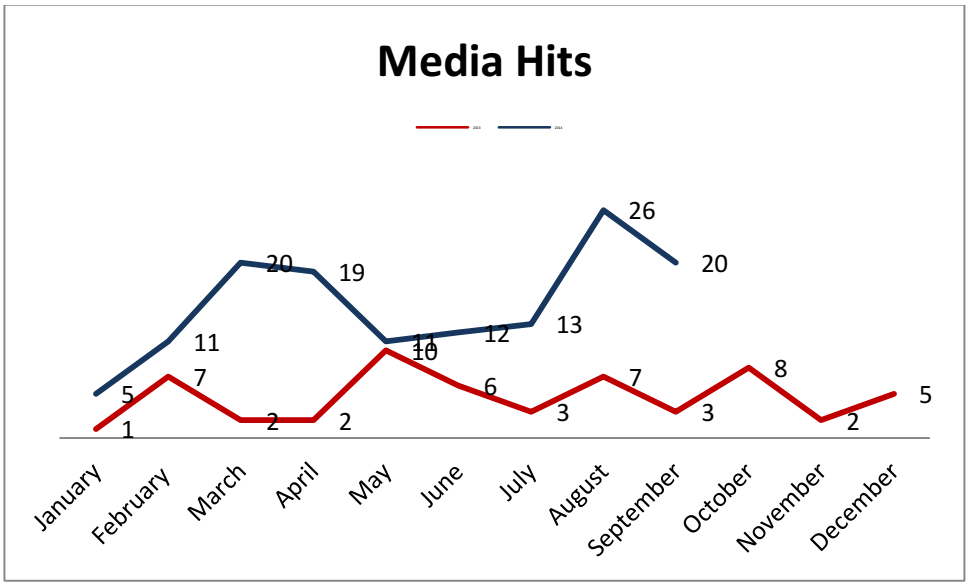
STRATEGIES FOR COMMUNITY CHANGE

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 52 media hits. Of those, 24 were earned and 28 were paid media hits, generating a total reach of 2.6 million impressions.



Appendix I

Coalition Programming

4th Quarter 2014			#
October	**date**	**staff**	**audience**
TN Anti-Tobacco Advocacy Training	2-Oct-14	Stacey & Michael	48
Clinton Middle School 6th Grade	10-Oct-14	Stacey & Michael	23
Clinton Middle School 7th Grade	11-Oct-14	Stacey & Michael	230
Clinton Middle School 8th Grade	12-Oct-14	Stacey & Michael	230
Anderson County Tobacco Presentation Initiative	22-Oct-14	Stacey	32
Lake City Elementary School Tobacco Presentation	23-Oct-14	Stacey	63
Tobacco Prevention Skit-Norris Elem.	27-Oct-14	Stacey	289
Tobacco Prevention Skit-Dutch Valley Elem.	28-Oct-14	Stacey	154
Tobacco Prevention Skit-Lake City Elem.	29-Oct-14	Stacey	553
Drugs and the Brain Presentation at ACHD for TENNder Care	29-Oct-14	Stacey	24
Tobacco Prevention Skit-Grand Oaks Elem.	30-Oct-14	Stacey	307
Tobacco Prevention Skit-Fairview Elem.	31-Oct-14	Stacey	297
November			
Tobacco Prevention Skit-Norwood Elem.	3-Nov-14	Stacey	575
Tobacco Prevention Skit-Claxton Elem.	5-Nov-14	Stacey	652
CIT Training at Ridgeview	6-Nov-15	Stacey	13
Tobacco Prevention Skit-Andersonville Elem.	10-Nov-14	Stacey	356
Tobacco Prevention Skit-Anderson County School Board	13-Nov-14	Stacey	56
Tobacco Prevention Skit-Briceville Elem.	14-Nov-14	Stacey	118
December			

Appendix II

Materials Dissemination

October			
Papa Johns Clinton	25-Oct-14	Be A Parent, Not A Peer coupons	8,000
Gametime Pizza	25-Oct-14	Be A Parent, Not A Peer coupons	4,000
Pizza Express	25-Oct-14	Be A Parent, Not A Peer coupons	3,000
Papa Johns Oak Ridge	25-Oct-14	Be A Parent, Not A Peer coupons	7,000
Pizza Inn	25-Oct-14	Be A Parent, Not A Peer coupons	5,000
Mountain / Hibachi Pizza	25-Oct-14	Be A Parent, Not A Peer coupons	500
Glenn's Pizza & Grill	25-Oct-14	Be A Parent, Not A Peer coupons	500
China Palace	7-Oct-14	Calendar	2
China Palace	7-Oct-14	ID Coder	5
China Palace	7-Oct-14	ID Checking Guide	1
China Palace	7-Oct-14	Magnifying Glass	1
China Palace	7-Oct-14	Table Tent	2
China Palace	7-Oct-14	Window Cling	1
Smokes and Things	11-Oct-14	Magnifying Glass	1
Smokes and Things	11-Oct-14	ID Coder	3
Smokes and Things	11-Oct-14	ID Checking Guide	1
Lake City Elementary Students	23-Nov-14	#ChooseNotToUse Bracelets	24
Roane State Community College Red Ribbon	29-Nov-14	Take Only as Directed	1
Roane State Community College Red Ribbon	29-Nov-14	Meth brochure	1
Roane State Community College Red Ribbon	29-Nov-14	media cards	1
Roane State Community College Red Ribbon	29-Nov-14	ACHD Quit Now postcards	2
Roane State Community College Red Ribbon	29-Nov-14	Binge Drinking brochure	2
Roane State Community College Red Ribbon	29-Nov-14	decals	2
Roane State Community College Red Ribbon	29-Nov-14	Proper Disposal brochures	3
Roane State Community College Red Ribbon	29-Nov-14	pens	2
Roane State Community College Red Ribbon	29-Nov-14	Drug use during pregnancy brochure	1
November			

December			
Ridgeview	8-Dec-14	Medicine Lock Boxes	10
Ridgeview	8-Dec-14	Lock Box Stickers	10
Ridgeview	8-Dec-14	Lock Box Info Cards	10