2015

Second 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.

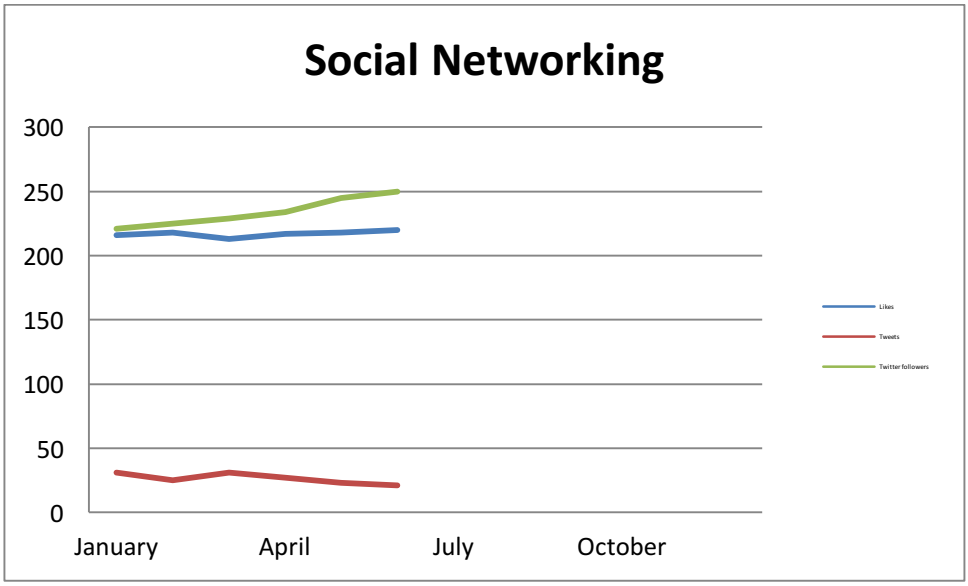
Quarterly Report
April—June, 2015

PROGRAMMING
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 7 programs/trainings to a total of 491 people [0% change from previous quarter in total presentations, -48% change from previous quarter in people reached / -22% change from the same quarter of the previous year in total presentations, +5% change from the same quarter of the previous year in people reached]. In addition, the permanent medicine disposal bins collected 352 pounds of medicine. To date, the medicine collection program has collected a combined 6,188.6 pounds.

MATERIALS
Allies for Substance Abuse Prevention disseminated 2,639 materials in the community during this quarter [+548% change from previous quarter / +542% change from the same quarter of the previous year].

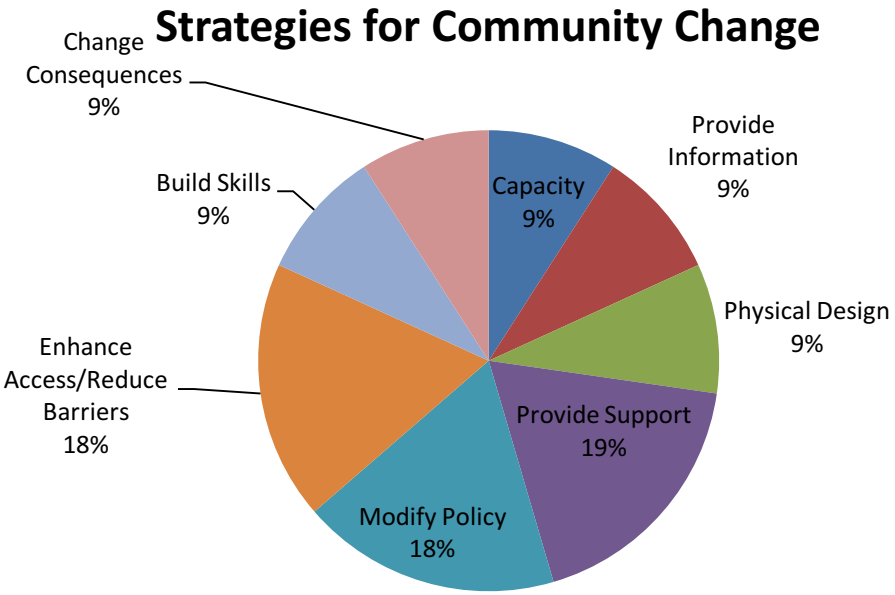
RESOURCES (Cash and in-kind)
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated $13,625.99 in matching funds [-83% change from previous quarter / -78% change from the same quarter of the previous year].

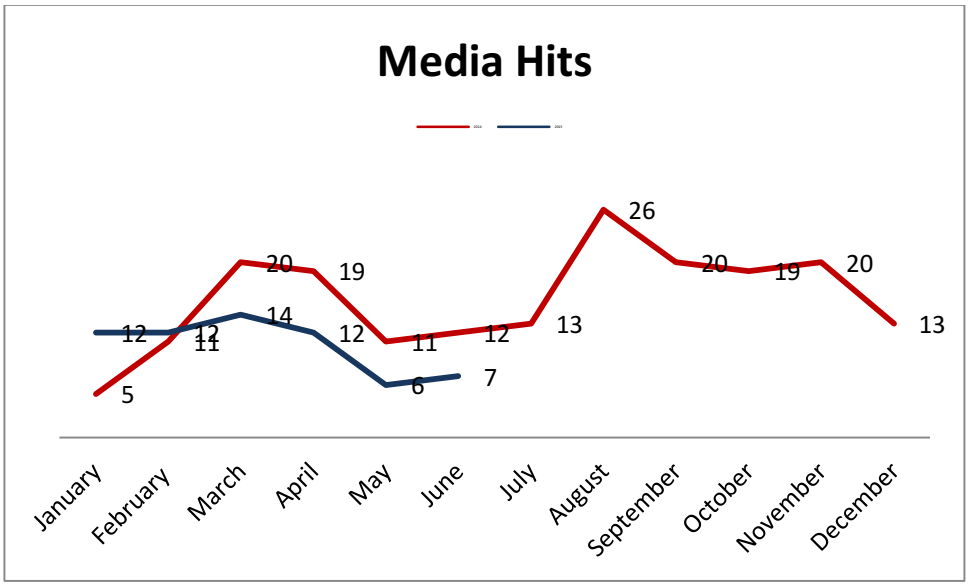
SOCIAL NETWORKING
During this quarter, Allies for Substance Abuse Prevention generated impressions via social media outlets. ASAP's Facebook page had 220 Likes. ASAP's Twitter account had 250 followers.



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 25 media hits. Of those, 10 were earned and 15 were paid media hits, generating a total reach of 3.6 million impressions.