2015

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.

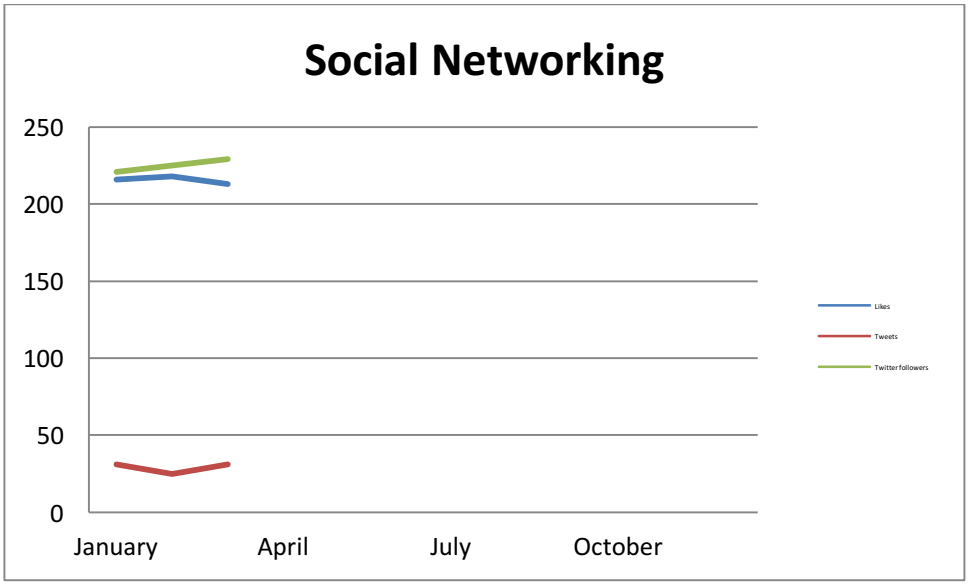
Quarterly Report
January—March, 2015

PROGRAMMING
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 7 programs/trainings to a total of 949 people (Please see Appendix I for details) [-61% change from previous quarter in total presentations, -76% change from previous quarter in people reached / 0% change from the same quarter of the previous year in total presentations, +137% change from the same quarter of the previous year in people reached]. In addition, the permanent medicine disposal bins collected 423 pounds of medicine. To date, the medicine collection program has collected a combined 5,836 pounds.

MATERIALS
Allies for Substance Abuse Prevention disseminated 407 materials in the community during this quarter [-99% change from previous quarter / -70% change from the same quarter of the previous year].

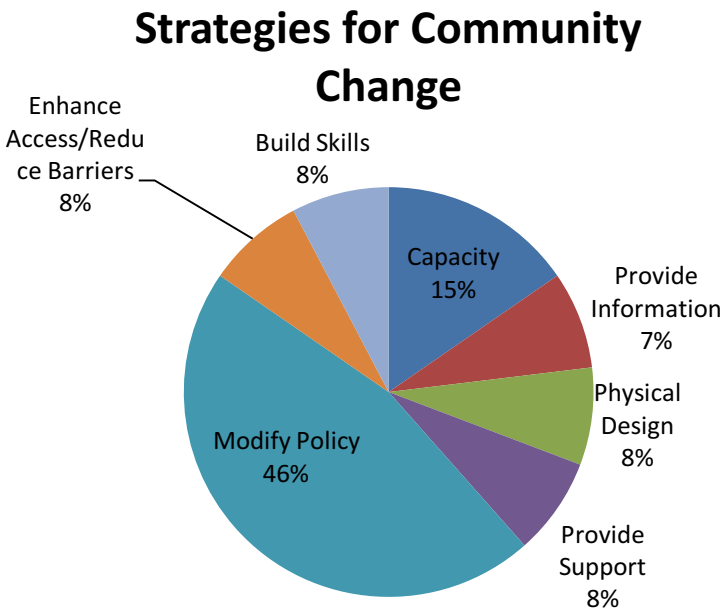
RESOURCES (Cash and in-kind)
During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated $77,735.05 in matching funds [+119% change from previous quarter / +266% change from the same quarter of the previous year].

SOCIAL NETWORKING
During this quarter, Allies for Substance Abuse Prevention generated impressions via social media outlets. ASAP's Facebook page had 213 Likes. ASAP's Twitter account had 229 followers and 87 tweets.



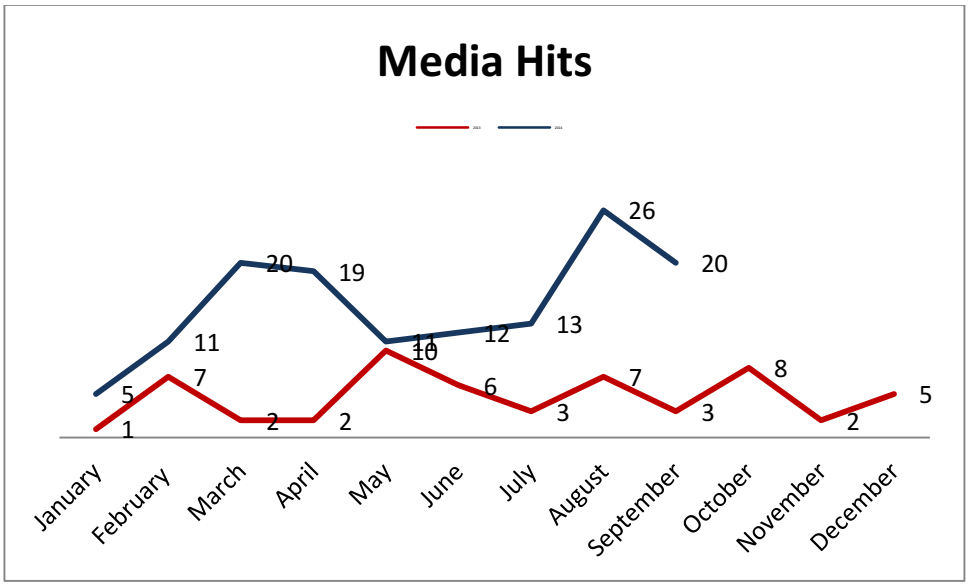
STRATEGIES FOR COMMUNITY CHANGE

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 38 media hits. Of those, 7 were earned and 31 were paid media hits, generating a total reach of 3.2 million impressions.



Appendix I

Coalition Programming

1st Quarter 2015			#
January	**date**	**staff**	**audience**
February			
Benefit: Cost Analysis	3-Feb-15	SAS, SP	103
March			
ORHS Youth Advisory Board	4-Mar-15	Stacey	14
South Clinton Elementary YC Tobacco	13-Mar	Stacey	245
North Clinton Elementary YC Tobacco	13-Mar	Stacey	170
Clinton Elementary YC Tobacco	13-Mar	Stacey	250
Kareday	25-Mar	Stacey	17
TN Legislature	18-Mar-15	SAS	150

Appendix II

Materials Dissemination

1st Quarter 2015			#
January	**date**	**item**	**quantity**
February			
First and Last Chance	23-Feb-15	magnifying glass	2
March			
Oak Ridge Preschool	4-Mar-15	Operation Rx brochures	200
Alcohol and Tobacco Outlet	6-Mar-15	Alcohol and Tobacco AVM	17
Alcohol Outlet	6-Mar-15	Alcohol AVM	3
Wal-Mart Pharmacy in Clinton	25-Mar-15	Operation Rx brochures	50
Kareday	25-Mar-15	Medicine Lock Boxes	15
Kareday	25-Mar-15	Lock Box Info Cards	15
ACHD	25-Mar-15	Medicine Disposal Brochures	100
Alcohol Outlet	31-Mar-15	Alcohol AVM	1
Alcohol and Tobacco Outlets	31-Mar-15	Alcohol and Tobacco AVM	4