

2013

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, 2013

PROGRAMMING

During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 9 programs/trainings to a total of 219 people (Please see Appendix I for details) [+28.6% change from previous quarter in total presentations, -93.4% change from previous quarter in people reached / 0% change from the same quarter of the previous year in total presentations, -91.1% 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 231.6 pounds of medicine. The permanent medicine disposal bin at CPD collected 143.2 pounds of medicine. To date, the medicine collection program has collected a combined 3721 pounds.

MATERIALS

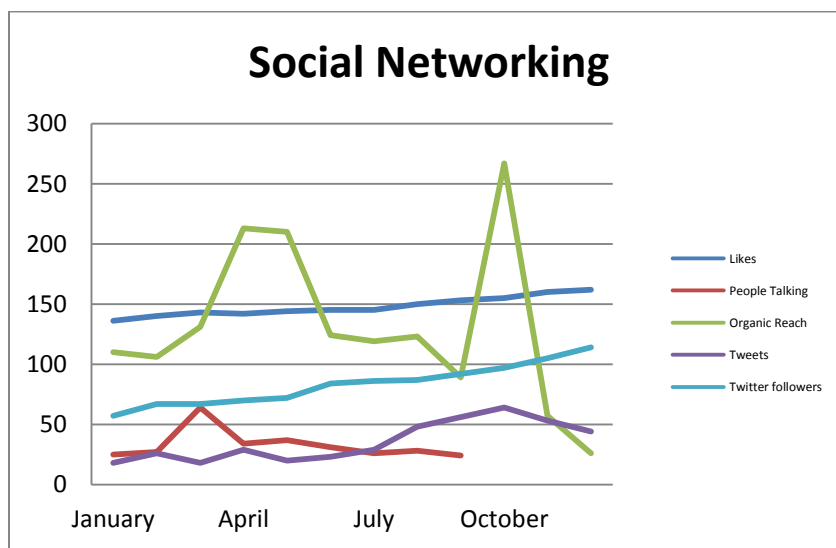
Allies for Substance Abuse Prevention disseminated 1,017 materials in the community during this quarter [-75% change from previous quarter / 564.7% change from the same quarter of the previous year].

RESOURCES (Cash and in-kind)

During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated \$12,695.86 in matching funds [-53.8% change from previous quarter / -27.9% change from the same quarter of the previous year].

SOCIAL NETWORKING

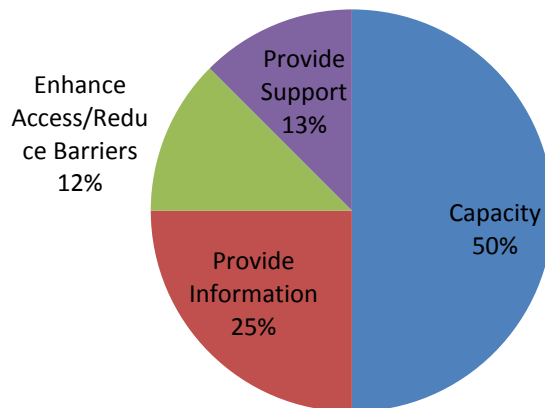
During this quarter, Allies for Substance Abuse Prevention generated impressions via social media outlets. ASAP's Facebook page had 162 Likes and generated a reach of 350. ASAP's Twitter account had 114 followers and 161 tweets.



STRATEGIES FOR COMMUNITY CHANGE

During this quarter, Allies for Substance Abuse Prevention utilized each of the following prevention strategies.

Strategies for Community Change



MEDIA HITS

During this quarter, Allies for Substance Abuse Prevention earned 12 media hits. In addition, there were 3 paid media hits.

