

2014

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, 2014

PROGRAMMING

During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention delivered 9 programs/trainings to a total of 467 people (Please see Appendix I for details) [+28.6% change from previous quarter in total presentations, +16.5% change from previous quarter in people reached / +50% change from the same quarter of the previous year in total presentations, +251.1% 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 286.4 pounds of medicine. The permanent medicine disposal bins collected 229.4 pounds of medicine (bins were installed in April at Norris PD, Oliver Springs PD, and Lake City PD). To date, the medicine collection program has collected a combined 4,566 pounds.

MATERIALS

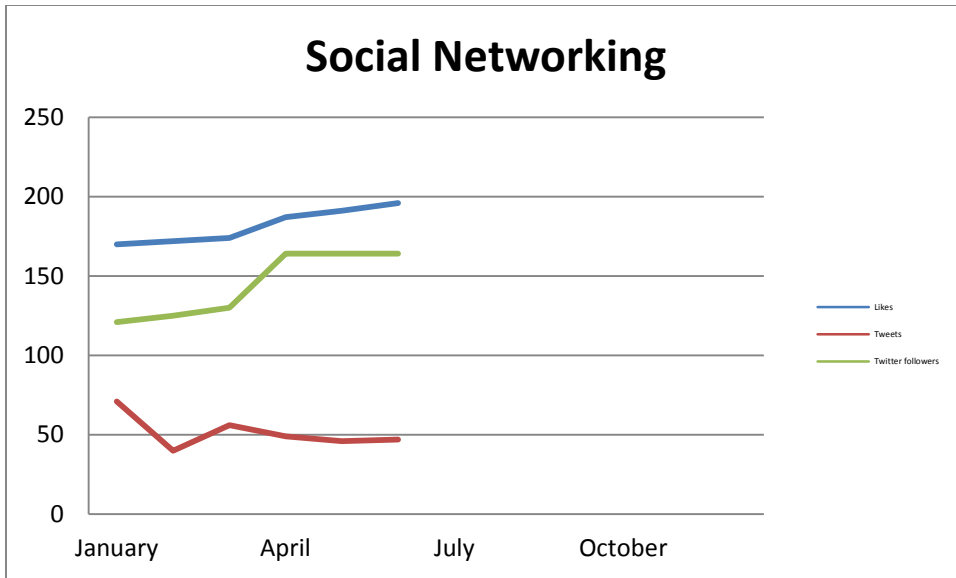
Allies for Substance Abuse Prevention disseminated 411 materials in the community during this quarter [-69.3% change from previous quarter / -6.4% change from the same quarter of the previous year].

RESOURCES (Cash and in-kind)

During this quarter, the staff and volunteers of Allies for Substance Abuse Prevention generated \$61,871.00 in matching funds [+190.9% change from previous quarter / +97.2% change from the same quarter of the previous year].

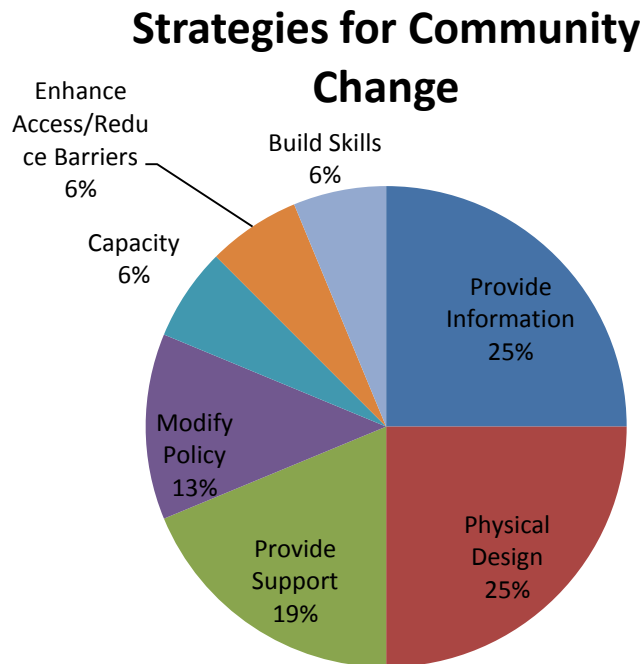
SOCIAL NETWORKING

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 earned 18 media hits. In addition, there were 24 paid media hits.

