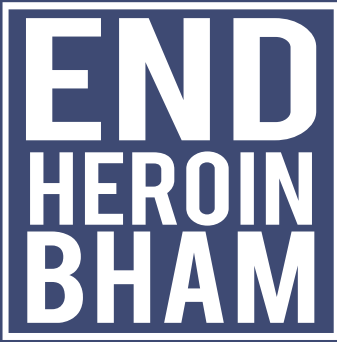


# 2020 Annual REPORT

Yearly Highlights and Impact from Addiction Prevention Coalition

**MISSION:** Show that substance abuse is a deadly epidemic, lessen the shame and hopelessness of those who are struggling, and provide education and connection to enable people to find or maintain wholeness, safety, and sobriety.



## End Heroin Bham Walk on Feb 29, 2020

**3,000+** People Attended

**\$100,000** Raised

**44** Resource Tables

**251** People Trained on NARCAN®

**100** Volunteers for the Walk

**450** New APC Members



## Social Media Reach

**1,200+** Posts

**500+** New Followers

**1.2 MILL+** Reach



## Hours Donated to APC

**2,209** Volunteers Hours (Increased from 1650)

**342** Intern Hours



Guidestar  
2019 Platinum Seal  
Of Transparency



Children's  
Trust Fund  
Grant Recipient



Alabama Department of  
Mental Health  
Certified Prevention Partner



Partnership to  
End Addiction  
Community Partner

APC exists to be a leader in preventing addiction by inspiring people to live with hope, resilience and purpose.



Addiction Prevention Coalition

# Students



APC's goal is to educate students, empower them to educate their peers and create opportunities for leadership development and healthy engagement in their communities.

- YAC STUDENTS PRESENTED AT FOCUS RALLIES
- INFOCUS STUDENT CHAPTERS IN **12** HIGH SCHOOLS AROUND BIRMINGHAM
- ARISE EVIDENCE BASED EARLY INTERVENTION PROGRAM IN DUPUY ALTERNATIVE SCHOOL
- YAC MONTHLY LEADERSHIP MEETINGS
- **30+** STUDENT CAMPAIGNS, EVENTS, PRESENTATIONS, AND TRAINING SESSIONS
- COMPLETED TRIAL OF EVIDENCE-BASED, SOCIAL/EMOTIONAL LEARNING PROGRAM

Program Conducted at West End Elementary (Four 4th Grade Classrooms Participated)

**20%** Increase in involvement in positive extracurricular activities

**5-12%** Increase in intellectual curiosity and emotional intelligence

**11%** Increase in thinking there is a positive way to do everything

- APC AUTHORIZED AS TEEN MENTAL HEALTH FIRST AID EDUCATING ORGANIZATION

**2** Staff Members Trained – 1st Implementation scheduled for Spring, 2021

# Book Bag Drive



During July and August we collected school supplies for our backpack giveaway.



With those donations, **260** backpacks filled with school supplies and a Prevention Packet for Parents were distributed to Birmingham City School Students! We want to thank everyone who donated supplies and their time! Big shout out to Fritz Clinic who partnered with us to make this happen!

# State Wide Initiatives



- **87** People Who Could Not Afford the Intake Fee for Rehab Were Paid For
- 12 WEBINARS ON PREVENTION, RECOVERY AND SUBSTANCE USE
- GRIEF WORKSHOP ON HOPE AND HEALING: EFFECTIVELY COPING WITH LOSS FROM ADDICTION
- CAMPAIGN TO ENCOURAGE PARENTS/GRANDPARENTS TO TALK TO THEIR CHILDREN ABOUT SUBSTANCE USE  
New Parent Toolbox added to website to equip parents
- **30** Second video created
- **6** Week digital media campaign ran state wide
- **700,000+** Impressions Reached
- PARTNERED WITH ALABAMA HIGH SCHOOL ATHLETIC ASSOCIATION TO PROVIDE PREVENTION INFORMATION TO TEAMS STATEWIDE [www.ahsaa.com](http://www.ahsaa.com)
- PUBLISHED NEW BLOGS WEEKLY ON PREVENTION, SUD, RECOVERY STORIES, PARENT INFORMATION AND LATEST DRUG TRENDS

# Parents of Addicted Loved Ones (PAL) Groups



Completed **2** Groups this Year with **30+** Families Served

# Grants

- **\*NEW\*** Awarded Partnership for Success 5-year Federal Grant To build Prevention Capacity in Birmingham
- **\*NEW\*** Sub-Recipient of 5-year Federal Prevention Navigation Grant with UAB
- **\*NEW\*** Awarded ADPH Tobacco Prevention Grant for Birmingham
- Awarded Children's Trust Fund Grant around Substance Use Awareness

**4 NEW STAFF MEMBERS**  
*Funded Through These Grants*