

2021 Annual REPORT

Yearly Highlights and Impact from Addiction Prevention Coalition

MISSION: Show that substance use disorder 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 16.6 Challenge

266 People Attended

\$42,414 Raised



APRIL 16-30, 2021 — DUE TO THE PANDEMIC, THIS YEAR WE SHOOK THINGS UP AND WENT VIRTUAL WITH A 16.6 CHALLENGE! 16.6 is the current rate of death by overdose in Alabama (CDC), which means that 16.6 in 100,000 Alabamians die each year from overdose. We can reduce this number by removing the stigma surrounding SUD and educating our community about the dangers of substance use.

Social Media Reach **935** New Followers **1.4 MILL+** Reach

Digital Awareness **7** Campaigns **3,690** Engagements **4.2 MILL+** Impressions

Hours Donated to APC

2,426 Volunteers Hours (Increased from 2,209)
886 Intern Hours

Prevention Presentations



GIVEN AT THE FOLLOWING CONFERENCES

- CADCA National
- National Child Abuse & Neglect Conference
- ASADS State Prevention Conference



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

2,000 PREVENTION HANDOUTS DISTRIBUTED

3,000 WEB VIEWS OF OUR PARENT TOOLBOX & FIND HELP PAGE

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.

- **10** HIGH SCHOOLS AROUND BIRMINGHAM WITH INFOCUS STUDENT CHAPTERS
- ARISE EVIDENCE BASED EARLY INTERVENTION PROGRAM IN DUPUY ALTERNATIVE SCHOOL
- YAC MONTHLY LEADERSHIP MEETINGS
- **40** STUDENT CAMPAIGNS, EVENTS, PRESENTATIONS, AND TRAINING SESSIONS
- APC AUTHORIZED AS MENTAL HEALTH FIRST AID EDUCATING ORGANIZATION
- **4** Staff members trained

State Wide Initiatives



- **101** PEOPLE WHO COULD NOT AFFORD THE INTAKE FEE FOR REHAB WERE PAID FOR
- **17** WEBINARS ON PREVENTION, RECOVERY AND SUBSTANCE USE. REACHING **2,000+** PEOPLE
- **63** PEOPLE PARTICIPATED IN OUR VIRTUAL GRIEF WEBINAR AND A VIRTUAL WORKSHOP ON GRIEF RELATED TO SUBSTANCE USE
- BE A HERO CAMPAIGN
 - **30** Second video created
 - **8** Week digital media campaign ran state wide
 - **5,201,124** Impressions Reached
- PUBLISHED NEW BLOGS WEEKLY ON PREVENTION, SUD, RECOVERY STORIES, PARENT INFORMATION AND THE LATEST DRUG TRENDS
- **465** PROFESSIONALS TRAINED ON SUBSTANCE USE DISORDER WITH CONTINUING EDUCATION
- **1,212** DETERRA BAGS DISTRIBUTED FOR SAFE MEDICATION DISPOSAL



Parents of Addicted Loved Ones (PAL)

Completed **2** Groups this Year with **60+** Families Served

Book Bag Drive

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



With those donations, **500** 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!



Grants Received



NEW

Awarded 2 Children's Trust Fund Grants Around SUD Awareness and Parent Support

NEW

Awarded 3 ADMH Prevention 2-Year Grants

NEW

ADPH Tobacco Prevention Grant for Birmingham

2 NEW STAFF MEMBERS

Funded Through These Grants