

# 2023 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 Addiction Birmingham 2023

**2,500+** People Attended

**53** Resource Tables at Event

**25** Event Sponsors



In its new location, CITY WALK BHAM, the recovery community showed up strong for EAB 2023 to support, learn, and celebrate! The Honorable Judge Maria Fortune, Presiding Judge for the Drug Court Program in Jefferson County, Birmingham Division, served as our Champion. With double the attendance from the previous year, this event served as a reminder to all that APC's programs are crucial in Alabama. Funds raised provide scholarships to individuals who need financial assistance to enter SUD treatment, and to fund prevention programming in our schools and communities.

### Social Media Outreach



**569,301** Reach **21,417** Engagements

### Digital Awareness



**7.2 MILL+** Impressions **10,853** Engagements

### Hours Donated to APC



**1,769** Volunteers Hours **792** Intern Hours

## Transparency, Partnerships, and Grants Awarded



Guidestar  
2023 Platinum Seal  
Of Transparency: Candid.



Children's  
Trust Fund  
Grant Recipient



AL Dept. of Mental Health  
Certified  
Prevention Partner



Partnership to  
End Addiction  
Community Partner



ADPH  
Grant Recipient



SAMHSA  
Grant Recipient

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



Addiction Prevention Coalition



HIV + ADDICTION:  
Linkage, Education, and Prevention

**113** Total Project LEAP Participants

**61** People tested for HIV and Hep C

**75** Harm Reduction Kits distributed

**6,100** Fentanyl test strips distributed



## 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** Students and **2** Sponsors attended Youth 2 Youth Prevention Leadership Conference in Ohio

**10** INFOCUS Student Prevention Chapters

**69** Meetings for INFOCUS & Youth Advisory Council (YAC)

**96** Students participated in INFOCUS and YAC

**1,528** Students trained on Tobacco Prevention

**650** Participants attended the annual FOCUS Rally

**28** Schools represented at the annual FOCUS Rally

## Alabama Workplace Evolution Conference

**122** Participants

**12** Resource Tables

**17** Sponsors



The Alabama Workplace Evolution conference was created to help both employers and employees address mental health, substance use and recovery in the workplace by equipping them with the education and tools they need to create programs and informed policies to support a healthy and recovery-friendly workforce.

## State Wide Initiatives

**17** Media prevention campaigns

**8** Educational webinars hosted

**1,347** Detera medication disposal bags distributed

**15,800** Prevention handouts distributed

**202** People trained on NARCAN Administration

**493** Medical providers attended Professional Healthcare Trainings

**20** New Original Blogs published on website

**21** APC Recovery Cafe Podcast episodes produced



## Mental Health Trainings

**244** People trained on Youth Mental Health First Aid

**371** People trained on Teen MHFA

**166** People trained on Adult MHFA

**51** People trained on QPR (Suicide Prevention)

**467** Attendees of Community College Mental Health Trainings



## Recovery Support

**198** Scholarships to Treatment Funded

**2** Active In-Person Family Support Groups

**85** In-Person Family Support Group meetings held

**79** Family Support Group Participants



Addiction  
Prevention  
Coalition

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