

ALLIANCE FOR SUBSTANCE ADDICTION PREVENTION

# THE YEAR IN REVIEW

2019



Alliance for  
Substance  
Addiction  
Prevention

Powered by Alliance for Healthy Communities

# ASAP MISSION

TO COORDINATE COMMUNITY EFFORTS TO REDUCE COUNTYWIDE RISK FACTORS FOR ADDICTION, THEREBY PREVENTING AND DECREASING SUBSTANCE MIS-USE IN A COMPREHENSIVE AND LONG-TERM MANNER THAT PRIMARY IMPACTS YOUTH IN THE COMMUNITY.



**SUBSTANCE USE IS PREVENTABLE AND PEOPLE DO RECOVER.**

## QUARTER ONE SUCCESSES

January - March 2019

- ASAP hosts a Youth Leadership Summit during which attendees learned advocacy and teaching skills. The event trained 21 youth attendees with representation from 12 Pasco schools.
- Alliance for Healthy Communities becomes incorporated as part of the sustainability plan for ASAP & STAND initiatives.
- STAND youth advocate for prevention in Tallahassee. Students met with Representative Amber Mariano who invited them to the House of Representatives meeting where they received a warm reception. During their visit, they discussed the easy accessibility of vaping and tobacco products as well as concerns about youth substance use.
- STAND youth are featured in a NYU story on how the opioid crisis affects youth and schools in the Tampa Bay area.
- Recovery Community Organization (RCO) discussions begin in Pasco.
  - ASAP helps to engage the community and facilitate listening sessions to encourage the birth of a local RCO. See the Laker Lutz news article on the listening session.



# 2019 PRIORITY ISSUES

PASCO ASAP USES LOCAL DATA TO  
DIRECT OUR PREVENTION PROGRAMS.  
OUR 2019 PRIORITY ISSUES INCLUDED:



- YOUTH DRUG USE
- UNDERAGE DRINKING
- OPIOID USE, MISUSE, & ADDICTION
- RATES OF SUBSTANCE EXPOSED NEWBORNS
- IMPAIRED DRIVING
- INTRAVENOUS DRUG USE
- TOBACCO USE

**ADDICTION  
DOES NOT  
DISCRIMINATE**

## QUARTER TWO SUCCESSES

April - June 2019

- Our 2019 Strengthening Our Communities Conference had record attendance at almost 500 community stakeholders and citizens in the Tampa Bay Area. The keynote speaker was Columbine survivor, Austin Eubanks, who tragically passed away just a week later. Multiple news agencies covered the conference and passing of Austin.
- Alliance for Healthy Communities becomes a 501c3, federally recognized non-profit organization, building upon the sustainability for ASAP & STAND.
- STAND youth gather from across the county for Summer Game Day. The event featured presentations on conducting environmental scans for alcohol and tobacco, and how to participate in panel discussions for substance use prevention from a teen perspective.
- ASAP committee for Substance Exposed Newborns prevention hosts a resource fair reaching 50 people.
- STAND youth facilitate a panel on youth vaping during ASAP general meeting.
- ASAP participates in Pasco County School Board's Mental Health Symposium, educating participants on stigma and substance use disorders.
- ASAP Recovery Committee delivers hand written notes and signed banners from members of the recovery community to nurses and first responders. These notes were to thank them for their life saving actions on a daily basis.
- The Pasco County Board of Commissioners presents members of ASAP's Alcohol Initiative Committee & Mothers Against Drunk Driving with a resolution in honor of Alcohol Awareness Month.
- Mayor Rob Marlowe and the New Port Richey City Council present members of ASAP's Alcohol Initiatives Committee with a proclamation declaring the month of April, "Alcohol Awareness Month" in the city of New Port Richey.
- ASAP partners with the Pasco Sheriff's Office in hosting National Takeback Day on April 27th.  
687 pounds of unwanted and/or unused medications collected at disposal sites throughout the county.
- ASAP joined NAMI and members of the Acute Care & Systems of Care collaborative in receiving a resolution from the Pasco County Board of County Commissioners to honor Mental Health Awareness Month.

# QUARTER THREE SUCCESSES

July - September 2019

- ASAP partners with DEA in implementing the DEA 360 strategy in the Tampa Bay Area. This kicked off with a three-part training including:
  - Opioid 101 train-the-trainer course which was attended by over 100 people
  - Parent Coach Training
  - Youth Leadership Training in which 16 students from 7 different Pasco High Schools attended to represent Pasco County.
- New Port Richey Mayor Rob Marlowe and the New Port Richey City Council presented members of the ASAP Recovery Committee with a proclamation that declares the month of September, National Recovery Month in the city of New Port Richey.
- ASAP Announces name change and campaign to #EndStigmaASAP.
  - Alliance for Substance Addiction Prevention
- ASAP participates in helping to launch the Pasco County RCO assisting with the Recover Out Loud Symposium.
- ASAP joins forces with Recovery Epicenter in hosting a Narcan panel discussion and giving away 1,400 doses of the lifesaving drug.
- ASAP board member, Kelly Mothershead, accepts the Pinellas Realtor Organization’s 2019 “Good Neighbor” award on behalf of ASAP.
- The West Pasco Young Professionals group awarded ASAP with a grant at the Wake Up Greater Pasco Chamber breakfast.

# QUARTER FOUR SUCCESSES

October - Present 2019

- ASAP hosts the 2019 Narcotic Overdose Prevention & Education (NOPE) Candlelight Vigil with over 300 in attendance.
- ASAP partners with Pasco Sheriffs Office to host the second National Takeback Day of the year. Nearly 1200 pounds of expired and unused medications were collected.
- ASAP hosts its Annual Brunch with nearly 200 community members, stakeholders, and partners in attendance.
- ASAP hosts a second Train-the-Trainer event in partnership with DEA360 & Partnership for Drug Free Kids with 25 community members in attendance.
- ASAP collaborates with Pasco County Schools to coordinate 100 8th grade students from 7 different Middle Schools throughout the county to participate in the DEA360 Strategy Youth Summit. Nearly 500 students from Manatee, Pasco, Pinellas, and Hillsborough Counties participated, exceeding expectations! This event educated students about the risks of opioids, protective and risk factors, steps necessary to create population-level change and prevention strategies.
- Commissioner Mike Wells was voted into the ASAP Board of Directors.



# COALITION METRICS



## MEDICATION DISPOSAL

From January through November, the Pasco County Sheriff's Office, Dade City Police Department, and New Port Richey Police Department collected 4,338.25 pounds of unwanted and unused medications at disposal sites throughout the county.

## ASAP IN THE MEDIA

ASAP was featured in numerous media outlets on various projects, collaborations, and outreach.

- 10 News Articles
- 3 Podcasts
- 1 Report by NYU students in which 2 STAND members were interviewed.
- 3 Television News Spots

## SOCIAL MEDIA

- @PascoASAP Facebook page reaches 2,319 followers, with 597 posts reaching 182,307 people. Our network on facebook grew over 300+ followers since the beginning of the year!
- @Pasco\_ASAP Twitter is up to 1,034 followers. With 1,914 tweets reaching 166,785 people.
- Pasco\_ASAP Instagram grew to 102 followers having just started at the end of the first quarter. A total of 46 posts have been published reaching 132,208 people.

## OUTREACH

Through various events, presentations, and fairs ASAP has educated and disseminated prevention and mental health awareness information to 5,789 people within our community!

## DETERRA BAGS

There were 507 Deterra bags handed out at Pasco County Health Department centers throughout the county for residents to safely dispose of medications in their home.

## TIMER CAPS

ASAP and Pasco County Senior Services distributed 260 medicine timer caps to residents who wanted to better secure their medications.

## NARCAN

The lifesaving drug Narcan has been deployed 1,381 times by the Pasco Sheriff's Office, New Port Richey Police Department, the Fire Department of New Port Richey and Pasco County Fire Rescue.



## STATISTICS

**72%**

Increase in overdoses the first six months of 2019 versus 2018. Of those, 19% were fatal.

Pasco County Sheriff's Office

## PROGRESS

Pasco County moved from 5th highest drug overdose death rate in the state to 10th. This progress illustrates the counties action in decreasing the drug overdose death rate despite increases in overdose, largely associated with the influx in fentanyl.

Center for Disease Control Wonder Data

# A MESSAGE FROM THE COALITION



Wrapping up the year is always a time of reflection; 2019 brought many successes and challenged us to be better and to grow. At the end of the day, it is not about what we have accomplished, but about the people we have lifted up, the lives we impacted and the community that we have helped make better.

**"COMMUNITY IS MUCH MORE THAN BELONGING TO SOMETHING; IT'S ABOUT DOING SOMETHING TOGETHER THAT MAKES BELONGING MATTER."**

Addiction is a public health crisis and our mission has never been more important. Let's continue to cultivate a community of kindness, compassion and diversity; one that fosters dreams, connection and purpose. We are looking forward to a new year and exciting new projects on the horizon.



**TO OUR  
COMMUNITY  
PARTNERS,  
COALITION  
MEMBERS &  
SPONSORS FOR  
BEING A PART OF  
OUR SUCCESS!**

# LEARN MORE ABOUT US



Pasco ASAP is part of the Alliance for Healthy Communities, designed to be the "convener, conduit, and catalyst for change." The Alliance for Healthy Communities (AHC) was inspired by ASAP and in response to the anticipated changes for the program. Key stakeholders, including the creators of ASAP, determined it necessary to create a non-profit to carry the torch and expand the great work of the ASAP in a sustainable manner; AHC is that nonprofit.

Also part of that alliance is our STAND Above the Influence youth led coalition that empowers youth to be agents of change by strengthening their voices and educating others to build a healthier community.





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