

Thank you to everyone who helped make this year a success including...
our Vernon ROCKS youth, parents, volunteers and...



our 2017-2018 funders and sponsors:



our partnering businesses:



Vernon ROCKS is a collaboration working to amplify the potential of Vernon's youth and prevent them from using drugs and alcohol.

**VERNON
 ROCKS
 COALITION**

www.vernonrocksct.org

Vernon ROCKS Members and Partners,

Over the course of the past year, our group has seen our fair share of growth and change. The community's changing needs, new funding streams, and the increased capacity of our team have all played a role in how Vernon ROCKS has progressed recently. What hasn't changed are the core values of our work - preventing youth substance use through collaborations that help create an environment that supports healthy decision-making and mobilizes the community to protect and promote our young people.

Adolescent substance use is attributed to poor health outcomes, bad decision making, and increased risky behaviors, which can drastically change one's trajectory in life. We can help prevent these negative outcomes by working together with all sectors of the community. The average age of first-time alcohol use among Vernon youth is 13. Data shows that the later the onset of alcohol use, the less likely a person is to later become addicted. **70%** of teens who abuse prescription drugs admit to getting them *from family and friends*.

There is hope! By focusing our efforts on social access to substances and family norms concerning substance use, we can help prevent/delay the onset of substance use. If we continue to raise awareness of these trends within our community we can help reduce rates of substance use in our young people by educating families on the dangers and encouraging them to be alert, while setting clear rules and expectations for their children.

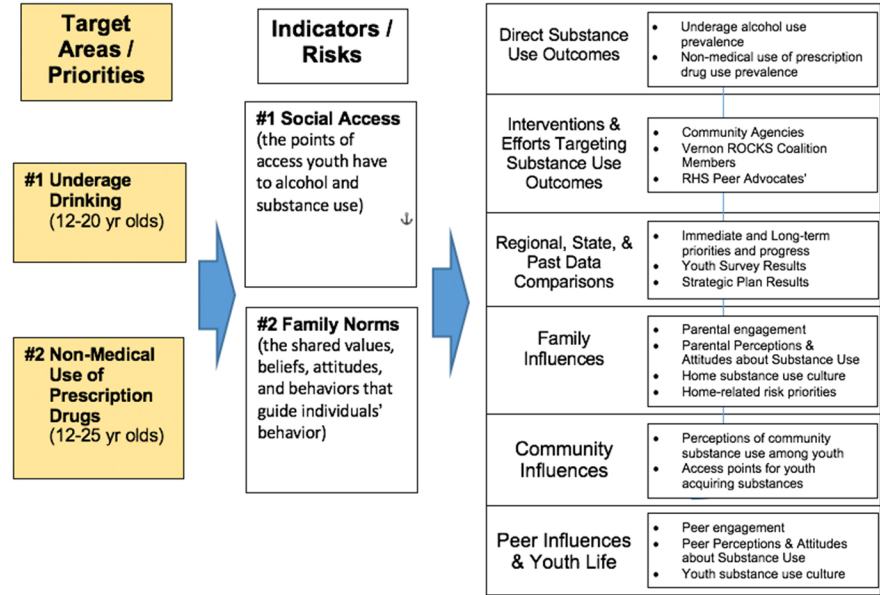
The progress we have made in the past year has been significant - from working through the Strategic Prevention Framework to narrow in on the needs of our community, engaging young people in our rebranding process, increasing our overall presence in the community, hosting our first major community events, launching a website and social media pages and more! We are excited about the changes we've made and are looking forward to even greater things in the years ahead! We want to thank all of our members and partners for their invaluable efforts in supporting our work, we couldn't have done it without you!

Michelle Hill, Coalition Chair

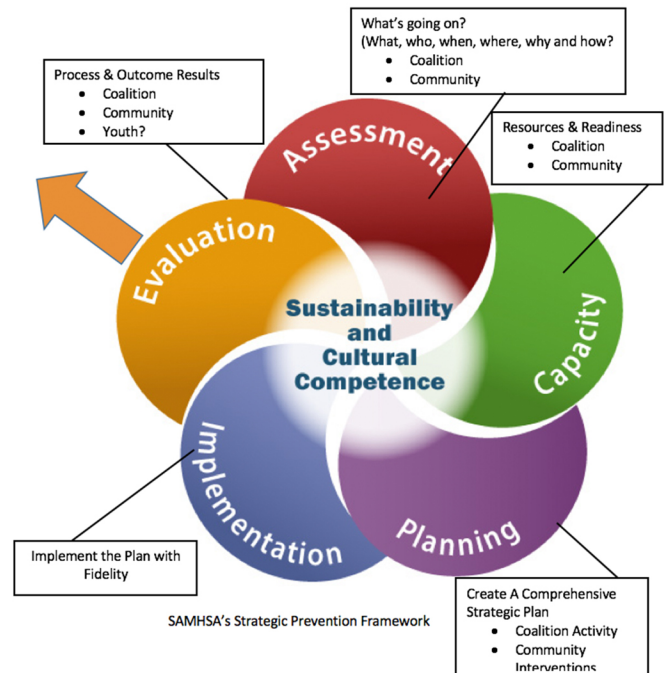
Kaitlin Carafa, Coalition Coordinator



Coalition Event Photos!



PFS, UCONN Center for Applied Research in Human Development



In 2017-June 2018 the Vernon ROCKS Coalition...



Hosted
5 Successful Events

Welcomed **10 New Coalition Members**

Surveyed 1,003 Vernon Youth, 20 Young Adults
& 30 Community Members



18+ Coalition
Meetings



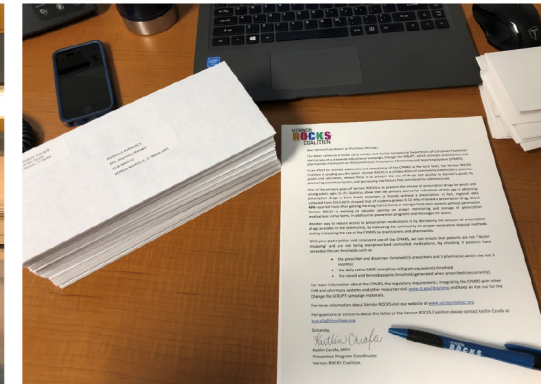
10+ Newspaper
Articles

Sponsored

- Alcohol Compliance Checks (x2)
- Tobacco Compliance Checks
- TIPS trainings (x2)
- Hidden in Plain Sight (x3)
- Narcan Training (x3)

Attended

- National CADCA Conference
- National NPN Conference
- Maple St School Resource Fair
- DMHAS Trainings
- National Night Out
- Rockville Fest



Coalition Event Photos!



DEA DrugTake Back

October 2017:

Collected 167 pounds of Rx Meds

April 2018:

Collected 89 pounds of Rx Meds

Vernon Opioid Forum

“The opioid Epidemic: What it means for our community”

25 Agencies in Resource Fair, Hidden in Plain Sight Demonstration, Narcan Training, Keynote & Panel Discussion

Vernon Community Basketball Tournament

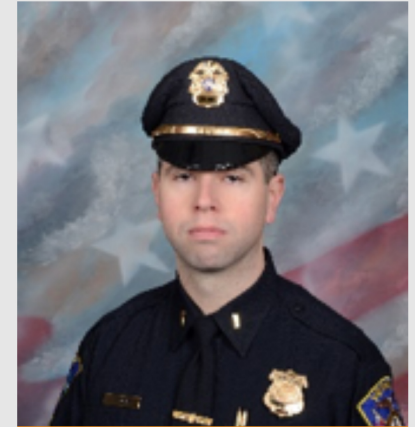
* Over 35 youth participants

* 7 Police Officers

Rockville ROCKS!

18 Agencies in Resource Fair, Hidden in Plain Sight Demonstration, Narcan Training, Food, Fun & Giveaways

Over 80 youth and parents attended



**Vernon ROCKS
Coalition Member
of the Year 2017**

**Awarded to Lieutenant
William Meier**

Vernon ROCKS thanks Lt. Meier for his hard work and dedication to preventing substance abuse in 2017. Vernon ROCKS would not have been as successful in launching its first large community events without the help of Lt. Meier. One member's nomination says: "I believe Lt. Meier deserves to win this award. He has been with the Coalition since the beginning and has been an extremely active member. He has engaged in every activity; playing basketball, Drug Take Back Day, the Forum...always making sure the public is aware of the event through his many contacts and making sure things get done. He is laser focused and an award winner!!!"

Coalition Timeline of Events!

January 2017

- PFS kick-off meeting

February 2017

- Community Needs Assessment

April 2017

- Strategic Plan

June 2017

- Implementation Plan
- Baseline annual coalition member interviews completed
- Coalition participates in Maple Street School Resource Fair
- Coalition “retreats” to set structure, mission, goals, etc.
- Alcohol compliance checks
- TIPS training for alcohol retailers

July 2017

- Marketing subcommittee secures Image Works, LLC as marketing consultant
- 8 Coalition members attend National conference (CADCA)

August 2017

- Coalition participates in National Night Out
- Evaluation Plan
- Youth group renames coalition “Vernon ROCKS Coalition”

September 2017

- 2 Coalition members attend National conference (NPN)
- Coalition participates in Rockville Fest
- New logo design completed

October 2017

- Student survey implemented at VCMS & RHS
- DEA Drug Take Back day with PD and Walgreens
- Vernon Community Basketball Tournament

November 2017

- Joined Facebook and other social media

December 2017

- Vernon Opioid Forum

January 2018

- Website launched
- Coalition Tip Line created
- Coalition awarded State-targeted response (STR) mini-grant

February 2018

- Coalition sponsors Hidden in Plain Sight for parents
- Coalition provides Rockville Pharmacy Rx disposal bags

March 2018

- Image Works increases coalition social media presence
- Community Narcan Training
- 90 Informational letters sent to Vernon prescribers
- Coalition provides The Medicine Shoppee Rx disposal bags

February-April 2018

- Vernon implements Change the Script campaign

March-April

- Coalition sponsors Change the Script ad at Buckland Hills Movie Theater

March 2018

- 6 coalition members attend roundtable with Senator Murphy

April 2018

- Coalition creates awareness posters for PD Drug disposal box
- Coalition participates in Greater Vernon Holistic Healthfest
- TIPS training for Vernon BrewFest volunteers
- Coalition provides Stop & Shop Pharmacy (Vernon) Rx disposal bags
- DEA Drug Take back day with PD, NCDHD and Walgreens

May 2018

- Coalition collects survey data for 18-25 year olds at MCC
- Tobacco compliance checks
- 4 coalition members attend “Drug Endangered Children Conference”
- “Rockville ROCKS!” Block Party to kick off National Prevention Week
- 3 coalition members attend “CT Opioid and Prescription Drug Overdose Prevention conference”
- Coalition participates in statewide National Prevention Week kick-off health fair
- Coalition educates RHS students at lunch during National Prevention Week

May-June 2018

- Annual coalition member interviews completed

June 2018

- Alcohol compliance checks

2017

2018