

JANUARY 2022



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Happy New Year from the Vernon ROCKS Coalition! In this month's newsletter you can reflect on the coalition's successes throughout the year!



2021 RECAP

JANUARY

- ✦ The coalition hired a consultant to learn new engagement strategies
- ✦ Strategized effective substance use prevention initiatives to implement throughout the year

FEBRUARY

- Launched our new protective factors training, *Real Tips with Real Talk*.
- Coalition attended CADCA's Leadership Forum

MARCH

- ▶ Manchester Vernon Prevention Partnership (MVPP) held a virtual Hidden in Plain Sight demo
- ▶ Our social media was featured on a CADCA webinar for being an "outstanding social media account"

APRIL

- Held our Semi-Annual DEA Drug Take-Back Day, collecting over 200 pounds of unused and unwanted prescription medications
- Launched another Real Talk billboard to change social norms
- MVPP launched our 4-part life skills training *Real Facts for your Future*

- ▶ Participated in National Prevention Week.
- ▶ Throughout the town, we placed lawn signs that encourage youth to remain substance-free in order to achieve their long-term goals
- ▶ Conducted our 2021 Youth Voices Count Survey for Vernon youth grades 6-12
- ▶ Provided Rockville High School (RHS) Prom attendees with safe celebration tips

MAY

JUNE

- RHS Seniors were gifted shirts with prevention messaging at their Senior Field Day
- Coalition members attended RHS's 2020 grad celebration event to honor the students who graduated in the height of COVID
- MVPP Advisory Board met to collaborate on cross-town initiatives
- The coalition gifted goodie bags for the graduating class

JULY

- ◆ Began disseminating the survey data to town officials
- ◆ The Vernon ROCKS attended July in the Sky to educate the community on substance use prevention
- ◆ Members of the coalition attended CADCA's 20th Annual Mid-Year conference



Vernon ROCKS participated in National Night Out, where we had a table to spread awareness and education about youth substance use



The coalition presented student survey data to the Board of Education



Attended Freshman Orientation to educate incoming freshmen on stress relief practices



Hosted our Annual Meeting to celebrate our successes

AUGUST

- 📍 Developed a back-to-school billboard, encouraging healthy decision making
- 📍 Partnered with local package stores to do a Sticker Shock campaign
- 📍 Ran a social media ad campaign with the Sticker Shock campaign

SEPTEMBER

OCTOBER

- Held our Semi-Annual Drug Take Back Day, collecting 71 lbs. of unused and unwanted prescription medications
- Attended 2021 High Intensity Drug Trafficking Areas Prevention Summit
- Participated in Vernon's Trunk or Treat event, giving away 450 bags of goodies and resources to Vernon youth

NOVEMBER

- ➔ Attended our partner organization's, Become Part of the Solution Annual Run/Walk for Recovery
- ➔ Coalition members advocated for cannabis retailers to be barred from being close to schools
- ➔ Real Talk member, Saher, was awarded The Village's Young Woman of the Year Award for her amazing work in the Vernon community



- ➔ Had our 6th and final billboard of the year go up, displaying messaging to start the new year off right
- ➔ Partnered with local agencies to disseminate mental health resources during the holiday season
- ➔ Partnered with Peer Advocates and local alcohol retailers to decorate and disseminate liquor store bags with prevention messaging

DECEMBER

THE VERNON ROCKS WANTS TO
THANK EVERYONE WHO HELPED
MAKE THIS YEAR SO
SUCCESSFUL!

WE ARE SO EXCITED TO
CONTINUE TO WORK TO MEET
OUR MISSION IN 2022!



If you or a loved one is having trouble with substance abuse check out the available resources in the area.

If you are aware of an underage party or illegal activity follow the link and submit the anonymous form below, and the Vernon ROCKS Coalition will work with the Vernon Police Department to prevent or stop the activity.

Are you are interested in becoming more involved with the Vernon ROCKS Coalition we are always looking for more members. You can join by visiting our website!

[Get Help](#)

[Report it Here](#)

[Get Involved](#)

The Vernon ROCKS Coalition | [Website](#)



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