



## Outreach

In the past year, RCASA staff and Youth Crew (pictured right at the MADD Conference) reached over 2,300 individuals compared to 800 people in the previous year. Coalition membership increased from 258 to 525. The Youth Crew & Student Club involvement grew to 40 members. Please see below for some of our outreach accomplishments from 2009-2010.



### Info-sharing

- Supported Reading Public Schools Red Ribbon Week
- Edline page developed for RCASA to connect with parents of students
- Wrote 32 press releases, news features, or fact sheets on RCASA
- Developed 4 e-newsletters for coalition members

### Collaborative Projects

- Engaged board members in liquor policy development, liquor policies changed.
- Coordinated alcohol compliance trainings and grant activities.
- Worked with police department to implement the *Rx Round Up*.
- Co-sponsored the 1<sup>st</sup> Annual Health & Wellness Day and Social Host Liability workshop, 1,140 students, faculty and parents.

### Surveys

- More than 2,500 surveys and/or evaluations were completed to expand the RCASA community needs assessment
- Worked with the new RCASA Data Workgroup to get input on improving collection
- Strong school collaboration on 2009 YRBS analysis, 3 presentations conducted
- Launched data collection of Rx Round Up used by residents
- Trained Youth Crew to conduct 40 tobacco research surveys

### Events/Trainings

- Organized Coalition Annual Meeting featuring 270 Photovoice pictures with board and youth crew, 45 residents
- Facilitated Youth Crew and Student Club sessions, 125 instructional hours, 26 youth trained
- Facilitated PTO and parent workshops, 110 parents engaged
- Co-facilitated workshops with School Resource Officer on Opiate Abuse, 400 students
- Facilitated substance abuse trends workshops for educators and nurses, 65 trained
- Developed an in-service for School Nurses and School Psychologists on sexual assault and children, 35 participants.
- Trained youth to present to local stakeholders on tobacco research, 117 residents



- Organized the Town Hall Meeting “Are they drinking what you’re thinking?”, 35 participants

#### Networking

- Participated in a webinar on developing Rx Take Back Programs with the Drug Enforcement Agency and Northeast Center for Healthy Communities. Technical Assistance was provided to 5 communities, 15 participants
- Collaboration with Northeast Center for Healthy Communities, Mass Youth Against Tobacco, Mass Forum for Healthy Communities, MA Bureau of Substance Abuse Services, MA Dept. of Public Health, Northeast Center for Regional Communities, National Enforcing Underage Drinking Laws program, and MA ABCC

#### Mentoring

- Served as the Preceptor for (2010, Spring Semester) Master of Nursing Candidate to conduct a project on impaired driving.
- Conducted a small book club for 5 freshman enrolled in Mr. White’s RMHS English Class on “Speak: The Novel” to discuss issues of substance use and peer pressure.
- Worked with 2 students on a project about substance use in Reading