



WINONA COUNTY
ASAP
Alliance for Substance Abuse Prevention
ANNUAL REPORT 2017

MISSION

We work together to create a culture free from the misuse of alcohol, tobacco and other drugs for our youth through community-wide collaboration.



2017 BOARD MEMBERS

Mark Anderson

- School Sector

Helen Bagshaw

- Healthcare Sector

Ron Ganrude

- Law Enforcement Sector

Linda King

- Business Sector

Pastor Joe McConkey

- Religious Sector

Beth Forkner Moe

- Civic/Volunteer Sector

Jenna McMillan

- Substance Abuse Treatment Sector

Darci Roesler

- Youth Serving Organization Sector

Karin Sonneman

- Local Government Sector

Media Rep

- Brian Voerding

Parent Rep

- Lori Ortega

STAFF

Janneke Sobeck

- Program Director

Phil Huerta

- Program Coordinator

ACTION TEAMS

Programs and Strategies

Education and Training

Student Coalition

Media and Outreach

Data and Evaluation

ABOUT US

Since its inception in 2012, the Winona County Alliance for Substance Abuse Prevention (ASAP) has developed and implemented a community-wide preventative approach to reduce and prevent youth substance use. This coalition of community volunteers focuses on primary prevention of teen alcohol, marijuana, and prescription drug use in the Winona Area Public Schools and Lewiston-Altura School Districts. In September of 2015, ASAP was awarded a 5-year federal grant of \$532,974 by the Drug-Free Communities (DFC) Support Program from the Substance Abuse Mental Health Services Administration (SAMHSA), requiring an equal match of in-kind volunteer time, space, and materials. The coalition is also a proud member of the Community Anti-Drug Coalitions of America (CADCA).

ACCOMPLISHMENTS OF 2017



New Drop Box

Updated drop box in the Winona Law Enforcement Center Lobby to safely collect prescription drugs.



Winona Steamboat Days Alcohol Policy

New policy established with help of 2017 Harbormasters to protect future Ms. Winonas by prohibiting alcohol from the float and vehicle.





Marijuana Campaign
Positive norming campaign led by ASAP Students to show that most students do not use marijuana frequently (once a week or daily).

THIS EVENT INCLUDED:

- Students creating:
 - A short film
 - Billboard ads
 - Theater ads
 - Laptop stickers
- 301,778 media impressions



Parents Who Host, Lose the Most Campaign
Annual awareness campaign during prom and graduation season to provide information about health and legal risks involved with underage drinking.

THIS EVENT INCLUDED:

- Media kits for partners
- Mock trial facilitated by middle schoolers
- Partnered with the Criminal Justice Coordinating Council
- 44,488 media impressions



Hidden in Plain Sight Exhibit
Free exhibit of a mock-teen room to help parents and guardians learn signs of teen substance abuse.

THIS EVENT INCLUDED:

- 5 exhibits
- Winona Middle School
- Winona County Fair
- Winona Senior High
- Lewiston-Altura Intm
- Winona Health
- 248 families attended



Cultural Humility Training
Free training offered to help individuals create mutually beneficial partnerships and relate with cultures other than their own.

THIS EVENT INCLUDED:

- 95 participants



Responsible Beverage Server Training
Training for local alcohol retailers to learn about safe serving practices.

THIS EVENT INCLUDED:

- 170 attendees



National Prescription Drug Take Back Days
Free event for community members to turn in and safely dispose of unwanted or expired prescription medications.

THIS EVENT INCLUDED:

- 153 families
- 255 lbs of collected prescription drugs

2,223
People served

666,801
Media impressions

\$121,015
Total value of in-kind volunteer time and resources

31
Preventative services provided

LOCAL DATA

The following indicate rates of past 30 days use by substance, according to the 2016 Minnesota Student Survey for Winona County.

*The "Prescription Drugs" chart shows a record of students that have taken prescription drugs that were not prescribed to them by a medical professional.

ALCOHOL			
9th Grade		11th Grade	
Male	Female	Male	Female
15%	20%	25%	39%

MARIJUANA			
9th Grade		11th Grade	
Male	Female	Male	Female
5%	7%	15%	20%

PRESCRIPTION DRUGS			
9th Grade		11th Grade	
Male	Female	Male	Female
3%	4%	6%	6%

VISION

- To be a community free from the negative consequences of alcohol and substance abuse.
- To provide awareness and education for substance abuse prevention to the greater community.
- To support and encourage youth toward healthy life goals, unhindered by the misuse and effects of alcohol and other drugs.

GET INVOLVED

With your help, we will continue to grow our efforts in educating the community and supporting our youth by promoting a healthy drug-free culture.

How to get involved:

1. Sign up for the Winona County ASAP newsletter

Join our mailing list to stay current on Winona County ASAP events, training and volunteer opportunities, and local accomplishments. Sign up at - www.winonacountyasap.org/

2. Attend next monthly Board Meeting

We meet on the third Monday of each month from 2:30 – 4:00 pm at Pleasant Valley Church (1363 Homer Road, Winona, MN 55987)

3. Join an Action Team

We have several teams that meet separately to work on projects. Use your strengths/interests to help make a positive difference! Email the Program Coordinator to learn more - phil.huerta@winonacountyasap.org

4. Make a Tax-Deductible Donation

Checks can be mailed to:
Winona County ASAP
619 Huff Street
Winona, MN 55987.



We're looking forward to all that may come in 2018!