



WINONA COUNTY
ASAP
Alliance for Substance Abuse Prevention



ASAP at the Winona Farmer's Market!

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

2021 Annual Report



Miss Minnesota with WSHS Football Team

Community Engagement

ASAP appeared at 16 community events and provided 5 presentations in-person or virtually. One highlight was hosting a special appearance of Miss Minnesota, Elle Mark. We also reached 497,564 impressions through online and local media!



Special Thanks to:

- Winona Family YMCA for providing office and meeting space!
- Winona Post for the media coverage!
- Criminal Justice Coordinating Council (CJCC), Winona Police Department, and the Crossings Centers for the extra support in 2021!

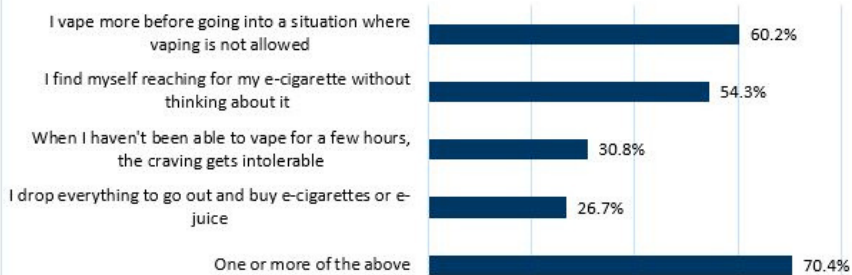
Our Impact

ASAP empowers youth and community leaders to reduce and prevent substance use. In 2021, e-cigarettes (vaping), underage drinking, and prescription drug (opioid) misuse were primary concerns. We are hopeful that students will make healthier choices as a result of our campaigns and community activities.

Committees

- Alcohol Committee
- Tobacco Committee
- Youth Engagement Committee

Percent of students who currently use e-cigarettes and reported having experienced a sign of dependence



2020 Minnesota Youth Tobacco Survey

Instead of vaping...

The Tobacco Committee helped launch an art contest for students in Grades 6-12 to promote positive messages and reasons why they choose not to vape. One student for each grade was selected to win a prize. Winning artwork was displayed at schools, the East Rec Center, Midtown Foods, and Winona Health.

The minimum legal consumption age when an individual can purchase tobacco products is 21.

2021 Art Contest Winners

7th Grade



Matthew Bourgeois
Cotter Schools

8th Grade



Emilia Krage
Cotter Schools

9th Grade



Olivia B.
Cotter Schools

10th Grade



Alex Zierler
Winona Senior High

11th Grade



Spencer Suggs
Cotter Schools

12th Grade



Randi Meun
Winona Senior High

Scan to watch ad



Be Smart, Don't Start

Be Smart, Don't Start is a campaign to inform students about the harms from vaping. A 30-second ad was created by students and airs at the Winona 7 Movie Theater. The Winona County Attorney's Office, Sheriff's Office, and ASAP renewed a contract to continue the campaign in 2022. It has reached 112,000 impressions!



Summer End Challenge

The Youth Engagement Committee started the Summer End Challenge with a goal to reward youth for staying active and sober. During the month of August and end of summer, youth could complete any of 4 challenges to earn prizes. Huge thanks to the Winona Park & Recreation, Public Library, Nate & Ally's, Mugby Junction, Warp Zone, and Jimmy Jams for supporting youth!



Some Paddle Challenge! participants



Paddle the big lake

Canoe, kayak, stand up paddle, or pedal boat for 45 mins

Earn gift card to Aquatic Center + entry to weekly large prize drawing



Read one book

Read any book from the Winona Public Library summer reading list

Earn gift card to Mugby Junction + entry to weekly large prize drawing



Climb Levee Park Boulders

Climb the new boulders and share a photo with us @asapwinona

Earn ASAP loot/swag + entry to weekly large prize drawing



Play 18-holes of disc golf

Play the Willows Course by East Lake Winona

Earn gift card to Nate & Ally's + entry to weekly large prize drawing

Beverage Server Training

The Alcohol Committee hosted a training with the MN Alcohol & Gambling Enforcement Division to train 5 law enforcement officers and coalition members on alcohol serving best practices. This committee is also looking at making the training mandatory for all employees who serve alcohol.

In the past month, 11% of 9th graders & 23% of 11th graders used alcohol.

Minnesota Student Survey, 2019

RX Take Back Day

186 pounds of prescription (RX) drugs were eliminated from the community. The Winona Family YMCA and Hiawatha Valley Mental Health Center hosted a RX Take Back event for community members to safely get rid of extra RX drugs lying around. Huge thanks to them, and the Winona Sheriff's Office and Police Department for helping prevent RX drug misuse! Prescription drug misuse among 11th graders decreased by 7% from 2013-2019 (MSS, 2019)





Staff



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By Sector

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Winona Area Chamber of Commerce

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Youth Serving

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Scan to get
involved!