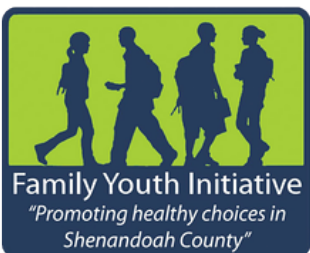




Northwestern Prevention Collaborative

Year in Review: 2021



Introduction

Northwestern Prevention Collaborative (NPC) covers the Lord Fairfax Planning District, encompassing the City of Winchester and the counties of Clarke, Frederick, Page, Shenandoah, and Warren. NPC focuses on reducing stigma and building resilience in our local communities while also providing education around opioids, marijuana, juuling, and alcohol, with dual goals of preventing young people from misusing drugs and reducing the number of overdose deaths. The Collaborative is a partnership between Page Alliance for Community Action, Family Youth Initiative, Warren Coalition, Northern Shenandoah Valley Substance Abuse Coalition, and the Prevention Department of Northwestern Community Services. NPC's efforts are currently funded through the following grants:

Health Resources & Services Administration (HRSA) Rural Communities Opioid Response Program--Implementation

Health Resources & Services Administration (HRSA) Rural Communities Opioid Response Program (RCORP) is a multi-year initiative aimed at reducing the morbidity and mortality of substance use disorder (SUD), including opioid use disorder (OUD), in high-risk rural communities. RCORP-Implementation grant recipients receive \$1 million over a three-year period of performance to implement a set of evidence-based interventions and promising practices that align with the U.S. Department of Health & Human Service's Five-Point Strategy to Combat the Opioid Crisis. The strategy outlines concrete steps local communities can take to address the opioid epidemic, such as naloxone distribution and other harm reduction services, and Medication-Assisted Treatment (MAT). The scope of NPC's award includes Warren, Shenandoah, and Page counties and runs from September 2020 through August 2023. For more information, visit <https://www.hrsa.gov/rural-health/rcorp/implementation>.

Substance Abuse and Mental Health Services Administration (SAMHSA) Strategic Prevention Framework-Partnerships for Success

The primary purposes of this grant program were intended to address underage drinking among persons aged 12 to 20 as well as prescription drug misuse among persons aged 12 to 25. It provides some leeway for communities to target data-driven substance abuse prevention priority (marijuana, heroin, etc.). The SPF-PFS grant allows communities to focus on prevention through strengthening prevention capacity and infrastructure. This grant (referred to as the JAM grant internally) was awarded to NPC to address juuling, alcohol, marijuana, and resilience in the three southern counties. It began in October of 2019 and runs through September of 2024. For more information, visit <https://www.samhsa.gov/grants/grant-announcements/sp-16-003>.

State Opioid Response (SOR) Prevention Funding

NPC is utilizing SOR grant funds to respond to needs and challenges related to Opioid Use Disorders, Opioid overdose deaths and stimulant use disorders. Using a comprehensive, multi-pronged approach, Virginia is ensuring that SOR funds support state and local initiatives across the continuum of care, from prevention to treatment to recovery. Prevention funding supports evidence-based programs, practices and strategies to address this issue and services the city of Winchester and the counties of Clarke, Frederick, Page, Shenandoah and Warren.

Alcohol: An Important Decision



Run on: OTT and Facebook/Instagram



Total Impressions:
125,700



Clicks: 254
CTR: 0.20%

Vaping: Behind the Haze (Defenseless)



Run on: Snapchat, OTT and Facebook/Instagram

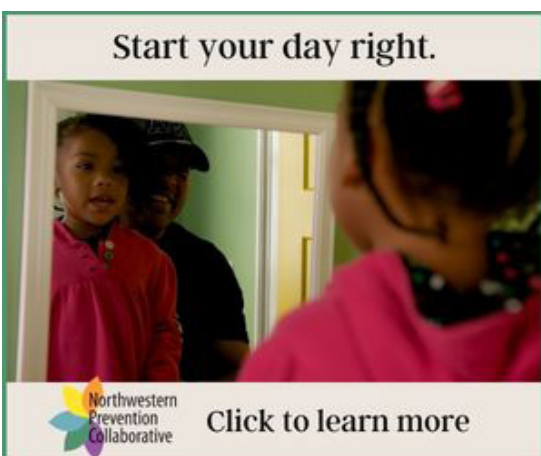


Total Impressions:
693,600



Clicks: 403
CTR: 0.06%

Resilience: Start Your Day Right



Run on: OTT and Facebook/Instagram



Total Impressions:
137,300



Clicks: 212
CTR: 0.15%

Hearing vs. Listening

Run on: OTT and Facebook/Instagram

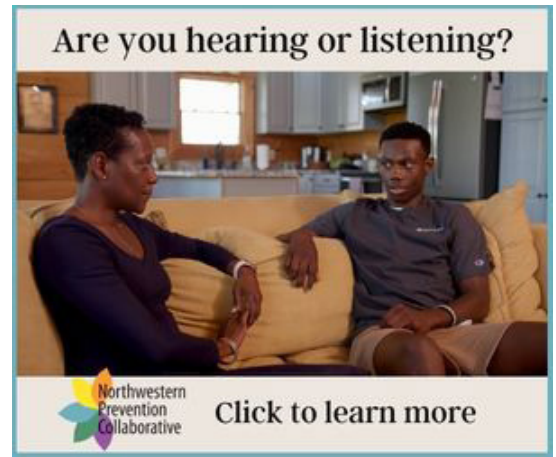


Total Impressions:
170,800



Clicks: 180

CTR: 0.11%



Stigma: I Am a Person

Run on: OTT and Facebook/Instagram



Total Impressions:
142,900



Clicks: 343

CTR: 0.24%



Fentanyl Invasion

Run on: OTT and Facebook/Instagram



Total Impressions:
137,300



Clicks: 212

CTR: 0.15%



Everyone Has a Role



May-Sept Run on: Web Display Ads, OTT, FB/IG



**Total Impressions:
729,700**



Clicks: 363

CTR: 0.05%

December 2021 Run on: Digital Radio, WUSQ, WKSI, and WINC



**Total Impressions:
172,000**

Total Digital Impressions: 65,900



Clicks: 18

CTR: 0.03%



Everyone has a role.

Click here to order free materials for prescription safety:

Lock boxes
Timer caps
Deterra drug disposal bags

Childhood trauma can have lifelong impacts.

Find information and resources at
NWPrevention.org

August 2021 Run on: iHeart, non-skippable video

REVIVE! Training

Run on: OTT and Facebook/Instagram



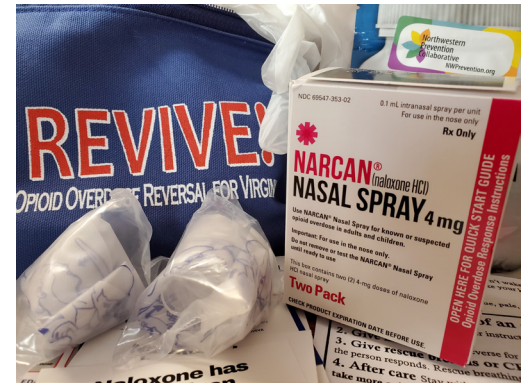
Total Impressions:

169,400



Clicks: 123

CTR: 0.07%



National Drug Take-Back Day



April 2021

Run on:

- Facebook/Instagram, Web Display ads, Royal Examiner
- Frederick County/Warren County Report, Warren Sentinel, Page News & Courier, Shenandoah Valley Herald, Winchester Star, Northern Virginia Daily
- WZRV



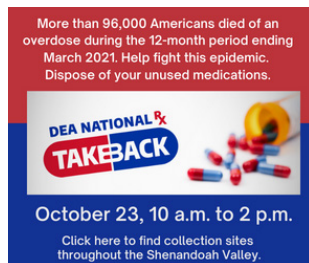
Total Reach: 213,200

Digital Impressions: 167,000



Clicks: 31 clicks

CTR: .02%



October 2021

Run on:

- Facebook/Instagram, Web Display ads, Royal Examiner
- Frederick County/Warren County Report, Northern Virginia Daily
- WUSQ, WKSI, WZRV



Total Reach: 642,900

Digital Impressions: 461,000



Clicks: 655 clicks

CTR: 0.14%

**Protect your loved ones.
Safely dispose of unused medications.**



Your nearest drop box is located at:
**Page County Sheriff's Office
108 S. Court St.
Luray, VA 22835**



Find other drop box locations at
NWPrevention.org

Permanent Drop Box Locations

Run on: Billboards



**Total Impressions:
752,634**

Drug abuse. Drug misuse.

Because words can save lives.

Learn more at
NWPrevention.org



**End the stigma.
End the silence.**



End the Stigma Campaign

Run on: Billboards, Northern Virginia Daily, Winchester Star, Clarke Monthly, GasTV



**Total Impressions:
3,382,252**

**Protect your loved ones
and prevent opioid misuse.**



Secure them.



Do not share.



Dispose of unused meds.



Learn more at **NWPrevention.org**

Rx Safety Campaign

Run on: Billboards, Northern Virginia Daily, Winchester Star

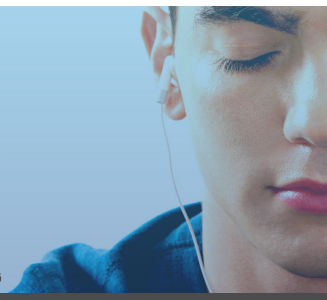


**Total Impressions:
1,327,850**

One in 30

teens has abused over-the-counter cough medicine to get high.

STOPMEDICINEABUSE.ORG



Over the Counter Medicine Safety

Run on: Winchester Star, Northern Virginia Daily, Clarke Monthly, U.S. Postal mailings in Clarke County Direct Mail



**Total Impressions:
248,145**

Total Delivered by mail: 36,935)

Website

Northwestern Prevention Collaborative’s website, nwprevention.org, was overhauled in 2021, with the new site going live in late March. The new site was designed to center around information articles, which are now posted one to two times per week. This keeps the site engaging, encourages people to return, and assists with search engine optimization. Some articles were specifically written to provide landing pages to ads that were running.

11,453 Users

18,331 Page Views

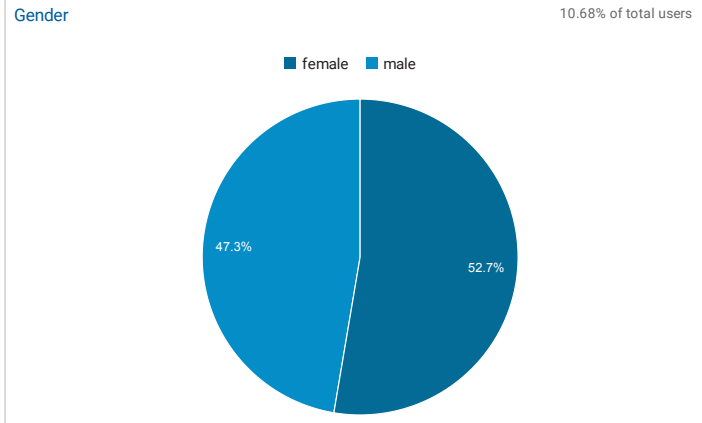
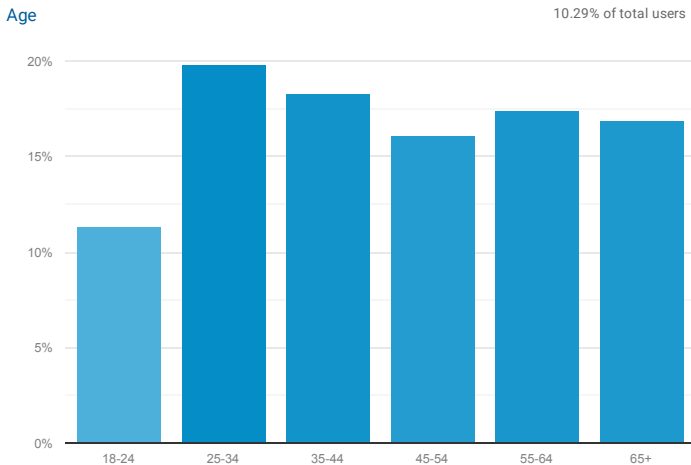
Analytics Northwestern Prevention Collaborative All Web Site Data [Go to report](#)

Demographics: Overview

Jan 1, 2021 - Dec 31, 2021

All Users
100.00% Users

Key Metric:



Top 10 Pages Visited (Not Including Home Page)

1. Order Materials (Lock boxes, Deterra bags, Timer caps) 3,328
2. Register for Revive Training 822
3. Article: Fentanyl Overdose Deaths Surging During Covid-19 Pandemic 790
4. Article: Youth and Alcohol: Separating Myth from Fact 693
5. Article: 5 Tips for Talking to Your Kids about Marijuana 565
6. Article: 5 Tips for Talking with Your Teens..... 466
7. Article: How to Get the Most Out of Your Day..... 364
8. Article: What Are Adverse Childhood Experiences (ACEs)?..... 283
9. Page: Trauma & Substance Misuse 263
10. Register for ACEs Training 249



Facebook

Social
Media



175 Likes (100% increase)



236 Follows (148% increase)



303 Posts



107,915 Impressions



Instagram



303 Followers (55% increase)



184 Posts



17,453 Impressions



Twitter



101 Followers (29% increase)



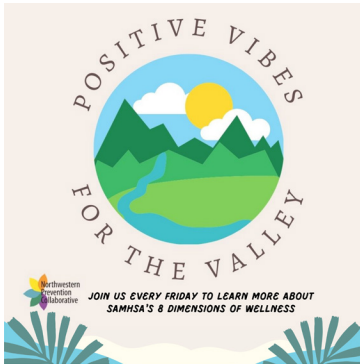
518 Posts



57,876 Impressions

Podcasts & Videos

Positive Vibes from the Valley is a new podcast for the northern Shenandoah Valley, focusing on the eight dimensions of wellness as presented by SAMHSA (Substance Abuse and Mental Health Services Administration). One season was produced during 2021, with local experts coming in to provide their expertise to our communities. The podcast can be found at [positivehitsfromthevalley.podbean.com](https://www.positivehitsfromthevalley.podbean.com), and on the NPC YouTube channel (https://www.youtube.com/channel/UC8poO_zA-dg71XN-3QpzSRw).



Podcast



66 downloads on Podbean



30 views on YouTube

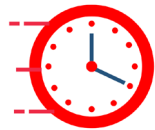


YouTube

NPC published 17 public videos on the YouTube channel during 2021, with seven others added as unlisted.



595 views



15.3 hours



+6 subscribers

Most Views:
Fentanyl Invasion
173 views



Longest Retention:
Stop the Stigma: I Am a Pastor
119.5%

The collaborative funding available through NPC provided for a variety of trainings, all of which were virtual during 2021 due to the COVID-19 pandemic. *Understanding ACEs* and *REVIVE! Opioid Overdose and Naloxone Education* were offered on a monthly basis in cooperation with Northwestern Community Services Board. *Recovery Ally Training*, *Anxiety to Well-Being*, and the *Faith-Based Symposium* were special presentations offered only once. The other trainings were made available based on trainer availability and general interest in the topic.

NPC 2021 Training Summary

Course Name	Number of Sessions	Total Number of Participants	Local to Service Area *	Northern Region *	Southern Region *	Outside Service Area
ACEs	13	426	83	26	49	343
REVIVE	17	146	14*	4*	10*	
Trauma-Informed	12	154	69*	4*	65*	
Trauma-Supportive	4	38	24*			
Secondary Trauma	4	78	33	1	32	35
Recovery Ally	1	16				
Anxiety to Well-Being	1	285				
Codependency Workshop	2	9	7	0	7	2
Faith-Based Symposium: Overcoming Stigma	1	16	11	4	7	

* incomplete, partial data

BECOME A RECOVERY ALLY

RECOVERY ALLY TRAINING

Sponsored by the Northwestern Prevention Collaborative, Recovery Ally Programs are trainings that are designed to increase a community's recovery capital, decrease stigma and grow intervention skills. This training is a 3 hour training developed at Virginia Commonwealth University to train faculty and staff to become Recovery Allies. Individual modules include: Basic Science, What Does an Ally Do, Racial Justice and Recovery, Philosophies of Care & Pathways to Recovery, Families, and Language.

Audience: All are welcome. This training is a very helpful primer as a point to supporting people struggling with substance use disorders. For people with limited exposure to treatment or recovery, it can provide some great starting points. For professionals or people with a great deal of lived experience, it will provide a set of ideas, tools and approaches that may be helpful with clients or family members or may provide an easy way to train community members to be part of the solution. Because the training is conversation driven, professionals can often be particularly helpful to other participants during the training.

November 9th
9:00am-12:00pm
OR
November 10th
6:00pm-9:00pm

Virtual
Register here
tinyurl.com/y6oodyn

Tom Bamford, CADC, MBA, is the Program Coordinator for Recovery Ally at Virginia Commonwealth University and a graduate of University of Virginia. VCU's program has grown rapidly in the past two years with more than 1000 members. Recovery Allies are trained to help others in their recovery journey through a variety of ways, including providing information, offering support, and connecting people to resources.

Rev. Jan M. Brown, MA, CPSS, is the Founding Executive Director of Spirituality Foundation Center for the Soul. She is a person in long-term recovery and is an ordained Minister in the Episcopal Church. She received her Master of Addiction Studies Degree from the International Program on Addiction Studies at VCU. She is a sought after speaker on topics of recovery-oriented care, recovery support services and recovery management. She serves as the Chairperson of the Board for the National Institute of Recovery, in addition to state level and local leadership roles.

PRESENTS THE 2021

Faith-Based Symposium: Overcoming Stigma

A free, virtual seminar about how faith groups can help reduce the stigma of addiction in our community.

BRYON JOHNSON

- Senior leader of Grace & Mercy Ministries
- Author of "From Dope Fiend to Son of a King"
- Certified Peer Recovery Specialist
- Trauma-Informed Certified
- A person in long-term recovery

MISTY HARRIS

- Senior counselor at a treatment center
- Author of "The Broken Woman"
- Scripturist International Woman of the Year recipient
- Holds CSAC-A and CMHP Trainee state license
- A survivor of abuse and addiction

TUESDAY, JUNE 8TH, 9:30 AM - 11:00 AM
REGISTER ONLINE AT BIT.LY/FAITH2021JUNE

This publication is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$213,333 with 100% percentage funded by HRSA/HHS. The contents and those of the authors do not necessarily represent the effectiveness of our endorsement by HRSA/HHS or the U.S. Government.

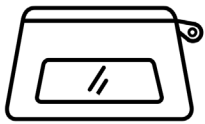
Events & Distribution

Throughout the year, representatives from NPC and the partner organizations attended a wide variety of events throughout the Northern Shenandoah Valley, handing out lock boxes, Deterra Drug Disposal Systems, timer caps, and resilience materials. Some of the events included:

- National Night Out
- Hope Arising
- Mayfest
- Family Fun Fest
- Candlelight Vigil
- Concern Hotline Fish Fry
- Winchester Rescue Mission
- 4th of July Event
- Drug Take-Back Events



Materials were also brought to 45 other locations and events throughout the year, including pharmacies, doctors' offices, churches, clinics, recovery centers, law enforcement offices, and other areas.



300
Overdose
Bags



529
Trifold
Brochures



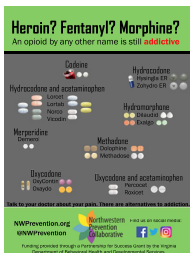
896
Rx Safety
Postcards



1,246
Rack
Cards



35
Pill Bottle
Locks



13
Posters for
Prescriber's
Offices



1,427
Medication Lock
Boxes



3,616
Deactivation
Bags



3,065
Timer Caps

Resilience Materials

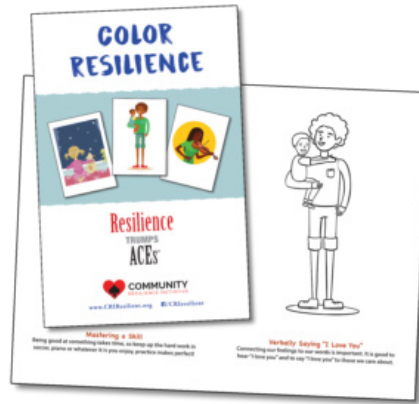
With the funds from the JAM grant, NPC purchased resilience kits and materials from Community Resilience Initiative and distributed them to the Coalitions in Page, Shenandoah, and Warren counties. These materials were made available at the various events attended by the Coalitions and NPC representatives.

41 Full Kits were distributed

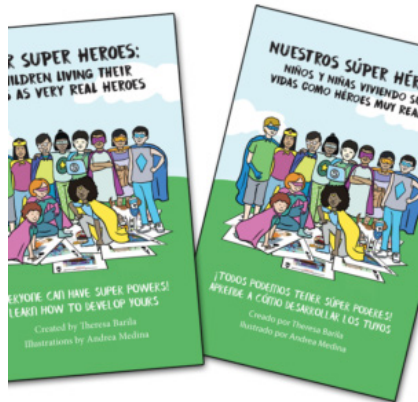
260 individual resilience materials:



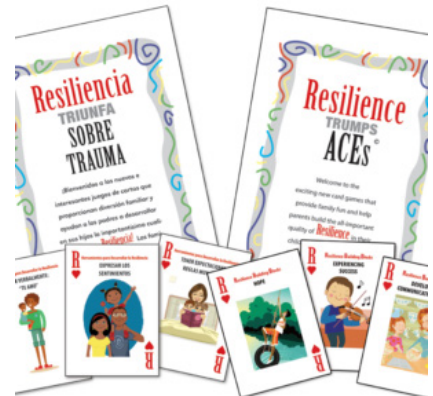
123 Magnet Kits



80 Coloring Books



134 Superhero Books



32 Other Materials

Parking Lot Patrols

Page County law enforcement completed

28 Parking Lot Patrols for both alcohol and tobacco.



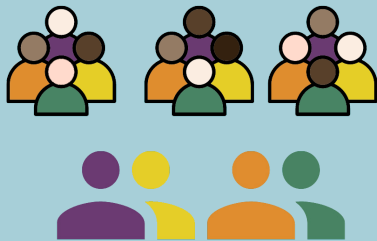
Treatment & Recovery

As part of the HRSA RCORP Grant, the Warren Coalition brought on board three new staff members to support treatment and recovery in the local area: a treatment counselor, a peer support specialist, and a re-entry specialist.



Re-entry Program

37 people
13 Women
24 Men



Peer Recovery

12 clients, one of which went into inpatient treatment

1 person completed Peer Recovery Specialist Training and 4 began it



Counseling Services

89 people



Transportation Assistance

21 people assisted



Medication Assistance

55 people assisted



nwprevention.org
facebook.com/nwpcollaborative
instagram.com/nwprevention
twitter.com/NWPrevention