

SEPTEMBER 2025



ANNUAL REPORT

DRUG-FREE COMMUNITIES
GRANT FY2025

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02

MISSION OF DART OF LINCOLN COUNTY:

DART's mission is to educate all citizens in Lincoln County about substance misuse trends that negatively impact the youth as well as reduce substance use in our community.

DART COALITION'S FOCUS:

DART of Lincoln County is a drug-free community organization, providing prevention programs that help reduce the likelihood that our youth will engage in substance misuse. Our programs are based on evidence-based, research-support strategies and they are focused on:

- Raising Awareness
- Educating Youths & Adults
- Providing Teen Leadership Opportunities
- Advocating for Public Health Policies

03

TABLE OF CONTENTS

Coalition Snapshot	04
Data-Driven Needs	05
Drug-Free Communities (DFC) Goals	06
Youth Engagement	10
Cannabis & Opioid Prevention	11
Media Campaigns	12
Information Shared	13
Key Partnerships	14
Recommendations	15

NOTABLE ACHIEVEMENTS:

1426 volunteer hours

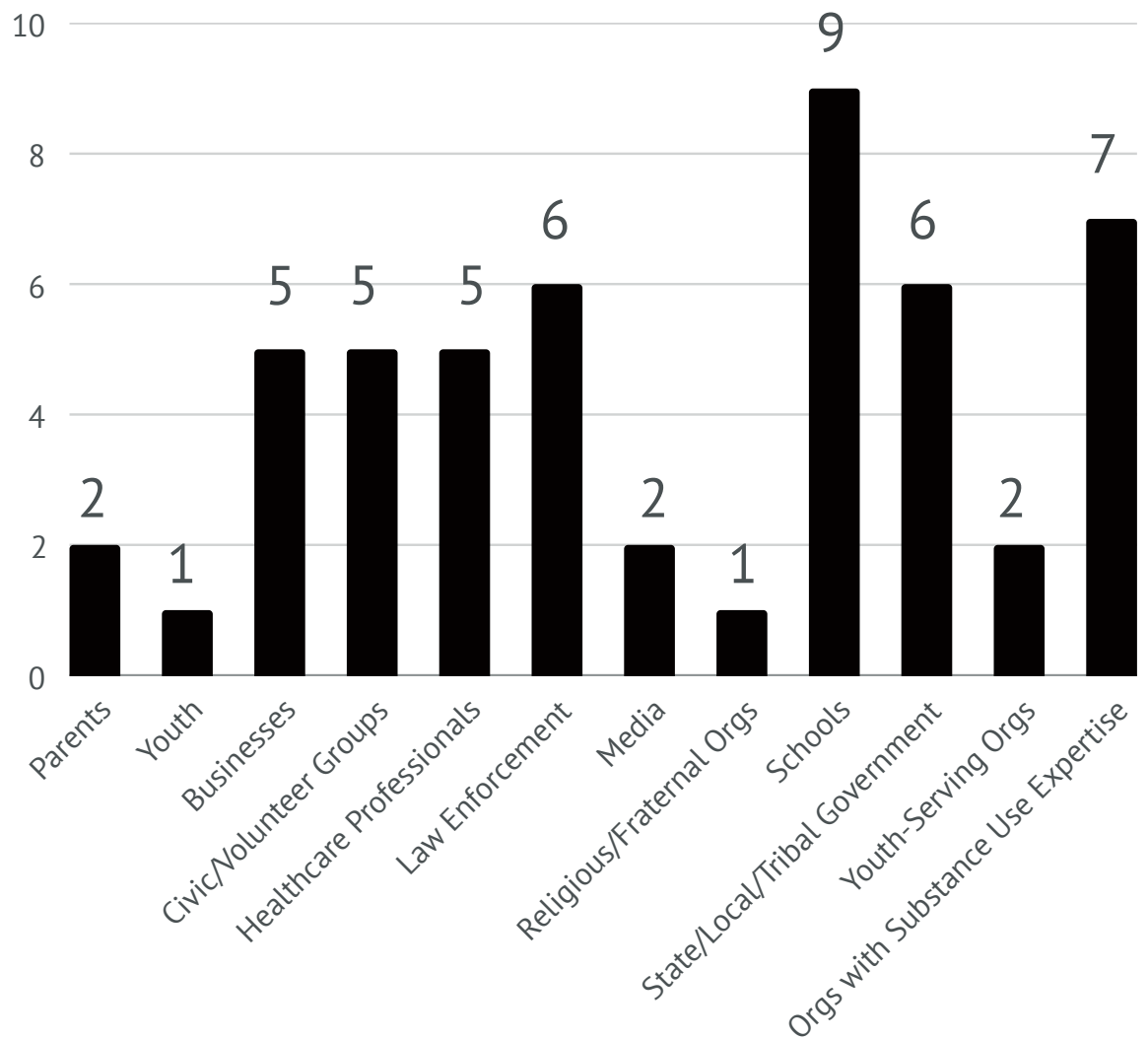
\$132,500 of grant dollars (DFC and Missouri Mini-Grant)

\$112,194 of in-kind contributions

04

COALITION SNAPSHOT

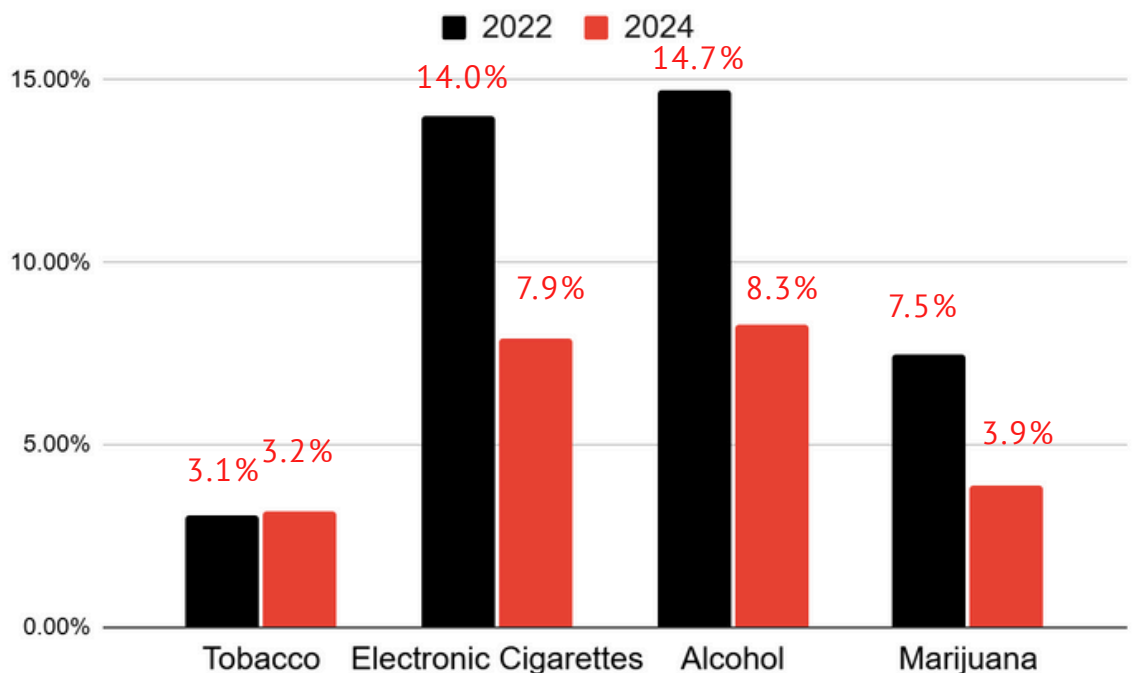
Drug Alcohol Reduction Team (DART) held 11 coalition meetings with an average of **13 members** at each meeting. The coalition has representation from all 12 sectors of the community (shown below), but some are more active/engaged than others. The coalition had 1 paid staff. Goal 1 of this grant is to strengthen and enhance internal capacity and DART is making great strides in that effort.



Missouri Student Survey (MSS)

Missouri Student Survey measures youth behaviors, attitudes, and beliefs. **The 2024 Lincoln County schools data indicates that past-month substance use decreased from 2022 to 2024 for all substances listed below, except a 0.1% increase in tobacco use. Perception of Availability also decreased for all substances, indicating a positive outcome in DART's work.** The 2026 survey results will be shared in next year's report.

Past 30 Day Use - Lincoln County 6th-12th Graders



PROJECT GOALS

1.

Increase community collaboration.

1. Increase coalition membership by 10% and member's understanding, shared leadership and use of effective collaborative principles, processes and tools.

2.

Reduce youth substance use.

1. Increase perception of harm of alcohol use by 3% (from 40.2% in 2022) and reduce ease of alcohol access by 2% (from 50.5% in 2022) among young people.
2. Increase perception of harm of tobacco/e-cigarette use by 3% (from 17.3%/33.9% in 2022) and reduce ease of tobacco/e-cigarette access by 2% (from 32.5%/30.0% in 2022) among young people.

07

Increase community collaboration

GOAL 1 | OBJECTIVE 1

The coalition director has been an active voice for prevention throughout the community and beyond. At the Lincoln County Resource Board Legislative Summit, the director addressed **100 attendees**, emphasizing the importance of youth substance use prevention and highlighting local efforts. The director also provides regular updates on events, funding opportunities, and substance use data during monthly meetings with the Chamber of Commerce, School Agency, Resource Board, and MU Extension, ensuring that prevention remains a visible and ongoing community priority.

In addition, the director shared the coalition's mission and projects with members of the Moscow Mills Lions Club, building new partnerships and community support. At Troy Middle School's "Coping Skills Café," the director engaged **500 students** in meaningful conversations about common stressors, healthy coping strategies, and the risks of early substance use, while also guiding them through stress-relief activities.



08

Increase perception of harm of alcohol use and reduce ease of alcohol access among young people.

MIDDLE SCHOOL PSA

Coalition leadership assisted middle school students in creating a PSA, featuring on-site filming by a videographer as students shared facts about the harmful effects of early alcohol use and encouraged the community not to provide alcohol to minors.



KEY INFORMANT INTERVIEWS

Informal listening sessions on alcohol use highlighted important concerns from both school staff and law enforcement. Educators shared insights about where students were accessing alcohol, while law enforcement provided real-world examples of challenges in the community. In one case, a school resource officer in Winfield observed that a local convenience store displayed small bottles of alcohol in a way that made them easy for youth to conceal. He reached out to the store's corporate office, which responded by relocating the bottles behind the counter - making them less accessible and reducing the risk of underage theft.

GOAL 2 | OBJECTIVE 1

09

Reduce ease of alcohol and tobacco access among young people.

COMPLIANCE CHECKS

The coalition coordinated three rounds of alcohol compliance checks and one round of nicotine/tobacco compliance checks, reaching a total of **116 retailers**. Of those visited, 23 retailers failed to comply with state regulations.

Businesses that successfully passed were recognized with a certificate of achievement, highlighting their commitment to keeping youth safe. Retailers that did not comply were provided with a resource packet containing guidance on making legal sales, contact information for alcohol and tobacco regulatory agencies, and details about the next merchant training opportunity.



RETAILER TRAINING

The coalition hosted three Tobacco and Alcohol Merchant Trainings led by agents from the Missouri Division of Alcohol and Tobacco Control. A total of **76 individuals**

participated, gaining valuable knowledge on laws, best practices, and strategies to ensure responsible sales.

TEEN SUMMIT

The coalition hosted the DART Teen Summit, where **171 students** attended breakout sessions on emerging drug trends, marijuana, alcohol, social norms and refusal skills, tobacco/nicotine, and a personal story of substance use and recovery. The summit began with an opening speaker and a live ambulance demonstration of a 911 overdose call. Students also visited vendor tables, received a ton of giveaways, and ended the day with a concert titled Choices, which reinforced the summit's theme: "Do the Next Right Thing." There were **17 adult sponsors**.



CANNABIS PREVENTION

The coalition hosted Laura Stack with Johnny's Ambassadors, reaching **1,687 students** at Troy, Elsberry, Silex, and Winfield Middle Schools with education on the dangers of today's marijuana. They also hosted a community education night at a local church with Laura Stack, reaching **45 community members**. Along with the presentation, the coalition provided 45 of Laura Stack's books from Johnny's Ambassadors to community members with information on how marijuana impacts the brain.



OPIOID PREVENTION

The coalition conducted a Narcan administration training for 32 community members and **distributed 27 boxes** of Narcan.

12

MEDIA CAMPAIGNS

DART ran a targeted digital campaign in Lincoln County titled "Don't Sell Alcohol to Minors!" to raise awareness about the legal and public safety risks of underage alcohol sales. The campaign reached over **97,000 engagements, 504 reactions, 108 shares, and 9 saves.**

The coalition ran a billboard congratulating graduates, encouraging safe celebrations, and reminding the community not to provide alcohol to minors. The message ran over **1,420 times per day** with about **60 showings per hour.** The same message was also featured in the Graduation issue of the county newspaper, further reinforcing the campaign's reach and visibility.



MEDIA CAMPAIGNS

13

MATERIALS DISTRIBUTED

- Distributed **300** nicotine fact sheets at the Lincoln County Health Department open house.
- Provided the Lincoln County Juvenile Office with **20** rack cards and nicotine information cards.
- At the Teen Summit, supplied 171 students and 17 school sponsors with drawstring bags containing:
 - Coalition information and talking points
 - Invitation to a youth informational meeting
 - Paper/pen and sponsor-donated swag
- Shared DART rack cards and resources at community events:
 - **15** at a Parent Night
 - **75** at a community event focused on youth substance use conversations
 - **500** at a Trunk or Treat event

Through these outreach efforts, the coalition directly reached **over 1,000 community members** with prevention resources and information.



SOCIAL MEDIA

DART used Facebook to share prevention messages, promote local events, and engage the community, averaging 14 posts per month.

INFORMATION SHARED

THANK YOU
SO MUCH

LINCOLN SCHOOL DISTRICTS

The partnerships with the Lincoln School Districts are paramount to the success of the grant and its activities. Through the commitment of the schools to the fulfillment of the grant, DART is working to improve the substance misuse problems of the community.

LAW ENFORCEMENT

The coalition has a strong partnership with local law enforcement, with several representatives actively involved in coalition activities. Activities like compliance checks would not happen without them.

Lincoln County Resource Board

The coalition and the Lincoln County Resource Board have a relationship of collaboration. Although DART is not a paid service provider with the Lincoln County Resource Board, the director works closely with LCRB as a prevention specialist to determine the current substance use trends that are being seen in our local schools and LCRB shares their collected data. DART participates in local school events that are sponsored by LCRB and works closely with LCRB and its providers on substance use issues and prevention.

Victory Lane Fuel & Food

This business continues to be a vital supporter of DART's efforts. They were the 2024 recipient of the Partner in Prevention award and they allow DART to air alcohol prevention ads at their gas pump TVs. In addition, they financially supported DART with a \$1,500 donation.



15

RECOMMENDATIONS:

THERE ARE 2 RECOMMENDATIONS FOR DART'S CONSIDERATION MOVING INTO THE NEXT GRANT YEAR. THESE ARE INTENDED TO HELP MOVE THE COALITION FORWARD AND ENHANCE IMPLEMENTATION.

First recommendation:

Create a sustainability plan this year (required by the grant), with specific focus on seeking community buy-in and support for the coalition's efforts. This will be important to gather community partners and resources to keep the work going in the long term and help to prepare for the Year 6 application in 2 years.

Second recommendation:

Work with the grant evaluator to develop a plan to gather evaluation data on DART's activities, such as tracking outputs and measuring pre/post surveys for participants. This will help to boost the evaluation process and support the sustainability of efforts long-term.