



**MONROE
COUNTY
COALITION**

**2025
NEWSLETTER**



**MONROE COUNTY
COALITION ★ COM**
SAFE AND DRUG FREE
PARTNERSHIPS OF MONROE



WHAT WE DO



YOUTH

Drug prevention programs, education and awareness campaigns to reduce substance use/misuse consequences.



ADULTS

Education and awareness to reduce DUIs, opioid overdoses, and drug-related health consequences.



PARENTS

Education and awareness on teen drinking and drug use, prevention programs, parent skills for talking to their teens about alcohol and drug use, and parent-wise education program.



COMMUNITY

Community service events, retail alcohol safe serving practices for bars/restaurants, consequences of alcohol and other drugs misuse.

OUR MISSION

To foster community change that reduces substance misuse and its consequences through collaborative efforts. We support and advocate for a safe, drug-free community.

OUR VISION

To provide a culturally competent behavioral health and wellness approach to substance misuse prevention in Monroe County.

GOALS

- Prevent, delay and/or reduce youth drug use
- Reduce adult consequences of drug use
- Promote behavioral health services
- Increase education and awareness of substance misuse

COMMUNITY AWARENESS

MATERIALS DISSEMINATED

3,462

The Monroe County Coalition (MCC) is dedicated to educating our community on important health topics. Our educational pamphlets cover a wide range of topics including alcohol misuse, vaping, and drug use. We also offer pamphlets such as "Let's Talk About Cirrhosis," "Save a Life Carry Naloxone," and "No One's House is a Safe Place for Teen Drinking." Our 360 Virtual Directory is another great resource for those seeking information.



In addition to these resources, we provide information on SAMHSA's Talk They Hear You parent campaign, which encourages communication between parents and teens. We also offer a unique virtual platform called Hidden in Plain Sight, which encourages parents to search for and locate items sold online as "Diversion Safes" that some teens may be using as stash places for alcohol and/or drugs.



Our brochures are widely distributed throughout the community, including doctor's offices, dentists, law firms, schools, government offices, libraries, and community-level events. We are committed to providing our community with the knowledge and resources needed to make informed decisions about their health and wellness.



VAPE PREVENTION

This brochure explains that vaping is often seen as socially acceptable among youth, leading to increased peer pressure. E-cigarettes expose young people to harmful substances and negatively affect brain development.

Our coalition actively distributes these materials at schools, community events, and healthcare facilities to ensure families have access to accurate, up-to-date information about the risks of vaping.



“TALK. THEY HEAR YOU.” UNDERAGE DRINKING CAMPAIGN

This brochure encourages parents to have open, honest conversations with their teens about alcohol and drug use. It emphasizes that parents are a major influence and that ongoing, judgment-free communication leads to better outcomes.

Research shows that teens who have regular conversations with their parents about substance use are significantly less likely to engage in risky behaviors. Starting early and staying consistent makes a difference.



OVER 48,000 REACHED
THROUGH LOCAL RADIO
PSA'S AIRED IN ENGLISH & SPANISH

Opioid Prevention

115 Completed Naloxone Trainings
129 Drug Activation Packets Disseminated

This brochure highlights naloxone (Narcan) as a life-saving medication that can reverse opioid overdoses. It explains how to recognize overdose signs, respond quickly, and emphasizes community resources and legal protections.

Through partnerships with local pharmacies and first responders, we ensure naloxone is accessible and that community members feel confident using it in emergency situations.



NO ONE'S HOUSE

2,634

MATERIALS DISSEMINATED

This brochure focuses on preventing underage drinking by explaining the serious risks alcohol poses to teens, including brain development issues, poor decision-making, and increased chances of accidents, violence, and long-term addiction. It also encourages parents to take an active role by securing alcohol at home, communicating clear expectations, and staying involved in their teen's activities to help prevent alcohol use.



I STEER CLEAR

733 Adults & 70 Youth Reached

"I STEER CLEAR", is a research-based social norms campaign to reduce the number of drivers who drive while under the influence. Many substances can impair driving including alcohol, marijuana, some over-the-counter drugs, prescription and illegal drugs.

This brochure promotes the Monroe County Coalition's virtual 360° service directory, which allows users to explore local behavioral health services and facilities throughout the Florida Keys. It also highlights available prevention programs, parent and opioid resources, and community services aimed at reducing substance abuse and supporting a safe, drug-free community.





RESPONSIBLE VENDOR TRAINING

Responsible Vendor Training (RVT) provides local alcohol licensed vendors and their sellers and servers with training that meets requirements of Florida States. In an industry with a relatively high degree of turnover, RVT can provide sellers and servers with information they need to protect themselves, their business, and the community. MCC trained **68** participants in the Monroe County area.

By meeting Florida Responsible Vendor Training requirements, the business ensures that its staff is thoroughly trained to implement safe serving practices.

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RESPONSIBLE VENDOR TRAINING

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Training Deadlines
Be informed on deadlines Florida Statutes **561.705 Responsible vendor qualification**
<https://www.flsenate.gov/Laws/Statutes/2022/561.705>



Online Training
Our 1 Hour Course is offered via Zoom, so staff can complete training at their own convenience. Sign up online info below



Amazon Gift Card
Participants who complete the pre and post test and online training will receive a \$15 Amazon gift card. Certificates provided

Sign up: www.monroecountycoalition.com
Scroll down to "Sign Up for Responsible Vendor Training"
Select time and day to register.
Please book a minimum of 2-3 days in advance. You will then receive a Zoom link and pretest link. No more than 5 trainees on each Zoom training.



Free ID Checking guides & UV Flashlights provided to businesses who complete the training.
We ID Signage available to all alcohol licensed businesses in Monroe County.



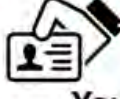
Sponsored by Monroe County Coalition, Inc., Thriving Mind South Florida, the State of Florida, Department of Children and Families

WE I.D. SIGNAGE & CHECKING GUIDE

Monroe County Coalition provides legal age signage to local alcohol vendors supporting safe serving practices. Signs are a deterrent to underage youth who may attempt to purchase alcohol at the establishment.

580 WE I.D. Signs were provided to alcohol establishments and I.D. Checking Guides were disseminated to businesses who completed MCC's Responsible Vendor Training.

IT IS UNLAWFUL TO PURCHASE ALCOHOL IF YOU ARE UNDER 21 YEARS OF AGE



WE I.D.
You Must Be Born On or Before Today's Date **2005**

It is **UNLAWFUL** to sell or dispense to persons under 21 years of age, unless exempt pursuant to Sections 562.11 or 562.13, Florida Statutes



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The penalties associated with the sale or dispensing of alcoholic beverages to persons under 21 years of age, include imprisonment in county jail for a period of up to 60 days, a fine up to \$500, or both.

To report those who are in violation of the law, please call: Key West Police Dept. (305) 309-1000 (Non-Emergency) FL Division of Alcoholic Beverages & Tobacco: 1-866-40-SUDS (1-866-540-7837)

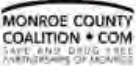
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I.D. Guides include the latest I.D.'s from all US states as a tool for sellers and servers. MCC distributed **91** Guides to local businesses.

Monroe County Coalition & Guidance Care Center Prevention Program Collaboration

Evidence Based Prevention Programs

The Everfi Alcohol Edu and The 3rd Millennium Classroom Alcohol Wise
Adults 64 Youth 13

Alcohol Edu

- Eighteen (18) youth completed in 2025
- 101 Inception to Date

Alcohol Edu Program
Pretest/Posttest Assessment Scores



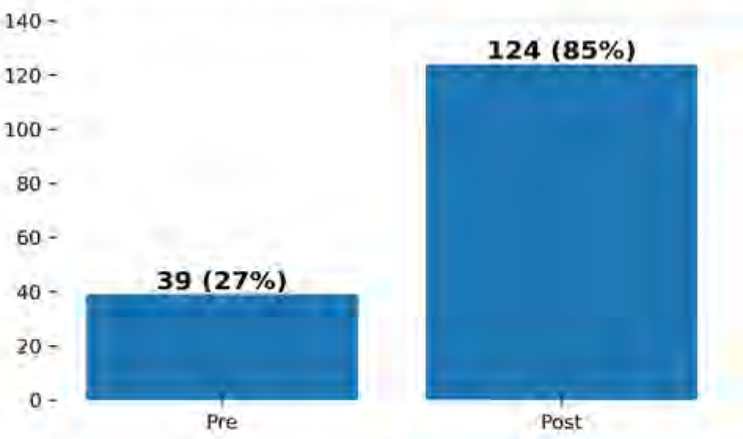
Alcohol Wise

- Sixteen (16) youth completed in 2025
- 75 Inception to Date

Alcohol Wise Program
Pretest/Posttest Assessment Scores

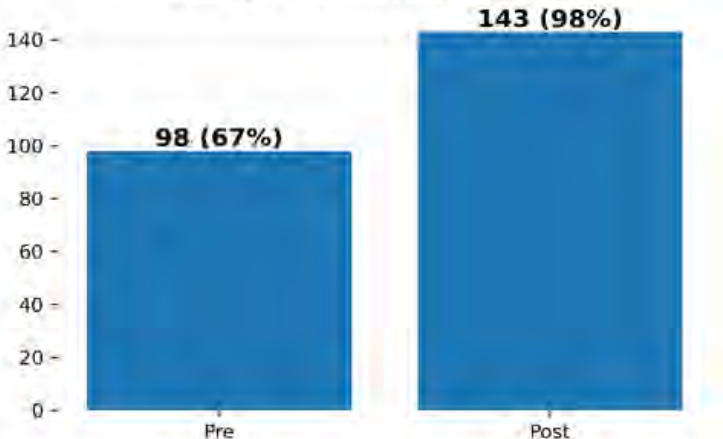


More students are using cannabis now than ever before



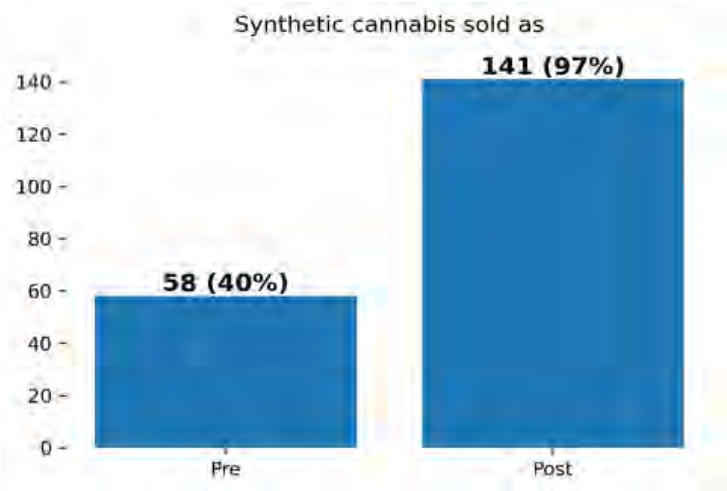
Correct responses increased from 27% to 85% after instruction.

Main psychoactive component (THC)

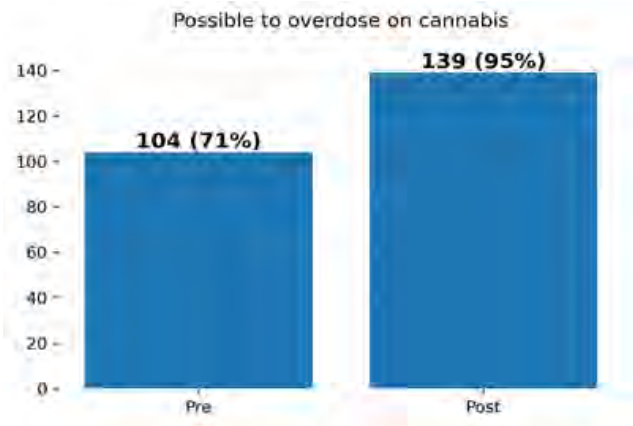


Knowledge of THC as the psychoactive component increased from 67% to 98%.

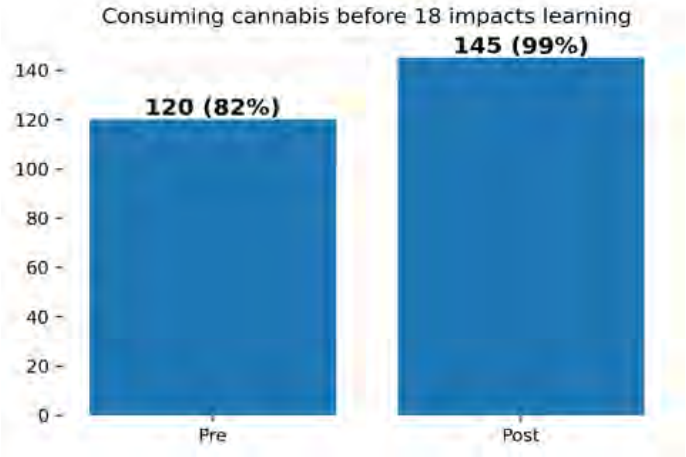
PREVENTION PROGRAM DATA



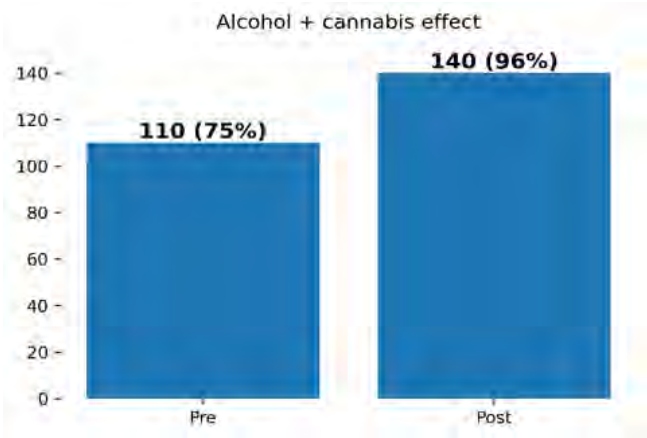
Recognition of synthetic cannabis marketing increased from 40% to 97%.



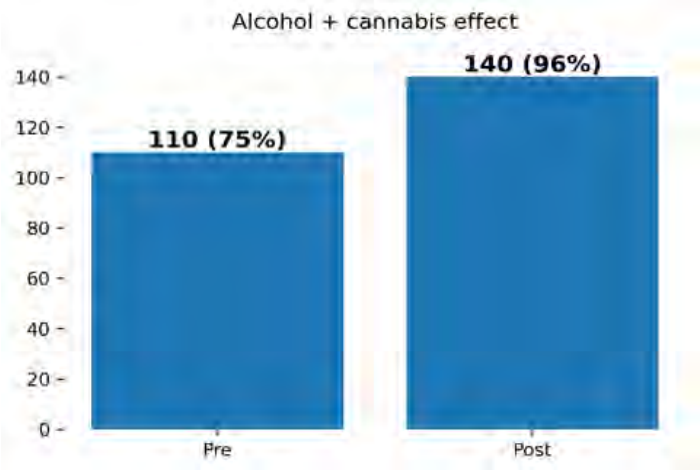
Understanding overdose risk increased from 71% to 95%.



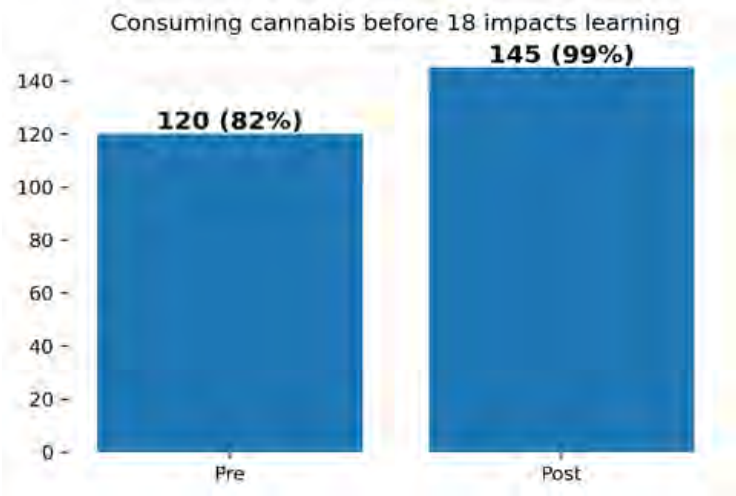
Awareness of youth brain impact increased from 82% to 99%.



Understanding combined alcohol and cannabis risk increased from 75% to 96%.



Understanding combined alcohol and cannabis risk increased from 75% to 96%.



Awareness of youth brain impact increased from 82% to 99%.

Partners - Keys AHEC

Opioid Prevention & Awareness



Keys AHEC is a valued partner of the Monroe County Coalition, supporting community-wide efforts to prevent opioid misuse and reduce overdose-related harm. Through this partnership, we provide free naloxone—an emergency medication that can reverse an opioid overdose—and Detera Drug Deactivation Bags for the safe disposal of unused or expired medications. By expanding access to these lifesaving resources and increasing community awareness, AHEC and the Coalition are helping create a safer, healthier Monroe County.



ENVIRONMENTAL SCANS

A closer look at **205** Monroe County retail environments

WHY WE SCANNED

The Coalition conducted environmental scans at Monroe County businesses that sell or display alcohol, tobacco, vaping products, THC and hemp-derived products, synthetic substances, kratom, and related items. The scan documented what residents and young people may encounter in everyday retail settings - including product availability, placement, packaging, pricing, and promotional messages.

ALCOHOL

TOBACCO

VAPES

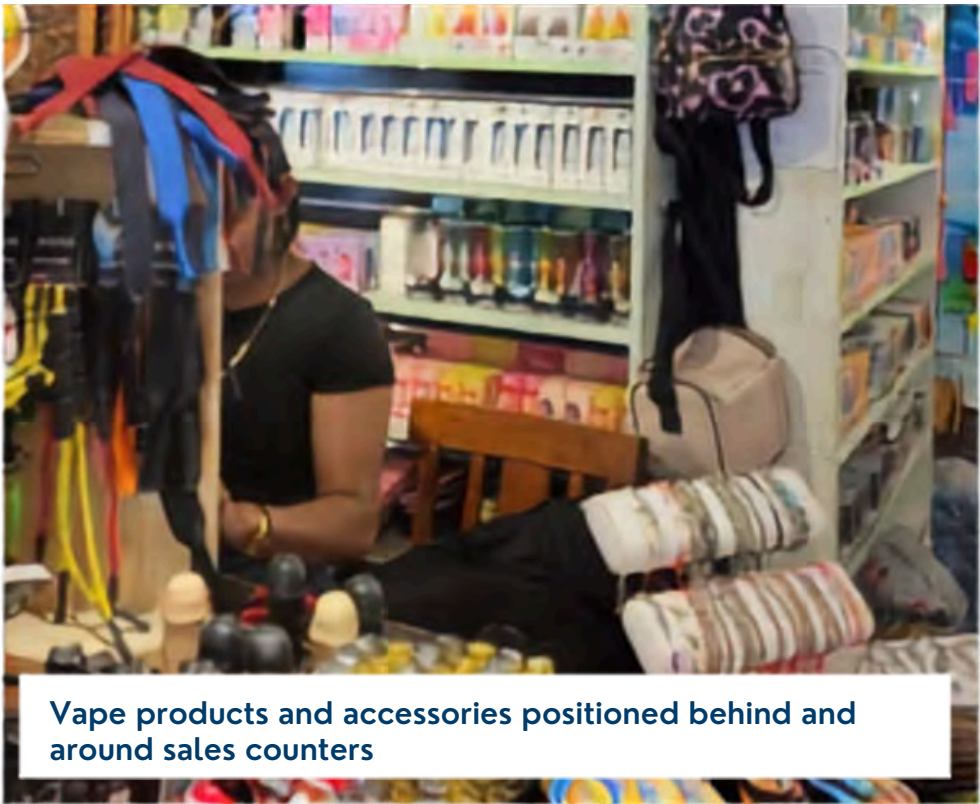
THC / HEMP

SYNTHETIC PRODUCTS

KRATOM / 7-OH



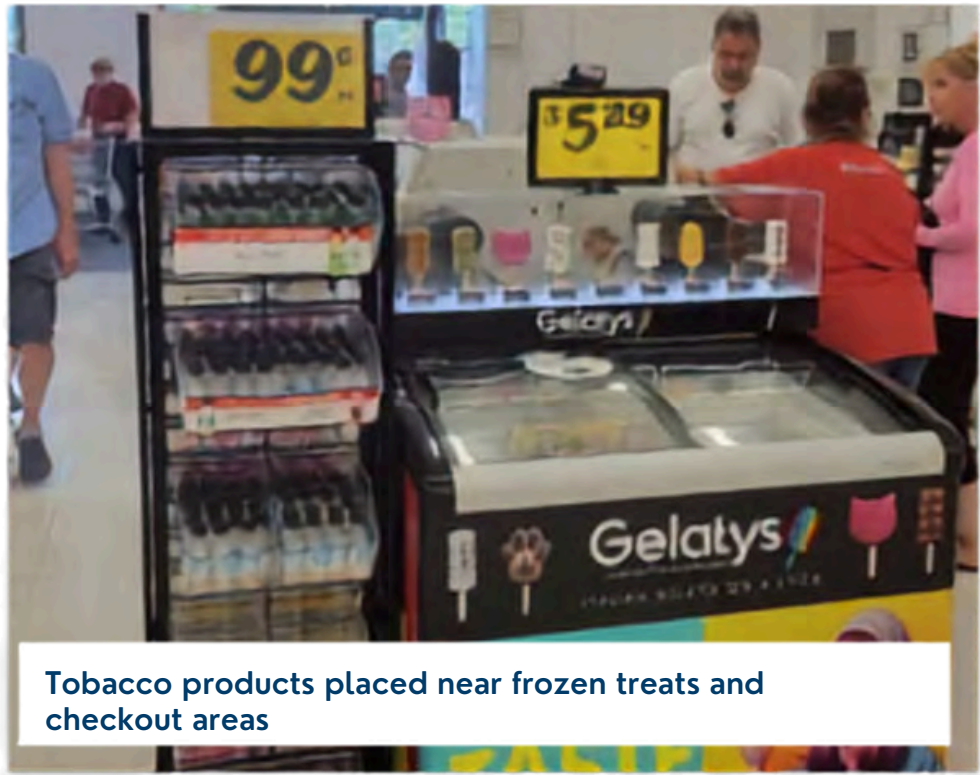
THC and hemp-derived products displayed in retail settings



Vape products and accessories positioned behind and around sales counters



Alcohol displayed alongside candy and other convenience items



Tobacco products placed near frozen treats and checkout areas

PURPOSE These observations help guide prevention priorities, retailer education, community awareness, and future policy conversations.

PRODUCT AVAILABILITY

Kratom, 7-OH, THC/hemp-derived and synthetic products

WHAT WE OBSERVED

Scans documented a broad mix of psychoactive and emerging products, often sold as shots, gummies, powders, capsules, disposable devices, or brightly packaged novelty items. Displays sometimes grouped these products with common convenience goods, making them appear familiar and easy to purchase.



KRATOM SHOTS



KRATOM COUNTER DISPLAY



7-OH / WELLNESS DISPLAY



POWDERS & CAPSULES



LIQUID SHOTS



VAPES & EDIBLES

WHY IT MATTERS

Product names, strengths, and ingredients can be difficult to interpret. Youth-oriented colors, candy-like flavors, compact packaging, and prominent counter placement may reduce perceptions of risk. The scan gives community partners a clearer picture of the fast-changing retail marketplace and supports timely prevention messaging.

PLACEMENT & PROMOTION

How products are presented in Monroe County businesses

RETAIL CONTEXT

Environmental scans look beyond whether a product is sold. They also document where it is placed, how it is promoted, what products surround it, and whether age-related signs or other safeguards are visible. These details can shape perceived availability and social norms.



Novelty products at aisle endcaps



Low-price accessories and youth-appealing merchandise



Alcohol-branded promotion near an ATM



Alcohol, tobacco, and vaping products concentrated near checkout



Dense displays of vaping products, edibles, accessories, and related merchandise

FROM OBSERVATION TO ACTION

Findings will be used to strengthen retailer outreach, improve public education, identify emerging trends, and focus prevention strategies where they can have the greatest community impact. The scan is a snapshot of observed retail conditions and is not an assessment of any individual business.







Fentanyl a Opioid Use in the Community

The Community Health Improvement Plan (CHIP) is a collaborative effort between the Florida Department of Health and the Florida AHEC to address the health needs of the state's diverse population.

Identifying and Assisting Synthetic Opioid Misuse in the Community

SPEAKER:

Michelle Stoddard, Ph.D.
 Executive Manager
 Risk Management
 Bagdad Scott House, Hospital

Friday
 April 25, 2025
 Doubletree by Hilton
 12:00 PM - 3:30 PM

Keys AHEC
Health Centers

[Click Here to Register](#)

For registration register! Click here!

FREE WEBINAR FOR PARENTS & PROFESSIONALS

GROWING MINDS AND MODERN HIGHS

THC **HEMP** & **KRATOM**

WITH **JILLIE DREIFALDT**

one
Education by One Smaller Step

MHS PREVENTION WEEK



MHS PREVENTION WEEK

PREVENTION IN ACTION

Marathon High School brought prevention education to life during MHS Prevention Week, creating meaningful opportunities for students to connect, learn and participate. Through interactive activities, engaging presentations and conversations with community partners, students explored the importance of healthy, substance-free choices.

The week encouraged teamwork, strengthened protective factors and gave students practical information to support positive decision-making. By bringing prevention directly into the school environment, MHS helped build awareness, promote open dialogue and empower young people to make choices that support their health, safety and future.



2025 MARATHON HIGH SCHOOL TOWN HALL



COMMUNITY VOICES. SHARED SOLUTIONS.

Marathon High School welcomed families, educators and community partners for its 2025 Town Hall. The event created an open forum to share concerns, exchange ideas and strengthen connections between the school and the community. Through presentations and meaningful discussion, attendees explored resources, identified shared priorities and worked together to support student health, safety and success.



CHAMPIONS FOR CHANGE

MARATHON HIGH SCHOOL AT THE CADCA NATIONAL LEADERSHIP FORUM



Marathon High School’s Champions for Change students took their commitment to prevention and youth leadership to the national stage at CADCA’s National Leadership Forum. Alongside coalition leaders and prevention advocates from across the country, students participated in interactive workshops, strengthening their advocacy skills, and explored proven strategies for creating healthier, substance-free communities.

Throughout the Forum, the students connected with peers, prevention professionals, and national leaders while learning how local voices can influence meaningful change. They returned to Monroe County with new ideas, greater confidence, and renewed energy to engage fellow students, support positive choices, and help shape prevention efforts in their school and community.

Their participation reflects the power of youth-led prevention—and the difference young leaders can make when they are given the knowledge, tools, and opportunity to be heard.



LEARN
Evidence-informed prevention strategies



CONNECT
Peers, advocates, and national leaders



LEAD
Positive change at school and throughout Monroe County



I STEER CLEAR



CHOOSING SAFETY, PROTECTING OUR COMMUNITY.

I Steer Clear is a community prevention campaign that encourages residents and visitors to make safe, substance-free choices before getting behind the wheel. Through local outreach, educational conversations, and practical campaign materials, the initiative reinforces a simple message: plan ahead, drive sober, and help keep Monroe County roads safe for everyone.



PLAN AHEAD • DRIVE SOBER • ARRIVE SAFE



NO ONE'S HOUSE

PREVENTING UNDERAGE DRINKING STARTS AT HOME



COMMUNITY AWARENESS

The No One's House campaign reminds parents and caregivers that no home is a safe place for underage drinking. Providing alcohol—or allowing teens to drink under adult supervision—can lead to impaired judgment, injuries, alcohol poisoning and other serious consequences.

Coalition representatives connected with local families, shared prevention resources and encouraged parents to set clear expectations about alcohol.



HOW PARENTS CAN HELP

- Do not provide alcohol to anyone under 21
- Keep alcohol secured and monitored
- Communicate clear family rules
- Make teen gatherings supervised and alcohol-free



BE THE ADULT WHO SAYS NO.

No one's house is a safe place for underage drinking.