

A new name. A broader mission.

Sacramento County Opioid Coalition rebranding

SPARCS

Substance Prevention And Recovery Coalition Sacramento

Why we considered a new name

Feedback focused on clarity, inclusivity, and a name people will remember.

Clear purpose

Reflect a broader focus on substance use prevention and recovery—not opioids alone.

Less stigma

Use welcoming language that encourages community engagement.

Memorable identity

Choose a name that is easy to say, recognizable, and useful in outreach.

What people told us

Themes from the feedback on DSS, Sac CPR, and SPARC.

Drug Safe Sacramento DSS

Praised as concise and direct.
Concerns: “DSS” already means
Department of Social Services;
“drug safe” can be unclear or
stigmatizing.

Sacramento Coalition for Prevention and Recovery Sac CPR

“Coalition” was valued, but CPR
strongly suggests cardiopulmonary
resuscitation and could confuse
searches and inquiries.

Substance Prevention And Recovery Coalition Sacramento SPARCS

Strongest enthusiasm: energetic,
inspiring, and brandable.

Introducing Substance Prevention And Recovery Coalition Sacramento

A name built around prevention, recovery, and community action.

Rebranding, What is Next?

Taglines:

Coalition Vote

- Sparking Change. Saving Lives.
- Sparking prevention. Supporting recovery.

New Logo:

Coalition Feedback

Mission Statement:

Coalition Feedback

New Website