

YUMA COUNTY ANTI-DRUG COALITION

YEAR IN REVIEW

**CITY OF YUMA COUNCIL
PRESENTATION 2024**

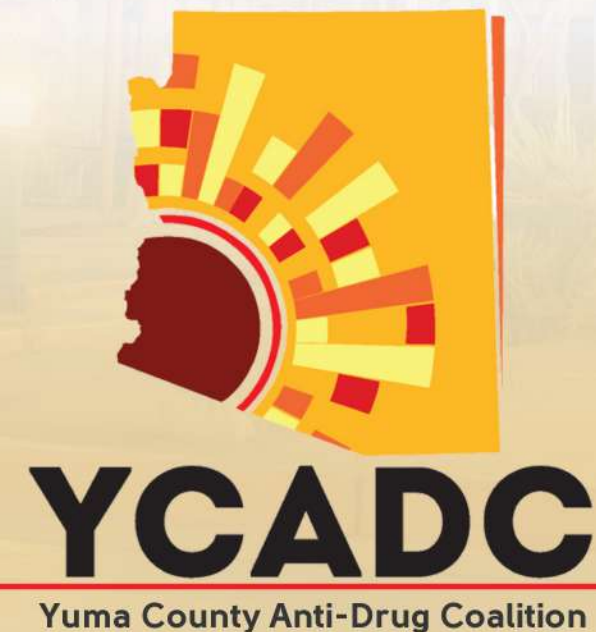


YCADC

Yuma County Anti-Drug Coalition

ABOUT YCADC

The Yuma County Anti-Drug Coalition (YCADC) is comprised of community members and professionals to collectively educate and provide resources to reduce substance misuse within Yuma County. The Coalition members represent a wide range of community sectors including: business, media, law enforcement, schools, substance use providers, youth, parents, youth-serving organizations, civic groups, healthcare professionals, governmental agencies, and faith-based organizations.



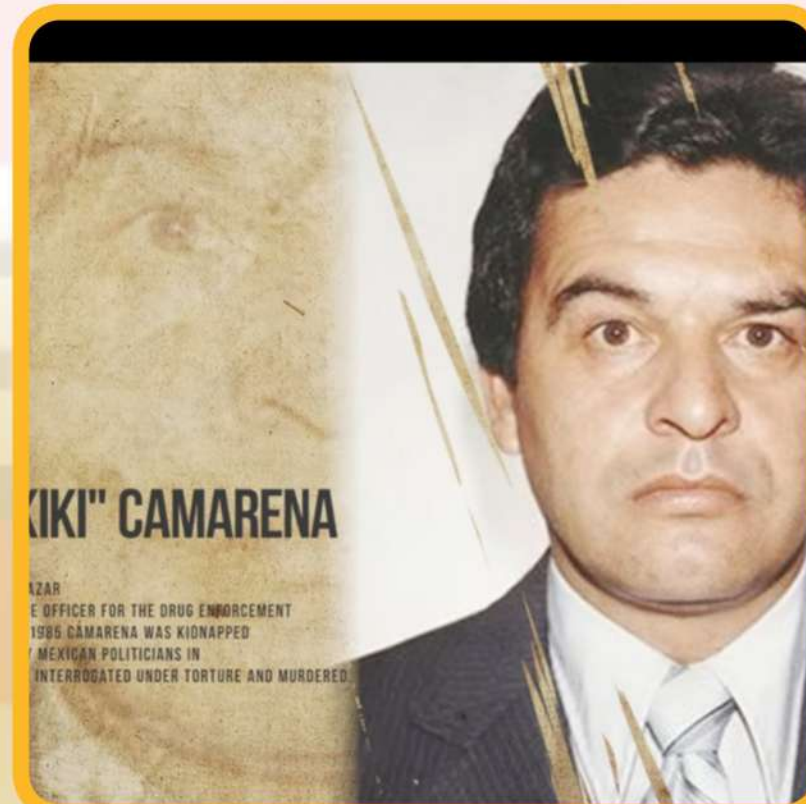
OCTOBER 2023



RED RIBBON WEEK 2023

- Kicked off the week at City Hall with Mayor Nicholls.
- Delivered Red Ribbon merchandise and balloon kits to over 20 schools.
- Featured a commercial on social media about the history of Red Ribbon Week.

2024



- Developed a month long campaign
- Gathered community leaders as guest speakers at Elementary and High Schools throughout Yuma County
- Themed kits distributed to **46 Schools!**

YUMA CARES MODEL

We Curated our YumaCARES model to highlight our commitment to COMPASSION, ADVOCACY, RESOURCES, EDUCATION, AND SUPPORT. This initiative included a press release and a marketing campaign.



Importance Of Effective Communication

The Yuma CARES approach is a comprehensive strategy for Substance Use Disorder (SUD), Opioid Use Disorder (OUD), and Alcohol Use Disorder (AUD) awareness. It begins with compassion, raises awareness about the issue, connects individuals to valuable resources, educates the community, and provides ongoing support to those affected by substance misuse. By implementing these principles, we aim to eradicate the impact of substance misuse in our community.

QUARTERLY CAMPAIGNS

We strategically developed quarterly marketing campaigns aimed at effectively communicating and disseminating vital tools and resources to our community. Each campaign is thoughtfully crafted to address specific challenges related to substance misuse, with a focus on both prevention and education. Using tools and resources from Substance Awareness Coalition Leaders of Arizona (SACLAZ) and other trusted partners; we have presented to local community members, Rotary Clubs, faith-based groups, and schools. By tailoring our messaging to align with the community's needs, we ensure that the resources provided are accessible, relevant, and impactful.

**ALCOHOL / MENTAL
HEALTH
AWARENESS**

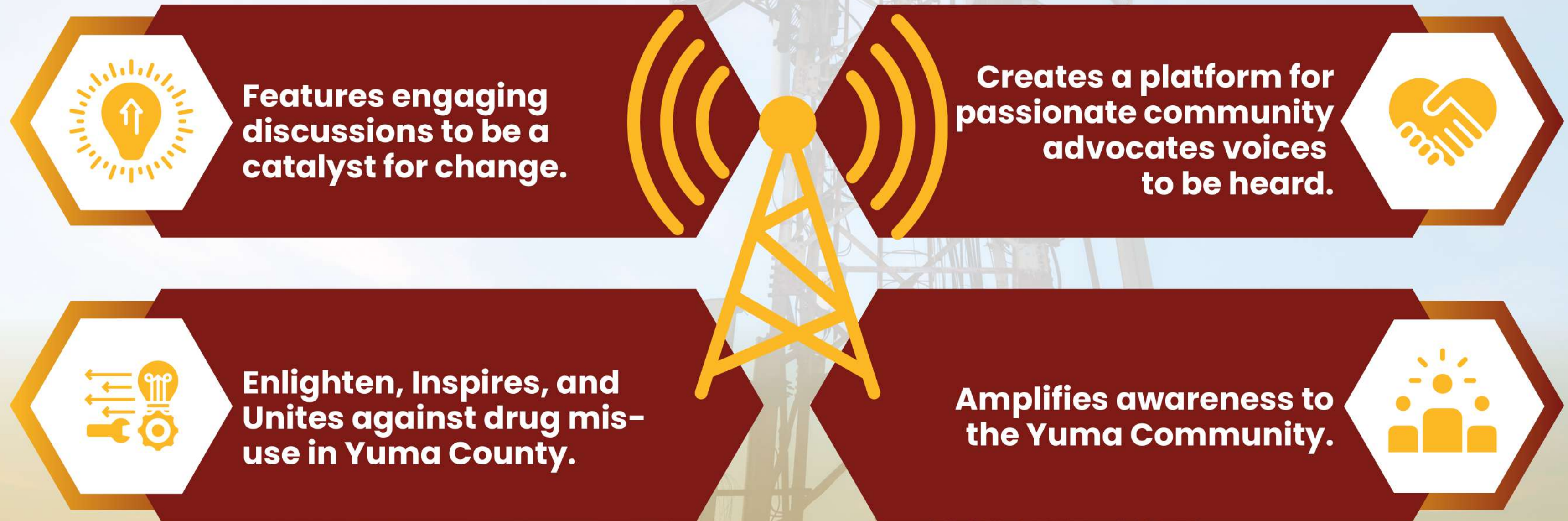
**DANGERS OF
VAPING**

**MARIJUANA
MISUSE**

**FENTANYL
IS FATAL**

YCADC RADIO SHOW

In January 2024 the YCADC Radio Show was launched, featuring our amazing coalition champions and their resources. The show airs live on 1400 AM every other Wednesday and streams live on the YCADC Facebook page.



RESOURCE DISTRIBUTION & COMMUNITY EVENTS

To date, we have distributed **20,000 synch bags**, providing Yuma County families with **100,000 pieces** of drug prevention resources by participating in multiple community events at schools, businesses, civic groups and faith-based organizations throughout Yuma County.



YOUTH ENGAGEMENT

YCADC has donated practice shirts featuring our logo and a QR code linking to our website, along with synch bags filled with resources, to over 1,000 kids in the Yuma Catch and Go Flag Football League. Donations were also made to over 250 kids in the Coyote Football League, and over 600 kids in the Yuma Boys Baseball League. Through these outreach efforts, countless families are now informed about YCADC and the valuable resources we offer.



STRATEGIC PARTNERSHIPS

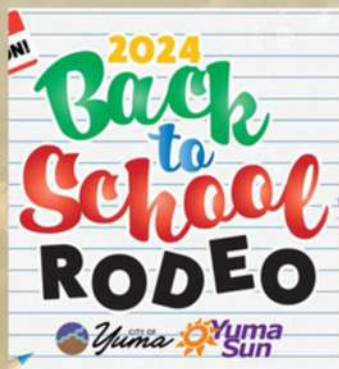
These strategic partnerships strengthen our initiatives under the Drug-Free Community Grant, amplifying the positive impact we have across Yuma County.



We partnered with YRMC to provide emergency kits filled with resources on opioids and instructions on how to administer Narcan to families impacted by drug misuse. These kits include YCADC synch bags, SACLaz materials, Narcan, and information on local resource agencies like Community Bridges and Community Medical Services.



Our collaboration with the Yuma Police Department has been outstanding. YCADC proudly sponsored 10 vehicle wraps for the School Resource Officers (SROs), provided new pedal karts for educational demonstrations, and served as a major sponsor for both the Trick or Treat Scary & Safe and G.A.I.N events. Additionally, we are honored to be part of the City of Yuma Police Department's Community Advisory Committee, strengthening our joint efforts in promoting safety and community engagement.



YCADC was proud to be a Gold Star sponsor for the City of Yuma's 2024 Back to School Rodeo! In addition to sponsoring the event, we distributed 1,800 school supplies and provided 3,000 drug prevention resources to families in attendance, helping to ensure a positive start to the school year and supporting a healthier, drug-free community.



GRAD NIGHT REVIVAL

YCADC sponsored and brought back Grad Night in 2024 for Yuma County graduates after a 10-year hiatus.

- **Over 2,100 in attendance**
- **\$29,000 in monetary sponsorships**
- **Food vendors donated \$12,600 in food and time**
- **Community partners donated \$11,500 in raffle prizes**
- **In-kind sponsor services valued at \$27,200**
- **60 Community Champion Volunteers present**



GROWING NETWORK

A year ago, YCADC had a member roster of 40 individuals. Today, we are proud to have grown to 150+ dedicated members, all committed to fostering a drug-free community and continuing our mission.

**Monthly
Coalition
Meetings**

**Monthly
YUMA CARES
Community
Conversations**

**Social Media
Growth**

DEVELOPED WEBSITE
LAUNCHED INSTAGRAM PAGE
CREATED YOUTUBE CHANNEL
EXPANDED FACEBOOK REACH

**Established
First Youth
Coalition Group**

SCHOOL: VISTA HIGH SCHOOL

**Created
Constant
Contact
Communication
Channel**

CURRENTLY 308 CONTACTS
WITH A 52% OPEN RATE.



AWARENESS CAMPAIGN PARTNERSHIP WITH YUMA COUNTY SHERIFF'S OFFICE

YCADC teamed up with the Yuma County Sheriff's Office to create a fentanyl awareness video. This video was professionally created and is now available on our YouTube channel and shared on 3 local TV stations.





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YEAR IN REVIEW PRESENTATION – DFC GRANT 2023 – 2024

Thank You

We Invite YOU to Become a Champion for Yuma County!

