

Creating a healthier, stronger Yuma County through prevention, mental wellness, and community connection.

2023

COMMUNITY IMPACT REPORT

Connection is Prevention

In 2023, YCADC began to strengthen community partnerships, expanded drug misuse prevention education, and prioritized youth mental wellness—creating meaningful connections that drive lasting impact.



CONNECT

Bringing people together.



EMPOWER

Equipping youth and families.



PREVENT

Reducing risk. Creating hope.

OUR IMPACT AT A GLANCE



7,800+

**YOUTH
REACHED**

Through programs, events, and prevention education.



3

**TRAININGS &
WORKSHOPS**

Provided to students, parents, educators, and community partners.



10K+

**PREVENTION
RESOURCES
DISTRIBUTED**

Educational materials shared across Yuma County.



39

**ACTIVE
MEMBERS**

A multi-sector coalition across healthcare, education, law enforcement, and community organizations



8

**MEETINGS
HOSTED**

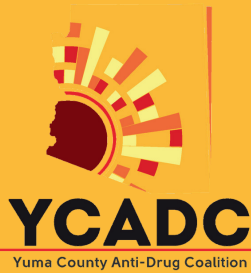
Hosting coalition meetings to engage the community. Avg attendance: 15



3K+

**CAMPAIGN &
MESSAGING
REACH**

Prevention messaging shared through social media, events, and public awareness campaigns



Serving the *community*

CAMPAIGNS & MESSAGING

RED RIBBON MONTH



SCAN HERE

Campaign

The Red Ribbon campaign honors DEA Agent Enrique "Kiki" Camarena's legacy by uniting communities to educate youth and promote drug-free lifestyles through prevention and awareness initiatives.

Details

Proclamation in front of City Hall with Mayor Nicholls.

Delivered Red Ribbon kits to over **20 schools**.

Donated **300** headphone sets to Salida Del Sol Elementary School.

Outcome

Through Red Ribbon Month, YCADC activates a unified strategy that equips students with knowledge, empowers them to make positive choices, and reinforces the message that being drug-free is both powerful and possible.

YUMA CARES MODEL



SCAN HERE

Our YumaCARES model was created to highlight our commitment to COMPASSION, ADVOCACY, RESOURCES, EDUCATION, AND SUPPORT.

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 aimed to empower individuals and communities to create lasting change.

FENTANYL AWARENESS VIDEO

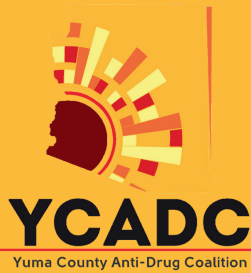


SCAN HERE

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.

Expanded public awareness of fentanyl dangers through a professionally produced multimedia campaign reaching audiences across digital and local television platforms



Serving the *community*

COMMUNITY CONNECTIONS

During the final quarter of 2023, YCADC focused on building meaningful relationships with community leaders, organizations, and public safety partners. The coalition partnered with the City of Yuma Mayor and City Council to officially kick off Red Ribbon Week, demonstrating a shared commitment to promoting healthy, drug-free lifestyles among youth and families. YCADC also began collaborating with Yuma County Sheriff Leon Wilmot on the development of the "One Pill Can Kill" fentanyl awareness campaign, laying the groundwork for a countywide effort to educate the community about the dangers of fentanyl and counterfeit pills. In addition, YCADC increased its community presence by participating in local outreach events, including the City of Yuma's annual Scary & Safe Halloween event, where we connected with families, distributed prevention resources, and expanded awareness about our Coalition.

STRATEGIC PLANNING FOR 2024

COMMUNITY INSIGHTS

Youth in the community continue to face high exposure to risk factors, including limited access to mental health services and increased proximity to drug trafficking activity along the border. Focus on reducing youth substance use and opioid-related harm through early intervention and education strategies.

We need to continue raising prevention awareness among youth through education, campaigns, and community outreach.

GOALS AND OBJECTIVES



Expand Prevention Education and Youth Engagement

Increase the reach of evidence-based prevention education, awareness campaigns, and youth-focused programs.



Strengthen Community Connections and Access to Resources

Enhance collaboration among community partners to increase awareness of available local resources.



Increase Public Awareness of Substance Use Risks

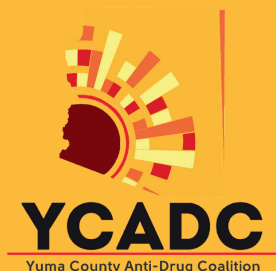
Implement targeted public awareness campaigns focused on fentanyl, opioids, mental health, and substance misuse prevention.

We thank you for your ongoing support of YCADC.

In 2023, the Yuma County Anti-Drug Coalition focused on rebuilding momentum, strengthening community connections, and laying the groundwork for future growth. Following the arrival of Joanne Fiser as Executive Director in October, YCADC immediately engaged the community through Red Ribbon Week activities, prevention outreach events, and collaborative efforts with local partners. During the final quarter of the year, the coalition enhanced its website and social media presence to improve communication and access to resources while developing a strategic roadmap for quarterly prevention and awareness campaigns in 2024.

The coalition also began planning several initiatives that would become cornerstone programs in the year ahead, including the launch of the YCADC Radio Show, the revival of Grad Night after a ten-year hiatus, and expanded community outreach efforts focused on prevention, mental wellness, and youth engagement. These foundational efforts positioned YCADC for significant growth and impact.

Looking ahead to 2024, YCADC will focus on expanding resource distribution, increasing community awareness and outreach, strengthening coalition membership and partnerships, and creating innovative opportunities to connect youth, families, and community members with prevention and behavioral health resources. Through collaboration, education, and advocacy, YCADC remains committed to building a healthier, safer, and more connected Yuma County.



Yuma County Anti-Drug Coalition