

2024

COMMUNITY IMPACT REPORT

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

Connection is Prevention

In 2024 YCADC significantly expanded its youth prevention efforts by engaging more than 12,500 youth through school-based prevention education, Red Ribbon Week activities in 46 schools, community outreach events, Grad Night, youth coalition initiatives, and digital prevention campaigns.



CONNECT

Bringing
people
together.



EMPOWER

Equipping
youth and
families.



PREVENT

Reducing
risk. Creating
hope.

OUR IMPACT AT A GLANCE



12,500+

**YOUTH
REACHED**

Through
programs,
events, and
prevention
education.



30+

**TRAININGS &
WORKSHOPS**

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



100K+

**PREVENTION
RESOURCES
DISTRIBUTED**

Educational
materials shared
across Yuma
County.



97

**ACTIVE
MEMBERS**

150% increase in
our membership
roster since
November
2023.



11

**MEETINGS
HOSTED**

Hosting
coalition
meetings to
engage the
community. Avg
attendance: 40



94K+

**CAMPAIGN &
MESSAGING
REACH**

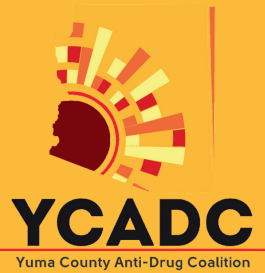
Prevention
messaging shared
through social
media, events, and
public awareness
campaigns



Serving the *community*

CAMPAIGNS, EVENTS & MESSAGING

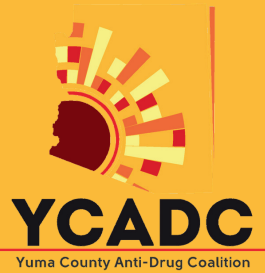
	Campaign	Details	Outcome
Grad Night 2024  SCAN HERE	After a ten-year hiatus, YCADC proudly revived Grad Night, providing graduating seniors with a memorable, substance-free celebration to recognize their accomplishments.	The event welcomed more than 2,100 attendees and raised \$29,000 through generous community support	Demonstrated the power of collaboration in creating safe, positive experiences for Yuma County's youth.
RED RIBBON MONTH  SCAN HERE	Building on the momentum established in late 2023, YCADC expanded Red Ribbon Week by delivering themed prevention kits to 46 schools.	Engaging thousands of students, educators, and families through assemblies, educational materials, and digital messaging promoting healthy, drug-free lifestyles.	Reached an estimated 8,000 - 10,000 Yuma County Students!
YCADC Radio Show  SCAN HERE	We created the YCADC Radio Show, featuring our amazing coalition champions and their resources.	The show aired live on 1400 AM every other Wednesday and streamed live on the YCADC Facebook page.	Featuring coalition champions, community partners, and prevention experts, the program reached 48,000+ radio listeners and generated 52,000+ Facebook engagements, expanding access to prevention education, mental health resources, and community services.



Serving the *community*

COMMUNITY CONNECTIONS

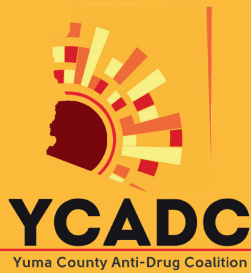
	Campaign	Details	Outcome
Yuma Police Department Vehicle WRAPS	YCADC purchased vehicle wraps for all City of Yuma High School SRO vehicles.	Prevention-focused vehicle wraps for all City of Yuma High School SRO vehicles, increased community visibility of youth safety, prevention messaging, and school resource outreach efforts throughout the county.	Increased visibility of youth prevention messaging and strengthened positive community engagement through highly visible outreach initiatives.
Collaboration with YRMC (Onvida)	Distributed emergency kits filled with opioid resources including Naloxone distribution centers.	Expanded community awareness around fentanyl and opioid risks.	Increased access to prevention education and resources and strengthened collaboration to address substance misuse at a community-wide level.
Yuma Police Department PEDAL CARTS	YCADC purchased pedal carts for the Yuma Police Department to use during youth outreach events they participate in.	To support interactive youth outreach efforts with our law enforcement partners.	Enhanced youth outreach efforts by creating approachable, interactive opportunities for law enforcement to connect with youth at community events.
YCADC & Yuma County Public Health Services District Partnership	Naloxone Distribution Partnership	YCADC strengthened its partnership with the Yuma County Public Health Services District to expand community access to Naloxone (Narcan), a life-saving medication that can reverse an opioid overdose.	Expanded community access to life-saving overdose prevention resources while reducing barriers to education, preparedness, and emergency response. 30 UNITS DISTRIBUTED IN 2024.



Serving the *community*

QUARTERLY PREVENTION CAMPAIGNS

Campaign	Details	Outcome
Break Free from the Cloud	Vaping Prevention Campaign YCADDC launched the Break Free from the Cloud campaign to educate youth, parents, and the community about the health risks associated with vaping and nicotine addiction.	Through engaging social media content, educational messaging, and prevention resources, the campaign challenged common misconceptions about vaping while encouraging healthy decision-making and empowering youth to live vape-free.
Just Because It's Legal, Doesn't Mean It's Safe	Marijuana Awareness Campaign As marijuana laws continue to evolve, YCADDC's Just Because It's Legal, Doesn't Mean It's Safe campaign focused on increasing awareness of the potential health risks associated with marijuana use, particularly among youth.	Through evidence-based education and community outreach, the campaign encouraged informed decision-making by emphasizing the effects of marijuana on the developing brain, mental health, academic success, and overall well-being.
One Pill Can Kill	Fentanyl Awareness Campaign In partnership with the Yuma County Sheriff's Office, YCADDC's One Pill Can Kill campaign raised awareness about the growing dangers of fentanyl and counterfeit pills.	Through powerful social media messaging, educational resources, and an awareness video the campaign equipped the community members with critical information to recognize and help prevent overdose-related tragedies.



Serving the *community*

COMMUNITY OUTREACH

YCADC significantly expanded its digital presence in 2024, doubling its social media following while reaching more than 94,000 adults and 6,300 youth through prevention campaigns, videos, public service announcements, and real-time community updates. The launch of the coalition's new website further enhanced public access, attracting more than 60,700 users seeking prevention information, local resources, and community event details.

YCADC dramatically expanded community resource distribution by providing over 100,000 prevention resources, including 10,000 prevention synch bags filled with educational materials, fentanyl awareness information, local resource guides, and prevention messaging. Additional emergency resource kits were distributed through a partnership with Yuma Regional Medical Center (Onvida Health), Community Bridges, and Community Medical Services to connect families with overdose prevention information and treatment resources.

STRATEGIC PLANNING FOR 2025

GOALS AND OBJECTIVES



Expand Community Conversations Through Digital Storytelling

Transform the YCADC Radio Show into a community-focused podcast featuring face-to-face conversations with coalition members.



Increase Access to Life-Saving Overdose Prevention Resources

Expand community access to Naloxone through public education, outreach events, and strategic distribution initiatives.



Launch the Yuma County Mental Health Coalition

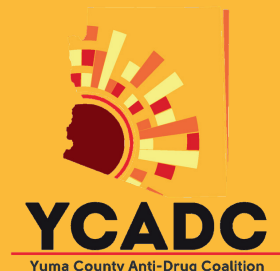
Unite community partners around a shared commitment to promoting mental wellness and preventing suicide.

We thank you for your ongoing support of YCADC.

In 2024, Yuma County continued to face significant challenges related to substance misuse, particularly the growing presence of fentanyl and the normalization of vaping, marijuana, and alcohol use among youth. As a border community, Yuma also experienced unique risk factors that reinforced the need for increased prevention education, accessible behavioral health resources, and stronger community partnerships. Families, educators, and community leaders sought trusted information and practical tools to help navigate these challenges while creating safe, healthy environments for young people. In response, YCADC expanded prevention education, strengthened public awareness campaigns, increased access to evidence-based resources, and fostered meaningful collaborations that empowered individuals, supported families, and reinforced the protective factors proven to reduce substance misuse and improve community well-being.

The progress achieved in 2024 demonstrates what is possible when organizations, educators, healthcare providers, law enforcement, businesses, and community members unite around a common purpose.

As YCADC continues to grow, we remain committed to empowering individuals, strengthening families, and creating a healthier, safer Yuma County through prevention, education, advocacy, and connection.



Yuma County Anti-Drug Coalition