



## 2016 Year in Review

*"Coming together is a beginning.  
Keeping together is progress.  
Working together is success."*

## PRIDE Members

- American Ambulance
- CHR
- CT Dept. of Children and Families
- CT State Police
- Eastern Savings Bank
- Families and Community First Griswold
- Griswold Public Schools
- Griswold Senior Center
- Griswold Town Government
- Griswold Youth & Family Services
- Hartford Healthcare, Backus and Plainfield
- Jacques Cartier Club, Ladies Auxiliary
- Jewett City Borough Officials
- Jewett City Savings Bank
- Matt's Mission
- Natchaug River Young Marines
- Quinebaug River Church
- SERAC
- St. Mary's Church
- UCFS
- Uncas Health District
- United Services
- Wolverine Radio
- Parents, Residents, and Youth

***PRIDE Partner  
of the Year***

**Natchaug River  
Young Marines**



***PRIDE Parent  
of the Year***

**Ken Willey**





## Capacity and Coalition Building

- ◆ Increased PRIDE contacts and members to over 100 people
- ◆ Developed a coalition Facebook page
- ◆ Presentations: GES PTO, GHS PAC, United Services, Griswold Health and Safety Committee, CHR staff trainings, Griswold Schools New Staff Orientation
- ◆ Community Events: Youthtopia, Spooktopia, Griswold Recreation Summer Camp Heroes Day, Griswold Business Summit, Matt's Mission Walk and Fundraiser, GES Open Houses
- ◆ PRIDE promotional items: canopy, tablecloth, wristbands, tattoos, bags, pens, bottled water, brochures and fact sheets

## Evaluation

- ◆ Griswold Community Readiness Survey
- ◆ Griswold School CORE Survey Report

## Initiatives

- ◆ Roundtable Discussions on Opioid Dependence with Senators Richard Blumenthal and Chris Murphy, Congressman Joe Courtney, Michael Botticelli, Director of the White House Office of National Drug Control Policy, and leaders from USDA and SAMHSA
- ◆ Outreach to alcohol retailers and servers, promoting TiPS trainings and responsible selling and serving practices
- ◆ Outreach to pharmacies, providing information on naloxone prescribing certification
- ◆ Re-implemented the DARE program with CT State Police to all 5th graders at GMS
- ◆ 2 Compliance Check Operations with alcohol retailers, improving from 25% compliance to **100% compliance**
- ◆ 2 Drug Take Back Day events, collecting over **300 pounds** of medication for safe disposal, an **increase of over 250%** from last year's collection numbers





### **Sustainability**

#### **Grant funding: \$79,509**

- \$75,000 Drug Free Communities Mentoring Grant, SAMHSA and ONDCP, in collaboration with Putnam PRIDE
- \$3009 SERAC Local Prevention Council
- \$500 SAMHSA Town Hall Meeting Stipend
- \$1000 Jewett City Savings Bank Foundation

#### **Donations and Fundraisers: \$3000**

Bishop School, Coca-Cola, Griswold Dental, Griswold Public Schools staff, Jacques Cartier Club, Lion's Club of Griswold, Matt's Mission, Natchaug River Young Marines, Shoebox Recycling, United Community and Family Services, Resident and Community Donations



### **Trainings**

- ♦ CADCA National Leadership Forum, Washington DC, 4 PRIDE members attended
- ♦ Prevention Works, Strategic Prevention Framework training for coalition members
- ♦ CT Statewide Narcotics Taskforce "Drug Trends Training" for coalition and community members
- ♦ Diversity Training, by Adam Bowles, One Square Mile founder, for coalition members
- ♦ Needs Assessment Training to coalition members
- ♦ Naloxone Training and kits provided to 20 attendees
- ♦ Student Leadership Training Program Symposium, 35 GHS students attended
- ♦ Provided 3 scholarships to high school students to attend SLTP Summer Camp, at Nichols College
- ♦ SERAC's Annual Youth Forum, 10 GMS students attended

### **Community Events in Response to the Opioid Epidemic**

- ♦ Community Forum: "Opiates: A Big Problem in a Small Town", 12 organizations in resource area, 9 panelists, 1 moderator, 100 attendees
- ♦ Candlelight Vigil in remembrance of all lost to substance use, over 200 attendees
- ♦ Community Conversation: "Seeking Solutions to the Opioid Epidemic", strategic planning session, 25 attendees



**3 out of 4**  
**Of**  
 Griswold students have  
**NEVER** drank alcohol  
**Be Smart, Don't Start**  
*When you're drinking,  
 you're never thinking.*



Say it with **PRIDE**  
 Griswold parents **DON'T** provide!



**9 out of 10 Griswold Parents DO NOT provide alcohol to their child.\***

\*Based on a 2015 Griswold School Survey

**Together, let's make that 10 out of 10!**

**Talk. They Hear You.**

**Talk** to your child about the dangers of underage drinking.

Show you **disapprove** of underage drinking.

Show you **care** about your child's health and happiness.

Show you're **paying attention** and will notice if they drink.

**Build** your child's refusal skills to avoid underage drinking.

**Secure** your alcohol at home.

**Refuse** to provide alcohol to your child and their friends.

**GHS Social Norms Media Campaign,  
 "3 out of 4 GHS students have never drank alcohol"**

Collaborated with GHS Student Council to develop a campaign, using school survey data, to create a positive social norms media campaign, targeting students.

The campaign created awareness that most students do not use substances, de-bunking the myth that "everyone does it".

Outlets: Posters, student created Radio PSA, banner with pledges, business stickers, pens, bottled water, handouts at GHS Football games, Wolverine Radio sponsorship of GHS Sports live broadcasts

**"Say it with PRIDE,  
 Griswold Parents Don't Provide"**

Used school survey data to develop a positive social norms media campaign, targeting parents. **"9 out of 10 Griswold parents do not provide alcohol to their child"**. Messaging also included tips for parents on how to prevent their child from drinking alcohol.

Outlets: Wolverine Radio digital media ads, handouts at GHS Homecoming football game, social media

**Griswold Community Red Ribbon Week**

- ♦ A collaboration with Griswold Public Schools, and the Natchaug River Young Marines
- ♦ 2300 Ribbons purchased for all Griswold Public Schools students and staff
- ♦ 1500 Ribbons purchased by NRYM for local businesses and organizations
- ♦ Red Ribbons, framed participation certificates, and promotional flyers delivered to 30 participating businesses and organizations
- ♦ Town Hall offices, schools, and other organizations decorated entry ways, doors, and offices with Red Ribbon theme
- ♦ Businesses offered incentives for customers wearing red ribbon and collected donations for PRIDE

**Red Ribbon Week  
 October 23-31**



**Go RED with us!**

**Celebrate Drug-Free Living**

**and Help Create a**

**Drug-Free Community**

