

KNOW DRUGS, NO OVERDOSES  
QUARTERLY IMPACT REPORT  
EVENTS, PROGRAMS AND MARKETING  
JANUARY – MARCH 2021



# BY THE NUMBERS

- Victim Services
- Financials

**REACH:** Directly assisted 85 new victims helping their loved ones get into treatment since 1/1/2021

- Working with 228 continuing victims currently to obtain services
- Since 10/1/2019 we have served 275 Victims

**STATUS:** High rates of relapse and overdoses during Covid across the US and Arkansas

- Latest CDC provisional data estimates:
  - Overdoses up 29% across the US between 8/2019 and 9/2020 vs previous 12 months
- We are aware of 15+ suspected overdose deaths in NWA this quarter

**Referrals include:** Treatment programs  
Sober living programs  
**Services Provided:** Medicaid Applications  
Court Advocacy

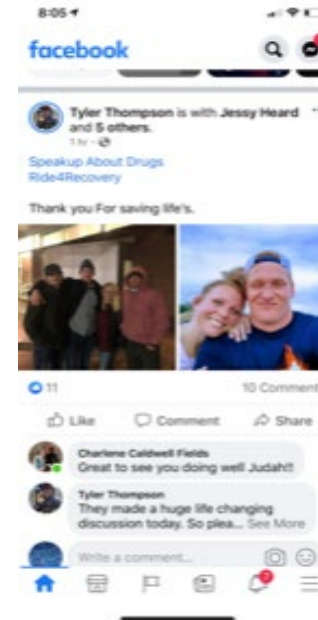


# EMPLOYEES



- New Employee -Tracy Henson
  - BA Psychology
  - Completing Masters in Psychology
  - Previous experience:
    - Law Enforcement
    - Program Manager: Addiction Treatment Facility
  - Tracy led our SPARC programs with Pea Ridge High School and Benton County JPO

# VOLUNTEERS



- Volunteer Support for Q2;  
23 individuals: Exceeds annual cap
- Volunteer Training 2/12/2021
  - 14 attendees
  - Topics Covered:
    - Answering hotline calls
    - Providing peer to peer
    - Administering Narcan
  - Street clean-up (Jan)
  - Bike Builds with PIF
  - Driveway build for transitional home
  - Peer Support
    - Driving Peers to treatment
  - Drug Epidemic Awareness Event

# EVENTS \* PROGRAMS

- SPARC Programs
  - Classes & Activities
- Drug Epidemic Awareness Event



## SPEAKUP ABOUT DRUGS

10:15



Trenton D.'s Post



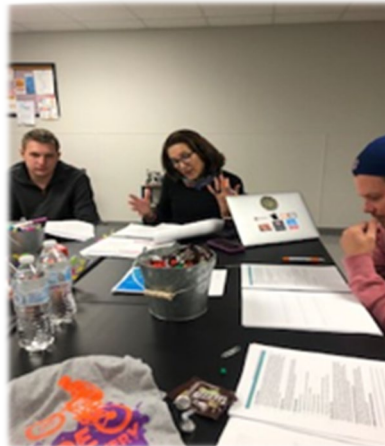
Trenton D. Vaughn

1 hr · 🌐

Y'all don't know how good this feels! I'm sad that the class has ended I'm proud to say I completed it! Thank you again Ms. Gina Clark Allgaier, I learned a lot about myself! #teamworkmakesadreamwork #speakupaboutdrugs #moveaboveallelse



Write a comment...



### HOW TO FEEL BETTER

- \*clean your space
- \*eat something healthy
- \*play great music
- \*light a candle
- \*drink a glass of water
- \*sleep a little
- \*breathe

@haley drew this



- SPARC: Taking Charge of My Life & Health Class #1 complete
- Class Size: 14
- Program length: 9 weeks
- Participants mastered positive coping skills including:



- SPARC:Way Out Workshop
  - Facilitated by peer volunteer
  - Class Size: 15
  - Participants learned
    - \* Cycle of Addiction
    - \* 12 Steps of AA





## **COURAGEOUS** *CONVERSATIONS*

- Parent's and Partners Group
  - 7 participants
- One-on-one support with five families



# RIDE 4 RECOVERY

FLOBIKEWEAR

HOME JERSEYS + BEST SELLING NEW ARRIVAL ABOUT NEWS



Ride4Recovery  
\$60.00

Size

L

ADD TO CART

BUY IT NOW



The Ride4Recovery memorial jersey for Tristan's Trail was created to spotlight the need for awareness and education about substance use disorder that does not discriminate. It is affecting too many individuals, families and communities. Tristan Thomas, an early adopter of the Bentonville Oz Trail System, who struggled with addiction, lost his life in 2017 when he used a substance that was unknowingly laced with deadly Fentanyl. Tristan's Trail is a reminder that we must have those courageous conversations, speak up about the dangers of drug use, and that there IS a pathway to recovery. Let's get out there and ride to improve well-being and develop healthy coping skills and help spread the hope and love that can be found by living a recovery lifestyle! #ride4recovery #speakupaboutdrugs

- #Ride4Recovery Peer Recovery Group
- Multiple riding opportunities each week
- Purpose: Accountability, improved coping skills and self-management, community
- Program continues to gain traction, has 35 active members and 1,236 fb followers.
- New logo designed by volunteers Scott Kipphut and Koby Thomas
- New Bike jersey designed by Koby Thomas
- Thank you to Flo Bike Wear for partnering with us to create and sell these awesome jerseys

# mindful *MOVEMENT*



- MINDFUL MOVEMENT
  - POP-UP YOGA AND MEDITATION EVENTS
  - ART, MUSIC, JOURNALING
- 2 EVENTS
- 26 PARTICIPANTS

# #RUN4 RECOVERY



- Running Community
  - Start-up group
  - 3 members
  - 1 race
  - 1 volunteer coach
  - Interest from others to start running this spring
- Goal: Grow locally and then expand to other communities across AR



# SPEAKUP ABOUT DRUGS



- Drug Epidemic Awareness Event
  - AR State Capital, 3/22
  - 168+ attendees
  - 7 speakers including AR Drug Dir, families of victims, peers in the recovery community
  - 6 vendor booths
  - Attendees included legislators, families of victims of overdose and members of the recovery community
- Four media interviews
- 7 Volunteers traveled from NWA
- Dan Schneider from Netflix's 'The Pharmacist' joined us for the event and joined Gina to testify at the legislature to make Trafficking of Fentanyl a capital offense



# TRAININGS & MEETINGS Q1



- Life Skills Curriculum Facilitators: Luke Durbin (volunteer), Tyler Thompson, Tracy Henson
- Volunteer Training Day led by Gina / Anna / Tyler – 14 attendees

# LEGISLATION



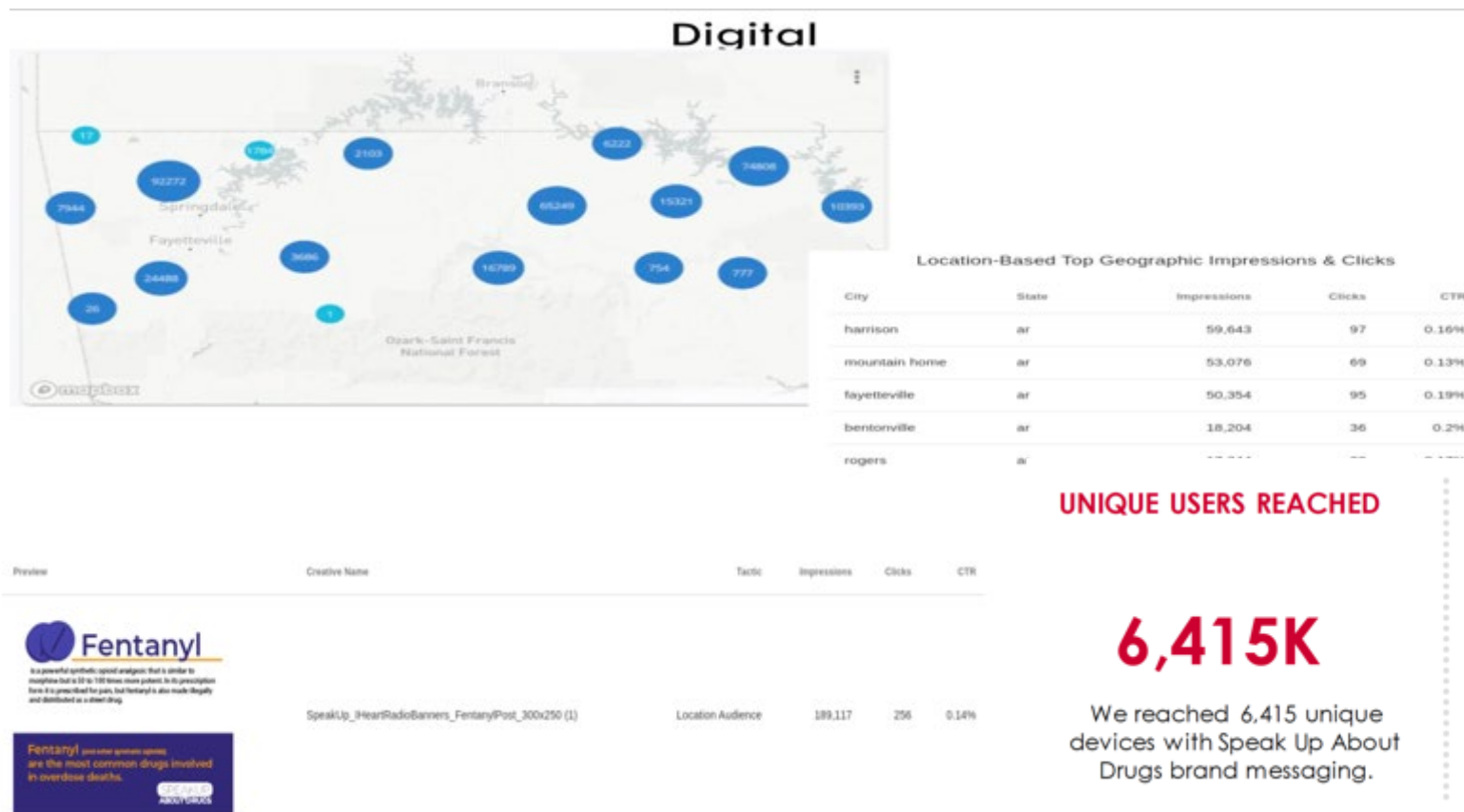
- Speakup About Drugs Coalition of America is our legislative arm
- SAD is included in HCR1002
- Gina and Dan Schneider testified at the Arkansas Legislature for HB29 which would have made trafficking of Fentanyl a capitol offense.
  - Bill was denied.
  - Other Fentanyl bills across the country were denied during the 2021 Legislative sessions.
  - We will look for other bill sponsors in the next session and use the learnings to re-work Bills.

# MARKETING

- Website
- Social Channels
- Traditional Media
  - Partnership with  
iHeart Media – Regions 1&2



## iHeart Media Campaign



- Q2 Radio spots across Regions 1&2 – 10 counties
- Dates: 1/26/2021-3/9/2021
- Attributed six new clients to this media campaign
- Digital campaign drives to website: Avg. 57 visitors/week – increase due to Q2 marketing support

The radio campaign warns of the dangers of Fentanyl and was timely given the sharp increase in reported overdoses as a direct result of Fentanyl.

- One client called after hearing the ad, stated her DOC was Fentanyl, and asked for help to secure treatment.



# Social Media Results

## Top Performing Posts

✓ Completed

View Results

...

Video Views

You're invited! Join us for a special evening of honoring ...

3,633

Reach

1,400

ThruPlays

\$24.00

Spent of \$24.00

✓ Completed • Jan 26

Messages

1,809

Reach

3

Messaging  
Conversations Started

\$19.99

Spent of \$20.00



- **Facebook followers:**
  - Speakup About Drugs – 2,501
  - Speakup About Drugs Coalition
    - 262 (New, advocacy focused)
  - Ride4Recovery – 1,235
  - Hiking4Healing – 400
  - Mindful Movement – 36 (New)
- **Instagram followers:**
  - Speakup About Drugs – 1,038
  - Ride4Recovery – 136 (New)

View Results

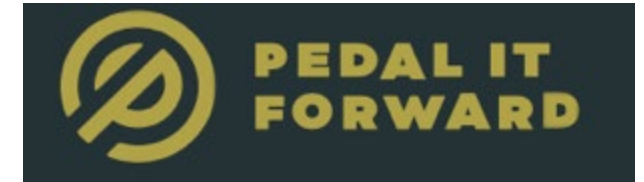
...

Facebook: 2,238 followers

Instagram: 1,038 followers:



**A HUGE THANK YOU** to these  
sponsors, supporters and donors!!  
**We could not do this without you!**





THANK YOU

For more information please contact:

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