

Seeks to create conditions that empower families, schools, and communities to reduce substance abuse and other high risk behaviors

COALITION MEETINGS

The Project CARE Coalition holds 5 general meetings throughout the school year. The Coalition averages **18** attendees per meeting. The Coalition is comprised of twelve sectors and 5 subcommittees: Alcohol, Tobacco, and Other Drugs (ATOD), Parent, Family, & Community, Public Relations, Youth, and Sustainability.

2015	Attendees	2016	Attendees
January 21	16	January 20	18
March 18	22	March 16	22
May 20	24	May 18	19
August 26	16	August 24	19
October 21	22	October 26	16
Total	100	Total	94

Our three-phase ATOD prevention billboard campaign started in fall 2016. Phase I (August-September) focused on community awareness of CARE; Phase II (December) emphasized the importance of being safe and responsible during the holidays; and Phase III will target prom and graduation season for high school students. The campaign will end in summer 2017. *Individuals 18+

BILLBOARD CAMPAIGN

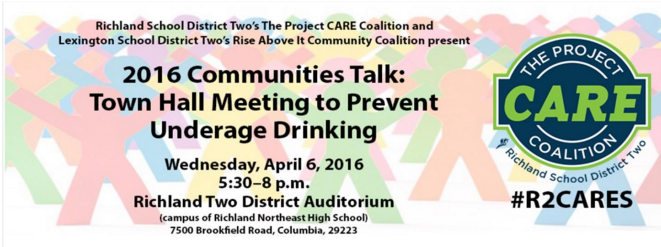


Phase I: **580,713** *Total Impressions



Phase II: **205,436** *Total Impressions

TOWN HALL MEETING



In April 2016, Project CARE held its first Town Hall Meeting. The event served as the kick-off event for Alcohol Awareness Month. A panel discussion with local health officials, law enforcement, and school district representatives talk about the importance of preventing underage drinking. A total of **100** participants were in attendance and more than **74** viewers tuned in via live stream. Viewers were located in Georgia, North Carolina, South Carolina, and Tennessee.

PROJECT STICKER SHOCK



Project Sticker Shock is a statewide initiative for high school students during prom and graduation season. In 2015, **17** students from Richland Northeast, Spring Valley, and Westwood along with Coalition members and Project CARE Liaisons, shocked our **3** local BI-LO and **1** Kroger grocery stores with prevention messages. These messages encourage adults not to purchase and provide for minors.



YOUTH LEADERSHIP TRAINING

Project CARE provides an annual youth leadership training in partnership with *Leading To Change* for students in grades 6-12. The training is designed to enhance individual leadership skills and engage students in community solutions, and alcohol, tobacco, and other drugs (ATOD) prevention activities. Over the past two years, we have trained a total of **332** students.

2016 Spring		High School		2016 Fall		High School	
Blythewood	18	Blythewood	9	Blythewood	17	Blythewood	10
Dent	14	Richland Northeast	17	Dent	18	Richland Northeast	8
E.L. Wright	15	Ridge View	14	E.L. Wright	8	Ridge View	13
Kelly Mill	13	Spring Valley	18	Kelly Mill	19	Spring Valley	18
Longleaf	15	Westwood	12	Longleaf	20	Westwood	13
Muller Road	12			Muller Road	12		
Summit	0			Summit	19		
Total	87	Total	70	Total	113	Total	62