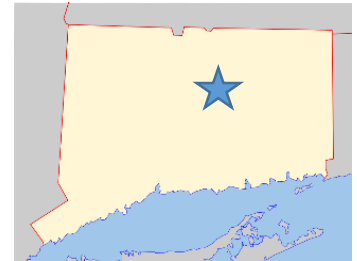


About Vernon ROCKS Coalition

The mission of Vernon ROCKS is to provide **Resources & Outreach for Community Knowledge & Success** to prevent youth substance abuse. Vernon ROCKS is a collaboration of community stakeholders, parents, youth, and volunteers, whose focus is to prevent the use of drugs and alcohol in Vernon's youth by promoting protective factors and decreasing risk factors that contribute to substance use.



Funding sources include a Partnership For Success grant from the CT Department of Mental Health & Addiction Services (DMHAS), local prevention council funding, & mini-grants as available.

Substance(s) of Concern in Vernon

- Alcohol
- Non-Medical Use of Prescription Drugs



Percentage of Vernon HS Students Who Report Using Drugs 2019

Drug	Annual	Monthly
Alcohol	37.3	20.7
Tobacco	13.7	6.9
Marijuana	33.1	24.5
Rx Drugs	4.6	4.7

Root Causes: Why is this problem here?

Family Norms

38% of Vernon youth reported that their parents have "never" or "seldom" talk to them about the dangers of alcohol and drug use¹.

Social Access

46% of Vernon youth reported it is "very/fairly" easy to get alcohol and **1 in 5** said it was "very/fairly" easy to get prescription drugs not prescribed to them¹.

1 - [Vernon PRIDE student survey, grades 9-12, 2019];

Main Strategies

Social Marketing



Enforcement



Education/Raise Awareness



Efforts & Accomplishments

Enforcement



Anonymous Tip Line

Vernon ROCKS, with the help of the Vernon Police Department, monitors an anonymous tip line through our website.



DEA Drug Take Back Days

Vernon ROCKS has collected over **411** pounds of prescription medications over our four take back events!

Education/Raise Awareness

Rockville ROCKS!

Vernon ROCKS hosts our annual Rockville ROCKS Community Block Party in recognition of National Prevention Week. In 2018, 15 community organizations joined us to disseminate information about services for you and families. Highlights included a youth created, vape-themed escape room, a K-9 demonstration, and Hidden in Plain Sight.

Coalition members help us host and attend events in the community, spreading our message and providing education and resources to the community.

Vernon Opioid Forum

Vernon ROCKS hosted an opioid forum and resource fair focused on prevention, treatment and recovery resources. Our panel of experts included law enforcement, prosecutors, treatment and medical professionals and people in recovery.



2018-2019 Coalition events



15+

Events attended

6

Events held

Social Marketing

Our Real Talk campaign was created by local teens to encourage conversations to prevent underage drinking. Real Talk hopes to change norms and attitudes around drinking.

Vernon ROCKS distributes a monthly newsletter to raise awareness and promote the work of the coalition. Sign up by visiting our website!
www.vernonrocksc.org



Vernon ROCKS uses multiple social media platforms to spread awareness of events and educate the community about prevention.



Social Media Growth July 2018 - May 2019



163
new Facebook
followers



25
new Twitter
followers



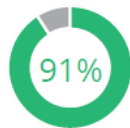
42
new Instagram
followers

Vernon ROCKS: Building our Capacity

- Expanded membership to include all sectors of the community.
- Set by-laws that give the coalition a more effective structure and clear vision.
- Coalition members are trained in various prevention topics at least quarterly.
- Coalition utilizes the Strategic Prevention Framework, a data driven model, to implement evidence-based strategies.



The majority of Coalition members believe that the Coalition has increased relationships and knowledge within the community.



91%
of Coalition members believe we create community changes.

Member/Partner Organizations:

- Vernon Police Department
- North Central District Health Department
- Vernon Family School & Community Partnerships
- Vernon Public Schools
- Town of Vernon
- Vernon Youth Services Bureau
- KIDSAFE CT
- The Village for Families & Children
- Become Part of the Solution
- Hockanum Valley Community Council (HVCC)
- Natchaug Hospital – RiverEast Treatment Center
- Vernon Community Network
- ERASE
- Community Health Resources
- Community Voice Channel
- Rockville Pharmacy
- Walgreens
- Vernon Parks & Recreation
- Climb Medical, LLC
- NAFI
- Crossroads Community Church
- Youth Members
- Volunteers

Special thanks to our funders and sponsors:

- DMHAS
- AmeriCorps VISTA

Short-Term Outcomes

- ↓ the number of Vernon youth who access prescription drugs and alcohol from peers or at parties
- ↑ the number of Vernon youth who report family rules against prescription drug misuse and perceived parental disapproval against alcohol use
- ↑ the coalition's capacity by expanding membership and increasing the number of prevention activities offered by the coalition

Long-Term Outcomes

- ↓ Reduce the number of Vernon youth who report misuse of prescription drugs in the past 30 days
- ↓ Reduce the number of Vernon youth who report alcohol use in the past 30 days

Opportunities and Next Steps

- Diversity our membership. We need parents, faith based organizations and businesses to get involved.
- Sustaining our coalition by seeking new funding sources, sponsorships and donations, and conducting fundraising events.
- Share new student survey data with the community and use the data to drive future efforts.

We are excited about these new opportunities. Please contact us if you are interested helping make positive change in Vernon.

Get Involved!

As a Vernon ROCKS member you will:

- Attend meetings to stay up-to-date on current trends affecting youth
- Help to make decisions about strategies and activities to implement in the community
- Volunteer your time and/or resources at community events to raise awareness of Vernon ROCKS, the program and the drug use concerns that exist in our community

Connect with us

- vernonrocksc.org
- facebook.com/vernonROCKSc
- twitter.com/VernonROCKSc
- instagram.com/VernonROCKSc

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