

**BRIAN MOUNTS & SHARON BURDEN**

# **ALCOHOL & ADDICTIONS RESOURCE CENTER**

**Division of Mental Health & Addictions Substance Abuse Block Grant  
July 2016 — June 2020**

**“AN OUNCE OF PREVENTION IS WORTH A  
POUND OF BANDAGES AND ADHESIVE  
TAPE.”**

**GROUCHO MARX**

# EVIDENCE-BASED PROGRAMS & STRATEGIES – 2016-2020

## – BOTVIN LIFESKILLS (~4,000 YOUTH)

(South Bend Community School Corporation – Intermediate and Secondary Schools)

## – STRENGTHENING FAMILIES (~200 PARTICIPANTS)

(La Casa de Amistad; South Bend Housing Authority)

## – WELLNESS INITIATIVE FOR SENIOR EDUCATION (WISE) (~350 PARTICIPANTS)

(REAL Services; Senior Wellness Centers)

## – GUIDING GOOD CHOICES (NEW AARC PROGRAM – ADDED 2020)

(YMCA of Michiana)

# NON-EVIDENCE-BASED PREVENTION PROGRAMS & STRATEGIES

**— SOCIAL HOSTING — BILLBOARDS/TV/SOCIAL MEDIA (~270,000 REACH)**

(Parents Who Host Lose the Most; BUZZKILL)

**— TALK. THEY HEAR YOU. — SOCIAL MEDIA (~1,700 REACH)**

(Public Service Announcements — Print & Video)

**— YOUTH INITIATIVE (~250 STUDENTS)**

(Youth Leadership Sessions; Fatal Vision Goggle Experience)

**TOTAL SPEND = LESS THAN \$3.50 PER PERSON REACHED**

# ADDITIONAL PREVENTION STRATEGIES

- TOWN HALL MEETINGS
- DRUG TAKE-BACK DAYS
- LGBTQ+ YOUTH SUMMIT @ IVY TECH
- SPEAKING ENGAGEMENTS

# PREVENTION IN THE AGE OF COVID-19

- OPEN LINES OF COMMUNICATION
- **CREATIVE THINKING & APPROACHES**
- SEEK NEW OPPORTUNITIES
- **UTILIZE ALL MEDIA CHANNELS**
- MEET THE COMMUNITY WHERE THEY ARE

# DMHA COMMUNITY SUBSTANCE MISUSE PREVENTION GRANT (AWARDED APRIL 2020)

July 2020 — June 2022

- Botvin LifeSkills
- WISE Program
- Guiding Good Choices
- LGBTQ+ Youth Summit
- Veterans and Active Service Members (+ Families) \*NEW for 2021
- Parents Who Host Lose the Most/BUZZKILL Campaigns
- Talk. They Hear You.

**THANK YOU!**

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