

PREVENTION		
COCA Prevention Department	# of Events	# of People
Alcohol Town Hall- Party with a Purpose	1	30
Berks Project Sticker Shock	2	650
Berks Safe Bet Curriculum Delivered to Recovery Houses	4	66
Berks Teen Prevention Coalition	9	14
COCA Coalition Support	27	267
COCA Too Good For Drugs Cycles (10 Sessions per Cycle) ***	13	265
Daniel Boone Life Skills Training Cycles (12 Sessions per Cycle) ***	12	211
Drug-Free Pledge Campaigns	38	773
Fetal Alcohol Spectrum Disorder (FASD) Awareness Campaign	2	150
Health Fairs	44	4914
Lifeskills Transitions Program Cycles (6 Sessions per Cycle) ***	3	48
Red Ribbon Campaign Speaking Engagements	36	697
SOS Berks Coalition Monthly Meeting	10	295
SOS Berks Opioid Community Presentation	2	63
Strengthening Families Program: For Parents and Youth 10-14 (21 Sessions per Cycle)	2	25
Student Assistance Program (SAP) Technical Assistance and Collaboration	134	1004
Teens and Technology Elementary School	18	286
Teens and Technology Middle School Cycles (2 Sessions per Cycle) ***	47	888
The Ensign John R. Hero Campaign for Designated Drivers - Establishments and People	38	95
Tobacco Cessation Cycles (10 Sessions per cycle) ***	16	233
Vaping Presentation for Parents	2	30
Vaping Presentation for Youth	24	788
Contracted Prevention Services	# of Events	# of People
Berks Counseling Center		
Nurturing Parent Program	27	69
Community Alliance and Reinvestment Endeavor, Inc.		
Drug-Free Activities for Youth	16	231
Prevention Education Presentations	9	176
Caron Treatment Centers		
Student Assistance Program (SAP) Core Team Meetings	123	758
SAP Maintenance Training	9	169
SAP Parent Meetings	844	964
SAP Referral Follow-up	6	6
SAP Student Consultation with School Staff	221	260
SAP Core Team Trainings	14	83
SAP Student Groups	143	973
Center for Mental Health		
Student Assistance Program (SAP) Core Team Meetings	44	531
SAP Parent Meetings	97	97
SAP Student Consultation with School Staff	37	37
Olivet Boys & Girls Club		
Berks Pride Team Meetings	20	105
Olivet Positive Action	36	354

*** Number of Individuals who attended the 1st session of each cycle

Contracted Prevention Services (Continued)	# of Events	# of People
Community Prevention Partnership of Berks County		
Berks County Nurse-Family Partnership	2100	3996
Berks Parents as Teachers	40	90
Coalition Support	17	493
Kids Against Peer Pressure	37	738
Kids Against Peer Pressure Camp	32	359
Creative Health Services		
Student Assistance Program (SAP) Core Team Meetings	59	350
SAP Initial Screening	73	73
SAP Parent Meetings	141	141
SAP Referral Follow-up	185	185
SAP Student Consultation with School Staff	45	45
MEDIA and COMMUNICATION¹		
	# of Events	# Impressions
Television		
BCTV Montly show	12	96,000
Radio		
Commercials (RADIO ADS AND SPOTS)	2,130	227,217
WEEU Monthly Show	10	50,000
Social Media Posts and Views	2,004	145,310
Billboards, Buses, and Bus Shelters	72	1,048,000
Web Based Media Dissemination		
Website Users and Visits	31,980	83,952
COCA Newsletter and Other Informational Emails	14	7,877
Website Video Views	13	335
Online Response Magazine Views		200
Printed Materials Disseminated		
Red Ribbons Distributed		41,365
Information and Promotional material Distributed		23,192
Print Advertising		60,099
Response Magazine		8,200
INTERVENTION		
Berks County Jail Pre-treatment services		689
Berks County Substance Use Disorder Hotline calls		151
Blue CARES Outreach Visits		171
Central Intake Unit Requests		1,884
Individuals completing the Marijuana Diversion Program		341
Individuals who received Warm Hand Off Interventions		867
MA Jail Program Treatment Admissions		270
Medication Disposal Bags Distributed		2,502
Medication Lock Boxes Distributed		507
Naloxone Kits Distributed		2,462
Student Assistance Program (SAP) Assessments completed		1,034
SOS Berks 8th and Penn Streets Outreach Activities		4

¹ The number of impressions for billboards, bus shelters, television and radio are based on provider estimates

TREATMENT	
Total Unduplicated Clients who received Treatment Services	715
Individuals Who Received Withdrawal Management Services	126
Individuals Who Received Residential Treatment Services	149
Individuals Who Received Halfway House Services	3
Individuals Who Received Partial Hospitalization Services	n/a*
Individuals Who Received Medication Assisted Treatment Outpatient Services	164
Individuals Who Received Intensive Outpatient Services	89
Individuals Who Received Outpatient Treatment Services	297

* No DDAP approved contractor in the county

RECOVERY SUPPORT	
Individuals Who Received Recovery Housing Services	190
Amount of "Bed Days" Provided to Individuals Served in Recovery Housing	32,257
Individuals Who Received Care/Case Management Services	1,279
Individuals who received Recovery Support Services	181
Individuals who received Treatment Follow-up Contacts	178
Urine Specimens Tested	33,183

TRAINING²	# of Events	# of People
DDAP Required Core Trainings	10	295
Gambling Speaking Engagements	3	119
COCA Annual Conference	1	125
Student Assistance Program (SAP) Development Day	1	90
Professional Vaping Presentation	3	78
Certified Recovery Specialist Training Cycles (10 sessions per cycle)	3	46
Workplace Addiction In-Service Trainings	3	53

² Trainings were conducted both virtually and in person