

PREVENTION		
COCA Prevention Department	# of Events	# of People
Alcohol Town Hall- Party with a Purpose	1	30
Berks Project Sticker Shock	1	300
Berks Safe Bet curriculum delivered to Recovery Houses	3	39
Berks Teen Prevention Coalition	4	9
COCA Coalition Support	19	147
COCA Too Good For Drugs (10 Sessions per Cycle) Cycles ***	24	573
Daniel Boone Life Skills Training (12 Sessions per Cycle) Cycles ***	12	214
Drug Free Pledge Campaigns	26	796
Fetal Alcohol Spectrum Disorder (FASD) Awareness Campaign	12	2,218
Health Fairs	49	7,098
Lifeskills Transitions Program (6 Sessions per Cycle) Cycles ***	5	111
Red Ribbon Campaign Speaking Engagements	18	477
SOS Coalition Monthly Meeting	11	155
SOS Opioid Community Presentation	2	44
Student Assistance Program (SAP) Technical Assistance and Collaboration	27	258
Teens and Technology Elementary School	35	766
Teens and Technology Middle and High School (2 Sessions per Cycle) Cycles ***	26	602
Tobacco Cessation (10 Sessions per cycle) Cycles ***	19	193
Vaping Presentation for Youth	75	2,257
Youth Empowerment Program	3	9
Contracted Prevention Services	# of Events	# of People
Berks Counseling Center		
Nurturing Parent Program	50	109
Community Alliance and Reinvestment Endeavor, Inc.		
Reading Neighborhood Outreach	14	210
YES ATOD Information Dissemination Activities	11	186
Caron Treatment Centers		
Student Assistance Program (SAP) Core Team Meetings	63	339
SAP Maintenance Training	21	209
SAP Parent Meetings	1,171	1,400
SAP Referral Follow-up	59	60
SAP Student Consultation with School Staff	4	4
SAP Core Team Trainings	6	159
SAP Student Groups	189	1,107
Center for Mental Health		
Student Assistance Program (SAP) Core Team Meetings	36	362
SAP Parent Meetings	30	30
SAP Student Consultation with School Staff	32	32
Olivet Boys & Girls Club		
Berks Pride Team Meetings	12	66
Olivet Positive Action	42	516

*** 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	197	303
Berks Parents as Teachers	24	52
Coalition Support	20	3,039
Kids Against Peer Pressure	11	2,497
Kids Against Peer Pressure Camp	18	207
Creative Health Services		
Student Assistance Program (SAP) Core Team Meetings	62	448
SAP Parent Meetings	175	175
SAP Referral Follow-up	386	386
SAP Student Consultation with School Staff	47	47

MEDIA and COMMUNICATION¹	# of Events	# Impressions
Email Marketing	20	4,388
Radio¹	5,898	670,351
Social Media Posts and Views		
Facebook	653	227,548
Instagram	229	10,313
LinkedIn	363	16,383
Twitter	622	17,801
Web Based Media Dissemination		
COCA website	4,950	11,353
SOS Berks website*	1,585	4,378
COCA YouTube channel	1,353	37,930
SOS Berks YouTube channel	313	1,394
Online Response Magazine views		394
Printed Materials Disseminated		
Red Ribbons Distributed		48,484
Information and Promotional Material Distributed		16,755
Print Advertising		24,806
Response Magazine		5,045

*The new SOS Berks website was launched October 2022

INTERVENTION	# of Events	Count
Berks County Jail Pre-treatment Service Assessments		606
Berks County Substance Use Disorder Hotline calls		149
Central Intake Unit requests		2,463
Individuals completing the Marijuana Diversion Program		183
Individuals who received Warm Hand Off Interventions		909
MA Jail Program Treatment Admissions		232
Medication Disposal Bags Distributed		583
Medication Lock Boxes Distributed		507
Naloxone Kits Distributed		2,703
Student Assistance Program (SAP) Assessments completed		1,179
SOS Berks 8th and Penn Streets Outreach Activities	20	100

¹ The number of impressions for radio are based on provider estimates

TREATMENT	
Total Unduplicated Clients who received Treatment services	1,012
Individuals who received Withdrawal Management services	99
Individuals who received Residential Treatment services	141
Individuals who received Halfway House services	2
Individuals who received Partial Hospitalization services	n/a*
Individuals who received Medication Assisted Treatment Outpatient services	173
Individuals who received Intensive Outpatient services	105
Individuals who received Outpatient Treatment services	602

* No DDAP approved contractor in the county

RECOVERY SUPPORT	
Individuals who received Recovery Housing services	250
Number of "Bed Days" Provided to Individuals in Recovery Housing	34,710
Individuals who received Care/Case Management Services	1,047
Individuals who received Recovery Support Services	258
Individuals who received Treatment Follow-up Contacts	516
Urine Specimens Tested	25,493

TRAINING²	# of Events	# of People
DDAP Required Core Trainings	7	168
Gambling Speaking Engagements	3	13
COCA Annual Conference	1	201
Student Assistance Program (SAP) Development Day	1	104
Professional Vaping Presentation	75	2,257
Certified Recovery Specialist Training Cycle (10 sessions per cycle)	3	41

² Trainings were conducted both virtually and in person