

PREVENTION		
COCA Prevention Department	# of Events	# of People
Alcohol Awareness - Community Town Hall	1	30
Alcohol Literacy Challenge	8	183
COCA Coalition Support	10	80
COCA Too Good For Drugs (10 Sessions per Cycle) Cycles *	35	809
Daniel Boone Life Skills Training (12 Sessions per Cycle) Cycles *	12	228
Fetal Alcohol Spectrum Disorder (FASD) Awareness Campaign	1	10
Health Fairs	53	9,690
Lifeskills Transitions Program (6 Sessions per Cycle) Cycles *	12	228
Professional Training Program	5	224
Red Ribbon Campaign Speaking Engagements	3	63
SOS Coalition Meetings	2	47
Student Assistance Program (SAP) Technical Assistance and Collaboration	26	523
Summer Speaking Engagements to Youth and Minors	49	1,050
Suspension Alternative is Vaping Education	10	134
Teens and Technology Elementary School	43	1,177
Teens and Technology Middle School (2 Sessions per Cycle) Cycles *	20	590
Tobacco Cessation (8 Sessions per cycle) Cycles *	-	741
Vaping Presentation for Parents	3	76
Vaping Presentation for Youth & College Students	92	2316
Youth Leadership Council	7	113
Contracted Prevention Services	# of Events	# of People
Berks Counseling Center		
Nurturing Parent Program	33	47
CARE		
Reading Neighborhood Outreach	18	464
Caron Treatment Centers		
Student Assistance Program (SAP) Core Team Meetings	67	406
SAP Parent Meetings	689	766
SAP Referral Follow-up	2	2
SAP Student Consultation with School Staff	270	449
SAP Core Team Trainings	3	18
SAP Student Groups	161	1172
Center for Mental Health		
Student Assistance Program (SAP) Core Team Meetings	23	208
SAP Parent Meetings	7	7
SAP Student Consultation with School Staff	21	46
Community Prevention Partnership of Berks County		
Berks County Nurse-Family Partnership	263	477
Kids Against Peer Pressure	148	2487
Kids Against Peer Pressure Camp	26	964
Project Peace Activities	111	1356
Project Peace Sticker Shock	9	107
Project Peace Youth Leadership	23	350
Creative Health Services		
Student Assistance Program (SAP) Core Team Meetings	47	247
SAP Initial Screening	49	49

Contracted Prevention Services (continued)	# of Events	# of People
Creative Health Services (continued)		
SAP Parent Meetings	85	85
SAP Referral Follow-up	339	339
SAP Student Consultation with School Staff	33	33
Olivet Boys & Girls Club		
Berks Pride Team Meetings	23	311
Olivet Positive Action	30	249
Walk It Out Recovery		
Creating Lasting Family Connections	5	69

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

MEDIA and COMMUNICATION¹	# of Events	# Impressions
Television		
BCTV Monthly show	9	
Radio		
Commercials (RADIO ADS AND SPOTS)	5,457	227,217
WEEU Monthly Shows and Listenership	12	50,000
Social Media Posts and Views (Facebook, Instagram, X, and LinkedIn)	1,865	262,027
Billboards, Buses, and Bus Shelters	72	1,048,000
Web Based Media Dissemination		
Website COCA	25,529	74,543
Website SOS	5,571	62,141
COCA Newsletter and other informational emails	12	6,516
Printed Materials Disseminated		
Red Ribbons Distributed		40,772
Informational and Promotional Material Distributed		9,690
Print Advertising Campaigns		38,979
Response Magazine		4,000

INTERVENTION	
Berks County Jail Pre-Treatment Services	637
Berks County Substance Use Disorder Hotline calls	196
Central Intake Unit requests	2,338
Fentanyl and Xylazine Test Strips Distributed	14,247
Individuals Completing the Marijuana Diversion Program	202
Individuals Who Received Warm Hand Off Interventions	824
MA Jail Program Treatment Admissions	363
Medication Disposal Bags Distributed	2,104
Medication Lock Boxes Distributed	841
Naloxone Kits Distributed	7,841
Student Assistance Program (SAP) Assessments completed	1,012
SOS Berks 8th and Penn Streets Outreach Activities	4
SOS Berks and Helping Harvest Outreach Activities	10

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

TREATMENT	
Individuals Who Received Treatment Services	1,269
Individuals Who Received Withdrawal Management Services	123
Individuals Who Received Residential Treatment Services	184
Individuals Who Received Halfway House Services	5
Individuals Who Received Partial Hospitalization Services	14
Individuals Who Received Medication-Assisted Treatment Services	345
Individuals Who Received Intensive Outpatient Services	130
Individuals Who Received Outpatient Treatment Services	658

RECOVERY SUPPORT	
Individuals Who Received Recovery Housing services	218
Number of "Bed Days" in Recovery Housing	29,855
Individuals Who Received Care/Case Management Services	1,700
Individuals Who Received Recovery Support Services	74
Individuals Who Received Treatment Follow-up Contacts	1,380
Urine Specimens Tested	25,095

TRAINING²	# of Events	# of People
DDAP Required Core Trainings	7	185
Gambling Speaking Engagements	3	49
COCA Annual Conference	1	128
Student Assistance Program (SAP) Development Day	1	75
Professional Vaping Presentation	1	10
Certified Recovery Specialist Training Cycle (10 sessions per cycle)	3	48
Workplace Addiction In-Service Trainings	3	77

² Trainings were conducted both virtually and in person