

PREVENTION		
COCA Prevention Department	# of Events	# of People
Berks Youth Leadership Council	5	166
Brain Games	9	738
COCA Coalition Support	12	82
COCA Too Good For Drugs (10 Sessions per Cycle) Cycles *	38	970
Drug Trends ATOD Informational Presentations	5	89
Escape the Vape - Elementary, Middle, High School, & College	31	2,272
Friendship Matters	13	1,252
Gaming and Gambling: The Brain Connection	1	15
Health Fairs	33	7,487
Kids and Technology	5	341
Marijuana Real Talk	4	324
Med Smart Kids	1	64
Prescription Drug Disposal and Safe Storage Activities	30	2,320
Red Ribbon Campaign Speaking Engagements	1	82
Safe Medication Management Awareness Strategies	2	27
SOS Coalition Meetings	6	30
Stigma Reduction Strategies	1	28
Student Assistance Program (SAP) Technical Assistance and Collaboration	20	222
Summer Speaking Engagements to Youth and Minors	25	1,407
Suspension Alternative is Vaping Education	2	8
Teens and Technology	1	34
Teens and Technology Middle & High School (2 Sessions per Cycle) *	26	704
Too Good for Drugs	39	915
Contracted Prevention Services	# of Events	# of People
CARE		
Reading Neighborhood Outreach	12	271
YES ATOD Information Dissemination Activities	7	155
Caron Treatment Centers		
SAP Core Team Trainings	40	548
SAP Parent Meetings	508	559
SAP Referral Follow-up	26	26
SAP Student Consultation with School Staff	193	353
Center for Mental Health		
Student Assistance Program (SAP) Core Team Meetings	19	227
SAP Parent Meetings	9	9
Community Prevention Partnership of Berks County		
Berks County Nurse-Family Partnership	225	638
CPP Coalition Support	1	6
Familias Fuertes	7	8
Kids Against Peer Pressure	15	9837
Kids Against Peer Pressure Camp	3	29
Parents as Teachers	10	22
Project Peace Activities (Opioid Settlement Funds Grant)	11	550
Project Peace Camp - Sticker Shock (7 Sessions per Cycle)*	1	11

Contracted Prevention Services (continued)	# of Events	# of People
Creative Health Services		
Student Assistance Program (SAP) Core Team Meetings	6	539
SAP Parent Meetings	103	103
SAP Referral Follow-up	470	470
SAP Student Consultation with School Staff	66	66
Olivet Boys & Girls Club		
Berks Pride Team Meetings	25	139
Olivet Positive Action	44	703
Walk It Out Recovery		
Creating Lasting Family Connections (Opioid Settlement Funds Grant)	13	145

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

MEDIA and COMMUNICATION¹	# of Events	# Impressions
Television		
BCTV Monthly show	12	not reported
Radio		
Commercials (RADIO ADS AND SPOTS)	5,808	545,976
WEEU Monthly Shows and Listenership	12	50,000
Social Media Posts and Views (Facebook, Instagram, X, and LinkedIn)	2,086	306,545
Billboards, Buses, and Bus Shelters		3,841,330
Web Based Media Dissemination		
Gambling Media Activities	172	2,776
Berks SCA Countywide Multi-media Strategies	9,257	774,724
FASD Awareness Strategies	31	1,273
Marijuana Awareness Strategies	38	429,949
Parents in Pajamas	66	376,444
Parents Who Host Lose the Most	56	1,498
Professional Vaping Toolkit	2	109
Red Ribbon Campaign	43	2,705
Stigma Reduction Strategies	91	1,558
The Response Multi-media Strategies SCA Opioid Settlement Funds	91	9,713
Vape Never	20	193,374
Gambling Media Activities	100	200
Website COCA	353	91,669
Website SOS	69	23,497
COCA Newsletter and other informational emails	1,839	10,345
Printed Materials Disseminated		
Red Ribbons Distributed	100	42,280
The Response Multi-media Strategies (Opioid Settlement Funds)		3,899
Vape Never		73
Print Advertising Campaigns		286,000
Response Magazine		7,800
Other Social Media		
YouTube (paid promotion)	14	32,056

MEDIA and COMMUNICATION¹ continued	# of Events	# Impressions
Narcan Saves Digital ads Reading Eagle	6	250,001
Other social media (paid promotions)	3	258,203
Total	23	540,260
Billboards, Buses, and Bus Shelters (breakdown)		
Billboards (Narcan Saves Campaign)	5	2,763,330
Bus Ads (Narcan Saves Campaign)	6	594,000
Bus Ads (1-800-Gambler)	8	484,000
Total	19	3,841,330
Print Ads Breakdown - Hoffman		
Berks First	2	176,000
Avenues	2	40,000
Medical Record	1	30,000
Women2Women	1	40,000
Total	6	286,000
Other Reading Eagle Paid ads (not included elsewhere)		
Non profit feature digital impressions	1	35,000
Health Profile Digital Impressions	1	35,000
Women's Health Month feature (targeted emails & digital impressions)	1	120,000
Total	3	190,000
Signs (not counted elsewhere)		
Reading Royals Concourse sign	1	94,000
Reading Fightin Phils Ribbon Board sign		400,000

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

INTERVENTION	
Berks County Jail Pre-Treatment Services	671
Berks County Substance Use Disorder Hotline calls	197
Central Intake Unit requests	2,288
Fentanyl and Xylazine Test Strips Distributed	7,350
Health to Go Vending Machine	
# of registered users (registration not needed to use vending machine)	1,214
# of items dispensed	5,583
Individuals Completing the Marijuana Diversion Program	225
Individuals Who Received Warm Hand Off Interventions	757
MA Jail Program Treatment Admissions	344
Medication Disposal Bags Distributed (add 105 at food distribution ctrs - reported by Yvonne)	1,737
Medication Lock Boxes Distributed	410
Naloxone Kits Distributed	5,780
Student Assistance Program (SAP) Assessments completed	829
TREATMENT	
Individuals Who Received Treatment Services	1,292
Individuals Who Received Withdrawal Management Services	136
Individuals Who Received Residential Treatment Services	240
Individuals Who Received Halfway House Services	10

TREATMENT continued	
Individuals Who Received Partial Hospitalization Services	8
Individuals Who Received Medication-Assisted Treatment Services	379
Individuals Who Received Intensive Outpatient Services	159
Individuals Who Received Outpatient Treatment Services	957

RECOVERY SUPPORT	
Individuals Who Received Recovery Housing services	232
Number of "Bed Days" in Recovery Housing	31,865
Individuals Who Received Care/Case Management Services	1,423
Individuals Who Received Recovery Support Services	392
Individuals Who Received Treatment Follow-up Contacts	1,100
Urine Specimens Tested	35,619

TRAINING²	# of Events	# of People
DDAP Required Core Trainings	4	199
Certified Recovery Specialist Training Cycle (10 sessions per cycle)	3	50
COCA Annual Conference	1	190
Gambling Speaking Engagements	2	19
Gambling Training and Professional Development	2	61
Student Assistance Program (SAP) Development Day	1	91

² Trainings were conducted both virtually and in person