PREVENTION		
COCA Prevention Department	**# of Events**	**# of People**
Speaking Engagements		
Brain Games	**11**	**240**
Clear and Present Danger	**2**	**43**
Drug Trends ATOD Informational Presentations	**6**	**85**
Emotion Commotion	**6**	**95**
Escape the Vape - Elementary, Middle, High School, & College	**69**	**1,832**
Friendship Matters	**38**	**930**
Gambling Parenting Speaking Engagements	**2**	**25**
Marijuana Real Talk	**12**	**335**
Parent Vaping Presentations	**4**	**90**
Speak Up, Stand Tall Parenting Speaking Engagements	**14**	**365**
SOS Berks Speaking Engagements	**2**	**80**
Summer Speaking Engagements to Youth and Minors	**45**	**1,336**
Taco 'Bout It Alcohol Town Hall	**1**	**24**
Time to Talk	**1**	**22**
COCA Coalition Support	**17**	**127**
COCA Too Good For Drugs (10 Sessions per cycle*)	**80**	**2,044**
Gambling Awareness	**12**	**1,214**
Community Health Fairs	**32**	**9,433**
Kids, Teens, and Technology - Gambling	**116**	**2,609**
SOS Berks Health Promotion Activities - (Opioid Settlement Funds Grant)	**6**	**1,085**
Prescription Drug Disposal and Safe Storage Activities	**60**	**1,905**
SOS Coalition Meetings	**6**	**30**
Student Assistance Program (SAP) Technical Assistance and Collaboration	**3**	**60**
Contracted Prevention Services	**# of Events**	**# of People**
Berks Counseling Center		
Berks County Nurse-Family Partnership	**28**	**12**
Caron Treatment Centers		
Student Assistance Program (SAP) Core Team Meetings	**975**	**1,294**
SAP Parent Meetings	**449**	**60**
SAP Referral Follow-up	**25**	**25**
SAP Student Consultation with School Staff	**133**	**157**
Center for Mental Health		
Student Assistance Program (SAP) Core Team Meetings	**25**	**19**
SAP Parent Meetings	**8**	**1**
SAP Student Consultation with School Staff	**64**	**64**
Community Prevention Partnership of Berks County		
ATOD Information Dissemination Activities	**8**	**9,060**
Berks County Nurse-Family Partnership	**196**	**376**
Kids Against Peer Pressure Alternative Activities	**17**	**3,640**
Kids Against Peer Pressure ATOD Education Activities	**8**	**185**
Kids Against Peer Pressure Camp	**3**	**33**
Contracted Prevention Services (continued)	**# of Events**	**# of People**

Project Peace Activities	**6**	**77**
Project Peace Camp - Sticker Shock (7 Sessions per cycle*)	**1**	**9**
Creative Health Services		
Student Assistance Program (SAP) Core Team Meetings	**6**	**17**
SAP Parent Meetings	**55**	**55**
SAP Student Consultation with School Staff	**64**	**64**
Inspired Wellness		
Student Assistance Program (SAP) Core Team Meetings	**81**	**59**
SAP Parent Meetings	**24**	**24**
SAP Student Consultation with School Staff	**30**	**30**
Olivet Boys & Girls Club		
Berks Pride Team Meetings	**23**	**151**
Olivet Positive Action	**7**	**100**
Walk It Out Recovery		
Creating Lasting Family Connections (Opioid Settlement Funds Grant)	**21**	**139**

1. Maximum attendance reported during each cycle

2. The same participants may attend multiple events; therefore SAP participant counts include duplicate individuals.

MEDIA and COMMUNICATION[1]	**# of Events**	**Estimated Reach**
Television		
BCTV Monthly Show	**10**	**440,072**
Radio		
Commercials (RADIO ADS AND SPOTS)	**5,808**	**440,072**
WEEU Monthly Shows and Listenership	**12**	**440,072**
Social Media Posts and Views (Facebook, Instagram, X, and LinkedIn)	**2,061**	**113,765**
Web Based Media Dissemination		
Gambling Media Activities (website and social media)	**136**	**5,056**
Berks SCA Countywide Multi-media Strategies	**1,659**	**89,333**
FASD Awareness Strategies	**39**	**1,887**
Marijuana Awareness Strategies	**63**	**7,937**
Parents in Pajamas (YouTube)	**2**	**3,371**
Parents Who Host Lose the Most	**64**	**2,241**
Red Ribbon Campaign	**26**	**1,245**
SOS Berks Multimedia Campaign - Opioid Settlement Funds	**31**	**13,103**
Website COCA (not reported elsewhere)	**24**	**76,135**
Website SOS (not reported elsewhere)	**24**	**16,114**
COCA Newsletter and other informational emails	**18**	**7,421**

Printed Materials Disseminated	**# Distributed**
FASD Awareness Strategies	**10**
Red Ribbon Campaign	**42,280**
The Response Magazine Multi-Media Strategies SCA Opioid Settlement Funds	**3,899**

MEDIA and COMMUNICATION[1] continued	**# Distributed**
Print Ads Breakdown - Hoffmann Publishing	

Berks First	**87,646**
Avenues	**40,000**
Medical Record	**10,000**
Women2Women	**14,000**
Total	
Other Reading Eagle Paid ads (not included elsewhere)	
Non profit feature digital impressions	**35,000**
Health Profile Digital Impressions	**35,000**
Women's Health Month feature (targeted emails & digital impressions)	**120,000**
Total	
Signs (not counted elsewhere)	
Reading Fightin Phils Ribbon Board sign (impressions)	**400,000**

[1] *Estimated reach for BCTV, WEEU, and radio ads/spots is based on the U.S. Census Bureau population estimate for Berks County; media-specific unique audience estimates were not available.*

INTERVENTION	
Berks County Jail Pre-Treatment Assessments	**1,928**
Berks County Substance Use Disorder Hotline calls	**306**
Central Intake Unit requests	**1,500**
Fentanyl and Xylazine Test Strips Distributed	**5,521**
Health to Go Vending Machine	
# of registered users (registration not needed to use vending machine)	
# of items dispensed	**2,472**
Individuals Completing the Marijuana Diversion Program	**229**
Individuals Who Received Warm Hand Off Interventions	**742**
MA Jail Program Treatment Admissions	**342**
Medication Disposal Bags Distributed	**1,211**
Medication Lock Boxes and Bags Distributed	**494**
Naloxone Kits Distributed	**5,487**
Student Assistance Program (SAP) Assessments completed	**756**
TREATMENT[2]	
Individuals Who Received Treatment Services	**961**
Individuals Who Received Withdrawal Management Services	**95**
Individuals Who Received Residential Treatment Services	**165**
Individuals Who Received Halfway House Services	**3**

TREATMENT[2] continued	
Individuals Who Received Medication-Assisted Treatment (MAT) Services	**349**
Individuals Who Received non-MAT Partial Hospitalization Services	**7**
Individuals Who Received non-MAT Intensive Outpatient Services (IOP)	**114**
Individuals Who Received non-MAT Outpatient Treatment Services	**392**

[2] *Beginning in FY 2025–26, individuals receiving outpatient medication-assisted treatment (MAT) are reported separately from non-MAT outpatient treatment. In prior years, MAT participants were also included in the outpatient treatment count.*

RECOVERY SUPPORT	
Individuals Who Received Recovery Housing Services - monthly average	**72**
Number of "Bed Days" in Recovery Housing	**37,513**
Individuals Who Received Care/Case Management Services	**744**

Individuals Who Received Recovery Support Services	**505**
Individuals Who Received Treatment Follow-up Contacts	**991**
Urine Specimens Tested	**36,919**

TRAINING[3]	# of Events	# of People
DDAP Required Core Trainings	**3**	**130**
Certified Recovery Specialist Training Cycle (10 sessions per cycle)	**1**	**31**
COCA Annual Conference	**1**	**200**
Gambling Training and Professional Development	**4**	**100**
Student Assistance Program (SAP) Development Day	**1**	**90**

[3] *Trainings were conducted both virtually and in person*