

# Drug Free Communities Accomplishments



	UPSHIFT	CONNECT PARENT WORKSHOPS	MEDIA CAMPAIGNS	YOUTH VAPING LEGISLATION	RX DRUG MISUSE PREVENTION
<b>INITIATIVE</b> 	<p><u>Screening and evidence-based curriculum, or referral to treatment</u> (instead of suspension) for substance-use policy violations.</p>	<p><u>Workshops</u> equip parents to have effective prevention conversations with their children regarding substance misuse.</p>	<p><u>Parent-focused media campaigns</u>, (2018 &amp; 2023), supporting effective parent-child communication regarding substance misuse. Media drives parents to vetted resources on website.</p>	<p>Active youth leaders engaged with local decision-makers on harms of e-cigarettes &amp; impact on youth (particularly flavored vaping products).</p>	<p><u>Regional awareness campaigns and website</u> (in English &amp; Spanish) promoting safe use, storage, and disposal of prescription drugs, to prevent RX drug misuse.</p>
<b>DATA/ RESULTS</b> 	<p>187 students diverted to Upshift vs. unsupervised time out of school (22-23 school year). 90% of students report non-use or reduced use since program start.</p>	<p>34 workshops delivered to 287 parents. 90% of parents felt confident/very confident to talk to their kids about harms of substance use.</p>	<p>Website engagement increased 7x vs. pre-campaign rates (avg. 1,000+ new visitors/month on English site, 500 on Spanish site).</p>	<p>Youth testified to OR State Legislature on youth impact of vaping products, and participated on the OR Tobacco Retail License Rules Advisory Panel.</p>	<p>300k impressions each across broadcast &amp; cable TV, plus 200K radio impressions (2020).</p>
<b>CURRENT STATUS &amp; SUSTAINABILITY</b> 	<p>Sustainability through outside funding, expanded to Bend, Redmond, and Sisters School Districts.</p>	<p>Sustainability through outside funding, partnership with Deschutes County school districts.</p>	<p>Add'l funds received from OR Dept. of Transportation and County Cannabis Advisory Panel.</p>	<p><u>OR Tobacco Retail Licensing law</u> passed in 2021.</p>	<p>Serves as regional resource hub.</p>