



Alliance for Healthy Communities 2015 Annual Report

AHC 1st Tuesdays
3:30 to 5 PM
12657 Fee Fee Rd.
St. Louis, MO
63146



Alliance Vision: To create a community empowered to make positive choices through knowledge, skills and resources.

Alliance Mission: Engage the community to reduce youth substance abuse and risks of suicide by raising awareness and changing community norms.



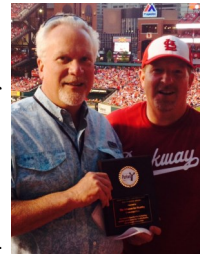
Message from the Director

Greetings:

Alliance for Healthy Communities' 2015 slate of activity was guided by use of the data it collected in its extensive 2014 community assessment. Based on analysis of this data, AHC refined the focus of its strategic plan in further prioritizing three organizational objectives: engaging youth, raising community awareness and building capacity. These objectives were not new. Rather, the themes derived from analysis of our 2014 assessment data made it clear that if AHC is going to contribute to reducing community risk factors for youth substance abuse and suicide, these priorities must serve as the foundation in our work.

Engaging Youth

Alliance for Healthy Communities worked to more effectively engage youth on multiple fronts. AHC continued its collaborative partnership with Parkway's Safe and Drug-Free Leadership (SADF). *Stand Up 9!*, a prevention leadership training for ninth grade students, empowered 82 Parkway students to return to their high schools with new skills for planning and implementing prevention efforts. As part of AHC's youth coalition, Teen Voice for Change, these students contributed to the production of prevention projects including a *Mock Crash*, a law enforcement and first responder demonstration of a drunk-driving accident scene and *The Bedroom Project*, a dramatic representation of how youth hide drug use paraphernalia and how parents can enhance their vigilance. For its partnership with Parkway's SADF leaders, AHC was recognized at the annual Parkway SADF celebration prior to the Cardinals baseball game on April 29.



AHC Recognition
April 29, 2015

In 2015, AHC also worked to support "high risk" youth populations. Specifically, AHC sponsored twice monthly regional meetings of LGBTQ youth and escorted a group of these young people to Jefferson City in March to participate in a legislative advocacy day. Also, for the second straight year, AHC sponsored a Parkway student's application and selection as a *MO Youth-Adult Alliance- Youth Ambassador*. Ms. Talia Azar (PCH, 2016) represented our region in state level prevention programming.



Talia Azar (right),
PCH '16, ACT MO
2015 Youth Ambassador

Raising Community Awareness

Throughout 2015 AHC sustained its efforts to raise community awareness by creating and distributing informational materials at school and community events, including a town hall gathering to address the growing epidemic opiate-heroin addiction, abuse and overdose. AHC aggressively promoted semi-annual medication take-back events hosted by area police departments and participated with the regional P2D2 (Prescription Pill Drug Disposal) coalition to contribute to efforts to assure local capacity for disposal of collected medications. Additionally, AHC contributed as a member of the regional CRUSH (Community Resources United to Stop Heroin) coalition hosted by the St. Louis County Department of Public Health.



TEENVOICE
FOR CHANGE

Capacity Building

In 2015, AHC implemented a schedule of monthly training presentations, provided by AHC community partners, as part of the agenda for general membership meetings. The intention was two-fold: (a) build capacity among community stakeholders while (b) seeking to make general membership meetings attractive to the broader community. In aggregate, these training sessions reached 144 community stakeholders. Session pre-post tests demonstrated a significant degree of participant learning. Topics included *Substance Abuse and Suicide*, *Affluenza*, *Adolescent Brain Development*, *Substance Abuse and Sexual Violence and Pain Management without Drugs*, among others.

The information in the following pages highlights AHC activities undertaken throughout 2015. Additionally, information regarding our resources and our scope of activities and partners is provided. AHC has been exceedingly fortunate in the degree of active support our individual and organizational partners make available. Our mission of community engagement reflects our essential function as a platform for stakeholder collaboration; meaning "it's all about our partners!" We are profoundly grateful for the ongoing depth of our partners' commitment to the health and wellbeing of area youth.

For More Information Contact
Ken McManus, Director
kmcmanus@parkwayschools.net
314-415-7015



Alliance for Healthy Communities 2015 Annual Report

Alliance for Healthy Communities Funding Streams



**Missouri Foundation
for Health**
a catalyst for change

The Alliance for Healthy Communities (AHC) is funded through grant programs administered by the Missouri Foundation for Health and ACT MO.

The Community Health and Prevention (CHP) grant program was initiated in 2012 by the Missouri Foundation for Health. The CHP grant program provides five years of funding specifically for community coalitions with a demonstrated capacity to address local conditions that enable identified health challenges.

Alliance for Healthy Communities was awarded funding through this grant program to address rates of underage drinking, youth substance abuse and risk for suicide.

Additionally, Alliance for Healthy Communities, as a registered coalition with the Missouri Department of Mental Health, Division of Alcohol and Drug Abuse, is eligible to apply for, and receive, funding through mini-grant programs administered by ACT MO, the state level prevention management agency. AHC was awarded funding through these mini-grants in 2012, 2013, 2014 and 2015.



www.actmissouri.org



Alliance for Healthy Communities receives significant in-kind contributions from the Parkway C-2 School District, which serves as AHC's fiscal agent and facilities host.

Funding for this project was provided in part by the Missouri Foundation for Health. The Missouri Foundation for health is a philanthropic organization whose vision is to improve the health of the people in the communities it serves.

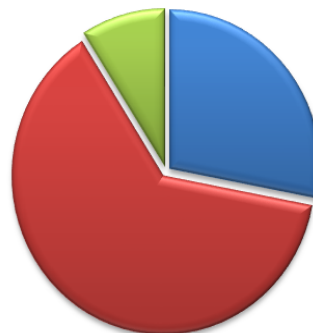
Alliance for Healthy Communities Revenues, Expenses and Outputs

The following charts illustrate Alliance for Healthy Communities revenues and expenses for the first fiscal year.



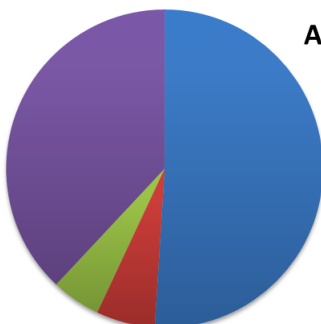
AHC Year 3 Income by Source

■ Missouri Foundation for Health	95.5%
■ ACT MO	4.5%



AHC Year 3 Expenses by Source

■ Programs and Services	28%
■ Administration	63%
■ Indirect costs	9%



AHC Outputs by Category Year 3

■ Capacity Building	51%
■ Community Change	6%
■ Media Coverage	5%
■ Services Provided	38%



Alliance for Healthy Communities 2015 Annual Report

2015 Highlights: Engaging Youth, Raising Awareness and Building Capacity



Stand Up 9!

Date: February 19-20, 2015

Location: The Wyman Center, Eureka MO

Collaborating Partners: Parkway SADF Leaders, Idaho Drug-Free Youth, National Council on Alcoholism and Drug Abuse

Target audience: 9th Grade Students from area high schools. **Attendance:** 82 9th grade students representing all four Parkway high schools

Featured Speaker: Greg Sommers, Idaho Drug-Free Youth

Project Purpose: (a) Build knowledge in 9th grade students about youth alcohol and drug abuse. (b) Build skills in these students for effective prevention messaging.

MO GSA Legislative Advocacy Day Supporting “High Risk” Populations

Date: March 11, 2015

Location: State Capitol Building, Jefferson City, MO

Collaborating Partners: MO GSA, Parkway School District

Target audience: LGBTQ youth **Attendance:** 5 Parkway students

Featured Speakers: Morgan Keenan, MO GSA

Project Purpose: Support LGBTQ students and allies in building capacities for advocacy to state legislators on issues pertaining to social and restorative justice.



From Prescription to Addiction

Date: April 28, 2015

Location: St. Luke’s Hospital Edison Theater

Collaborating Partners: Bridgeway Behavioral Healthcare, Chesterfield Alliance for Positive Youth, Crossroads Program, Harris House, National Council on Alcoholism and Drug Abuse, Parkway School District, Preferred Family Healthcare, St. Louis County Police, St. Luke’s Hospital and Valley Hope Treatment Centers.

Target audience: General Community **Attendance:** 47 attendees

Featured Speakers: Jared Opsal, NCADA, Det. Casey Lambert, St. Louis County Police, and Mr. Brandon Roberts

Project Purpose: Raise awareness among community stakeholders about the connections between heroin addiction and opiate medications as well as the hope for recovery in the context of regional trends in heroin trafficking and overdose deaths.

AHC Safe Celebrations

Date: 2015 Prom, Graduation and Home Coming Seasons

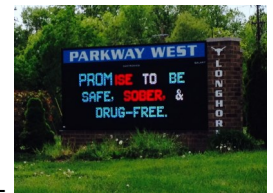
Locations: Parkway High, Middle and Elementary schools and surrounding communities.

Priority Population: 6000 Parkway high school students, their families and neighborhoods.

Collaborating Partners: Parkway School District, Mark’s Quick Printing, Chesterfield Police Department, Manchester Police Department, St. Louis County Police Department, Town and Country Police Department

Incorporated Strategies: Safe-Sober norms messaging on yard signs, building marquees and in newsletters and alerts to parents; Alcohol Retailer Compliance and “Shoulder Tap” Checks; Neighborhood Party Patrols.

Project Purpose: Raise awareness among community stakeholders about the risks of underage drinking and drug abuse during high school seasons for celebration; Assure compliance with local ordinances pertaining alcohol sales and provision to minors.



Project Accomplishments: Marquee and yard sign messaging had over 200,000 views during each celebration season. Alcohol retailer compliance/shoulder tap checks resulted in one arrest for underage sales during 2015 Prom and two arrests for underage sales during 2015 Home Coming, Teen Voice for Change— PSH “Mock Crash” demonstration.



Alliance for Healthy Communities 2015 Annual Report

Alliance for Healthy Communities Organizational Partners

Area Schools

Barat Academy
DeSmet Jesuit High School
Parkway School District
St. Louis University High School
Whitfield School

Business Organizations

Abbott Laboratories
Heads Up Marketing
Kinko's- Creve Coeur
Mark's Qwik Print
McQuerry's 24-Hour Service
Metropolitan Sewer District
MO American Water

Colleges and Universities

Saint Louis University
St. Louis College of Pharmacy
University of Missouri- St. Louis

Faith-Based Organizations

Greentree Community Church
Jewish Student Union
New City Fellowship
Restore St. Louis Ministries
St. Timothy's Episcopal Church
United Hebrew Congregation
West Springs Church

Governmental Organizations

MO Army National Guard
St. Louis County Dept. of Health

Healthcare Organizations

Mercy Health Center
St. Luke's Hospital
SSM Healthcare

Law Enforcement Agencies

Ballwin Police Department
Chesterfield Police Department
Creve Coeur Police Department
Des Peres Police Department
U.S. Drug Enforcement Administration
Manchester Police Department
Maryland Heights Police Dept.
St. Louis County Police Dept.

Media Organizations

Anne Willis Creative
Brain Storm Media Group
KMOV-TV Channel 4
Parkway Communications Dept.
StratCommRx
St. Louis Public Radio
West News Magazine

Parent Organizations

Parents Advocating for Multicultural Equity in Education (PAMEE)
Parkway Advisory Council for Children with Disabilities (PACCD)
Parkway Central High School PTO
Mothers Against Drunk Driving

Prevention Specialist Organizations

BreakDown STL
CHADS Coalition
Chesterfield Alliance for Positive Youth
Eastern MO Regional Support Center- N.C.A.D.A.
Kids Under Twenty One (KUTO)
MO Network Opiate Reform and Recovery
Parkway Safe and Drug-Free Department
Rockwood Drug-Free Coalition
Supporting Teens at Risk (S.T.A.R.)

Behavioral Health Treatment Providers

Behavioral Health Response
Bridgeway Behavioral Health
Crossroads Program
Harris House Treatment and Recovery Center
NorthStar Treatment Center
Preferred Family Health Care
Valley Hope Association

Youth Organizations

MO Gay Student Alliance
Teen Voice for Change

Youth-Family Serving Organizations

Edward Jones YMCA
St. Louis County Family Court
West County YMCA

Volunteer Civic Organizations

Chesterfield Kiwanis Club
Polar Star Rose Hill #79 AFAM

