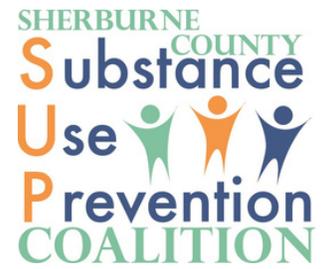


# YEAR-END REPORT

2020 - 2021



The Sherburne County SUP Coalition is a community-focused organization on a mission to prevent substance use among youth.

## REDUCE

UNDERAGE  
DRINKING

MARIJUANA  
USE

TOBACCO  
USE

PRESCRIPTION  
DRUG MISUSE



In six years, **membership has increased by 76%** + new community partnerships created



of unused and unwanted Rx drugs collected between 2012 - 2021



46 STUDENTS

throughout Sherburne County are actively involved in our 2 Youth Leadership Councils



\$156,811

in resources generated through cash, in-kind donations, and volunteer hours



Metric used to quantify the display of print and online media

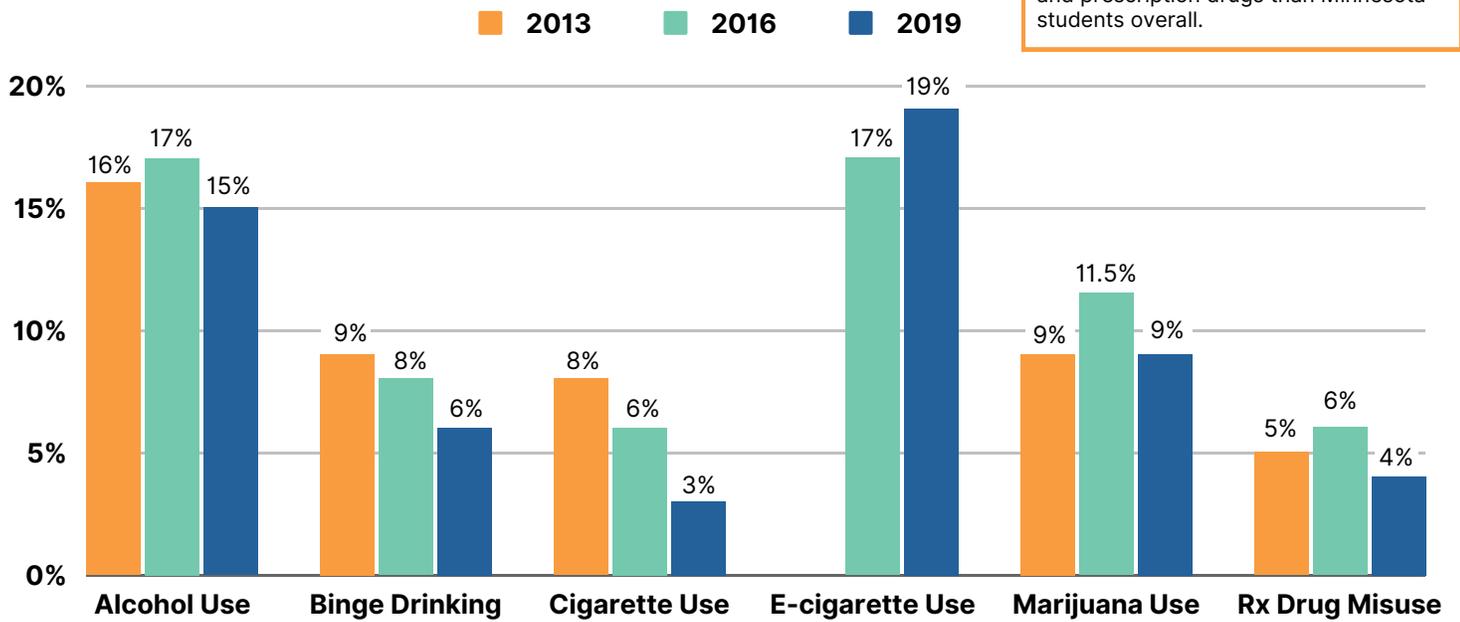
39,457

COMMUNITY MEMEBERS

including **over 13,600 youth** were reached through trainings and info dissemination for a total of over **10,900 hours of prevention services** provided to the community

# SHERBURNE COUNTY - PAST 30-DAY SUBSTANCE USE

Reported use among Sherburne County students shows they are more likely to use alcohol, e-cigarettes, marijuana, and prescription drugs than Minnesota students overall.



Source: Minnesota Student Survey

## YOUTH IMPACT

Youth Leadership Councils (YLCs) are a powerful peer-directed strategy to build capacity, teamwork, and positive decision-making, while clarifying misconceptions regarding drug usage.

Despite recent challenges from COVID-19 and advisory staff turnover that resulted in fewer active YLCs in the past two years, the schools with the most consistently active and engaged YLCs showed the greatest impact on **reducing youth consumption** and **changing perceptions** in recent surveys.

**BE REAL** The student-led "Be Real" campaign highlights how most students do NOT use alcohol or other drugs. YLCs used social media to share healthy truths with their peers.

## PROJECTS



Campaign designed to help **educate** and **empower** parents and caregivers to have ongoing conversations with the young people in their lives.



Conducted a 13-week online media campaign regarding the risks of youth vaping nicotine and marijuana.



Promoted the use of prescription drug disposal sites in the Sherburne County area.



Sticker Shock efforts highlighted the dangers of underage drinking and vaping and encouraged positive decision-making.

Our continued success is dependent on community involvement. Learn how you can help at [www.sherburnesupcoalition.org](http://www.sherburnesupcoalition.org)