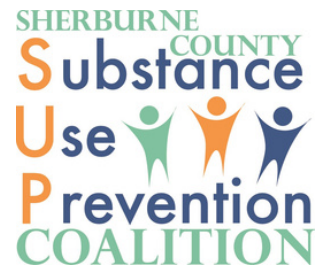


YEAR-END REPORT



2022 - 2023

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



157,219
COMMUNITY MEMBERS

including **over 22,100 youth** were reached through trainings and info dissemination for a total of over **48,400 hours of prevention services** provided to the community

12,280 lbs
of unused and unwanted medications collected and safely destroyed between 2012-2023

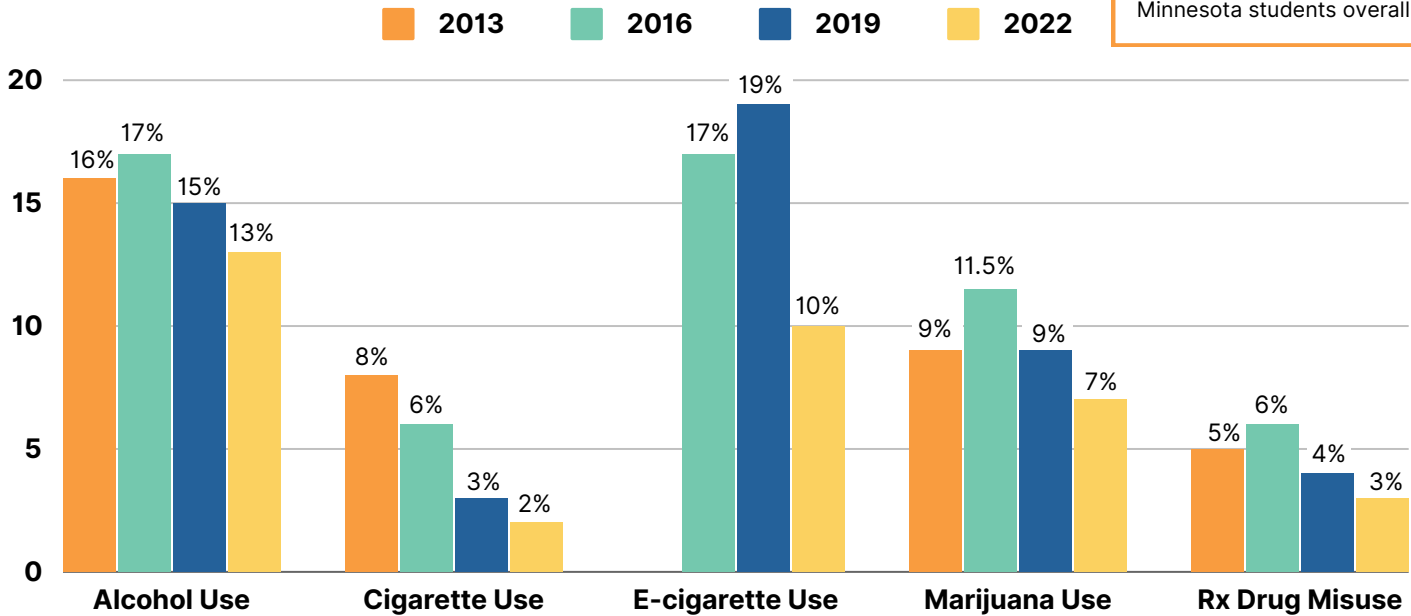
\$224,748
in resources generated through cash, in-kind donations, donated media, and volunteer hours

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

9.8 MILLION
MEDIA IMPRESSIONS
Metric used to quantify the display of print and online media

SHERBURNE COUNTY - PAST 30-DAY SUBSTANCE USE

While we are seeing a reduction in use across all substances, Sherburne County students are slightly more likely to use alcohol, e-cigarettes, and marijuana than Minnesota students overall.



Source: Minnesota Student Survey

YOUTH IMPACT

Youth Leadership Councils (YLCs) are a powerful peer-directed strategy to build capacity and teamwork, while mobilizing their peers to help strengthen and expand their prevention efforts.

Despite varying challenges that resulted in fewer active YLCs in the past several 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. Using this campaign platform, students hosted several events in their schools and communities to raise awareness and educate about positive peer norms and decision-making.

Through these student-led efforts, 19 Big Lake students earned a varsity letter and Rogers High School was recognized as one of America's Healthiest Schools for promoting a tobacco-free learning environment.

PROJECTS



TALK EARLY TALK OFTEN 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 on 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