



Community Engagement 2022-2023



Vision: To create a safe and healthy environment for all.

Mission: To establish and strengthen collaboration among many community partners in order to support programs and activities related to prevention, education and reduction of youth substance use.

Uplift Irondequoit is the leading non-profit drug and alcohol prevention organization in Irondequoit and the surrounding communities. We are making our community a safer place by educating people while offering resources and activities to improve youth outcomes.

Community Engagement 2022-2023

Executive Summary

Uplift Irondequoit (Drug Free Irondequoit: Together) is a 501 c3 not-for-profit organization. We are a community coalition funded through federal and state grants, as well as from the generosity of community partners and members in Irondequoit and surrounding communities.

- Our NYS Office of Addiction Services and Supports SOR (State Opioid Response) Grant is officially coming to an end, September 29th, 2023. This grant's focus was specific in expanding the reach of substance use prevention coalitions in ESPRI localities, further building local resources in high risk communities to effectively address substance use disorder (SUD) health disparities. There was a focus on Opioid Use Disorder (OUD), implementing three facets of environmental strategies: policy, enforcement, and media.
- Applied for and received the Drug-Free Communities (DFC) federal grant in 2020. This has allowed us to expand our current work in Irondequoit, specifically on youth use of Nicotine and Marijuana via vape devices.
- Applied for and received the Special Populations Grant in 2022 from NYS OASAS to focus on the LGBTQ+ community in Irondequoit and the City of Rochester. The grant's substances of focus are marijuana and alcohol.
- Applied for and received a small grant through the Genesee Valley Council on the Arts in 2023. The focus of this grant will be to provide an opportunity to increase protective factors and have a mural created for the town that promotes inclusion and positive mental health for youth.
- Most of our work in the past year has been based on building community collaboration and providing information through our media campaigns for Substance Safety at Home, Youth Vaping, and Impaired Driving.
- We've engaged youth from both school districts (East and West Irondequoit Central Schools) to join our youth committee and begin discussing different projects for the 2023-2024 school year.
- We've engaged community members through community meetings, community events, new website implementation, Facebook/Instagram posts, and collaborations with many partner agencies and individuals.

- Created a volunteer recognition process for coalition members who have helped Uplift Irondequoit with events and projects.
- Provided information regarding substance safety, home safety, coping skills, mental health resources and recovery resources for both youth and adults.

The work of the coalition is not possible without the help of our members and partners. Uplift has partnerships which include individuals and organizations that cover the 12 sectors: youth, parents, business, media, school, youth-serving organizations, law enforcement, religious or fraternal organizations, civic or volunteer groups, healthcare professionals, state or local agencies, and other local organizations. A list of our partnering organizations is provided below:

Action for a Better Community, American Lung Association – Smoking and Health Action Coalition (SHAC), Bishop Kearney, Bridge Builders Ministries, Center for Youth, Child Care Council, Counter Drug Task Force, Delphi Rise, East Irondequoit School District, Finger Lakes Prevention Resource Center, Helio Health, Huther Doyle, IBERO, Irondequoit Ambulance, Irondequoit Chamber of Commerce, Irondequoit Lacrosse, Irondequoit Library, Irondequoit Little League, Irondequoit Neighborhood Associations, Irondequoit Pediatrics, Irondequoit Police Department, Irondequoit Recreation, Irondequoit Rotary, Irondequoit Soccer, Irondequoit United Church of Christ, Monroe County Department of Public Health - HEALing Communities Study, Monroe County Department of Public Health - Impact Team, Monroe County Office of Mental Health, Monroe County Office of Public Safety, Monroe County Sheriff's Department, Monroe County STOP DWI, Northeast Service Center - RPD, Office of Assemblywoman Sara Clark, Office of Senator Samra Brouk, PFLAG, PTSA from East and West Irondequoit, Rochester Rainbow Union, ROCoverly Fitness, Southeast Service Center - RPD, Sully Branch Library, Town of Irondequoit, TRU-Impact, Two Ton Tony's, Villa of Hope, and West Irondequoit School District.

Community Engagement 2022-2023

Achievements

Youth Committee:

Before COVID hit we had a youth group in the making, unfortunately as a result of the pandemic, we lost the engagement of youth who were interested in joining the coalition. Once COVID restrictions started to lift, we began to meet with a couple of students from West Irondequoit in the summer of 2022. During the 2022-2023 school year there were a handful of students who wanted to work on substance use prevention that attended our Coalition at Large Meetings. Our main focus in the 2023-2024 school year will be to expand our current work in building a youth group in Irondequoit. This youth group will then be a driving force on providing information to peers to increase mental health and protective factors while decreasing substance use directly in the schools.

Drug-Free Communities (DFC) Grant:

We are finishing our third year in the DFC grant. During this time we were able to complete a long list of action items to help Irondequoit become a safer community. One of the projects that helped us do this were the Community Scans that were conducted in Summer 2022. This project allowed coalition members to identify hot spots in Irondequoit that were suspected to be areas of illegal substance use. After indicating hot spots, we then had our coalition members scan the areas and take photos of any findings they saw. The result of this scan gave us various locations that needed more attention and TLC. From this we were able to discuss with the Town of Irondequoit about the lighting in different areas that needed to be improved. We also were able to add in two locations that needed a clean up, to the town's Day of Caring Clean Up.

This past grant year we also conducted Environmental Scans which focused on visiting Tobacco Retailers in Irondequoit to review placement of substances, marketing images and signage for legal-age sales. These scans took place after compliance checks were conducted by the Irondequoit Police Department. Uplift visited 22 different tobacco retailers and completed a comprehensive survey on what was found at each location. From there we developed a Tobacco Retailer Good Neighbor Package that we are hoping to implement in year 4 of this grant.

Special Populations Grant:

In September 2022, Uplift Irondequoit received a new "Special Populations" grant through NYS OASAS to work on substance use prevention in the LGBTQ+ community. This project focuses on underage alcohol and cannabis use in the LGBTQ+ community of Irondequoit and Rochester. Data from our community clearly showed that LGBTQ+ teens have been struggling with lower protective factors, like community connection, and higher risk factors, like mental health challenges. Which can contribute to higher rates of alcohol, cannabis, and nicotine use compared to their peers. The LGBTQ+ community in Irondequoit and Rochester is substantial. For instance, there are well attended Gay Straight Alliance (GSA) clubs in East and West Irondequoit and about 25% of high school students from RCSD who took the Youth Risk Behavior Survey (YRBS) reported that they were LGBTQ+. These observations made it clear that a project like this one was important for our community.

In addition to gathering data, through this project Uplift has built new partnerships with Irondequoit and Rochester-based organizations who are passionate about serving youth and made a plan to begin tackling the issue piece by piece. This summer, Uplift was present at Rochester Pride in collaboration with the Town of Irondequoit for the first time! We have also collaborated with the SafeZone Initiative to certify 23 new SafeZone trainers who will now act as an LGBTQ+ inclusion resource for any youth-serving organization in the community. This fall, keep an eye out as some of the first project messages and materials make their way into the community!

Genesee Valley Council on the Arts Grant:

As part of Uplift's goal to increase protective factors like community connection and mental wellness, we are hosting a community mural design contest this fall. In collaboration with the Town of Irondequoit, and made possible through the funding of the Genesee Valley Council on the Arts, there is an opportunity for adults and youth alike to have their design painted in the Irondequoit Community Center. Uplift will be accepting submissions of inclusive mural designs through October 18th and the winning design will be painted by community members throughout November.

We are excited to conduct this project bringing together youth and adults from East and West Irondequoit to engage in creative expression and spreading a positive message through the town. There is a flyer out now calling for all artists (youth or adults) to submit a mural design.

Community Engagement 2022-2023

Achievements Cont.

State Opioid Response (SOR) Grant:

Uplift Irondequoit received the State Opioid Response (SOR) grant in 2019 from NYS OASAS (Office of Addiction Services and Supports). What originally was a one year contract, turned into four years of consistent hard work to educate families on substance safety and early conversations! The SOR grant project officially ran from 2019-2023 and allowed Uplift Irondequoit to broaden its work from Irondequoit into the shared City of Rochester zip codes, 14609 and 14621. This grant helped to support many of our projects such as Early Conversations, partnering with Child Care Council, support in the development of a new youth coalition - TRU-Impact, expansion of Drug Take Back Day in the City of Rochester, and medication safety education. With being able to push past the multi-jurisdictional areas of Irondequoit, Uplift was able to create amazing partnerships in the City of Rochester. We look forward to continuing partnerships into our future work, thanks SOR!

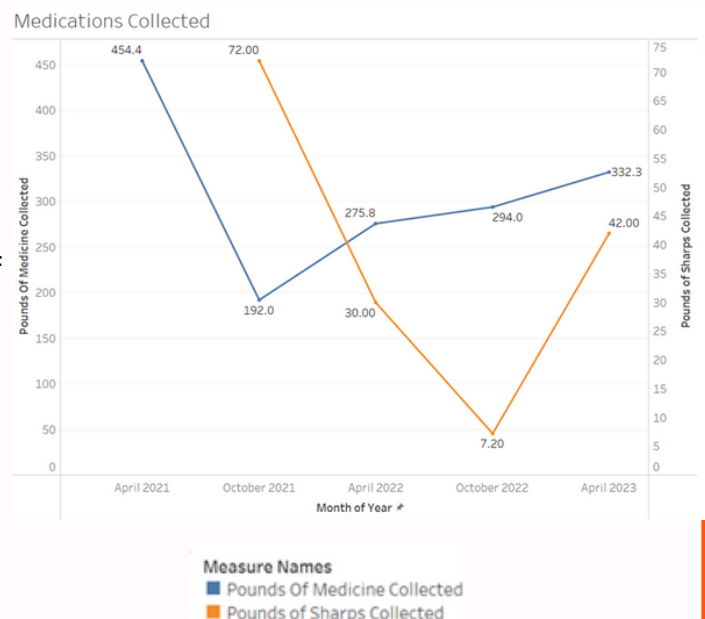
• Child Care Council - Early Conversations:

- Child Care Council is one of the leading child care referral agencies in the country. They provide information, training and resources to parents, child care providers, and businesses in Monroe, Livingston and Wayne counties. The first year of our partnership, the Child Care Council developed a child care facility training that could be given to child care staff. The training was focused on teaching children to develop coping skills and resiliency skills. This training was implemented into 2 Child Care Facilities in the SOR Project target zip codes (14609, 14617, 14621 and 14622). With this child care staff would take what they learned in the training videos and the materials that were given in tandem with the training to start implementing what they learned to their children.
- The second year contract allowed the Child Care Council to develop an at-home kit and training for parents and caregivers. The training included various materials for parents to utilize at home that would help their child(ren) learn more about developing coping skills and resiliency skills. Five separate child care facilities were chosen to receive the training and kits for parents that attended their programs. The kits were then distributed to parents that were interested in partaking. The goal for this collaboration with the Child Care Council was to get parents, caregivers and child care staff the tools and training to help their kids to develop healthy coping skills and resiliency skills. Child Care Council will be offering the training developed for other Child Care Facilities on their website for any interested child care facility.

• DEA Drug Take Back Day:

- Uplift started to participate in the bi-annual event, DEA Drug Take Back Day with Irondequoit Police Department in October 2017. Since our first DEA Day we have collected a total of 1,798 pounds of medications and 151 pounds of sharps and have served a total of 973 people. This data does not include April 2018, October 2018, October 2019, April 2020, or October 2020. With the help of our SOR grant, we were able to expand our collaboration into the City of Rochester. By the end of this grant there were 4 different sites, in our target areas, that offered free medication disposal for each DEA Day. We are happy to report that moving past our SOR grant that we have ensured that 3 out of the 4 locations will continue to offer this service during the designated days in April and October. Mark your calendars for the next DEA Drug Take Back Event on October 28th, 2023. You can find more information about the event on our website:

<https://www.upliftirondequoit.org/medication-takeback-days>



Community Engagement 2022-2023

Education and Awareness

Since the organization's name change, we have worked to create a completely new website. On the site you will find how you can connect with Uplift, learn more about our media campaigns, obtain resources whether you are a teen, parent or professional, and see where you can find us in the community at events. It also includes sections about how you can get involved with the coalition whether you are looking to join a committee, volunteer at events, or donate. If you are interested in any of the above topics, you can visit our new site at: <https://www.upliftirondequoit.org/>. In addition, part of building education and awareness has been getting out into the community with events. These events usually included some form of our education campaigns with supplemental materials and information. The events are listed in the next section.

Uplift has been able to produce 3 media campaigns through the 2022-2023 grant year. The campaigns were supported through our two grants, SOR and DFC.

"If you feel different, you drive different"

was our campaign that focused on marijuana impaired driving through our DFC grant. With the legalization of marijuana throughout NYS, our coalition decided to educate the community that, although it is legal for those over the age of 21 to consume marijuana, it is NOT legal to operate a vehicle under the influence in any circumstance. Our plan is to continue this campaign into year 4 and potentially include an impaired boating campaign, since Irondequoit has the Irondequoit Bay and access to Ontario Lake.



"Vaping to relax? It actually may be stressing you out."

was our campaign targeted on youth in Irondequoit to educate them on the mental health effects of vaping. This campaign was based off of the Truth Initiative campaign and was through our DFC grant. While this campaign had a total of 472,861 impressions, we did get feedback from our youth committee to help us improve upon this campaign for year 4 of our DFC grant.



Talk. Monitor. Dispose.

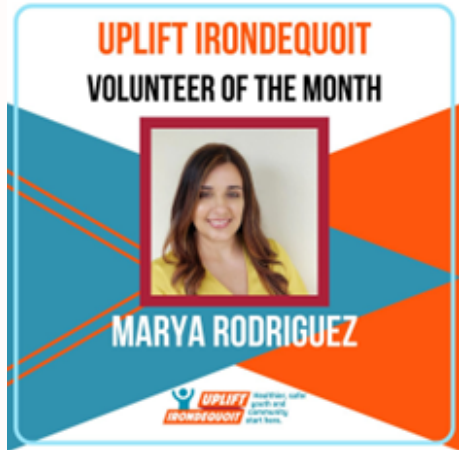
was our campaign that targeted parents/caregivers of youth in Irondequoit and the City of Rochester to learn more about substance safety at home. In this campaign you will learn how to talk with your kids about substances, monitor dangerous substances in your home, and safely dispose of expired medications. This campaign will be the last that is produced from our SOR grant.



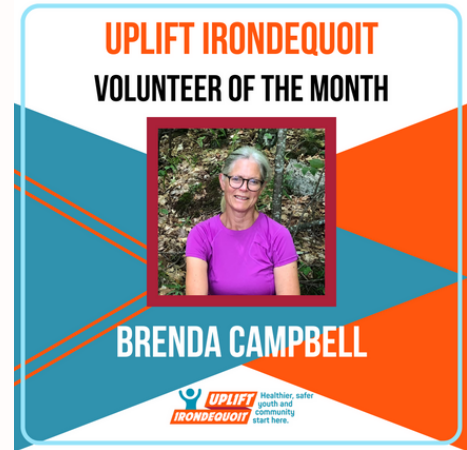
Community Engagement 2022-2023

Volunteer Recognition:

We officially started a recognition process for our amazing coalition members beginning in July 2023. Currently we have recognized two of our members, Mayra Rodriguez and Brenda Campbell. Both of these women have dedicated numerous hours to join us at committee meetings, develop materials, and engage with community members at various events. Uplift will continue to accept nominations for volunteers that are reviewed on a monthly basis to choose a winner.

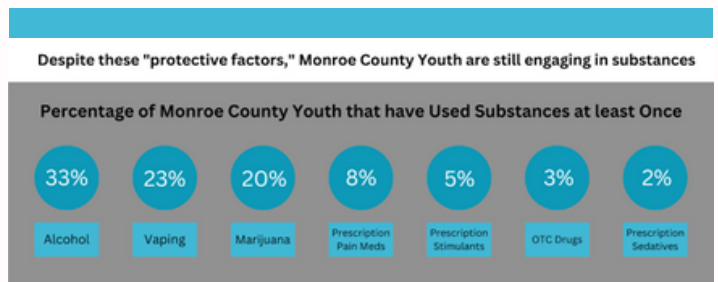
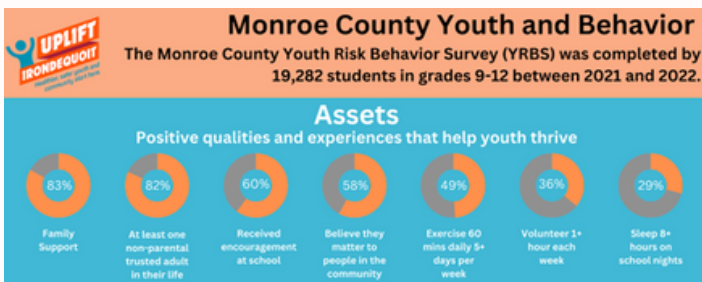


Shoutout to our first two Volunteers of the month!



Community Events and Collaboration with Partners:

One of the key partners of the coalition are the school systems. Every other year they administer the Youth Risk Behavior Survey which provides valuable information about what youth's perceptions and behaviors are related to a number of topics. In our case, the information pertaining to substance use and assets is particularly important as it informs much of our work.



Middle schools and High schools in East and West Irondequoit held events which allowed us to set up one of the Hidden in Plain Sight Displays either at Open Houses, or another parent night. The Substance Abuse Prevention Specialist at Irondequoit High School and member of Uplift Irondequoit, provided a number of staff and parent trainings regarding the devices currently being used by youth. The coalition partnered with American Lung Association, Center for Tobacco-Free Finger Lakes and University of Rochester to provide a Vaping IOI - Nicotine Cessation presentation to Eastridge High School and East Irondequoit Middle School Parents. This presentation was also recorded and provided to West Irondequoit Substance Abuse Prevention Specialist to provide to parents as a resource.

Community Engagement 2022-2023

Events Uplift attended throughout this year:

Irondequoit Events	City of Rochester Events
St. Paul Fire Department Open House	Hopesgiving - Hope Dealers BTC.
Irondequoit Winterfest	Chance for Change - Center for Teen Empowerment
Irondequoit Farmers Market	Rochester Pride Festival
National Night Out - Irondequoit Police Department	Rochester Hope Service Festival
Senior Health Fair - Irondequoit Community Center	Bridge to Change - Hope Dealers BTC.
Back to School Bash - Irondequoit Community Center	Safe Summer Bash - IBERO
DEA - Medication Take Back Day (Irondequoit Police Department, ROCovery Fitness, Sully Branch Library)	Resource Fair - Monroe County Department of Public Health
School Events	National Night Out - Rochester Police Department
Wellness Day - Irondequoit High School	Jordan Health Front Porch Festival
Parent Night - East Irondequoit Middle School	Community Presentations
Chalk the Walk (East and West Irondequoit Schools)	Vaping IOI - Nicotine Cessation Presentation (American Lung Association & U of R)
National Drug and Alcohol Facts Week (East and West Irondequoit Schools)	Western NY Collaborative ECHO Project - MAT/SUD Focus - Addiction and the Journey of Families
Art Fest - Irondequoit High School	Home Safety and Prevention Tips - ABC PROWD Group

Community Engagement 2022-2023

Development and Sustainability

There are multiple ways to help support Uplift Irondequoit, read below to find out more ways to give!

- Our Annual Appeal begins every year to coincide with International Overdose Awareness Day on August 31. This year it will run until the end of October, also known as Wellness Month. https://www.paypal.com/donate?campaign_id=4YG3SHVUAR7LE
- We are a designated United Way organization for ROC the Day, to be held on United Way's Day of Giving on Tuesday, November 28th, 2023.
- Please consider visiting Uplift Irondequoit's Amazon Gift List to donate items that the coalition will be able to utilize to do activities and events with the community. <https://www.amazon.com/registries/gl/guest-view/2J86BWL6YM9JQ>

Consider visiting our website to learn more about the various ways you can support Uplift Irondequoit!

<https://www.upliftirondequoit.org/support-us>

Volunteering

- We are always in need of volunteers who can give one or more hours for a variety of purposes. We can match your interests, skills and talents to an area most suited for you and we'll provide training! You can help us provide a valuable service to the community by helping to inform, educate and provide support to families and community members at various volunteer opportunities.

Active Committees

- Here is a list of the committees that you can take part in. If you can't find something you like here, tell us what you want to do and we will find the right match for you!
 - **Drug-Free Community (DFC) Steering Committee** - Responsible for overseeing the Action Plan for the Drug-Free Communities Grant. This grant focuses on the substances nicotine and marijuana via vaping/e-cigarettes.
 - **Special Populations Steering Committee** - This committee oversees the Action Plan for our Special Populations grant through NYS OASAS. The grant focuses on the LGBTQ+ Community in regards to marijuana and alcohol consumption.
 - **Development and Sustainability** - This committee reviews all sustainability needs of the coalition, specifically the financial needs. It also focuses on the assistance of grant writing and fundraising efforts.
 - **Assessment and Evaluation Committee** - Designs a methodology and implementation of the collection, review and evaluation of data. It then reports on recommendations to the Steering Committee and General Coalition at Large.
 - **Youth Committee** - Students from both East and West Irondequoit School Districts working on common goals to promote protective factors and reduce youth substance use in the community.
 - **Advocacy and Policy Committee** - Makes recommendations for policy revisions, position papers to local, state and federal government and works to inform the rest of the coalition on other legislation which may affect our work.
 - **Board of Directors** - oversees the fiduciary and legal responsibilities of running a 501 c3 not for profit organization. Personnel committee, Governance and Finance Committee are responsibilities of the Board of Directors.

Community Engagement 2022-2023

CALL TO ACTION! Who do I contact?

Contact our Program Director, **Victoria Beatham**, at director@upliftirondequoit.org or (585)353-6298 for more information about the organization, request volunteer training, or other inquiries.

Find our upcoming events at
<https://www.upliftirondequoit.org/events>
or like us on Facebook and follow us on Instagram!
[@upliftirondequoit](https://www.instagram.com/upliftirondequoit)

