

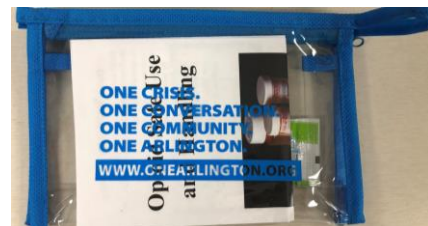
# SOR Year 1 Summary

In the first year of receiving SOR funds, the grant money (\$50,000) was used for several prevention campaigns and materials:

1. **WMATA bus ads** which ran from 7/15/19- 9/08/19 on 25 buses. Total impressions were estimated to be 5,969,280
2. **ART bus ads** which were displayed for 6 months
3. Comcast Spotlight **PSA** focused on the dangers of prescription opioids.
4. **Parks and Recreation Field advertisements** – hung in 26 fields across 18 parks and recreation parks. The advertisement was hung on September 10<sup>th</sup> and will hang throughout Spring 2020.
5. **Medication Disposal and Safe use**

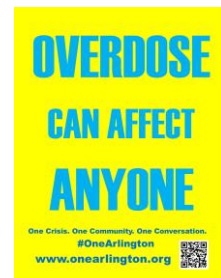


1. Detera deactivation bags – 1,283 bags were ordered which are being used to promote safe medication disposal in the home. We have partnered with Meals on Wheels, Aging and Disability, and the libraries to provide education on safe medication disposal and provide bags to deactivate medications in.
2. Opioid Safe Use bags – We are outreaching pharmacies and medical providers to ask them to provide safe use bags to patients when prescribing an opioid prescription. The bags include a pamphlet on safe opioid use, the warm line business card, and a [dispose rx](#) pouch.



6. **Arlington Restaurant Initiative (ARI) partnership** to provide prevention materials to 41 restaurants. Items were dispensed to restaurants on 9/16/19.

1. Bathroom stall ads – 75-bathroom stall ads which said “overdose can happen to anyone” were printed and provided to restaurants to hang in the inside of bathroom stalls. The restaurants were provided with plastic flyer holders and material to hang the holders
2. Coasters – 5,000 double sided coasters provided to restaurants to hand out to patrons
3. Car magnet – car magnet to be placed on the sober ride vehicle at ARI outreach events
4. Business cards - business cards of the car magnet to be handed out at ARI outreach events



## 7. Outreach materials

1. Reusable grocery bags – 1,000 ordered to be handed out at AARI tabling events
2. Display board – Has been used to enhance AARI tabling events. The board is Velcro which allows us to change out information based on event and to keep data current.
3. Retractable banner – To enhance AARI tabling events and allow individuals to take in brief information about AARI without approaching the table.

