



ADAPT

IMPACT REPORT

October 2024 – September 2025

Executive Summary

ABOUT

The Alcohol and Drug Abuse Prevention Team (ADAPT) is a community coalition dedicated to reducing substance use and misuse and addressing mental health concerns as they relate to substance use in Stone and Taney Counties, Missouri.

ADAPT is committed to tackling a wide range of local challenges, including:

- Adult cannabis use
- Excessive drinking
- Nicotine Use
- Mental Health
- Rx misuse
- Underage drinking
- Youth cannabis and nicotine use
- General alcohol, tobacco, and other drugs (general ATOD)

2024-2025 SUCCESSES

53

ORGANIZATIONAL IMPROVEMENTS

Including staff trainings, new partnerships, and increasing the number of coalition members and youth club members.

24

COMMUNITY CHANGES

41%

FOCUSED ON GENERAL ATOD

\$48,545

RESOURCES GENERATED

\$44,845 volunteer time

\$1,000 cash

\$2,700 in-kind

3,568

PEOPLE SERVED

3,450 hours of service

22% focused on adult nicotine use

4,055,163

PEOPLE REACHED THROUGH MEDIA

59% focused on underage drinking

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OCT-MAR SUCCESSES

35

ORGANIZATIONAL IMPROVEMENTS

Including staff trainings, new partnerships, and increasing the number of coalition members and youth club members.

14

COMMUNITY CHANGES

36%

FOCUSED ON GENERAL ATOD

\$4,524

RESOURCES GENERATED

\$3,624 volunteer time

\$900 in-kind

1,623

PEOPLE SERVED

1,897 hours of service

1,998,243

PEOPLE REACHED THROUGH MEDIA

Executive Summary

2024-2025 SUCCESSES

COLLABORATIONS

- **Branson School District launched a new multi-agency Drug Task Force**, strengthening coordination across schools, law enforcement, and community partners.
- **Collaborated with the Simmering Recovery Center to expand transportation** assistance for individuals accessing treatment and recovery services.
- **New collaborative effort with Community Partnership of the Ozarks (CPO) to conduct dispensary outreach** in Stone and Taney Counties, offering educational materials and free locking bags.
- **SCRC opened a new transitional housing complex**, increasing local recovery housing capacity.
- **Galena School launched new collaborations with ADAPT** to provide prevention materials at Open House and to **help with overdose prevention and provide resource materials** to the district.

YOUTH PREVENTION

- **Eight billboards** across Stone and Taney Counties delivered prevention messaging on priority substances.
- GO CAPS/ADAPT Youth Club students delivered **Johnny's Ambassadors marijuana presentations** to 46 students at Reeds Spring Elementary and Blue Eye High School.
- **Prime for Life** prevention education reached 13 students.
- **Coalition-supported after-prom events** engaged students and families in Crane, Forsyth, and Hurley for the first time.
- **Red Ribbon Week collaborations** expanded across Bradleyville, Hurley, Branson High School, and Boys & Girls Club.
- **New partnership with Hurley School** to integrate prevention into the Mental Health Club and conduct student focus groups.
- **Vaping prevention presentations** reached 300+ students and staff at Hollister Middle School and Reeds Spring Middle School.

COMMUNITY OUTREACH

- **Stone County Chamber of Commerce received ADAPT's Cannabis FAQs** and committed to sharing them with 500+ local businesses.
- ADAPT and partners held **nine Drug Take Back events** (5 in April, 4 in October) with local pharmacies and law enforcement.
- **ADAPT supported Stone County Recovery's first annual Recovery Lake Day**, promoting recovery visibility and community engagement.
- **171 nicotine replacement therapy (NRT) products distributed**, alongside consistent distribution of medication locking bags to partner agencies.

Executive Summary

2024-2025 SUCCESSES

EVALUATION AND DATA COLLECTION

- **Conducted 7 key informant interviews, 2 adult focus groups, 5 youth focus groups, and administered both:**
 - **the first-ever ADAPT Youth Interim Survey, and**
 - **the second Adult Community Survey.**
- **Branson High School prioritized youth data, achieving 700+ completed surveys, significantly expanding local understanding of youth needs.**
- **ADAPT participated in the University of North Texas RAD Collaborative (Feb 2025), marking the coalition's first involvement in a large-scale national data initiative.**

BEHAVIORAL HEALTH SUPPORT

- **ADAPT Coalition member delivered behavioral monitoring and reinforcement/cessation services to 344 community members, supporting tobacco, vape, and substance-use reduction efforts.**

Through youth leadership programs, evidence-based prevention efforts, and collaboration with other local organizations, ADAPT works to promote healthy lifestyles and empower the community. ADAPT continues to look for new ways to make sure data collection accurately reflects work and intentions.

Together, we are building safer, healthier communities - one strategy, one partnership, and one conversation at a time.

Overall Reach

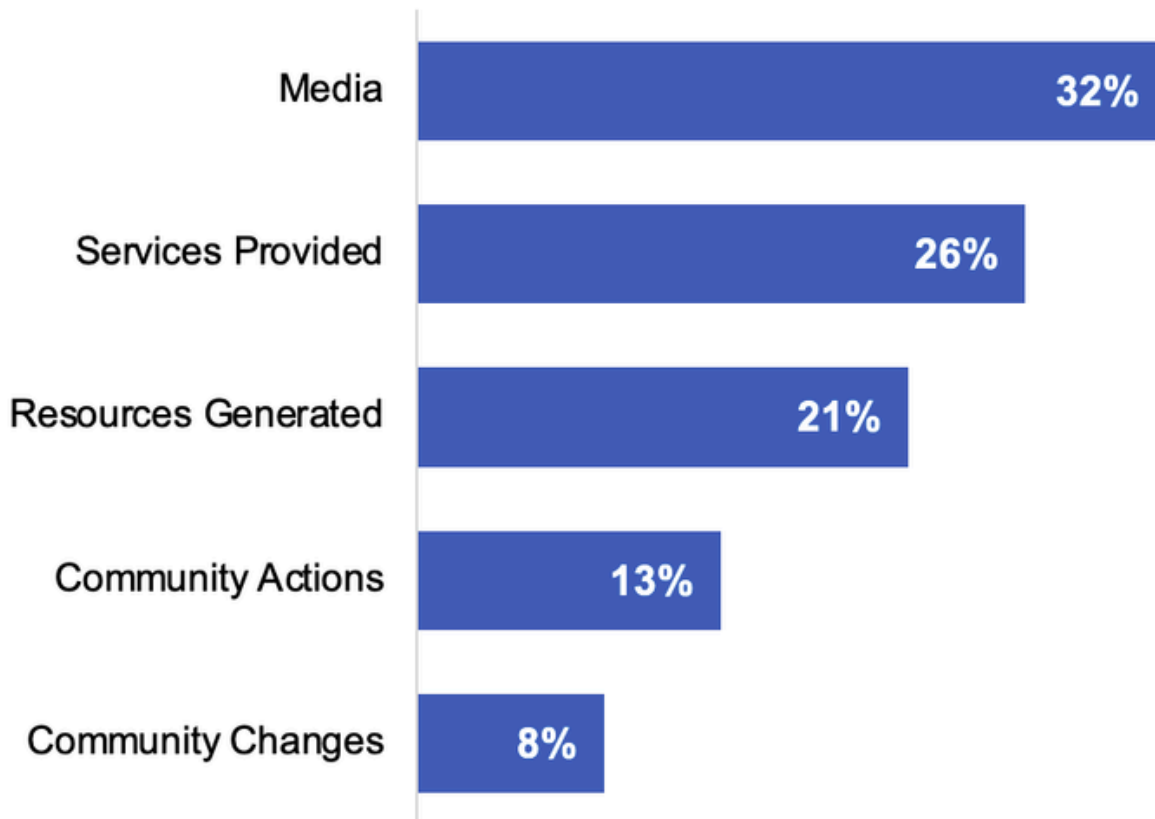
Coalitions seek to change the environment, focusing on issues which happen in the community by:

- Changing choices (COMMUNITY ACTION and COMMUNITY CHANGE)
- Changing the conversation (MEDIA)
- Mobilizing the community (RESOURCES GENERATED)
- Providing prevention services to individuals (SERVICES PROVIDED)

The figure below illustrates the percentage distribution of coalition time and effort across key strategy categories, community actions, community changes, services provided, resources generated, and media campaigns.

286

**TOTAL STRATEGIES
OCTOBER 2024 - SEPTEMBER 2025**



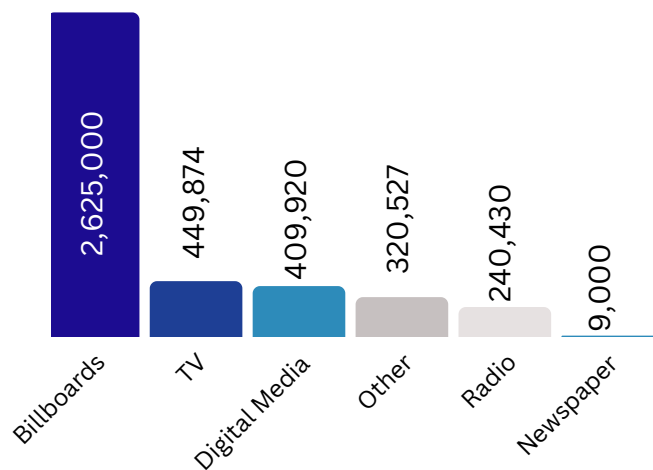
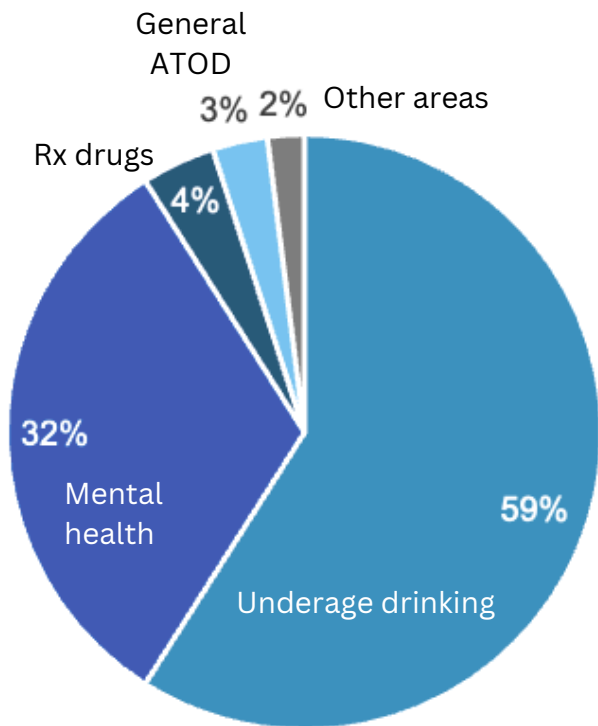
Overall Reach

MEDIA

Media are designed to change the conversation by increasing awareness. Coalitions use various media, including billboards, internet ads/articles/websites, newsletters/flyers, newspaper articles, social media postings, or TV/radio advertisements/stories.

ADAPT generated 4,055,163 media impressions in the reporting period. Figures below depict the breakdown of media impressions by areas of focus as well as modes of delivery. The most impressions were for underage drinking (59%), and billboards generated over half of total impressions.

4,055,163
TOTAL IMPRESSIONS
OCTOBER 2024 - SEPTEMBER 2025

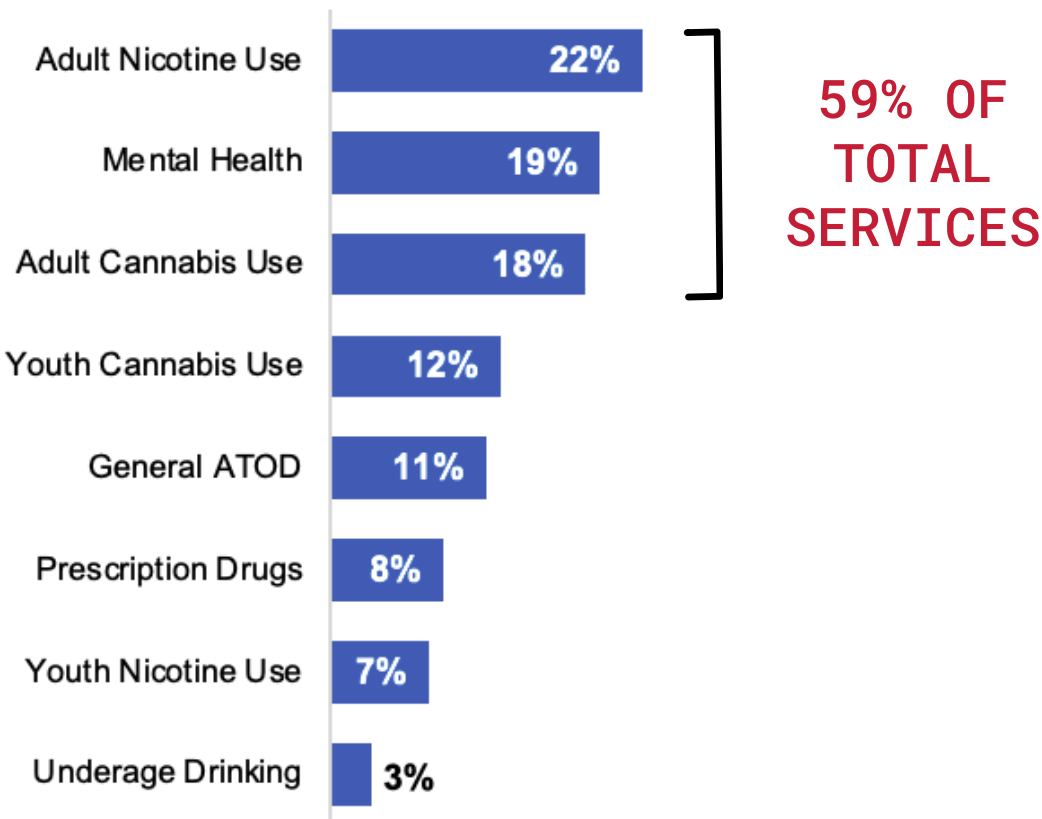


Overall Reach

SERVICES PROVIDED

Services are coalition-facilitated or coordinated activities designed to impact individuals. Coalitions provide or coordinate services to build capacity or promote behavior change. Services include trainings, workshops, and screenings. Services can be classified as preventative or capacity- building.

ADAPT served 3,568 individuals in the reporting period, totaling 3,450 hours of services. Majority of services (95%) were preventative. The figure below depicts the service distribution by area of focus. Over half of services (59%) were dedicated to adult nicotine use, mental health, and adult cannabis use.



3,568

TOTAL SERVED

3,450

HOURS OF SERVICES

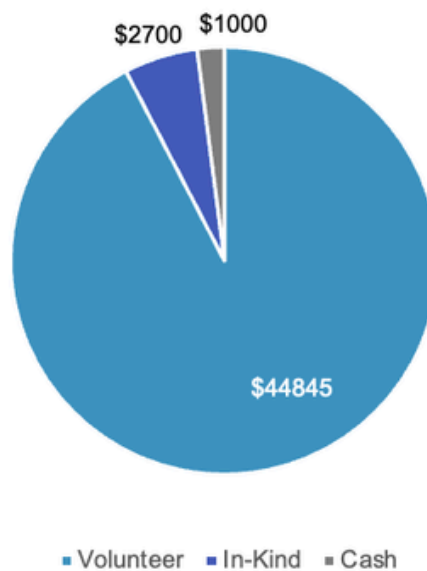
Overall Reach

RESOURCES GENERATED

This category involves mobilizing the community to support coalition priorities. Resources include funds raised through grants, donations, volunteer time, and in-kind gifts. They can be used to support various coalition needs, including personnel, supplies, training, technology, etc.

ADAPT generated \$48,545 total resources in the reporting period. Figure 5 below depicts the resources generated by type. \$44,845 resources were generated for 1,305 volunteer hours. Majority of resources generated were for training (\$36,972).

\$48,545 Total Resources



COMMUNITY ACTIONS

Community actions facilitated by the coalition ultimately lead to community change. Typically, a coalition will organize and implement several community actions to create one community change. Community actions may include meetings with policymakers or advocacy efforts to change a policy, program, or practice.

ADAPT recorded 37 community actions during the reporting period. The top three areas of focus were general ATOD (41%), adult excessive drinking (19%), and mental health (14%).

Overall Reach

COMMUNITY CHANGES

Community changes are modifications facilitated by the coalition that affect choices that impact coalition priorities through new or modified policies, practices, or programs. Changes can include the first time a program is implemented, the change/modification of a program, the addition of new coalition members, or changes in the physical design of the environment.

ADAPT recorded 24 community changes during the reporting period. The top areas of focus were general ATOD (38%) and youth cannabis use (25%).

Strategies by Areas of Focus

Seven strategies have been found to promote behavior change effectively; using various strategies appears to have the greatest impact on a community. Researchers divide strategies into two levels: individual and environmental. While individual-level strategies impact one person, environmental-level strategies impact the community.

Individual strategies include:

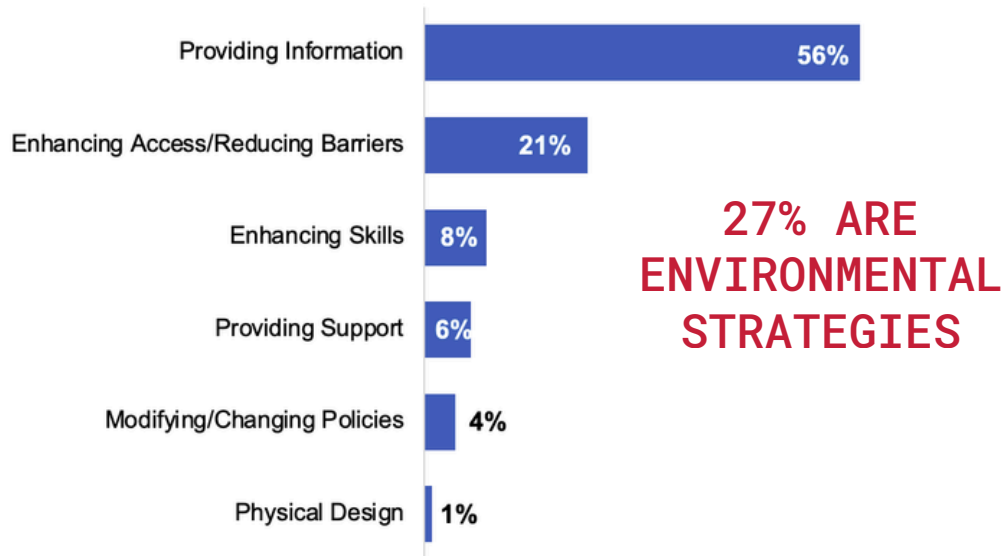
- Providing information (through brochures, flyers, internet, etc.)
- Building skills (through workshops, webinars, trainings, etc.)
- Providing support with activities that reduce risk or expand protection

Environmental strategies include:

- Increasing access, or reducing barriers, to protective systems and services
- Changing consequences by altering the consequences for performing that behavior or increasing incentives to promote the behavior
- Changing the physical design of the environment to reduce risk or enhance protection
- Changing policies, rules, practices, or procedures

Strategies by Areas of Focus

The figure below breaks down the strategies used by ADAPT during the reporting period.



GENERAL ATOD

The primary area of focus during the reporting period was general ATOD (38%). The main strategies utilized for this area of focus include providing information (71%), enhancing access/reducing barriers (11%), and providing support (10%). **The successes during the reporting period for general ATOD include:**

- SCRC opened a new transitional housing complex, increasing local recovery housing capacity.
- Prime for Life prevention education reached 13 students.
- ADAPT supported Stone County Recovery's first annual Recovery Lake Day, promoting recovery visibility and community engagement.
- Coalition-supported after-prom events engaged students and families in Crane, Forsyth, and Hurley for the first time.
- New partnership with Hurley School to integrate prevention into the Mental Health Club and conduct student focus groups.
- Red Ribbon Week collaborations expanded across Bradleyville, Hurley, Branson High School, and Boys & Girls Club.
- ADAPT completed seven key informant interviews, two adult focus groups, five youth focus groups, and administered both a first-ever youth interim survey and second-time adult community survey to strengthen continued understanding of local needs.
- ADAPT participated in the University of North Texas RAD Collaborative.

Strategies by Areas of Focus

MENTAL HEALTH

The secondary area of focus during the reporting period was mental health (13%). The main strategies utilized for this area of focus include providing information (63%), enhancing skills (26%), and providing support (8%). **The successes during the reporting period for mental health include:**

- New billboard went up in Stone County focusing on adult stigma and ATOD. This is the first time ADAPT has had billboards in Stone County.
- Provided support to Buchanan Elementary School by recruiting potential speakers for a new summer school assembly series. This project will reach over 300 students and create new connections between community agencies and Buchanan Elementary.
- Inclusive Window Stickers were passed out during the Multicultural Workforce Coalition meeting for businesses to hang in their windows to show all are welcome.
- ADAPT hosted a mental health training focusing on recognizing health disparities among underserved populations and how this may affect mental health and substance use.
- ADAPT leadership administered Crisis Intervention Trainings.

YOUTH CANNABIS USE

The third area of focus during the reporting period was youth cannabis use (10%). The main strategies utilized for this area of focus include providing information (38%), modifying/changing policies (17%), enhancing skills (17%), and enhancing access/reducing barriers (17%). **The successes during the reporting period for youth cannabis use include:**

- Branson School District established a new multi-agency Drug Task Force. Branson High School Principal appeared on KY3 to discuss how the Administration for Branson established a Drug Task Force to educate Branson High School Students about drug abuse.
- GO CAPS/ADAPT Youth Club Students presented on Marijuana through their training on Johnny's Ambassadors to 46 students at Reeds Spring Elementary and Blue Eye High School.
- ADAPT Coalition Member presented to 180 students on Nicotine and Marijuana.

Strategies by Areas of Focus

OTHER AREAS OF FOCUS

ADAPT also focused its efforts on other areas of focus during the reporting period such as prescription drugs (8%), adult excessive drinking (8%), adult cannabis use (7%), adult nicotine use (6%), underage drinking (6%), and youth nicotine use (5%). **Successes for these areas include:**

- Provided FAQs on Cannabis Use in Missouri to Stone County Chamber of Commerce with a commitment from Chamber to share with 500+ business members.
- New collaboration with CPO to work together on going to dispensaries in Stone and Taney County and provide information and locking bags. CPO is currently working on developing materials for dispensaries.
- New collaboration with Galena School to set up table and provide information to parents on open house night and to preschool parents on the importance of locking marijuana/medications up, and tobacco.
- Collaborated with partner Simmering Center Recovery in a new transportation assistance program.
- New collaboration with Galena School to receive overdose prevention resources.
- New Talk They Hear Youth billboard went up in Stone County focusing on youth ATOD. This is the first time ADAPT has had billboards in Stone County.
- Coalition member conducted vaping presentations to 300+ students and staff at Hollister Middle School and Reeds Spring Middle School.
- ADAPT partnered with local pharmacies and law enforcement to host 5 Drug Take Back events in April and 4 events in October.
- Behavioral monitoring and reinforcement programs (cessation work) was administered to 344 individuals during the reporting period.
- One-hundred seventy-one (171) NRT delivered to partners and regularly administered medication locking bags to partners.

Through youth leadership programs, evidence-based prevention efforts, and collaboration with other local organizations, ADAPT works to promote healthy lifestyles and empower the community. ADAPT continues to look for new ways to make sure data collection accurately reflects work and intentions.

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