STRENGTHENING COMMUNITY RESILIENCE THROUGH PREVENTION

Kylie Holochak & Kristin Russell

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Tioga County

MISSION

Protect and promote the health and well-being of our community through advocacy, education, enforcement, prevention and partnerships.

VISION

Tioga County Public Health will serve as the Public Health leader to ensure the needs of our community are met through an integrated and coordinated network of resources that empower people to improve their quality of life.

VALUES

Collaboration. Communication. Efficiency. Empowerment. Integrity.

OBJECTIVES

1. Identify how the Tioga County ASAP Coalition uses data-driven decision-making to select prevention strategies that shape programming.
2. Describe how the coalition applies the Seven Strategies of Community Change within real-world prevention initiatives across Tioga County.
3. Examine coalition activities related to youth engagement, community partnerships, and building sustainable, long-term resilience.

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BACKGROUND

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TIOGA COUNTY ASAP COALITION

Origin:

- Founded in 2016 to address substance use issues such as, alcohol-related deaths and the rise of opioid overdoses.

Funding Sources:

- Drug-Free Communities Grant (Year 9)
- Sober Truth on Preventing Underage Drinking (STOP Act) (Year 4)

Leadership:

- Steering Committee
- Project Director
- Project Coordinator

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OUR PARTNERS

- Catholic Charities*
- CASA-Trinity
- Mothers & Babies Perinatal Network*
- Tioga County Mental Hygiene*
- Tioga County Public Health
- Helio Health*
- Tioga County Department of Social Services
- Tioga Opportunities*
- Owego Pennysaver*
- Finger Lakes Prevention Center
- Tioga County Legislature*
- A New Hope Center
- NY Matters
- Waverly School District*
- Tioga County Boys & Girls Club*
- Tioga County Sheriff's Office*
- Tobacco Free Broome Tioga
- Tioga County Suicide Prevention Coalition

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CONTINUOUS IMPROVEMENT

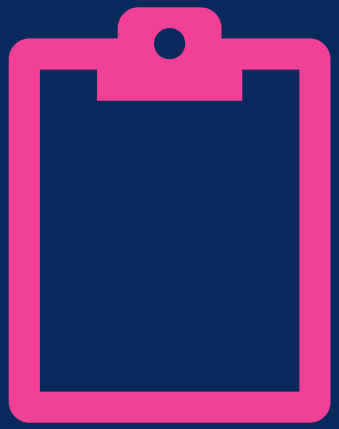
Problem:

Engagement with Sector Representatives & Coalition Members

Solution:

Regular, scheduled check-ins by phone or survey





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OUR PROCESS

1

REVIEW AND UPDATE WORKPLAN

2

IDENTIFY LEAD AND RESPONSIBLE PARTIES

3

INTEGRATE COALITION MEMBER FEEDBACK

4

MONTHLY MEETINGS TO CONNECT

TRACKING

- Spreadsheet tracking organizes:
  - Multiple activities
  - Deadlines
  - Responsible Person
  - Status
  - Importance

	Target Date	Lead Person	Responsible Parties	Progress
I, Objective #1: Sustain the number of active coalition participants of 18 active members and continue hi				
	Bi-monthly- through 9/29/27	Kylie	Kylie Kristin	In Progress
	Bi-monthly- through 9/29/27	Kristin	Kristin	Not Started
	Quarterly- through 9/29/27	Kristin	Kristin Sector Reps	In Progress
	By 5/31/27	Kristin	Kylie Kristin	Not Started
	Quarterly- through 9/29/27	Kylie	Kylie	In Progress
	By 12/31/26	Kristin	Kristin Youth Schools	In Progress
	Monthly- through 9/29/27	Kristin	Kristin	In Progress
	Quarterly- through 9/29/27	Kylie	Kylie	Not Started
	As requested, through 9/29/27		Kylie Kristin	Not Started
	Forum- 2/1/27 – 2/4/27 Mid-year- 7/11/27 - 7/15/27	Kristin	Kristin Kylie Coalition members (as identified)	In Progress

OUR PROCESS CONTINUED…

We utilize the 7 Strategies of Community Change:

- Provide Information
- Enhance Skill
- Provide Support
- Reduce Access/Barriers
- Change Consequences
- Change Physical Design
- Modify/Change Policies



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DATA EFFORTS

Community Level Youth Development Evaluation (CLYDE)

Community surveys

Listening sessions

DATA TO ACTION



TARGETED EDUCATION EFFORTS



SHAPES ACTIVITIES

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REAL-WORLD EXAMPLES



PARENT/CAREGIVER EDUCATION

Data Point: 46% of students who drank alcohol in the past year reported getting it at home with their parents' permission.

Data Point: 56% of students reported they chose not to use substances because their parents would be mad.

Data Point: 57% of parents surveyed said they had NOT seen any prevention campaigns in the school or community on vaping, cannabis, or alcohol.

- Prevention Connection
- Social Media- Data Days
- Parent Education Nights

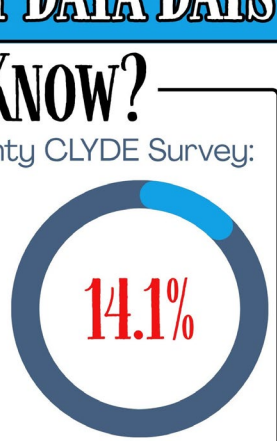
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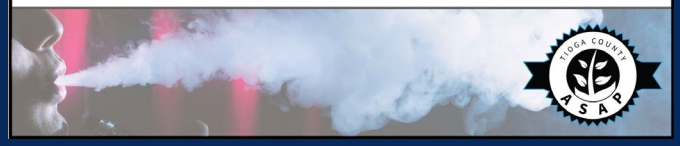
Tioga County Data Days

Did You Know?

In the 2025 Tioga County CLYDE Survey:

14.1% of students reported that they have used a vape or electronic cigarette with nicotine in their lifetime.





Candor Parent Education Night

Social Media

It's impact on the mental health of our youth



Save The Date

October 21, 2025

6:00pm - 7:30pm

Candor HS Auditorium

1 Academy St, Candor, NY 13743

Childcare will be provided.
More details to come!

This event is being hosted in partnership with the Tioga County Advocacy, Support, and Prevention (ASAP) Coalition, Candor Parent Teacher Student Association (PTSA), and the Candor School District

Come Listen to National Speaker and Youth Substance Use Prevention Expert

Kym Laube is the Executive Director of Human Understanding Growth Services, Inc., HUGS, Inc., located in Westhampton Beach, NY. She has over 33 years of substance use prevention knowledge and expertise, and is a national trainer and speaker, working with notable leaders in prevention.

Annually, Kym presents to over 25,000 individuals, young and old across our the country. She is active on various local, state and national boards and task forces and served on the NYS Governor Opiate Task Force. Most notable is her personal recovery and commitment to push individuals to make the space better wherever they are.

Tioga County Prevention Connection

Helping families build resilience and prevent substance use

Fall 2026



Welcome

Welcome to the new newsletter for parents and caregivers! The Tioga County Prevention Connection is a way for the **Tioga County Advocacy, Support, And Prevention (ASAP) Coalition** to better connect with our community!

The Tioga County ASAP Coalition was first established in 2016 to address the impact that the opioid epidemic was having on our community. Shortly after, the coalition applied for the Drug Free Communities (DFC) Grant to focus on youth substance use prevention. Over the years, additional funding has helped our coalition including the Comprehensive Addiction and Recovery Act (CARA) Grant and the STOP Act (Sober Truth on Underage Drinking) Grant.

Today, our coalition, made up of over 25 partners and agencies, continues to address the use of substances in our community including alcohol, cannabis, nicotine, opioids, and more. We look forward to connecting with each school district throughout the 2026 - 2027 school year!

KICK THE VAPE. KEEP THE VIBE!



In the Fall of 2025, the Tioga County **Community Level Youth Development Evaluation** (CLYDE) Survey was completed by over 1,700 students in grades 7 - 12 in Tioga County.

- **16.3% of students in Tioga County reported they have vaped nicotine in their lifetime**
- **9.4% said they have vaped cannabis in their lifetime**

In partnership with Tioga County Public Health, we are launching the "**Kick the Vape. Keep the Vibe!**" campaign. Through this campaign we will expand educational efforts and team up with schools to provide Quit Kits and resources for students who have been caught vaping on school grounds.

Connect With Us | 607-687-8600 | Facebook & Instagram @TiogaASAP | www.tiogaasap.org

FAMILY BONDING

Data Point: 57% of students reported Family Attachment as a Protective Factor, the second-lowest among the protective factors reported.

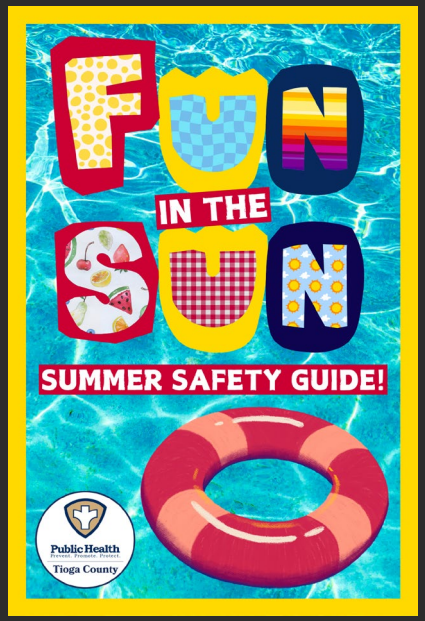
- Family Fun Time Boxes
- Family Packs to County Fair
- Free Movie Screenings
- Fun in the Sun Guides

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Spend Time Together & Make Tonight Family Game Night!
Teens Who Feel More Connected to Their Families Are Less Likely to Use Alcohol & Other Substances!
BODY MOVIN'
FLASH CARDS
Play-Doh


FREE Community Movie Screenings
FREE PASS
ADMIT ONE
Beat the Heat & Enjoy a Substance-Free Family Fun Event!
Tioga Theater
208 Main Street, Owego, NY 13827
Follow @TiogaASAP on Facebook for Dates!
Public Health Tioga County
Sponsored by the Tioga County ASAP Coalition and Tioga County Public Health


Free
FAMILY 4 PACK to the
TIOGA COUNTY FAIR
Wednesday, August 12 - Saturday, August 15
Enjoy a Substance-Free, Family Fun Evening!
Tioga County ASAP is giving away 4 free tickets (worth $60) to over 10 families for admission to the Tioga County Fair. Fill out the link in this post for a chance to win free tickets!


FUN IN THE SUN
SUMMER SAFETY GUIDE!
Public Health Tioga County

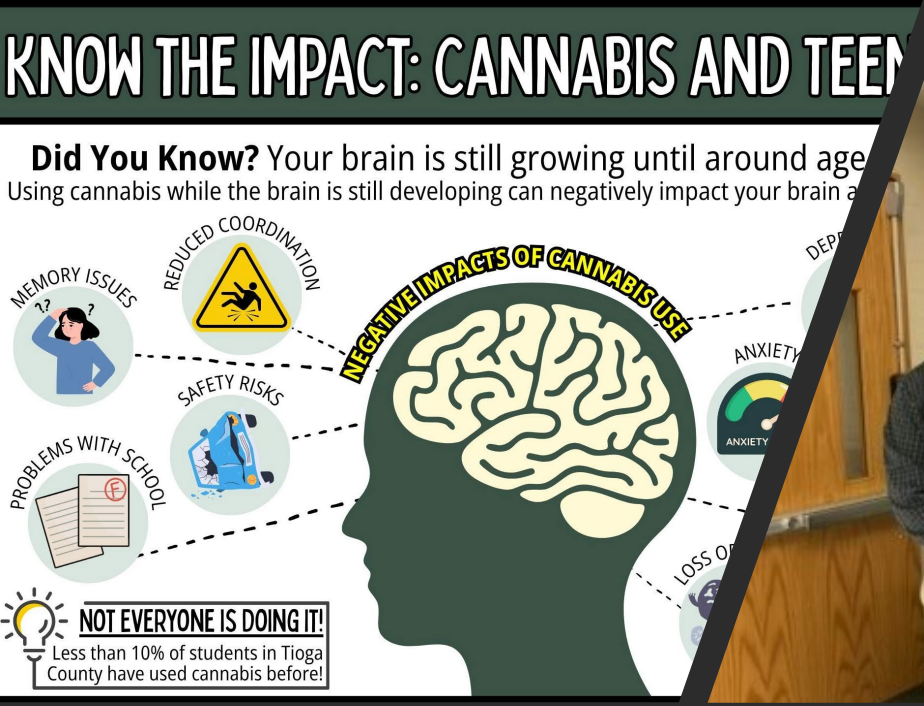
SCHOOL & YOUTH ENGAGEMENT

Data Point: 43% of students reported going to a friend or peer their age if they're struggling.

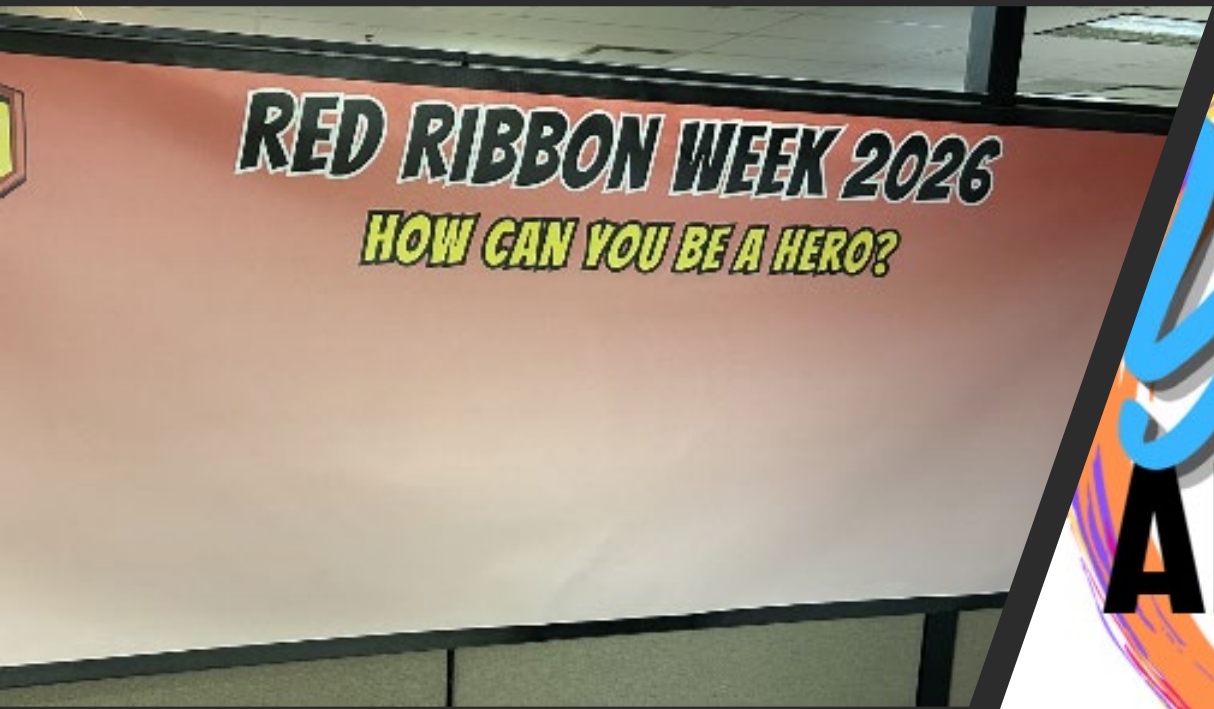
Data Point: Youth engagement can increase the quality, responsiveness, and reach of community substance use prevention initiatives.

- School lunch tabling
- Youth Health Advisory Council
- Youth-led projects

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Youth
ADVISORY
COUNCIL

MINDFUL SUSTAINABILITY

- Integration of Tioga County ASAP activities into Tioga County Public Health workflows
- Consistent relationship building
- Leveraging multiple funding streams- grants and local budgets

Tioga County Public Health
Health & Human Services Building | 1062 State Route 38, Owego, NY 13827
Phone: 607-687-8600 | Fax: 607-223-7030 | ph.tiogacountyny.gov
Heather Vroman, MPH, MSEd., Public Health Director

Project Sticker Shock Workflow

Purpose: Project Sticker shock aims to prevent underage drinking by partnering with youth and local businesses to educate adults about the consequences of providing alcohol to minors. Project Sticker Shock is identified as one of Tioga County Public Health's 2026-2030 Community Health Improvement Plan (CHIP) activities to reduce underage drinking rates. This workflow will outline the Project Sticker Shock process.

Goal: Conduct 3 Project Sticker Shock events a year.

Before the Event:
The following will take place while planning Project Sticker Shock events.

Two Months Before the Event:

1. Recruitment will be done with an established group of youth to participate in the event. Staff will meet with youth to discuss the purpose of the event and define expectations of participants.
2. Staff and youth will identify potential dates and provide any feedback on the planning stages of the events.
3. Staff and youth will design stickers and other educational materials for the campaign. Tioga County Public Health staff will order supplies.

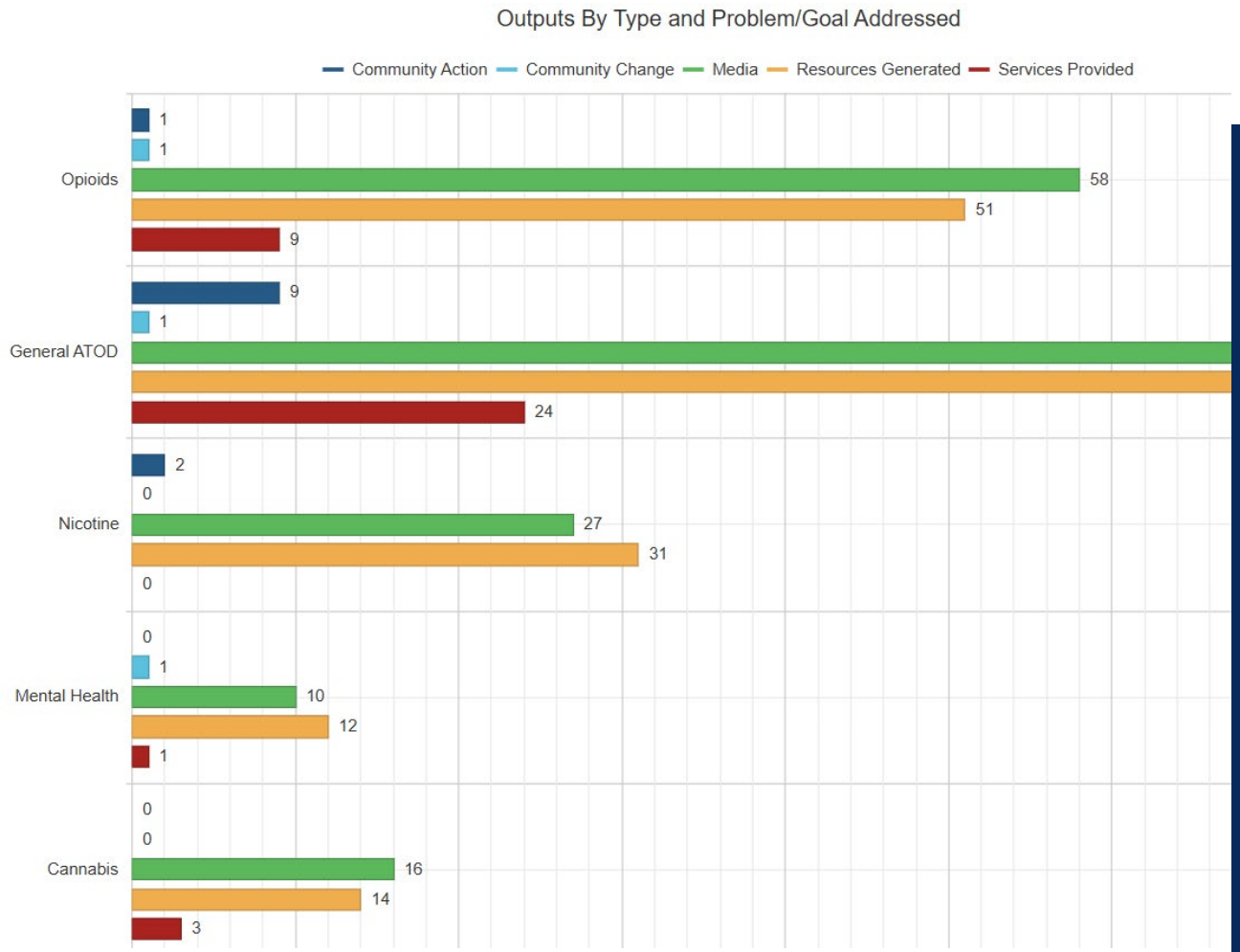
SAMHSA
Substance Abuse and Mental Health Services Administration

MEASURING IMPACT

PROBLEM & CONTEXT			STRATEGIES & ACTIVITIES
Problem	**Root Cause**	**Local Condition**	**Strategies & Activities**
Problem statement	**Root Cause 1**	**Local Condition 1a**	**Strategies for LC 1a**
Youth in Tioga County are using cannabis	Access	Parents are providing	Providing Information
			Activities:
Data 1:		**Data 1:**	**Parental education focused on medical piece**
Past 30 day use was 4.7%	**Data 1:**	22% of youth reported they got cannabis at home with parent permission	**Empowering youth based on youth messaging**
(CLYDE, 2025)	19.5% of youth say it's easy/sort of easy to access cannabis	(CLYDE, 2025, pg. 56 crosstab)	
Data 2:	(CLYDE, 2025, pg. 32 crosstab)	**Data 2:**	
Lifetime use is 9.4%, with 12th grade lifetime use of 20%	**Data 2:**	TBD	
(CLYDE, 2025)	TBD	**Local Condition 1b**	**Strategies for LC 1b**
		Youth are getting cannabis at home without parent permission	
		Data 1:	
		22% of youth reported they got cannabis at home without parent's permission	**Activities:**
		(CLYDE, 2025)	**Promoting lock boxes**
		Data 2:	**Social media vs. reality education**
		TBD	

Outputs	Organizational Improvements	People Served	People Reached Through Media	Value Generated
513	12	1,566	3,312,717	$89,363.73
Specific Goal 49.8%				

MEASURING IMPACT



Includes:

- Substance
- Community Action
- Community Change
- Media
- Resources Generated
- Services Provided

ADAPTING OUR COALITION

- Meeting feedback form
- Coalition Capacity Report
- Sector Representative Annual Meeting & Quarterly Check Ins
  - Coalition Awards



LESSONS LEARNED

Youth voices strengthen prevention efforts and build community resilience.

Take action on your data!

Relationship-building is essential, especially for sustainability.

Be ok with adapting! Coalition work is continuously evolving.

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QUESTIONS?

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RENSSELAER COUNTY DEPARTMENT OF HEALTH

Strengthening Prevention Through Partnership: Lessons Learned from the Rensselaer County SPARE Coalition

SUPPORT | PREVENTION | AWARENESS | RECOVERY | EDUCATION

Leonard Claus, CPH | Public Health Director | Rensselaer County Department of Health
Emily Purtell, MSW MPH | Public Health Planner | Rensselaer County Department of Health

Where We Started: Establishing the Heroin Coalition

- Created in 2016 by the County Executive, Retired Rensselaer County Public Health Director Mary Fran Wachunas & Retired Rensselaer County Sheriff Patrick Russo
- Responding to community concerns about heroin and opioid use
- Recognizing the need for a coordinated harm reduction response and expanding our knowledge
- Bringing agencies, organizations, and residents together
- Creating a consistent space for education, prevention, and awareness
- Building relationships that could support collective action







Cross-Sector Collaboration & Shared Leadership

County Executive, Health Department, Sheriff's Department, Mental Health

PUBLIC HEALTH

Planning • Data • Prevention

LAW ENFORCEMENT

Public Safety • Community Response •
Municipal Agencies • Sheriff's Department • NY State Police

MENTAL HEALTH

Behavioral Health Expertise • Schools

FIRST RESPONDERS

Fire Departments • Rescue Squads • Ambulance Services

LIVED EXPERIENCE

Firsthand Perspectives • Support

POLITICAL LEADERS SUPPORT

County Executive • County Legislature • State Assembly • Senate Representatives

TREATMENT & RECOVERY

Services • Recovery Support • NYS OASAS • Treatment Centers/Agencies • Primary Care Providers • Hospitals

COMMUNITY PARTNERS

Outreach • Local Knowledge • Connections





Recruitment & Retention: Getting People to the Table

RECRUITMENT

- Identify organizations already working in the community
- Build relationships beyond traditional partners
- Invite varied expertise and perspectives
- Make the purpose and value of participation clear

RETENTION

- Offer relevant, engaging meeting topics
- Communicate consistently
- Invite partner input and leadership
- Recognize contributions
- Be flexible about how partners participate

Coalition Highlights & Community Reach

~90

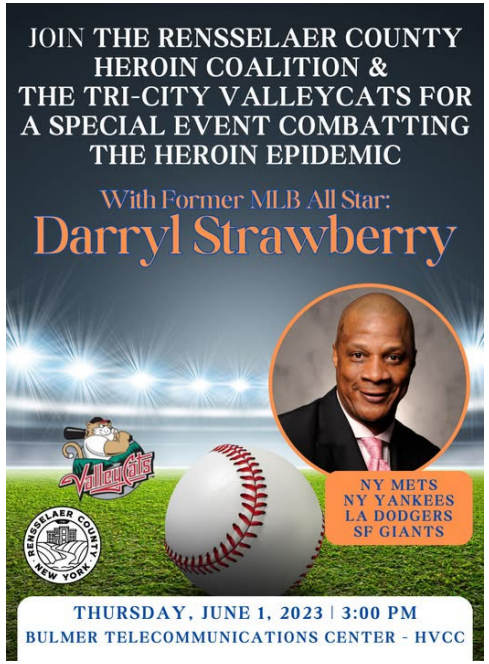
coalition meetings

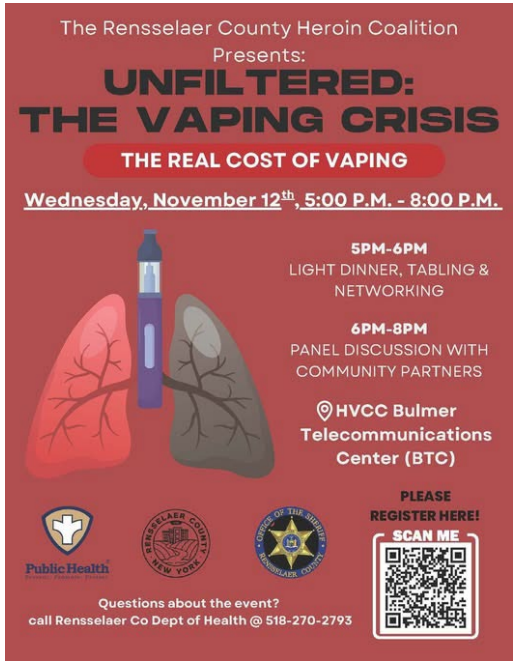
~6,500

community attendees

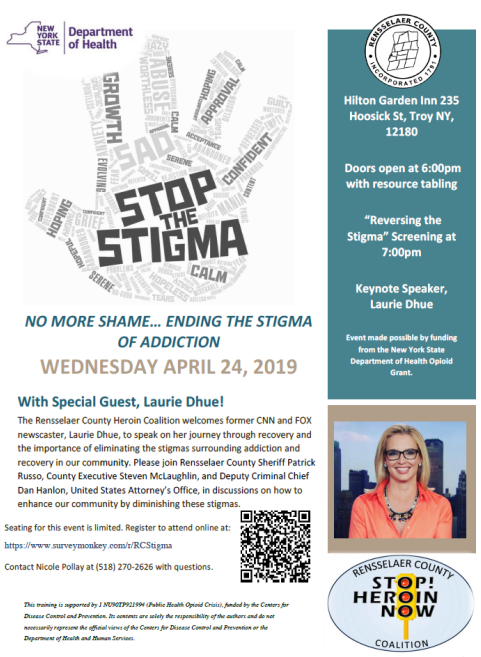
COALITION HIGHLIGHTS

- Laurie Dhue
- Darryl Strawberry
- Stephanie Myron
- Vaping Prevention Event
- Expert panels and presentations











Adjusting Along the Way: Flexibility & Innovation

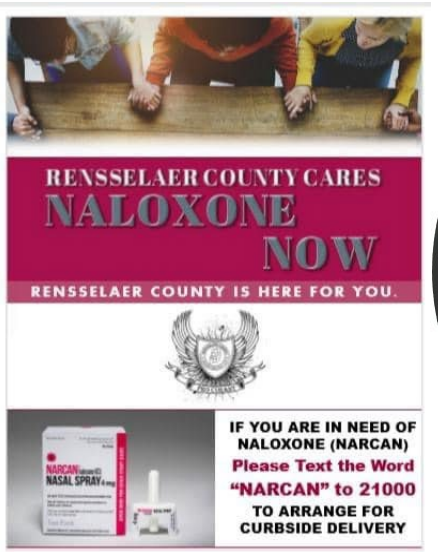
FLEXIBILITY

Adjust topics and activities as community needs change. Stay open to new ideas and partner feedback.

LIVED EXPERIENCE

Invite a person in recovery to participate in every meeting. Make space for perspectives of people directly impacted.







COMMUNITY OUTREACH

Participate in approximately two tabling events annually and build partnerships such as the work with HVCC.

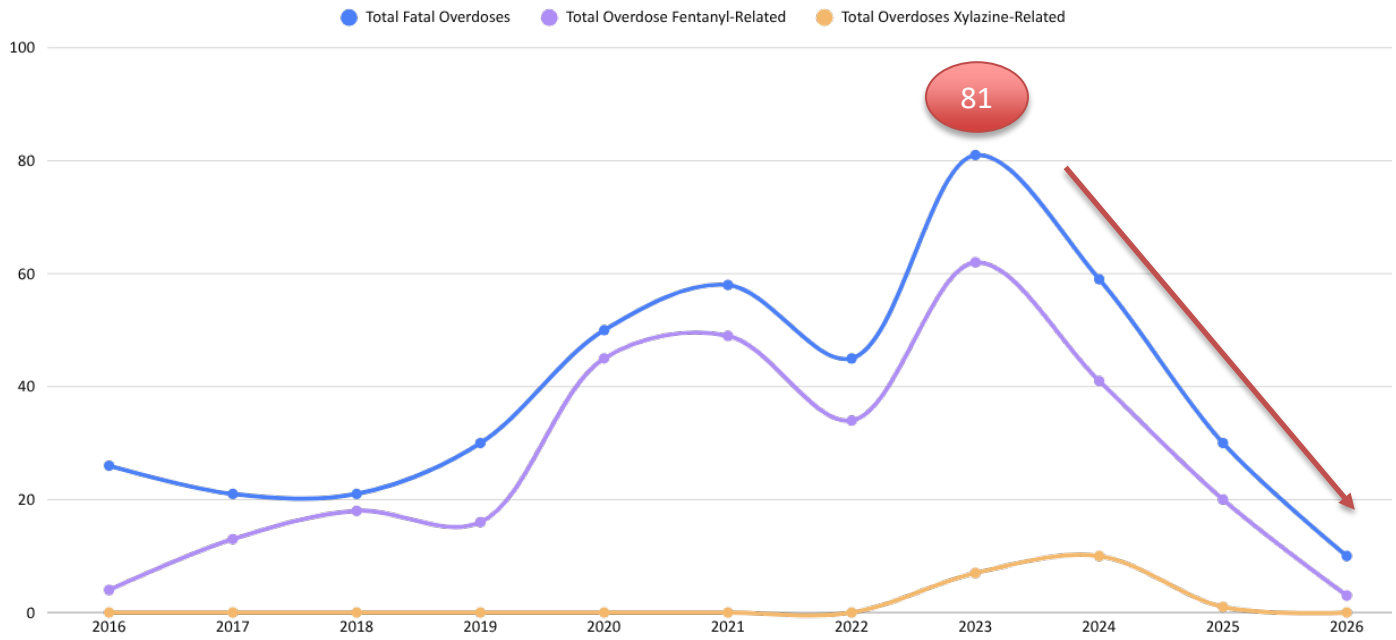
HARM REDUCTION INITIATIVES

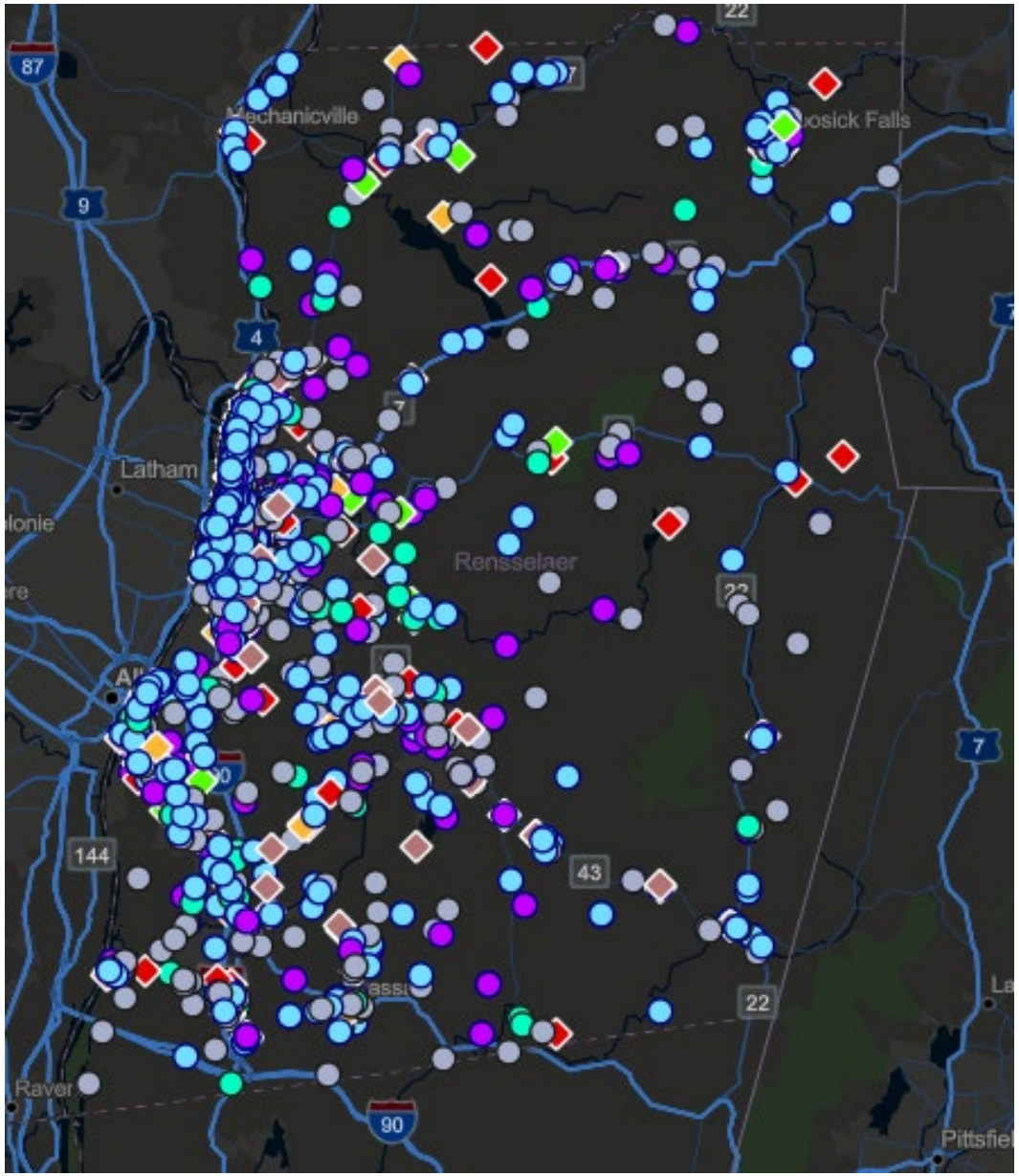
- Naloxone Now
- Recovery Helpline
- Coaster Initiative
- Narcan Blitz
- Fentanyl, Xylazine, Medetomidine & Nitazene Test Strips



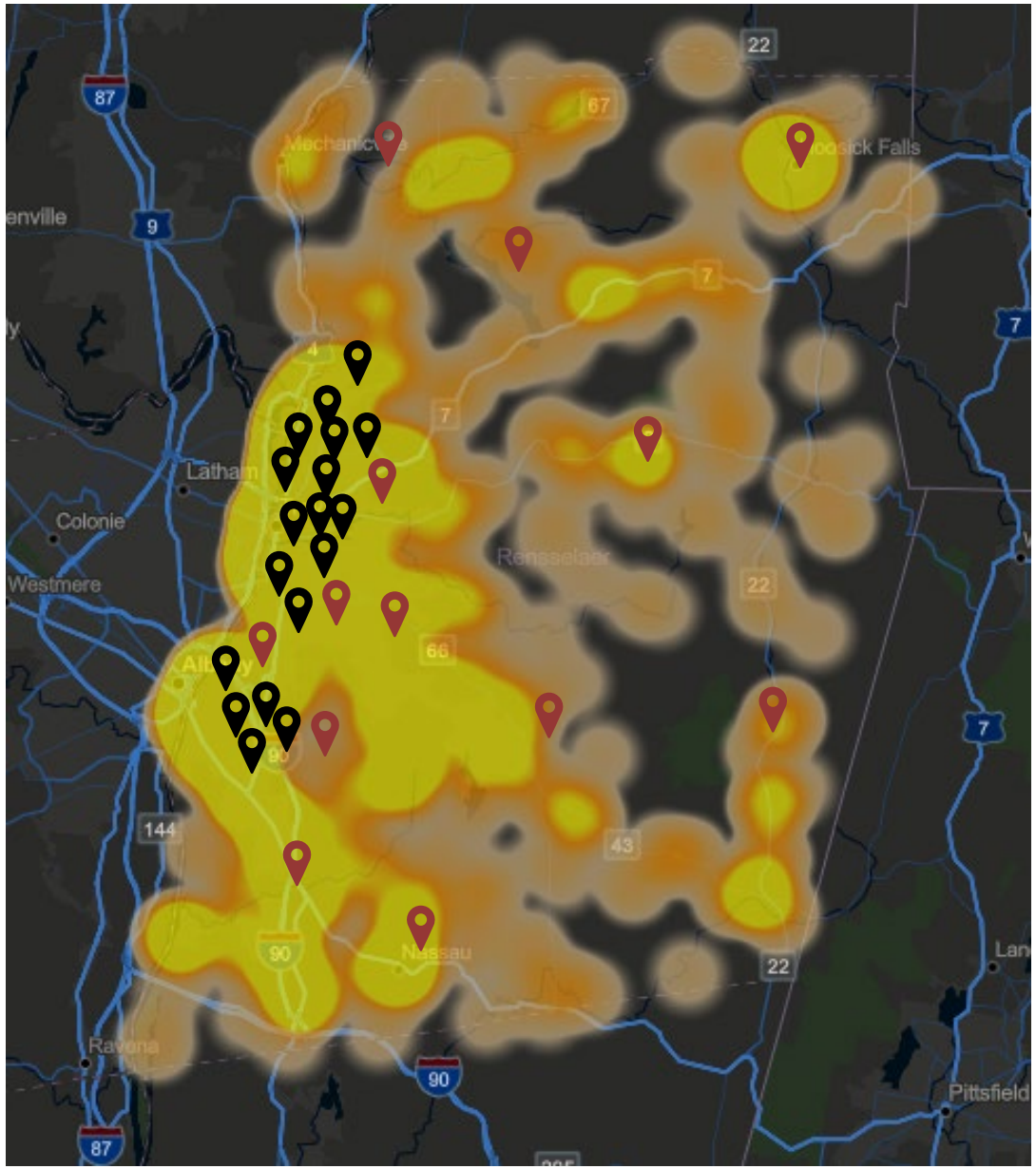
Data-Informed Decision-Making

- Monitor fatal and nonfatal overdose trends
- Identify emerging substance use concerns
- Assess community needs and service gaps
- Track program participation and outreach
- Use findings to inform prevention strategies





Source: ODMAP, 2017-2026, Non-Fatal & Fatal Overdoses



Source: ODMAP, 2017-2026, Overdose Hotspots

Naloxbox

Narcan Blitz Locations

The Evolution: From Heroin Coalition to S.P.A.R.E.

WHY THE COALITION EVOLVED

- Substance use concerns extend beyond one substance
- Community needs and prevention priorities change
- A broader identity can invite wider participation
- The mission should reflect support, prevention, awareness, recovery, and education
- Working to eliminate the stigma associated with



RENSSELAER COUNTY S.P.A.R.E. Coalition

SUPPORT PREVENTION AWARENESS RECOVERY EDUCATION

THE S.P.A.R.E. MISSION

S	Support
P	Prevention
A	Awareness
R	Recovery
E	Education

Advancing the CHIP: Overdose Prevention

2025–2030 CHIP PRIORITY **SOCIAL & COMMUNITY CONTEXT: OVERDOSE PREVENTION**

PREVENTION & EDUCATION

OVERDOSE RESPONSE & HARM REDUCTION

RECOVERY & COLLABORATION

THE ALIGNMENT

Overdose prevention has remained a County CHIP priority across both the 2022–2024 and 2025–2030 cycles. The Heroin Coalition—and its evolution into S.P.A.R.E.—has helped advance this priority through coordinated education, community engagement, harm-reduction awareness, and cross-sector action.

Lessons Learned

Flexibility
Adapt as community needs change

Trust
Create a welcoming space for conversation

Data
Use evidence to guide priorities and situational awareness

Consistency
Maintain communication and connection

Shared Leadership
Bring multiple perspectives to the table

Lived Experience
Include people directly impacted and remember why you are working in harm reduction

Engagement
Make it meaningful and incorporate topics suggested by the coalition members

Applying These Lessons to Your Community: Questions to Ask

Does the coalition's mission reflect current community needs?

Are partners from different sectors represented?

Are people with lived experience included?

Are leadership responsibilities shared?

Is data guiding priorities and decisions?

Are meetings relevant, engaging, and useful?

Are there opportunities to connect with residents?









In our coalition's own words:

"What began in 2016 as a response to the overdose crisis became a powerful force for change in Rensselaer County. The caring individuals who came together through the Rensselaer County Heroin Coalition built lasting connections, remained committed to the mission, and helped make our community a better place for all." *- Mary Fran Wachunas, Retired Public Health Director*

"The Rensselaer County Heroin Coalition, now known as the S.P.A.R.E. Coalition, brings people and organizations together to strengthen community resources, raise awareness, and prevent overdoses. Through collaboration and compassion, we make a positive difference in the lives we serve."
-Dan McAlonen, Addictions Care Center of Albany (ACCA)

Thank you!

Questions?

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S.P.A.R.E.
Coalition
SUPPORT PREVENTION AWARENESS RECOVERY EDUCATION