



SUMMARY:

LiveFree! Vision: A strengthened substance abuse prevention and treatment effort that leads to improved health and safety for our community.

LiveFree! Mission: To create a safe, healthy and substance abuse-free community through public and private collaborations that link youth, young adults, families and neighborhoods to public awareness, advocacy, education and healthy solutions.

Purpose: To maximize resources that form a unified voice around public policy and action which covers a broad array of substance abuse prevention and treatment efforts that are focused and guided in an identified direction.

Goals: **Goal 1:** Reduce alcohol, tobacco and other drug use among youth and young adults with a special focus on underage drinking.

Goal 2: Establish and strengthen collaboration among communities, private, nonprofit agencies and Federal, State and local governments to support the efforts of community coalitions to prevent and reduce substance abuse among youth, utilizing the Strategic Prevention Framework.

691

691 youth in Pinellas took the 90 minute web-based AlcoholEDU course in the past 4 years.

5 Youth Clubs

LiveFree! Youth Clubs have expanded to 5 Pinellas County High Schools:

East Lake

Dunedin

Boca Ciega

Palm Harbor University

Tarpon Springs



Social Marketing

LiveFree! began implementation of the statewide **Be the Wall** campaign asking parents to **Be the Wall** between teens and alcohol in Jan. 2009.



Over 5,000 pledges signed in Pinellas County by parents and community members pledging to **Be the Wall**.

LiveFree! Partners Include:

Operation PAR, Inc., WEDU-TV (Tampa Bay's PBS affiliate), Family Resources, Inc., Partnerships in Prevention, Inc., JWB Children's Council, Florida Department of Children and Families SunCoast Region, Florida State University, SunCoast Keep Kids Drug Free Prevention Center, the SunCoast Safety Council, Pinellas County Schools Office of Safe and Drug Free Schools, the Pinellas County Sheriff's Office, Pinellas Park Police Department, St. Petersburg college, City of St. Petersburg, Midtown Economic Development Business Assistance Center, Weed & Seed Program, Greene Chapel A.M.E. Church Dept. of Alcohol Beverage and Tobacco, Pinellas County Department of Health, Tobacco Free Coalition and Students Working Against Tobacco, Central Florida Behavioral Health Network, Substance Abuse Advisory Board and the Substance Abuse Mental Health Services Administration.

PROGRAM DATA	TOTAL
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Active Members of LiveFree! SAPC	
Key Leader Collaborative	286
Youth Membership	143

LiveFree! SAPC Accomplishments	
Number of Community Prevention Hours (October 1, 2008 to September 30, 2009)	3,302
Number of Youth Served (October 1, 2008 to September 30, 2009) *Number does not include all LiveFree! Youth Club activities	3,873
Number of resources distributed (i.e. brochures, flyers and other resources.) (October 1, 2008 to September 30, 2009)	57,023

Media Campaign
<p>Florida's Kids and Alcohol: A Town Hall Meeting</p> <p><i>A Community's Perspective: Advocating for Real Change.</i></p> <p>Premiered Live on WEDU-TV-PBS</p> <p>Thursday, April 30, 2009 at 9:00 pm</p> <p>The meeting was taped on April 21, 2009 at Gibbs High School in St. Petersburg</p>

