



ANNUAL REPORT

Fiscal Year
2025

Community Based
Prevention Services

Oklahoma Department of Mental Health and Substance Abuse Services,
Prevention Services Division
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Prevention Services End of Year Report 2025
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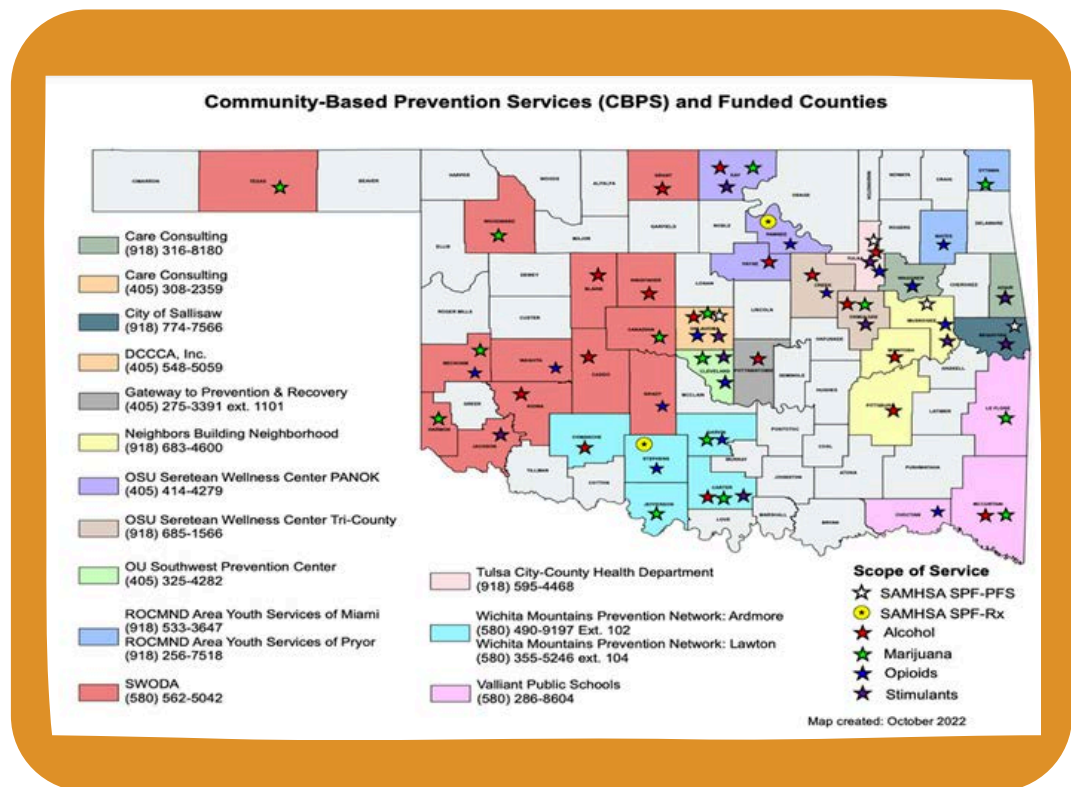
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The Oklahoma State University Center for Health Sciences – Center for Rural Health (OSU-CRH) provided evaluation services for the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) Prevention Division during Fiscal Year 2025 (July 1, 2024 – June 30, 2025). As part of this role, OSU-CRH collected data, developed reports, and delivered evaluation-related training and technical assistance (TTA) to ODMHSAS staff and local subrecipients.


38
community
coalitions

4
scopes of
service

Alcohol, Marijuana,
Opioids, Stimulants



This report presents the outcomes of those efforts and offers a snapshot of the work and impact of the Community-Based Prevention Services (CBPS) sector, ODMHSAS Prevention Division’s largest program area. The CBPS sector includes 38 active community coalitions across the state, each addressing up to two of four possible scopes of service (alcohol, marijuana, opioids or stimulants). These coalitions play a key role in delivering local, data-informed prevention strategies to reduce substance use and related impacts in Oklahoma communities.



Coalitions across the state are guided by the principles of Prevention Science and follow the Strategic Prevention Framework (SPF), a structured, data-driven approach to planning and delivering effective substance use prevention efforts. The majority of these coalitions initiated their work with the current grant cycle (FY 22 - FY 25). During their first year, they focused on building a data driven approach for their efforts, including conducting comprehensive needs assessments to better understand and prioritize risk factors in their communities.

Using the results of these assessments, coalitions identified key areas for intervention and developed logic models, planning tools that outline their goals, strategies, and expected outcomes. To address the identified needs, coalitions created detailed work plans aligned with their logic models. These plans included specific goals and objectives and guided the selection of promising or evidence-based programs, practices, and policies rooted in the Center for Substance Abuse Prevention (CSAP) strategies.

CSAP Strategies

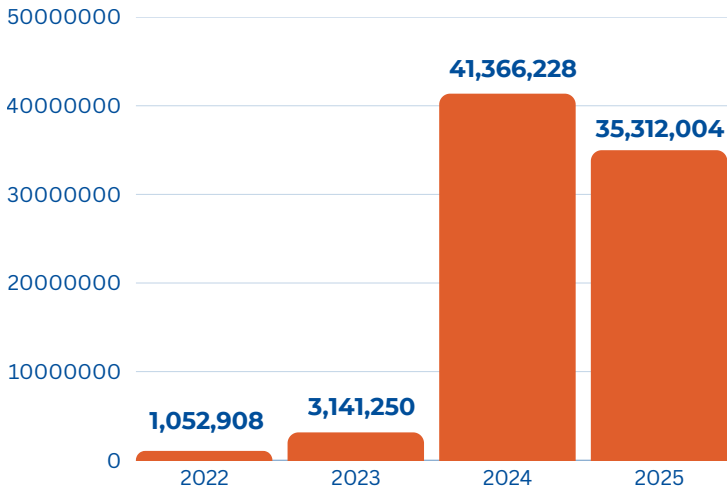
- Information Dissemination
- Community Based Process
- Education
- Environmental Systems Change

Now that these coalitions have entered the latter phase of the grant cycle, they are shifting their efforts toward sustainability, working to ensure that effective prevention practices and programs can be maintained and expanded beyond the life of the grant cycle. This includes building long-term community partnerships, identifying sustainable funding sources, and embedding prevention practices within existing systems.

INFORMATION DISSEMINATION

Coalitions use Information Dissemination as a key strategy to increase public knowledge and awareness about substance use and misuse within their communities. This strategy also helps promote awareness of available prevention programs and services. Information Dissemination efforts can be tailored to specific populations or delivered as general messages accessible to the broader public.

Number of Impressions through Media and Information Sharing by Fiscal Year



It is important to note these measures are impressions and not unique views. This allows for the potential of more than one engagement with an individual. Different strategies call for different kinds of engagement. As such, one person might be counted for viewing a poster as well as a social media post.

While total media impressions decreased slightly from FY24 to FY25, the overall reach still reflects a significant impact in delivering substance use prevention messaging across the state. This continued visibility highlights the important role of public awareness in prevention efforts.

It is important to note that the slight decline in media impressions may be attributed to coalitions strategically shifting their focus toward initiatives with potentially greater long-term impact such as policy change, systems-level work, and strengthening interagency partnerships. These efforts represent a deepening of prevention strategies aimed at sustainable community change.

INFORMATION DISSEMINATION

Each coalition selected its approach based on the unique needs of its community and the audiences they aim to reach. Information Dissemination strategies include print materials like flyers, posters, rack cards and billboards as well as media outlets such as newspapers, television or radio. Social media is often used to reach younger audiences and expand visibility quickly and cost-effectively, while print materials and billboards are useful for reaching broader or less digitally connected populations. Another level of information dissemination involves using media outlets to affect systems level changes by raising awareness of policies or laws that impact substance use prevention.

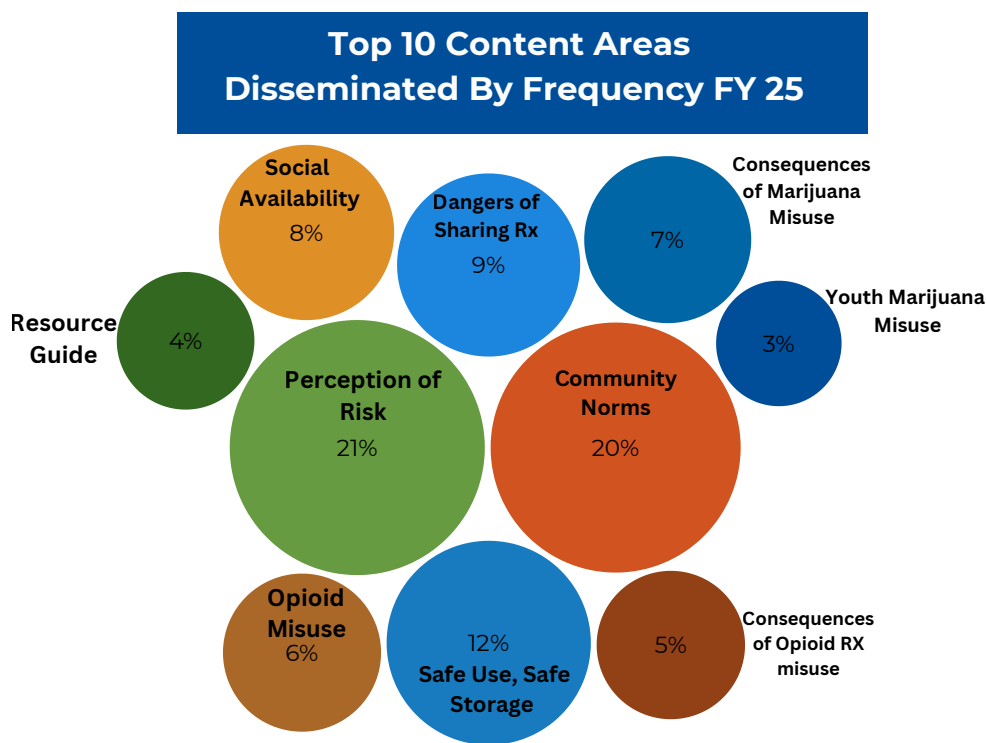
Tulsa County Community Coalition shared the following account describing their creative, community-based approach to alcohol misuse prevention and public awareness:

“Tulsa County has faced challenges related to alcohol misuse, including drunk driving, binge drinking, and underage consumption. To combat these issues, STOPDUI Task Force coalition of community leaders, law enforcement, and public health advocates conducted their annual awareness campaign aimed at liquor stores and bars. The mission of disseminating our Valentine's Day cards is to educate both business owners and patrons about the dangers of irresponsible drinking and promote safer behaviors. Coalition members worked together to distribute the Valentine's cards that feature prevention messaging covering the prevention of: binge drinking, drunk driving and promoting Oklahoma's social host law. Cards featured a play on words such as 'Valentine, I want to be with you forever. So don't drink and drive. SRSLY,' and local data points on the back of the cards for the purpose of educating and increasing awareness of the dangers of drinking and driving, etc. The cards were displayed at counters, left on car windshields, and put into bags as patrons purchased their items.”

- **665,927** impressions through Social Media in FY 25
- **325,733** impressions related to laws and policies in FY 25
- **34,650,344** impressions through print and traditional media outlets such as TV or Radio in FY 25

INFORMATION DISSEMINATION

The information and messaging shared by each coalition is guided by their specific goals and unique needs of their communities. While content varies by region, several common themes emerged across the state. The bubble chart below highlights the ten most frequently addressed content areas. Among these, Perceptions of Risk was the most commonly disseminated topic, reflecting coalitions' focus on increasing public awareness of the dangers associated with substance use. This was followed by Community Norms, which addresses prevailing attitudes and beliefs about substance use within local populations. These focus areas represent key components of effective prevention efforts and help shape healthier community environments through education and engagement.



1,197,137 media impressions with information about referral to treatment services, including how to access naloxone (an opioid overdose reversal medication), the 988 Suicide & Crisis Lifeline, and OK I'm Ready (a state initiative connecting individuals to mental health and substance use services).

COMMUNITY BASED PROCESS

The Community-Based Process strategy helps community coalitions build the skills and structures they need to effectively prevent substance use and misuse. This approach focuses on improving how these groups work together, plan their activities, and deliver services. This strategy includes activities such as holding regular coalition meetings, assessing how ready their community is to support prevention efforts or conducting inter-agency meetings, which involves bringing different organizations together to collaborate.

Pittsburg County Community Coalition shared the following account highlighting collaborative efforts to strengthen law enforcement capacity and community prevention through training and education:

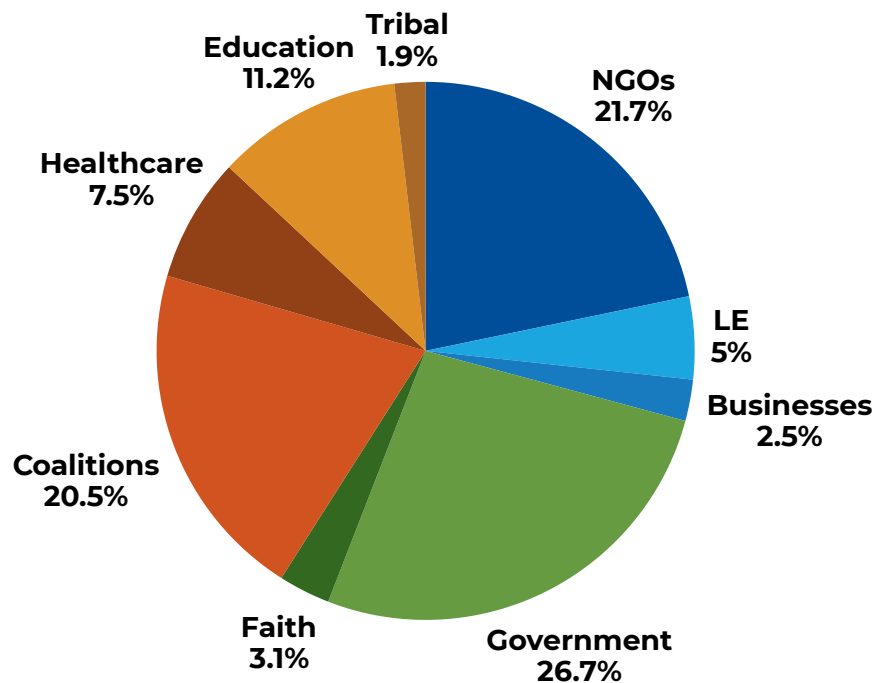
“On March 5th, in partnership with the Oklahoma Department of Mental Health and Substance Abuse Services, a 2M2L (2 Much 2 Lose) Law Enforcement Training was held in McAlester, Oklahoma, at the Pittsburg County Emergency Management Center. This training provided law enforcement officers with valuable information and resources on updated alcohol laws in Oklahoma, alcohol compliance checks, bar checks, special event enforcement strategies, controlled party dispersals, and the overall impact of alcohol misuse across the state. At the conclusion of the training, there was representation from both Pittsburg and McIntosh Counties — the primary areas served by the program. In total, 10 law enforcement officers participated in this training, equipping them with tools and knowledge to better address underage drinking and alcohol-related issues within their communities.”

- Coalitions across the state held a total of **775 meetings** during FY 25, averaging approximately two meetings per month.
- During FY 25, coalitions met with a total of **182 unique partner organizations** for inter-agency collaboration efforts and **held 788 meetings** focused on strengthening these partnerships.

COMMUNITY BASED PROCESS

Of the 182 organizations involved, community coalitions worked closely with a diverse range of partners to strengthen local prevention efforts. These partners included K-12 schools and higher education institutions, healthcare providers, Tribal organizations, law enforcement, non-governmental organizations (NGOs), local businesses, municipal and governmental agencies, faith-based groups, and even other coalitions within their communities. This extensive collaboration demonstrates a unified commitment to addressing substance use through coordinated, community-led strategies, while acknowledging the common risk and protective factors that influence a range of preventable outcomes.

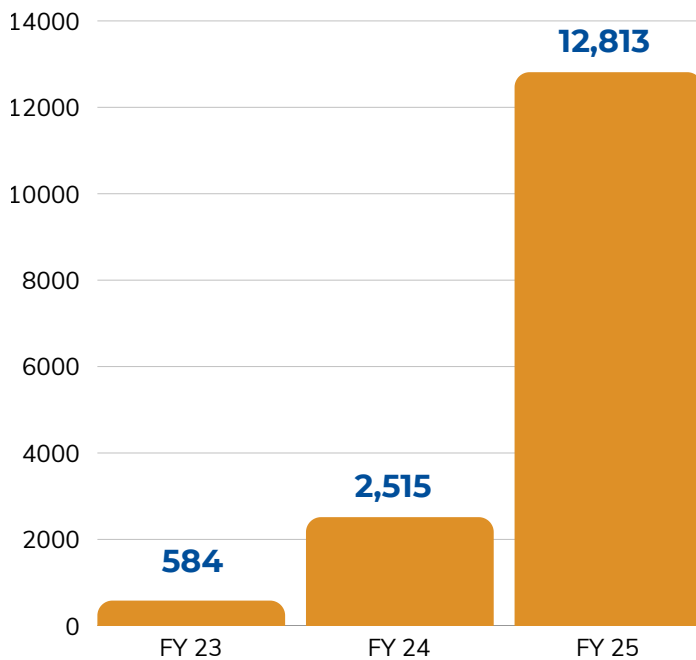
**Types of Coalition Community
Partners FY 25**



EDUCATION

As part of the Education strategy, coalitions deliver trainings and presentations to groups and individuals in their communities. These sessions cover a range of prevention topics and are designed to engage participants through two-way communication, encouraging dialogue, questions, and ongoing interaction. This approach goes beyond simply sharing information; it creates opportunities for community members to actively participate in learning, strengthening their understanding and involvement in prevention efforts.

Number Reached through Presentations and Trainings by Fiscal Year



The **reach of trainings and presentations increased significantly from FY 24 to FY 25**, with a total of 12,813 individuals reached in FY 25, representing a 409% increase compared to the previous year. This growth in trainings and presentations reflects increased demand for in-person programming following COVID, as well as strengthened relationships with community organizations.

 A total of **125 trainings and presentations** were conducted in FY 25 to support primary prevention efforts, marking a significant increase from 54 in FY 24 and reflecting expanded community engagement.

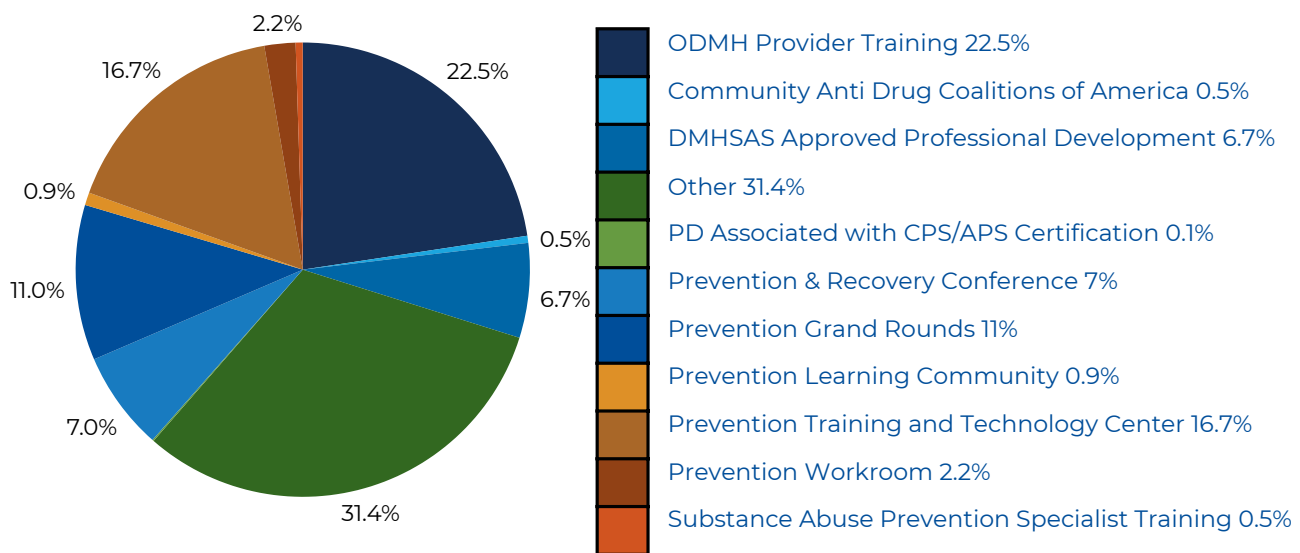


EDUCATION

In addition to community outreach, coalitions use the Education strategy to support prevention workforce development, the professional growth of the coalition members. Through workshops, trainings, and other learning opportunities, coalition members strengthen their knowledge of prevention principles, build skills to lead and sustain effective initiatives, and deepen collaboration within the broader prevention community, ensuring members are well-equipped to serve their communities.

To track this growth, coalitions report participation in professional development events such as Prevention Grand Rounds, sessions offered through the Prevention Training and Technology Center, trainings from the Prevention and Recovery Conference, and other ODMHSAS approved opportunities.

Types of Workforce Development FY 25





ENVIRONMENTAL SYSTEMS CHANGE

Systems change work focuses on creating long-term, sustainable improvements by changing the environments, policies, and practices that influence people’s behaviors. Unlike individual-level efforts that target personal choices, systems-level strategies aim to shift the broader context such as where people live, work, shop, and spend time. Coalitions often use the Environmental Systems Change strategy to address substance use by partnering with schools, businesses, local governments, and other organizations to improve policies, increase enforcement, and reduce risk factors across entire communities. This approach strengthens the impact of individual behavior change by supporting healthier, safer environments.

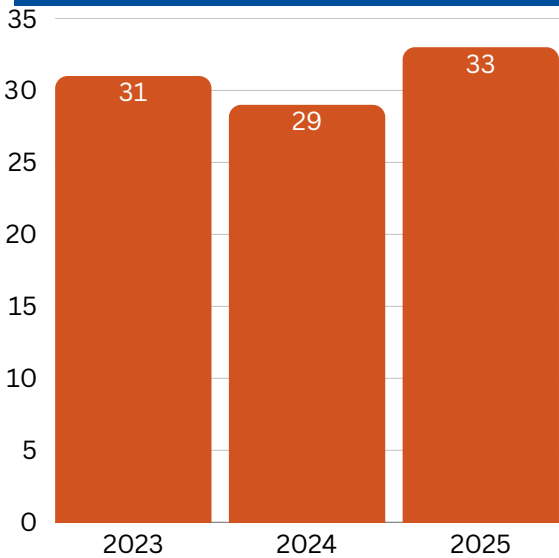
As part of this strategy, many coalitions also worked to reduce the social availability of opioids and stimulants—meaning how easily these substances can be accessed in the community. To do this, they distributed medication lockboxes to encourage safe storage of prescription medications at home and provided disposal bags to help individuals properly discard unused medications. In some cases, coalitions also hosted medication take-back events, offering residents a safe and anonymous way to remove potentially dangerous substances from circulation. These efforts play a critical role in preventing misuse by limiting opportunities for unauthorized access, especially among youth and other vulnerable populations.

Creek County Community Coalition shared the following account describing their proactive community engagement and distribution of opioid prevention resources:

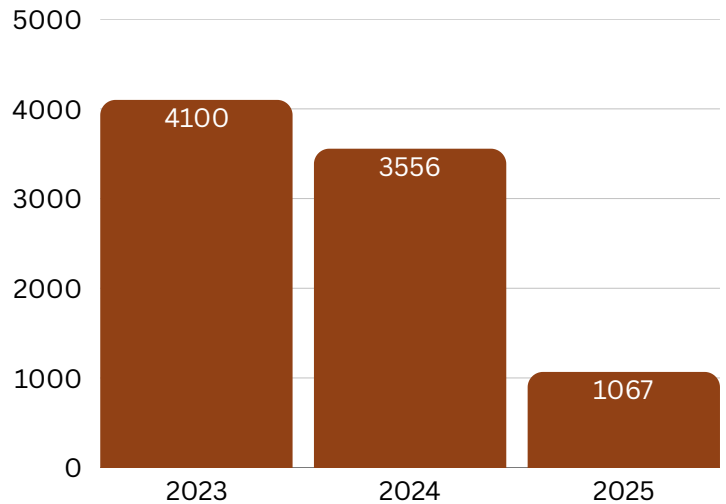
“February was a productive month for opioid prevention efforts in Creek County as C2P2 distributed vital resources to help community members safely store and dispose of medications. At the Central Tech Drumright Open House, we provided: 30 medication lock bags to promote safe storage and prevent misuse, 100 boxes of Narcan to equip individuals with life-saving overdose reversal medication, and 100 medication disposal kits to encourage proper disposal of unused prescriptions. These efforts ensured that Creek County residents had the tools they needed to prevent opioid misuse and enhance community safety.”

ENVIRONMENTAL SYSTEMS CHANGE

Number of Take Back Events by Fiscal Year



Pounds of Medication Collected through Medication Take Back Events by Fiscal Year



406 active permanent disposal sites in FY 25, which is an increase from 360 sites in FY 24

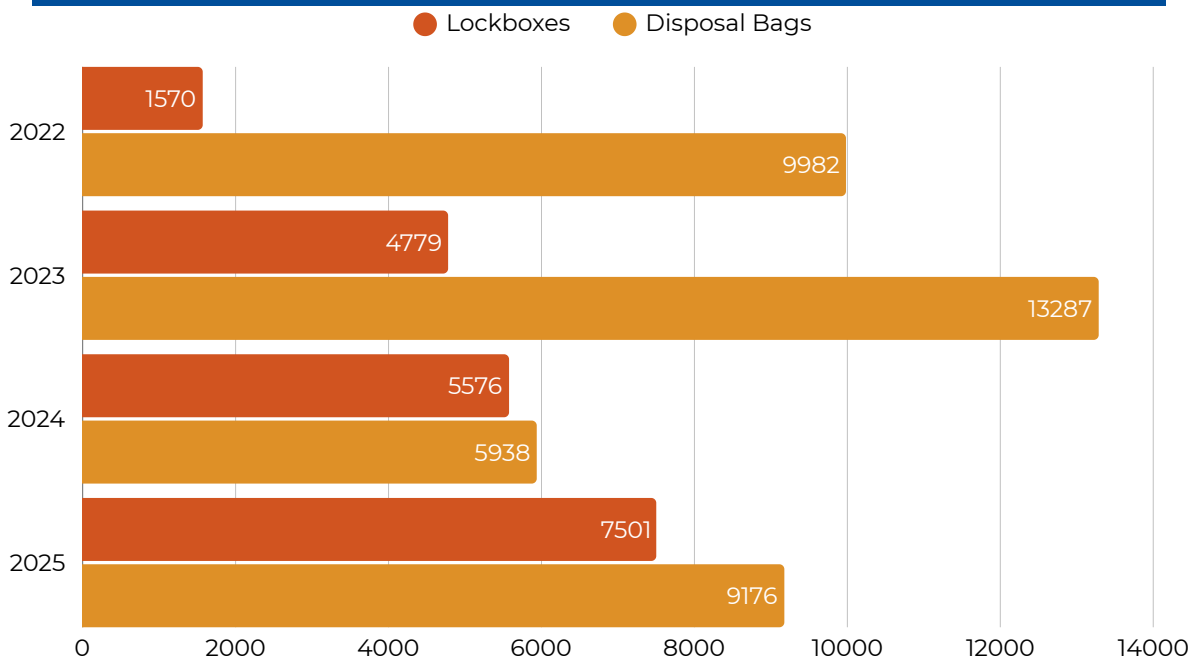
The data for FY 2025 shows active permanent disposal sites, however, there is no data for the medication collected from the disposal sites.

A decrease in the number of pounds collected during Take Back Events (TBEs) in Year 4 of the grant cycle may actually reflect a positive trend rather than a setback. Lower collection volumes can indicate that earlier efforts to raise awareness about safe medication disposal have been effective, leading to ongoing use of lockboxes, disposal bags, and permanent drop boxes. Over time, this can result in saturation of collection, meaning many households have already cleared out their unused or expired medications in previous years. Additionally, it may suggest that fewer prescription drugs are being overprescribed, stockpiled, or left unused, ultimately reducing the volume of medications that need to be collected. In this context, the decline can be seen as a sign of progress toward safer homes and communities.

ENVIRONMENTAL SYSTEMS CHANGE

While the number of disposal bags distribution for FY 2025 is less than FY 2022 and 2023, the distribution of medication lockboxes has steadily increased over the past four years. This shift occurred due to increased emphasis on safe storage, repeat requests for additional lock boxes from households, new partnerships with clinics and nonprofits distributing to the public, and the notion that lockboxes are more sustainable than one time use disposal bags. These tools help reduce access to unused or unsecured medications, which is especially important given that many people who misuse prescription medications often get them from friends or family members' medicine cabinets. By encouraging safe storage and proper disposal, coalitions are addressing one of the root causes of prescription misuse, social availability. These efforts support broader environmental prevention strategies by promoting safe practices and reducing the chances of accidental use, theft, or diversion of medications.

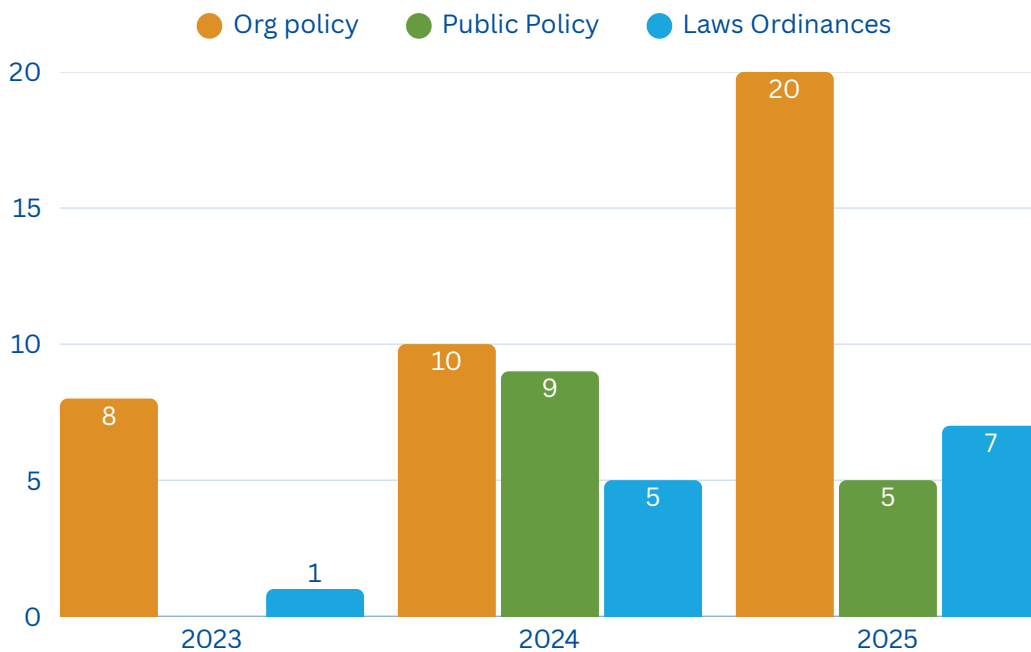
Number of Lockboxes and Disposal Bags Distributed by Fiscal Year



ENVIRONMENTAL SYSTEMS CHANGE

Systems change work is critical in addressing substance use because it creates lasting impact by shaping the environments where people live, work, and interact. This includes adopting or enhancing laws and ordinances (formal rules established by governments), public policies (guidelines or principles set by governmental bodies to address public issues), and organizational policies (internal rules or procedures set by schools, businesses, or other institutions). By improving these systems-level structures, communities can reduce risk factors, support healthier behaviors, and create sustainable change that goes beyond individual actions.

Adopted or Enhanced Organizational Policies Public Policies and Laws or Ordinances by Fiscal Year



ENVIRONMENTAL SYSTEMS CHANGE

Ottawa County Community Coalition shared the following account highlighting their policy-focused prevention efforts and collaboration with local leaders to strengthen community ordinances:

“We have identified a specific ordinance that the City of Miami has in place that limits where dispensaries can be located, and we would like the surrounding towns to adopt this. We have spoken to some elected officials & identified that the town of Quapaw already has a similar ordinance in place, while the remaining towns do not have marijuana specific ordinances. We have also identified a law that prohibits tobacco smoke in most indoor &/or public places, and we would like communities to utilize the ‘Breathe Easy’ signage that is already in place and add ‘marijuana products’ to this signage. We have found that the officials we have spoken to were far more receptive to this idea.”

- **73 agencies** were engaged with regarding adoption or enhancement of **public policies** in FY25. Coalitions held **586 meetings** focused on public policy work.
- In FY25, **110 agencies** were engaged in efforts to adopt or enhance **laws and ordinances**. Additionally, coalitions **held 979 meetings** focused on policy work related to laws and ordinances.

ENVIRONMENTAL SYSTEMS CHANGE

Comanche County Community Coalition shared the following account reflecting their ongoing collaboration with law enforcement and housing partners to strengthen prevention policy language and enforcement:

“The coalition has been working to introduce social host language to short-term rentals, on-post housing, and to landlords who rent near the Cameron University campus. We have been able to meet with law enforcement on Fort Sill to better understand how they enforce the laws on-post...”

- **157 agencies** were engaged with regarding adoption or enhancement of **organizational policies** in FY25. Coalitions held **1,312 meetings** focused on organizational policy work.

McIntosh County Community Coalition shared the following account detailing their collaborative work with local law enforcement and policymakers to strengthen prevention-oriented enforcement and permitting practices:

“Over the past six months, we have been actively engaged in conversations with county law enforcement to review and strengthen enforcement-related policies, particularly those related to underage drinking and alcohol compliance. Simultaneously, we have been working with local city and county officials to discuss the inclusion of guidelines for responsible alcohol beverage sales as part of the special event permit application process. These discussions focus on enhancing public safety and aligning community standards with prevention objectives.”

CONCLUSION

The findings presented in this report underscore the critical role Community-Based Prevention Services (CBPS) play in advancing substance use prevention efforts across Oklahoma. With 38 active coalitions operating statewide, this sector remains the cornerstone of ODMHSAS's prevention infrastructure, offering locally tailored, data-informed strategies that reflect the unique needs and priorities of each community.

Throughout Fiscal Year 2025, coalitions demonstrated measurable growth in key areas such as training delivery, stakeholder engagement, and interagency collaboration. Notably, the number of community trainings more than doubled, and the reach of these efforts expanded significantly, indicating increased public engagement and awareness. While media impressions saw a modest decline, this shift reflects a strategic realignment toward initiatives with long-term, sustainable impact, including policy change and systems-level work.

Coalitions also continued to strengthen environmental prevention efforts by distributing secure medication storage tools and promoting safe disposal practices, actions that directly address access to misused prescription drugs. The consistent increase in medication lockbox distribution signals a growing emphasis on durable prevention solutions that safeguard households and reduce the risk of misuse.

Moreover, the CBPS sector's commitment to systems change, through collaboration with local governments, schools, and partner organizations, has positioned communities to implement system-level improvements that extend beyond individual behavior change. These efforts are helping shape safer, healthier environments where prevention is integrated into everyday systems and institutions.

In sum, the CBPS sector has not only sustained but deepened its engagement in FY 2025. Its work reflects a mature and evolving prevention network that is shifting from awareness-building to structural change, potentially offering a powerful return on investment for Oklahoma and a model of community-driven, data-guided prevention.