IMPACT REPORT

Our COVID-19 Response
OVERCOMING THE CHALLENGE

Taking Action
When COVID-19 hit Connecticut, we knew we had to act quickly. After switching to a work-from-home format, we immediately moved all of our service delivery online. That means taking dozens of events and reformatting them for a virtual audience. We also created a robust COVID-19 resources page that is still being updated today.

Stronger Together
By combining our efforts with those of our public, private, and program partners, we increased our service delivery, public presence, and reputation as a prevention leader during the pandemic. This report highlights the impact we have already made, and what is still yet to come...
Programmatic Advances

Virtual Mentoring

The pandemic put thousands of mentor-mentee matches on hold across Connecticut. In response, we developed the state’s only Virtual Mentoring initiative. Our curriculum includes trainings for mentors and mentoring coordinators, along with consent forms, etiquette, and platform safety guidance.

LGBTQ+ Training

We are working to make sure that the programs we serve are as inclusive as possible. That’s why we’re developing and expanding LGBTQ+ inclusion training and coaching for mentoring programs.

Latino Community Outreach

We’re working to bring prevention into every community in Connecticut, including those that may be bi-lingual or Spanish-speaking only. For the first time, we are offering webinars in Spanish on youth substance use prevention, which we have streamed live on Facebook to maximize viewership.

Family Engagement

In partnership with Waterbury’s Police Activities League, we are training parents to increase their parenting and advocacy skills in a way that will help their children excel in school.
MEASURING OUR IMPACT (MARCH - JULY)

2,200+
Our trainings on youth prevention attracted well over 2,000 attendees between the months of March and July. Trainings ran a wide range of topics, including mentoring, substance use prevention, and bullying prevention.

75+
That’s the number of training hours we delivered from March through July of 2020. All of the trainings were conducted virtually, with our staff learning the advanced features of Zoom to ensure the audience remained engaged throughout.

51
Our team of programmatic experts conducted 51 individual training sessions, all while adapting to the virtual service delivery platform and constantly honing their skills as Zoom presenters.
2.1 M

We aggressively promoted our prevention resources and trainings, gathering more than 2 million overall media impressions since the pandemic began. This includes print, broadcast, and social media, each of which have seen large increases over a similar date range in 2019.

102%

Our COVID-19 Resources page led to a 102% increase in clicks on our website, along with an 80%+ spike in total user visits since the pandemic began.

143%

Engagements across our three major social media platforms (Twitter, Facebook, Instagram) have risen by nearly 150% YTD.
Building Partnerships

One of our greatest roles is that of a convener and connector. We don’t bring just our expertise to the table, we also bring together some of Connecticut’s sharpest minds, including corporate funders, legislators, prevention experts, mentors, and substance use disorder advocates. Below are just some of the dozens of incredible guests who we’ve had speak at our webinars, sharing their knowledge with our growing audience of parents, educators, and business professionals.

Legislative Engagement:
Public Partners and Other Experts:

Yoelle Iglesias
CEO
Madre Latina

Tim Marshall
Director, Community Mental Health
CT Dept. of Children and Families

Marisa Gianella-Porco
President and CEO
Jordan Porco Foundation

Andrea Duarte
Behavioral Health Program Manager
DMHAS

Pamela Mautte
Director
Region 2 RBHAO

Matt Geary
Superintendent
Manchester Public Schools

Erica Bromley
Juvenile Justice Liaison
CT Youth Services Association

Mei Cordner
Youth Activities and GSA Coordinator
True Colors

Corporate Partners:

Dr. Karl Sieg
Medical Director, Behavioral Health
Cigna

Dr. Valdemar Rosario
VP/Sr. Medical Director
Connecticare

LaKisha Jordan (Board Member)
Corporate Responsibility Officer
KeyBank

Rustin Tonn
Senior Manager, Talent Acquisition
Pitney Bowes

Jay Brennan
Senior Product Manager
Webster Bank
Private Partnerships

We can’t realize our mission of protecting Connecticut's young people from drugs, alcohol, and violence without the companies with whom we partner every day. Their generosity and commitment to prevention help to make our public-private model unique and successful. During the pandemic, several companies have stepped forward as "Pandemic Response Partners" with their donations since the COVID-19 pandemic began.

Our Pandemic Response Partners:

*as of 8/01/2020
Our Partnership with DMHAS
As our largest funder, the Connecticut Department of Mental Health and Addiction Services helps us extend our reach across Connecticut. By collaborating with DMHAS and their partner agencies, we are able to provide effective trainings and resources to hundreds of organizations and prevention professionals each year.

Key Public and Program Partners:

- **MENTOR**
- **SADD**
- **Partnership to End Addiction**
- **True Colors**
- **Wheeler Clearinghouse**
- **NEW HAVEN PUBLIC SCHOOLS**
- **Office of Juvenile Justice and Delinquency Prevention**
A New Day

For the first time, The Governor's Prevention Partnership has adopted the Co-President model of leadership. This change is part of a wider re-calibration of our organizational culture, as we build a more inclusive and impactful environment, to maximize our ability to serve Connecticut's young people.

New Board Members

We've also added five incredible new members to our Board of Directors. Their diverse skills, experiences, and perspectives will help our organization innovate and evolve in 2020 and beyond.
Expanding Virtual Mentoring

We're promoting school engagement and connectedness with the Connecticut State Department of Education. We are committed to bringing virtual mentoring to as many districts as possible during what will be an extremely challenging school year for students, teachers, and families.

E3 in the Elm City

We're working with the New Haven Public Schools to implement our "E3: Encourage, Empower, Engage" initiative district-wide. The program, which is undergoing an overhaul to account for the COVID-19 pandemic, delivers peer-to-peer alcohol and substance misuse prevention through community campaigns and weekly peer-led groups.

Diversity, Equity, Inclusion

We're working to further implement Diversity, Equity, and Inclusion training and practices into our work, both internally and externally. This begins with in-depth bias training for staff, which will be applied across all of the initiatives that we currently provide. We're also expanding our on-going efforts to recruit more mentors of color, and much more!