

YES

YES

YES

YES

yes

YES



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yes

yes

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yes

2024 Impact Report

Together, we can create the conditions for our next generation to grow up healthy and drug-free.



<<<
WATCH NOW



Just Say Yes is a coalition headquartered at the Franklin County Health Department. With the help of community partners, we focus on stopping youth substance use before it starts by fostering healthy environments that help kids thrive.

Franklin County Health Department
FISCAL AND ADMINISTRATIVE AGENT

Franklin County Agency for Substance Abuse Policy
GOVERNING BOARD

OUR COALITION PARTNERS have committed to fostering healthy environments that help kids thrive.

- Bridging the Gap
- City of Frankfort
- Frankfort Independent Schools
- Frankfort Area Chamber of Commerce
- Franklin County Department of Community-Based Services
- Franklin County Fiscal Court
- Franklin County Schools
- Norton Children's Medical Group Frankfort
- Parent and Youth Representatives
- The State Journal
- United Way
- Wanda Joyce Robinson Foundation
- We Wanna Play
- Yes Arts

YEAR FOUR...WE'RE STARTING TO SEE POSITIVE TRENDS!

2024.

The **Franklin County Youth Survey** is an anonymous, in-depth survey that gives us a detailed picture of what's going on with kids in Franklin County right now.

1,952

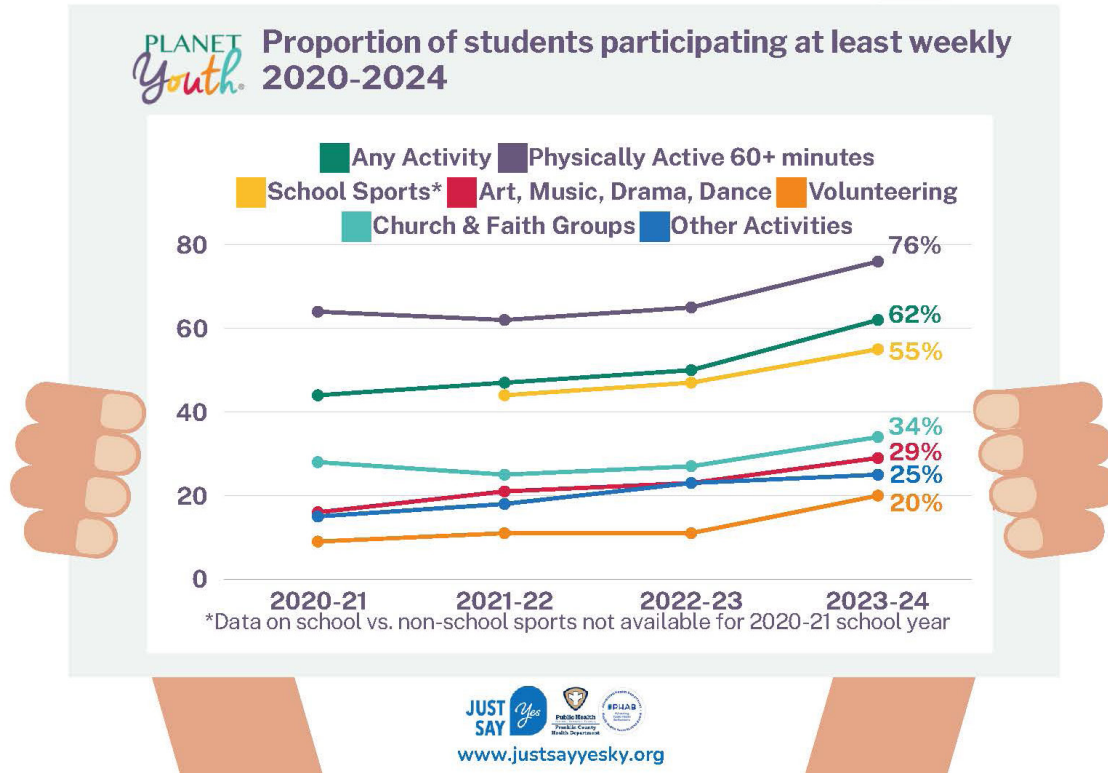
STUDENTS TOOK YOUTH SURVEY

at

SEVEN

SCHOOLS IN FRANKLIN COUNTY

With prevention, it takes time to see results! Year four of the *Franklin County Youth Survey* showed clear positive trends in the wellbeing of youth in Franklin County, including reductions in substance use, improvements in mental and physical health indicators, and increases in protective factors in all areas (family, peers, school, out-of-school time).



IN THE KNOW.

Collecting data is important... so is sharing it.

23

DATA PRESENTATIONS

282

PEOPLE IN ATTENDANCE

If you'd like to schedule a data presentation with your group, please email amelia.berry@ky.gov.

>>>
FIND MORE DATA
JUSTSAYYESKY.ORG



The Yes Card

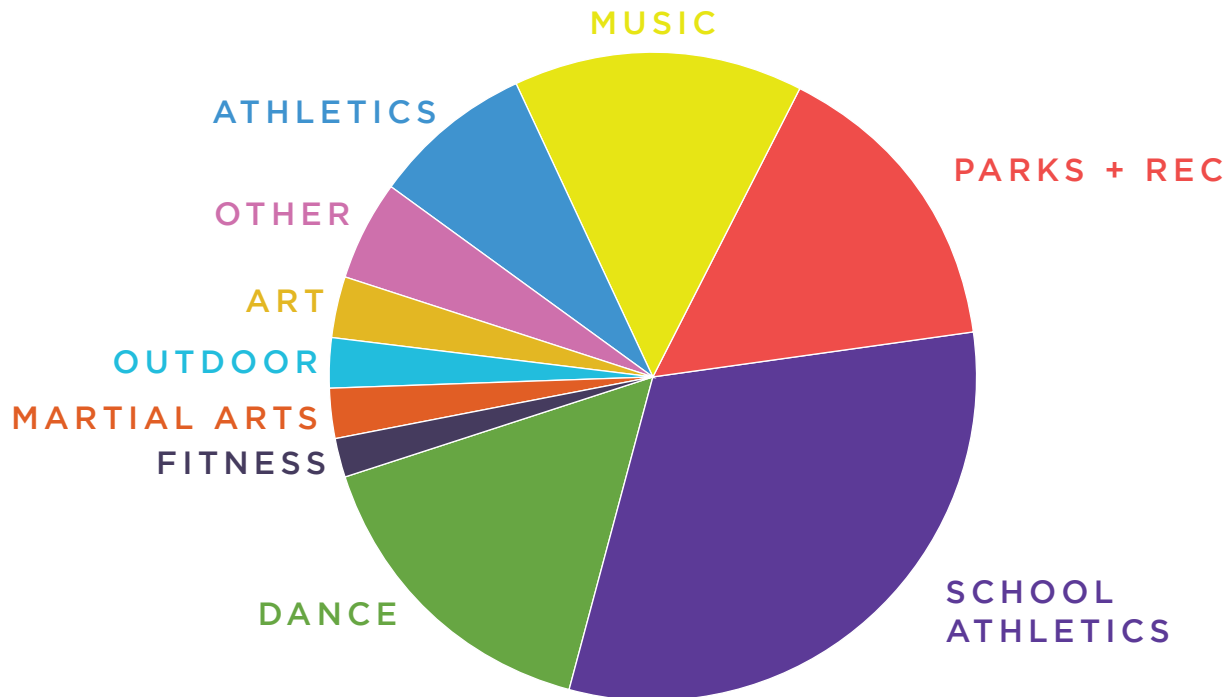
A **Yes Card** is an electronic gift card that can be used to pay for youth activities from a list of approved providers.

100%
OF ALL MIDDLE
SCHOOL YOUTH IN
FRANKLIN COUNTY
RECEIVE A YES CARD

38
PLACES TO
SPEND CARDS
10 NEW IN 2024

\$177,820
YES CARD DOLLARS
SPENT IN OUR
LOCAL ECONOMY.

SPENDING BY ACTIVITY TYPE



NEW IN 2024

Co-op Card

The co-op card is a \$400 Yes Card given to K-12th grade youth, who have experienced parental incarceration/substance use disorder, homelessness or abuse/neglect.

693

CO-OP CARDS ISSUED

IN COLLABORATION WITH
COMMUNITY PARTNERS



ENGAGEMENT

PARENTS + CAREGIVERS

250

ATTENDED A PARENT CAFE

Parent Cafés are physically and emotionally safe spaces where parents and caregivers can talk and learn from each other about the challenges and victories of raising a family.

9

 PARENT CAFES OFFERED

Other...

- The Yes Card
- Digital Newsletter for youth and Parent Hub Newsletter
- Resources on website
- Facebook posts with information, resources and events
- Community Calendar
- Data Presentations and sharing

YOUTH

164

YOUTH ATTENDED A YOUTH CAFE

7

 YOUTH CAFES OFFERED

Other...

- The Yes Card
- Advocate for youth
- Sharing of mental health resources and opportunities for youth in our community
- Leadership training for youth
- Collecting and sharing data of peers- giving youth an opportunity to speak up about what's going on around them

LEADERS

10

FRANKLIN COUNTY ASAP MEETINGS ATTENDED AND PRESENTED

Franklin County Agency for Substance Abuse Policy serves as our governing board. Just Say Yes presents at each meeting which is made up of community leaders, mental health professionals, school staff and more.

Other...

- Monthly work with community partners
- Helping spread the word of community events, school events and youth opportunities in Franklin County
- Training for all Yes Card providers
- Marketing support for Yes Card providers

COMMUNITY

Facebook

- Reached over 50k
- 2k link clicks from page
- Our profile was visited 10.4k times
- 426 new followers
- Over 8k interactions- up over 200% from last year

Newsletter

Features upcoming events and Yes Card Accepted camps, classes and more. Also highlights resources for parents.

- Texted to Yes Card Parents/Caregivers Weekly
- Shared on Social Media
- 8,386 views

Community Calendar

- Featured on website
- Free, cheap or Yes Card accepted events in Franklin County
- Viewed 2k times in 2024

NEW IN 2024

Find Your Yes Day



An experiential field trip designed to expose youth to positive opportunities available during out-of-school time in Franklin County.



WANDA JOYCE ROBINSON
FOUNDATION

SEPTEMBER 2024

- over 500 sixth graders attended this two day field trip
- over 15 yes card providers volunteered to host a station
- increased general knowledge about Yes Card
- over 25 community volunteers
- overall positive participation from all youth

Students rotated through activity stations throughout the day. At each station, they had the opportunity to try out several activities offered by Yes Card providers as well as free community offerings like Paul Sawyer Public Library and 4-H.

NEW IN 2024

Just Say Yes Showcase

WATCH NOW



NOVEMBER 2024

- over 50 youth performers on stage
- sold out audience
- over \$6,000 raised for The Yes Card
- featured **Ben Sollee, Molly Rogers, Jeri Katherine Howell, Nat Colten, Sirfry Musette** (Joanna Hay, Ben Griffith, Jeff Ellis, Will Renshaw, Jaret Ellis, Rob Barnes), **Kentucky State University Concert Choir** and students trained by **Yes Card Partners**.

Batons, basketballs and boxing gloves shared the stage with violins, cellos and even steel drums for this vibrant celebration of community, recreation and prevention.

Cellist and composer Ben Sollee and KSU Associate Director of Athletics Jackie Gordon Duvall served as Masters of Ceremony.

The showcase, intended to raise awareness about the Yes Card, was presented by the Franklin County Health Department's Just Say Yes coalition in partnership with the Franklin County Agency for Substance Abuse Policy, Kentucky State University, the Kentucky Arts Council, and Noise for Jordon, a charitable fund established in memory of beloved Frankfort drummer Jordon Ellis, who died by suicide last year.

2024 **FINANCES**

FINANCIAL SUPPORT PROVIDED BY

- City of Frankfort
- Franklin County Agency for Substance Abuse Policy (ASAP)
- Franklin County Board of Health
- Noise for Jordon
- Kentucky Association of Health Plans
- Kentucky Arts Council
- Kentucky Opioid Abatement Advisory Commission
- Snowy Owl Foundation
- US Centers for Disease Control & Prevention
- US Substance Abuse and Mental Health Services Administration

...and Community Donations through the Bluegrass Community Foundation

Frankfort, KY: A View from Upstream

Rocco Casulli, 2024

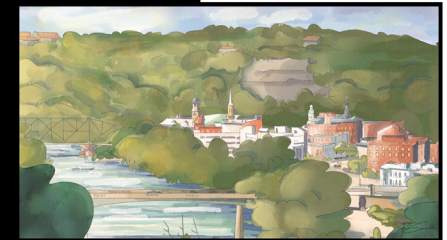


Line Drawing

Order prints or note cards & support the Yes Card Fund!



www.justsayyesky.org



Watercolor

Commissioned artwork for 2024 video work was turned into prints and note cards to fundraise for The Yes Card Fund. Scan the QR code above to place an order. 100% of funds support the Yes Card.

THE YES CARD FUND

BGCF.GIVINGFUEL.COM/YES-CARD-FUND

Blue Grass Community Foundation hosts a network of endowed community funds, each seeking to improve the quality of life in their geography. In partnership with local leaders, these funds work to increase charitable giving and build local charitable resources to impact their region's greatest needs and opportunities. In 2024, a fund for The Yes Card was created.

\$6,790

RAISED THROUGH THE
BLUE GRASS COMMUNITY
FOUNDATION IN 2024

DONATE NOW



2024 AWARDS + RECOGNITION

Featured Presenter at 2024 Planet Youth Conference

Invited to share our work with global audience in Iceland

Speaker at National Academy of Medicine Cross Sector Action Workshop

for Action Collaborative on Combating Substance Use and Opioid Crises

Plenary Presenter at 2024 Kentucky Opioid Symposium

Presenter at Kids are Worth it Conference and Kentucky FRYSC Fall Institute, Partnership for a Resilient Kentucky Quarterly Meeting

Featured on KET's Kentucky Edition

highlighting Franklin County's Yes Card

Just Say Yes Community Prevention Awards

2024 ED POWE BELOVED COMMUNITY AWARD
Thorn Hill Education Center

2024 ED COUNCILL UPSTREAM AWARD
Judy Mattingly

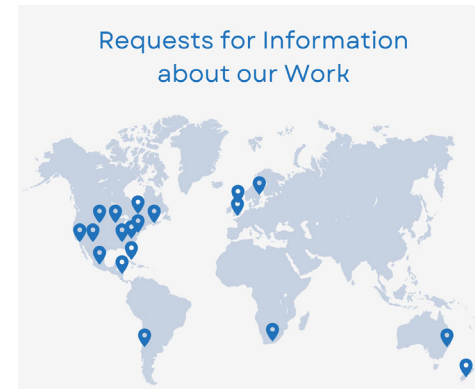
LEADERSHIP

Amelia Berry, Project Director

Sabrina Gordon, Parent Engagement Specialist

Rebecca Redding, Marketing Coordinator

SETTING AN EXAMPLE



We often receive requests for information from other communities wanting to implement what we're doing! In 2024, we fielded requests from several Kentucky communities as well as communities in West Virginia, Canada, Scotland and Australia!



justsayyesky.org • fchd.org