

**Semi-Annual Drug Take Back 4/26/2014 Sample**

Manchester Location: First Vision Bank (K. Clark) **17 Surveys Complete**Tullahoma Location: Southern Community Bank (R. Ray) **28 Surveys Completed**

**Volunteer Hours**

Manchester: 8 Volunteers (2 Pharmacists, 3 Law Enforcement, 2 Business (1 CCADC Board Member), 1 School) Total Hours: 32.0 In-Kind Labor: $864.48

Tullahoma: 8 Volunteers {1 Law Enforcement, 3 Healthcare (1 CCADC Board Member), 1 Civic Group Volunteer, 1 Fraternal Group Volunteer, 1 TBI, 1 School (CCADC Board Member)}  
 Total Hours: 32.0 In-Kind Labor: $676.34

**Combine Hours: 64.0 In-Kind Labor: $1,540.82**

**Weight**

Tullahoma: 79.8 lbs

Manchester: 11.2 lbs

**Total Weight: 91.0 lbs**

**Street Value (approximate)**

Manchester: $7,658.00  
Tullahoma: $5,373.00

**Total Street Value: $13, 031.00**

**Media Reach**

2 paid ads in Tullahoma News (24,500 hits X 2 ads = 49,000), 1 paid ad in Manchester Times (12,750), 1 press release in Tullahoma News (24,500), 1 article on Thunder Radio website for 7 days (39,667), 1 on air appearance by C. Merino and R. Ray (5,000), 1 on-air announcement on Ch. 6 (318), 1 e-mail sent to Coffee County CAB from Candi Mitchell (155), 1 Constant Contact e-mail to Coalition members (293), 1 e-mail sent to Coffee County Health Council from Katie McMinn (68), quarter page and full page flyers distributed to 12 pharmacies and 1 bank (1,550) (paid. $375.00), First Vision Bank marquee-Manchester (10,224), Coffee County School’s employees (550)

Tullahoma Specific: 73,818 Manchester Specific: 68,191 Both Locations: 2,066  **Total Event Reach: 144,075**

**Other:** Richard Randolph will have a new staff member who is an alumnus of Lipscomb University. Mr. Randolph will try to get Pharmacy Technicians to help with future take back events.

The Coalition distributed 16 lock boxes, 40 permanent drug take back cards, 40 *Count It! Lock It! Drop It!* wristbands, and 5 *Count It! Lock It! Drop It!* t-shirts.