

NKY ASAP FY25 ANNUAL REPORT



Northern Kentucky Agency for Substance Abuse Policy Annual Report July 1, 2024 - June 30, 2025

Vision:

A Commonwealth of healthy communities, free of alcohol, tobacco and other drug abuse and related consequences.

Mission:

To develop and oversee implementation of a long-term community strategy to reduce the use of alcohol, tobacco and other drugs and to promote effective treatment.

Who We Are:

The Northern Kentucky Agency for Substance Abuse Policy (NKY ASAP) is a state mandated regional board working to reduce the prevalence of alcohol, tobacco, and other drug use among youth and adult populations in Northern Kentucky and coordinate efforts among state and local agencies. Covering all eight counties of Northern Kentucky, our goal is to change the way substance abuse is handled in our community and reduce the problem of substance abuse and misuse in our region.

Housed within the Kentucky Office of Drug Control Policy (tasked to coordinate Kentucky's response to substance abuse), KY-ASAP embraces and incorporates the philosophy of the Office of National Drug Control Policy to involve the three-pronged approach of prevention, treatment, and law enforcement.

Following a thorough community needs assessment, our Strategic Plan 2024-2026 was created to address the identified issues, community needs, and trends for our service area. Our work is focused on changing the environment to reduce the impact of substance use in the community, and our role is to create and maintain a structure that provides a voice and resources in the areas of substance abuse prevention, treatment, mental health, law enforcement, and harm reduction.

The following report provides an overview of the work of our second year of the current strategic plan and a roadmap as we look ahead to the final year of our strategic plan.

COMMITTEE WORK



Executive Committee

The Executive committee is comprised of the Board Chair, Vice Chair, Secretary, and Treasurer. The committee meets monthly, prior to the monthly board meeting. This committee is tasked with carrying out necessary business between Board meetings, monitoring finances, monitoring board attendance, planning and preparing the agenda for upcoming board meetings, and monitoring committee work.

Organizational Development

The Organizational Development Committee is tasked with overseeing the organization and structure of the Board. Some of the work from this committee in FY25 includes:

- Revising the RFP application and scoring materials
- Overseeing the RFP application and review process
- Overseeing the annual Board/Community survey
- Engaging in DEIA improvements
- Utilizing Board Composition matrix tool to assess board diversity
- Reviewing bylaws for DEIA opportunities and submitting revisions to the full Board for approval
- Overseeing the application process for new Board members
- Overseeing updates to the website, including photos representing all eight counties
- Working to engage permanent members without an active participant

Throughout FY25, this committee had participation from 11 board members, showing growth from the previous year. At the end of the year the current committee chair chose to step down, and another board member assumed the role of committee chair at the June 2025 meeting.

Best Practices and Policy Committee

The work of the Best Practices and Policy Committee includes promoting best practices in substance use prevention, treatment, enforcement, and harm reduction and focusing on policy work related to substance use at the local and state levels. Some of the work from this committee in FY25 includes:

- Engaging with legislators at a meet and greet organized in Northern Kentucky in December 2024
- Discussion and education on medical marijuana/cannabis laws
- Discussion around education and advocacy related to personal use cannabis legislation
- Discussion around education and advocacy for youth vaping and Juul Settlement funds
- Monitoring of bills related to substance use during 2025 legislative session
- Engaging other community partners for policy work
- Creation of education info sheets on a variety of substance use topics, available on website

This committee had many active participants in FY25, including current board members and community partners in prevention, treatment, enforcement, and harm reduction.

COMMITTEE WORK



Treatment Collaborative

The NKY ASAP Treatment Collaborative is a monthly meeting to bring together treatment providers and other interested community partners as a way to connect, network, and share resources. In FY25 each meeting included a presentation from a local organization and the opportunity for attendees to engage in discussion on substance use emerging trends, organizational challenges and needs, and other areas of interest. FY25 presenters include:

- NAMI NKY
- Sunrise Children’s Services
- Kentucky Injury Prevention and Research Center
- Brighton Recovery Center
- St. Elizabeth Journey Recovery Center
- NKY Health Department Tobacco Team
- Three Rivers Health Department SMART Recovery program
- PIER Recovery Community Center
- Children’s Home of Northern Kentucky
- Oxford House

A survey was conducted at the end of the year to measure how helpful the meeting topics and discussion were to the treatment providers.

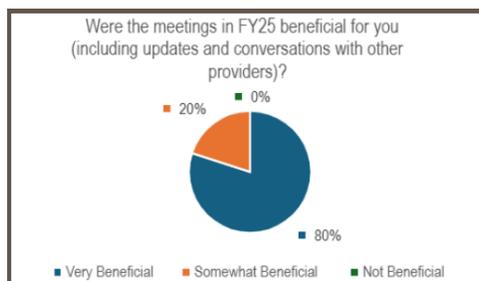
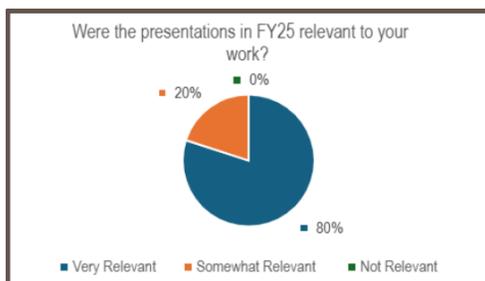
- 10 survey respondents
- 100% responded that the meetings are the right length of time (1 hour)
- 80% responded that the presentations are very relevant to their work
- 80% responded that the meetings in FY25 were very beneficial
- 40% of respondents preferred all virtual meetings, while 60% would like a combination of virtual and in-person meetings

I love this collaborative!

I feel that the meetings are becoming more interactive.

I enjoy learning more about what our NKY Treatment centers do, and it's nice to have active collaboration happening at each meeting

I really, really appreciate these monthly meetings! I always feel like I get something out of each meeting.

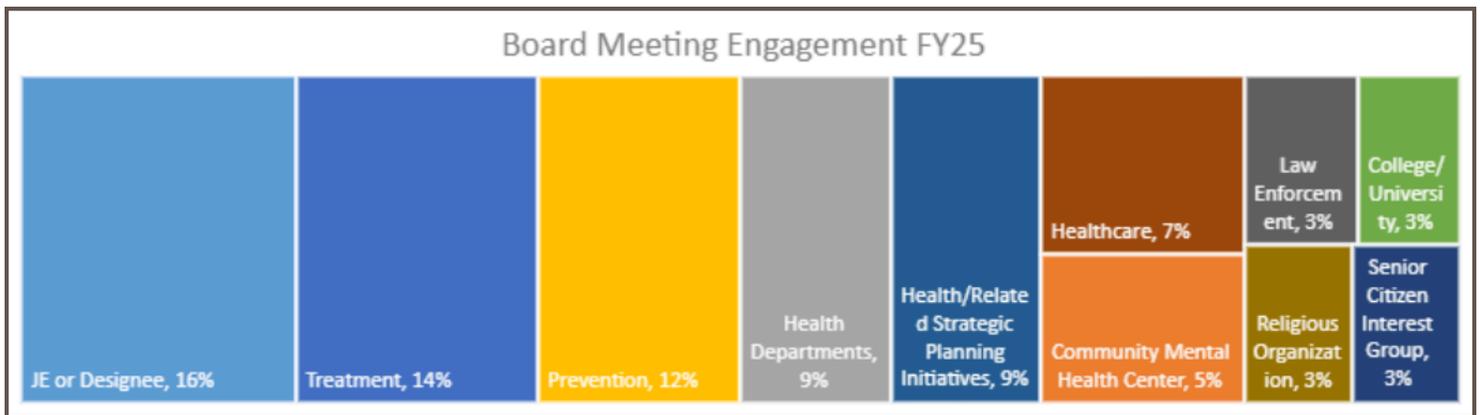


BOARD ENGAGEMENT AND PARTICIPATION



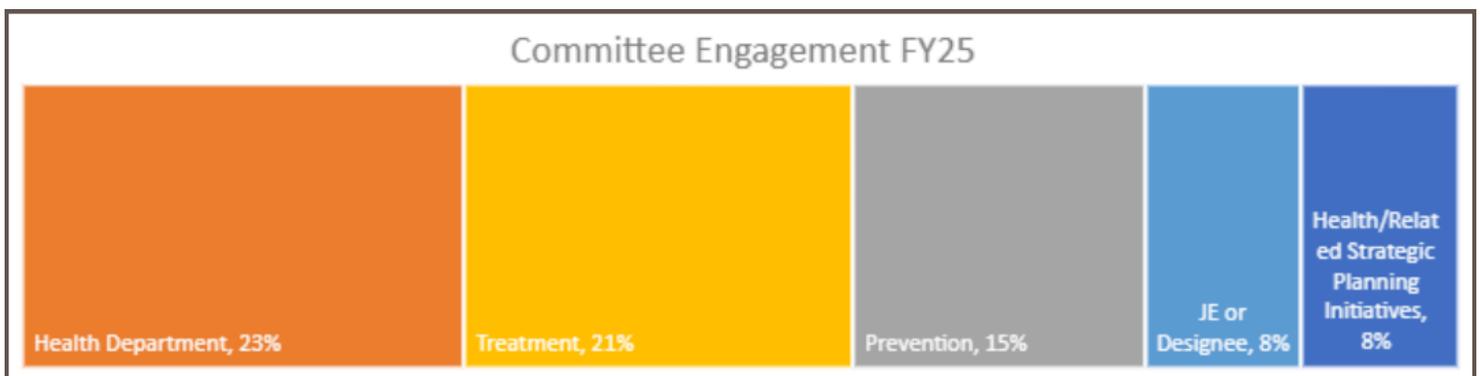
Board Meeting Engagement and Participation

- Measured according to how many individuals representing the different sectors attended board meetings throughout FY25
- Three highest categories of attendance were those representing Judge Executives, those representing Treatment providers, and those representing Prevention partners
- The following sectors had no representation at board meetings: Civic Organizations, Judicial System, Media, Parent, Teacher/School Personnel, and Youth



Committee Meeting Engagement and Participation

- Measured according to how many individuals representing the different sectors attended committee meetings throughout FY25
- Three highest categories of attendance were those representing Health Departments, those representing Treatment providers, and those representing Prevention partners
- The following sectors had no representation at committee meetings: Superintendent, Civic Organization, Media, Parent, Teacher/School Personnel, and Youth



SOCIAL MEDIA AND WEBSITE ENGAGEMENT



114

Facebook posts

91

Instagram posts

40,209

Social media accounts reached

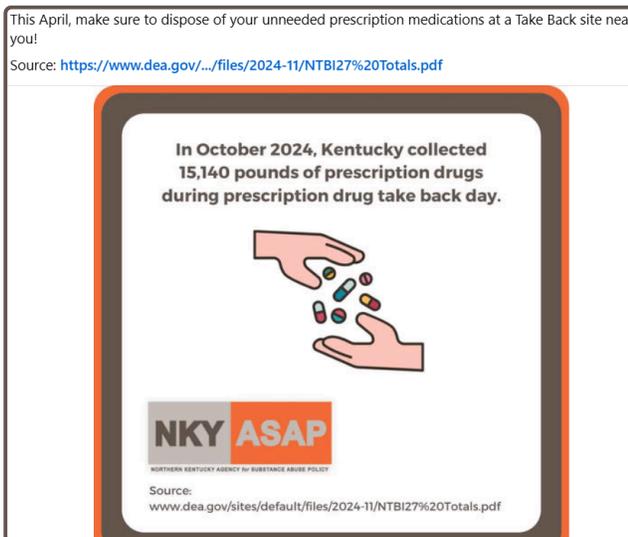
977

Website visitors

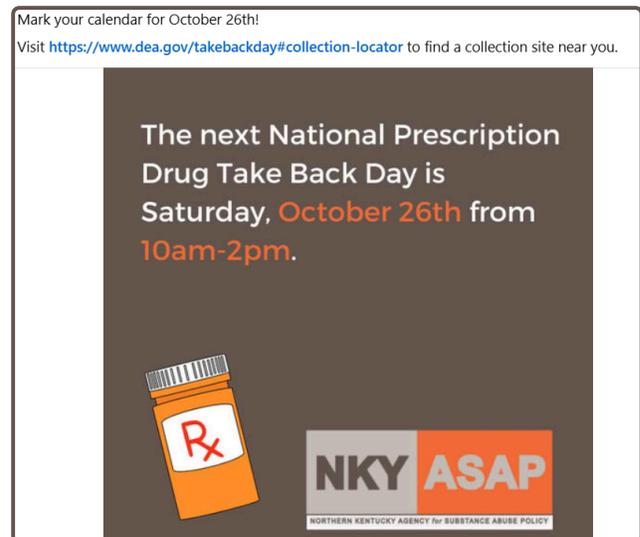
2,042

Website views

Top Social Media Posts



Reach: 11.8K



Reach: 7.6K

Social Media Stats

- Facebook followers: 491
- Instagram followers: 15
- Types of content:
 - Facts and information on substances
 - Harm reduction education
 - Promotion of drug take back days
 - Mental health education

FY24 vs. FY25

- Facebook had an increase of 50 total followers
- Facebook reach decreased by 16%
- Facebook content interactions decreased by 94%
- Facebook link clicks decreased by 60%

Website Link Clicks for Education 1-Pagers

Marijuana Info Sheet - Why It's Not Medicine: 12
Marijuana Info Sheet - Kentucky Law: 12
What is Kratom: 12
Marijuana Safe Storage: 9
Marijuana Position Statement: 7

COMMUNITY PROJECTS



In FY25, approximately 50% of NKY ASAP funds were distributed to other organizations for community-led projects

Prevention

Increasing the Kentucky Peer Support Specialist Workforce
Mental Health America of Northern Kentucky and Southwest Ohio

Everything You Need to Know About Cannabis Training
Northern Kentucky Drug Strike Force

Treatment

No-Cost NRT in NKY
Northern Kentucky Health Department

Transportation Assistance for Patients with Substance Use Disorder
St. Elizabeth Healthcare

Harm Reduction

SAEP Harm Reduction Materials
Northern Kentucky Health Department and Three Rivers District Health Department

Medications to Treat OUD Training
NorthKey Community Care

Harm Reduction Training Initiative
Brighton Recovery Center

Continuing Education in Harm Reduction - A Lunch and Learn Series
Children's Home of Northern Kentucky

Building Stronger Communities with Effective Drug Testing and Support Programs
Life Learning Center

PIER Recovery Community Center Reducing Harm Project
PIER Recovery Community Center

Board Directed Work

- **800** - Medication lockboxes distributed
- **2,944** - Deterra medication disposal pouches distributed
- **7** - Harm reduction social media boosts
- **500,000** - Media impressions for harm reduction campaign

All projects aligned with goal 1, objective 2 of the Strategic Plan:

- **Annually identify, assess, and respond to new and emerging substance use trends**

COMMUNITY PROJECTS



197,310

Syringes distributed at syringe access exchange programs

700

Unique participants served at syringe access exchange programs

2,154

Visits to syringe access exchange programs

Trainings:

- Kentucky Peer Support Specialist: 46 individuals trained
- Everything You Need to Know about Cannabis: 175 attendees
- Harm reduction and MOUD principles: 40 NorthKey staff trained
- Trauma-Informed Care and Crisis Response: 12 Brighton Recovery Center staff trained
- Behavioral Health Certification: 5 Registered Nurses at NorthKey trained
- CHNK Harm Reduction training: 116 participants for 4 courses
 - Harm Reduction 101 and Naloxone Training
 - Motivational Interviewing
 - Importance of Harm Reduction in Addressing Substance Use Disorders
 - QPR training

930

Vouchers for free nicotine replacement therapy

1,921

Drug screens conducted through Life Learning Center's programs

93

Patients with SUD who received gas cards to assist with transportation barriers

Harm Reduction Events (including distribution of harm reduction supplies, education, and resources):

- Harm Reduction Supply Pick-Up (Event 1): 40 attendees
- Mental Health on Monmouth: 125 attendees
- Harm Reduction Supply Pick-Up (Event 2): 22 attendees
- Harm Reduction Family Education Night (in collaboration with Life Learning Center): 107 attendees
- Boone County Library Concert (Hebron Branch) with Buzz Bin: 95 attendees
- Northern Kentucky PRIDE Event: 693 attendees

NKY ASAP projects directly served over 5,000 individuals and reached over 500,000 individuals

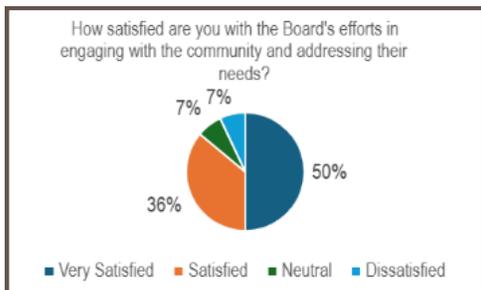
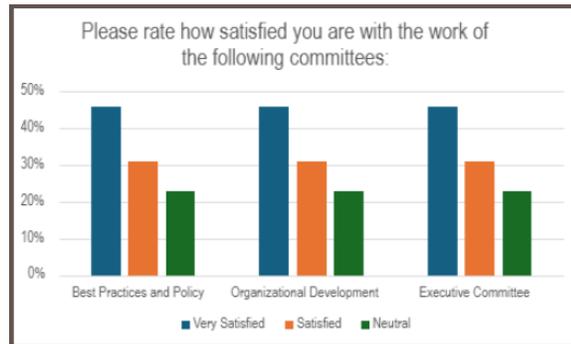
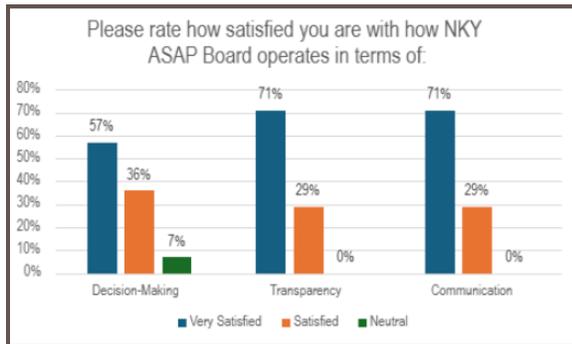
BOARD AND COMMUNITY SURVEY



At the end of each fiscal year the board conducts a survey of board members and community partners, to measure the effectiveness of NKY ASAP. The survey for FY25 was completed in July 2025. The survey was developed by the Organizational Development committee and consists of 8 questions. Surveys results were separated by board members and community partners.

Board Survey

A total of 14 (48%) board members completed the survey, which was an increase of 3 from last year.



Identified Strengths

Leadership

Information sharing

Engagement

Passion of the Board members

Dedication

Decision Making

Community partnerships

Educational

Goals

Opportunities to get involved

Collaborative spirit

Funding

Communication

Grant opportunities for community partners

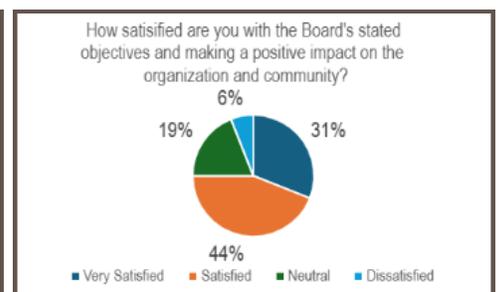
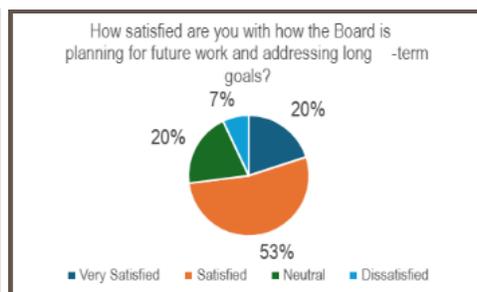
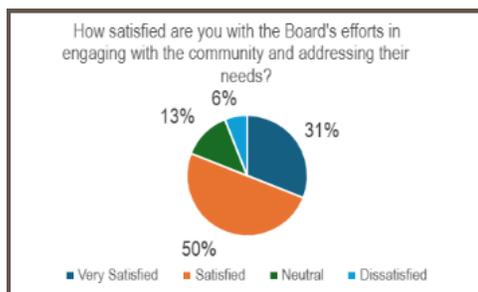
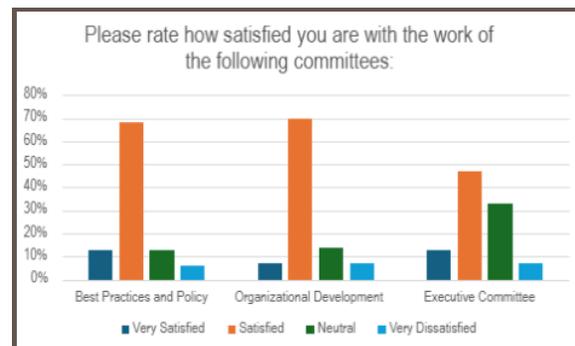
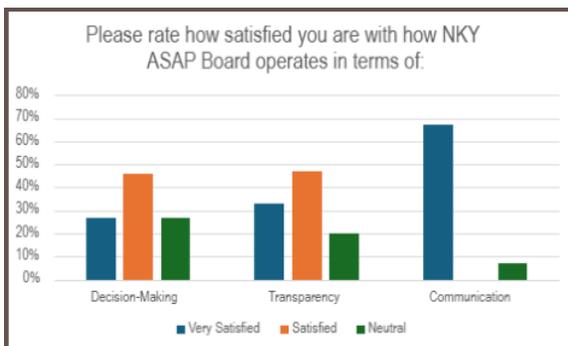
BOARD AND COMMUNITY SURVEY



Community Survey

A total of 16 community partners completed the survey, which is double the amount that completed it last year.

The sectors represented on the community survey were: Judicial system, Healthcare, ATOD Prevention, ATOD Treatment, Health and related strategic planning initiatives, Local college, and School staff.



Identified Strengths

Organized

Trainings

Policy Work

Knowledge

Address current issues

Resource sharing

Advocacy

Supporting local coalitions

Lots of passionate people at the table

Communication

Providing important resources

Collaboration with community partners

Education

BOARD AND COMMUNITY SURVEY



Other Survey Responses

- I am proud to be part of the board and look forward to many years.
- NKY ASAP has come a long way. I believe we have even more potential to increase our impact.
- Courtney does a fantastic job in the challenging role of communicating the work of the board and community partners.
- I think we all engage the community in our specific professions. I don't know how well NKY-ASAP is known in the community
- I feel that NKY ASAP goes above and beyond in attempt to engage the community. Courtney and the team do a phenomenal job!
- Additional deep dives into community needs would be helpful.
- I think NKYASAP lacks focus and clarity on exactly what we are trying to accomplish.
- Again, I think Courtney does a great job of taking advantage of trainings and conferences to really be a subject matter which helps her to have a vision of what she would like to board to accomplish
- Given the rapid change in the environment, we may need a tune-up of our strategic plan and long term goals.
- Its difficult to attend meetings at times.
- Courtney continues to improve communications on behalf of NKYASAP. Her weekly updates have been very useful.
- I honestly do not know who is on the Board and whether or not they participate in ASAP committees so I don't see their engagement with the community
- Would like to see the Board take a more active role in Opioid Abatement spending in the region.
- Again, it's just not visible to me who the Board if planning future work and addressing long-term goals. My time is used to actively participate in ASAP's Best Policy & Practice committee. There is no purpose for me to attend Board meetings. The Best Policy & Practice committee is occasionally given information on the Board's goals, decisions, etc. but I don't feel like we are given information consistently enough to have accurate insight.
- Would be great if the Board could work alongside the Fiscal Court, the NKY ODCP, etc. to look at ongoing gaps and specifically look at ways to advocate for spending in the coming years.

Suggested Areas of Improvement

- NKY ASAP does a great job of trying to engage and include all!
- how do we communicate the impacts of our community funded projects, mobilizing partners at the table to identify and find solutions for gaps in services/new trends
- increased board involvement in committee work
- quicker turnaround for project payments- Recognizing this is a state issue and not a local one.
- Honestly, I think y'all are great. Courtney is doing a fantastic job!
- The structure of NKY ASAP has always felt very segmented so I don't feel comfortable speaking to the cohesiveness of NKY ASAP as a whole. As someone who serves on one committee, I don't necessarily know what the other committees or Board is doing so I can't speak to the effectiveness or efficiency of the organization as a whole.
- More funding opportunities
- Continued support for further out rural communities

BOARD AND COMMUNITY SURVEY



Comparison of Data FY23-FY25

Board

- **Increase in *Very Satisfied***
 - Decision-Making, Transparency, and Communication
 - Engaging with the community and addressing their needs
- **Decrease in *Very Satisfied***
 - Planning for future work and addressing long-term goals
 - Stated objectives and making a positive impact on the organization and community

Community Partners

- **Increase in *Very Satisfied***
 - Communication
 - Stated objectives and making a positive impact on the organization and community
- **Decrease in *Very Satisfied***
 - Decision-Making and Transparency
 - Engaging with the community and addressing their needs
 - Planning for future work and addressing long-term goals

Areas of Strength



STRATEGIC PLAN PROGRESS



Goal 1: Be a convening agency for effective community engagement to address new, emerging, and existing impacts of substance use

Objective	Strategy	Progress
Focus community engagement and support policy creation in priority areas of substance use including marijuana, tobacco, alcohol, and vaping	Create and communicate priority area best practices	Two digital media campaigns were completed in FY25 (Marijuana Education and Harm Reduction Education); Each Best Practices and Policy committee meeting includes discussion on creation of new 1-page information sheets on different topics, all posted to the NKY ASAP website.
Annually identify, assess and respond to new and emerging substance abuse trends	Collaborate to hold a community forum and report findings (carried over from FY24)	After discussion at a Best Practices and Policy committee meeting in July 2024, it was determined that the best way to achieve this objective was to do a community survey. The survey was developed with input from the committee members and the board and was conducted from late-September through early December. The survey had 122 respondents who live/work in Northern Kentucky. The results were presented to the board and community partners.
Develop and operationalize project funding processes to prioritize highest community needs	Review and score RFPs for Community Led Projects	Members of the Best Practices and Policy committee served as reviewers for the community-led projects RFP process and made recommendations for projects to fund for FY26.
	Review Community Led Project year-end reports to determine effectiveness and report to Board	Year-end reports shared with all board members on Basecamp and included in September board meeting data presentation.

STRATEGIC PLAN PROGRESS



Goal 1: Promote Diversity, Equity, and Inclusion (DEI)

Objective	Strategy	Progress
Intentionally increase Diversity in Board Representation	Annually assess recruitment, representation, and retention of board and staff	An SOP was created for the use of the Board Composition Matrix tool. Current board members will complete each December and new applicants complete as a part of the application process. The results of the matrix for new applicants are used when determining which applicants to send to the board for final approval.
Encourage DEI initiatives in funding priorities	Adopt minimum DEI standards for all RFP applicants	No progress made. Will be carried over to FY26.
Review organizational structure to support DEI principles	Review By-Laws and all other NKY ASAP tools for inclusivity (Carried over from FY24)	An outside reviewer assessed Bylaws for any DEIA opportunities. Very few revisions were needed. Other changes included the number of board members for quorum, attendance expectations, and some sections required rewording or had other grammar errors. The revised bylaws were submitted to the board for review in December 2024 and the board voted to approve the revised bylaws at the January 2025 board meeting.

NKY ASAP FY25 ANNUAL REPORT



Conclusion

NKY ASAP had a successful year. There were several contacts made with new community partners and existing partnerships were strengthened. There were several successful community-led projects and new ideas generated for future projects and collaborations. There has been growth in social media engagement with the introduction of the Instagram page.

Some of the areas NKY ASAP can focus on in FY25 include:

- Creating a new strategic plan
- Policy and advocacy work through the Best Practices and Policy Committee, including meeting with legislators in Frankfort during the 2026 regular session
- Continuing to improve outreach and communication on the work of NKY ASAP
- Seek out opportunities to diversify funding streams for greater community impact

NKY ASAP has had many successes in FY25 and now has the opportunity for more growth going into FY26. We look forward to continuing to be a presence and resource in all areas of substance use for the Northern Kentucky region.