

DELAWARE GOES PURPLE

Empowering the community to take a stand
against addiction



Who We Are

- Grassroots concept based on community partnership and collective impact
 - Aligning organizations with similar goals to facilitate a state-wide campaign
- Based on THP Project Purple, a 501c3 non-profit established by former NBA basketball player, Chris Herren
- Assisting those adversely affected by addiction through awareness, education & advocacy



Purpose

- Launched after the increase of opioid overdoses across Southern Delaware
- Assist individuals and families facing addiction through community support and awareness
- Provide an accessible and unifying message to community members
- Focus on youth awareness through peer-led campaign and prevention services in school



Evolution

2018/2019

- Began in Seaford, in partnership with Talbot County, MD
- Identified and addressed local substance use issues, and created sustainable community-level changes
- Utilized a virtual platform and digital toolkit in support of addiction prevention

2020

- Expanded to Sussex and Kent County
- Re-branded and updated DEGP logo, toolkit, and website
- Drive-thru style events, allowing the community to receive valuable resources and trainings

2021

- Organized and facilitated awareness concert, Rockin' for Recovery, to over 1,500 community members
- Made DE Goes Purple a statewide awareness campaign, reaching over 150,000 Delawareans
- Distributed Prevention Grants totaling over \$25,000



WHAT'S NEXT



Facilitate campaign in Northern Delaware with partnership of the Delaware Blue Coats

Develop an even more robust addiction awareness strategy, through the support of community partnerships and collective impact model

Distribute mini-grants to organizations serving youth, addiction prevention, awareness, and recovery

Getting Involved



<https://delawaregoespurple.org/>



<https://www.sussexcoalition.org/>



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United Way of Delaware





Delaware Goes Purple is a substance use awareness campaign that allows our community and youth to stand up against substance use.
delawaregoespurple.org

Commit to GO PURPLE!

IN DOING SO I/WE COMMIT TO:
Please check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Myself | <input type="checkbox"/> Promoting Purple |
| <input type="checkbox"/> Our family | <input type="checkbox"/> Helping with resources |
| <input type="checkbox"/> Our business | <input type="checkbox"/> Sharing information |
| <input type="checkbox"/> Our church | <input type="checkbox"/> Holding an event for staff or community |
| <input type="checkbox"/> Our organization | <input type="checkbox"/> Posting on social media |
| <input type="checkbox"/> Agency | <input type="checkbox"/> Getting others involved |
| | <input type="checkbox"/> Donating to the cause wearing purple |
| | <input type="checkbox"/> Referring someone who needs help or support |
| | <input type="checkbox"/> Going to Purple events |
| | <input type="checkbox"/> Promoting the Delaware Help is Here website and resources |
| | <input type="checkbox"/> Holding an online event |
| | <input type="checkbox"/> Other |

PLEDGE CARD

First name:
Last name:
Organization:

Phone:
E-mail:



Committing to Purple

To Sign the Pledge and stay engaged in addiction prevention and awareness, please visit [our website](http://delawaregoespurple.org).

To become a sponsor, or learn more about our sponsors, please see the details on [our website](http://delawaregoespurple.org).