



metro drug coalition

# ANNUAL REPORT

2021

*Oct. 1, 2020 - Sept. 30, 2021*

# Letter From Executive Director

Metro Drug Coalition celebrated its 35th anniversary in April 2021. The organization's commitment to continually assessing the needs of the community remains as true today as it did in 1986. By bringing diverse stakeholders together to address the drivers of substance use, we can create collaborative relationships and pool resources to have even greater impact. By identifying evidence-based prevention strategies, implementing plans with a strong emphasis on evaluation, this organization has continued to serve as the convener and model for cross-sector collaboration in the Knoxville, Tennessee community.

Metro Drug Coalition is the premier prevention partnership around **all** substance use issues to address some of our most challenging concerns, most recently fentanyl and stimulant, as we continue to wrestle with the waves of the opioid epidemic. By training healthcare providers and educating the public, we have seen a decline in narcotic prescribing and increases in alternative pain management utilization. Unfortunately, many with substance use disorders have shifted to more deadly and powerful illicit street drugs.

Metro Drug Coalition identifies and recognizes gaps in services for individuals with substance use disorders. While focusing on primary prevention, MDC inherently understands that getting individuals treated and in long-term recovery also decreases the demand for drugs in communities and heals families. By focusing on three areas of service: primary prevention, harm reduction and recovery support services, MDC is better equipped to meet people wherever they are along the substance use disorder continuum.

Metro Drug Coalition believes that prevention starts early. Waiting until children reach adolescence is much too late. Keeping substances, *even legal ones*, away from young developing brains will greatly decrease the likelihood of developing a substance use disorder as an adult. Recognizing the role childhood trauma has on both substance use and mental health disorders is important in our work. Prevention and mitigation of trauma is critical in raising healthy resilient kids.

We know substance use disorders are preventable and with your support we can build a healthier, more vibrant community where families thrive and businesses prosper by reducing the negative impact this issue has on our community, state and nation.

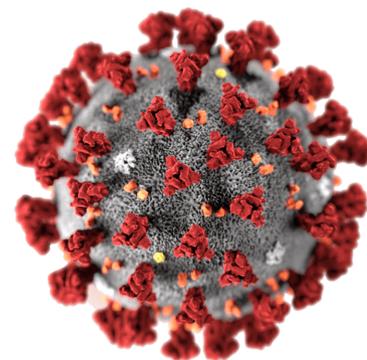
In Service,



Karen Pershing  
*Executive Director*

# Covid-19 Impact

COVID-19 continued to pose challenges, increasing overdose deaths to record high numbers, despite our first drop between 2018 and 2019. While this was a very painful reality, Metro Drug Coalition continued to serve the community and learned to be creative in our approaches. Through the utilization of virtual technology as well as social and traditional media outlets, education continued to be pushed out into the community. MDC continued to serve individuals needing scholarships for recovery housing deposits, provide naloxone trainings, provide in-person and virtual Mental Health First Aid trainings, provide treatment referrals and service coordination and continued to provide both recovery coaching services to individuals and safely provide in-person trainings for individuals to become CCAR certified recovery coaches. We began transitioning more to in-person service delivery and safe gatherings of group meetings and trainings. As we continue to navigate the challenges of COVID-19, Metro Drug Coalition will do our part to prevent the spread of the coronavirus by following public health recommendations.



# MDC Board of Directors

## EXECUTIVE COMMITTEE

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|   | Superintendent Bob Thomas      |

# Meet Our Team



**Amanda Ainsley**  
*Prevention & Outreach  
Coordinator*



**Janet Brewer**  
*Director of Grants*



**Asheton Casey**  
*Youth Initiatives  
Coordinator*



**Ashlee Crouse**  
*Regional Lifeline  
Director*



**Deborah Crouse**  
*Director of  
Communications & Strategy*



**Holly Fuquay**  
*Bookkeeper*



**Miria Galyon**  
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**Jason Goodman**  
*Director of Recovery  
Support Services*



**Jennifer Knisley**  
*Intake Coordinator*



**Eric Landry**  
*Faith-Based Community  
Coordinator, East Region*



**Courtney Niemann**  
*Director of Prevention*



**Misty McPhetridge**  
*Coalition Coordinator*



**Jessica Stanley**  
*Regional Overdose  
Prevention Specialist*



**Katina Woods**  
*CCAR Recovery Coach*



**Emory Young**  
*CCAR Recovery Coach*

# Our Reach

2,780  LIKES  **14.1% INCREASE**  
*from FY 2020*

**175,707**  
**Organic**  
**Post**  
**Reach\***

981  FOLLOWERS  **1.1% INCREASE**  
*from FY 2020*

598  FOLLOWERS  **22.2% INCREASE**  
*from FY 2020*

**36**

Earned Media  
Stories

*in FY 2021*



<http://> 

*New website launched in FY 21 to better reflect the expansion of our services.*

*Earned media (or free media) refers to publicity gained through promotional efforts other than paid media advertising.*

*\*Organic reach is the total number of unique people who were shown a post through unpaid distribution.*

# Meeting the needs of our community

**Metro Drug Coalition (MDC)** is a nonprofit organization striving to create a healthy and safe community, free of substance misuse. We have served the Knoxville community for over 35 years. Our goal is to increase access to evidence-based prevention education, harm reduction programs and recovery support services for anyone desiring to maintain or seek a life free from substance misuse. Through community collaborative efforts, we can all strengthen families and prevent future generations from the devastating consequences of addiction.

## AREAS OF FOCUS



# Youth Engagement

## A New Direction

Along with our community, Metro Drug Coalition experienced many changes and challenges during the COVID-19 pandemic. For the majority of this fiscal year, our Youth Initiatives Coordinator position was vacant. During the vacancy, our team worked hard to make sure we could reach youth in ways that were conducive to their learning environments and experiences during this challenging year. In July, we hired our current Youth Initiatives Coordinator, and she has been working to continue evaluating our youth program initiatives.

Our Youth Initiatives Coordinator constructed a substance use and misuse prevention curriculum, *My Drug Free Life*, for Knox County Schools health and wellness classes. Previously, our Youth Initiatives Coordinator was the sole person providing this information by visiting classrooms in Knox County. After evaluation, we developed a new method of implementation in which the curriculum materials (slideshows, activities, and resources) are made available to teachers year-round to facilitate in their classrooms. The goal of this shift is to spend more time working to meet the education and prevention needs throughout our community, not just in the classroom. While we have shifted focus, we continue to provide the necessary materials and lessons to our schools through the curriculum we have provided. Further, we expect our reach to drastically increase this school year with this new implementation plan and we plan to collect that information via teacher outcome surveys.



60

TEACHERS  
EDUCATED



115

COLLEGE STUDENTS  
EDUCATED



535

YOUTH  
SERVED

## KICKO Partnership

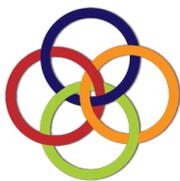
MDC's first implementation of Positive Action curriculum with our community partner KICKO (*Knoxville Inner City Kids Outreach*) had wonderful outcomes, with **35** young people engaged in the curriculum. The Tennessee Prevention Network grant was used to fund the training, teaching and engagement of youth who are indicated to be at great risk of substance misuse. We are moving forward in continuation of this partnership with KICKO to provide the Positive Action curriculum throughout this fiscal year. There are currently **29** students enrolled to participate in Positive Action this semester and we look forward to more positive outcomes from this initiative as the year unfolds.



# Community Coalition



The purpose of the Drug-Free Community Coalition is to engage every sector of the community in Metro Drug Coalition's efforts to reduce the misuse of substances. The coalition has continued to focus on a number of projects to educate, raise awareness and target young people, specifically, for positive alternatives to alcohol and substance misuse.



Regional Medication  
Collection Task Force

**941.21** POUNDS

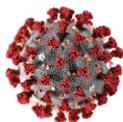
Of unwanted medication collected at two  
medication event throughout Knox County.



SUCCESSFUL  
PROJECTS  
COMPLETED

**Tobacco retailer Project**  
100 total education packets delivered

**DEA Take Back**  
October 2020 and April 2021



## COVID IMPACT

The coalition met virtually October 2020 through May 2021, due to COVID-19. Beginning in July, the coalition voted to hold hybrid meetings so that attendees could attend either in person or virtually. COVID-19 has undoubtedly impacted the coalition, so MDC is actively working to increase future participation, while keeping safety a top priority.



# 24 PARENTS

## Successfully completed Resilient Kidz: Raising Highly Capable Kids

This curriculum focuses on 40 developmental assets and equips parents' to build resilience in their children, using a positive strengths-based approach. Raising Highly Capable Kids takes the approach that community development and familial bonds are equally important as building parenting skills.



## Metro Drug Coalition facilitates SBIRT

(Screening, Brief Intervention, Referral to Treatment) trainings once a quarter in Knox County. This training equips providers, nurse practitioners, nurses, residents and office managers to: understand the disease process of addiction, recognize the risk factors and causes of Neonatal Abstinence Syndrome, understand the process of SBIRT (an evidence-based screening tool) to assess risk for substance misuse in patients, and learn ways to implement and administer brief interventions.

# 396

MEDICAL PROVIDERS

Trained in SBIRT since 2015



**MDC's Substance Misuse Task Force** is a multidisciplinary stakeholder group comprised of leaders from the Knoxville Academy of Medicine, state and local law enforcement leaders, addiction treatment experts, hospital representatives, pharmacists, UT College of Nursing, TeamHealth, Tennessee Department of Health, Knox County State Representatives and other concerned citizens.

*This group has been recognized both by the state and nationally as a model coalition.*

- Working on Emergency Department interventions.
- Advocating for expansion of treatment access.
- Continuing to stretch the task force member's knowledge of substance use issues.

## EAST TENNESSEE OPIOID CONFERENCE

MDC collaborated with Pain Consultants of East TN, Summit Medical, Knoxville Academy of Medicine, Cherokee Health Systems and Cigna to host the Forth Annual **East Tennessee Opioid Conference**. This conference educated medical providers on different levels of the opioid crisis and what they can do to play a role in finding solutions to this epidemic. **Over 370 individuals** received education at this event **VIRTUALLY** this year across the state of Tennessee.



**Metro Drug Coalition** provided **95** Responsible Beverage Service packets to new beer permittees in City of Knoxville, Knox County and Town of Farragut.

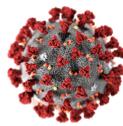




Mental Health First Aid (MHFA) teaches you how to help someone who is developing a mental health problem or experiencing a mental health crisis.

**Summary in FY 21**

- **1** adult instructor trained
- **24** Mental Health First Aid classes taught
- **217** individuals trained



**COVID IMPACT**

Due to COVID-19, many of the in person classes scheduled throughout the year were canceled due to lack of attendance. MHFA launched a virtual option this year for Adult and Youth classes. Classes were able to continue on a virtual platform to provide mental health and substance misuse prevention awareness.

**BornDrugFreeTN**

***BDFTN Materials Distributed***



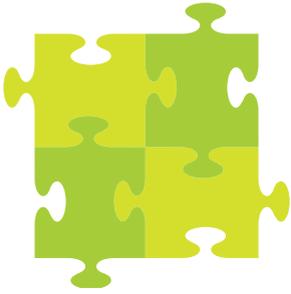
- 186** PATIENT BROCHURES
- 95** PROVIDER BROCHURES
- 1,382** LIKES
- 217** FOLLOWERS

To better educate women of childbearing age and their medical providers, MDC revised all printed materials for Born Drug-Free Tennessee with new, data-driven information. MDC also launched a new website to reflect the changes in the printed materials.



# Harm Reduction

In 2017, the **Knox County Harm Reduction Coalition** was created.



**Purpose:** To reduce the number of overdoses and overdose deaths while also limiting the spread of infectious disease associated with substance misuse, the Harm Reduction Coalition represents a diverse and unified group of agencies in Knoxville/ Knox County who work to rescue individuals experiencing drug overdose by deploying naloxone and by linking victims to the appropriate follow-up care.

*Due to COVID-19 the 2020 and 2021 report have not been finalized. This group still continues to meet to collaborate on ways to serve our community. MDC will share the report on our website and social media platforms when it is available.*

## Naloxone Distribution

**Regional Overdose Prevention Specialists (ROPS)** are located throughout the state of Tennessee as a point of contact for training and education on opioid overdose and for overdose prevention through the distribution of naloxone.

**15,802**  
NALOXONE KITS  
were distributed in Knox County in FY 21

## Harm Reduction Outreach

Beginning in March, MDC's Recovery Support Team has been hard at work with harm reduction outreach in our community. MDC staff members have targeted specific areas in our community to distribute Narcan kits, safely dispose of needles and give other harm reduction items out to those in need.

**1,420** *needles safely disposed of*

**1,950** *condoms distributed*

**180** *individual safe syringe boxes distributed*



# Recovery Housing Support Fund

The Recovery Housing Support fund was established in 2018 with funds generated by MDC's second Recovery Resource Fair. The fund has grown exponentially since its humble beginnings. Over the lifetime of the fund, MDC has paid **186** deposits for individuals to enter sober living who would not have had the resources to go otherwise. MDC has received donations and grant dollars from both individuals, local and state government, as well as funds raised by our organization.

**91** INDIVIDUALS

have been assisted and safely entered into recovery housing in FY 21.



## All Recovery Housing Scholarship Recipients

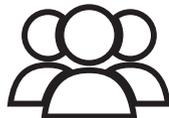
The table below represents any individual receiving a housing scholarship between 4/30/2020 and 10/07/2021. While additional scholarships may have been provided during the timeframe, only those individuals completing a recovery housing data collection form are included in the data set. It should be noted that half of the participants receiving a scholarship chose not to engage in recovery coaching services offered by MDC.

### Metro Drug Coalition

All Recovery Housing Scholarship Recipients (n=73)  
4/30/2020-10/7/2021



**88%**  
WHITE



**3%**  
HISPANIC/LATINO



**79%**  
MALE

**42%**  
WERE BETWEEN  
25-34 YEARS OLD



**42%**  
RESIDED IN A JAIL,  
PRISON, OR  
HOSPITAL WITHIN  
PAST 30 DAYS



**75%**  
WERE UNEMPLOYED -  
LOOKING FOR WORK  
AT THE TIME OF THE  
SCHOLARSHIP



**38%**  
REPORTED  
PREVIOUSLY  
EXPERIENCING AN  
OVERDOSE



**84%**  
HAD PREVIOUS  
JUSTICE  
INVOLVEMENT\*



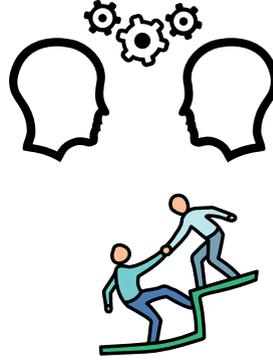
**58%**  
WERE ON PROBATION  
OR PAROLE

\*Defined as: Anyone who has been arrested, incarcerated, is under community supervision, or involved with the juvenile dependency court in the last 6-months.



# Recovery Coaching

**Recovery Coaching** is a form of strength-based, healing centered supports for persons in or seeking recovery from alcohol, substances, and other addictions. Similar to life and business coaching, Recovery Coaching is a type of partnership where the person in or seeking recovery self-directs their recovery while the coach provides their expertise in supporting successful change.



**82 COACHES**  
trained in the CCAR  
Recovery Coach Academy.

**106 INDIVIDUALS**  
have engaged in  
recovery coaching.

## BCOR GRANT RECIPIENT

MDC received the Building Communities of Recovery (BCOR) grant through The Substance Abuse and Mental Health Services Administration (SAMHSA), Center for Substance Abuse Treatment (CSAT) in April of 2020. MDC is the FIRST organization in the state of Tennessee to receive this grant.

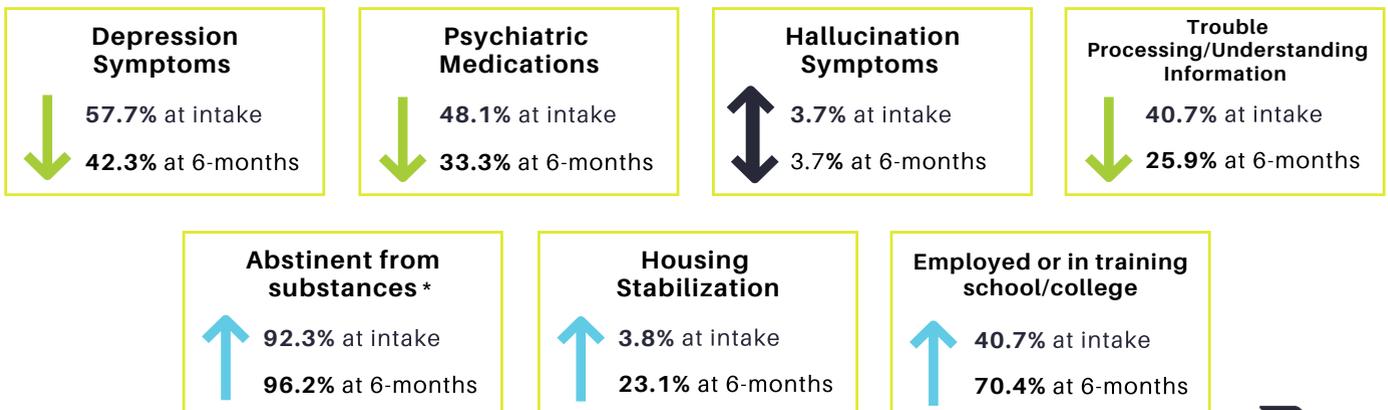
### 6 month client follow-up

The data below is from MDC's first set of clients who have passed the six month mark of recovery coaching. As part of our process, we are conducting thorough intake interviews with all our clients as well as doing a follow-up at 6 months to show any improvement in not only their use of substances, but in many other domains of recovery.

As of 10/10/2021, a total of 95 participants had been enrolled in the BCOR Projects since the project start date of 4/29/2020. In the first five months of Year 2, 47 new participants elected to participate in a Recovery Coaching relationship. As part of the SAMHSA funding requirements, the BCOR staff complete a GPRA assessment on all individuals entering BCOR services. A table showing the number of assessments completed throughout the project period is provided below.

Assessment Type	Year 1		Year 2	
	4/30/2020-4/29/2021		4/30/2021-10/10/2021	
Intake	47		47	
6-month	14*		18	
Discharge	11**		1	

\*Five (5) assessments did not have an interview completed.  
\*\*Five (5) assessments did not have an interview completed.



\*CSAT GPRA Modernization Act Data Collection Tool

\*Complete abstinence not required to be in coaching

**397** INDIVIDUALS

Referred to alcohol and drug treatment, regionally



## TDMHSAS FAITH-BASED INITIATIVE



Faith Based Coordinator working in conjunction with Metro Drug Coalition to reach the 33 counties in East Tennessee's Grand Division. Efforts include spreading awareness and education in substance misuse and mental health. Promoting community involvement for congregations in facilitating forums to inform on mobilization efforts, stigma reduction and provide referral resources for individuals and families effected by substance misuse and mental health issues. Duties include traveling to congregations in the east region, conducting trainings, community forums and connecting congregations/individuals with the appropriate referral agencies.

**260** PRESENTATIONS

were given to congregations in the East Grand Division during FY 21.

## MINDFULNESS

Mindfulness can help bring a new level of awareness to recovery. With guided mindfulness practice, this weekly meeting will support a deeper understanding of yourself. This class is also open to anyone in the community interested in a mindfulness session.

## ALL RECOVERY MEETING



All Recovery Meetings are peer led recovery meetings that focus on topic discussions. It is not connected with any specific recovery program or 12-step group. Meetings welcome all who struggle with addiction, are affected by addiction or support the recovery lifestyle.

**41** MEETINGS FACILITATED

**230** IN ATTENDANCE

**7** MDC STAFF TRAINED AS MINDFULNESS FACILITATORS

*Since January 2021*

**43** MEETINGS FACILITATED

**261** IN ATTENDANCE

*Since January 2021*





*The Gateway is currently under construction! The goal is to have The Gateway open by end of Q1 2022.*



## **COMMUNITY NEED**

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Treatment is only the beginning of a long-term recovery process of brain healing and restoration. The average stay for inpatient treatment is 7 to 30 days, however, the brain can take anywhere from 18-24 months to recover from addiction.

*By focusing on community-based recovery services, we can increase capacity by avoiding relapse.*

## **OUR SERVICES**

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The Gateway is Knoxville's **FIRST** recovery community center that will offer daily access to resources for anyone in or seeking recovery, no matter their situation. We want to be a safe haven for individuals to come and feel connected and served on a **daily basis**.

### **The Gateway offers:**

- Family Support Groups
- Recovery Coaching
- All-Recovery Meetings
- Music Therapy
- Community Resources
- Recovery Training Series
- Life-Skills Training
- Art Therapy
- Harm Reduction Training
- Recovery Social Events

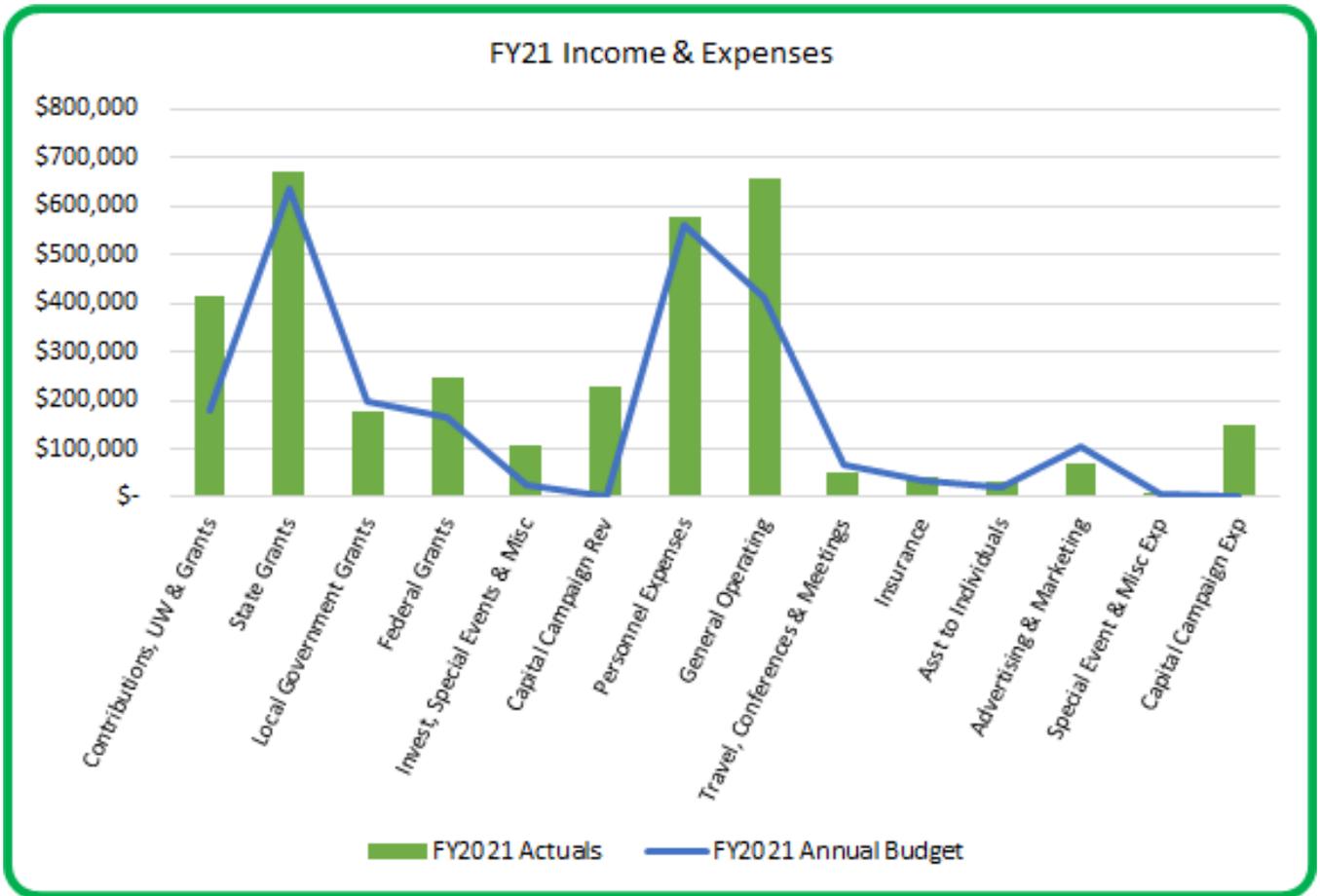
**OUR GOAL**



**Amount Raised: \$2.4 million**

**Amount Left: \$725,000**

# Financials



For every  
\$1.00 spent:



**.86** CENTS

spent on programs

**.10** CENTS

spent on administration

**.04** CENTS

spent on fundraising

# Donors & Funders

Akers, Patricia  
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Committee to Elect Sarah Keith  
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Crouse, Sherry & Terence  
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Dell, Norma Jean  
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Episcopal School of Knoxville  
Facebook  
Finchum, Tina  
First Horizon Bank  
First Horizon Foundation  
Fowler, Katlin  
Fowler, Megan K.  
Fox, Maarja B.  
French, Samuel  
Fuquay, Holly  
Gargis, John  
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Gibson, Scott

Gill, John  
Goodman, Alethea & Jason  
Gossett, Diana  
Hagaman, Angela  
Hall, Amanda B.  
Harris, Mark  
Hazel, Teresa  
Henderson, Kelsy  
Hickman, Christy  
Home Federal Bank  
Isbell King, Denise  
IT 4 The Planet, LLC  
Johnson, Beverly  
Jones, Kimberly R.  
Jones, Jimmy "JJ"  
Katz, Emily S.  
Knox County Health Dept.  
Keith, Danielle  
Kelley, Lauren  
Kendra Scott LLC  
Kersey, Carrie LeAnne  
Kirby, Kasey  
Knight, Casondra  
Knox County Beer Board  
Knox County Government  
Knoxville Police Department  
Krishnamurthy, Mahalaxmi  
Landry, Eric  
LaPinska, Jim  
Loveday, Rachel  
LPL Financial  
Lutz, Tiffiney  
Mansfield Dunn, Wanda  
Martin, A. David  
Massengill, George  
Matthews, Penny  
McCamy, Pace  
McCarter, Lori  
McCormick, Sheryl  
McCoy, Janet  
Melton, Heather  
Menefee, Charity  
Meschke, Laurie  
Messianic Torah Observant Israel  
Morgan, Dusty  
Morris, Chuck

Thank you for investing in Metro Drug Coalition. We greatly appreciate your caring and compassionate support. We ensure that every donation goes directly to the service and programs MDC implements in our community.

Morse, Amanda Shannon  
NACCHO  
Nelson, Monica  
Network for Good  
Nichols, General Randy & Laura  
Niemann, Courtney  
Owen, IV, Chief Sterling  
Ownby, Jessica  
Pace, Sharon  
Payne Russell, Brenda  
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Pershing, Edward V.  
Pershing, Karen  
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Pratt, Shannon  
R. J. Young  
Rainbolt, Jennifer  
Ray, Whitney

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Sisco, Denise  
Skye, Cassandra  
Spangler, Sheriff Tom  
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Stacy, Connie  
Stanley, Jessica  
Stanley, Marti  
Swanson, Charles  
TAADAS  
Talbott, Zachary  
Thomas, Bob  
Thomas, Chief Eve  
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Abuse Services  
Tomich, Lara  
Town of Farragut  
Townsend, Laura  
Truth Initiative  
United Way of Greater Knoxville  
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UT Medical Center Foundation

Volunteer Window Tinting  
Wallace, George  
Wells, Elliot J.  
Williams, John Preston  
Williams, Whitney  
Winbigler, Brian  
Woods, Katina  
Young, Emory  
Young, Jonathan T.

# Vision for 2022

Metro Drug Coalition will continue to find creative ways to provide prevention trainings and education to keep young people healthy, both physically and mentally. We also know the role childhood trauma plays in the pathway to addiction and will continue to educate the community on the importance of being trauma-informed and responsive. A critical component to improving the health of our next generation is to increase the number of babies born to healthy mothers. Through the Born Drug-Free Tennessee campaign, MDC will continue to educate on how substance use of any type during pregnancy can have a negative impact on the developing baby. Our schools will continue to be key partners in reaching thousands of students annually with critical substance misuse prevention curriculum, with a goal to increase outreach to our after-school providers to engage younger students with vaping and tobacco prevention education as well as medication safety. Talking early and often is key!

MDC will continue to lead state and federal policy efforts to decrease the impact substance use disorders has on our county by pushing for systems changes that contribute to preventing youth access, reducing stigma, and integrating service delivery for those who suffer in order to expedite access to care.

Metro Drug Coalition will advocate and be a voice for those with substance use disorders to decrease stigma and get individuals into treatment and leading a life of stable recovery. Without hope, too many suffer in silence and shame.

Metro Drug Coalition will be opening the first recovery community center in Knoxville in 2022 called, The Gateway. Once this center is open, it will serve as a hub in the East Region to coordinate services for those seeking a life in long-term recovery. Recovery support services are critical to managing the chronic disease of addiction. Replacing negative health behaviors with positive ones takes a paradigm shift and time to learn new skills. The capital campaign continues, but renovation is well underway.

Metro Drug Coalition is engaged with the action team process of the All4Knox community-wide initiative focused on prevention, intervention, treatment, and recovery and harm reduction. Through these multi-sector collaborative efforts, we are assisting in creating lasting change and deploying resources where they can have the greatest impact. There will continue to be many opportunities for individuals in our community to get involved. We will be growing partnerships to impact our area in innovative ways. We are grateful and blessed to be able to serve our community and to work with so many passionate, committed volunteers and leaders.

