

# 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

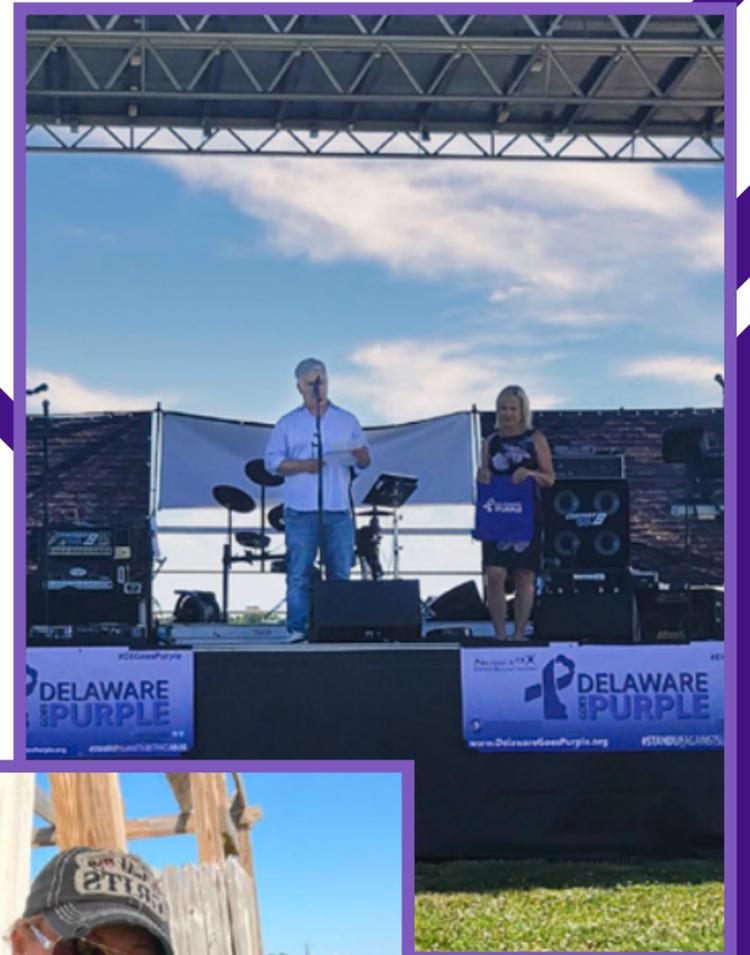
- Began in Seaford, in partnership with Talbot County, MD
- Identified and addressed local substance use issues, and created sustainable community-level changes
- Utilized a virtual platform and digital toolkit in support of addiction prevention

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:

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

PLEDGE CARD

First name: ..... Phone: .....  
 Last name: ..... E-mail: .....  
 Organization: .....



# Committing to Purple

To Sign the Pledge and stay engaged in addiction prevention and awareness, please visit our website.

To become a sponsor, or learn more about our sponsors, please see the details on our website.