



PREVENTION FIRST

Building community capacity to prevent substance abuse

2012

Annual Report



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About Prevention First

Who We Are

Prevention First is dedicated to preventing teen drug use before it starts. Founded in 1980, we reach thousands of youth, parents, educators and others each year through our specialized services. We provide information, education and support to those working to make our communities healthy and keep our children drug-free.

Our Purpose

Prevention First's purpose is to inspire, motivate and prepare communities to create healthy environments.

Our Vision

Healthy communities that encourage drug-free youth.

Our Mission

To build community capacity to prevent substance abuse by providing training and technical assistance and raising public awareness.

Core Values:

Respect: We are sensitive to and appreciate the differences of individuals we encounter in our work.

Integrity: We are committed to honorable behavior in our work, even at the sacrifice of personal advantage. (IAODAPCA Code Ethics)

Collaboration: We honor and recognize the power of the collective.

Effectiveness: We are dedicated to professionalism, quality and responsiveness in performing rewarding and purposeful work.





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From the Chairperson

Dear Friends and Colleagues:

I have been associated with Prevention First for the past five years as a board member and have had the honor to be board chairperson for the past year. The mission of Prevention First, to build community capacity to prevent substance abuse by providing training, technical assistance and raising public awareness, has been unwavering even in the face of significant funding challenges. These challenges have been met head on by the Prevention First staff, determined to hold true to their mission. With great creativity, the dedicated staff has continued to find ways to deliver important services to communities and organizations across Illinois.

It is great to be a part of Prevention First. It is a wonderful organization, with great people, doing meaningful work. In a time where the challenges with substance abuse are increasing, having organizations like Prevention First provide support to communities as they search for solutions is even more important.

We know substance abuse is preventable. By focusing resources that target youth, there can be a positive impact on young people's lives. Longer term prevention will also have a positive impact on the health of individuals and the need for expensive health care services.

Thank you for your continued support.

Sincerely,



Jim McLean





From the Executive Director

Dear Friends of Prevention First:

I am pleased to present our annual report, which highlights our numerous accomplishments in 2012.

The year began with significant challenges for Prevention First, due to a 40 percent reduction in government funding largely responsible for financing our program. As a result of these cuts we had to close our lending library and free materials clearinghouse, services that were highly valued by schools, community-based organizations, law enforcement personnel and others interested in learning more about how to prevent youth substance abuse and raising awareness about this issue. We also had to eliminate the positions of six highly dedicated staff members.

In spite of this tremendous loss, we remained committed to providing a comprehensive array of training programs, technical assistance services and resources to support those dedicated to preventing youth substance abuse and related issues.

In 2012 we learned to “do more with less,” and aggressively pursued grant and contract opportunities. We received a \$72,000 donation to promote and conduct training in the evidence-based *I Can Problem Solve* curriculum. In July, we were successful in restoring \$240,000 to our Student Assistance Center, expanding support for IL SADD through a \$100,000 grant, and entering into a \$120,000 contract with Alternative Schools Network to provide Student Assistance training and technical assistance in several of its alternative high schools.

We used 2012 to think creatively as to how we could deliver the same high quality programs and services using technology, and challenged ourselves to identify ways in which we could achieve cost savings and efficiencies in our operation without sacrificing the breadth and depth of our services. I think this report demonstrates our great success in those efforts.

We also used the past year as an opportunity to revisit our mission, vision, core purpose and values – foundational work that will drive Prevention First’s efforts now and well into the future. In the process, we received considerable affirmation from board members, staff, partners and our customers that our presence and work in the substance abuse prevention field is highly valued. Such feedback served as our inspiration and meant a great deal to us during this challenging year.

The driving force behind our work remains unchanged: Substance abuse is one of our nation’s largest public health problems, with costly and devastating outcomes. We know it is preventable, and that by focusing on youth we can ameliorate the significant impact substance abuse has on their lives, families, schools and communities. We thank you so much for your support, and look forward to our continued work together.

Sincerely,

Karel Homrig
Executive Director



Parents have more influence over their child than friends, music, TV, the Internet and celebrities. Kids who learn a lot about the risks of drugs and alcohol from their parents are up to 50 percent less likely to use than those who do not.
-The Partnership at Drug Free.org

Our History

Prevention First was first known as the Illinois Prevention Resource Center, created in 1980 to address the alarming increase in youth drug use occurring at the time. In 1987, PRC incorporated as a non-profit organization and changed its name to Prevention First in 1994.

Since then, Prevention First affiliated with the national Partnership at Drug-Free.org,

opened the state's first training and resource center to help schools establish effective Student Assistance Programs, and became the fiscal agent for Illinois' Students Against Destructive Decisions (SADD).

Today, Prevention First is Illinois' ONLY nonprofit resource center specializing in preventing teen alcohol, tobacco and other drug use.



Our Programs and Services



Training and Technical Assistance for community-based organizations, coalitions, schools, law enforcement and others working to prevent drug use in their communities. We are the training contractor for the Illinois Department of Human Services and our Professional Development Services Department works with the Department's local grantees throughout Illinois to ensure that their drug prevention programs use strategies that are proven through research to reduce youth drug use.



The **Student Assistance Center (SAC)** which works with public and private schools to support their prevention, intervention and related programs that address non-academic barriers to student success such as violence, mental health issues, relationship issues and substance abuse. The mission of the Center is to develop capacity in schools to implement a systems approach to delivering non-academic services to students and improving school climate.



Training in **I Can Problem Solve (ICPS)**, a universal school-based program that focuses on enhancing interpersonal cognitive processes and problem-solving skills of children ages 4-12. ICPS teaches children to think of alternative solutions and potential consequences to an act, and understand their own as well as others' feelings. The program's underlying goal is to help children learn how to think, not what to think.

Education and public awareness to prevent **Fetal Alcohol Spectrum Disorders (FASD).**

Prevention First provides WIC Certified Health Professionals training and technical assistance in the skills and knowledge they need to successfully prevent Fetal Alcohol Spectrum Disorders (FASD) among the women they serve.

Illinois Students Against Destructive Decisions (SADD) provides training, technical

assistance and support to over 220 chapters in Illinois. It also provides assistance to schools that are interested in starting a chapter. This initiative's mission is to provide students with the best prevention tools possible to deal with the issues of underage drinking, other drug use, risky and impaired driving, and other destructive decisions.

Meeting and Conference Planning –

Prevention First's Conference team is a leader in conference planning processes. We suggest topics, speakers, special events and manage all aspects of the event. We have a 25-year history of organizing statewide conferences, ranging from 50 to 1,000 participants.

Publications – that provide the latest trends and education related to youth substance abuse and related issues.

Resources and how to prevent youth drug use at home, in schools and in the community. Prevention First is the Illinois alliance partner of The Partnership at Drugfree.org.



Key Accomplishments

600 WIC professionals were trained in educating women about the dangers of drinking while pregnant.

Provided support to 122 SADD Chapters throughout Illinois in leading efforts to address teen substance abuse and related traffic safety issues.

Provided expert consultation and technical assistance to 93 community-based organizations and schools throughout Illinois.

Provided 23 types of training programs to over 700 professionals and nearly 6,600 youth from 131 community-based organizations and 92 schools throughout Illinois.

Prevention First collected an average of 900 pounds of unused prescriptions each year over the past four years, ensuring their safe disposal.



Fiscal Responsibility

Prevention First is dedicated to providing the highest quality services while remaining fiscally responsible for the funds that we receive from both the private and public sectors. We are committed to balancing the needed services with prudent spending and leveraging limited resources.

During FY2012, Prevention First spent \$3,129,567 preventing alcohol and drug abuse in Illinois. Seventy-five cents of every dollar spent, or \$2,325,296, went towards program services, while the remainder was accounted for by management and general expenses of \$764,221 and fundraising costs of \$40,050. Approximately 88 percent of these expenditures were funded by the government, with the remaining funding provided by private grants, public support and other revenue sources.

In FY2012, Prevention First received a total of \$135,662 in grant funding from the Cebrin Goodman Center (\$41,720), National Safety Council (\$31,981), Chicago Community Trust (\$11,678) and an anonymous grant (\$50,283).

