

PREVENTION FIRST

NEWS RELEASE

For Immediate Release March 8, 2021

Press Contact

Kim Zambole

communications@prevention.org

Prevention First Refreshes Brand

The move is coupled with a re-alignment of all programs and signals a renewed commitment to launching innovative, new prevention programs.

CHICAGO, IL March 8 2021 The state's largest nonprofit substance use prevention resource center, Prevention First, marks its 41st year by refreshing its brand and realigning its programs and services into three unique pillars. The announcement signals the nonprofit's focus on creating more innovative programs that address the ever-changing prevention needs of Illinois communities.

Since 1980, Prevention First has been shaping a healthier Illinois by working to promote healthy behaviors and prevent drug and alcohol misuse in youth and communities. "We wanted our revised brand and a new framework to show our commitment to creating a greater impact across our state and beyond," said Karel Homrig, Executive Director of Prevention First.

As part of the rebrand, Prevention First realigned their programs and services under a new framework demonstrating our mission in action:

- **Advise:** The nonprofit's work with other organizations that actively promote healthy behaviors. Prevention First helps local, state, and national organizations become more effective in their missions.
- **Amplify:** Prevention First's training and ongoing education. It works with individuals in schools, community groups, local and state departments who deliver prevention services, and helps them best support clients, schools, and communities.
- **Advocate:** The organization's work in actively addressing prevention areas of need through public awareness campaigns, resource centers, special initiatives, conferences, and networking events.

Prevention First's 40-year history has included many notable milestones: training thousands of schools and community groups in the use of effective substance abuse prevention programs and practices, providing hundreds of thousands of materials to schools, law enforcement, community groups, and health professionals, and more through a free-materials clearinghouse, opening a training and resource center to help schools establish effective Student Assistance Programs, becoming the fiscal agent for Illinois' Students Against Destructive Decisions (SADD), and launching statewide public awareness campaigns.

SPRINGFIELD

2800 Montvale Drive
Springfield, Illinois 62704

prevention.org
p: 217.836.7764 / 800.252.8951
f: 217.793.7354

CHICAGO

33 W. Grand Avenue, Suite 300
Chicago Illinois 60654

prevention.org
p: 312.988.4646 / 800.252.8951
f: 312.988.7096

“The hard work over the past year by our staff, clients and partners is much more than just a rebrand. This process offered us an opportunity to revisit our diversity, inclusion and equity philosophy, framework and polices. As an organization we commit to leading with integrity, to challenge dominate and destructive narratives, center community and champion equity.” Diana Derige, Prevention First Board Chair

“The work we do has evolved. In the 1980s, we were challenged with a growing number of youth misusing alcohol, tobacco and other drugs, and now we tackle a broad range of prescription drug misuse issues in Illinois, and the ever-changing complexities of cannabis legalization in the state, while it remains illegal on the federal level,” said Homrig. “We have also worked to educate organizations and women about the dangers of alcohol and marijuana use during pregnancy,” added Homrig. We also use our extensive knowledge of assessing training needs and coordinating training for substance use treatment and recovery and teen pregnancy prevention professionals.

Prevention First is currently implementing statewide public awareness campaigns including A Dose of Truth, Let’s Talk Cannabis, and a youth substance use prevention campaign. Free toolkits from previous campaigns, such as Ending Opioid Misuse, Naloxone Now, and Guard and Discard, are available through its web site.

“I wouldn’t be where I am today if it weren’t for Prevention First. Prevention First gave me the opportunity to change lives and make a difference in my community.” Tula Goodwin-Beene, Prevention Specialist at Family Guidance Centers, Inc.

In recognition of its evolution and commitment to innovation, Prevention First’s brand overhaul includes a visual redesign with a more modern look, a refreshed color palette, sunlight bursts, and a logo with a star that points upward, symbolizing the future, guidance, and hope.

Prevention First is rolling out their new brand across its website, webinars, training programs, and educational resources. The result is a new brand that honors its deep roots while framing Prevention First as a nonprofit focused on creating a healthier Illinois for decades to come.

Preview Prevention First’s new visual identity here: www.prevention.org

About Prevention First

Prevention First advances efforts to promote healthy behaviors and prevent substance misuse in every community through a variety of evidence-based and collaborative approaches, including training, support, and public awareness.

We are the leading organization for knowledge-building and the dissemination of evidence-based prevention strategies and believe that evidence-based approaches are the most effective paths to building communities and proactively support health and well-being.

All of Prevention First’s resource centers, including the Alcohol Policy Resource Center, Youth Prevention Resource Center, and prevention campaign assets can be found at Prevention.org.