

ANNUAL REPORT

FY23



ADVISE

AMPLIFY

ADVOCATE



CONTENTS

| | |
|--|----|
| FY23 Board of Directors | 1 |
| Letter from The Board Chairperson and Chief Executive Officer | 2 |
| About Us | 3 |
| Financials | 4 |
| Human Resources | 5 |
| Substance Use Prevention Training & Technical Assistance | 6 |
| Alcohol Policy Resource Center | 7 |
| Communications | 8 |
| Cannabis Policy Resource Center | 9 |
| Illinois Department of Corrections CADC Training Program | 10 |
| Youth Prevention Resource Center | 11 |
| Leadership Center | 12 |
| COVID-19 Mitigation Program | 13 |
| Reimagine Youth Development Training & Technical Assistance & Support | 14 |
| Traffic Safety Resource Center | 15 |
| Training Coordination & Events | 16 |
| Industrial Design | 17 |

Use the icon to return to
this CONTENTS page.





FY23 BOARD OF DIRECTORS



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Strategy & Development*
American Medical Association



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Program Evaluator
Praxis Institute



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& Special Employment Council*
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City Colleges of Chicago



Luigi Cabantog
Illinois Army National Guard



Karel Homrig
Chief Executive Officer
Prevention First



LETTER FROM THE BOARD CHAIRPERSON & CHIEF EXECUTIVE OFFICER

Dear Friends:

This year's annual report highlights the extraordinary accomplishments of our programs and services, which strive to reach and serve every community across the state in advancing our mission to support organizations and systems in preventing substance misuse and promoting well-being.

This past year, we are thrilled to maintain tremendous growth, receiving additional funds to expand training and support in new areas, including violence prevention, substance use treatment and recovery, and mental health. Our community collaborators, who continue to partner, challenge, and celebrate with us, made this growth possible. We thank our funders for their belief and trust in our ability to help them support a diverse behavioral health workforce and address systemic issues that impact community capacity to realize a healthy, just, and equitable future for its residents. We thank all our stakeholders for joining us on our journey to more fully accomplish our mission, explore innovative solutions, and produce the highest quality work possible.

These accomplishments reflect our continued journey toward a deeper understanding and commitment to diversity, equity, inclusion, and belonging. We have made significant progress in implementing our strategic plan's DEI goals and objectives to support our inclusive engagement framework. Our equity work has enhanced our organizational culture and how we engage the people we serve in designing, delivering, and evaluating the effectiveness of our programs, services, and informational resources.

Now more than ever, Prevention First remains a relevant, vibrant resource and support, ready to collaborate with others to enhance the quality of life for all communities.

Sincerely,



Diana N Derige, DrPH
Board Chairperson



Karel Homrig, M.S Ed.
Chief Executive Officer

ABOUT US

MISSION

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.

VISION

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



Karel Homrig
Chief Executive Officer



Lisa Andrew
Chief Financial Officer



Kellie Rubbel-Henrichs
Chief Program Officer



Heather Worth
Chief Human Resources Officer



Pong Kowigai
Chief Technology Officer



James Miletello
Chief Development Officer

ADVISE

We work with organizations that actively promote healthy behaviors so they can be effective in their missions.

AMPLIFY

Through training and ongoing education, we work with individuals who deliver prevention services so they are equipped and confident to best support clients, schools, and communities.

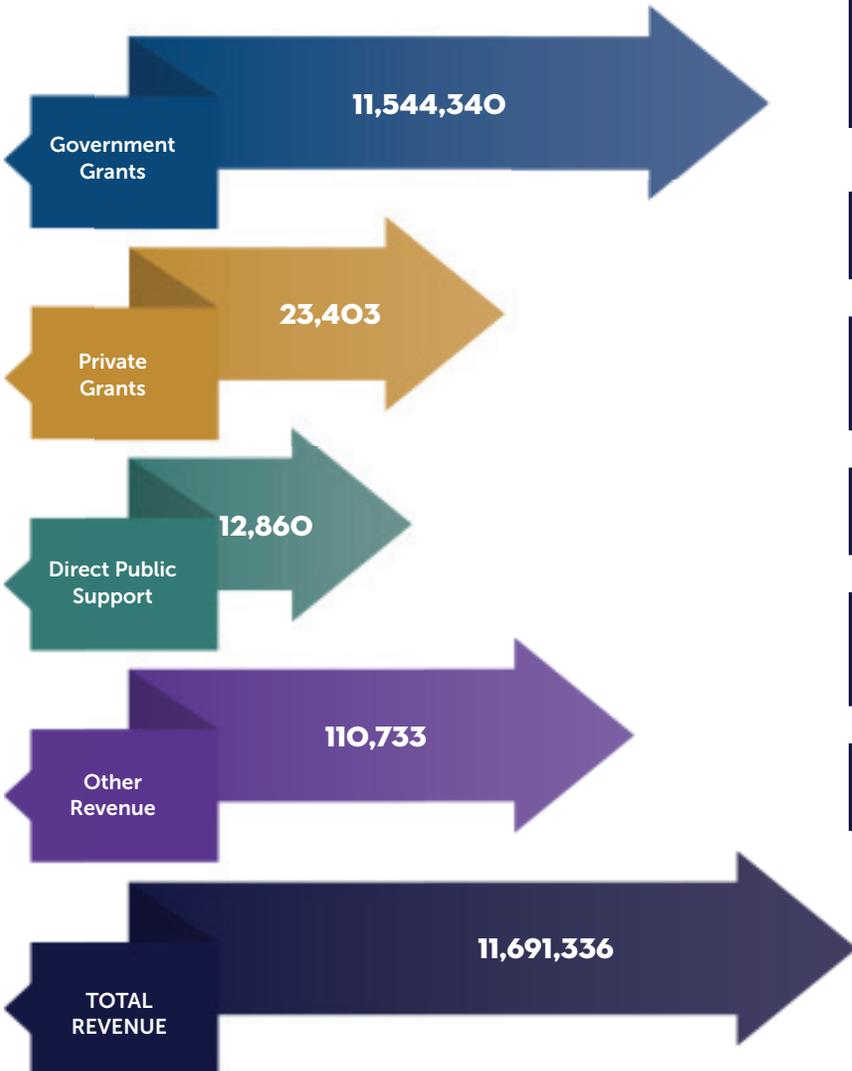
ADVOCATE

We actively address prevention areas of need through public awareness campaigns, resource centers, special initiatives, conferences, and networking events.

FINANCIALS



REVENUE



EXPENSES

| | |
|--|-------------------|
| Substance Use Prevention Training & Technical Assistance | 1,710,429 |
| Substance Use Treatment Training & Technical Assistance | 909,492 |
| Cannabis Public Awareness Campaign | 3,145,926 |
| Resource Centers | 839,748 |
| Substance Abuse Training to Department of Corrections | 238,943 |
| Opioid SOR Campaign | 1,531,643 |
| Teen Pregnancy Prevention | 98,438 |
| COVID-19 Mitigation | 770,890 |
| RSPA Youth Development Training, TA, and Support | 553,343 |
| Management and General | 1,539,255 |
| Other Supporting Activities | 116,726 |
| TOTAL EXPENSES | 11,335,833 |

HUMAN RESOURCES



The significant growth and impact that Prevention First had in FY23 was facilitated by the Human Resources department. By using inclusive practices in recruitment (i.e. job boards focused on diverse and industry specific candidates), eight new professionals were brought on board. The New Hire Orientation includes introductory training on the RightPath Assessment, our Prevention First culture and the Individual Development Plan.

Attention was placed on strategy development for succession planning of key roles in the organization. This ensures there is a pathway for employee growth and advancement. To that same goal, effort was also placed on investing in employee development programs, reinforcing our strategy of growing our people. The *Emerging Leaders* series program trained seven staff members in developing their leadership skills.

- ▶ Finally, additional approaches designed by human resources empowered staff to advance learning in public speaking, coaching, time management, DEI, and strategic planning.



SUP TTA (Substance Use Prevention Training and Technical Assistance)



Prevention First’s **Substance Use Prevention Training and Technical Assistance (SUP TTA)** services aim to build prevention professionals’ capacity to address their local conditions and develop their solutions to amplify programmatic effectiveness.



In FY23, Prevention First collaborated on technical assistance services that assisted prevention professionals with identifying strategies to secure support from target schools and key stakeholders for implementing prevention services, including youth prevention education, communication campaigns, and youth advisory committees. Additional topics included effectively developing a sustainable youth advisory committee structure and building the capacity to implement effective evidence-based prevention strategies.

SUP TTA delivered over **A HUNDRED FIFTY** various substance use prevention training programs and resources.



IMPACT - We have increased our asynchronous learning opportunities by **NEARLY FOUR TIMES** what was offered last year.

APRC (Alcohol Policy Resource Center)



FY23 was a renewed commitment to face-to-face engagement and collaboration. The **Alcohol Policy Resource Center** exhibited at seven conferences and hosted eleven law enforcement training events.

We amplified our prevention message to thousands of dedicated coalition members, municipal leaders, and law enforcement officers. Creating the [Illinois Prevention Coalition Map](#) has assisted law enforcement and municipal leaders in finding community coalitions.

Additionally, we collaborated with the Center for Prevention Research and Development to create an Illinois Youth Survey (IYS) recruitment infographic for law enforcement and municipal leaders.

The APRC works with the Illinois Law Enforcement Training and Standards Board (ILETSB) to certify alcohol enforcement training in Illinois. This certification allows law enforcement to receive needed certification hours when they attend training facilitated by the APRC. The APRC trained 160 officers in alcohol compliance checks this fiscal year.

The APRC is an Alcohol Policy Advisory Board member for a University of North Carolina CDC-funded grant project. We have also cultivated a strong partnership with the Illinois Liquor Control Commission’s Enforcement Division, utilizing their expertise to facilitate Alcohol Compliance Check law enforcement training. This partnership also facilitated the creation of a toolkit for officers to use when training youth who conduct compliance checks.

We continued our commitment to high-quality webinars featuring national experts in the field, facilitating three this fiscal year. Webinars enable the APRC to provide evidence-based information to a broad audience in a live and on-demand format. All webinars are recorded and posted on the [APRC Training page](#).



COMMUNICATIONS



Kim Z.



Lauren B.



Jamel G.



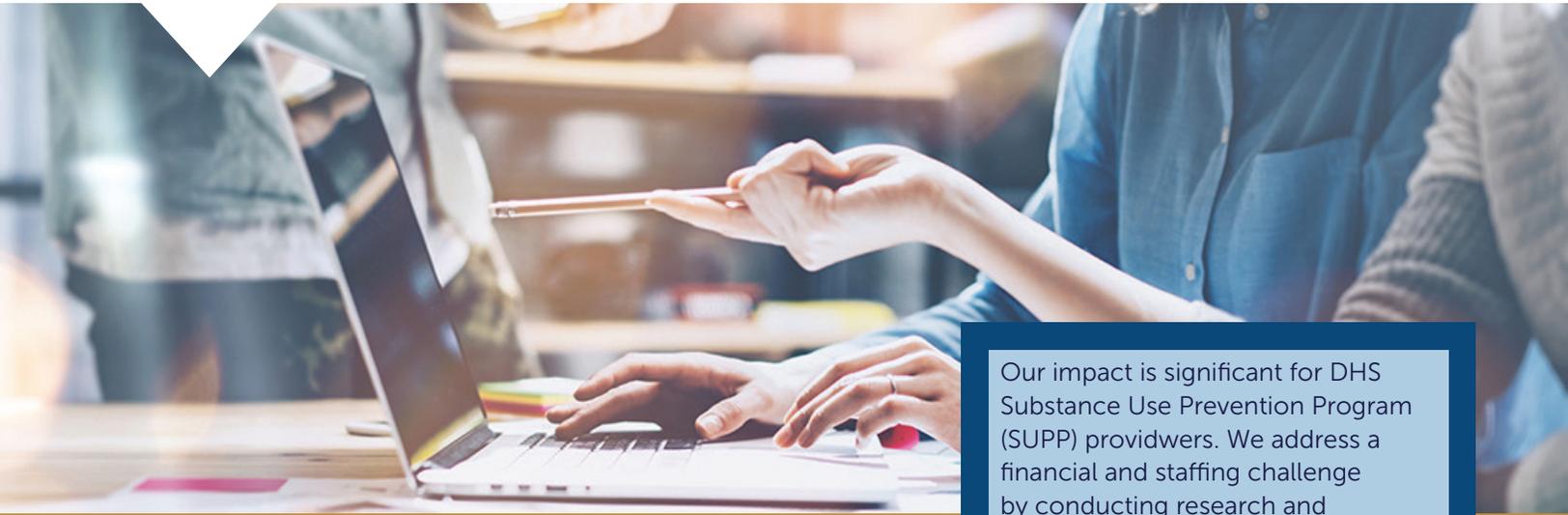
Amanda C.



Claudia D.



Jonathan L.

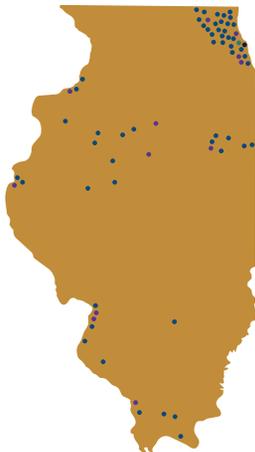


Prevention First’s **Communication Department** ensures strategic internal and external communication across programs, platforms, and publications.

The reach of our four public awareness campaigns in Illinois continues to impress. Each campaign (*A Dose of Truth Illinois* and *Rethink Recovery* address overdose prevention, naloxone use, and medicated-assisted recovery. *Let’s Talk Cannabis* and *Unfaded* aims to educate Illinois audiences about cannabis and youth substance use) uses strategic messaging to reach priority audiences in Illinois. Within the four campaigns, there were over **39M impressions** and **145K web sessions**.

Our impact is significant for DHS Substance Use Prevention Program (SUPP) providers. We address a financial and staffing challenge by conducting research and developing materials for seven different communication campaigns targeting underage drinking, youth marijuana use, and youth vaping. SUPP providers develop an intentional marketing strategy to use the materials in their schools and communities to impact attitudes and behaviors to reduce substance misuse. In FY23, over 2,600 print and digital materials in English and Spanish were created for campaigns throughout Illinois.

A FY23 highlight is the Safe Storage Initiative for the Let’s Talk Cannabis Campaign. Nearly **86,000 locking stash bags** were distributed to parents and caregivers of young children to help prevent accidental edible poisoning.



- 76** Illinois Dispensaries
- 13** Located R3 Zones
- 16** Social Equity Licensees

3 University of Chicago Pediatric Units

18 Child-Serving State Agencies

- 1** Department of Children & Family Services
- 17** Division of Early Childhood Partners

1 Cannabis Equity Coalition



CPRC (Cannabis Policy Resource Center)



The **Cannabis Policy Resource Center** provides education, training, and assistance to municipalities, coalitions, and law enforcement agencies working on cannabis policy.



In FY23 the CPRC launched the municipal ordinance directory on its website. This resource is intended to assist community decision makers in establishing best practice policy for reducing the impact of youth cannabis use on public health. The directory highlights ordinances in several different topic areas and was created in consultation with legal and public health experts.

They presented three engaging webinars with over **300 attendees** that exhibited at four conferences. They also provided technical assistance around cannabis marketing policy, point of sale, and cannabis-derived/synthesized cannabis products during FY23.

▶ As part of its commitment to educate and inform, in FY23, the CPRC crafted a resource guide illustrating the difference between regulated Delta-9 THC and other unregulated cannabis derivatives, including solutions for addressing their sale and outcomes within communities.



IDOC (Illinois Department of Corrections CADC Training Program)



Anne C.

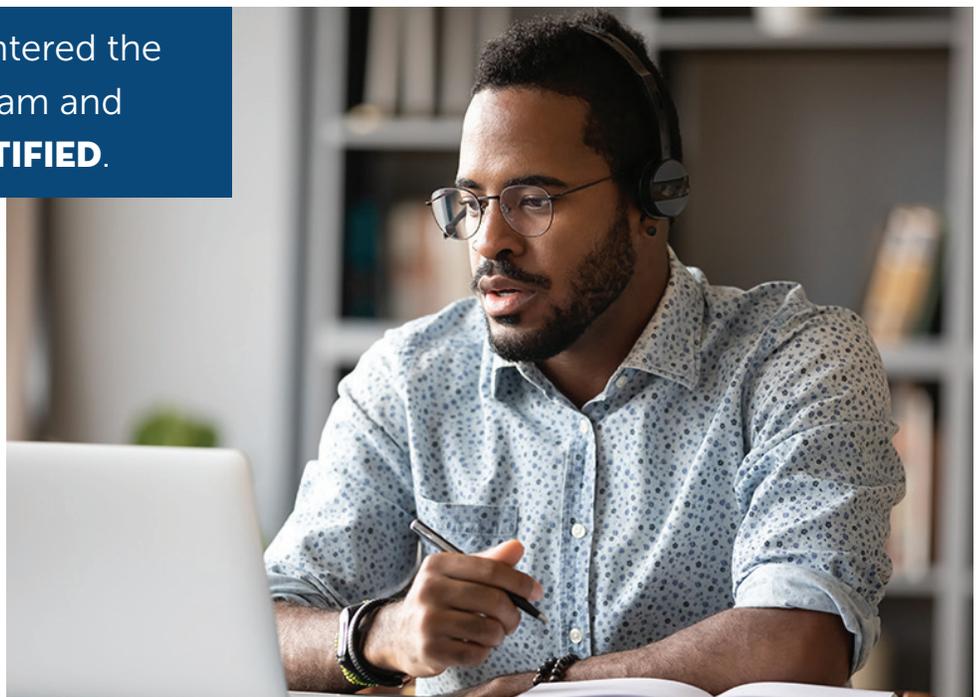


Lisa L.

In FY23, we continued to enhance the learning experience of IDOC staff by delivering our two eLearning modules for the CADC Training Program: History and Theories of Substance Use Disorder and IDOC Overview for thirty-four new participants. IDOC staff can now access multiple trainings at their facility – doing it on their own schedule, learning important information early, and fulfilling the requirements of the CADC Training Program. Over 100 IDOC staff completed classroom training events this year and 21 attended the ICB conference.



TEN NEW IDOC staff entered the CADC Training Program and **TWO ARE NOW CERTIFIED.**



YPRC (Youth Prevention Resource Center)



Bryant L.



Randyl W.

The **Youth Prevention Resource Center (YPRC)** uses a holistic approach in the design and delivery of programs and training. They ensure that youth voices are represented and respected by investing resources to be responsive to the needs of our youth and support healthy decision-making, supporting both those who work with youth and youth themselves.



The YPRC engages with their audience through several platforms. Notably, they used social media to deliver resources and information about annual events such as the *988 Text Crisis Line* and the *National Drug and Alcohol Facts Week*. This platform led us to reach over **25,400 people**.

Mental Health was a focus of the Student Advisory Board in FY23. They helped to coordinate a dozen Mental Health First Aid trainings, Question, Persuade, Refer (QPR) trainings, and a mental health workshop to the Youth Advancing Communities Together Program.

IMPACT

From **Matthew (SAB member)**

“...It’s how the YPRC has strengthened my knowledge base and enhanced my abilities that has been most impactful of all. These include traits like self-assurance in my leadership abilities, familiarity with preventative measures, and aptitude in talking with adults, all of which I didn’t have prior.”

From **Adithya (SAB member)**

“...the YPRC has provided incredible opportunities for me to grow and develop as a leader and youth advocate in my community through QPR training, monthly meetings, and annual leadership retreats.”

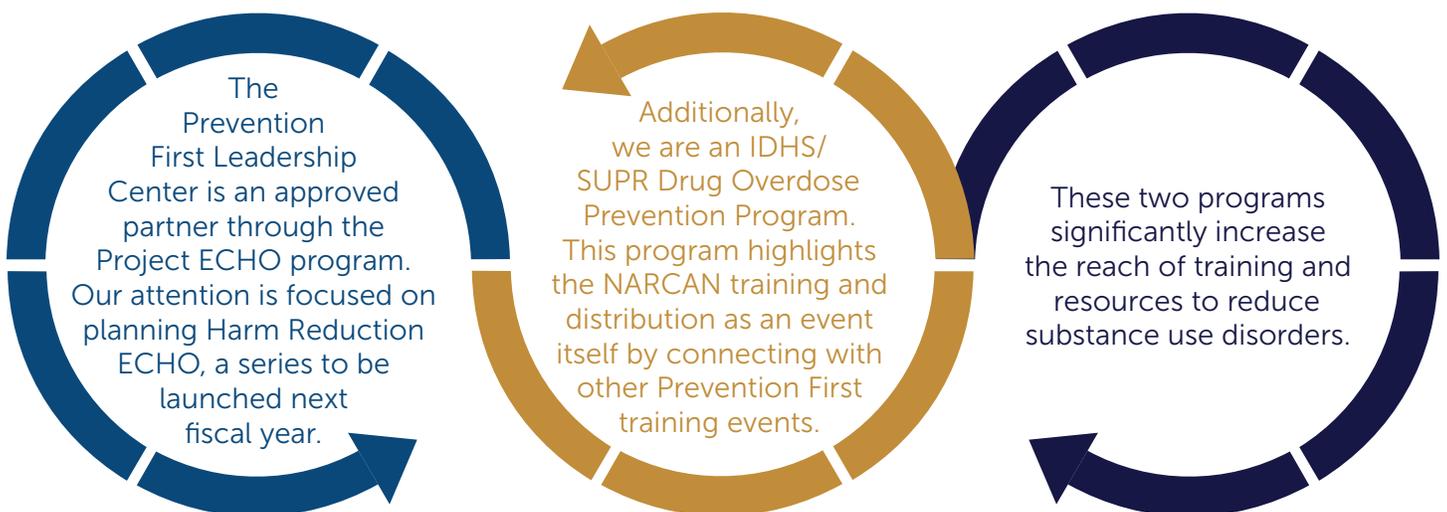
LEADERSHIP CENTER



The Prevention First **Leadership Center (Leadership Center)** is part of a larger collaborative including four other Leadership Centers in Illinois. The overarching goal of the Leadership Centers program is to advance and increase the knowledge and use of medication-assisted recovery and decrease opioid use disorder and stimulant use disorder by working across the Institute of Medicine (IOM) Continuum of Care Model and utilizing a systems-thinking approach. The Leadership Center continues to identify opportunities to support and provide information to other Leadership Centers, Coalitions, ROSCs, and others impacted by opioid misuse.



HIGHLIGHTS OF FY23

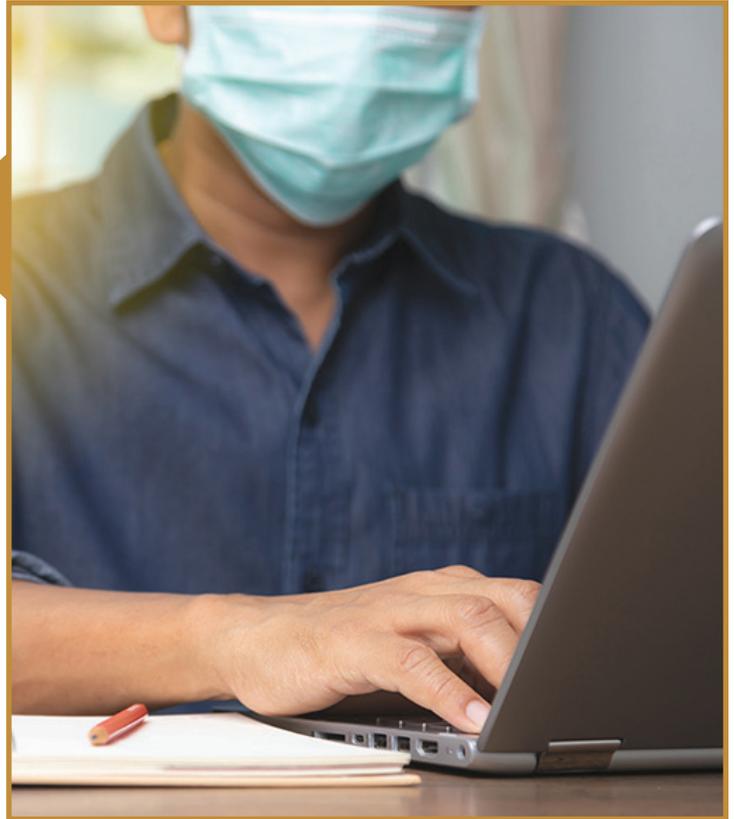


COVID-19 MITIGATION PROGRAM



Heather W.

With funding from the Substance Abuse and Mental Health Services Administration (SAMHSA) to support COVID-19 mitigation efforts, IDHS launched a project to prevent the spread of COVID-19 in community mental health centers (CMHC) and various substance use treatment and recovery settings. Prevention First administers this project that supports the purchase and distribution of COVID-19 abatement supplies to Department of Mental Health (DMH) providers and Division of Substance Use Prevention and Recovery (SUPR) funded and licensed organizations.



In FY23, Prevention First processed and shipped **348 COVID-19 abatement supply orders**, with **109 orders** coming from organizations that did not previously participate in this program. The impact was aided by new rules in the fourth quarter that allowed organizations to order without previously set allocations.

RYD TTAS (Reimagine Youth Development Training & Technical Assistance & Support)



The Prevention First **Reimagine Youth Development Training and Technical Assistance and Support Team (RYD-TTAS)** provides services to organizations funded by the Reimagine Public Safety Act (RPSA).



Prevention First worked consistently to lay a firm foundation and build a successful, sustainable RPSA system by engaging in training, technical assistance, and support throughout FY23.

The impact of this program continues to grow. Training events, partner meetings, and technical assistance events saw over three thousand participants increasing their knowledge, skills, and abilities to strengthen the quality of existing youth development and high-risk youth intervention programming.

Innovative topics include Positive Youth Development, Action Planning, Effective Group Facilitation, Parent-Family Education, Trauma-Informed Care (series), Youth Mental Health First Aid, and Selecting Evidence-Based Programs through a Trauma-Informed and Racial Equity Lens.

TSRC (Traffic Safety Resource Center)



The **Traffic Safety Resource Center** increased their presence in Illinois High Schools with the Peer-to-Peer Teen Safe Driving (Illinois STARS Students Talking About Roadway Safety) program. We worked with **SIXTEEN** schools in FY23.



We kicked off FY23 with **17 high schools** participating in the Peer-to-Peer teen safe driving program. This program led to a **5% to 16% increase** in seat belt use among high school students.

Parent Graduated Driver's License (GDL) program

Four webinars were scheduled and planned and marketed. Due to low enrollment, only one webinar was held, However, two in-person events were well attended. This led to the planning and development of an online training course that would better fit the needs of parents.

Illinois Child Passenger Safety (CPS)

- Five CPS certification classes were held, training 65 new Child Passenger Safety Technicians in Southern Illinois.
- Four CPS Renewal classes were held, re-certifying ten CPS Technicians who had let their certification expire.
- Five CPS Technician Skill Builder update classes were held to allow CPS Technicians to attend and receive required CEUs and other requirements for recertification. 31 CPS Technicians attended and received CEUs.

Defensive Driving

Four classes were marketed and delivered in FY23. Twenty-one individuals participated in these classes.

Employer Traffic Safety

A new Employer Traffic Safety toolkit was developed for businesses throughout Illinois.

Promotional tools linked the priority audience to information and resources for eight different national campaigns. Between social media communication (Facebook, LinkedIn, Instagram, and X (Twitter), and agency and program newsletters, we reached nearly **80,000 individuals!**



TRAINING COORDINATION & EVENTS



Anne C.



Alexander V.



Maddie S.



Daisy A.



Kathy M.



In FY23, **Teen Pregnancy Prevention (TPP)** program hosted training events to ensure PREP and Tier 1 Map grantees had the skills, abilities, and knowledge to implement the evidenced-based curriculums for the youth in their area.

The results of a Training Needs Survey identified the training topics most preferred by grantees. We offered new virtual training events to accommodate the request.

Training topics included:

The **Teen Pregnancy Prevention PREP** program provided grantees with training and resource materials to enhance knowledge, skills, and abilities. In addition to hosting the statewide annual meeting, we maintained seven Teen PREP approved evidence-based curricula for grantee review, and provided the following training events: Implicit Bias, Foundations of Teen Pregnancy Prevention Education, Effective Group Facilitation, and Addressing Trauma & Building Resilience: Trauma 101.

In FY23, the **SUPR Treatment and Recovery Program** coordinated 75 virtual training events for over a thousand Licensed and IDHS Funded Treatment and Recovery Providers. The trainings aimed to increase the abilities, knowledge, and skills of treatment providers and recovery home workers to support outcome-oriented care in treating and recovering from substance use disorder.

These trainings focused on the ASAM Criteria, the most widely used and comprehensive set of standards for placement, continued stay, transfer, or discharge of patients with addiction and co-occurring conditions.

- Foundations of Teen Pregnancy Prevention Education
 - Implicit Bias
- Effective Group Facilitation
- Introduction to Reproductive Health for Youth-Serving Professionals
- Convening Prevention Coalitions, Advisory Groups and Other Collaborations
- Trauma-Informed Approaches to Sexual Health Education/LGBTQ Inclusivity
 - Addressing Trauma & Building Resilience: Trauma 101
 - Askable Adult

INSTRUCTIONAL DESIGN



The Instructional Design team continues to focus on **updating and rebranding** our vast training catalog and planning for growth. We have strengthened our internal capacity by developing processes, templates, and tools to develop training curricula that meet broader audiences' needs.



The ID team maintains all online training opportunities for Prevention First programs. In addition to working with subject matter experts to increase on-demand training opportunities, they **troubleshoot platform issues** as needed. Their keen attention allows for a smooth experience for members seeking professional development.



In FY23, they worked with multiple Prevention First programs **to create new events** (i.e., **Convening Prevention Coalitions, Advisory Groups, & Other Collaborations**) or **enhance training** (i.e., **The Dynamic Adolescent Brain**). The impact of these events is far-reaching as members regularly participate in designed training events, and this team actively seeks review and feedback from current training participants during the development stage.

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All headshots are AI generated

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EVERY DECISION MATTERS.

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