



FY2014 ANNUAL REPORT

## 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 keep our communities healthy and 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.





## Board of Directors

### **Chairperson, James McLean**

Vice President, Operations Subscriber  
Services Division  
Blue Cross Blue Shield of Illinois

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Vice President, Complex Business  
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### **Kristine Cieslak, M.D.**

Director Pediatric Emergency Dept, CDH  
Central DuPage Emergency Physicians/  
Children's Memorial Hospital

### **Peter Palanca**

Executive Vice President and Chief  
Operating Officer  
Treatment Alternatives for Safe Communities

### **Karel Homrig**

Executive Director  
Prevention First

## From the Chairperson

I have been associated with Prevention First for the past six years as a board member and have been honored to serve as board chairperson for the past two years. Prevention First board and staff remain dedicated to fulfilling its mission to build community capacity to prevent substance abuse and related issues. By providing training, technical assistance and online resource materials to community-based organizations, schools and healthcare professionals, Prevention First supports their use of effective programs, policies and strategies. These efforts have a positive impact on reducing underage drinking and other drug use, promote mental health, and encourage women to abstain from alcohol use during pregnancy.

In the changing health care environment and with the recognition of the significant role substance abuse disorders and mental health issues play in overall health, Prevention First's expertise, programs and services are increasingly important. The support for those who are new to the science behind substance abuse prevention and related behavioral health issues and how that science is applied in working with individuals, families, schools and communities continues to be an important role.



We know substance abuse and related issues are preventable. By enlisting Prevention First's programs and services, there can be a positive impact on young people's lives. Long-term, this will have a positive impact on overall health and well-being.

Thank you for your continued support.

Sincerely,

A handwritten signature in cursive script that reads "Jim McLean".

Jim McLean

## From the Executive Director

I am pleased to present this annual report, which highlights Prevention First's numerous accomplishments in advancing its mission to build community capacity to prevent substance abuse and related issues.

In our efforts to fulfill our mission we have remained highly committed to providing high quality substance abuse prevention training, technical assistance, and resource materials to community-based organizations, schools and healthcare providers.

With the advent of the Affordable Care Act, there is growing recognition of the impact of substance use disorders and mental health issues on overall health and well-being. By preventing substance abuse and promoting mental health, we have the opportunity to enhance the quality of life now and in the future, while saving millions of dollars in healthcare, criminal justice and other costs.

Prevention First recognizes the need to bring our knowledge, expertise and support beyond the substance abuse prevention field to a wider array of professionals who are focused on impacting the overall health and well-being of their clients. Using best practices in instructional design, we are doing our homework to research the professional development needs of those we have not necessarily served in the past and we are developing cutting-edge programs and services that meet those needs, with a focus on expanding online course offerings.



In the interim, Prevention First continues to integrate the latest prevention research and science into its programs and services that coach, support and inform communities, schools, healthcare providers and youth leaders in their efforts to create and support healthy, drug free environments.

Sincerely,

A handwritten signature in black ink that reads "Karel Homrig". The signature is written in a cursive, flowing style.

Karel Homrig  
Executive Director

## 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 has trained hundreds of schools and community groups in use of effective substance abuse prevention programs and practices, 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). We have also trained hundreds of healthcare professionals in educating women regarding the dangers of drinking alcohol while pregnant.

Today, Prevention First is Illinois' ONLY nonprofit resource center specializing in preventing alcohol and other drug use among youth and pregnant women.



Prescription medicines are now the most commonly abused drugs among 12 to 13 year olds.

- *Partnership for Drug-Free Kids*



## Why Prevention

According to the National Institute on Drug Abuse, research has demonstrated that research-based drug abuse prevention programs are cost-effective. Each dollar invested in prevention achieves a savings of up to \$7 in areas such as substance abuse treatment and criminal justice system costs, not to mention their wider impact on the trajectory of young lives and their families.

Each year, drug abuse and addiction cost taxpayers nearly \$534 billion in **preventable** health care, law enforcement, crime, and other costs.

Over 20 years of research demonstrates that prevention interventions designed and tested to reduce risk and enhance protective factors can help children at every step along their developmental path, from early childhood into young adulthood.

## Our Programs and Services

**Training and Technical Assistance** is for community-based organizations, coalitions, schools, law enforcement and others working to prevent drug use in their communities. As the training contractor for the Illinois Department of Human Services, we work 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)** works with public and private schools to support their prevention, intervention and other 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 to improve school climate.

The **Illinois Department of Corrections (IDOC)** has relied on the knowledge and experience of Prevention First for training its correctional staff in various substance abuse-related disciplines since 1989. The primary goals of the program are to develop a core group of trained professional staff who are able to identify offenders with substance abuse programming needs, provide drug education services to specified offenders, and make appropriate recommendations and referrals for offenders in need of substance abuse treatment.



90 percent of addictions start in the teen years.  
- *Partnership for Drug-Free Kids*



**Education and public awareness to prevent Fetal Alcohol Spectrum Disorders (FASD)** Prevention First provides WIC Certified Health Professionals with 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.

**Our website** provides information on the latest trends and education related to youth substance abuse and related issues, fact sheets, and links to important resources and related topics.

## Financial Highlights

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 FY2014, Prevention First spent \$2,479,916 preventing alcohol and drug abuse in Illinois. Eighty cents of every dollar

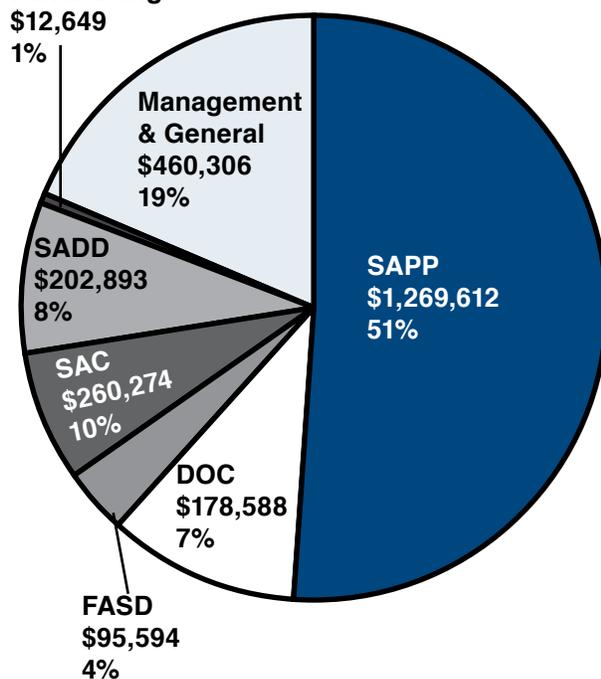
spent, or \$2,006,961, went towards program services, while the remainder was accounted for by management and general expenses of \$460,306 and fundraising costs of \$12,649.

Approximately 94 percent of these expenditures were funded by the government, with the remaining funding provided by private grants, public support and other revenue sources. Approximately one percent of these expenditures (\$12,445) were funded by a private grant from State Farm.

## Expenses

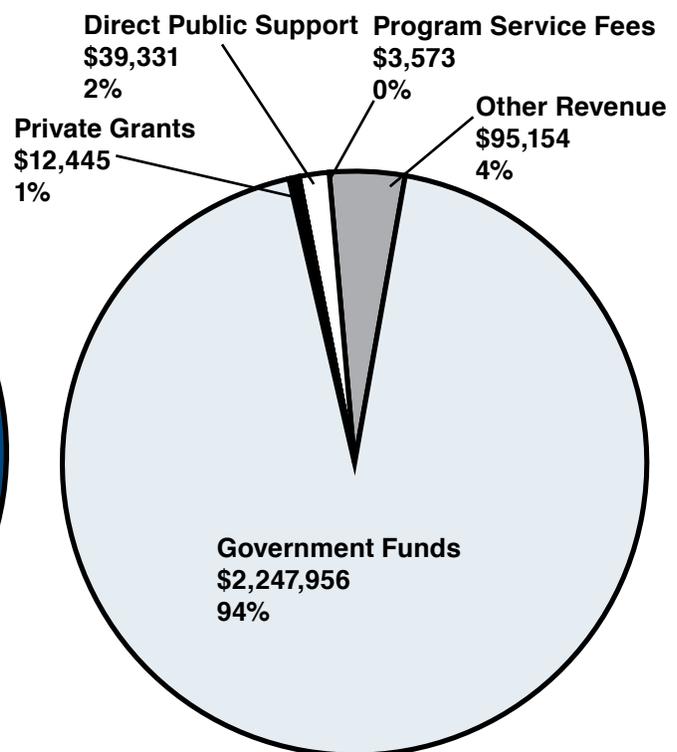
SAPP Training / TA	\$1,269,612
SAC	\$260,274
FASD	\$95,594
DOC	\$178,588
SADD	\$202,893
Fundraising	\$12,649
Management & General	\$460,306
Total Expenses	\$2,479,916

### Fundraising



## Income

Government Funds	\$2,247,956
Private Grants	\$12,445
Program Service Fees	\$3,573
Direct Public Support	\$39,331
Other Revenue	\$95,154
Total Income	\$2,398,459



## Key Accomplishments

- Prevention First provided 51 trainings to Substance Abuse Prevention professionals throughout Illinois.
- More than 900 individuals received SAPP training, and 129 unduplicated personnel received technical assistance from Prevention First.
- Prevention First developed new curricula for eight online or classroom trainings and four webinars covering aspects of substance abuse prevention.
- Five trainings were provided to 224 IDOC correctional counselors, casework supervisors, parole agents and wardens. Prevention First also provided financial and administrative support to 69 certified IDOC staff who maintained their CADC credentials by attending two annual conferences.
- More than 300 WIC professionals were trained in educating women about the dangers of drinking while pregnant.
- The Students Against Destructive Decisions (SADD) program provided 35 trainings, and served 170 schools and 4,500 Illinois students.
- The Student Assistance Center provided 23 training programs to 35 schools. Resources and technical assistance were provided to more than 160 schools.
- Prevention.org provided information to more than 11,000 users who had nearly 104,000 page views.
- Prevention First has collected an average of 900 pounds of unused prescription drugs each year over the past five years, ensuring their safe disposal.
- Five national media campaigns were promoted in an effort to increase public awareness related to substance abuse.





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