# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Board of Directors</td>
</tr>
<tr>
<td>3</td>
<td>Letter from the Board Chairperson and Executive Director</td>
</tr>
<tr>
<td>4</td>
<td>Financials</td>
</tr>
<tr>
<td>5</td>
<td>Substance Abuse Prevention Training and Technical Assistance</td>
</tr>
<tr>
<td>6-8</td>
<td>Communications</td>
</tr>
<tr>
<td>9</td>
<td>Alcohol Policy Resource Center</td>
</tr>
<tr>
<td>10</td>
<td>Illinois Department of Corrections Substance Abuse Counselor Training Program</td>
</tr>
<tr>
<td>11</td>
<td>Students Against Destructive Decisions - Illinois</td>
</tr>
<tr>
<td>12</td>
<td>Special Initiatives</td>
</tr>
</tbody>
</table>
VISION
Healthy communities that encourage drug-free youth.

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

Board of Directors

Chairperson
Nate Roberts
Managing Director
Inspire11

Vice Chairperson
Elizabeth Aquino, R.N., Ph.D.
Assistant Professor
DePaul University School of Nursing

Secretary
Fausto Lopez, M.Ed.
Youth Development Specialist
American Institutes for Research

Members
Michael Varlotta
Administrative Judge
State of Illinois

Jill Grove
Coordinator of Culture and Leadership
Springfield Public Schools

Jeff Cox
Bureau Chief-Bureau of Medicinal Plants
Department of Agriculture

Michael Diaz
Executive Associate Director
Office of Access and Equity – University of Illinois At Chicago

Dr. Kristine Cieslak
Section Chief, Pediatric Emergency Medicine
Lurie Children’s at Northwestern Medicine Central DuPage Hospital

Dominic Cottone
Managing Director
Ferguson Partners

Karel Homrig
Executive Director
Prevention First
Letter from the Board Chairperson and Executive Director

Dear Friends:

We are pleased to present this year’s annual report that highlights the reach and successes of our programs and services. Through these services, we have helped community-based organizations, schools, youth leaders, municipalities, and law enforcement, and others prevent underage drinking, opioid misuse, and other drug use.

This past fiscal year, we expanded our public awareness campaigns, building upon the Guard & Discard and Ending Opioid Misuse campaigns. We launched A Dose of Truth, designed to educate the public about opioids and the risks associated with misusing them. The campaign relied heavily on social media, which drove interested individuals to a dedicated web site for additional information and resources. We also started designing a campaign to educate the public about Naloxone, the opioid overdose antidote, and how to obtain it to have on hand in case of an opioid overdose.

Our mission to build community capacity to prevent substance misuse is more critical than ever. With the non-medical use of cannabis in Illinois becoming legal on January 1, 2020, and the continued misuse of opioids, we have lots of work still to do. We are committed to exploring innovative ways to educate the public about the risks of misusing alcohol and other drugs. We are passionate about helping communities develop effective programs, policies, and practices that protect public health and safety. We are honored to be a partner and resource to those we serve, our funders, and others committed to creating healthy communities.

Please join us on Facebook and visit our web site to stay abreast of the latest issues and trends in substance abuse prevention or to donate.

Sincerely,

Nate Roberts
Board Chairperson

Karel Homrig
Executive Director
During FY2019, Prevention First spent $3,996,493 preventing alcohol and drug abuse in Illinois. Eighty-four cents of every dollar spent, or $3,339,994, went towards program services, while the remainder was accounted for by management and general expenses of $494,577, fundraising costs of $2,501, and cost for other supporting activities of $159,421.

Approximately 96 percent of these expenditures were funded by state and federal government, with the remaining funding provided by private grants, public support and other revenue sources.
The goal of the Training and Technical Assistance program is to educate and empower state-funded substance abuse prevention providers so they can lead the prevention efforts of communities or coalitions, by way of the Strategic Prevention Framework process and in the implementation of scientifically proven prevention strategies.

**Prevention First** provided Technical Assistance services to **19 organizations. 11 SUPS/CSUPS providers** and **8 PFS providers** received TA services, for a total of **111 meetings.**

**Prevention First** provided **45 Trainings** to **1294 PARTICIPANTS** in FY19

**TRAINING BREAKDOWN**
- 29 Classroom Trainings (including 2 Networking Events)
- 6 Webinars
- 10 Online Trainings

Prevention First uses a post training evaluation survey to determine participant satisfaction. In FY19, the overall satisfaction score for all trainings was 3.64% on a 4-point Likert scale.

**NEW TRAINING CATALOG FOR FY20**

**90%** of survey respondents reported being very satisfied with technical assistance services.
The Communications Department's goal is to ensure that information and resources are shared in a timely fashion while being easily accessible. The website, social media, and regular e-news are key methods of distribution.

**Social**

- **71,000** Twitter Impressions
- **40,491** Facebook Post Reach

**Newsletter**

- **2.2 Million** Pageviews on Prevention.org
- **Average of 2514 People Monthly**

**Communication Campaigns**

In FY19, the Communications Department worked to deliver campaign materials for seven campaigns to SAPP Providers. Additionally, they planned, designed, and produced materials for three underage drinking prevention campaigns and two youth marijuana use prevention campaigns.
In October of 2018, Prevention First began developing a new public awareness campaign to address prescription opioid misuse. A Dose of Truth launched in April 2019 and continues into FY20.

**EXPLORATORY ENGAGEMENT**
- 2,258,993 Video/Gif Completions, Readiness, Link Clicks, Web sessions, Photo Views

**POINT OF CARE IMPRESSIONS**
- 2,129,000
- 864,000 Point of Care Digital Impressions
- 965,000 Point of Care Poster Impressions
- 300,000 Pharmacy Bag Impressions

**FLAGSHIP MEDIA "DECISIONS"**
- 18.2 MILLION MESSAGE IMPRESSIONS
In January of 2019, Prevention First began developing a public awareness campaign to educate the public on Naloxone, the opioid overdose antidote. Naloxone NOW launched in June 2019 and continues through FY20.

**Public Awareness Campaigns**

**Naloxone NOW**

**Stand Against Opioid Overdose**

211 MILLION MESSAGE IMPRESSIONS

162,960,000 CTA IMPRESSIONS

- 27,160,000 Bus Interior Impressions
- 135,800,000 Rail Car Interior Impressions

**Media Toolkit**

For providers with digital, print, and social media campaign materials.

47,937,400 ONE SHEET IMPRESSIONS

- 15,617,000 Gas Station/C-Store Impressions
- 32,320,400 Bar/Restaurant Restroom Impressions
The Alcohol Policy Resource Center (APRC) provides training, education, resources, and tools on evidence-based alcohol policy strategies to municipalities, local officials, law enforcement, and community coalitions to reduce alcohol use among 12-25-year-old’s throughout Illinois.

In FY19, the APRC served 1632 PARTICIPANTS through conferences, exhibits, trainings, webinars, and resources.

Conference Exhibits:
- Illinois Municipal League
- Illinois Township
- Illinois Sheriffs’ Conference
- Illinois College Town Summit
- Southern Illinois Law Enforcement Commission Conference
- Women in Law Enforcement Conference

Law Enforcement Trainings Presented
- Glenview Police Department
- Glenbrook Police Departments
- Alton Police Department

Technical Assistance provided to 7 coalitions/organizations

Webinars Facilitated
- The ABC’s of Alcohol Regulation
- Identifying Policy Strategies that Address Alcohol-Related Problems in a Community
- Working with Law Enforcement to Implement Strategies that Support Healthier Alcohol Environments

Resources and Tools Released
- Addressing Alcohol Issues in a College Community – Fact Sheet
- Alcohol Taxes – Fact Sheet
- Cops in Shops – Fact Sheet
- Alcohol Compliance Checks – Fact Sheet
- Local Alcohol Social Ordinance Resource Guide
- 10 Ways to Create a Healthy Alcohol Environment – Resource

Workshops were provided to the following community groups and organizations on evidence-based policy strategies
- Glenbrook North High School: Parent Program on Social Host
- DeKalb Community Presentation: Social Host
- Skokie Liquor Licensees Annual Meeting: Responsible Beverage Service and review of IYS data
- Southern Illinois Substance Abuse Alliance: Alcohol and the Teen Brain
Illinois Department of Corrections Substance Abuse Counselor Training Program (DOC)

The DOC program works to educate correctional personnel so that can provide effective substance abuse counseling services.

- Provided 6 Trainings to 200 IDOC STAFF
  - 61 CEU HOURS

- Facilitated 2 Conference Events for 51 IDOC STAFF
  - 52 CEU HOURS

Southeastern Regional Traffic Safety Resource Center

The Southeastern Illinois Occupant Traffic Safety Resource Center finished its tenth year of programming by accomplishing all goals and rising to meet all new traffic safety challenges posed to it. We met these goals by partnering with law enforcement, local programs, health and safety fairs, and area schools to engage in community outreach and education to our target population.

**HIGHLIGHTS:**

- A total of four Standardized Child Passenger Safety courses in Southern Illinois were held resulting in 56 new Child Passenger Safety Technicians were trained.
- Developed presentation and materials for CEU approval.
- Six Technician Skill Builder update classes were held resulting in 36 CPS Technicians received CEUs.
- Three Child Passenger Safety Renewal classes were held giving 16 CPS Technicians recertification.
- Statewide Child Passenger Safety conference - Approximately 225 Illinois CPS Technicians attended
- During this grant year, there were 905 CPS Techs eligible to recertify in the state of Illinois. 541 of those did recertify making the statewide recertification rate: 59.8 %. The national average was 55.1 % putting Illinois above the national level.
Illinois SADD is a peer leadership organization dedicated to preventing destructive behavior among young people, particularly underage drinking, impaired and distracted driving, teen violence, teen depression and suicide. The program goal is to educate and empower SADD Chapter Advisors as they promote health and safety among youth. They do this by using the Strategic Prevention Framework and other evidence-based tools.

VISITED
23 HIGH SCHOOLS THROUGHOUT THE STATE

PROVIDED MENTAL HEALTH FIRST AID TRAINING TO
140 PARTICIPANTS AT FOUR DIFFERENT EVENTS

Enhanced/updated toolkits, activity guides and campaigns
- ACTION PLAN Toolkit
- KICKSTART YOUR YEAR PLANNING GUIDE Toolkit
- ESADD Youth led elementary SADD program
- FUNDRAISING KIT
- ROCK THE BELT Traffic Safety Program

Student Advisory Board
6 Youth on Statewide Advisory Board

Communications Channels
- Newsletter Eblasts
- Facebook
- Instagram
- Twitter

DomeShift 137 Youth and Adults!
SPECIAL INITIATIVES

DEA NATIONAL RX TAKEBACK

388.5 lbs
OF MEDICATION COLLECTED IN FY19

APRIL WIC SYMPOSIUM

135 PARTICIPANTS

6 REGIONAL MEETINGS

258 PARTICIPANTS

2019 Illinois WIC Symposium Presentations
- BIRTH TO THREE: LESSONS FROM THE FIELD
- THREE SIGMA SOFTWARE
- INCREASING CASELOAD: WIC OUTREACH STRATEGY
- RISK FACTOR UPDATE
- WIC FOODS & NUTRITION EDUCATION

ILLINOIS WIC SYMPOSIUM ‘19