



PREVENTION FIRST

2019 ANNUAL REPORT

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PREVENTION FIRST

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

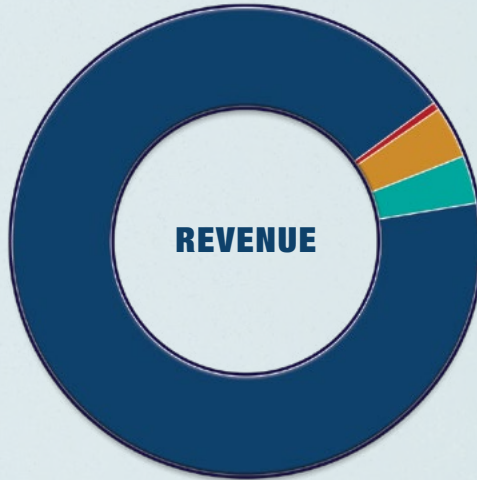


2019 FINANCE

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.

84 CENTS OF EVERY DOLLAR

INVESTED INTO PROGRAM SERVICES



Government Grants:	92.7%
Private Grants:	3.3%
Other Revenue:	3.7%
Direct Public Support:	0.3%

Programs:	92.7%
Fundraising & Capacity Building	4.3%
General & Administrative	12.4%

REVENUE

Government Grants	\$3,819,692
Private Grants	\$132,104
Direct Public Support	\$15,952
Other Revenue	\$152,146
Total Revenue	\$4,119,894

EXPENSES

Program Services

Substance Abuse Prevention Program Training and Technical Assistance	\$1,677,514
Teen Pregnancy Prevention	\$74,329
Substance Abuse Training to Department of Corrections	\$132,278
Illinois Students Against Destructive Decisions	\$188,887
Opioid STR Campaign	\$1,053,392
Alcohol Policy Resource Center	\$142,399
Regional Traffic Safety Resource Center	\$71,195
Total Program Services	\$3,339,994

Support Services

Fundraising	\$2,501
Other Supporting Activities	\$159,421
General & Administrative	\$494,577
Total Support Services	\$656,499

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.

Substance Abuse Prevention Training and Technical Assistance

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

**NEW TRAINING
CATALOG FOR FY20**



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.

90%

of survey respondents reported being very satisfied with technical assistance services.

COMMUNICATIONS DEPARTMENT

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.

2.2 MILLION
PAGEVIEWS ON
PREVENTION.ORG

SOCIAL

71,000
TWITTER IMPRESSIONS
40,491
FACEBOOK POST REACH

NEWSLETTER

AVERAGE OF
2514
PEOPLE MONTHLY

Communication Campaigns

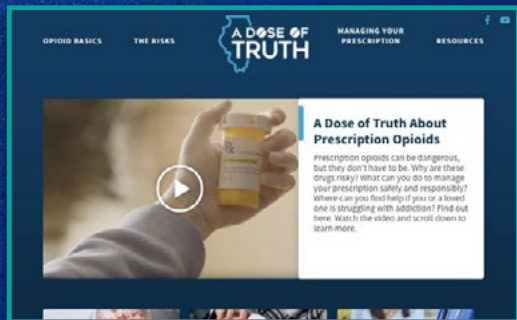
In FY19

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.



Public Awareness 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.



18.2 MILLION MESSAGE IMPRESSIONS

2,258,993

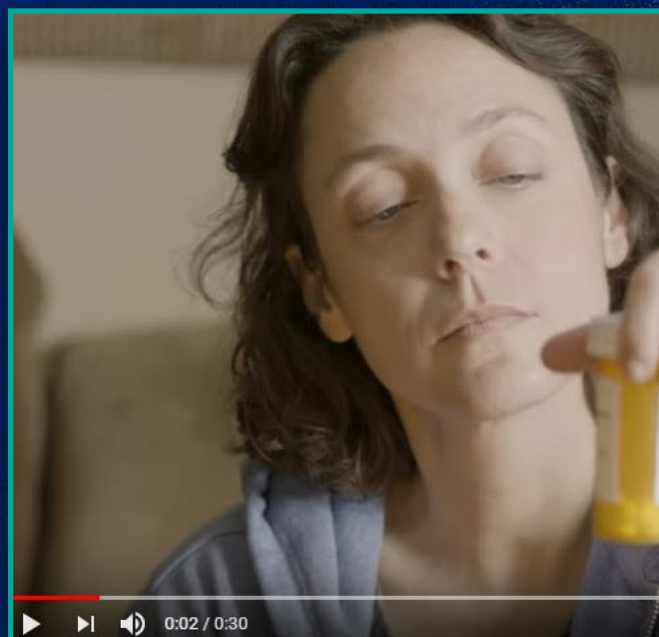
EXPLORATORY ENGAGEMENT
Video/Gif Completions, Readiness, Link Clicks, Web sessions, Photo Views



2,129,000

POINT OF CARE IMPRESSIONS

- 864,000 Point of Care Digital Impressions
- 965,000 Point of Care Poster Impressions
- 300,000 Pharmacy Bag Impressions



FLAGSHIP MEDIA "DECISIONS"

Public Awareness Campaigns

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.



211 MILLION MESSAGE IMPRESSIONS

162,960,000 CTA IMPRESSIONS

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



47,937,400 ONE SHEET IMPRESSIONS

- 15,617,000 Gas Station/C-Store Impressions
- 32,320,400 Bar/Restaurant Restroom Impressions

MEDIA TOOLKIT FOR PROVIDERS WITH DIGITAL, PRINT, AND SOCIAL MEDIA CAMPAIGN MATERIALS.



ALCOHOL POLICY RESOURCE CENTER

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 they can provide effective substance use counseling services.

Facilitated
2 Conference Events for

51

IDOC STAFF
52 CEU HOURS

Provided
6 Trainings to

200

IDOC STAFF
61 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.

STUDENTS AGAINST DESTRUCTIVE DECISIONS

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



DomeShift

137

Youth and Adults!

Student Advisory Board

6 Youth on Statewide Advisory Board

Communications Channels

- Newsletter Eblasts
- Facebook
- Instagram
- Twitter

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



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