



PREVENTION FIRST

# Contents

2	<a href="#">Board of Directors</a>
3	<a href="#">Letter from the Board Chairperson and Executive Director</a>
4	<a href="#">Introduction</a>
5	<a href="#">Financials</a>
6	<a href="#">Substance Use Prevention Training and Technical Assistance</a>
8	<a href="#">Alcohol Policy Resource Center</a>
10	<a href="#">Communications Department</a>
13	<a href="#">Illinois Department of Corrections Substance Abuse Counselor Training Program</a>
14	<a href="#">Students Against Destructive Decisions - Illinois</a>
15	<a href="#">Special Initiatives</a>

There are live web links set within this report. You can link to corresponding program pages on our website by clicking the text within the title boxes with purple outlines.

## Board of Directors

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### 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 to highlight 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.

It is most appropriate that as we entered our 40<sup>th</sup> year, we launched a strategic planning process to set Prevention First's direction for the future. As a result, we have drafted a new mission and vision statement and developed three long-range goals designed to help us expand our reach our programs and services to meet our clients' needs. These goals will help us create an infrastructure to expand our reach and develop programs and services to meet the diverse needs of the communities we serve.

This past fiscal year, we continued to expand our public awareness campaigns, adding the highly successful *Let's Talk Cannabis* campaign to our *A Dose of Truth* and *Naloxone Now* campaigns, designed to educate the public about opioids and the risks associated with misusing them. The campaigns relied heavily on social media, which drove interested individuals to a dedicated website for additional information and resources.

Like many organizations, the COVID-19 pandemic profoundly impacted our work in the latter part of the fiscal year. However, we rose to the challenge, adapting many of our classroom-based training programs to virtual platforms. We embraced new forms of technology to maintain effective communication with our constituents and created new processes and tools to assist our training participants and support effective operations. We also created a fresh new look for our website to reflect the array of training opportunities, public awareness information, and resources and tools to assist those working to prevent substance use disorder and promote health and well-being in their communities.

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

Sincerely,



Liz Aquino, Ph.D., RN  
Board Chairperson



Karel Homrig  
Executive Director

# Introduction

*“An ounce of prevention is worth a pound of cure.”*

*– Benjamin Franklin*



## Since 1980

Prevention First has paved the way for substance use prevention work through innovative and best practices. We strive to be the leading resource for knowledge-building and disseminating effective practices. We proudly serve as Illinois' only nonprofit resource centers specializing in preventing alcohol and other drug use among youth.

### Building capacity to create healthy communities

Prevention First envisions robust communities throughout Illinois that promote healthy behaviors and prevent substance misuse among their community members. We understand this is no easy feat. It requires a collective community understanding, ability, and willingness to deliver effective prevention work. We set our communities up for success by equipping thousands of schools, community groups, parents and youth to execute and sustain substance abuse prevention work. Prevention First connects our stakeholders with the best tools, resources, training, technical assistance, and communication campaigns to prevent teen drug use.

### Mission

*Advance efforts to promote healthy behaviors and prevent substance misuse through training, support, and public awareness.*

### Agency Vision

*Be the leading resource for knowledge-building and the dissemination of effective practices.*

### Community Vision

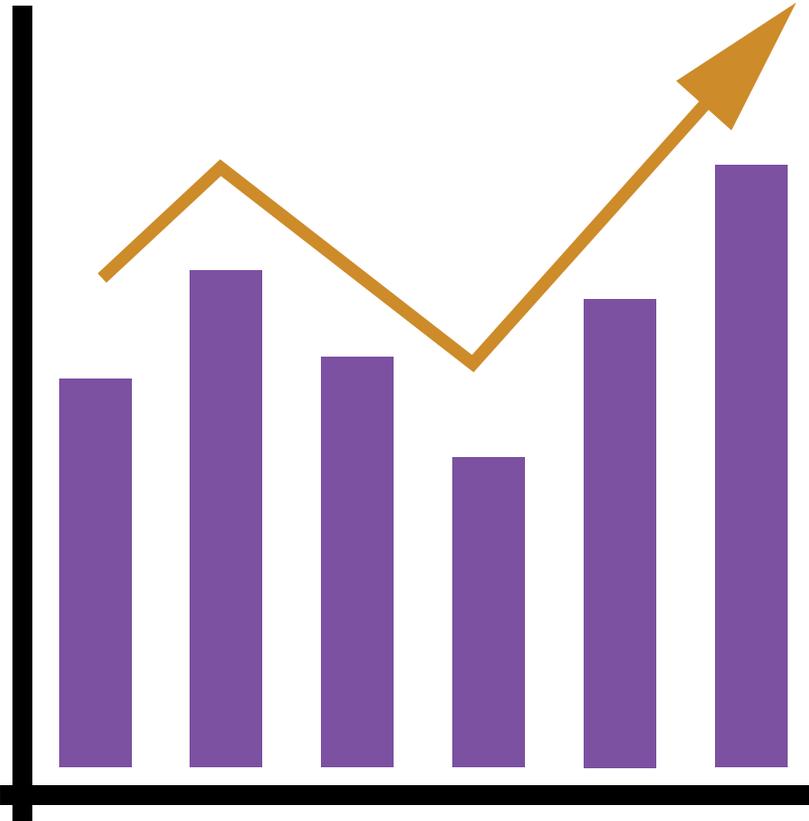
*Communities that actively support health and well-being.*

# Financials

## Making our Mission Possible

As a nonprofit organization, Prevention First ensures that finances are managed strategically and meticulously. Every dollar received helps sustain the building of community capacity to prevent youth substance use.

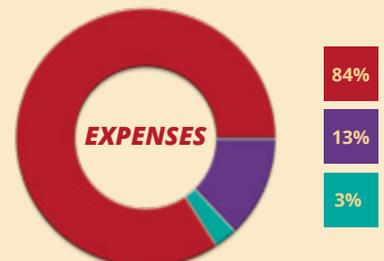
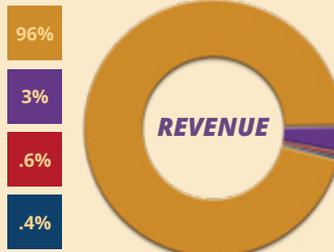
During FY20, Prevention First spent \$4,725,361 preventing alcohol and drug misuse in Illinois. Eighty-four cents of every dollar spent, or \$3,967,960, went towards program services. Simultaneously, the remainder was accounted for by management and general expenses of \$630,009 and costs for other supporting activities of \$127,392.



### REVENUE

Government Grants	\$4,544,819
Private Grants	\$24,084
Direct Public Support	\$29,597
Other Revenue	\$124,682

**Total Revenue \$4,723,182**



### EXPENSES

Substance Use Prevention Program Training & Technical Assistance	\$2,057,517
Substance Use Treatment Training and Technical Assistance	\$648,593
Teen Pregnancy Prevention	\$73,788
Substance Abuse Training to Department of Corrections	\$207,123
Illinois Students Against Destructive Decisions	\$221,049
Opioid STR Campaign	\$497,796
Alcohol Policy Resource Center	\$167,020
Regional Traffic Safety Resource Center	\$95,074
General & Administrative	\$630,009
Other Supporting Activities	\$127,392

**Total Expenses \$4,725,361**

**84 CENTS OF EVERY DOLLAR**  
INVESTED INTO PROGRAM SERVICES

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 Use Prevention Program Training and Technical Assistance (SUPP TTA)

## Educating and Empowering Prevention Providers

Prevention First advances the local work of state-funded Substance Use Prevention Program (SUPP) providers through training and technical assistance. This pivotal program builds the knowledge and capacity of SUPP providers to strategically plan and implement local, evidence-based strategies to prevent substance use among youth.

This year Prevention First's SUPP TTA team connected with providers through classroom, virtual and online trainings, webinars, networking events and technical assistance meetings.



# 39

*Trainings*

# 57

*TA Meetings*

# 9

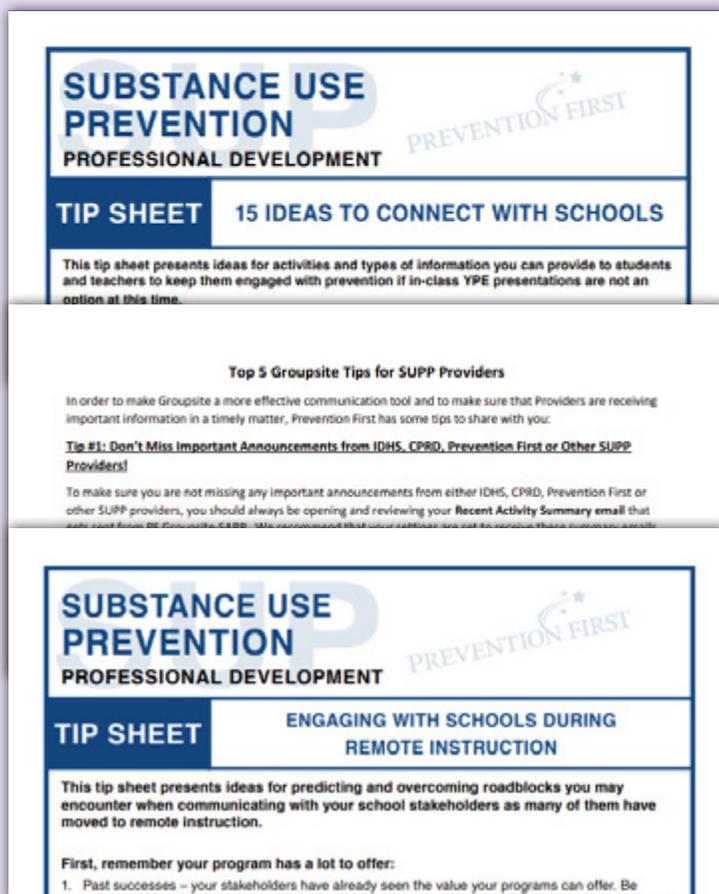
*Networking  
Events*

# 2

*Webinars*

Prevention First provided technical assistance services to 14 organizations, allowing for one-on-one targeted support to address a SUP need or challenge in planning for or implementing evidence-based and effective substance use prevention services.

# SUPP TTA Continued



## Advancing and Adapting Prevention Efforts

This year Prevention First expanded its resources and rapidly responded to COVID-19.

SUPP TTA updated four courses, developed five new courses, and launched three new micro-learning videos. The dedicated program developed various helpful tip sheets, along with the first-ever Resource Directory that offers providers a summary of available resources.

In response to the pandemic, the department modified two classroom courses and moved three classroom-based trainings to an online/virtual format. Thirty-two different COVID-related resources, from blog posts to tip sheets, were shared online.

## Praise from Prevention Providers

*"Prevention First's trainings give me and my team of Prevention Specialists the knowledge needed to effectively deliver our services to our community. From IYS recruitment to Youth Prevention classroom management, our team owes the ease of our classroom facilitation to the trainings provided by Prevention First."* – Daniela Aguilar, Haymarket Center

*"Prevention First has helped our Chicago Substance Use Program, over the years with our Youth Prevention education, communication campaign, Illinois Youth and many more components. The training services provided by Prevention First have increased our knowledge on the subjects."* – Maria Gonzales, Pilsen Wellness Center

*"Prevention First has helped me in various ways with my prevention work. By answering my many questions, and if they don't know, they take the time to look into it and get back to me with what they find. Prevention First staff exemplify engaging learning and strong support service."* – Stephanie Eisenberg, Lake County Health Department and Community Center

Prevention First uses a post training evaluation survey to determine participation satisfaction. This year, the overall satisfaction score for all trainings was 3.58% on a 4-point Liker scale.

# Alcohol Policy Resource Center

## Coming Alongside Communities to Reduce Underage Drinking and Alcohol Misuse

Data reveals that alcohol remains the most frequent substance used by teens in Illinois. The consequences of underage drinking go beyond just youth, affecting families, schools, and communities.

The APRC's mission is to help minimize underage drinking and alcohol misuse to protect individuals, and promote healthier communities.

During FY20, this department delivered competitive training, education, resources, and tools on evidence-based alcohol policy strategies to municipalities, local officials, law enforcement, and community coalitions focused on underage drinking in communities throughout Illinois.

The APRC worked directly with the various community members to identify environmental strategies, around alcohol policy and enforcement, aiming to create and sustain a shared commitment to reducing underage drinking. The program promotes tailored and evidence-based processes, strategies, and techniques to empower communities throughout Illinois.



## Increasing Impact

As awareness of APRC services grows, so does their reach and impact. We are excited to celebrate the following program highlights from this past fiscal year:

- **APRC Newsletter** - This newsletter launched in March 2020 and is now sent out to over 3,000 stakeholders statewide. We utilize this medium to share resources from the website and YouTube channel.
- **APRC Microlearning** - In FY20 the APRC prioritized microlearning as a format our target audience could use to learn more information about relevant topic in a short time frame. The microlearning resources are available on the APRC website and YouTube channel.
- **APRC YouTube Channel** - The APRC YouTube channel house the APRC microlearning videos. Current videos available include: APRC Overview, Alcohol Policy & Ordinances, Alcohol Environmental Scanning, SPF Community Assessment, and the Strategic Prevention Framework.
- **APRC Outreach** - The APRC prioritized outreach to law enforcement in FY20. We distributed a survey to Illinois Sheriffs to gauge their perceptions on underage drinking, coalition involvement, and awareness of the Illinois Youth Survey. Data collected allowed us to send relevant resources and training opportunities to Sheriffs.

## APRC Core Services provided in FY20

### TECHNICAL ASSISTANCE PROVIDED TO

# 14 CLIENTS

**Conferences, Exhibits & Meetings:** In FY20, the APRC participated multiple events, including Illinois Sheriff's Summer Conference, Illinois Municipal League Yearly Conference, IL SADD Domeshift Conference, Township Officials of Illinois Conference, Illinois College Town Summit, and Southern Illinois Law Enforcement Conference.

**Technical Assistance:** Topics discussed in TA included alcohol outlet density, alcohol compliance checks, advertising ordinance review, fake ID detections and challenges, policy adoption, Illinois Youth Survey, youth prevention education, communication campaigns, youth working with law enforcement, local social host ordinance review.

**Webinars:** Current webinars on-demand available for viewing includes Alcohol and Managing Special Events, Party Prevention and Controlled Party Dispersal, 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, Minor in Possession Laws and Ordinances, and Illegal ID Detection.

### HOSTED AND ATTENDED

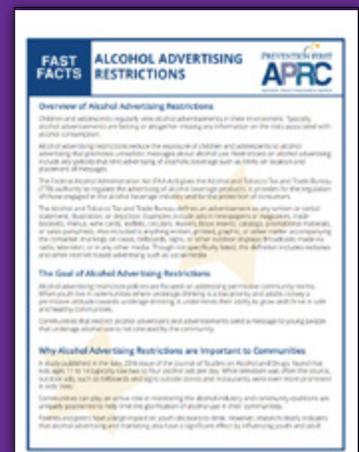
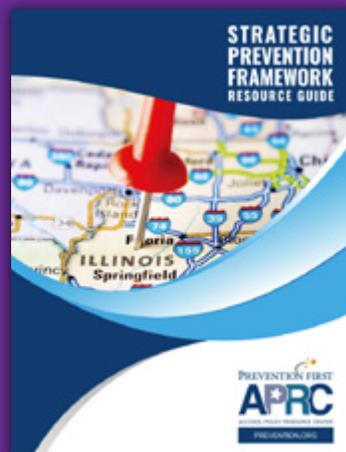
# 2 WEBINARS

**Law Enforcement Trainings:** The certified trainings included Alcohol Compliance Check, Shoulder tap & other operational strategies for reducing third party transactions of alcohol to minors, Fake/illegal ID detection, Controlled party dispersal and party prevention, Special events management, Legal considerations for enforcing underage drinking laws.

### Resources & Tools:

- Alcohol Environmental Scan Info graphic
- Alcohol Environmental Scanning Fact Sheet
- Fake ID Info graphic
- Controlled Party Dispersal Fact Sheet
- Place of Last Drink (POLD) Fact Sheet
- Special Events Resource Guide
- The Strategic Prevention Framework Resource Guide
- Youth Voice Series: Educating Elected Officials, Educating on Policy, & Partnering with Law Enforcement
- Micro-learning Videos
- Prevention Post COVID-19
- Strategic Prevention Framework Resource Guide
- Steps to Passing a Local Alcohol Ordinance

**Workshops:** Our workshops provided included, IL SADD Domeshift – Finding Your Voice: Youth as Advocates for Community Change, IABH Conference – Identifying Policy Strategies that Address Alcohol-Related Problems in a Community, National Prevention Network Conference – Working with Law Enforcement to Implement Strategies that Support Healthier Alcohol Environments



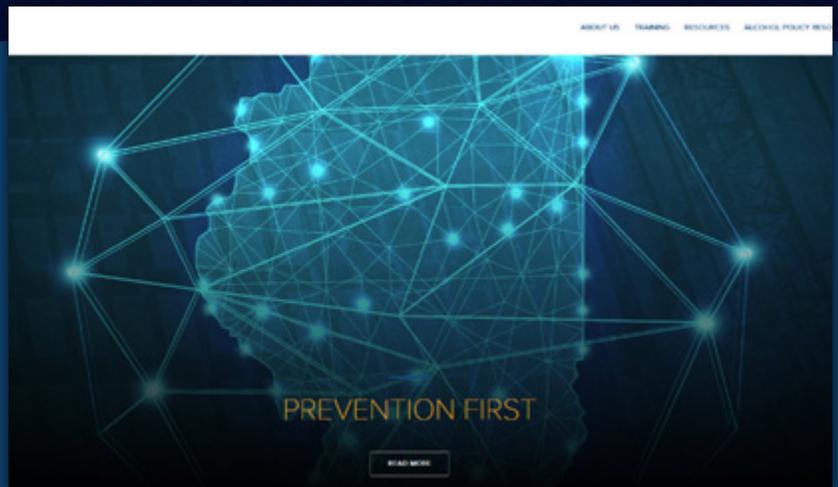
# Communications Department

## Strategically Reaching Stakeholders

The success of Prevention First’s mission hinges on effective communication. Prevention First prides itself on its ability to deliver timely, relevant, and accessible resources and information to its stakeholders and beyond. The communications department is responsible for executing this type of communications internally and externally. Prevention First’s website, social media and regular e-news distribute key messages and content.

## prevention.org

During FY20, Prevention First developed a redesign of our website to enhance our stakeholders' online experience and better capture our brand's identity. This digital redesign reflects our organization's commitment to innovation and furthers our ability to house and disseminate resources for substance use prevention. As our world moves more digital, Prevention First remains committed to maximizing this online space to continue leading the way for knowledge-building.



**3,062,108 pageviews in FY20**  
*(1,528,521 Unique pageviews).*



**twitter.com/  
drugfreeLL**



**facebook.com/  
prevention1st**



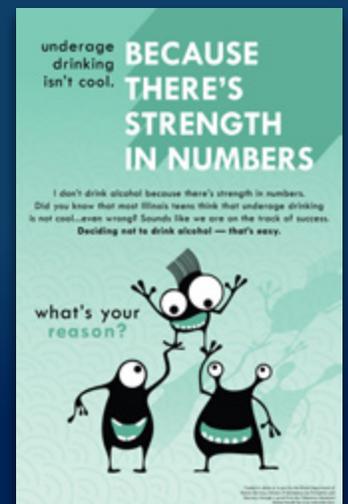
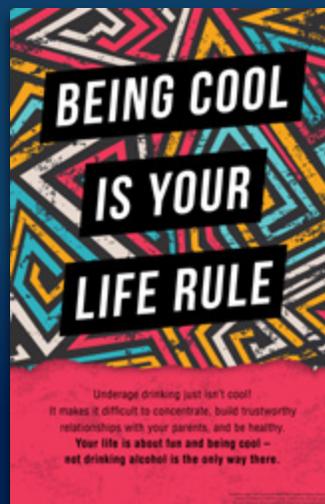
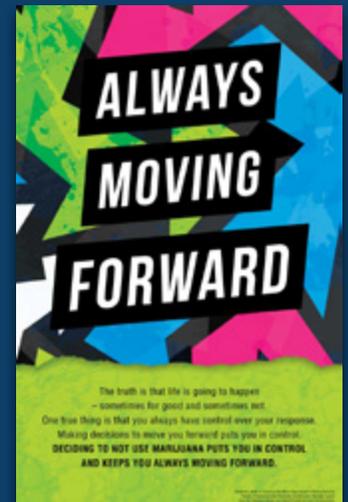
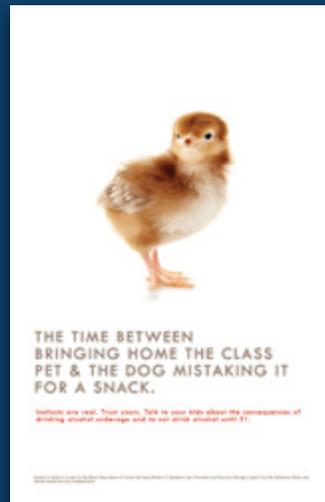
Prevention First's monthly newsletter "Prevention Connection" serves as a monthly touchstone with stakeholders, allowing us to deliver the most current training schedules, program information, provider resources, and other relevant information.

**AVERAGED**  
**2800**  
**DELIVERIES MONTHLY**

## Communication Campaigns that Cultivate Change

To further local prevention efforts, the Communications Department develops statewide substance use prevention campaign materials for Substance Use Prevention Providers to execute in their local campaign plans.

In FY20, our creative team delivered materials for five campaigns to prevent substance misuse. Our team planned, designed, and produced three underage drinking prevention campaigns and two youth marijuana use campaigns.



## Pushing Public Awareness Campaigns

Prevention First has broadened the scope of its campaigns through recent statewide public awareness initiatives. The Communications Department has managed three public awareness campaigns that cumulatively have reached millions, each with unique goals and strategies to promote healthier individuals and communities.



**Let's Talk Cannabis:** As a response to the Cannabis Response and Tax Act, this public awareness campaign has continued to focus on educational information for purchasers of cannabis, and risks associated with the use of cannabis and other substances since last fiscal year.



**8 Million Total Impressions**



**A Dose of Truth:** Since its inception last fiscal year, Prevention First has continued executing this public awareness campaign to address prescription opioid misuse.



**27 Million Total Impressions**



**Naloxone Now:** This public awareness campaign, also launched last fiscal year, educates the Illinois public on Naloxone, the opioid overdose antidote.



**339 Million Total Impressions**

# Illinois Department of Corrections Substance Abuse Counselor Training Program

## Promoting healthy behavior within the correctional system

Prevention First sees the criminal justice system as a key player in promoting healthy behaviors and preventing substance misuse. The IDOC program works directly in this sphere to educate correctional personnel to provide effective substance use counseling services.



In FY20, the IDOC CADC Training Program provided training on Pharmacology, Counseling Adolescents, Treating the Criminal Justice Client, and Advanced Treatment Techniques for Substance Use Disorder Clients.

**6** Trainings  
**270** IDOC Staff  
**75** CEU Hours

## Further equipping staff

To further support IDOC's staff, this program registered 39 certified staff to attend the ICB Fall Conference. The 5-day event provided a wide array of topics, including anxiety and depression, incarcerated veterans, ethical dilemmas, problem gambling, substance use disorder and the family, cultural competency, and the emerging public health crisis of recreational marijuana.

## Triumphing over technology barriers

As IDOC seeks to disseminate knowledge in innovative and effective ways, technology limitations have remained a barrier. Despite these challenges, the IDOC CADC Training Program managed to conduct their first-ever online training in May 2020 thanks to the team's dedication and determination.



# Students Against Destructive Decisions - Illinois

## Starting with students

Prevention First sees young people as one of the major catalysts for healthier communities. 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. This specific program educates and empowers SADD Chapter Advisors to promote health and safety among youth.

## Reaching youth where they are

Students are incredibly active online. SADD is capitalizing on this fact and continuing to engage with students through digital newsletters, Facebook, Instagram and Twitter. These outlets disseminate information on substance misuse, including underage drinking and opioids.

This year SADD launched its YouTube Channel as another medium to connect with students and provide meaningful, engaging content.

This program is using Powtoon, Doodly, and a Webinar library to enhance its website experience for students.



## Creating opportunities for growth and leadership in prevention

SADD spearheads DomeShift, a statewide conference for high school students and adults that work with them. Attendees receive resources, information, and workshops centered around healthy behavior and substance misuse prevention.

This program utilizes a student advisory board to empower youth to promote public awareness and disseminate information to schools, chapters, and other groups. This youth the board provided a complete update of programming and suggestions for new resources.

SADD's newest focus is mental health and well-being. Our program began providing Youth Mental Health First Aid training to schools. Many of the schools we work with have asked SADD to train the entire school staff, from teachers to bus drivers.

**25** Student Advisory Board Applications Submitted, Accepted 18, 5 new members

**177** technical assistant consults to registered chapters (via email, sites, and phone calls)

**15** SAB videos released focused on youth dealing with the pandemic

**137** Youth and adults attended DomeShift

# Special Initiatives

## SUPR TRAININGS

### Supporting Substance Use Treatment

In FY20, Prevention First had the opportunity to work directly with Licensed Substance Use Providers in Illinois to support the outcome-oriented care in the treatment of substance use disorders. Prevention First, along with the Illinois Department of Human Services and the Divisions of Substance Use Prevention and Recovery, worked closely to provide the abilities, knowledge, and skills to treatment providers to better service their clients. These trainings focused on the ASAM Criteria and DSM-5, valuable tools in the delivery of an organization's treatment services.

#### Training topics included:

- *Updating organizational assessment tools to ensure it references the most current DSM-5 criteria*
- *Strengthening the assessment tool to fully address all six ASAM dimensions*
- *Identifying the most appropriate level of care for patients*
- *Developing patient-centered treatment plans*
- *Determining the appropriate level of care during a continued stay review*
- *Developing comprehensive discharge summaries*

## DEA NATIONAL DRUG TAKE BACK DAY

Promoting safe, convenient, and responsible means of disposing of prescription drugs

In FY20, Prevention First supported and disseminated information regarding the National Prescription Drug Take Back Day to stakeholders. **303.5 pounds of medication** was collected at Prevention First's designated drop-off site.

## Teen Pregnancy Prevention

Prevention First works with IDHS on 3 Teen Pregnancy Prevention grants. The grants focus on improving the optimal health of adolescents and reducing teen pregnancy and sexually transmitted infections by replicating effective programs with fidelity. We provide training and technical assistance to the TPP grantees. For FY20, 100% of grantees were trained on the evidence based curriculum's required by the funder as well as topical trainings as identified by the grantees and IDHS. Technical Assistance was provided to grantees as requests were received. An annual meeting was coordinated for each of the grants as well as all logistics for trainings.

## Tobacco Enforcement Program

Working with IDHS, Prevention first provides 2 trainings a year for the Tobacco Enforcement Program. The trainings address retail tobacco compliance checks through the Tobacco Enforcement Program (TEP). At the completion of the trainings, officers are certified by the State of Illinois to supervise compliance check operations within their community as required by state law and the Illinois Law Enforcement Training and Standards Board. There is an average of 60 law enforcement participants at each training as well as community coalition members.

## Southeastern Regional Traffic Safety Resource Center

The Southeastern Illinois Occupant Traffic Safety Resource Center completed its eleventh year of programming by accomplishing all goals and rising to meet all new safety challenges posed to it. These goals were met 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.





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