



ANNUAL REPORT FY18


PREVENTION FIRST
Building community capacity to prevent substance abuse

FROM THE BOARD CHAIRPERSON AND EXECUTIVE DIRECTOR

Dear Friends:

We are pleased to present this year's annual report that shows our reach and impact in helping schools and communities across the state prevent substance abuse. Through the vast array of informational resources on our web site and high-quality training and technical assistance services, hundreds of community-based organizations, schools and others across Illinois have increased their effectiveness in preventing underage drinking, opioid misuse, and other drug use.

This past fiscal year we successfully launched several social marketing campaigns. We developed materials and social media messaging pertaining to underage drinking and youth marijuana use for local substance abuse prevention providers to distribute across the state. We also developed the social marketing campaign, *Guard & Discard*, which focuses on safe use, storage and disposal of prescription pain medications, and most notably, the nationally recognized Ending Opioid Misuse in Illinois: #EOM campaign, designed to reduce stigma associated with opioid use disorder and promote the state's helpline.

With marijuana legalization expanding across the country and the continued misuse of opioids, it has become evident that our work in substance abuse prevention is more important than ever. These trends are complex, with significant implications for public health education and policy. We continue to be viewed as an important partner and resource by our funders, coalitions and councils, and others committed to protecting the health and well-being of Illinois citizens as it pertains to these issues.

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

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Executive Director
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.*

SUBSTANCE ABUSE PREVENTION TRAINING AND TECHNICAL ASSISTANCE

Program Goal

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.

Highlights

- Forty-two online, webinar and classroom-based training events were provided to over 1,000 people.
- Ninety-eight technical assistance meetings/events were held with providers from Substance Abuse Prevention Program, Strategic Prevention Framework-Partnerships for Success, and Drug-Free Communities grants.

"The TA person was very patient with me and made me feel very comfortable. Reviewing (the training material) with her allowed me to get a better understanding of the process."
-TA Recipient

"Very professional, well-informed staff!"
-TA Recipient

"Being new to the field, I have benefitted from the TA services. I have only used the services for a couple of months."
-TA Recipient

"I feel that this was a very thorough training. I learned more in two days than I have in the last month and a half at my job! I have a much better understanding of what I need to do."
-Training Participant

"The training was very helpful and the presenters/trainers really made it easy and enjoyable to remain fully engaged. Loved it!"
-Training Participant

STUDENTS AGAINST DESTRUCTIVE DECISIONS

Program Goal

Educate and empower SADD Chapter Advisors as they promote health and safety among youth. They accomplish this by using the Strategic Prevention Framework and other tools that are scientifically-proven to be effective.

Highlights

- Hosted two statewide training/leadership events
 - Fall Leadership Retreat
 - DomeShift with 118 participants from seven schools/organizations.
- Hosted two Whistle Stop events: Proviso West HS and Gillespie HS



ALCOHOL POLICY RESOURCE CENTER

Program Goal

To provide 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 years old in communities throughout Illinois.

Highlights

- Developed an advisory council of diverse stakeholders throughout Illinois.
- Developed a [web page](#) centralized location for resources and tools to reduce underage drinking and alcohol misuse.
- Created resources and tools on evidence-based alcohol policies and law enforcement strategies to reduce underage drinking and alcohol misuse.
- Generated a repository of local ordinances addressing alcohol use to be used as a guide for communities developing new ordinances.
- Hosted two training webinars on law enforcement strategies for reducing underage drinking.



ILLINOIS DEPARTMENT OF CORRECTIONS SUBSTANCE ABUSE COUNSELOR TRAINING PROGRAM

Program Goal

Educate correctional personnel so they can provide effective substance abuse counseling services.

Highlights

- Fourteen trainings were provided to 377 IDOC corrections counselors, casework supervisors, parole agents, and wardens.
- Provided financial and administrative support to 71 certified IDOC staff who maintained their CADC credentials by attending two annual conferences

“As a corrections professional, the most important takeaway that I got from being involved in the CADC program is the ability to empathize with individuals and not sympathize with them. This was a concept that was foreign to me for nearly 14 years prior to the program. Once I had a better understanding of this concept, my approach to counseling became more client-centered and allowed me to provide better coping skills and recommendations for individuals as they experienced treatment and recovery from their addictions.” Chris B., Casework Supervisor

COMMUNICATIONS DEPARTMENT

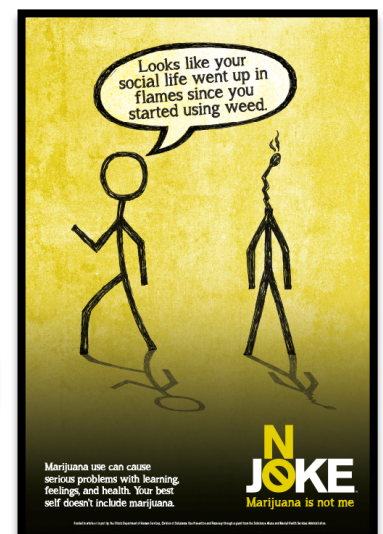
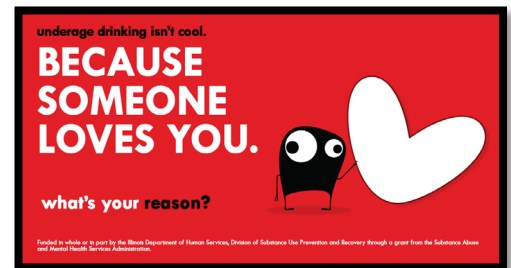
Highlights

- Prevention.org hosted over 612,000 web sessions
- Facebook posts reached over 40,000 people
- Twitter messages totaled 44,888 impressions
- Prevention Connection (monthly newsletter) sent to an average of 3,228 people a month.

Communication Campaigns

In FY18 the communications department worked to plan, design, and produce seven social marketing campaigns.

Campaign	Distribution/Reach
Ending Opioid Misuse #EOM	Print Materials: 94,750 Chicago CTA: 21,173,500 Impressions Gas Stations/Convenient Stores: 90,300,600 Impressions
Guard and Discard	Print Materials: 907,055 Magnets: 31,000 Stickers: 450,000
Underage Drinking Prevention (3 campaigns)	Media developed to be distributed in FY19 to youth in 66 high schools and 67 middle schools as well as parents at 36 middle/high schools statewide
Youth Marijuana Use Prevention (2 campaigns)	Media developed to be distributed in FY19 to youth in 14 high schools and 12 middle schools in Chicago

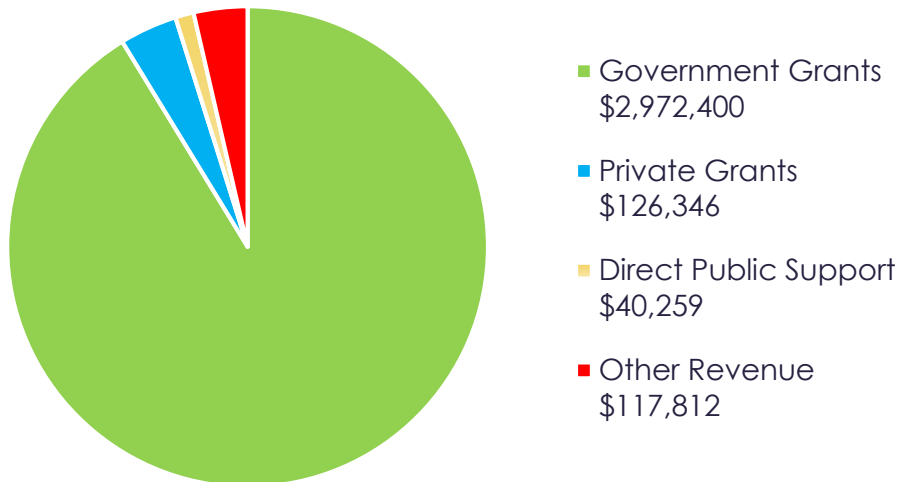


FINANCIAL REPORT

During FY2018, Prevention First spent \$3,356,344 preventing alcohol and drug abuse in Illinois. Eighty-three cents of every dollar spent, or \$2,777,149, went towards program services, while the remainder was accounted for by management and general expenses of \$429,184, fundraising costs of \$5,166, and cost for other supporting activities of \$144,845.

Approximately 89 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.

Income



Expenses

