

PREVENTION FIRST 



ADVISE

AMPLIFY

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**ANNUAL
REPORT
FY 22**

EVERY DECISION MATTERS

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Prevention First
Springfield, Illinois

Letter from the Board Chairperson and Executive Director

Dear Friends:

This year's annual report highlights the extraordinary accomplishments of our programs and services, reaching and serving communities across the state as we transition to a new post-pandemic world.

This past year, we are thrilled to have experienced tremendous growth, receiving additional funds to expand training and support in new areas, including violence prevention, substance use treatment and recovery, and mental health. We are thankful to our funders for their belief and trust in our ability to help them advance and support efforts to promote healthy behaviors and prevent substance misuse. We appreciate that they recognize our passion for fulfilling our mission, willingness to innovate, and commitment to producing the highest quality work possible.

These accomplishments reflect our continued journey toward a deeper understanding and commitment to diversity, equity, and inclusion. As we continue

to invest in ongoing professional development in this space, we have also developed a DEI plan with measurable outcomes which will drive inclusive and equity-driven programs, policies, and procedures. Implementing this plan will propel us toward the multicultural organization we intend to become.

As a result of the tremendous growth we experienced, we have restructured the organization to support and sustain this growth, creating new positions that have allowed us to recruit diverse staff and provide advancement opportunities. As part of this process, we have also committed to developing and implementing leadership development training and individual development plans for staff.

We are excited about our future as an organization. Now more than ever, Prevention First remains a relevant, vibrant resource and support, ready to collaborate with others to enhance the quality of life for all communities and those who live in them.

Sincerely,

Diana N Derige, DrPH
Board Chairperson

Karel Homrig, M.S Ed.
Executive Director

Mission & Vision

MISSION

Prevention First advances efforts to promote healthy behaviors and prevent substance misuse in every community through a variety of evidence-based and collaborative approaches, including training, support, and public awareness.

VISION

Prevention First is the leading organization for knowledge building and the dissemination of evidence-based prevention strategies. We believe that evidence-based approaches are the most effective paths to building communities and proactively support health and well-being.

MISSION IN ACTION

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We work with organizations that actively promote healthy behaviors so they can be effective in their missions.

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Through training and ongoing education, we work with individuals who deliver prevention services so they are equipped and confident to best support clients, schools, and communities.

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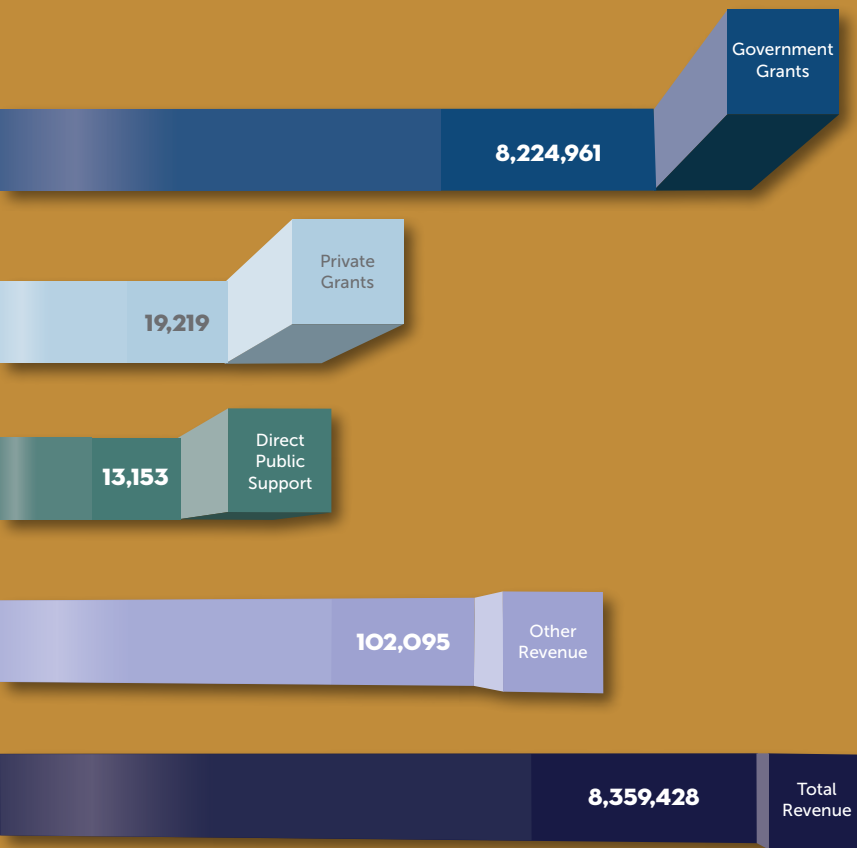
We actively address prevention areas of need through public awareness campaigns, resource centers, special initiatives, conferences, and networking events.

Financials

NUMBERS THAT MATTER

Prevention First is committed to responsible stewardship of public funds. The money we receive and spend ensures Prevention First’s ability to execute our mission and invest in communities throughout Illinois.

REVENUE



EXPENSES

Substance Use Prevention Training & Technical Assistance	1,947,969
Substance Use Treatment Training & Technical Assistance	809,982
Cannabis Public Awareness Campaign	1,240,034
Resource Centers	757,892
Substance Abuse Training to Department of Corrections	239,944
Opioid SOR Campaign	1,793,499
Teen Pregnancy Prevention	95,644
COVID-19 Mitigation	233,914
RSPA Youth Development Training, TA, and Support	55,180
Management and General	1,074,845
Other Supporting Activities	117,825
TOTAL EXPENSES	8,366,728

Approximately 98 percent of these expenditures were funded by the state and federal government, with the remaining funding provided by private grants, public support, and other revenue sources.

SUP TTA (Substance Use Prevention Training & Technical Assistance)

Prevention First’s Substance Use Prevention Training and Technical Assistance (SUP TTA) services build prevention professionals’ capacity to address their local conditions and develop their solutions to amplify programmatic effectiveness.

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In FY22, Prevention First collaborated on technical assistance services that assisted with:

- Identifying strategies to secure support from target schools and key stakeholders for implementing prevention services, including youth prevention education, communication campaigns, and youth advisory committees.
- Effectively developing a sustainable youth advisory committee structure, including a recruitment and engagement plan.
- Building the capacity to implement effective evidence-based prevention strategies according to standards and best practices.
- Establishing a plan to re-engage key stakeholders in prevention efforts after disengagement during the COVID-19 pandemic.

Additionally, SUP TTA hosted six **“POWER HOURS FOR PEERS”** calls. The purpose of these calls was to provide support and to share challenges and solutions to service delivery.

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SUP TTA Advised prevention professionals through the delivery of various substance use prevention training programs and resources.

19



in-person classroom training

17



online self-study courses

21



virtual classroom training programs

Additionally, SUP TTA conducted 44 orientation calls with new SUPP professionals to help orient them to the prevention field and provide resources and support as they start their careers.

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SUP TTA continued to advocate for prevention providers with the support of IDHS SUPP leadership and the Center for Prevention Research and Development. Prevention First’s annual SUPP provider survey helped assess the state of the funded prevention workforce to determine the specific direction and ways to best support prevention professionals’ needs on a state and national level.

APRC (Alcohol Policy Resource Center)

Prevention First’s **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 focused on underage drinking in communities throughout Illinois.

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Technical assistance was provided to communities, law enforcement, and elected officials to increase their capacity to implement evidence-based alcohol policies and law enforcement strategies. In FY22, the APRC advised **SIX** technical assistance clients on various topics.

- alcohol compliance checks
- fake ID detection and challenges
- direct-to-consumer alcohol sales
- policy adoption
- alcohol outlet density
- alcohol marketing
- youth working with law enforcement
- environmental strategies
- alcohol availability at special events

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Illinois Alliance on Reducing Underage Drinking

The APRC provided meeting coordination for the Illinois Alliance on Reducing Underage Drinking, a collaboration with the IDHS SUPR. Four virtual meetings were held during the fiscal year and provided the opportunity to advocate for healthier and safer communities through alcohol policy and strategy.

American Public Health Association - ATOD Leadership Team’s Alcohol Action Network (AAN)

The APRC continues its membership in the American Public Health Association - ATOD Leadership Team’s Alcohol Action Network (AAN). The APRC was asked to be on the Alcohol Policy Advisory Board for a University of North Carolina CDC grant project. This project examines the contexts of alcohol availability and accessibility amidst changing regulatory situations throughout the pandemic.

Conferences

Conferences, exhibits, and meetings allow the APRC to reach members of our target audiences and discuss the services offered. The APRC exhibited at five statewide and national conferences in FY22.

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Please [click on icons](#) for information.

WEBINARS

VIRTUAL WORKSHOPS

TRAINING EVENTS

RESOURCE DEVELOPMENT

DIGITAL MEDIA



To view the FY22 APRC Annual Summary, please [click on logo](#).

Communications

Prevention First’s **Communication Department** ensures strategic internal and external communication across programs, platforms, and publications.

The Communications Department developed materials for **SEVEN** communication campaigns targeting underage drinking, youth marijuana use, and youth vaping. IDHS Substance Use Prevention Program providers develop an intentional marketing strategy to use the materials in their schools and communities to impact attitudes and behaviors related to substance misuse. In FY22, over **2,450 materials** were created for use in communities throughout Illinois.

We also develop and maintain four public awareness campaigns. **A Dose of Truth Illinois** and **Rethink Recovery** address overdose prevention, naloxone use, and medicated-assisted recovery. **Let’s Talk Cannabis** and Unfaded aims to educate Illinois audiences about cannabis and youth substance use. Each campaign used strategic messaging to reach target audiences in Illinois. Within the four campaigns, there were over **87M impressions**, **18M engagements**, and **177K web sessions**.

SUPP CAMPAIGN MATERIALS



We have amplified our digital presence through a multi-platform approach to disseminating information. Over the last fiscal year, our website had **941,000 web sessions** from approximately **860,000 users**. Most of our visitors spent time



reviewing/registering for training events, visiting resource centers, and downloading resources.

We regularly use social media platforms to share research updates, training opportunities, relevant resources, and community highlights.

CPRC (Cannabis Policy Resource Center)

The CPRC launched in FY22, beginning its services providing training, resources, and technical assistance to community coalitions, municipal leaders and law enforcement officials on cannabis policy as a prevention strategy. The CPRC developed and launched its in FY22, and hosts trainings and resources for anyone interested in cannabis policy.



Provided technical assistance to three Illinois coalitions to increase their capacity around cannabis marketing policy, point-of-sale and cannabis-derived/synthesized products.

WEBINARS

- Introducing the Cannabis Policy Resource Center: Comparing Alcohol and Cannabis Policies and Respective Public Health Outcomes
- The Layers of Cannabis Policy and Where Prevention Fits In
- Community Responses to Cannabis Legalization: The Illinois Experience (hosted by the Great Lakes PTTC)

RESOURCE HIGHLIGHTS

- The Differences Between Alcohol and Cannabis Policy Resource Guide
 - Cannabis Derivatives Infographic (Explains the difference between products considered marijuana and those derived from hemp, which have significant regulatory differences.)

CONFERENCES (exhibited or presented):

- Illinois Marijuana Summit (hosted by Drug Free America)
- Illinois Prevention Network
- Illinois Municipal League Conference
- Southern Illinois Law Enforcement Conference
- LifeSavers Conference (Traffic Safety)

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IDOC (Illinois Department of Corrections CADC Training Program)

In FY22, we continued to enhance the learning experience of IDOC staff by delivering our second eLearning module for the CADC Training Program, History and Theories of Substance Use Disorder. IDOC staff can now access multiple trainings at their facility – doing it on their own schedule, learning important information early, and fulfilling the requirements of the CADC Training Program. Thirty-eight IDOC staff completed one or both courses which advises about the continuum of care for substance use disorder clients, and how to prepare to take the CADC certification exam.

Finally, **TWENTY-SIX** certified IDOC staff attended the virtual ICB Spring Conference while forty-five certified IDOC staff attended the ICB Fall Conference in Mt. Vernon.



YPRC (Youth Prevention Resource Center)

At Preventions First's **Youth Prevention Resource Center**, we apply a holistic approach in all that we do, ensuring that youth voices are represented and respected. We invest significant resources to be responsive to the needs of our youth and support healthy decision-making, supporting both those who work with youth and youth themselves.

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We received consultation services to develop and implement a campaign to reach out to Illinois schools to share information about YPRC services. Nearly **2,000** contacts

were made through a series of emails promoting the program. YPRC staff met with approximately forty people and delivered program information and helpful resources.

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WEBINARS

- Authentic Youth Engagement, Part One
- Authentic Youth Engagement, Part Two
- Being Visible, A Look at What It Takes to Be an LGBTQ+ Ally

TRAINING EVENTS

- Youth Mental Health First Aid Youth MHFA teaches adults how to help an adolescent experiencing a mental health or substance use challenge or crisis.
- Adult MHFA
- QPR (Question, Persuade, Refer – A Suicide Prevention Gatekeeper Training)

RESOURCES

- Vaping 101 or Parents
- Kickstart Your Year
- Event Planning Guide
- Tips for Engaging Youth
- Tip for Engaging Youth - SAB Edition
- Social Media Etiquette
- How to Talk to a Friend About Suicide
- Unhappy Holidays
- Traffic Safety Hero Series, Volume
- One: Occupant Safety
- Traffic Safety Hero Series, Volume
- Two: Impaired Driving
- Summer Teen Driving Tip Sheet

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NEWSLETTERS – **700** contacts received monthly newsletters.

Collaborated with agency wide newsletter to extend reach – **5,500** contacts received monthly newsletters.

Leadership Center

The Prevention First Leadership Center is part of a larger collaborative that includes four other **Leadership Centers** in Illinois. The overarching goal of the Leadership Centers program is to advance and increase the knowledge and use of medication-assisted recovery and decrease opioid use disorder and stimulant use disorder by working across the Continuum of Care Model and utilizing a systems-thinking approach.

Prevention First's Leadership Center provides online and web-based training, education, resources, and tools to assist **IDHS-SUPR Illinois Leadership Centers**.



We provided a series of five webinars focused on SAMHSA's Strategic Prevention Framework, a five-step, data-driven planning process. For each webinar in the series, we provided additional resources and targeted technical assistance opportunities for staff of the Illinois Leadership Centers, the Recovery Oriented System of Care (ROSC) Council staff, and members of community coalitions throughout Illinois.

Finally, we conducted a gap analysis to identify the resources and training events that would be valuable to the other Illinois Leadership Centers, ROSC Councils, and community coalition staff. This project culminated in a report informing FY23 resource and training strategy.

COVID-19 Mitigation Program

With funding from the Substance Abuse and Mental Health Services Administration (SAMHSA) to support **COVID-19 mitigation efforts**, IDHS launched a project to prevent the spread of COVID-19 in community mental health centers (CMHC) and various substance use treatment and recovery settings.



This project supports the purchase and distribution of COVID-19 abatement supplies to Department of Mental Health (DMH) providers and Division of Substance Use Prevention and Recovery (SUPR) funded and licensed organizations. Prevention First administers this project and serves as the “hub” for organizations to access COVID-19 abatement supplies using Shopify, an online ordering system.

In FY22, Prevention First processed and shipped 253 COVID-19 abatement supply orders. These orders have gone to **152 different organizations**. Ninety-seven organizations were licensed or funded by SUPR; DMH funded forty-four, and eleven were identified as receiving funding from both DMH and SUPR. The 253 orders totaled approximately **21,600 COVID-19 abatement supplies** sent out via UPS (**approx. 16,000 boxes**). Additionally, about 5,000 postcards containing information on COVID-19 vaccine adherence were distributed to providers. These postcards are available for providers at no charge.

RYD TTAS (Reimagine Youth Development Training & Technical Assistance & Support)

Prevention First worked externally with the Illinois Department of Human Services, Office of Firearm Prevention, and the newly funded Reimagine Public Safety Act (RPSA) Grantees to lay a firm foundation and build a successful, sustainable RPSA system.

This work included extending an invitation to the **Reimagine Youth Development Training and Technical Assistance and Support Providers (TTAS)**, namely the Black Community Provider Network and ACT Now Illinois for a Meet and Greet at the Prevention First Chicago office. The first meeting was hybrid and took place on March 29, 2022. This resulted in a decision to hold weekly virtual meetings among the three newly selected RYD-TTAS Providers.

Progressing through the normal stages of group development, Prevention First has remained committed to coordinating efforts among the three RYD-TTAS Providers. Highlights of our work include:



Developing a training crosswalk to explore opportunities, match training offerings to Grantee program standards, identify gaps, determine deficiencies, and avoid duplication of services.



Planned, hosted, and delivered (in collaboration with IDHS, the Black Community Provider Network, and ACT Now Illinois) the RPSA Kickoff Event and provided Kickoff Event follow-up correspondence to all RPSA Grantees in attendance.

Prevention First also collaborated closely with internal partners to develop and revise processes specific to addressing activities included in the approved training and technical assistance plan.

TSRC (Traffic Safety Resource Center)

In FY22, we focused on enhancing our reach to Illinois communities. The newly developed webpage has content for each traffic safety program offered through the **Traffic Safety Resource Center - Peer-to-Peer Teen Safe Driving**, Parent Graduated Driver's License (GDL), Child Passenger Safety (CPS), Defensive Driving, and Employer Traffic Safety.



AMPLIFY

We received consultation services to develop and implement a campaign to reach out to potential clients to share information about TSRC services. Nearly 800 Illinois high schools were contacted through a series of emails promoting the program. With an open rate of 65%, we met and delivered program information with 127 high schools.



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Member of the Williamson County Safety Days Coalition. Planning for a four-day event provides a variety of safe driving topics for teens with a presentation informing the teens what happens when involved in a crash. **29 Southern Illinois highs** attended from **9 different counties** bringing in a total of **1,505 students**.

Promoted seven national traffic safety campaigns through **138 social media posts** and **19 newsletter articles**.

Attended and provided provide traffic safety information to approximately **330 individuals** during two conferences.

WEBINAR

- Alcohol and Teen Traffic Safety (collaboration with APRC)

CHILD PASSENGER SAFETY CLASSES

- Four CPS certification classes
- One CPS Renewal class
- Five CPS Technician Skill Builder update classes
- Served as Lead Instructor for car seat safety check events as needed.

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Training Coordination & Events

CONFERENCE, MEETING, AND EVENT PLANNING

We offer full-service conference, event, and meeting planning to internal and external customers. With Certified Meeting Professionals (CMP) on staff, we provide turn-key planning services from the beginning of planning to implementation on the day of the event. Approximately ten meetings and events were planned and delivered in FY22.

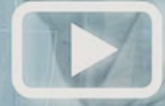
In FY22, the **Tobacco Enforcement Program** offered three training events on retail tobacco compliance checks. Upon completion, the 57 officers were certified to supervise retail compliance checks in their community, following Illinois state law.

In FY22, **Teen Pregnancy Prevention (TPP)** program hosted training events to ensure PREP and Tier 1B grantees had the skills, abilities, and knowledge to implement the evidenced-based curriculums for the youth in their area. A virtual annual meeting was coordinated for each grant, as well as the training events' logistics. Other training topics were offered based on the needs of the grantees and IDHS. Training topics included:

- Foundations of Teen Pregnancy Prevention
- Implicit Bias
- Comprehensive Gen X Ed: LGBTQ+ Competencies

In FY22, the **SUPR Treatment and Recovery Program** coordinated 89 virtual training events for Licensed and IDHS Funded Treatment and Recovery Providers. The trainings aimed to increase the abilities, knowledge, and skills of treatment providers and recovery home workers to support outcome-oriented care in treating and recovering from substance use disorder. These trainings focused on the ASAM Criteria, the most widely used and comprehensive set of standards for placement, continued stay, transfer, or discharge of patients with addiction and co-occurring conditions.

Instructional Design



The **Instructional Design** team focused efforts updating and rebranding our vast training catalog and planning for growth. In FY22 we more than doubled the instructional design team and now support all of Prevention First’s programs including the Substance Use Prevention, Reimagine Youth Development, and IDHS/SUPR treatment programs as well as various other grant programs and resource centers.

We have been strengthening our internal capacity by developing processes, templates, and tools to embark on developing that meets the needs of a broader audience.



We created two new toolkits for substance use prevention professionals:

- **Delivering Culturally Prevention Services Resource Guide**
This guide provides general information, guidance and links to websites to support substance use prevention professionals in improving their cultural humility and capacity to serve their diverse community populations. It introduces cultural responsiveness, cultural humility and related concepts, social determinants of health (SDOH), and health equity concerning prevention of substance use. It also offers suggestions for implementing culturally responsive prevention activities.
- **Increasing Community Engagement Toolkit**
This toolkit provides tips and templates related to engaging communities in prevention through prevention promotion and collaboration with key stakeholders.

AMPLIFY



We currently maintain a catalog of 16 online courses, **7 virtual classroom courses**, and **5 in-person classroom courses**. In FY22 we rebranded and/or revised **9 trainings**. Revisions were based on internal and external feedback to provide up-to-date and relevant information to our training audiences and ensure smooth training delivery. Five of those trainings were virtual classroom trainings that were delivered using a new, more accessible platform, Zoom.

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In collaboration with SUP TTA staff, we designed two networking events for Substance Use Prevention Providers to network with their peers around specific topics. This year the events focused on youth advisory boards and engaging community stakeholders in prevention.

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