



PREVENTION FIRST 

ANNUAL REPORT

ADVISE
AMPLIFY
ADVOCATE

EVERY DECISION MATTERS

21

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board of directors

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American Medical Association
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Karel Homrig

Executive Director
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 despite the nationwide pandemic that has disrupted so many lives in so many ways.

This past year, we are thrilled to have experienced tremendous growth, receiving additional funds to support our training and public awareness efforts. 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. This past year we invested heavily in board and staff professional development and "courageous conversations" to identify how we can reflect this commitment through our board and staff composition and the programs, services, and resources we develop. We intend to build upon these discussions with actionable plans that demonstrate our commitment to serving all communities.

The growth we have experienced also called us to examine our current organizational structure. Consequently, we launched the Growing Our Organization Dynamically (GOOD) Initiative to strategically engage all staff and the board of directors in identifying the people, processes, structure, and tools we need to manage and sustain this growth. The data we have gathered this year will inform a new organizational structure designed to support Prevention First's strategic plan goals, create career advancement opportunities, and more fully accomplish its mission.

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

EVERY DECISION MATTERS



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

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

AMPLIFY - 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.

ADVOCATE - We take an active role in addressing prevention areas of need through public awareness campaigns, resource centers, special initiatives, conferences, and networking events.



EMBRACING A REBRAND

This year, Prevention First rebranded to *revitalize* and *refocus* Prevention First's *purpose* and *presence*. This transformation helps to elevate our brand and unify our organization. While Prevention First has embraced a new look and feel, we remained true to our core identity throughout the process. You can now see our refreshed brand elements throughout our media channels and all publications.

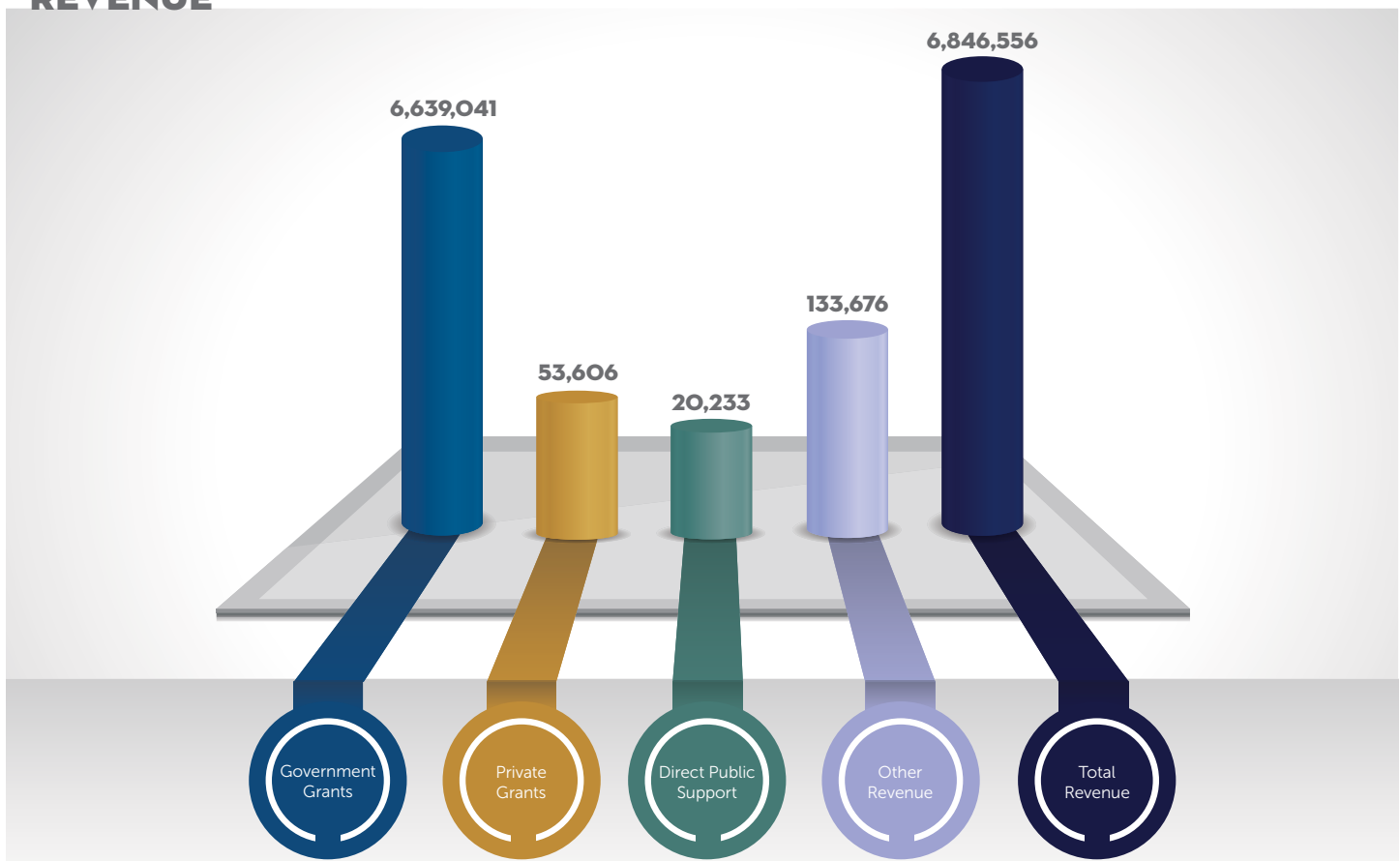


FINANCIALS

NUMBERS THAT MATTER

Prevention First is committed to stewarding public funds well. 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.....	1,742,338	Youth Prevention Resource Center	233,418
Substance Use Treatment Training & Technical Assistance.....	753,656	Opioid SOR Campaign	1,152,894
Cannabis Public Awareness Campaign	1,303,272	Teen Pregnancy Prevention.....	88,278
Alcohol Policy Resource Center.....	206,774	Regional Traffic Safety Resource Center4	93,103
Substance Abuse Training to Department of Corrections	213,221	Management and General	882,641
		Other Supporting Activities	154,917
		TOTAL EXPENSES	6,824,562

Approximately 97 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.

2021 ILLINOIS CANNABIS SYMPOSIUM

In light of the legalization of recreational marijuana use in Illinois, Prevention First **AMPLIFIED** the voices and perspectives of various stakeholders through our first **2021 Cannabis Symposium**. We facilitated this virtual conference with three primary goals:

- Create a common understanding of the potential issues and ramifications of the legalization of marijuana in Illinois.
- Describe potential ramifications of these issues at the state, local, and organizational levels.
- Identify resources and supports to enhance protective factors and mitigate harms.

OVER THREE DAYS:

Over **130** participated in the live virtual event

18 presenters/moderators

5 sponsors

EVALUATION COMMENTS

Amazing presentations. Truly enjoyed the speakers and presentations.

This was an excellent learning opportunity. Thank you for sharing this experience.

PF deserves much credit for taking on a very hard and complicated task. Overall an outstanding conference.



PRESENTED BY: PREVENTION FIRST
ILLINOIS
CANNABIS
SYMPOSIUM

SUP TTA

Substance Use Prevention Training and 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 own prevention solutions to **AMPLIFY** programmatic effectiveness.

In FY21, Prevention First collaborated on technical assistance services that assisted with:



Establishing collaborations with key stakeholders in the schools and communities to promote and sustain the youth prevention education strategy.

Identifying recruitment and engagement strategies for establishing and working with a youth advisory committee.

Building the capacity of an organization to plan for and implement communication campaigns according to standards and best practices.

Effectively developing a professional development plan specific to prevention to better understand strategy implementation, including youth prevention education.

Interpreting program developer's adaptation protocols, including facilitating a meeting to confirm best way to implement the program in a virtual setting.



[Click on icon to learn more about SUPP Prevention Professionals.](#)

SUP TTA **ADVISED** prevention professionals through the delivery of a variety of SUP training programs and resources.

17

classroom trainings

15

online self-study courses

16

virtual classroom trainings

SUPP TTA continued to **ADVOCATE** for prevention providers with the support of IDHS SUPR SUPP leadership and the Center for Prevention Research and Development. Prevention First' annual SUPP provider survey, helped assesses the state of the funded prevention workforce to determine specific direction and ways to best support prevention professionals' needs on a state and national level.

Additionally, SUP TTA facilitated a process on behalf of IDHS and its Chicago-based grantees to create a strategic plan to better meet the substance use prevention needs of Chicago youth.

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.

Through technical assistance, the APRC **ADVISED** communities, law enforcement, and elected officials to increase their capacity to implement evidence-based alcohol policies and law enforcement strategies.

In FY21, **twelve** technical assistance clients received services. The APRC advised those clients on a range of topics, including alcohol compliance checks, fake ID detection and challenges, direct-to-consumer alcohol sales, policy adoption, strategic prevention framework, alcohol marketing, and alcohol availability at special events. Virtual workshops led by the APRC focused on providing information to participants on various topics to increase knowledge on alcohol policies, policy adoption, and policy enforcement. The APRC offered two virtual workshops in FY21:

- **DFC Coalition** - Direct to Consumer Alcohol
- **DFC Youth Sector Coalition** - Strategic Prevention Framework and Environmental Strategies and Policies

The APRC has **AMPLIFIED** alcohol prevention efforts through various avenues.

The monthly APRC newsletter provides updates on the latest research, trends, and alcohol prevention activities. This newsletter reaches hundreds of prevention providers and law enforcement officers across the country. Social media channels have also allowed the APRC to share alcohol policy and strategy resources.

New local and national networking memberships have opened the door for the APRC to further collaborate and **ADVOCATE** for healthier and safer

communities. In FY21, this resource center joined the American Public Health Association - Alcohol, Tobacco, and Other Drug (ATOD) Leadership Team's Alcohol Action Network (AAN) and the Illinois Alliance on Reducing Underage Drinking.

The APRC's reach and recognition expanded to a national audience with both webinars and resources in FY21. The resource center coordinated with national experts to share the latest research and strategies to prevent underage drinking. Seven live webinars resulted in a viewership increase of 85% over the fiscal year.

(See star logos to the right)

Please *click* on image below to view the FY21 Annual Summary.



APRC 
ALCOHOL POLICY
RESOURCE CENTER

Please *roll over* star logo to see FY21 live webinars.

COMMUNICATIONS

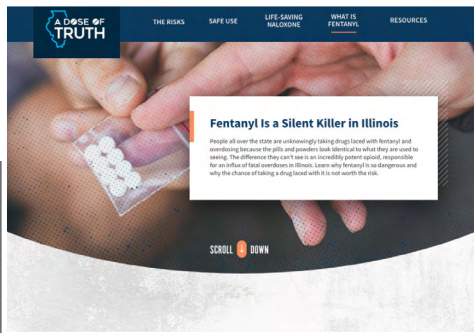
Prevention First's **Communication Department** ensures strategic internal and external communication across programs, platforms, and publications.

In FY21, the Communications Dept. **ADVISED** through evidence-based strategies to develop materials for communication campaigns targeting underage drinking, youth marijuana use, and youth vaping. SUPP providers develop an intentional marketing strategy to use the materials in their schools and communities to impact attitudes and behaviors related to substance misuse.

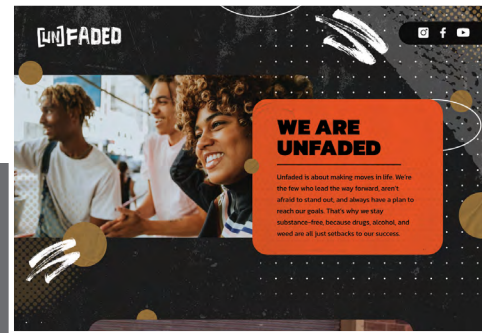
We have **AMPLIFIED** our online presence through a multi-strategy approach to disseminate information.

In 2021, we doubled our social media presence by adding **LinkedIn** and **Instagram** accounts, to our **Facebook** and **Twitter** pages. We regularly use these platforms to share research updates, training opportunities, relevant resources, and community highlights. Over the last fiscal year, our website hit over **450,900 page views** and **320,600 web sessions**, with most of our visitors spending time reviewing/registering for trainings, visiting resource centers, and downloading resources.

Our department **ADVOCATED** for healthy behaviors through four targeted public awareness campaigns. Each campaign used strategic messaging to reach over **393.3M impressions** throughout Illinois.

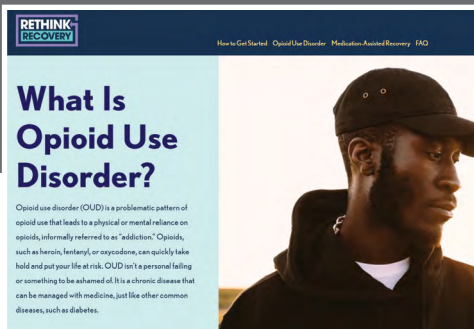


A Dose of Truth reaches audiences most at risk of illegal use of opioids providing information about the dangers of fentanyl and the life-saving tool, naloxone.

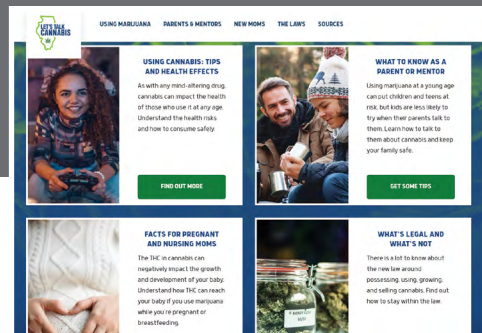


Unfaded is a public awareness campaign reaching youth at higher risk of polysubstance use with education and motivation to reduce or end the misuse of substances.

Rethink Recovery offers patient materials about medication assisted recovery (MAR) to healthcare providers to start or continue conversations about MAR with their patients. This campaign also reaches adults with OUD and at higher risk of overdose addressing the stigma of recovery options available.



Let's Talk Cannabis Illinois targets adults 21 and over who are using cannabis with messages about safety and health-related to cannabis. The campaign also reaches out to pregnant and breastfeeding mothers providing education around cannabis use and the impact on their child.



Illinois Department of Corrections CADC Training Program




The Illinois Department of Corrections CADC Training program **ADVISES** the Illinois Department of Corrections (IDOC) regarding the CADC Training Program.



In FY21, we developed a plan to enhance the learning experience of IDOC staff by delivering the very first eLearning module, *IDOC Overview of Substance Use Programming*. This introductory course allows staff to learn what is expected of them at the beginning of their time in the program, regardless of when they enter the training cycle.

This online training proved to be a significant undertaking for the IDOC training program but **AMPLIFIED** the way IDOC staff attend training. They can now access a piece of the program at their facility – doing it on their own schedule, learning important information early, and fulfilling the requirements of the CADC Training Program.

The IDOC Overview of Substance Use Programming also:

-  Complements the handbook that each IDOC staff member receives.
-  Encourages IDOC staff to have an online account with Prevention First.
-  Increases facility availability for in-person learning.

YPRC

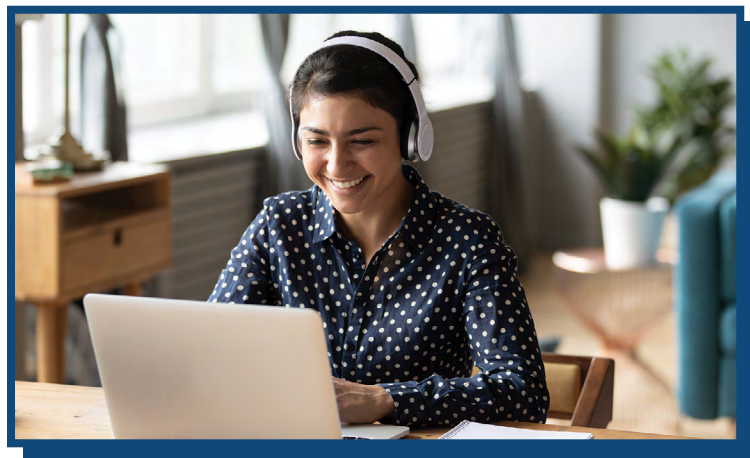
Youth Prevention Resource Center

The Youth Prevention Resource Center (YPRC) develops, disseminates, and provides resources and support to all schools that want to use a youth leadership model to address prevention issues.

During FY21, this youth-centered program underwent an exciting transition from IL SADD to Youth Prevention Resource Center. The YPRC adopted its new name to appeal more to the schools it serves and better reflect the program's efforts.

The transition to YPRC has not changed the program's work scope and deliverables. However, the YPRC feels confident that this name change will enhance its ability to meet expansion goals for FY22. This change has already benefited the YPRC's Student Advisory Board, drawing from a more diverse group of students while maintaining IL SADD student representation. The YPRC continues to work closely with IL SADD Chapter Advisors and other student groups, meeting the needs that the students, advisors, or sponsors identify.

The YPRC not only targets school-based groups, but they also appeal to community-based groups or Youth Advisory Committees.



In FY21, the YPRC regularly **ADVISED** teen members of the Student Advisory Board (SAB) through trainings and monthly meetings. This department also developed resources for and received feedback from the SAB to **AMPLIFY** the voice of these youth.

The youth's voices were further heard and **ADVOCATED** through statewide and national initiatives, including the Statewide Alliance and Cannabis Symposium.

During this fiscal year, the YPRC's Mental Health First Aid course experienced tremendous growth and success. These trainings **ADVISE** and equip adults to identify, understand, and respond to signs of mental illness and substance use disorders in youth.

RLC

Regional Leadership Center

The Prevention First Regional Leadership Center (**RLC**) launched in conjunction with four other Regional Leadership Centers at the end of the first half of FY21 with funding provided by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery. The overarching goal for the **five** Regional Leadership Centers

is to strengthen community partnerships and provide expertise to better support persons with substance use disorders. Prevention First RLC exists to assist the RLCs build a network structure, provide evidence-based resources and materials, training, technical assistance, and support using the SAMHSA Strategic Prevention Framework.

Five Regional Leadership Centers

Rush University Medical Center Regional Leadership Center

Carle Foundation Hospital Regional Leadership Center






SIU School of Rural Health Regional Leadership Center

Chestnut Health Systems Regional Leadership Center

Prevention First Regional Leadership Center



Much of The Prevention First RLC's focus was on **ADVISING** the other Regional Leadership Centers through various efforts and avenues:

-  Lunch & Learn Meetings
-  A classroom-based training
-  Meeting presentations
-  Evidence-based resources relative to medication-assisted treatment and recovery
-  A strategic planning model that can be applied across the continuum of care

The Prevention First RLC **AMPLIFIED** the efforts of the four Regional Leadership Centers by facilitating connections with other state-funded program providers and multiple, longtime allies of the agency. We are confident that these connections could lead to the establishment of new associations and partnerships, so that local communities and networks throughout the state will operate more cohesively, collaboratively, and effectively.

SRTSRC

Southeastern Regional Traffic Safety Resource Center

The Southeastern Regional Traffic Safety Resource Center served as a grantee to assist the Illinois Department of Transportation in reducing injuries and fatalities on Illinois roadways through education and community outreach.

5 Child Passenger Safety Certification courses which trained 55 new Child Passenger Safety Technicians in Southern Illinois.

6 Child Passenger Safety updated classes in Southern Illinois where 27 Child Passenger Safety Technicians attended.



3 Child Passenger Safety Renewal courses in Southern Illinois where 19 expired Child Passenger Safety Technicians were re-certified.

Participated in the planning and implementation of a statewide Child Passenger Safety virtual conference attended by more than 500 Child Passenger Safety Technicians.

SPECIAL INITIATIVES

In FY21, various special initiatives further supported the mission and impact of Prevention First.

SUPR Treatment Training Program

The **SUPR Treatment Recovery Program**, working with IDHS, **ADVISED** Licensed Treatment and Recovery Providers through 73 trainings. These trainings focused on the ASAM Criteria and supported outcome-oriented care in the treatment of substance use disorder. Prevention First worked to offer treatment providers with the abilities, knowledge, and skills to better serve their clients.

Teen Pregnancy Prevention Training Program

The **Teen Pregnancy Prevention Program**, working with IDHS, **ADVISED** TPP grantees on implementing evidence-based curriculums to the youth in their area. ALL of the grantees were trained on their EBC. Other training topics were offered based on the needs of the grantees. An annual meeting was coordinated for each of the grants as well as all logistics for trainings. Training topics included:

Youth and Adult Champions:
Recruitment and Retention

Foundations: Core Skills for
Teaching Sex Education

Introduction to Reproductive Health
for Youth-Serving Professionals

Tobacco Enforcement Training Program

The **Tobacco Enforcement Program ADVISED** nearly 180 law enforcement on retail tobacco compliance checks over three trainings. Upon completion, the officers received certification to supervise retail compliance checks in their community, following Illinois state law.

Prevention First participated in the **DEA National Drug Take Back Day** in April 2021, where we collected over 100 pounds of unused prescription drugs.

INSTRUCTIONAL DESIGN

The Instructional Design program **AMPLIFIES** Prevention First's trainings, especially those provided by SUP TTA.



Throughout FY21, Instructional Design...



In response to COVID-19 pandemic, quickly converted 3 classroom-based trainings to a virtual classroom format. Each virtual classroom format required developing an additional online intro course and significant modifications to align with best practices.



Modified 3 classroom-based trainings to accommodate small class sizes and social distancing mandates due to COVID-19.



Updated and revised 4 online trainings to ensure participants received timely, current information.



Provided consultation and contributed to the development of 2 networking events.



Launched 1 new short course: *Distributing Communication Campaign Messages in Today's Evolving Landscape*.



Developed a variety of tip sheets, infographics and videos to support substance use prevention providers.

IN CLOSING

While FY21 presented unprecedented challenges, Prevention First continued to grow. Our organization further **ADVISED** organizations and individuals, **AMPLIFIED** our brand and services, and **ADVOCATED** for substance misuse prevention efforts.

These accomplishments would not be possible without our funders and our partners throughout the state who have worked alongside Prevention First. Together, we are paving the way for healthier communities. We look forward to continuing this journey and growing together!

