



Driving DuPage Forward

Year 1 Action Plan Highlights (2023)

Substance Use and Mental Health

[Prevention Leadership Team \(PLT\)](#)

Media Campaigns to Raise Awareness and Share Resources

With funding from CADCA, PLT created two digital ads, “recovery is achievable” that directed people to learn more about Medication Assisted Treatment as an option for recovery. These ads ran during April and May of 2023 and reached over 100,000 residents.

The PLT also ran a digital ad campaign in September 2023, “Parents Who Host Lose the Most” to educate parents on the dangers of providing alcohol to teens. The campaign was funded by a STOP Act grant and reached over 120,000 residents.

The Talk, They Hear You campaign was created by the Substance Abuse and Mental Health Services Administration (SAMHSA) and is aimed at parents to encourage them to talk often with teens about healthy habits and substance use prevention. This is a digital ad campaign that will direct parents to the PLT [“for parents”](#) page on the PLT website. This campaign had six different ads running beginning in October 2023 and will complete in April 2024.

School District 87 asked the PLT to provide content for a letter home to parents that provided education about social hosting laws and the dangers of providing alcohol to minors. This letter was sent home before prom.

Events to Educate Providers and Parents

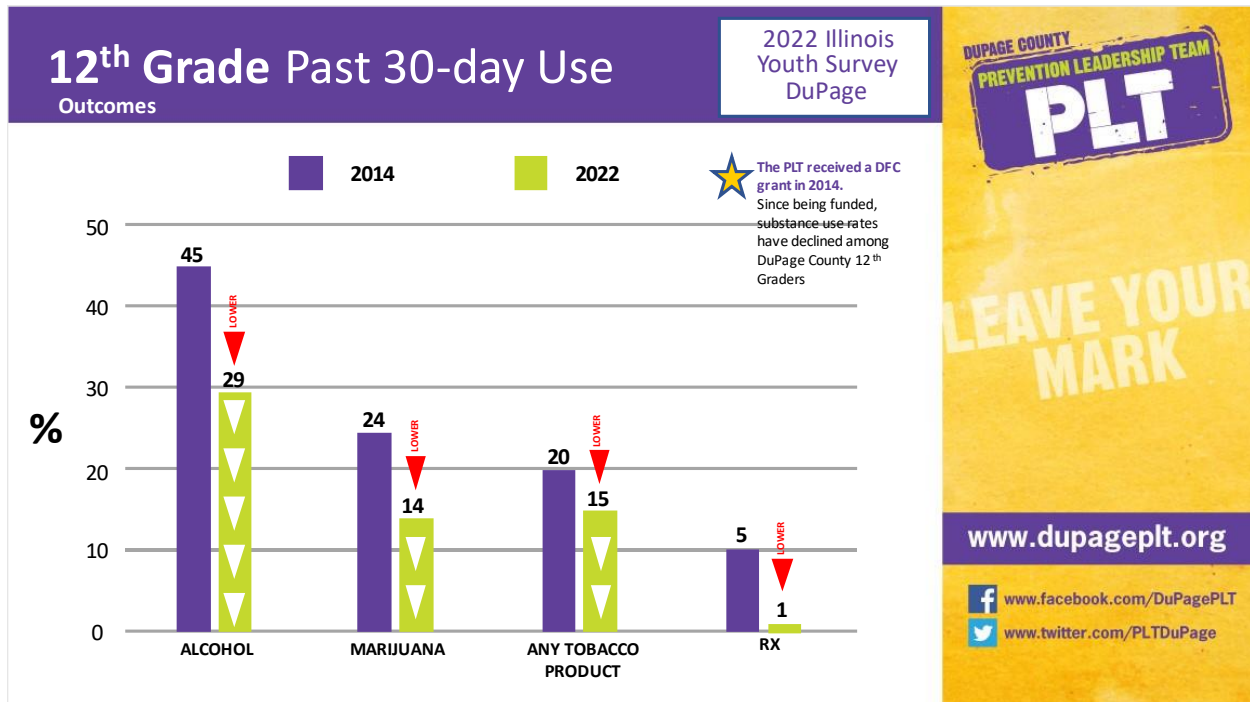
The PLT hosted a Continuing Medical Education (CME) webinar with Dr. Holly Geyer on September 12, 2023. The webinar targeted health professionals and aimed to provide up to date information on Medication Assisted Treatment and how to talk about that option with patients. 35 people attended the webinar.

PLT partners with the Glenbard Parent Series on multiple speakers each year. These speakers address parents on topics such as how to effectively talk to teens about substance use and mental health. GPS is available virtually and twice a year as a hybrid for in-person and online viewing. In 2023, PLT-sponsored events reached 100 parents at each session.

Teen-Led Initiatives To Address Substance Use and Mental Health

The Teen Ambassadors implemented a social norming campaign during the 2022-2023 school year in all four District 87 schools. The campaign aimed to correct misperceptions on peer alcohol and other drug use. These teens also developed “Meet your Counselor” posters to connect students to available resources. Teen Ambassadors also traveled to Springfield in March of 2023 to meet with elected officials

to discuss issues related to mental health and substance use. Reality and Teen Ambassadors also participated in trainings throughout the year such as teen leadership conferences, and Teen Mental Health First Aid.



Behavioral Health Collaborative (BHC)

Promote 988/Crisis Flyer

The BHC has worked to develop an updated version of the Crisis Flyer ([available here](#)) as well as a new document for parents and youth ([available here](#)) designed to help them learn what crisis resources are available to them and what to expect during and after using these resources. Efforts to share these flyers and raise awareness about available crisis resources have included sharing with park districts, libraries, and first responders. The BHC is now working to share with healthcare partners to make them available in offices and help physicians provide information about crisis resources to their patients when appropriate.

Communicate with community partners about the Crisis Recovery Center (CRC)

The BHC has convened a workgroup designed to engage stakeholders in providing honest feedback about how to most easily bring individuals in need to the [CRC](#), as well as where to refer them when they are leaving. Regular updates about the CRC are shared with the BHC membership through newsletters and during meetings to encourage partners to be involved with the project and ready when the doors to the CRC are officially opened.



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HOPE

Provide community education about properly disposing of prescription medications

Information about the RxBox program was shared on the HOPE DuPage website and included in educational resources during Narcan trainings. The HOPE DuPage website is shared with each individual who requests a Narcan kit through the mail out program. In 2023, the RxBox webpage received 1,700 views from users in Illinois. In 2023, the RxBox program was transitioned to a statewide initiative through Inmar Intelligence. [Safemedicine Drop – by Inmar Intelligence](#)

Educate consumers about identifying opioid medications and advocating for alternatives

The primary campaign to educate consumers about opioid medications was through the Talking to Your Doctor campaign, which educates people about questions they should ask their provider to have more informed discussions about pain management and the best alternatives for pain management. The campaign is shared on the HOPE DuPage website and is also promoted during community events and trainings through a leaflet. In 2023, the Talking to Your Doctor page received 95 views from users in Illinois.

Communication campaign to increase awareness of 911 Good Samaritan Law and provision of treatment and harm reduction resources

In 2023, the HOPE DuPage website received over 13,000 views from users in Illinois, and 4,600 users of the website. The 911 Good Samaritan Law page on the HOPE website received 518 views.

The HOPE DuPage website includes various pages and resources with information about treatment and harm reduction resources. A digital campaign, radio ads, and bus shelter ads were implemented to educate the community about harm reduction resources. The digital ads received over 3.2 million impressions across various digital mediums. Mall ads were placed in Yorktown and Oakbrook mall to educate the community about the dangers of fentanyl. Ads placed at bus shelters featuring local people in recovery promoted messages of harm reduction and the risks of using fentanyl.

Expand overdose follow-up provided by hospitals, fire departments, police departments, and social workers.

DuPage County Health Department partnered with emergency departments (Edward, Elmhurst, Advocate Good Samaritan) to continue providing Narcan and overdose education to those at-risk. The Lisle Woodridge and York Center fire departments provide 24-hour access to Narcan through any of its fire stations. Police departments in Glendale Heights, Carol Stream, and Bartlett provide Narcan and other resources after an overdose and upon request. All training and DNP requests can be made through www.hopedupage.org.



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Prevention and Management of Serious Illness

HEART

HEART is DuPage County's Health Equity and Access Response Team. In 2023, HEART implemented a project called "Everyday Hero" to educate people on how to perform hands-only CPR. In addition to offering trainings, sites were offered an automatic external defibrillator (AED) and funding to train one of their site's staff as a certified CPR trainer. Narcan training and access was also provided to interested sites. Sites were chosen based on data from area emergency medical services (EMS) providers showing that certain communities had health disparities in receiving bystander assistance prior to the arrival of EMS professionals. There were 8 events, training a total of 201 people. 5 events were in English and 3 were in Spanish. As shown by post-event surveys, people were almost twice as confident that they would know what to do in the event of witnessing a cardiac emergency as compared to before they took the training.

DuPage Health Coalition

DuPage Health Coalition completed 5 "Take Charge of Your Diabetes" sessions. All sessions were offered in Spanish. A total of 63 of the 74 people enrolled completed at least 4 of the six sessions, which is a very strong 85% completion rate. According to the post-session survey, 75% of respondents indicated that they reviewed their medications and/or medication habits and made changes as necessary and 83% made a change in their diet or eating habits.