



ANNUAL REPORT-YEAR SIX

OCTOBER 31, 2019 – OCTOBER 30, 2020

OVERVIEW

Overview of the Prevention Leadership Team

The DuPage County Prevention Leadership Team (PLT) is a community coalition working to reduce youth substance use and increase mental wellness.

The PLT was formed in 2011.

*During Year 6, PLT members contributed **726 (13% increase from yr 5)** volunteer hours in coalition work which adds up to over **\$19,504** in donated time!*

In 2019, the coalition secured another five years of funding through the Substance Abuse and Mental Health

Administration's (SAMSHA) Drug Free Communities Grant. This additional five-year grant will fund the PLT and its prevention work in DuPage County. The sixth grant year was from October 31, 2019-October 30, 2020. The following report displays the highlights and accomplishments from Year 6.

Membership Growth

Much of the PLT's success is due to its members and broad sector representation from organizations and individuals with a common goal. Over the past year, the PLT has grown with **21 new members** from various sectors and as of October 30, 2019, the Prevention Leadership Team continues to leave its mark through **55 active members** from 12 sectors.

Parents

Youth

Media

Schools

Businesses

Law Enforcement

Faith-Based Organizations

Civic/Volunteer Groups

Healthcare Professionals

Youth-Serving Organizations

State or Local Government Agency

Other Organizations involved in reducing substance abuse

Growing Capacity

Trainings and Conferences

Coalition members continue to seek out and participate in capacity building trainings and have been building their skills and knowledge throughout the year. Prior to COVID-19 restrictions, members had the opportunity to travel and attend the Community Anti-Drug Coalitions of America (CADCA) conference in D.C. Members also had the opportunity to attend the virtual Mid-Year CADCA conference in July. Additionally, tailored trainings were also developed and offered to the PLT virtually in the fall.

CADCA Conferences: PLT members Jorie Esser, Alyssa Carlson, and Katie Gallagher attended the CADCA Leadership Forum from Feb. 3-6. During this trip, they attended multiple trainings and participated in Capitol Hill day, where they met with state representatives and shared information about the work the PLT was doing locally. PLT member Jodi Macaluso also attend the virtual CADCA Mid-Year Conference.

Evaluator Tailored Trainings: The PLT contracts with Epiphany Evaluation. As part of that contract, Epiphany tailored two capacity building trainings for PLT members. These trainings were offered during the August and September PLT virtual meetings. In August, PLT members participated in a training on creating and maintaining coalition partnerships. In September, members participated in a training on sustainability.

Teen PhilanthroParty: In June, the PLT hosted the fourth annual Teen PhilanthroParty, a party with a purpose, for DuPage County high school aged teens. The event is meant to provide teens with skills and motivation to get engaged in their communities and make a difference. This year, due to COVID-19, the event was offered virtually and had over 50 teens from various high schools throughout DuPage in attendance.

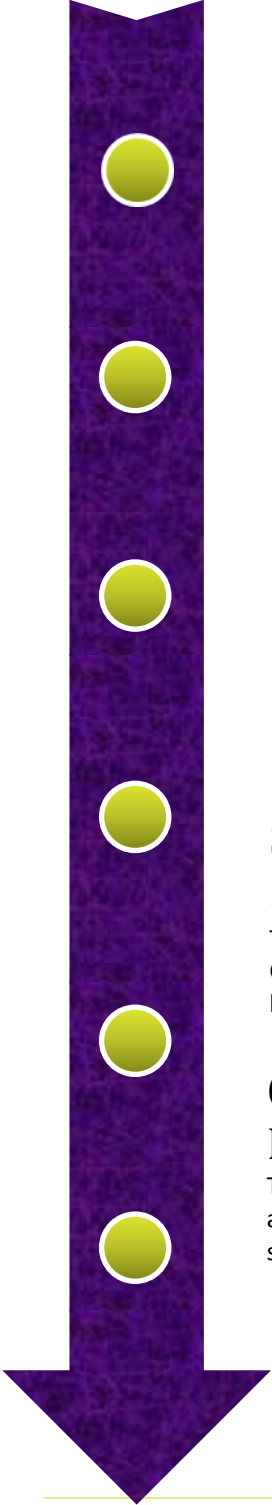
Guest Speakers

Participants at the monthly Prevention Leadership Team meetings have heard from guest speakers across a range of topics and focus areas.

- October 2019:** Communicable Disease Manager, Liz Murphy provided an update on EVALI, the respiratory illness associated with vaping.
- December 2019:** Dr. David Jernigan, Boston University School of Public Health, address the PLT and led a Glenbard Parent Series program on Media, Marketing and Underage Drinking.
- January 2020:** Legislative Manager, Dennis Brennan provided a legislative update on recreational marijuana in Illinois and DuPage.
- February 2020:** DuPage County Coroner, Dr. Jorgensen provided an opioid/heroin overdose update.
- April 2020:** Andy Duran, LEAD, shared insights on how to continue prevention work in a virtual world and with COVID-19 restrictions.
- May 2020:** Clare Pfothauer, IDOT and Charlene Slighting, AAA talked about drugged and distracted driving initiatives.

EVENTS

Events in Year 6



Marijuana Legalization: The Impact on Public Safety and Law Enforcement– Nov. 22, 2020

National Marijuana Initiative Director, Ed Shemelya and Illinois Traffic Safety Resource Prosecutor, Jen Cifaldi presented to Police Chiefs, law enforcement, prosecutors and victim advocates on the health and safety impacts of legalization and ideas for prevention policies. This event was attended by 117 people.

Vaping Roundtable – Feb. 10, 2020

Reality teens hosted a roundtable discussion on the impacts vaping has had on their peers and shared ideas for prevention policies with representatives Kathleen Willis and Terra Costa Howard.

Teen Substance Use Presentation - Spanish – Feb. 13, 2020

A parent presentation on teen substance use trends and prevention tips was provided in Spanish in partnership with the Glenbard Parent Series. 80 Spanish speaking parents attended.

Vaping 101 – Feb. 19, 2020

The PLT provided a parent presentation on vaping at Glenbard North High School. 100 parents attended the presentation.

Shining a Light on Mental Health Issues in Schools – Feb. 28, 2020

The PLT partnered with NAMI DuPage to offer a full day training to school professionals during Countywide Institute Day. The training was attended by 50 school professionals. Attendees learned how to recognize mental health issues and proper ways to respond within the school setting.

Current and Emerging Trends in Youth Substance Use – Feb. 28, 2020

The PLT hosted an additional Countywide Institute Day training. The training was attended by 51 attendees. The training offered information on Illinois Youth Survey data, marijuana prevention strategies, vaping prevention strategies and other community resources for schools.

Events in Year 6 Cont'd.



What Parents Need to Know About Marijuana – March 9, 2020

The PLT partnered with the Glen Ellyn PD to present to parents at Glen Crest Middle School on marijuana. The presentation was attended by 30 parents.

Teen PhilanthroParty – June 9, 2020

The fourth annual Teen PhilanthroParty, a party with a purpose, for DuPage County high school aged teens. The event is meant to provide teens with skills and motivation to get engaged in their communities and make a difference. This year, due to COVID-19, the event was offered virtually and had over 50 teens from various high schools throughout DuPage in attendance.

Regional Sticker Shock - June 19, 2020

The PLT partnered with Doug Petit and Parents and Teens Together to coordinate the annual Jonathan D. Petit Regional Sticker Shock campaign. This campaign is in honor of Jonathan Petit and is meant to raise awareness of the dangers of underage drinking.

Under Pressure: Managing Stress, Anxiety, and Parenting Under Covid-19 – Sept. 19, 2020

The PLT partnered with the Glenbard Parent Series to offer a virtual presentation by Lisa Damour to examine the science of stress and anxiety and offer practical tools to best manage emotional overload. 150 parents tuned in to this presentation.

MEDIA/MARKETING

Social Media

The PLT launched its Facebook and Twitter pages in April 2015, where hundreds of posts, pictures, infographics, and more have been shared about youth and parents' substance abuse.



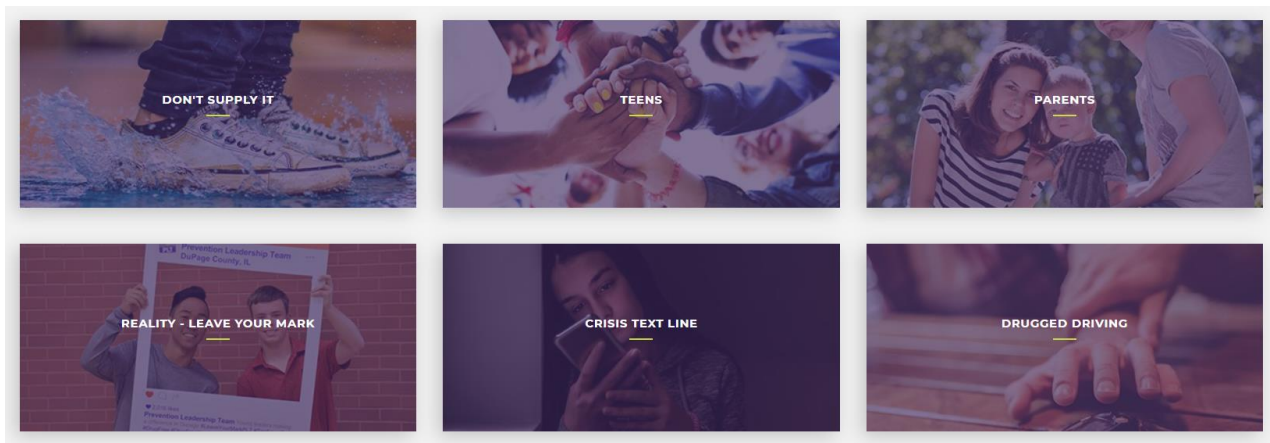
Efforts to increase the visibility of the PLT have been successful over this past year. Our **social media page likes increased 25% going from 426 to 535** over the last 12 months. Additionally, the PLT facebook page has reached nearly over 202,000 people during the past year, up from 45,000 the previous year!



The promotion of the PLT Instagram page was a focus during year 6. @LeaveYourMarkDuPage now has 127 followers including Rep. Underwood and many teens. We worked to make the page interactive to attract young users.

Website

The PLT launched its website, www.dupageplt.org, in August 2015. During year 6, the website moved to a new platform and got a makeover. The new website features include; event calendar, carousel banner to highlight events and observances and a form center where people can make nominations for our Changemaker Award. Since launching on this new platform in July 2020, the website has had 1,764 pageviews. The website provides information about the PLT and resources for youth, parents, and professionals.



WGN/Chicago Media Group

The PLT has a contract with Next Star, formally known as WGN/Chicago Media Group, to conduct marketing through radio and digital format. During year six the PLT conducted several marketing campaigns.

- **Drugged Driving Prevention – Jan – March 2020**
 - These ads promoted the message that it is not OK to drive high.
- **Community Survey Promotion – May – July 2020**
 - The promotion targeted parents of teens and young adults to participate in our survey to assist the PLT with data collection regarding substance use habits and beliefs.
- **If They Can't Buy it Don't Supply It – June – Sept. 2020**
 - This campaign targeted adults and parents about the importance of not providing alcohol to minors.
- **Talk to Your Doc – July-Aug. 2020**
 - This campaign encouraged community members to understand the risks of opioids and to talk to their doc about safe use and alternatives.
- **Glenbard Parent Series – Sept. 2020**
 - These ads promoted the Glenbard Parent Series, which the PLT sponsors.

These campaigns collectively reached over **7.1 million** in DuPage and throughout the Chicagoland area and led to over **13,000 visits** to our website.

Youth Connections Magazine

YC magazine is a professionally written prevention magazine targeting parents and is tailored to DuPage. Two issues were completed during year six.

The first issue had **9,700+ copies distributed throughout DuPage** at libraries, community groups, offices and schools.

The second issue occurred during COVID, resulting in the issue being **mailed directly to over 13,500 households in District 87.**



ACCOMPLISHMENTS

Alcohol Prevention:

- **The percentage of 12th graders reporting past 30-day use of alcohol decreased 9% from 2014 (when PLT received funding) to 2018. (IYS)**
- **Parents who communicate rules about alcohol use to their children increased 6% from 2018 to 2020. (Community Survey)**
- **Parents who report that youth who use alcohol pose a GREAT risk to harming themselves increased 25% from 2018 to 2020. (Community Survey)**
 - Sticker Shock campaigns were conducted throughout DuPage by our youth coalition, to educate adult consumers of alcohol that providing liquor to youth is dangerous and illegal. These campaigns were conducted in partnership with Jewel-Osco.
 - A mass media campaign targeting parents to raise awareness about the dangers of underage drinking was conducted during year six.

Marijuana Prevention:

- **The percentage of 12th graders reporting past 30-day use rates of marijuana has decreased 5% from 2014 (when PLT received funding) to 2020. (IYS)**
- **DuPage parents who believe there is no or slight risk of harm for youth who use marijuana decreased 14% from 2018 to 2020 (Community Survey)**
 - Numerous parent presentations were conducted to educate parents on the dangers of marijuana on youth.
 - The PLT has partnered with other community coalitions within DuPage and the surrounding counties, to bring in subject matter experts to address law enforcement, elected officials and the community, on the health and social impacts of recreational marijuana.
 - The PLT developed many educational materials for parents, youth, school staff and policy makers on the impacts of marijuana and prevention policies to protect youth.
 - PLT conducted a marijuana prevention PSA through a digital ad that ran on various websites targeting parents and youth on the impacts of marijuana use and drugged driving.
 - 20 police departments throughout DuPage are currently displaying a drugged driving prevention banner sponsored by the PLT.

Tobacco and Vaping Prevention:

- **The percentage of 12th graders reporting past 30-day tobacco use has decreased 12% from 2018 to 2020 (IYS).**
- **The percentage of 12th graders who report it would be sort of or very easy to obtain cigarettes decreased 4% from 2018 to 2020. (IYS).**
 - Reality continues to work on tobacco prevention policies such as smoke-free parks and flavor bans.
 - The PLT partnered with the Health Department's tobacco grant to promote vaping prevention PSA's throughout DuPage.
 - Reality hosted a roundtable to discuss tobacco and vaping prevention policies with elected officials, Terra Costa Howard and Kathleen Willis.



Policy Wins:

- PLT representatives traveled to Washington, D.C. during CADCA's annual forum. There, we met with staff from Congressmen Castin, Krishnamoorthi and Congresswoman Underwood's offices. We also met with Senator Duckworth and Durbin. During these meetings we shared local level data highlighting the substance use and mental health issues among DuPage County youth. We also provided strategies for prevention.
- Our youth coalition, Reality, continued to work on tobacco prevention policy. They made several presentations to local municipalities on smoke free parks and flavor bans.
- Reality hosted a roundtable discussion with Reps Terra Costa Howard and Kathleen Willis to discuss tobacco prevention policy.
- In December, the PLT partnered with the Glenbard Parent Series to bring in a subject matter expert, Dr. David Jernigan, to discuss alcohol prevention policies with community members and educators.
- The PLT has also provided information and made presentations on recreational marijuana prevention policies to municipalities upon request.

Coalition Accolades and Additional Funding:

- The Project Coordinator of the PLT was selected as National Advocate of the Year by CADCA.
- The PLT was one of 18 coalitions throughout the country to participate in the Non-Opioid Choices Project which aims to educate the community on the risks of opioid use and safe alternatives to opioids.
- The PLT was awarded the STOP Act grant which provides the coalition with an additional \$50,000/YR for four years to focus on youth alcohol prevention.

YOUTH IMPACT

During Year 6, Youth participated in multiple prevention and advocacy activities including; presenting to village boards on smoke-free parks, hosting a roundtable discussion with local representatives on tobacco prevention policy, conducting radio interviews with WGN, leading sticker shock events, participating in the Teen PhilanthroParty, community clean ups, and engaging in the Reality youth coalition.

