

DUPAGE COUNTY

PREVENTION LEADERSHIP TEAM

PLT

LEAVE YOUR MARK

ANNUAL REPORT-YEAR SEVEN

OCTOBER 31, 2020 – OCTOBER 30, 2021

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 7, PLT members contributed **635** volunteer hours in coalition work which adds up to over **\$17,821.58** 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 seventh grant year was from October 31, 2020-October 30, 2021. The following report displays the highlights and accomplishments from Year 7.

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 **16 new members** from various sectors and as of October 30, 2021, the Prevention Leadership Team continues to leave its mark through **49 active adult members** with an additional **28 active youth 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

Member 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. Due to COVID-19 restrictions, members attended the Community Anti-Drug Coalitions of America (CADCA) conferences virtually in February and 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 Jennifer Hess attended the CADCA Leadership Forum from Feb. 1-4. Due to COVID-19, the weeklong conference took place virtually. PLT members 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. The CADCA Midyear took place virtually as well during the week of July 9-15. Project Coordinate, Jorie Esser, was the only member to attend and also presented at this conference.

Guest Speakers

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

- December 2020:** Dennis Brennan, Legislative Manager at the DuPage County Health Department provided a legislative update to the PLT.
- January 2021:** Dr. Duffy addressed the PLT on the topic of stressed-out teens in a virtual world.
- February 2021:** Special Agent Douglas shared updates on new substance use trends and how social media is playing a new role in drug dealing.
- March 2021:** NAMI DuPage shared an update on their mental health services for adults and youth.
- April 2021:** Dennis Brennan, Legislative Manager at the DuPage County Health Department provided a legislative update to the PLT.
- May 2021:** National Safety Council attended the PLT and presented their new cost calculator, an Easy-to-Use Tool Providing Business Leaders with Information about the Cost of Substance Use.
- June 2021:** Teens from the PLT youth coalition, Reality, attended to provide an update on their planned summer meetings and their advocacy presentations.
- August 2021:** Lori Carnahan, Behavioral Health Supervisor at DCHD, shared information on the county's suicide prevention initiatives.
- September 2021:** Dr. Aaron Weiner presented on parenting tips for talking to teens about substance use in the media.
- October 2021:** Master Sergeant, Jose Chairez, shared updates on substance use seizures in DuPage

EVENTS/PROFESSIONAL DEVELOPMENT

Drive-Thru Stress Relief Event for Teens – Dec. 18, 2020

Reality teens volunteered to hand out stress relief kits to fellow teens at a drive-thru event that took place at Glenbard South High School. The kids included stress relief coloring books, stress balls, Crisis Text Line information and fun treats. 200 Stress relief kits were distributed!

Safe Prescribing Webinar: Medical & Dental Professionals – Feb. 1 & Feb. 16, 2021

PLT Partnered with the National Safety Council to offer two free CME trainings for medical and dental professionals on safe prescribing practices. A total of 133 medical and dental professionals attended.

Teen Substance Use Presentation – Feb. 24, 2021

Reality hosted a virtual substance use prevention event for teens and their parents. Stephen Hill presented his personal story of addiction and how he was able to overcome it. He shared tips with parents on the warning signs to look for and shared insight with teens on how one decision can lead to years or a lifetime of pain and suffering.

Countywide Institute Day – Feb. 26, 2021

The PLT hosted a full day professional development training for nearly 200 school staff during Countywide Institute day. The training shared information on new trends in substance use among teens, childhood ACE's and how to overcome faculty fatigue.

Drug Free Workplace Policy Workshop – Mar. 2, 2021

Jo McGuire, Executive Director at National Drug and Alcohol Screening Association, led a drug free workplace policy workshop for HR professionals and Chamber members. The workshop was recorded and is available on the PLT YouTube page.

Marijuana Compliance Training for Law Enforcement – Mar. 11, 2021.

Assistant Statewide Investigative Support Coordinator at Illinois State Police and Commander of the Cannabis Control Office, John Yard, led a training for 42 law enforcement professionals on cannabis compliance.

Glenbard Parent Series: Julie Lythcott-Haims – Mar. 16, 2021

The PLT sponsored a Glenbard Parent Speaker, Julie Lythcott-Haims, who addressed parents on how to raise happy, healthy, functioning adults. Over 200 people attended the virtual presentation.

EVENTS/PROFESSIONAL DEVELOPMENT

Alcohol Compliance Training for Law Enforcement – Apr. 6, 2021

Retired Special Agent Nancy McGee led a training on alcohol compliance for 14 law enforcement professionals.

Glenbard Parent Series: SPANISH - Dr. Ferney Ramirez – Apr. 15, 2021

The PLT sponsored a Spanish GPS event with Dr. Ferney Ramirez who addressed Spanish speaking parents about teen substance use prevention. A total of 75 parents attended.

Drug Take Back Day – April 24, 2021

The PLT provided materials to the Clarendon Hills PD and the Westmont PD to hand out to community members during their drug take back day events. Materials provided education on the risks of opioids, the benefits of using alternative pain control methods and how to talk to your doctor about alternatives to opioids.

Virtual Teen Mental Health Panel – May 4, 2021

Reality Teens hosted a virtual mental health panel to discuss teen mental health concerns in the wake of COVID. Representative Terra Costa-Howard was part of the panel discussion and over 40 teens from around DuPage attended.

Teen PhilathroParty – June 15, 2021

Reality Teens hosted the fifth annual teen PhilathroParty, a party with a purpose meant to educate teens about their influence on making positive change and kick off the Reality summer meeting schedule. Over 60 teens from around DuPage attended.

Help Teens Have a Summer to Remember – June 23, 2021

In place of the annual sticker shock event, the PLT hosted a virtual townhall to educate parents on the importance of preventing underage drinking and not providing alcohol to minors. Nearly 50 people attended the townhall.

Warrior Training – August 1, 2021

PLT member and mental health professional, Travis Satterlee, provided a multi-session warrior training to adolescents in summer programs. Warrior Training is meant to teach kids mindfulness and resilience in a practical way.

National Night Out – August 4, 2021

The PLT hosted a table at Westmont's National Night Out and provided over 200 attendees with information on the PLT, substance use prevention and mental wellness for teens.

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.



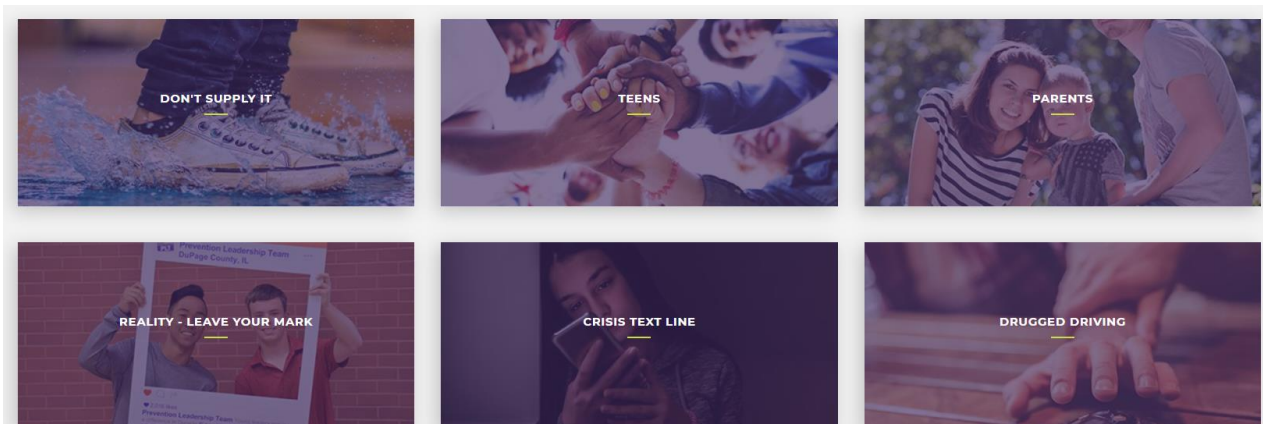
Our **social media page likes increased 5% going from 535 to 561** over the last 12 months. Additionally, the PLT facebook page has reached nearly **over 883,535 people** during the past year, up from 202,000 the previous year!



PLT also has a great presence on Instagram! @LeaveYourMarkDuPage now has 151 followers including Rep. Underwood and many teens. We worked to make the page interactive to attract young users.

Website

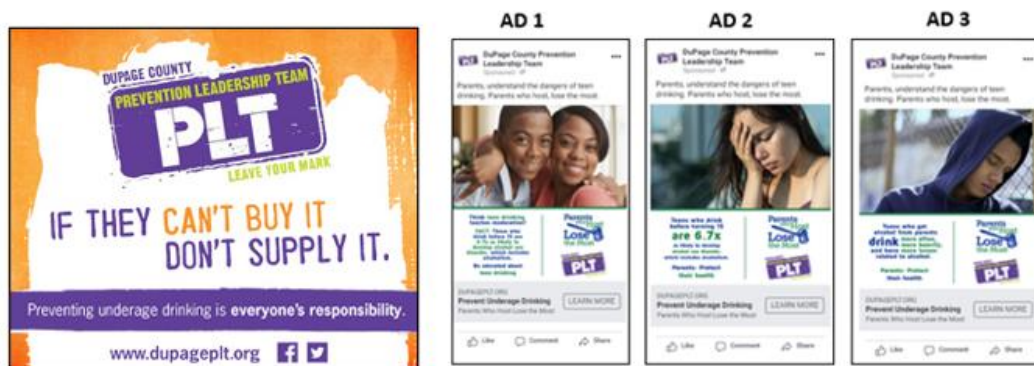
The PLT launched its website, www.dupageplt.org, in August 2015 and relaunched on a new platform in July 2020. During Year 7, the website saw 22,261 visitors to the site. The website provides information about the PLT and resources for youth, parents, and professionals.



NextStar/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 seven the PLT conducted several marketing campaigns.

- **If They Can't Buy It, Don't Supply It - MARIJUANA - Jan - Feb. 2021**
 - These ads targeting adult consumers of marijuana and provided education on the dangers of providing marijuana to minors.
- **Those Who Host Lose the Most - June 2021**
 - This campaign targeted parents to educate them on social host laws.
- **If You Feel Different, You Drive Different - June - July, 2021**
 - This campaign targeted adults to provide education on drugged driving and the risks associated with drugged and drunk driving.
- **If they Can't Buy It, Don't Supply It - ALCOHOL - July-August, 2021**
 - These ads targeting adult consumers of alcohol and provided education on the dangers of providing alcohol to minors.
- **COVID-19 Teen Impact Survey - Sept. 2021**
 - This campaign promoted our COVID-19 Teen Impact survey to teens, to help the coalition collect data on how COVID-19 has impacted teens mentally and physically.



These campaigns collectively reached over **5.1 million** in DuPage and throughout the Chicagoland area and led to over **38,000 visits** to our website.

MEDIA/MARKETING

Youth Connections Magazine

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

Both issues occurred during the ongoing COVID-19 pandemic, 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 2020. (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)**
 - A virtual townhall was hosted by our Reality teens to talk about alcohol prevention and how parents can best support their teens to be alcohol free.
 - Alcohol compliance training was held for law enforcement professionals.
 - PLT's alcohol prevention fact sheet for parents was translated into Spanish.
 - Ten DuPage County police departments are displaying youth alcohol prevention banners with the message, "Parents Who Host Lose the Most – Preventing Underage Drinking is Everyone's Responsibility".
 - A mass media campaign targeting parents to raise awareness about the dangers of underage drinking was conducted during year seven.

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 sponsored a drug free workplace policy workshop for HR professionals and Chambers on the importance of having updated drug free workplace policies communicated to staff.
 - PLT developed advocacy talking points for teens and adults to advocate for communities to opt-out of recreational marijuana.
 - PLT sponsored a marijuana compliance training for law enforcement professionals.
 - PLT conducted multiple marijuana prevention mass media campaigns. One to educate adults on the dangers of drugged driving and another to educate adult consumers of marijuana about the dangers associated with providing marijuana to minors.
 - 20 police departments throughout DuPage have 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.

Policy Wins/Sustainability:

- PLT representatives attended CADCA's virtual forum and Capitol Hill Day. We talked 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 to discuss teen mental wellness issues.
- PLT assisted with talking points for teens and adults to use at the Glen Ellyn Village Board Meetings to educate board members on the risks associated with opting in to allow recreational marijuana. In September, the Glen Ellyn Village Board voted to officially opt-out of recreational marijuana.
- The coalition finalized our sustainability plan and decided the Communications Committee would be the group to oversee and implement the plan over the next few years.
- The PLT made a presentation to the DuPage Health Matters 501C3 Board, to make the case for utilizing the 501C3 account to take in future donations to aid in the PLT's sustainability efforts.
- The PLT was able to exceed our financial match component over the past year, obtaining \$164,350.00. This total is over \$8,000 on top of our required match.
- Worked with Illinois State Police to remove an image being used to market a marijuana dispensary that appealed to youth (Party Ratcoon Image).
- Worked with the DuPage State's Attorney's Office to do a landscape review of recreational marijuana dispensaries in DuPage and determine the population under age 21 live in those areas that will be potentially impacted by marijuana marketing.

Municipalities with an operating recreational marijuana dispensary in DuPage County and associated population under 21 years of age subject to local product marketing impacts (as of October 2021)

Municipality	Number of Dispensaries	Zip Code	Number of Population (under 21 years of age)	Percent of Population (under 21 years of age)
Addison	2	60101	11,097	28.7
Aurora	1	60504	13,731	32.4
Lombard*	1	60148	12,401	24
Naperville	1	60540	11,688	27
Naperville	1	60563	9,866	25
Oak Brook Terrace**	1	60181	7,147	25.5
Villa Park	1	60181	7,147	25.5
Westmont	1	60559	6,129	25
Total***	9		79,206	

* Lombard has the second largest proportion of people under 20 years of age (15.2%) in Illinois.

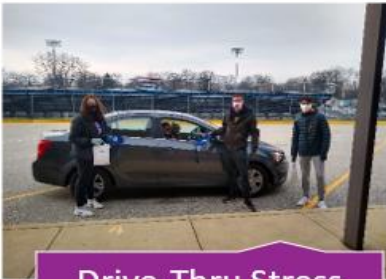
**Oakbrook Terrace has the largest proportion of people under 20 years of age (19.7%) in Illinois.

***Eight additional municipalities have opted to allow a recreational dispensary but have not yet opened.

Source: Impact DuPage

YOUTH IMPACT

During Year 7, Reality participated in multiple prevention and advocacy activities including presenting to village boards on smoke-free parks, hosting a roundtable discussion with local representatives on teen mental health, participating in virtual townhalls regarding youth alcohol prevention, providing public comment at village board about marijuana prevention policy, participated in the Teen PhilanthroParty, community clean ups, and engaging in the Reality youth coalition.



Drive-Thru Stress Relief Event



Reality Park Clean-Up



Village Board Presentation



Teen Mental Health Panel



Mindfulness & Meditation Reality Summer Meeting



Teen PhilanthroParty



Community Beautification