

DUPAGE COUNTY

PREVENTION LEADERSHIP TEAM

PLT

LEAVE YOUR MARK

ANNUAL REPORT

SEPTEMBER 30, 2015 – SEPTEMBER 29, 2016

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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 2, PLT members contributed over 770 volunteer hours in coalition work.

In 2014, the coalition secured funding through the Substance Abuse and Mental Health Administration's

(SAMSHA) Drug Free Communities Grant. This five year grant will fund the PLT and its prevention work in DuPage County. The second grant year was from September 30, 2015 – September 29, 2016. The following report displays the highlights and accomplishments from Year 2.

Sector Involvement

Much of the PLT's success is due to broad sector representation from organizations and individuals with a common goal. As of September 2016, the PLT has obtained representation from all 12 community sectors required from the DFC grant. New sector representation this year included representation from the Youth and Faith-Based 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

Membership Growth

The Prevention Leadership Team continues to grow in numbers and capacity with 14 new members from various sectors.

As of September of 2016, the Prevention Leadership Team continues to leave its mark through 46 active members from 12 sectors.

Trainings and Conferences

Coalition members have been building their skills and knowledge throughout the year, with multiple opportunities to attend trainings and conferences led by Community Anti-Drug Coalitions of America (CADCA), a national organization with expertise in making communities safe, healthy, and drug-free.

Cathy Rager and Beth Bormann of the PLT attended the CADCA Leadership Forum from January 31st to February 4th. Beth Bormann and Dianna Feeney attended the week long CADCA Mid-Year Training Institute, which focused on teaching participants how to address youth drug abuse.

In April, Prevention First provided an Alcohol Enforcement Training for DuPage County law enforcement officials. The training educated officers on an overview of Illinois Law, compliance checks, alcohol related issues and trends, DuPage County data on youth alcohol use, and how law enforcement can work with coalitions like the PLT.

In September 2016, the PLT hosted a facilitator training for PLT members and individuals involved in the Youth Leadership Pilot program, led by the PLT, the Juvenile Justice Council, and Benedictine University. This training is specific for facilitators of the Lion's Quest Curriculum through the Youth Leadership Program.

Guests Speakers

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

January 2016: Dr. Laurence Steinberg, one of the world's leading authorities on adolescence, delivered an educational presentation on brain development to the PLT and guests of the coalition.

February 2016: Ted Penesis from the Illinois Liquor Commission, provided an update on BASSET training requirements.

March 2016: Congressman Bill Foster, representing the 11th congressional district of Illinois, provided legislative updates related to addressing the heroin epidemic.

June 2016: Dr. Celeste Napier, from Rush University Medical Center, presented on the development of the youth brain and the impact substances have on development.

EVENTS

Events in Year 2



Sticker Shock Campaign– October 26th -27th

The PLT organized sticker shock events at six different Jewel-Osco locations throughout DuPage County in recognition of Red Ribbon Week. Students and adult volunteers posted sticker shock materials as a reminder to customers that providing alcohol to minors is illegal, unhealthy and unacceptable.

Drug Facts Week – January 26th

PLT Members visited the Carol Stream Outreach Center to provide education on the PLT, Drug Facts week, and need for youth involvement.

Life of an Athlete – March 4th

The PLT hosted an event for 150 high school student athletes and coaches throughout the county to learn about Life of an Athlete from a Navy Seal. During this event, participants learned about the effects a healthy lifestyle has on their athletic performance and the culture of their team.

Leave Your Mark PSA – March 30th

Six youth participated in the creation of the “Leave Your Mark” PSA which asked youth to show how they are leaving their mark in their community and living a healthy life.

Alcohol Enforcement Training – April 18th -19th

This training educated officers on an overview of Illinois Law and best practice enforcement strategies, compliance checks, alcohol related issues and trends, DuPage County data on youth alcohol use, and how law enforcement can work with coalitions like the PLT.

Safe Prescribing Webinar May 19th

The PLT partnered with Linden Oaks Behavioral Health to host a free CME webinar for medical professionals about safe prescribing practices and the relationship between prescription drugs & addiction.

Events in Year 2



Sticker Shock Campaign – June 20th

Members of the PLT, Mothers Against Drunk Driving (MADD) and teen volunteers visited 3 Glen Ellyn businesses to raise awareness that alcohol and teens do not mix. Student volunteers posted Project Sticker Shock materials as reminders to customers that providing alcohol to teens is illegal, unhealthy and unaccountable.

The DuPage Resource Center Games Day – July 9th

The PLT was a sponsor for the first annual Resource Center Games, where around 130 youth from community resource centers throughout DuPage County got together and participated in different sports and activities. PLT provided T-shirts, wristbands, and volunteers for the event.

Town Hall: Underage Drinking Awareness Meeting – July 27th

The PLT hosted a town hall meeting to discuss the risks of underage drinking. The documentary, “Smashed: Youth, Brains and Alcohol” was screened for attendees, followed by a discussion led by PLT member Cathy Rager.

Overdose Awareness Day – August 31st

The PLT was a sponsor for and attended International Overdose Awareness Day-Chicago. This event was a rally to remember those who have lost their lives to drug overdose and call for more federal action to end this epidemic.

Underage Drinking Awareness Town Hall September 22nd

The PLT in partnership with the Addison Public Library hosted a town hall meeting focused on underage drinking.

Health Fairs/Drug Awareness Community Events

PLT participated in multiple high school health fairs. The PLT had informational tables for students to learn about the effects of underage drinking and other drug facts.

SOCIAL MEDIA AND WEBSITE

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 substance abuse.



The DuPage County Prevention Leadership Team Facebook page, which includes posts about research studies regarding substance use and mental health, and information about events and resources has increased in followers this grant year by nearly 87%.



The PLT Twitter page @PLTDuPage has attracted 17 followers and provides information and research about substance use research and resources.

Website

The PLT launched its website, www.dupageplt.org, in August 2015. The focus of year two was to expand website content and obtain new visitors. The website provides information about the PLT and resources for youth, parents, and professionals.

The average number of visitors to the website was 453 per year.



ACCOMPLISHMENTS

Accomplishments from Year 2

Communications Committee:

- Used grant funds to run the County's heroin PSA from Nov. 2015-Jan. 2016. The PSA raised awareness about heroin use and encouraged parents to be involved in their kid's lives. **The ad campaign reached 360,374 people in DuPage.**
- Coordinated sticker shock events in observance of Red Ribbon Week. Events were also coordinated in June in honor of Jonathan Petit, who passed away from underage drinking.
- Hosted a Life of an Athlete event for DuPage County middle and high school athletes.
- Sponsored the DuPage Resource Center Games Day, over 130 teens attended.
- Hosted multiple town hall meetings in year 2, which focused on underage drinking.

Data Committee:

- Conducted various focus groups with youth groups in districts 203, 204 and 87. Also conducted one parent focus group with parents involved in West Nation, a parent group through Glenbard West High School.
- Completed literature review to identify current findings regarding risk/harm of alcohol use related to youth and adults.
- Partnered with the County GIS maps department to create an interactive map for the community to find a drug take-back location.
- Analyzed 2016 Illinois Youth Survey results and learned that the top 3 sources of alcohol are the same for 8th, 10th, and 12th graders, as reported by the 2016 IYS and are: parents with parent's permission, a friend gave it to me, and got it at a party.

Policy and Environment Committee:

- Glen Ellyn was successful in passing a new social host ordinance to combat underage drinking. The PLT and the Policy Committee assisted Glen Ellyn in this effort by sharing substance use data with professionals working to address this issue.
- Partnered with the County's Assistant State's Attorney in drafting a model social host ordinance for DuPage County. This model was completed in July and will be presented to police chiefs at the October Chief's meeting.
- Promoted DEA take back day and modified the GIS map to highlight takeback locations, which was promoted and boosted on Facebook.

School Committee:

- IYS recruitment efforts resulted in an 18% increase in school participation compared to 2014. (43 schools in 2014/51 schools in 2016.) 2016 IYS participation represents 50% of DuPage County public schools.
- The Top 3 areas of need determined by the School Assessment Survey results were: 1) more training for school staff who deliver prevention education. 2) assistance/TA with understanding, reporting and utilizing their IYS results. 3) assistance/TA with communication to parents.

IMPACT

During Year 2, the PLT had a strong focus on increasing youth involvement and utilizing DuPage County IYS data

YOUTH INVOLVEMENT

The PLT has worked with youth in the community on a number of different projects



Community Clean-Up

Student volunteers from Reality Teens visited the DuPage County Community Center and learned about all of the services provided there - and they cleaned up cigarette butts around the campus!



DUPAGE RESOURCE CENTER GAMES



PLT was a sponsor for the 2016 DuPage Resource Center Games. Participants got PLT T-shirts and other PLT swag. PLT also had members volunteer as referees



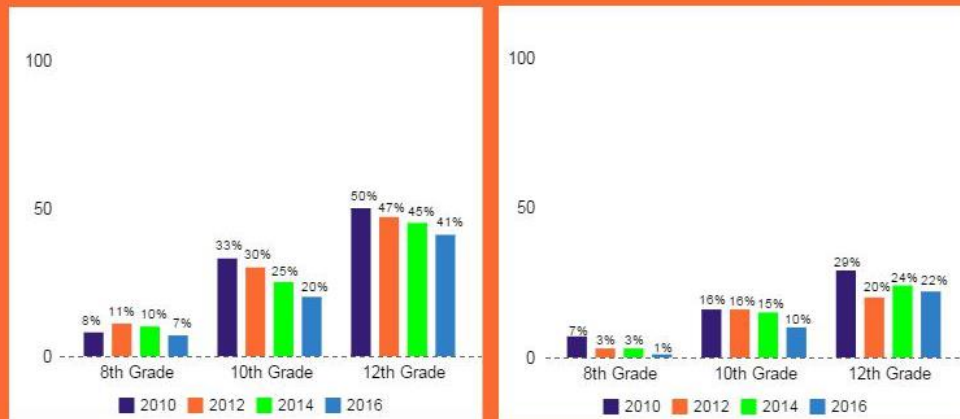
Sticker Shock Campaign



PLT members, MADD members and student volunteers went to different businesses in DuPage County to remind residents that providing alcohol to minors is illegal, unhealthy, and unacceptable

Consistent Decrease in Youth Substance Use since 2010

Over the past 6 years, the Illinois Youth Survey results for DuPage County display that substance use has been decreasing every year



ALCOHOL
30 Day Use Rates

MARIJUANA
30 Day Use Rates

Source: Illinois Youth Survey County Results: <https://iys.cprd.illinois.edu/results/county>