



ANNUAL REPORT-YEAR FOUR

SEPTEMBER 30, 2017 – SEPTEMBER 29, 2018

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 4, PLT members contributed **558** volunteer hours in coalition work which adds up to over **\$22,850** in donated time!*

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 fourth grant year was from September 30, 2017 – September 29, 2018. The following report displays the highlights and accomplishments from Year 4.

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 September of 2018, the Prevention Leadership Team continues to leave its mark through 66 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. Members had the opportunity to travel and attend the Community Anti-Drug Coalitions of America (CADCA) conference in D.C. Tailored trainings were also developed and offered to the PLT onsite.

CADCA Conference: Co-Chair Doug Petit and PLT member, Dagmar Kauffman attended the CADCA Leadership Forum from Feb. 5-8. 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.

Tailored Capacity Building Trainings: In May, a media training was offered to members of the PLT. The training was presented by DuPage County Health Department's Public Information Officer, Don Bolger. The training offered tips on how to work with the media and how to develop products such as press releases and talking points. In August, a DNP bystander training was offered to the PLT. The training educated members on how to recognize and overdose and how to dispense Narcan.

Teen PhilanthroParty: In June, the PLT hosted the second 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. The event was attended by 25 teens.

Guest Speakers

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

November 2017: Andy Duran from LEAD and Eirene Leventis from Naperville Police Department presented different crisis text line services. The PLT chose to partner with the Naperville PD to promote the free Crisis Text line Service throughout DuPage.

April 2018: Jeannie McGrory from WGN presented communication campaign metrics on PLT led media campaigns.

May 2018: Justine Drake, Senior at Glenbard South High School and the PLT's youth sector representative, provided an update on the work the youth coalition has been focused on.

July 2018: Ashlynn Gerth and Lavon Pettis from Smart Approaches to Marijuana (SAM) provided a legislative update and shared the work that SAM Chicago is focused on.

August 2018: Sarah Troll from DuPage County Health Department, presented the results from the 2017 Impact DuPage surveys. Scott Kauffman also from the Health Department provided a DNP bystander training.

EVENTS

Events in Year 4



Chris Herren – February 21, 2018

The PLT partnered with the Glenbard Parent Series to bring Chris Herren back to DuPage in February 2018. Chris shared his story of addiction and his journey to sobriety with students in District 87 schools and at a community forum.

Shining a Light on Mental Health Issues in Schools – March 2, 2018

The PLT partnered with NAMI DuPage to offer a full day training to school professionals during Countywide Institute Day. The training was attended by 55 school professionals. Attendees learned how to recognize mental health issues and proper ways to respond within the school setting.

The Power of Prevention – March 2, 2018

The PLT hosted an additional March Institute Day training, The Power of Prevention. The training was attended by 30 attendees. The training offered information on Illinois Youth Survey data, marijuana prevention strategies, vaping prevention strategies and other community resources for schools.

National Marijuana Initiative Coordinator – March 13-14, 2018

Ed Shemelya, National Marijuana Initiative Coordinator came to DuPage to present information on the impact of marijuana legalization with DuPage County law enforcement professionals as well as an additional presentation that was open to the community.

Sticker Shock – April 26, 2018

Youth in Addison participated in a sticker shock event in recognition of Alcohol Awareness month. Youth visited the Jewel-Osco in Addison and tagged liquor products with prevention messaging and also spoke to the manager about why preventing underage drinking is everyone's responsibility.

Lisa Damour – May 1, 2018

The PLT partnered with the Glenbard Parent Series to bring Lisa Damour, Ph.D. to DuPage. Lisa presented on guiding teenagers through the seven transitions into adulthood.

Events in Year 3 Cont'd.



Alcohol Awareness Month Sticker Shock – April 26, 2018

The PLT organized sticker shock events at Jewel-Osco locations in Addison in recognition of Alcohol Awareness Month. Students and adult volunteers posted sticker shock materials as a reminder to customers that providing alcohol to minors is illegal, unhealthy and unacceptable.

Meeting with Representative Raja Krishnamoorthi – May 30, 2018

PLT Co-Chair, Doug Petit, met with Rep. Krishnamoorthi to discuss the work of the PLT and suggestions for substance use prevention among youth.

Teen PhilanthroParty - June 6, 2018

In June, the PLT hosted the second annual Teen PhilanthroParty, a party with a purpose. The event took place at the DuPage County Community Center and was attended by 25 teens from high schools throughout DuPage. Teens heard from a peer from Oak Park that is working on bettering his community by building a baseball field that can be accessed by those with disabilities. Teens also heard from a representative from WGN who spoke to the teens about building their brand and using social media to make a difference.

Regional Sticker Shock – June 15, 2018

In June, the PLT organized the first ever regional sticker shock event. Doug Petit spearheaded the effort in attempt to bring the sticker shock message throughout and outside DuPage. Youth participated in Wheaton, Naperville, Buffalo Grove, Mundelein, Oak Park, River Forest, Addison and Elgin. The event was also covered by the Daily Herald.

TOTAL:

38 Community Events/Presentations

3,000+ Adults/Parents Reached

4,000+ youth Reached

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.



Efforts to increase the visibility of the PLT have been successful over this past year. Our **social media likes increased 19% going from 301 to 358** over the last 12 months. Additionally, the PLT facebook page has reached nearly 15,000 people during the past year.



Website

The PLT launched its website, www.dupageplt.org, in August 2015. Website activity has **increased** over **65%** over the past year, going from 740 unique visits last year to 1,282 this year. This increase can be contributed to additional content for parents and teens that was developed for the website and to the multi-media campaigns conducted over the past year, which include radio, e-newsletters and digital campaigns. The website provides information about the PLT and resources for youth, parents, and professionals.



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The DuPage County Prevention Leadership Team

Working together to reduce substance use, and increase mental wellness among youth in DuPage County, IL.

WGN/Chicago Media Group

The PLT has a contract with WGN/Chicago Media Group to conduct marketing through radio and digital format. During year four the PLT conducted several marketing campaigns.

- Underage Drinking Radio PSA – January 2018 / April 2018
- Marijuana Prevention Digital PSA – March 2018
- RxBox Digital Ad – May-July 2018
- Event Promotion throughout year

These campaigns collectively reached **over two million residents** in DuPage and throughout the Chicagoland area!

Youth Connections Magazine

The PLT pursued a new product in Youth Connections (YC) Magazine. YC magazine is a professionally written prevention magazine targeting parents and is tailored to DuPage. Two issues were completed and **9,700+ copies were distributed throughout DuPage during year four.**



ACCOMPLISHMENTS

Alcohol Prevention:

- **The percentage of 12th graders reporting past 30-day binge drinking decreased by 7% from 2014 (when the PLT received funding) to 2018.**
- **The percentage of 12th graders reporting past 30-day use of alcohol decreased 6% from 2014 (when PLT received funding) to 2018.**
 - The PLT has partnered with many law enforcement agencies to offer trainings regarding social hosting and has also partnered with the County State's Attorney's office to draft a civil-style social host ordinance that municipalities can adopt and modify to fit their communities.
 - Our youth coalition has led many sticker shock campaigns throughout DuPage, to educate adult consumers of alcohol that providing liquor to those underage is dangerous and illegal. These campaigns were conducted in partnership with Jewel-Osco.
 - PLT has conducted multiple radio PSA's directed at adults and parents on underage drinking prevention.

Marijuana Prevention:

- **The percentage of 12th graders reporting past 30-day use rates of marijuana has not changed from 2014 (when PLT received funding) to 2018.**
 - 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 partnered with Ed Shemelya, National Marijuana Initiative Coordinator, to educate law enforcement on how to prepare for legalized marijuana in Illinois. The PLT became aware of Mr. Shemelya at a CADCA conference.
 - PLT conducted a marijuana prevention PSA through a digital ad that ran on various websites targeting parents and youth.

Opioids/Prescription Drugs and Heroin Prevention:

- **The percentage of 12th graders reporting past 30-day use of prescription drugs not prescribed to them decreased 2% from 2014 (when the PLT received funding) to 2018.**
 - The PLT has partnered with the DuPage County Health Department to expand and promote the county's RxBox program, a prescription take-back program offered at 18 police departments around DuPage.
 - The PLT has offered many safe prescriber trainings, both in person and via webinar, in partnership with the medical community, reaching over 260 medical providers and prescribers.
 - The PLT has partnered with Mariano's Kroger grocery stores, through our business sector rep, to offer prescription medication take back services during National Take Back Day. On April 28, 2018 police officers took back hundreds of pounds of medication in Mariano's stores in support of National Take Back Day.

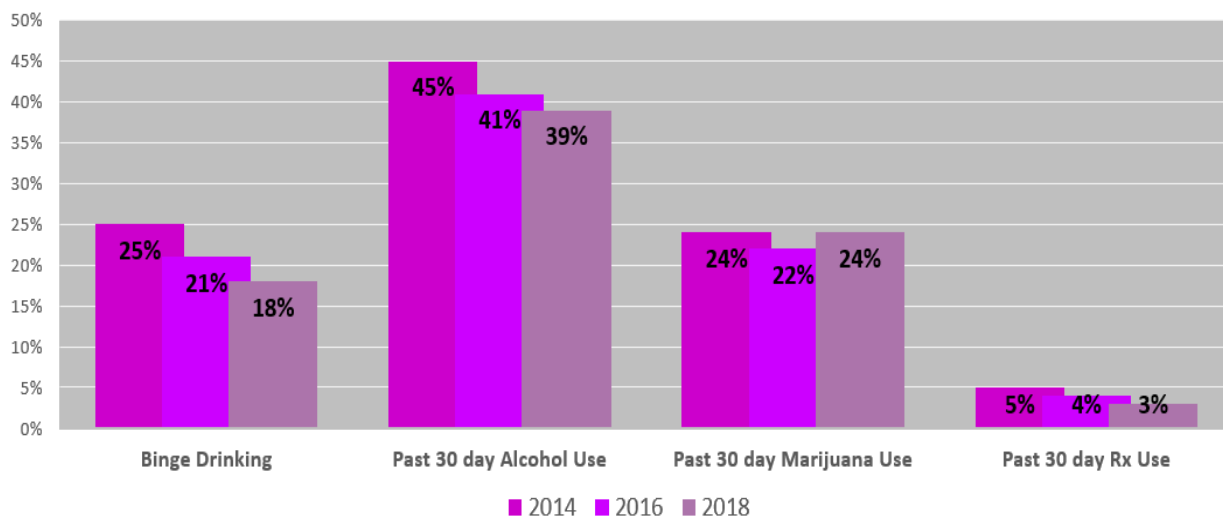
Mental Health:

- The PLT has partnered with NAMI DuPage to offer mental health trainings to school staff, reaching nearly 100 school staff.

Policy Wins:

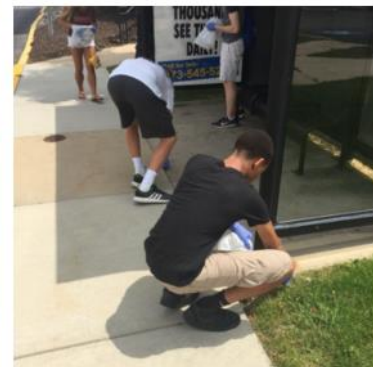
- Glen Ellyn, Darien and Carol Stream have all re-assessed their social hosting laws. Glen Ellyn and Darien currently enforce a social hosting law and Carol Stream is the process of reviewing theirs.
- Our youth coalition, Reality, has made presentations and educated many village boards and city councils on tobacco 21, resulting in Naperville, Bolingbrook, Aurora, Wheaton, Glen Ellyn and West Chicago changing the law and increasing the legal age to purchase tobacco products to 21 years old.
- The PLT has worked with the DuPage County Health Department to adopt resolutions to show support of tobacco 21 and for the prevention and treatment of opioid substance use disorders.
- The PLT has developed a Youth Leadership Project that 13 after school programs have adopted. The program teaches youth who attend these after school programs, about substance use prevention and life skills, as well as prompts them to participate in community betterment projects and civic engagement. This program has recently been recognized by the National Association of County and City Health Officials (NACCHO) as a Promising Practice.

12th Grade Past 30 Day Use Rates



IMPACT

During Year 4, the PLT increased youth involvement with the Reality youth coalition, focused events and the Youth Leadership Project.



Youth participated in multiple prevention and advocacy activities over the past year including; presenting to village boards on tobacco 21, participating in the Youth Leadership Project curriculum, conducting radio interviews with WGN, leading sticker shock events, participating in the Teen PhilanthroParty, community clean ups, and engaging in the Reality youth coalition.