

DUPAGE COUNTY

PREVENTION LEADERSHIP TEAM

PLT

LEAVE YOUR MARK

ANNUAL REPORT-YEAR FIVE

SEPTEMBER 30, 2018 – SEPTEMBER 29, 2019

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 5, PLT members contributed **639 (15% increase from yr 4)** volunteer hours in coalition work which adds up to over **\$27,0367 (18% increase from yr 4)** 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 fifth grant year was from September 30, 2018 – September 29, 2019. The following report displays the highlights and accomplishments from Year 5.

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 **12 new members** from various sectors and as of September of 2019, the Prevention Leadership Team continues to leave its mark through **85 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 Conferences: PLT members Jorie Esser, Sarah Breithaupt and Travis Satterlee attended the CADCA Leadership Forum from Feb. 4-7. 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. The PLT was also selected to present at CADCA's Mid-Year Conference. Jorie attended this conference and presented on the Youth Leadership Project.

CADCA Graduate Academy: The PLT was one of 15 coalitions across the Country selected to attend the CADCA Graduate Academy to enhance the coalitions' ability to implement and evaluate their prevention plans. This was a two-week academy attended by Doug Petit, Ann Marie Andexler and Jorie Esser.

Teen PhilanthroParty: In June, the PLT hosted the third 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 30 teens. Representative Terra Costa Howard also made an appearance to thank the teens for their efforts.

Guest Speakers

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

April 2019: Legislative Manager from the DuPage County Health Department provided the PLT with a marijuana legislative update.

August 2019: Allison O'Connor from the Reality Youth Coalition, gave an update on Reality's summer work and their focus for the upcoming school year. Dr. Weiner also provided education on Kratom and CBD.

September 2019: Danielle Brengel from the Human Performance Project updated the PLT on the statewide program that schools have the opportunity to participate in to enhance a culture of prevention throughout their schools. Two representatives from Rogers Behavioral Health also attended to provide information on the new Hinsdale treatment location

EVENTS

Events in Year 5

State of Adolescent Health in DuPage – Oct. 3, 2018

This event was hosted by the Regional Office education and was intended for school staff and youth workers. The PLT shared data on youth substance use and mental health trends, as well as provided prevention strategies for schools. This event was attended by 65 people.

The Ripple Effect Screening – Nov. 8, 2018

The PLT partnered with Lisle Township to host a screening of the Ripple Effect. The purpose of this event was to raise awareness about suicide, reduce the stigma and ignite a community discussion around the topic. This event was attended by 30 people.

Shining a Light on Mental Health Issues in Schools – March 1, 2019

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 1, 2019

The PLT hosted an additional March Institute Day training, The Power of Prevention. The training was attended by 32 attendees. The training offered information on Illinois Youth Survey data, marijuana prevention strategies, vaping prevention strategies and other community resources for schools.

Sticker Shock-April 22, 2019

Youth in Addison and Glen Ellyn participated in a sticker shock campaign in recognition of Alcohol Awareness month. Sticker Shock is a youth-led, adult-guided public awareness campaigns, meant to raise awareness of the dangers of underage drinking.

Vaping & Marijuana Symposium – May 3, 2019

The PLT participated in an education event hosted by the Health Department to provide education to healthcare providers about the impacts on marijuana, tobacco and vaping. This event was attended by 60 healthcare providers.

Events in Year 5 Cont'd.



Safe Prescribing Webinar – May 10, 2019

The PLT partnered with the Health Department and the National Safety Council to provide a safe prescriber webinar to healthcare and prescribing professionals. This webinar was attended by 59 healthcare professionals.

Teen PhilanthroParty – June 11, 2019

The Third annual Teen PhilanthroParty was held at COD on June 11, 2019. This event was attended by 30 teens and Rep. Terra Costa Howard. The theme for this years PhilanthroParty was mental wellness. Teens met and played with a therapy dog and created positive messages to be shared in DuPage County Schools.

Regional Sticker Shock - June 14, 2019

The PLT partnered with Doug Petit and Parents and Teens Together to coordinate the second 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. Youth in Carol Stream, Naperville, Lombard, Mundelein, Buffalo Grove, Oak Park, Elgin, Joliet and Wilmington all participated in this event.

Marijuana and Vaping Prevention for Mayors & Managers – Sept. 10, 2019

municipal decision makers including: Mayors, Village Managers, Trustees, City Planners as well as police and fire professionals, were invited to a 90-minute presentation on the upcoming recreational marijuana law, emerging trends with e-cigarettes and prevention strategies to implement in their communities to protect youth from these substances. This event saw 32 attendees from 15 different DuPage County municipalities.

Drug Free Workplace Policy Writing Workshop – Sept. 11, 2019

Chamber Members, HR professionals and other business professionals were invited to a half-day drug free workplace policy writing workshop to learn about the importance of updating and communicating their drug-free workplace policies to their employees, considering marijuana being legalized for recreational purposes beginning in Jan. 2020. This event saw 51 attendees representing 13 different DuPage County Municipalities.

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 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 358 to 426** over the last 12 months. Additionally, the PLT facebook page has reached nearly 45,000 people during the past year, up from 15,000 the previous year.



The development of the PLT Instagram page was a focus during year 5. @LeaveYourMarkDuPage gained 60 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. Website activity has **increased over 414%** over the past year, going from 1,282 unique visits last year to 6,597 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.



MEDIA/MARKETING

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.

- Drugged driving PSA on Snapchat/Spotify/Radio – April 2019
- Underage Drinking Radio PSA –April 2019
- Vaping Prevention PSA's – April/May 2019
- Impact of Marijuana – May/June 2019
- Drugged Driving on Instagram/Spotify – August/September 2019

These campaigns collectively reached **over 2.7 million** in DuPage and throughout the Chicagoland area!

Youth Connections Magazine

YC magazine is a professionally written prevention magazine targeting parents and is tailored to DuPage. Three issues were completed and **9,700+ copies were distributed throughout DuPage during year five.**



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.**
 - Carol Stream adopted the PLT recommended Social Host Ordinance to prevent underage drinking parties.
 - Our youth coalition has led many sticker shock campaigns throughout DuPage, to educate adult consumers of alcohol that providing liquor to youth 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 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.

Tobacco and Vaping Prevention:

- Reality continues to work on tobacco prevention policies such as smoke-free parks.
- The PLT partnered with the Health Department's tobacco grant to promote vaping prevention PSA's through WGN media group.
- The PLT participated in the tobacco/vaping symposium meant to provide education to school staff and healthcare professionals on the health impacts of vaping.

Mental Health:

- The PLT has partnered with NAMI DuPage to offer mental health trainings to school staff, reaching nearly 100 school staff.
- The PLT also partnered with Lisle Township to host a screening of the Ripple Effect to ignite a community discussion around suicide prevention and reducing the stigma of mental health.

Policy Wins:

- PLT representatives traveled to Washington, D.C. during CADCA's annual forum. There, we met with staff from Congressmen Castin, Krishnamoorthi and 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. They were also invited to attend the signing of the Tobacco 21 law by Governor Pritzker.
- In April, the Carol Stream Police Department adopted the PLT recommended social host ordinance in order to prevent underage drinking parties from occurring at home.
- In May, representative from the PLT traveled to Springfield to meet with representatives about marijuana prevention policy.
- In September, the PLT hosted two events regarding marijuana legislation and prevention strategies. One event was geared towards Mayors and Managers and provided information on various levels of local control communities can adopt to reduce the impact of recreational marijuana. Another event was geared towards HR and business professionals on drug-free workplace policies.
- The PLT has also provided information and made presentations on recreational marijuana prevention policies to municipalities upon request.

Coalition Accolades:

- Over the past year, the coalition has received many accolades for the work we have done.
- The youth leadership project, which is a lifeskills/prevention program being implemented in after school programs, has been recognized as a promising practice by the Associate of County and City Health Officials.
- The PLT was selected by the Community Anti-Drug Coalitions of America (CADCA) to participate in their graduate academy and to serve on their coalition advisory council, which advises CADCA staff on issues of importance to the coalition field and provide CADCA with information from the community level.
- The PLT was also selected to present at CADCA's National Mid-Year conference on the Youth Leadership Project.
- The PLT was awarded the Teen Safety Leadership Award by the National Safety Council for our work with Reality and our youth prevention outcomes

YOUTH IMPACT

During Year 5, Youth participated in multiple prevention and advocacy activities over the past year including; presenting to village boards on smoke-free parks, 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.

