

**DUPAGE COUNTY**

**PREVENTION LEADERSHIP TEAM**

**PLT**

**LEAVE YOUR MARK**

# ANNUAL REPORT

SEPTEMBER 30, 2014 – SEPTEMBER 29, 2015

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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.

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*During Year 1, PLT members contributed 800 volunteer hours in coalition work.*

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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 first grant year was from September 30, 2014 – September 29, 2015. The following report displays the highlights and accomplishments from Year 1.

### 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 2015, the PLT was seeking representation from the Youth and Faith-Based sectors, with active members from 10 of 12 sectors:

**Parents**

**Media**

**Schools**

**Businesses**

**Law Enforcement**

**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 continues to grow in numbers and capacity with 12 new members from various sectors, including law enforcement, healthcare, business, government, media, civic, youth-serving, and other organizations.

As of September of 2015, the Prevention Leadership Team continues to leave its mark through 41 active members from 10 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.

Some members of the PLT attended the CADCA Leadership Forum from February 2<sup>nd</sup>-5<sup>th</sup>, while others had the opportunity to learn new skills at CADCA Academy over the course of three weeks in March, June, and September. Several members attended the week long CADCA Mid-Year Training Institute, which focused on teaching participants how to address youth drug abuse.

## Guests Speakers

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

March 2015: Laura Murphy from the IL Liquor Commission provided education on liquor license requirements and social hosting laws.

April 2015: Matt Fullum of DCHD's Environmental Health department provided information and updates on the expansion of the RxBox program, a safe drug disposal program.

May 2015: Dr. Jorgensen, DuPage County Coroner, provided an update on the DuPage Narcan Program, a collaborative effort that equips and trains police agencies in the administration of naloxone, a potentially lifesaving drug in the event of an opiate overdose.

August 2015: John Underwood, an internationally recognized human performance expert, presented on the impact alcohol and other substances have on the brain and body of adolescents, and factors that improve performance.

# EVENTS

## Events in 2015



### Drug Facts Week – January 31<sup>st</sup>

Co-sponsored with the Robert Crown Center to recognize Drug Facts Week. The event had various education sessions for parents and children to attend, including interactive art displays.



### Will County Heroin Summit – April 10<sup>th</sup>

Through a table at this event, the PLT handed out approximately 100 NIDA "Drugs: Shatter the Myths" booklets that included the PLT's social media and logo sticker. Information about the DuPage Narcan Program and RxBox program was also provided.



### Health Fairs – April 14-May 7<sup>th</sup>

The PLT had a table at several high school health fairs. At these tables, high school students were able to go through an obstacle course using drunk simulation goggles. Parents and students were also provided NIDA "Drugs: Shatter the Myths" booklets.



### PMP Webinar – April 23<sup>rd</sup>

Co-sponsored with the DuPage County Health Department, this webinar provided education on the Prescription Monitoring Program (PMP) to healthcare professionals in the county.



### Family Focused Prevention – May 12<sup>th</sup>

Co-sponsored with Linden Oaks Hospital, this event aimed to help parents start conversations with children about staying away from drugs and harmful substances. The chair of the PLT, Mark Piccoli, was a panelist at this event and answered questions on social hosting laws and ramifications.

## Events in 2015



### **Sticker Shock Campaign – June 17<sup>th</sup>**

Teen and adult volunteers visited 3 Carol Stream 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 unacceptable.



### **Life of an Athlete Events – August 18-19<sup>th</sup>**

Co-sponsored by the Glenbard Parent Series. John Underwood, an internationally recognized human performance expert, shared information with parents, student athletes, and over 100 coaches on how alcohol and other substances affect the brain and body of adolescents, factors that improve performance, and the positive impact adults can have on lifestyle choices young people make.



### **Strategic Planning – September 23<sup>rd</sup>**

The PLT held a full day strategic planning meeting at Good Samaritan Hospital in preparation for year two of the five year grant period. The meeting was led by two trainers from CADCA, where members reviewed and analyzed data, developed logic models for key substances, and brainstormed comprehensive strategies to address local conditions.



### **Underage Drinking, Parental Responsibility, and the Law – September 24<sup>th</sup>**

Led by two trainers from CADCA, the PLT hosted a seminar for DuPage County law enforcement on social hosting. Nearly 50 law enforcement professionals attended and heard from experts that helped create a call to action about social hosting laws and other policy changes that will reduce youth alcohol and substance use.

# 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 goal was to reach 100 likes by the end of the grant year, September 30, 2015. Since its launch in April, the DuPage County Prevention Leadership Team page has garnered 121 likes, exceeding the goal!



The PLT Twitter page @PLTDuPage has attracted 9 followers since its launch in April.

## Website

The PLT reached an important milestone after launching its website in August 2015. The website provides information about the PLT and resources for youth, parents, and professionals. The homepage for the website is available at [dupageplt.org](http://dupageplt.org).



# ACCOMPLISHMENTS FROM YEAR 1

## MEMBERSHIP & COMMUNICATIONS COMMITTEE:

- Completed identity of the PLT by creating logo branded material and a social media presence.
- Developed two draft media campaigns focusing on youth alcohol use based on findings from the Data Committee.
- Co-sponsored 4 youth substance abuse prevention events across the county.
- Exceeded the objective of reaching 100 likes on Facebook by the end of the grant year.

## DATA COMMITTEE:

- Determined the top three sources of alcohol identified by teens: parents with permission, parents without permission, and social source (friend or older sibling).
- Analyzed 2014 data to determine that the perception of harm from marijuana decreases with age.
- Conducted an environmental scan to identify all drug take back programs in the county. There are 12 RxBOX programs and 4 additional take back sites.
- Worked with an evaluation consultant who created a data tracking and sharing procedure, as well as provided ideas for evaluation.
- Completed a literature review to determine the risk and harm of marijuana use by youth.
- Determined baseline fatal and non-fatal opioid overdose rates by working with DCHD's Epidemiology department and the DuPage County Coroner.

## POLICY AND ENVIRONMENT COMMITTEE:

- Researched and analyzed liquor licensure requirements and compliance for establishments in DuPage County.
- Determined the status of social host ordinances across municipalities by receiving survey responses from 27 of 35 police departments. This led plans for the social hosting seminar for law enforcement in September 2015.
- Established partnerships with 4 municipal police departments to help identify environmental strategies that reduce youth alcohol use. These police departments will be participating in a short-term action team.
- Launched an education campaign on the prescription drug monitoring program for healthcare professionals through a webinar. 44 physicians attended this webinar.

## SCHOOL COMMITTEE:

- Developed an assessment tool to understand the current prevention programs and policies in DuPage County schools. The assessment tool will be used to determine priority schools.
- Ensured an adequate sample size for the 2016 Illinois Youth Survey by developing and planning school recruitment strategies.
- Developed and implemented strategies to promote Red Ribbon Week to schools. Strategies included; mailing to schools with toolkit on how to bring Red Ribbon Week into the classroom, promotion of the Robert Crown Center's Science Behind Drugs program, and coordination of youth-led sticker shock events at six DuPage County Jewel-Osco stores.