

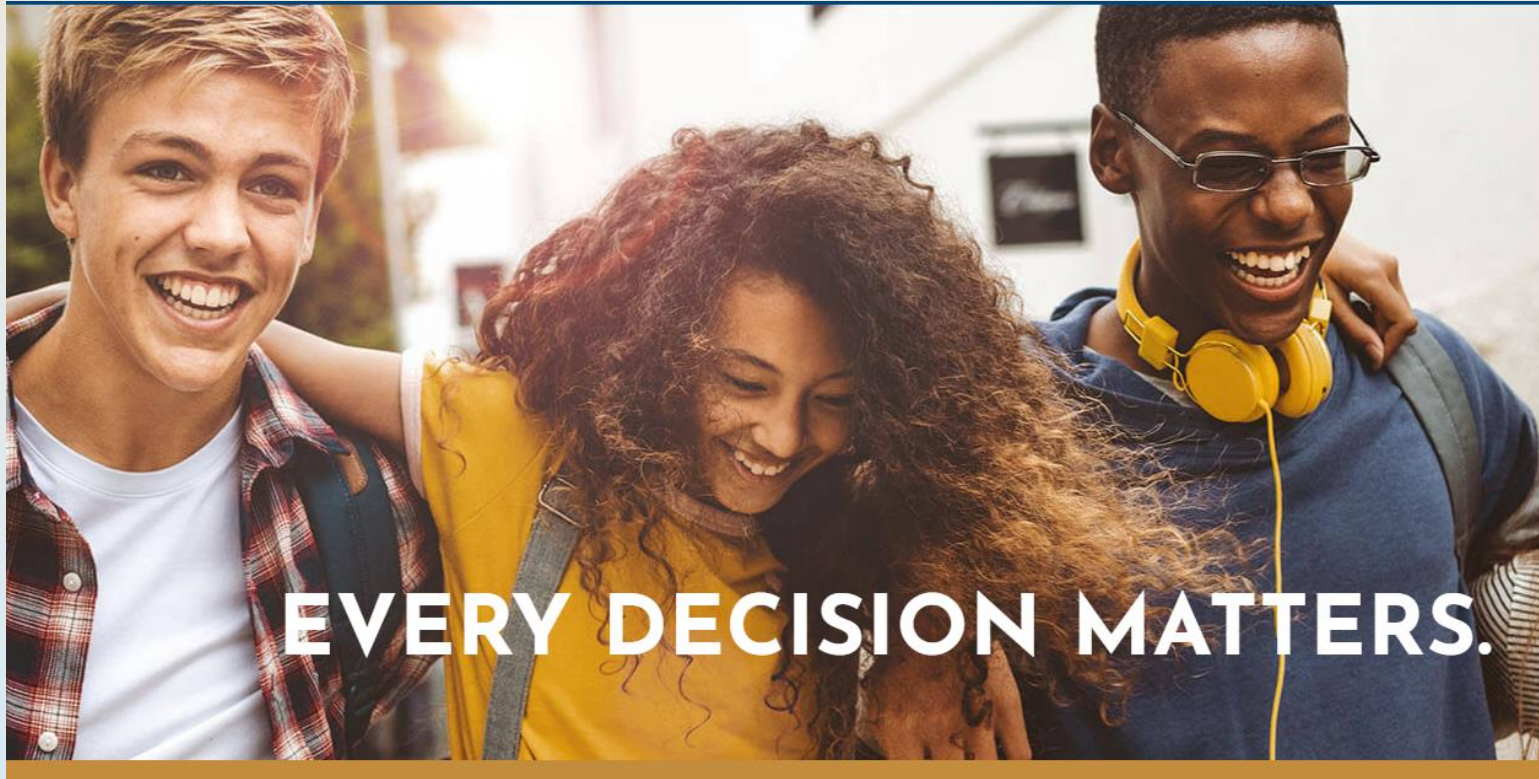
THE VALUE OF DATA & STRATEGIC PARTNERSHIPS TO CREATE ENVIRONMENTAL CHANGE

Illinois Association of Public Health Administrators Conference
September 2023

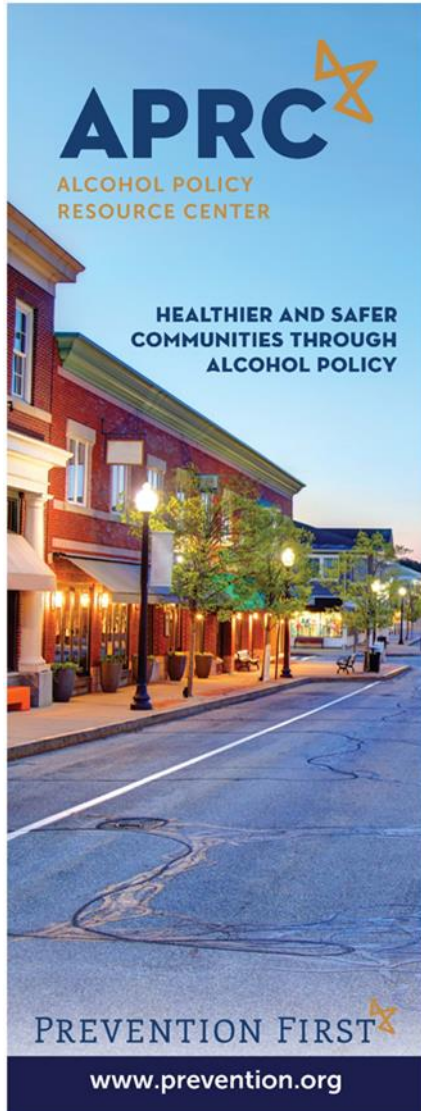
OBJECTIVES

- 1 Identify how to adapt the Strategic Prevention Framework to create local change
- 2 Identify how to incorporate data into local prevention strategies
- 3 Identify how to cultivate partnerships for sustainable solutions

PREVENTION FIRST



Through a variety of evidence-based and collaborative approaches, including training, support, and public awareness, Prevention First advances efforts to promote healthy behaviors and prevent substance misuse.



APRC FOCUS

Prevention First’s Alcohol Policy Resource Center provides training, education, resources and tools on evidence-based alcohol policy strategies to municipal leaders, law enforcement and community coalitions focused on preventing or reducing underage drinking in communities throughout Illinois.

CORE SERVICES

- Webinars
- Law Enforcement Training
- Resources and Tools
- Technical Assistance
- Conferences, Exhibits and Meetings
- Workshops

Objective 1

THE STRATEGIC PREVENTION FRAMEWORK & LOCAL CHANGE

STRATEGIC PREVENTION FRAMEWORK

The SPF brings local people together to drive the process.

1 ASSESSMENT

2 CAPACITY

3 PLANNING

4 IMPLEMENTATION

5 EVALUATION

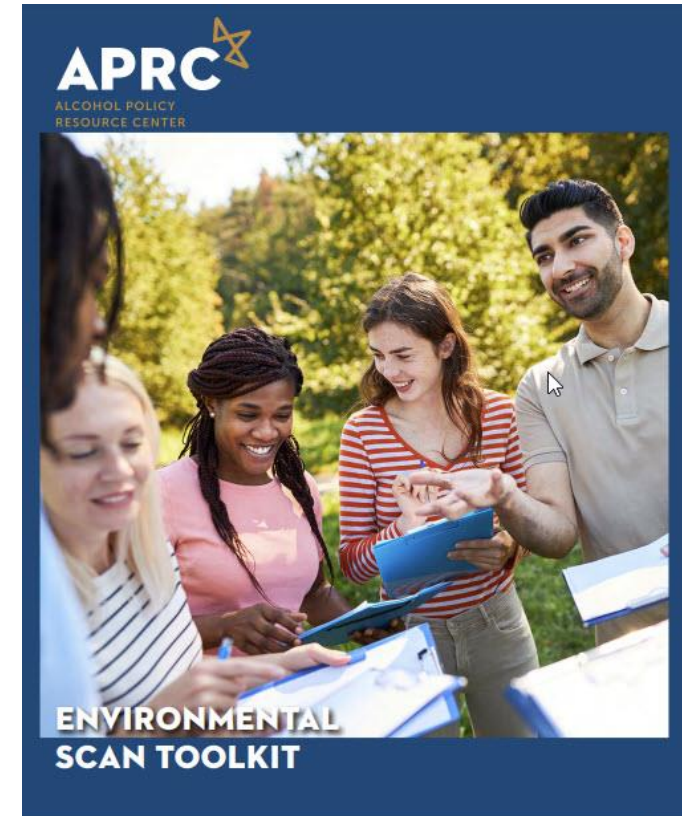


Cultural Competency and **Sustainability** are integrated into each step.

Demographic information regarding your community service area:

- Consumption (prevalence)
- Consequences (DUIs, arrests, ARMVC, 911 logs, etc.)
- Environmental Scan (e.g., # of alcohol/tobacco outlets, advertisement, community events)
- Resource Assessment (e.g., # of EBP, # of prevention programs, existing policies)
- Readiness Assessment (e.g., Political will to address, knowledge/desire to address)
- Assets (what's available to the community)

COMMUNITY LEVEL ASSESSMENT



CAPACITY BUILDING

This step in the SPF process focuses on enhancing your abilities to address the substance use prevention needs discovered during the assessment phase.

Build a strong team or coalition

- Sector Representation
- Equal membership

Coalition structure & function

- Determine Committees
- Determine offices

Shared Leadership

- Define membership roles
- Define terms of leadership

Asset Building

- Training & technical assistance
- Financial/Fiscal

CAPACITY BUILDING

Coalition Sectors



PLANNING

The Science of Strategy Selection

- Data is the driving force
- Factors that Contribute
- Each Strategy & Policy can be linked to an Illinois Youth Survey (IYS) question





IMPLEMENTATION

The Implementation stage is where you put all your planning into action.

- Establish Implementation Guidelines
- Ensure Enforcement & Implementation

EVALUATION

Evaluation is two-fold. It is imperative to evaluate the process itself, as well as the outcomes produced.



Process Evaluation

- Did each process step work how you intended?
- What should you keep or remove?

Outcome Evaluation

- Review consumption patterns
- Review contributing factors

Objective 2

INCORPORATING DATA INTO LOCAL PREVENTION STRATEGIES

ILLINOIS YOUTH SURVEY GOALS

The administration of the IYS has two major goals:

- **Local Data**

To supply local data to schools and school districts throughout Illinois. During state-funded survey years (e.g., 2018, 2020, etc.), the survey is available to all eligible public and private schools in the state at no cost.

- **Health & Social Indicators**

To provide a scientific estimate of health and social indicators for the state of Illinois. The scientific estimate is based on a random sample representing the state population of 8th, 10th, and 12th graders in Illinois public schools.





HEALTH & SOCIAL INDICATORS

The IYS provides aggregate data for local schools, communities, counties, and state agencies.

- Substance Use & Perceptions
- Violence
- Bullying
- Depression
- School Climate
- Nutrition
- Fitness

<https://iys.cprd.illinois.edu/>

SUBSTANCE USE DATA

| | 8th | | 10th | | 12th | |
|---|-------|-----|-------|-----|-------|-----|
| | Yes | | Yes | | Yes | |
| | Count | % | Count | % | Count | % |
| Any substance in the past year (including alcohol, cigarettes, inhalants, or marijuana) | 1131 | 30% | 1671 | 43% | 2064 | 58% |
| Alcohol in the past year | 973 | 27% | 1474 | 40% | 1858 | 55% |
| Cigarettes in the past year | 86 | 2% | 186 | 5% | 307 | 9% |
| Inhalants in the past year | 192 | 5% | 102 | 3% | 91 | 3% |
| Marijuana in the past year | 313 | 8% | 750 | 20% | 1221 | 35% |
| *Any Tobacco or Vaping Products in the past year | 367 | 10% | 772 | 20% | 1038 | 30% |
| Any Illicit substance in the past year (excluding marijuana) | 46 | 1% | 83 | 2% | 196 | 6% |

Center for Prevention Research and Development. (2018). Illinois Youth Survey 2018 Frequency Report: State of Illinois. Champaign, IL: CPRD, School of Social Work, University of Illinois.

SUBSTANCE USE DATA

| | | | | | | |
|--|-----|-----|-----|-----|------|-----|
| Alcohol in the past 30 days | 531 | 15% | 854 | 23% | 1360 | 40% |
| Any Tobacco or Vaping Products (cigarettes or smokeless tobacco or other smoked tobacco or hookah or e-cigs) in the past 30 days | 384 | 10% | 814 | 21% | 1142 | 32% |
| Cigarettes in the past 30 days | 46 | 1% | 90 | 2% | 182 | 5% |
| Smokeless tobacco in the past 30 days | 68 | 2% | 108 | 3% | 168 | 5% |
| Smoked tobacco (other than cigarettes) in the past 30 days | 87 | 2% | 171 | 4% | 354 | 10% |
| Hookah or water pipe in the past 30 days | 109 | 3% | 210 | 6% | 367 | 10% |
| E-cigarettes in the past 30 days | 277 | 7% | 695 | 18% | 935 | 27% |
| Marijuana in the past 30 days | 195 | 5% | 498 | 13% | 885 | 26% |
| Prescription drugs not prescribed to you in the past 30 days | 72 | 2% | 72 | 2% | 81 | 3% |
| Binge drinking (5 or more drinks at one occasion) in the past 2 weeks | 163 | 5% | 344 | 9% | 684 | 20% |

Center for Prevention Research and Development. (2018). Illinois Youth Survey 2018 Frequency Report: State of Illinois. Champaign, IL: CPRD, School of Social Work, University of Illinois.

CONSUMPTION DATA

How does it compare to state data?



- Past year/Annual use rate
- 30-day use rate
- Binge use rate
- Access rate – Retail & Social
- Alcohol by type

ENVIRONMENTAL STRATEGIES & POLICIES

Contributing Factors



Easy Retail Access is when youth purchase or take alcohol from a store or restaurant/bar.



Easy Social Access is when youth get alcohol at a party, from their parents, or from a friend/sibling.



Permissive Social Norms are the expectations, behaviors, attitudes, or values that convey acceptance of alcohol use within the family, community, or peers.



Low Perceived Risk is the perception among youth that there is little to no risk of physical harm and/or legal or social consequences of alcohol use.

Easy Retail Access

Retail access is when youth purchase or take alcohol from a store or restaurant/bar.

Strategies and Policies to address easy retail access include:

*Compliance Checks
Mandatory Responsible Beverage
Service Training (Policy)
Alcohol Outlet Density (Policy)*



Easy Social Access

Social access is when youth get alcohol at a party, from their parents, or from a friend/sibling.

Strategies and Policies to address easy social access include:

*Shoulder Tap Operations
Controlled Party Dispersal/Party Prevention
Communication Campaign
Social Host Ordinance (Policy)
Event Restrictions (Policy)
Keg Registration (Policy)*



Permissive Social Norms

The expectations, behaviors, attitudes, or values that convey acceptance of alcohol use within the family, community, or peers.

Strategies and Policies to address permissive social norms include:

*Communication Campaign
Advertising Restrictions (Policy)
Event Restrictions (Policy)
Youth Prevention Education
(Individual Strategy)*



Low Perceived Risk

The perception among youth that there is little to no risk of physical harm and/or legal or social consequences of alcohol use.

Strategies and Policies to address low perceived risk include:

*Roadside Sobriety Checkpoints
Communication Campaign
School-Based Policy
Local Minor in Possession Ordinance (Policy)
Youth Prevention Education
(Individual Strategy)*



Objective 3

CULTIVATING PARTNERSHIPS FOR SUSTAINABLE SOLUTIONS

PREVENTION FIRST

Tazewell County, Illinois, experienced the loss of 15 teens in 15 months due to car crashes; half were under the influence.



TAZEWELL TEEN INITIATIVE

64%

2006 – 2014 Illinois Youth Survey

Decrease in the percentage of 12th graders who self-reported driving under the influence of alcohol in the past year.

PARTNERSHIP INVESTMENTS



- **Capacity building for sustainability**
 - Conferences
 - Training
- **Awareness campaigns**
- **Equipment**
- **Time at events**
- **Youth connection**

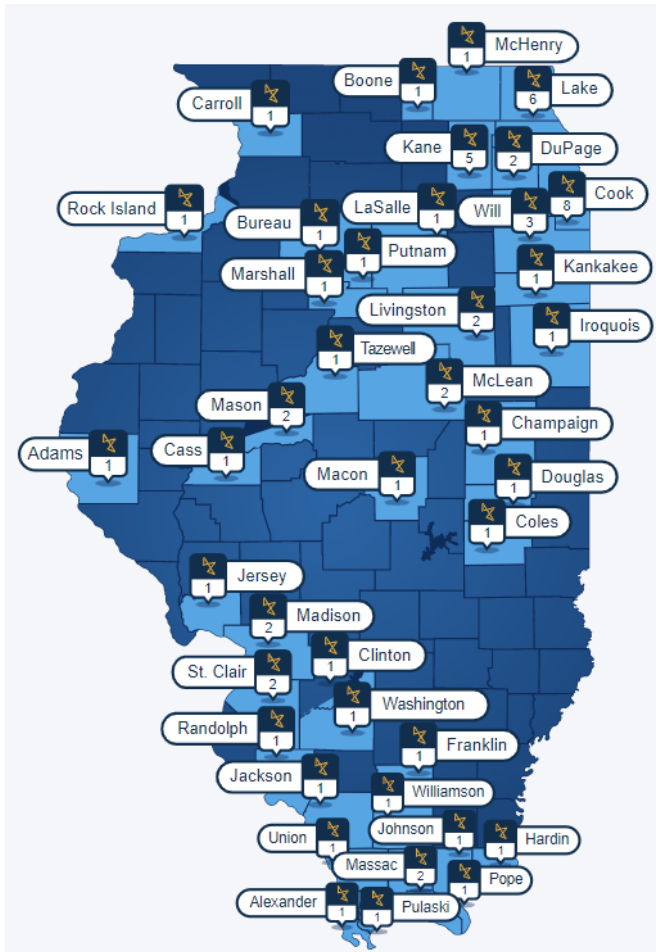
Investing in the partnership meant knowing who had the most political capital, who had access to data, and who needed to take the lead on strategies to reduce underage drinking.



APRC/ILCC PARTNERSHIP

- 1. Law Enforcement Training**
14 Alcohol Compliance Check Investigation trainings – 255 officers trained.
- 2. ACC Youth Training Toolkit**
Toolkit created for law enforcement highlighting best practices, scenarios, and form examples.
- 3. Prevention Resources**
Illinois Prevention Coalition Map, Illinois Youth Survey infographic, and an Action Alert.
- 4. Alcoholic Beverage Placement**
Prevention presentations and articles asking for evidence of beverage placement to gather evidence/data for legislation creation.

PREVENTION RESOURCES



The Illinois Prevention Coalition Map was created to assist law enforcement and municipal leaders in finding community coalitions in their area. The map includes information on:

- Coalition location by county
- Areas served, such as city, town, or township
- Key substances
- Contact information
- Youth coalition
- Coalition website link



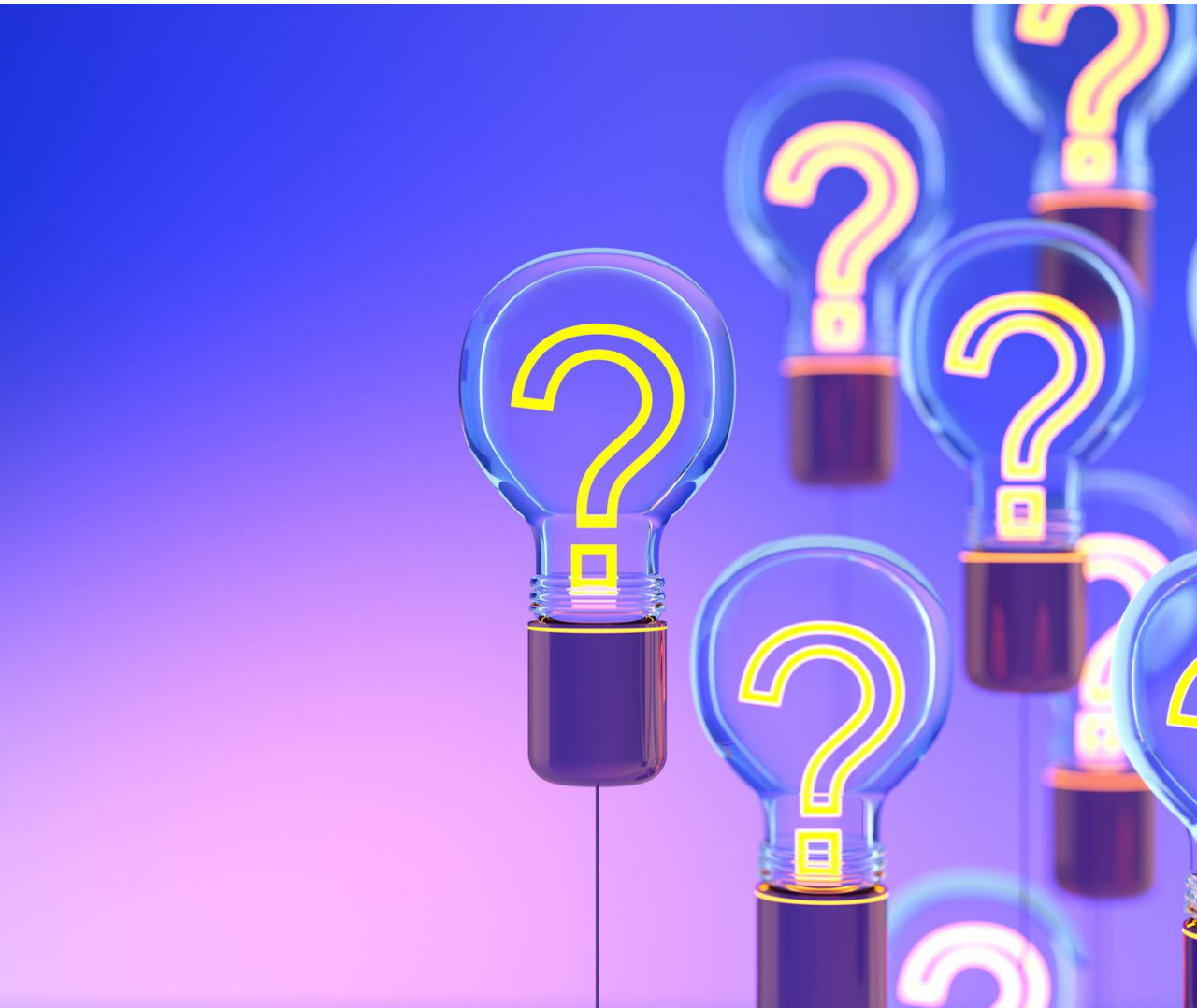
**THIS PRODUCT IS AN
ALCOHOLIC BEVERAGE
AVAILABLE ONLY TO
PERSONS WHO ARE 21
YEARS OF AGE OR OLDER.**

Illinois Liquor Control Commission

Posting of this sign, in plain view, is required of all Illinois retail liquor licensees in accordance with EMERGENCY RULE 100.490.

ALCOHOLIC BEVERAGE PLACEMENT

- Raised awareness through presentations and articles.
- Prevention “ask” - take pictures and file a complaint with the ILCC.
- Result – evidence to introduce legislation.
- Illinois Emergency Rule 100.490



QUESTIONS?

THANK YOU!

Kellie Henrichs
Chief Program Officer
Prevention First
kellie.henrichs@prevention.org
312.350.1320

Jody Heavilin, Administrator
Alcohol Policy Resource Center
Prevention First
jody.heavilin@prevention.org
217.836.4290

PREVENTION FIRST 

www.prevention.org

HEADQUARTERS

2800 Montvale Dr.
Springfield, IL 62704
217.793.7353

BRANCH OFFICE

33 West Grand Ave., Suite 300
Chicago, IL 60654
312.988.4646