



2017 ANNUAL REPORT

Presidents' Message

Community – The Anti-Drug (CTAD) Coalition had another wonderful and challenging year as we continued to strengthen and refine our strategies for greater impact. We graduated from the National Coalition Academy, designed specifically for drug prevention coalitions like ours. It consisted of three, separate week-long trainings, development of a thorough community assessment, guided strategic planning throughout 2017, and a graduation ceremony in Washington, DC. This year brought the inception of our high school youth group, Delta, at both DHS and HPHS. We hired a new program coordinator this year and look forward to hiring a program assistant in 2018. We continue to collaborate with diverse sectors of our community including all the school districts feeding into our high schools, government leaders, the park districts, our police departments, healthcare agencies, faith leaders, more parents, and our youth. New committees formed and did great work, including the CTAD Faith and Membership Committees.

Once again, we received generous grants from the Healthcare Foundation of Highland Park, the Highland Park Community Foundation, YEA! Highland Park, Highland Park's Human Relations Commission and the U.S. Office of National Drug Control Policy. We are also very grateful to High School District 113 for housing our offices.

With all this support and collaboration, CTAD raised awareness and brought evidence-based programs to our schools and community. We distributed parent resource bags at school curriculum nights and brought national human performance expert John Underwood to our community to talk to parents, youth and school staff. As you read our accomplishments in this report, we hope you feel as much pride in our community as we do. It is an honor to partner with the talented volunteers and staff who have joined our commitment to reduce substance use among our youth.

Sincerely,



Laura Kaufman
CTAD Co-President
Parent

The Rev. Court Williams
CTAD Co-President
Rector, Trinity Episcopal Church

MISSION & VISION

The mission of Community - The Anti-Drug Coalition is to reduce the use of alcohol, marijuana, and other drugs among youth in Bannockburn, Deerfield, Highland Park, Highwood, and Riverwoods, Illinois. We strive to build and sustain a safe and drug-free community in which our youth feel protected, confident and empowered to make healthy choices. We want to transform the environment around our youth so that the drug-free choice is the easy choice.

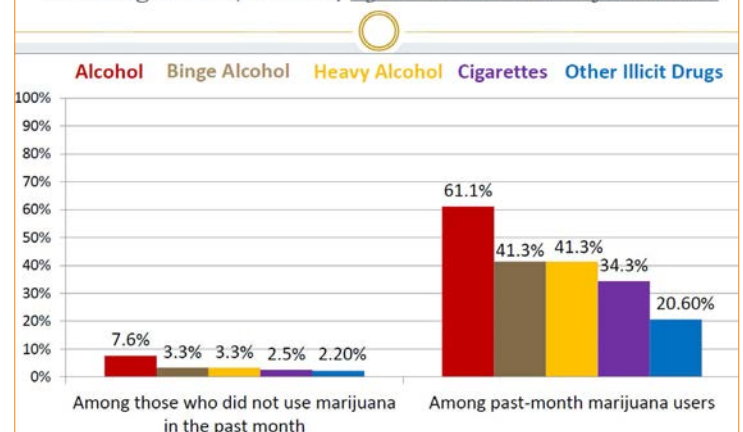
THE DATA THAT DRIVES US

In determining programs and strategies, CTAD looks at local data to drive our decisions. Students in our middle and high schools take the Illinois Youth Survey every even year. This extensive survey contains a wealth of data regarding our students' experiences and shows us that most youth in our communities choose to be drug and alcohol free.

- ★ 70% of DHS & HPHS students choose not to drink alcohol¹
- ★ 83% report not using marijuana in the past month¹
- ★ Illicit drug use is very low

While a majority of our students are making healthy choices, the data shows that our high school seniors use alcohol and marijuana at higher rates than the average rate of their peers in the nine suburban, neighboring counties. Because of this, because alcohol and marijuana are known gateway drugs, and because they are by far the most commonly used drugs among students in our schools, CTAD focuses on alcohol and marijuana prevention.

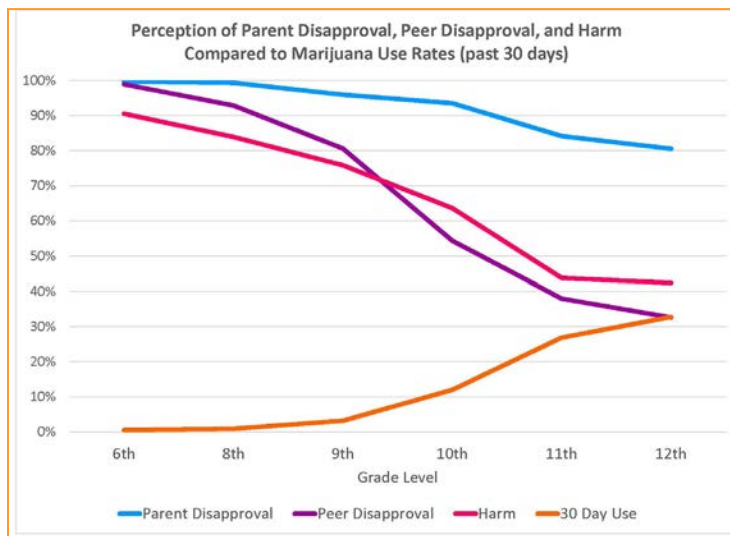
Prevalence of Past Month Substance Use by American Youth Aged 12-17 in 2014 *by Past Month Marijuana Use*



Continued on next page

We want our youth to achieve their goals and meet their potential. Unfortunately, alcohol and marijuana can have a significant impact on our young people, including their brain development and academic performance, as well as the immediate, sometimes dangerous consequences from being under the influence. And as seen on the bar graph on the previous page, teens who use marijuana are 12 times as likely to binge drink alcohol and 9 times as likely to use other illicit drugs.

Our goal is to set our young people up for success now and as the adults they are becoming. Based on the data, this requires a community-wide effort—hence our name and the efforts of the many community members in our coalition. As seen on the line graph below, there is a direct correlation between youth marijuana use and their perception of harm of marijuana use², their perception of their parents' disapproval³ and their perception of their peers' disapproval³ of marijuana use. Therefore, our efforts include educating on the dangers of drug use, reaching out to parents, and collaborating with students on slowly changing attitudes.



Illinois Youth Survey conducted March 2016, percent of 2,821 DHS & HPHS 9th, 10th, 11th and 12th graders who responded:

¹ that they did not use alcohol or marijuana in the previous 30 days.

² that their parents or friends feel it is "wrong" or "very wrong" for them to smoke marijuana.

³ that there is "moderate" or "great risk" of people harming themselves (physically or in other ways) if they smoke marijuana once or twice per week.

FUNDING

CTAD is the proud beneficiary of two major grants which provides a level of sustainability that allows us to work on long-term strategies for lasting impact. The **Drug Free Communities Support Program** grant from the U.S. Office of National Drug Control Policy and Substance Abuse and Mental Health Services Administration awards CTAD with \$125,000 per year from 2016 - 2021, provided that the community provides matching support. A considerable portion of this required match comes from the **Healthcare Foundation of Highland Park** while other local foundations, municipalities and community members listed above contribute financially to this required match. **CTAD** is grateful for this financial support as well as the great in-kind contributions, particularly from **Township High School District 113** which provides office space, technology support and so much more. The list of our partners on the next page shows the organizations that regularly contribute to our efforts with their valuable time, resources, connections, meeting space, and most importantly, their expertise.

Thank you to the organizations and individuals who made financial donations to help CTAD create a safe, healthy and drug-free environment for our youth.

Organizational Donors*

Office of National Drug Control Policy & Substance Abuse & Mental Health Services Administration
Healthcare Foundation of Highland Park
YEA! Highland Park
Highland Park Community Foundation
Village of Deerfield
City of Highland Park Human Relations Commission

Individual Donors*

Anonymous Earl & Margie Stone
Harriet Rosenthal The Rev. Court Williams
David & Robin Small

If you find our resources useful and support our mission, please consider supporting us financially or volunteering. To make a donation, visit us online at www.CommunityTheAntiDrug.org or mail a check to:

Community – The Anti-Drug Coalition
1959 Waukegan Rd • Deerfield IL 60015

CTAD is a 501(c)3 nonprofit organization. Contributions are tax-deductible to the extent allowed by law.
EIN number: 451631475.



* Donations/grants received 1/1/17 – 12/31/17

PARTNER ORGANIZATIONS



Schools:

Bannockburn School District 106
Deerfield Public Schools District 109
North Shore School District 112
Township High School District 113

Cities & Villages:

Village of Bannockburn
Village of Deerfield
City of Highland Park
City of Highwood
Village of Riverwoods

Bannockburn Police Department
Deerfield Police Department
Highland Park Police Department
Highwood Police Department
Riverwoods Police Department

Park Districts:

Deerfield Park District
Park District of Highland Park

Agencies:

Christ United Methodist Church
Deerfield Parent Network
Family Service of Lake County
Jewish Child & Family Services
Jordan Michael Filler Foundation
Lake County Health Department and
Community Health Center
North Shore Congregation Israel
NorthShore University HealthSystem
Omni Youth Services
Rosecrance
SunCloud Health
Trinity Episcopal Church

Other Drug Prevention Coalitions:

Glenview Northbrook Coalition for Youth
Lake County Underage Drinking and Drug
Prevention Task Force
LEAD & Speak Up Coalition
Link Together Coalition
Stand Strong Coalition
Mundelein STAND-UP Coalition



Bannockburn School District 106



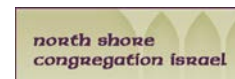
Village of Bannockburn



Village of Deerfield



Deerfield Park District



Trinity Episcopal Church

2017 ACCOMPLISHMENTS



Almost 4,000 parent resource bags with information on family communication, hosting teen parties, and laws for new drivers were distributed at middle and high school open house nights. Resource bags were available in English and Spanish.



John Underwood, trainer of Olympic champions and Navy SEALs, gave 8 presentations over 3 days to parents, students, and school staff on how lifestyle choices related to nutrition, sleep, screen time and substance use impacts both physical and mental performance. Combined with 11 other workshops, 530 parents received information to help them keep their kids alcohol and drug free.



In partnership with six neighboring drug prevention coalitions, CTAD developed the "You Determine Your Future" series of 30 second videos. They were shown on monitors in common areas of Deerfield and Highland Park High Schools, as well as featured in our e-newsletter and social media. Find all of them on CTAD's new YouTube channel.



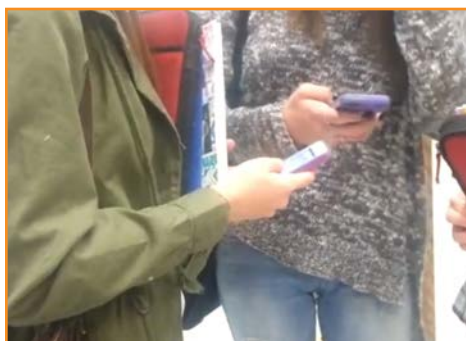
After a series of guided retreats, drug prevention trainings & planning meetings throughout 2017, students at Deerfield and Highland Park High Schools formed a youth advisory board named Delta to promote positive change in their schools.



CTAD graduated from CADCA's National Coalition Academy. Community Anti-Drug Coalitions of America has provided technical assistance and capacity building to drug prevention coalitions for over 20 years. The year-long training included 3 intensive, week-long sessions, a community assessment, development of a comprehensive strategic plan, selection of evaluation tools, and exploration of ways to increase sustainability. Based on this guided technical assistance, the coalition selected the 2018 priorities found on the next page.



To learn more about what youth see related to alcohol in their hometowns, coalition volunteers and board members conducted an environmental scan of 53 liquor license holders, to gather data on types of alcohol, alcohol advertising and where/how alcohol is sold.



"Text a Tip Download Days" at the end of the school year encouraged middle and high school students to download the app "Lake County Help" that could anonymously connect them to a trained counselor. This resulted in a large spike in the use of this service.



In collaboration with the Lake County Health Department and High School District 113, CTAD helped launch alcohol prevention media campaigns for students at Deerfield and Highland Park High Schools. The message that most students choose to be alcohol free was on posters, banners, staff t-shirts, teacher clipboards, pom poms and key chains.

Fourteen local retailers participated in our "Access Awareness" Campaign by posting messages on alcohol products and displays. The bottle hangers and window clings provided tips to help decrease the ease with which youth access alcohol.

2018 GOALS & ACTIVITIES

Goal: Community Collaboration

In order to effectively implement drug prevention strategies, we aim to increase community collaboration and strengthen the capacity of our coalition partners to affect positive, environmental level change.

To do this, we continually assess and improve:

- Internal processes & structures
- Membership recruitment & training
- Tools for communication & collaboration
- Evaluation of our programs, activities & strategic plan
- Celebration of achievements & volunteer contributions

Goal: Drug Prevention

Our primary goal is our mission to reduce the use of alcohol, marijuana and other drugs among youth in Bannockburn, Deerfield, Highland Park, Highwood and Riverwoods.

Because CTAD's focus is alcohol and marijuana prevention, our objectives are to:

- Reduce alcohol use among high school students
- Increase the number of students who perceive marijuana use to be harmful

2018 PRIORITIES

After a year-long community assessment and multiple strategy sessions, coalition members determined that to impact alcohol and marijuana use in our local communities, we should prioritize four areas:

1. The use of vape pens, vaporizers and e-cigarettes with marijuana
2. The use of fake I.D.s to access alcohol
3. Underage drinking at "After Parties" following school-sponsored events
4. Family-friendly and youth-centered celebrations without equally accessible and attractive non-alcoholic options

For each of our four priorities, CTAD utilizes **seven different strategies** recommended by CADCA, Community Anti-Drug Coalitions of America, for community-level change. Coalition members contribute to one or more of the strategies best suited to their knowledge, skills, resources, and unique connections within the community.

1. Provide information

- Monthly e-newsletters
- Website & social media
- Fact sheets & brochures specific to our community

2. Enhance Skills

- Workshops for teachers, coaches, parents & student leaders
- Evidence-based school programs that teach life skills like stress management, communications skills, decision-making & conflict resolution

3. Provide Support

- Sample scripts for parents & school staff
- Hosting community brainstorm on safe & appealing teen celebrations
- Encouragement of parents & students who make healthy choices

4. Increase Access to Resources

- Spanish translation of materials
- Connect alcohol retailers with resources on identifying fake I.D.s
- Assist with compliance checks

5. Provide Incentives

- Public recognition of municipalities, organizations & alcohol vendors that adopt & enforce policies regarding youth alcohol and drug use

6. Change Physical Design

- "You must be 21" signage for alcohol vendors
- Research on vaping sensors & detection

7. Review Policy

- Review of municipal ordinances regarding alcohol server/seller training
- Promote organizational policies regarding alcohol at youth-centered events

VOLUNTEER

Is drug prevention an important issue for you?

Do you want to help ensure youth in our community reach their full potential?

Are you inspired by all the community members and organizations working together for our youth?

Consider joining our efforts! We value your voice, your unique perspective, and your expertise. Work alongside representatives from our local government, law enforcement, schools, faith community, park districts, healthcare agencies and other youth-serving organizations. We have committees and work groups focusing on parents, youth, the faith community, laws & policy, media and data/evaluation.

To get involved, please contact us at info@CommunityTheAntiDrug.org or call us at 224-765-CTAD (224-765-2823).

EXECUTIVE BOARD

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Co-President
Parent

Lilly Brandt
Co-Vice President
Assistant Principal
Deerfield High School

Kent Street
Treasurer
Village Manager
Village of Deerfield

Harriet Rosenthal
Past President
Mayor
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Court Williams
Co-President
Rector
Trinity Episcopal Church

Steve Tucker
Co-Vice President
Assistant Principal
Highland Park High School

Michelle Culver
Secretary
District 113 Board of
Education



Seated: Harriet Rosenthal, Kent Street, Laura Kaufman, Court Williams, Michelle Culver
Standing: Executive Director Barbara de Nekker, Program Coordinator Catherine Spencer
Not Pictured: Lilly Brandt, Steve Tucker



2018 BOARD OF DIRECTORS

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Jeffrey Zalay, Community Member

* Executive Board Member

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Mayor Nancy Rotering, City of Highland Park

2017 OUTGOING BOARD MEMBERS

THANK YOU

for your contributions!

Dr. Beth Fishman, Jewish Center for Addictions
Dr. Michael Lubelfeld, Deerfield Public Schools District 109
David Newton, SunCloud Health
Dr. Patrick Sassen*, Highland Park High School
David Small*, District 113 Board of Education




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Community – The Anti-Drug Coalition

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This report was made possible by the hard work and talents of CTAD's Communications Committee and staff. Special thanks to Barbara de Nekker, Christine Gonzales, Laura Kaufman, Cathy Kedjidjian, Liz Nelson, Steve Sadin, Anita Schmidt, Martha Silberman, Catherine Spencer and Court Williams for their contributions.

This annual report was developed with funding from the Healthcare Foundation of Highland Park and grant number SP021482 from the Office of National Drug Control Policy and Substance Abuse and Mental Health Services Administration. The views, opinions, and content of this publication are those of the authors and contributors, and do not necessarily reflect the views, opinions, or policies of ONDCP, SAMHSA, or HHS, and should not be construed as such.