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PREVENTION ACTION ALLIANCE ANNUAL REPORT

For the fiscal year ending June 30, 2018

*Everyone has a role in prevention.
We help you find yours.*

Prevention
Action Alliance



THE
**BIG
GIVE**
will **EDUCATE!**

THE
**BIG
GIVE**
will **EMPOWER!**



PREVENTION ACTION ALLIANCE

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PREVENTION ACTION ALLIANCE
MESSAGE FROM OUR
EXECUTIVE DIRECTOR



Dear friends:

On behalf of the board of directors and the staff at Prevention Action Alliance, I want to thank you for making 2018 another wonderful year.

Our mission at Prevention Action Alliance is leading healthy communities in the prevention of substance misuse and the promotion of mental health wellness.

Our Mission:

Leading healthy communities in the prevention of substance misuse and the promotion of mental health wellness.

Thanks to the support of our generous funders, donors, and supporters, Prevention Action Alliance continues to help us make great new strides in prevention.

In 2018, we:

- Held our largest We Are The Majority Rally yet with more than 2,100 young people marching to say that the majority of young people do not use drugs and are leading their peers in preventing substance misuse.
- Saw one of our programs used as part of a clever high school prank that raised awareness about underage drinking and driving.

- Invested thousands of dollars into prevention efforts across Ohio.
- Provided hundreds with the knowledge and resources they need to use evidence-based prevention in their communities.
- And, aided ongoing prevention efforts and communities throughout Ohio and other states.

We couldn't have done these things without the support of our funders and donors. I would like to thank them for understanding and lifting up the value of prevention.

Our work is far from over, however. As I write this, an e-cigarette epidemic is sweeping our nation's young people. Unscrupulous companies have used the child-friendly advertising practices of the past to hook a new generation on a new product.

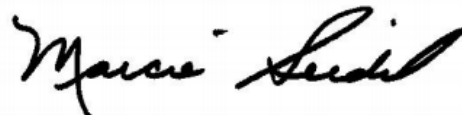
The opioid crisis is far from over, and we're seeing the use of cocaine and meth tick up. In truth, **we face an epidemic of addiction**—one that threatens to unravel our communities.

"Together, we can beat addiction."

With your support, I'm confident that we can tackle these problems and even stave off the next addiction epidemic. We can build a system of prevention services that's comprehensive and robust. It can build the resiliency of our young people, give them necessary coping skills, support their healthy development, and mitigate the risk factors they may inevitably face.

Together, we can beat addiction.

Sincerely,

A handwritten signature in black ink, reading "Marcie Seidel". The signature is fluid and cursive, with the first name "Marcie" and last name "Seidel" clearly distinguishable.

MARCIE SEIDEL

Executive Director
Prevention Action Alliance

PAA AT A GLANCE

Prevention Action Alliance

Lifetime Prevention | Lifetime Wellness

THE TIME IS NOW

Prevention is essential to healthy and stable communities in Ohio. Prevention strategies are designed to reduce risk or promote health before the onset of disease. A comprehensive community-based approach to prevention will provide universal strategies that protect all Ohioans, including preschoolers, adolescents, young adults, and elder citizens. A strategic plan that addresses prevention across the lifespan will reinforce early-age interventions and promote protective factors regarding:

- Substance use (underage drinking, e-cigarette and tobacco use, and illegal drug use),
- Relationships (interpersonal violence, bullying, high risk sexual activity),
- And overall social and emotional well-being (reducing anxiety, depression, suicide, criminality).

For Ohio to be a leader in prevention and to address the issues facing the state, investments should be made in three areas: educational prevention services, community-based collaboration, and youth-led prevention programs.

When we focus on helping people realize their full potential, we reduce the stigma associated with talking about addiction and mental health and create opportunities for families and community members to fully engage with each other.

For Ohio to be a leader in prevention and to address the issues facing the state, investments should be made in three areas: educational prevention services, community-based collaboration, and youth-led prevention programs. These investments will allow for strengthened coordination, healthier schools and communities, ensure quality delivery of services, and provide a foundation to establish stable communities.

Education-Based Prevention Services

Good prevention efforts need to be reinforced across a person's life. Scientific evidence demonstrates that a variety of prevention programs and policies can prevent the onset of substance use, harmful use of substances, and substance use-related problems. These programs and policies are effective at different stages of the lifespan, from infancy through adulthood. As such, it is never too early and never too late to prevent substance misuse and related problems.

Community-Based Collaboration

The goal of community-based collaboration is to enhance the ability of the community to more effectively provide prevention. It is important to recognize the tremendous diversity in Ohio: geographically, economically, culturally, racially, and more. Communities and populations have different levels of risk, protection, and substance use. Each community plays an important organizing force for bringing effective evidence-based services to scale.

Youth-Led Prevention

Youth-led prevention looks to young people to be part of the solution, rather than calling them a "collection of problems." It empowers young people to take an active role in their community and create meaningful change. Youth-led prevention creates young leaders and improves emotional, behavioral health, and educational outcomes for youth.



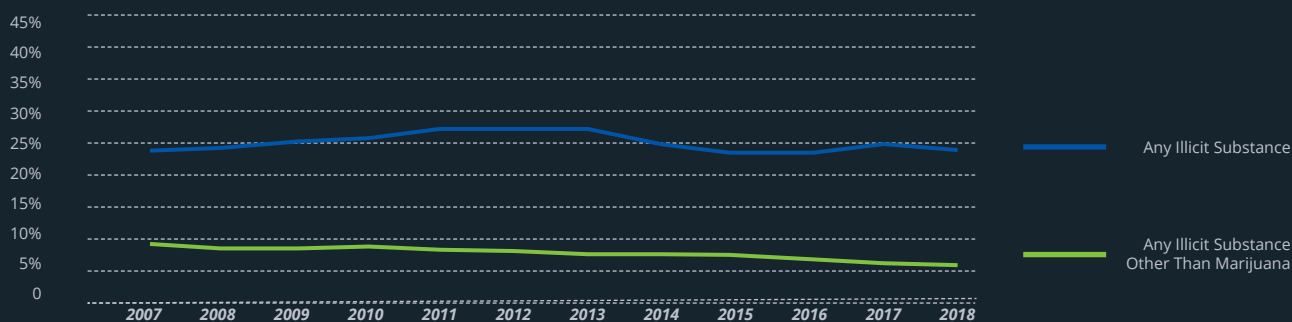
PREVENTION PAYS DIVIDENDS

FOR EVERY DOLLAR INVESTED IN PREVENTION, WE SAVE \$18



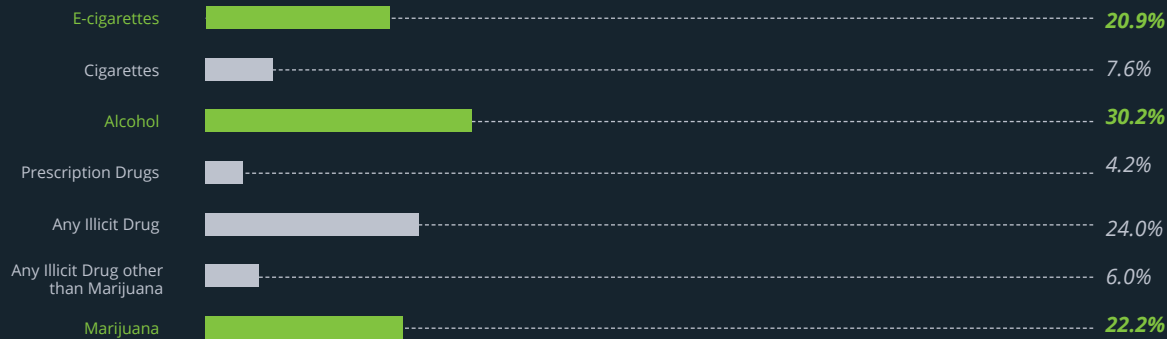
Source: Substance Abuse and Mental Health Services Administration, Substance Abuse Prevention Dollars and Cents: A Cost-Benefit Analysis

USE OF SUBSTANCES BY 12TH GRADERS, 2007-2018



Source: Monitoring the Future Survey 2018, The University of Michigan.

USE OF VARIOUS SUBSTANCES BY 12TH GRADERS, 2018



Source: Monitoring the Future Survey 2018, The University of Michigan.

OUR HISTORY

PREVENTING SUBSTANCE MISUSE SINCE 1987



Beth Thomas smiles during the May 2018 SPCA Annual Luncheon. SPCA unites and supports the efforts of more than 60 community coalitions throughout Ohio.



The 7th annual We Are The Majority Rally brought 2,150 youth and their chaperones to downtown Columbus to advocate for youth-led prevention.



Delaney Monroe, member of the Ohio Youth-Led Prevention Network Youth Council, tells reporters the importance of youth mental health at Be Present Ohio campaign reveal.



Paul and Ellen Schoonover hug at the dedication ceremony of the Matthew B. Schoonover Educational Center. The Center is dedicated in memory of their son and will develop Ohio's prevention workforce.

HOW WE CAME TO BE PAA

Changing our name from Drug Free Action Alliance to Prevention Action Alliance signifies our expanded focus: We lead healthy communities in the prevention of substance misuse and the promotion of mental health wellness.

Over time, we've expanded our services to prevent addiction and to promote mental health wellness by promoting positive, healthy habits and protective factors in our young people and by mitigating the risks they may face. We also now work on preventing gambling addiction and have an ever-growing list of mental health wellness topics.

WHY WE BECAME PAA

30 years ago, a group of parents formed the Ohio Parents for Drug-Free Youth. They campaigned to raise awareness about the dangers of alcohol misuse.

We continue to educate parents and communities with support, technical assistance, and funding information consulting. But we

Sydney Pfaffenberger and Miranda Kochur, members of the OYLPN Youth Council lead more than 2,100 of their peers at the We Are The Majority Rally march on the Ohio Statehouse.

The We Are The Majority Rally was created to counter the false perception that most young people use drugs. It lets teens know that they're not alone when they decide not to use drugs. Since the rally began in 2011, more than 12,000 teens have marched in it.



group of parents Association of Free Youth. They raise awareness of drug and

empower parents by providing them technical assistance, on, and we've expanded to

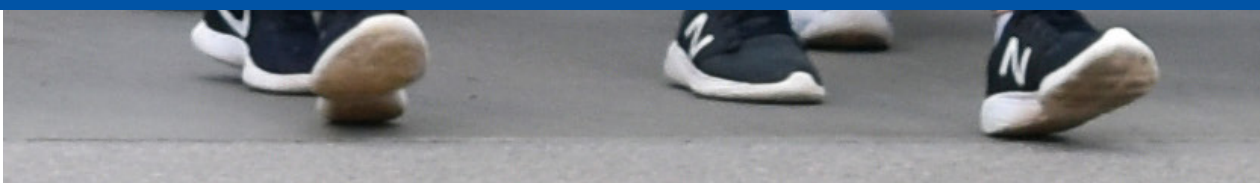
tackle addiction as a preventable disease and to promote mental health wellness.

We also developed local, regional, and statewide initiatives, advocated for legislation to promote prevention, and unified parents across the state with one purpose and one voice.

We support colleges, universities, drug-free communities, drug

prevention coalitions, family engagement groups, and more to help organizations throughout Ohio with their prevention services. We advocate and help coalitions, youth, and parents advocate for public policy that supports prevention. And, we support Ohio's prevention workforce with tools, strategies, and ongoing professional development.

While we've refined our methods, our goal remains the same as it did in 1987: We want every child to grow up in a safe and healthy community that nurtures and supports them.



WHO WE ARE

Our Board of Directors

President

John P. Curp, Esq.
Blank Rome, LLC

President-Elect

Jody Allton, MSW, LISW-S, LCDCCIII
OhioHealth Mansfield/Shelby Hospitals

Past President

Jodie Arreguin, CPA
Cardinal Health

Secretary

Bobbie O'Keefe, Esq.
O'Keefe Family Law, LLC

Treasurer

Ashley Neel, CPA
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Columbus Temperature Control Co.

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Flying Horse Farms

Gene Pierce
Pierce Communications

Amy Kurtz-Nagel
Ontario Local Schools

Lt. Col. Alexander Alston III
Ohio National Guard Counterdrug Task Force

Diahn L. Hevel
Hevel and Company, LLC

Paul Schoonover
Gardiner Allen DeRoberts Insurance

Stephen D. Richman
Kohrman, Jackson & Krantz

Don Wells, CPA
Wells, CPA, LLC

Kacey Sweeney
Net Jets

Karen Pierce
Working Partners Systems, Inc.



Our Staff



From left, The G.A.P. Network and Ohio College Initiative Coordinator and Community Liaison Tyler Begley, Special Events Coordinator Megan Ruetsch, Program Director Krysta Bennett, Assistant Executive Director Fran Gerbig, Executive Director Marcie Seidel, Director of Youth-Led Programs Harim C. Ellis, Youth Development & Prevention Research Coordinator Evi Roberts, Ohio National Guard Counterdrug Task Force Civil Operator Shelly Corbin, Project Assistant Connie Kristof, and Communications Manager Nathan Kraatz.

Not pictured: Ohio National Guard Counterdrug Task Force Civil Operations Manager Sean Oziegbe and Accountant Kelly Calhoon.



Photo top left

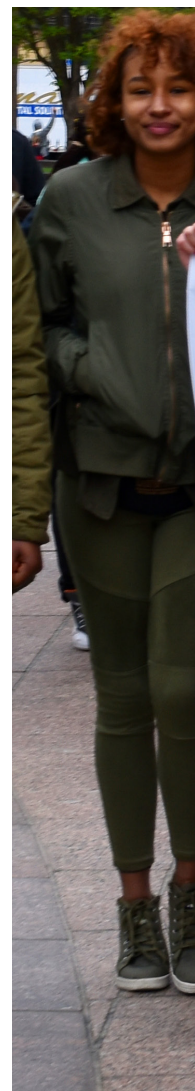
Aubree Flowers speaks to students at Lima Senior High School about the Be Present Ohio campaign.

Photo bottom left

Parents who lost a loved one to an overdose remember them with photos at The G.A.P. Network Summit.

Photo right

The OYLPN Youth Council led more than 2,100 people in the WATM Rally march.



OUR VALUES

We believe that preventing addiction and promoting mental health wellness is the most compassionate and cost-effective way of improving the overall health of an individual. Prevention isn't something that only one person can do, though. Effective prevention begins at home, continues at school, and is seen in every other part of the community from businesses and churches to media and government officials.



For years, prevention has been associated with negative images and concepts: mock car crashes, videos of eggs on a skillet, Just Say No, and the faces of long-time meth users.

But prevention is much more than trying to scare children out of making poor choices.

Prevention is remembering the lives of those lost to addiction and honoring their memory by advocating for prevention.

Prevention is working with young people to build positive and healthy habits, like eating right, exercising, taking an active role in the community, volunteering, and managing stress, anxiety, and anger.

Prevention is knowing how and why teenagers

use drugs, maintaining open and honest lines of communication, telling your kids that you expect them not to use drugs, and building resiliency skills so they can resist the temptation to use drugs.

Prevention is communities, schools, and universities providing safe and nurturing environments for children to grow and thrive.

Prevention is about identifying and addressing the systemic causes of addiction and replacing them with systemic supports. It's about educating our children with information, not fear, and empowering them to make their communities better.

Prevention is about all of us, working together, to improve the communities where we live.

WHO WE **SERVE**

We educate, empower, and advocate for community coalitions, colleges, schools, teachers, parents, and anyone who prevents substance misuse and promotes mental health wellness.

Substance misuse affects us all. When someone struggles with an addiction, they harm themselves and their friends and family, they aren't as productive at work, they may turn to crime to support themselves or their drug use, they may wind up in the emergency room from an unintentional overdose, and their onlooking children can be traumatized.

One in seven people in the United States will struggle with addiction, according to the U.S. Surgeon General. Even if you don't know someone who misuses drugs, you're impacted by those who do. That impact may show up as lost productivity, increased social and health costs, and

Everyone has a role in prevention. Parents can raise children to reduce their risk of misusing substances. Educators can teach their students the coping skills and strategies they need to promote their own mental health. Young people can lead their peers to make healthy choices. Prevention specialists can provide evidence-based services to support the communities they serve. Policymakers can ensure that prevention is at the forefront of discussions and policies impacting behavioral health.

If all of us work together, we can build a comprehensive system of prevention that includes education-based prevention services, community-based collaboration, and youth-led services.



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"The Rally is an opportunity for all of us to show that we are united. It brings together teens and adults alike from across Ohio to showcase that the majority of teens are making positive and healthy decisions in their lives. It's our day to show Ohio that the majority of their youth are leaders in their community, are making an impact, and are choosing positive paths for their lives.

— Sahana Jayaraman
OYLPN Youth Council

Photo left page

Sahana Jayaraman, on the importance of the We Are The Majority Rally.

Photo right page

PAA's Tyler Begley stands with Roger Winemiller at The G.A.P. Network Summit in 2018.



STATEWIDE
PREVENTION
COALITION
ASSOCIATION

PCA



Celebrating a Life

Gene
12/20/16



Roger
Winemiller



UNITED STATES CANAINS ROIN



Y2Y
❤️
AIDAN
SWEET

We're HIGH
on AIDAN
SWEET

OUR ACCOMPLISHMENTS

Thanks to the support of our partners and funders and the hard work of our staff and board of directors, we were able to support youth-led, community, and school-based prevention services throughout Ohio.

In fiscal year 2018, we:

- **Held the largest We Are The Majority Rally** in its seven year history. We brought more than 2,100 young people from across Ohio to the Ohio Statehouse to celebrate and raise awareness about the fact that most young people do not use drugs.
- Saw students in Wisconsin use **Parents Who Host Lose The Most** as part of a senior prank to **raise awareness about underage drinking and driving**. Coverage of the "prank" extended nationwide, including CNN, NBC, CBS, TODAY, People, USA Today, VICE, and multiple local stations.
- **Invested about \$150,000 into community, college, and youth prevention programs** through the #PUSH4Prevention Community Stipend and

the Ohio Youth-Led Prevention Network.

- Provided more than **a dozen trainings** to Ohio's prevention workforce. More than **800 people** attended those trainings.
- Helped the Ohio Attorney General's office **create a Drug Use Prevention Resource Guide** to help schools to implement K-12 prevention services.
- Reached about **60,000 parents, teachers, caregivers, and faith leaders** with free parenting tips to prevent drug use among the children in their lives.
- Worked with more than **250** community coalitions, youth-led prevention organizations, colleges, and other organizations throughout **Ohio's 88 counties**.
- **Distributed more than 1,200 grief resource folders** to families experiencing the loss of a loved one to an overdose.



Photo left page

Teens rally at Genoa Park to spread the message: The majority of young people do not use drugs.

Photo right page

Several Wisconsin students made a fake car crash to raise awareness about underage drinking (no cars were actually crashed in the making of this prank).

OUR ACCOMPLISHMENTS

Photo top

Dr. Nicole Labor, one of the speakers at The G.A.P. Network Summit, stands with PAA Executive Director Marcie Seidel.



Photo middle

Beth Thomas speaks at the Annual Statewide Prevention Coalition Association Meeting in May.



Photo bottom

Youth, adults, and PAA staff attended the 2018 Legislative Day to advocate for prevention and all Ohio communities.



OUR FINANCES

Money invested in prevention pays dividends.

Promoting factors which protect our communities and mitigating risks is a cost-effective way to prevent substance misuse and

address the health and safety needs of our communities.

Effective, school-based prevention programs would save \$18 for every \$1 invested if implemented nationwide, according to the

Substance Abuse and Mental Health Services Administration. Those savings come from reduced social, medical, and educational costs and from preserving quality of life.

INCOME

Federal Grants	\$1,192,682
Other Grants	\$1,384,384
Product Sales	\$86,074
Training Services	\$49,946
Contributions	\$49,470
Other	\$14,804
Total	\$2,777,360

EXPENSES

Program Services	\$2,625,571
Management and General	\$105,552
Fundraising	\$4,509
Total	\$2,735,632

INVESTMENT INCOME

Investment Income	\$20
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INCREASE IN NET ASSETS

Unrestricted Net Assets—beginning of year	\$1,283,615
Increase of Unrestricted Net Assets	\$41,748
Unrestricted Net Assets—End of Year	\$1,378,047
Changes in Temporarily Restricted Net Assets	\$52,684

Prevention

Action Alliance
