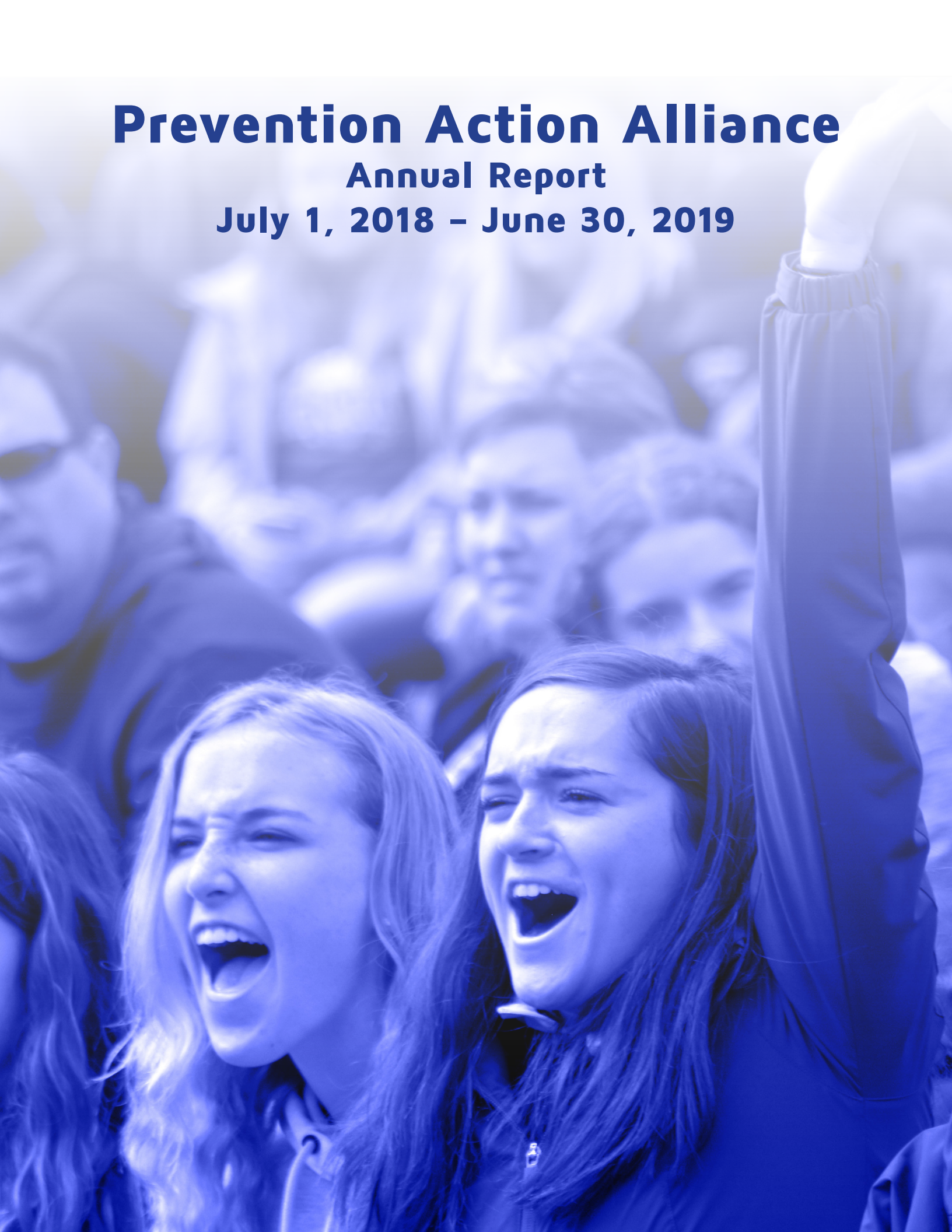


Prevention Action Alliance

Annual Report

July 1, 2018 – June 30, 2019



Letter from the Executive Director

On behalf of the board of directors and the staff at Prevention Action Alliance, I want to thank you for helping us educate, empower, and advocate for prevention.

This year, we advocated for millions of dollars in prevention, educated thousands of parents on strategies to raise children to be drug-free, and empowered hundreds of preventionists to carry out their life-saving work.

With your support, we coordinated efforts to advocate for the Ohio legislature to add \$36 million for K-12 prevention education and multimedia campaigns supporting treatment, prevention, and stigma reduction.

We also coordinated the annual We Are The Majority Rally. This year, 2,000 teens came from across Ohio to the Ohio Statehouse to celebrate and raise awareness about the fact that the majority of young people do not misuse alcohol, tobacco, marijuana, or other drugs.

The Matthew B. Schoonover Educational Center at Prevention Action Alliance facilitated more than a dozen trainings, providing over 1,100 people with the skills, resources, and strategies they need to provide vital prevention services in their communities. Those trained include working prevention professionals, teachers, young people, college administrators, and more.

Know! Parent Tips and Know! Teachable Moments continue to reach tens of thousands of parents, teachers, and others who work with young people. These free, twice monthly tips share strategies parents and teachers can use to protect their young people and to prevent the use of alcohol, tobacco, marijuana, and other drugs by young people.

Through the Statewide Prevention Coalition Association, the Ohio Youth-Led Prevention Network, The G.A.P. Network, and the Ohio College Initiative, we supported more than 250 organizations in their prevention efforts. We gave them

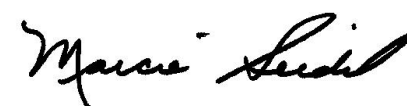
resources they can use, funding to support their work, and the skills and strategies they need to fulfill their missions.

We also revitalized the Big Bowl Vote to hold accountable those companies that market alcohol to millions of teens. This year, we added media literacy to the Big Bowl Vote Playbook to encourage conversations that teach young people the skills they need to analyze, dissect, and protect themselves from ads for alcohol that are targeted at young people.

Next year, we'll be redeveloping more programs, adding more resources, and providing more support to those working in prevention. We know the epidemic of drug addiction continues, but we also know by consistently using prevention science and best practices, we will meet this epidemic head on.

As always, I thank you for your support. Our impact on Ohio's health has been powerful because of your support, whether it be financially, volunteering, or collaborating. Everyone has a role in prevention, and you are doing your part.

For that, I thank you,



Marcie Seidel
Executive Director
Prevention Action Alliance



OUR IMPACT

With your support, we coordinated advocacy efforts that secured \$36 million in state funding for prevention.

OUR MISSION

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



Educate

We believe that everyone has a role to play in prevention. In order for people to play their role, they need skills and strategies grounded in effective prevention. With support from our partners and funders, we provide those skills to all facets of a community.

Know! Parent Tips and Know! Teachable moments give parents and educators crucial strategies to protect and nurture their children and to prevent the use of alcohol, tobacco, marijuana, and other drugs by young people. This year, we delivered those tips twice each month to more than 61,000 parents and educators.

Through our networks of prevention partners and the Matthew B. Schoonover Educational Center, we provided training services for more than 950 people in Ohio this year, including teachers, prevention professionals, college administrators, and parents turning their grief of a loved one into advocacy for prevention.

This year, we also brought back the Big Bowl Vote. The Big Bowl Vote is a nationwide survey of young people that encourages critical thinking about advertising. It measures how ads for alcohol run during the Super Bowl are attractive and memorable to young people. This year, more than 1,100 young people in 11 states participated in the Big Bowl Vote. Their conclusion: ads for Budweiser products were as memorable as Pepsi ads.

As we look to the next fiscal year, we're committed to expanding these initiatives. With support, we can educate more parents, teachers, young people, prevention professionals, and other aspects of the communities we serve.

Giving Youth Skills to Lead

(Photo) A Youth Summit participant shares what he believes youth empowerment is.

This year, the Ohio Youth-Led Prevention Network hosted its first Youth Summit, giving teen leaders skills to prevent substance misuse and promote mental health wellness among their peers.

Empower

Prevention isn't easy. In fact, it can be challenging to implement proven prevention practices when you have limited resources and capacity. We empower a wide array of practicing prevention professionals in need of assistance and young leaders with a burning desire to give back to their communities.

Did you know that the majority of teens don't use alcohol, tobacco, marijuana, or other drugs? The We Are The Majority Rally brings 2,000 young people from across Ohio to march on the Ohio Statehouse and raise awareness about and celebrate this fact. It corrects the dangerous misperception that most young people are using drugs, and it gives young people a voice to talk to reporters, legislators, and state officials, including Governor Mike DeWine, who attended this year's rally. The We Are The Majority Rally is also led by a statewide council of young people who plan and lead the event. It's by young people for young people.

At Prevention Action Alliance, we created four prevention networks—the Statewide Prevention Coalition Association, the Ohio Youth-Led Prevention Network, The G.A.P. Network, and the Ohio College Initiative to Enhance Student Wellness. These networks represent about 300 organizations which work across the state of Ohio to provide prevention services to their local communities and schools. We support those networks with resources, training services, funding, and technical assistance to ensure their efforts are successful and impactful. This year, we provided \$171,374 in grants and shared dozens of resources through regular newsletters for network members.

Moving forward, we hope to make this year's We Are The Majority Rally even greater and to expand the resources, guidance, and tools we can give to Ohio's prevention workforce.

Celebrating the Big Wins

(Photo) The We Are The Majority Rally raises awareness about and celebrates the fact that the majority of young people do not misuse alcohol, tobacco, marijuana, or other drugs. This year's We Are The Majority Rally brought more than 2,000 young people to the Ohio Statehouse to share their message with legislators and reporters.





Advocate

Addiction itself is an epidemic in the U.S. and Ohio has been hit particularly hard. Preventing addiction before it starts remains one of the best strategies for addressing this epidemic, yet it's often underfunded, undersupported, and underutilized by legislators and regulators. In its place we see well-intentioned, yet ineffective, programs intended to scare children into making healthy decisions—and in the name of prevention.

At Prevention Action Alliance, we support advocates throughout Ohio, providing them with resources and logistical aid. This year, that support culminated in our largest Legislative Day ever, bringing more than 120 advocates to the Ohio Statehouse to talk about prevention with their elected officials. Some of those conversations pushed for additional funding for prevention in Ohio and for raising the age to buy tobacco products to 21 while others discussed the fact that Ohio is the only state not to have state health education standards.

We also joined forces with other statewide prevention organizations to create the Ohio Prevention Advocacy Network, which advocated for prevention during the crucial budgeting period. We're proud to report that those efforts were successful and ultimately secured \$36 million in new funding dedicated to prevention. It's also the first time Ohio lawmakers used state money to supplement federal money for prevention.

This year, we'll continue to have a regular presence at the Ohio Statehouse. We'll continue to be part of the Ohio Prevention Advocacy Network. We'll also continue to coordinate annual opportunities for you to bring your prevention priorities to your representative.

Fighting for Families

(Photo) Prevention Action Alliance Executive Director Marcie Seidel met with U.S. Surgeon General Jerome Adams at the Whitehall Fire Department in Central Ohio. There, they discussed ways the U.S. government can address the epidemic of addiction.

Supporting Prevention in Ohio

Prevention specialists frequently cite capacity as one of their greatest barriers. Last year, we offered more than \$170,000 in grants to community coalitions, colleges and universities, and adult allies and youth leaders.

Push4Prevention Community Stipends provided \$20,000 total to support prevention programs at community coalitions and colleges and universities across Ohio. Those grants:

- Supported the distribution of 10,000 at-home drug deactivation pouches and messaging around safe prescription drug usage, storage, and disposal.
- Raised awareness about the University of Cincinnati's new tobacco-free campus.
- Helped start a youth-led prevention program in Clark County and aided the Clark County Prevention in applying for a Drug Free Communities grant.
- And others.

In all, the Push4Prevention Community Stipends brought prevention to 123,931 people and invested in the ongoing prevention efforts of grant recipients like the Springfield Clark County Substance Abuse Prevention Coalition:

"Before last year, the coalition was only supporting school-based curriculum with youth. We finally decided to host a forum for parents and youth in the form of a fall school production with vignettes and song. It was amazing, and the youth participants were great. The Push4Prevention Community Stipend allowed us to reach out to schools to do the production for other districts. That didn't work as planned, but it evolved into three youth-led groups at three different school districts for the 2019-20 school year, a county wide youth-led council, three students attending Youth to Youth, and a youth from our community selected to the Ohio Youth-led Prevention Network Youth Council."

—Carey McKee, Coordinator, Springfield Clark County Substance Abuse Prevention Coalition.

Investing in Prevention

We invested a total of \$171,374 into prevention efforts across Ohio. These investments supported innovative prevention programs, protected young people and young adults, and increased the capacity of the grant recipients.

Spotlight in Prevention



The SafeRx Regional Collaborative used the #PUSH4Prevention Community Stipend to develop and share regional messaging around safe prescription drug usage, storage, and disposal as well as to support the distribution of 10,000 at-home drug deactivation pouches.

Meet the Board of Directors

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Meet Our Staff

Marcie Seidel
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Fran Gerbig
Assistant Executive Director

Rachael Kenter
Director of Community Engagement Programs

Harim C. Ellis
Director of Youth-Led Programs

James Syphax
Director of Problem Gambling Prevention

Nathan Kratz
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Jean-Phillippe Dorval
Manager of Legislative Affairs and Administrative Services

Tyler Begley
Coordinator of the Ohio College Initiative and The G.A.P. Network

Evi Roberts
Coordinator of Youth Development & Prevention Research

Brittany Koza
Coordinator of Special Events

Sondra Mellott
Accountant

Lauren Marshall
Project Assistant

Our Finances

Income

Federal Grants	\$1,806,574
Other Grants	\$1,260,000
Product Sales	\$41,501
Training Services	\$24,800
Contributions	\$37,315
Other	\$21,844
Total	\$3,192,034

Expenses

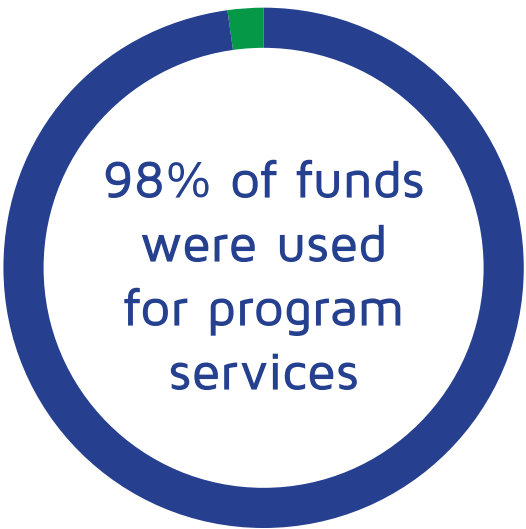
Program Services	\$3,110,481
Management and General	\$74,742
Fundraising	\$1,386
Total	\$3,186,609

Investment Income

Investment Income	\$42,206
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Increase in Net Assets

Unrestricted Net Assets—Beginning of Year	\$340,434
Increase of Unrestricted Net Assets	\$102,210
Unrestricted Net Assets—End of Year	\$442,644



Prevention Action Alliance

Thank you for playing your role in prevention!

The vital work that we do wouldn't be possible without support from our prevention partners. We thank the Ohio Department of Mental Health & Addiction Services for playing its role in prevention.

