



EVERYONE HAS A ROLE IN PREVENTION

2021 Annual Report

Prevention
Action Alliance

Educate. Empower. Advocate.

Letter from the Executive Director

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

This past year brought us opportunities to empower 31 Ohio colleges and universities with grants to invest in promoting student wellness during the pandemic. We educated hundreds of Ohio behavioral health professionals to be certified instructors in Mental Health First Aid™, Youth Mental Health First Aid™, and QPR™ (Question. Persuade. Refer.). We continued to advocate for prevention that is culturally competent, just and equitable by hosting the Prevention Action and Advocacy Summit on Racism.

We paused for a time a reflection and evaluation as we embarked on a strategic planning process. We appreciate the many stakeholders that responded to invitations for personal interviews and focus groups, and we have learned from their feedback. We look forward to continuing our work to “lead healthy communities in the prevention of substance misuse and the promotion of mental health wellness.”

Each day, we are reminded that **everyone has a role in prevention**. Today, our role — your role — is more important than ever. We look forward to working with you in the coming months, and please reach out to us with your ideas, suggestions and needs.

In good health,

Frances R. Gerbig



Our Mission

Prevention Action Alliance's mission is to lead healthy communities in the prevention of substance misuse and promotion of mental health wellness.

Board of Directors FY 2021

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O'Keefe Family
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Retired Educator

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LISW-S, LCDCIII**
Ohio Health Systems

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Professor Emeritus,
Kent State University

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McDonald Hopkins, LLC

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State Medical Board
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Parent Advocate

Derek Siegel
Ohio HIDTA

Peter Walsh
Columbus Temperature
Control Co.

George "Pat" Willis
Geauga County
Educational
Service Center

EXECUTIVE TEAM

**Frances "Fran" Gerbig,
MPH, OCPC, ICPS**
Executive Director

**Bobby Persinger,
OCPC, BPS, MHS, ICPS**
Deputy Executive
Director

**Julianna Fellows, BS,
OCPS**
Community Prevention
Manager

**Alyce Jennings, MNO,
OCPC, ICPS**
Resource Development
Manager

Sondra Mellott
Accountant and Human
Resources Officer

**James Syphax, OCPS,
ICPS**
Community Prevention
Manager

Prevention Action Alliance Board of Directors, Fiscal Year 2021



Educate

Every year, PAA trains thousands of Ohio preventionists, teachers, community leaders, coalitions, adult allies, parents and concerned community members in how to play their role in prevention.

Training leaders in evidence-based prevention strategies is a core facet of our work. Weaving cultural competency into prevention is a foundational tenet of the Strategic Prevention Framework.

Partnering with colleagues from the Kirwan Institute for the Study of Race and Ethnicity at the Ohio State University, Summit County Community Partnership and UMADAOP of Dayton, we designed a summit that brought state and national experts together to discuss racism in prevention.

“I want to express my complete gratitude and awe for the Summit on Racism.

It is very difficult to balance such a topic without alienating someone in the room, and the Summit was able to gift us with guidance and motivation to do better without igniting our defenses. That is true leadership!”

Angela Divito

Executive Director,
Coalition for a Drug-Free
Mahoning County

Held in May 2020, the Summit featured Rev. Dr. Starsky Wilson, President and CEO of the Children's Defense Fund and other state and national experts. We are especially grateful to Cleveland's Poet Laureate, Honey Bell-Bey, and the Distinguished Gentlemen of Spoken Word, who opened our summit and set the tone for learning and understanding. Attendees from eight states were challenged and inspired by the Summit's presenters.



Distinguished Gentlemen of Spoken Word,
Cleveland, Ohio presenting at the 2021 PAAS on Racism

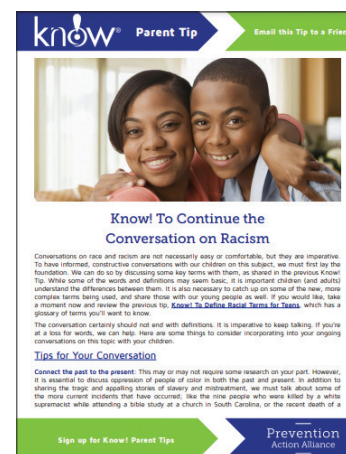
KNOW!

59,068

Average number of parents,
teachers & trusted adults
reached per month

212.5

CEUs OFFERED



Public Health
Media Campaigns
enhance
**ENVIRONMENTAL
PREVENTION
STRATEGIES** of
organizations in

30

STATES

57

EDUCATIONAL
TRAININGS

1,659

IN ATTENDANCE

KNOW! Tips are sent to parents, teachers and supportive adults 2x a month with tips that cover prevention and important current events and challenges such as racism, the pandemic and the increase in youth mental health concerns.

“UMADAOP of Dayton is honored for the opportunity we had to develop a partnership with Prevention Action Alliance (PAA). Through our partnership we have been able to bring more information and resources to our communities, our prevention reach has broadened and it has been very beneficial in developing a collective impact.”

Dr. Marketa Robinson, PhD, M.Ed, LCDC III, OCPC
Executive Director, UMADAOP of Dayton

Empower

The Bringing Awareness To Students (B.A.T.S.) group in Clark County, Ohio knows the difference that empowered youth can make in a community.

The youth-led prevention group has not let a pandemic keep them down. They have created anti-vaping videos, hosted a What's Wellness event in downtown Springfield, Ohio and held a Fall Youth Summit. Currently, they are working on a series of Radio Stories that are airing on Dayton Youth radio.

Dina Rulli-Heaphey rallied last year's B.A.T.S. group to participate in the Virtual We Are the Majority Rally last year! She served as a member of the Ohio Youth-Led Prevention Network Youth Council and played an instrumental role in planning the rally. Then, returning home she organized a covid-safe listening party where she hung posters, passed out important information, and provided food and fun for the virtual event.

One of the most meaningful collaboration the B.A.T.S. group has had is working with Wittenberg University. They've been able to tap into tremendous resources that help with data collection, student mentors and volunteers, and professors willing to help educate youth about an issue. Wittenberg University is a member of PAA's Ohio College Initiative which is a network of Ohio colleges and universities that work together to reduce high-risk drinking and substance misuse on college campuses and the surrounding communities.

“All the projects we have in the works have me really excited because the youth are leading them. I really loved our recent collaboration with Dayton Youth Radio because it helped kids find their own voice and tell their story.”

Beth Dixon

Ohio Certified Prevention Specialist and B.A.T.S. Adult Leader

Youth-led prevention groups who are making differences in their communities need adult allies who understand how to support and empower without taking over. Beth Dixon, prevention specialist and B.A.T.S. leader, provides structure to the B.A.T.S. group to help them achieve their goals. In 2019-20 and 2020-21, Beth participated in the Ohio Adult Allies Technical Assistance Grant where she worked with local youth to create a strategic plan for Clark County Youth-Led Programs. In addition, Beth has taken advantage of ongoing professional development opportunities by participating in the Ohio Adult Allies Study Group which is supported by PAA.

CARES GRANTS
\$975k
to **31** OCI Members

CARES GRANT ACTIVITIES **109**
10 COVID SPECIFIC
7 FOOD SUPPORT
76 BEHAVIORAL HEALTH
8 ALTERNATIVE SPACES
8 OTHER



Addie Powell, B.A.T.S. Member at the Dayton Youth Radio Project

Noah Chesshir, B.A.T.S. member at the Zero Waste Store



CAPACITY FOR PREVENTION GRANTS
\$30k

\$135k
PROBLEM GAMBLING –
EDUCATION & SKILLS
BUILDING GRANTS

4 STATEWIDE NETWORKS
OCI • GAP • SPCA • OYLPN



Dina Rulli-Heaphey, B.A.T.S. member & 2020-2021 OYLPN Youth Council Member

Advocate

Laws, policies and community norms support the health and wellness of communities. Community coalitions can play a significant role in raising awareness and advocating for policies which support healthy communities.

The Tuscarawas County Anti-Drug Coalition (now named EmpowerTusc) incorporates advocacy as a key strategy to support healthy youth development in their community. With a population of 93,000 people, Tuscarawas County is one of 32 Appalachian Counties in Ohio and is located in the middle eastern part of the state.

The coalition began their advocacy journey in 2015 and continued to hone their skills at PAA Advocacy Days at the State Capitol and Community Anti-Drug Coalitions of America (CADCA) Capitol Hill Days in Washington, D.C. They provided testimony at the State level around prohibiting certain sales of dextromethorphan (an ingredient in cough syrup which can be misused by teens to get high), and advocated for policies which reduce youth access to alcohol and tobacco. As the Tuscarawas County ADC continued to advocate for strong prevention policies, they jumped at the chance to participate in PAA's first Advocacy Boot Camp in the fall of 2020.

Participating in PAA's Advocacy Boot Camp helped take their work to another level. They expanded from providing information, education and awareness to creating proclamations, resolutions, ordinances, policies, practices and laws. The coalition is now known by elected officials, school officials, businesses, civic groups, the faith community, and youth serving organizations, as the go to and watchdog for preventing youth substance use. In addition, they are working with youth serving organizations and asking if they would consider having their youth advisors receive education and skill building on their role in preventing youth substance use.

Tuscarawas County ADC serves as a mighty example of the power of advocacy in prevention. They encourage all prevention professionals to recognize "if you understand your role, the power of your voice, the power of relationships with your elected officials, and the process, then you can and will make a difference."

"Prior to the PAA Boot Camp, we relied solely on the direction of others to inform us of advocacy efforts at the State level. Through the Boot Camp we now know how to track issues and legislation and feel able to reach out and act if necessary."

Jodi Salvo
Tusc ADC Coalition
Coordinator

ADVOCACY BOOT CAMP

featured at CADCA National Leadership Forum

4-DAY VIRTUAL
**LEGISLATIVE
WEEK**
50+ MEETINGS
with representatives

PAA Provided **TESTIMONY**
16 TIMES

NATIONAL LEADERSHIP FORUM
January 3-4, 2021
VIRTUAL

Prevention Specialist to Prevention Advocate: Ohio's Advocacy Boot Camp
Jean-Philippe Dorval & James Syphax

Prevention Action Alliance

<p>BACKGROUND</p> <p>The purpose of this presentation was to provide a brief overview of the coalition's history and current work. The coalition is a multi-sector partnership of community-based organizations, government agencies, and the private sector. It was formed in 2015 to address the issue of youth substance use in Tuscarawas County.</p>	<p>Anonymous Program Review</p> <p>60% Same Impact 40% High Impact</p>	<p>LESSONS LEARNED</p> <ul style="list-style-type: none"> Establish a clear vision and mission statement. Build a strong coalition of partners. Communicate effectively and consistently. Be persistent and patient. 	<p>KEY TAKEAWAYS</p> <ul style="list-style-type: none"> Advocacy is a process, not a one-time event. Building a strong coalition is essential for success. Effective communication is key to achieving your goals. Be persistent and patient.
<p>IMPLEMENTATION PROCESS</p> <p>The process began with the creation of a coalition. This was followed by the development of a strategic plan and the implementation of various programs and services. The coalition has been successful in raising awareness, influencing policy, and providing support to youth.</p>	<p>RESULTS</p> <ul style="list-style-type: none"> Increased awareness of youth substance use. Influenced policy and legislation. Provided support to youth. Established a strong coalition. 	<p>REFERENCES</p> <ul style="list-style-type: none"> Tuscarawas County Anti-Drug Coalition. Prevention Action Alliance. National Leadership Forum. 	

PAA Staff presented the Advocacy Boot Camp at a Poster Session during the 2021 CADCA National Leadership Forum



Anti-Drug Coalition of Tusc. County meeting with State Sen. Jay Hottinger

Luke Watson, member of the Ohio Youth-Led Prevention Network Youth Council interviews Ohio Mental Health & Addiction Services Director, Lori Criss for the 2021 WATM Virtual Rally

30 YOUTH GROUPS
Participated in the

WATM RALLY

799

Students from 9 states attended the **BIG BOWL VOTE**

10 Monthly **ADVOCACY** Webinars

45 **ADVOCACY** UPDATES

Our Finances

Income

Federal Grants	\$ 3,569,667
Other Grants	\$ 122,232
Product Sales	\$ 43,682
Training Services	\$ 34,615
Investment Income	\$ 15,403
Other	\$ 843
TOTAL	\$ 3,793,442

Expenses

Program Services	\$ 3,582,706
General and Administrative	\$ 223,994
Fundraising	\$ 60
TOTAL	\$ 3,806,760

Investment Income

Investment Income	\$ 15,403
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Change in Net Assets

Net Assets – Beginning of Year	\$ 1,702,000
Decrease in Net Assets	\$ 29,561
NET ASSETS – END OF YEAR	\$ 1,672,439

Prevention Action Alliance is proud of our state and national partnerships which strengthen prevention services in Ohio.

NATIONAL PARTNERSHIPS

Addiction Policy Forum

Community Anti-Drug Coalitions of America (CADCA)

National Council on Problem Gambling (NCPG)

SAMHSA Region 5 Prevention Workgroup

REGIONAL PARTNERSHIP

Great Lakes Prevention Technology Transfer Center Advisory Council

STATE PARTNERSHIPS

Coalition for Healthy Communities

Ohio Chemical Dependency Board

Ohio Opioid Education Alliance

Ohio Prevention Professionals Association (formerly ADAPAO)

Ohio Mental Health and Addiction Services (Ohio MHAS)

Problem Gambling Network of Ohio

Rx Abuse Leadership Initiative (RALI) Ohio

Urban Minority Alcohol Drug Abuse Outreach Program
(UMADAOP) Federation of Ohio

Prevention Action Alliance is grateful to [CareSource](#), [Ohio Mental Health and Addiction Services](#), [Rx Abuse Leadership Initiative of Ohio](#), [The Theda & Tamblin Clark Smith Foundation](#) and a host of other generous donors for their generous financial support.



Prevention Action Alliance

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