MISSION
To reduce the use of alcohol, marijuana and other drugs among youth in Bannockburn, Deerfield, Highland Park, Highwood & Riverwoods.

VISION
A safe, healthy community in which our youth feel protected, confident and empowered to make drug-free choices.

This past year while a new, vaping lung illness spread across the country, our state considered and ultimately adopted the legalization of retail marijuana for those over 21. To protect our youth’s growing minds and bodies, we used a multi-pronged approach to mitigate the impact that both vaping and marijuana legalization might have on our youth.

We expected 2020 to focus primarily on these issues but have, of course, shifted gears with the current global pandemic. While we explore the potential impact this new environment may have on youth drug use, we continue to share the many resources from our community partners to protect overall health and well-being.

The road ahead remains challenging and uncertain, but with the collaboration of our steadfast board members, our growing Delta youth group and our passionate volunteers, CTAD is up for the challenge!

The Rev. Court Williams
CTAD Co-President
Rector, Trinity Episcopal Church
Teen use of alcohol, marijuana and other drugs hinders development of the part of the brain that controls decision-making, reasoning and self-regulation of emotions.

Students who vape are more likely to use traditional cigarettes* and marijuana.†

DHS and HPHS students who use marijuana are significantly more likely to binge drink, misuse prescription drugs and use illicit drugs.‡

While most students make healthy choices, CTAD cares about the well-being of each and every young person.

Source: 2018 Illinois Youth Survey conducted with 2,793 Deerfield & Highland Park High School students and 717 eighth grade students in school districts 106, 109 & 112. Rates of use based on students reporting any use of e-cigarettes, marijuana and alcohol in the previous 30 days.

* Association of Electronic Cigarette Use with Subsequent Initiation of Tobacco Cigarettes in U.S. Youths. JAMA Netw Open. 2019
† Electronic Cigarettes and Future Marijuana Use: A Longitudinal Study. Pediatrics. 2018
‡ Illinois Youth Survey at DHS & HPHS, March 2018
YOUTH ENGAGEMENT

34 Delta Youth Advisory Board meetings
Students at DHS & HPHS planned activities and received professional training on drug prevention strategies.

17 Delta activities & presentations
by students to increase awareness of alcohol and marijuana among their peers and community leaders.

5 Media campaigns
to promote drug-free choices in four schools, movie theaters & online.

3 Downloads per day
of the Lake County Help app during six week summer promotion online and in movie theaters.

1,036 Surveys
collected by Delta members to understand their peers’ attitudes about alcohol, marijuana & after-parties.

1,028 Middle school & high school students
attended presentations conducted by CTAD member agencies, school resource officers, drug prevention professionals and local doctors.

145 Teachers
received training on vaping, marijuana and the new retail marijuana law.
“So much great information... Thank you for educating us parents.”
- “Shining a Light on the Dark Web” Program Attendee

“It was eye-opening to learn just how far the vaping and e-cigarette industry is going to entice and lure in our teenagers! Now I have the facts and information to help me educate - and protect - my children.”
- Parent, Local School Board Member & Community Leader

PARENT OUTREACH

2,962 parents reached through open houses, events & workshops

PLUS

Monthly E-Newsletters to 16,000 Parents
Revised Community Resource Guide
New Vaping & Marijuana Fact Sheets
Annual Parent Survey
JANUARY
Marijuana & Vaping Presentations for Caruso parents, HP Community Foundation and HPHS staff

APRIL
Impact of Marijuana Legalization Presentations at DHS Health Fair & HPHS Latino Youth Initiative
Panel with Law Enforcement, Healthcare & Policy Experts from States with Retail Marijuana

MARCH
“You Must be 21 to Purchase Tobacco & Vaping Products” Signs Distributed to Local Tobacco Retailers

APRIL-MAY
Delta “Cannabust” Presentations to Community Leaders and Village Boards of Deerfield & Bannockburn

JUNE-DECEMBER
Marijuana Legalization Research Provided to Residents & Government Officials at 15 Municipal Council & Commission Meetings

JUNE
Governor Signs Retail Marijuana for Persons over 21 into Law
Highland Park Revises Law Raising Age to Possess Tobacco & Vaping Products to 21

AUGUST
New Vaping & Marijuana Fact Sheets
Lake County State’s Attorney Press Conference on Vape Industry Marketing
Majority of Highland Park Officials Voice Opposition to Zoning that Permits Retail Marijuana Sales

SEPTEMBER
Two Truths Marijuana Prevention Campaign Launches at DHS & HPHS

OCTOBER
New Marijuana Law Training for DHS & HPHS Staff and HPHS PTO
Workplace Marijuana Policy Workshop for Organizations County-wide
Highwood Adopts Zoning Ordinance Allowing One Retail Marijuana Store
Bannockburn Opts Out of Retail Marijuana Sales and Prohibits Underage Possession of Tobacco & Cannabis

DECEMBER
Marijuana & The Law Presentation for HPHS Health Classes
2020 PRIORITYs

8

2020 priorities were determined after extensive community assessment and multiple strategy sessions.

* The seven comprehensive strategies for community-level change are recommended by CADCA, Community Anti-Drug Coalitions of America.

PREVENTION IN A PANDEMIC

CTAD is adapting priority areas due to physical distancing. Coalition members are currently exploring how the new environment may impact youth drug use and how to address it. Some potential issues include more exposure to digital advertising, youth feelings of anxiety or boredom, alcohol/marijuana in the home and youth motivation to stay physically and mentally fit.

STRATEGIES

CTAD’s primary objectives focus on reducing youth alcohol and marijuana use among our students. To do so, CTAD works to increase community collaboration for effective drug prevention and utilizes seven strategies* to meet each priority.

Provide Information
through newsletters, website, & fact sheets

Enhance Skills
through workshops for youth, parents & community leaders

Build Support
that makes it easier to make drug-free choices

Increase Access
to resources by making materials more available & providing translations

Offer Incentives
for healthy behaviors, actions & policies

Change Physical Design
such as providing signage to alcohol & vaping retailers

Promote Policy
that impacts youth drug use
CTAD COMMITTEES

COMMUNICATIONS
Develop and coordinate media outreach & awareness campaigns

DELTA YOUTH ADVISORY BOARD
Inspire peers to be drug-free through prevention activities at DHS & HPHS

EVALUATION
Collect, analyze and interpret data to inform programming & monitor progress

FAITH
Promote underage drinking and drug prevention through faith community

SUSTAINABILITY
Provide oversight and guidance of CTAD finances & fundraising initiatives

PARENT OUTREACH
Develop parent resources, workshops & presentations

MEMBERSHIP
Recruit, engage, recognize & retain volunteers

VOLUNTEER!
Help our youth reach their full potential with your time, expertise & unique talents.

Help our youth reach their full potential with your time, expertise & unique talents.
CTAD offers its heartfelt thanks for the financial support it receives from local foundations, compassionate community leaders and caring residents.

Your donation has double the impact! Financial contributions count toward a required dollar-for-dollar match with CTAD’s $125,000 federal grant from SAMHSA. If you find our resources useful and believe in our mission, please consider donating or volunteering. Your support is essential for CTAD to achieve its long-term vision of making the drug-free choice the easy choice.

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

Donations/grants listed above received 1/1/19 - 12/31/19.
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