

# EVIDENCE-BASED PREVENTION STRATEGIES IN ILLINOIS

## objectives

- 1 Describe and evaluate evidence-based youth prevention strategies.
- 2 Apply best prevention practice into work with adolescents.
- 3 Examine effective prevention policy strategies.

## What Doesn't Work in Prevention

### Scare Tactics

- Focusing on emotion and shock appeal to get the youth's attention
- Gruesome pictures, mock car crashes, or drunk googles don't lead to long term changes

### One-Time Assemblies

- Information overload
- Lack of consistency
- Doesn't address root causes

### Fear-Arousing Communications

- Can seem unrealistic or exaggerated
- Over time, the shock value wears off
- Increases stigma



Intervention



Structure



Delivery



## Evidence-Based Strategies

Systematic processes or services are shown through scientific evidence to consistently produce positive outcomes for client populations.

## Examples of Evidenced-Based Strategies

### Youth Prevention Education

- Research based curricula that are rooted in theory, and feature a variety of strategies proven to be effective.

### Communication Campaigns

- Purposeful promotional strategy to change knowledge, attitudes, and/or behavior.

## Youth Prevention Education

YPE in Illinois is implemented utilizing a curriculum that has been evaluated to ensure effectiveness in like communities.



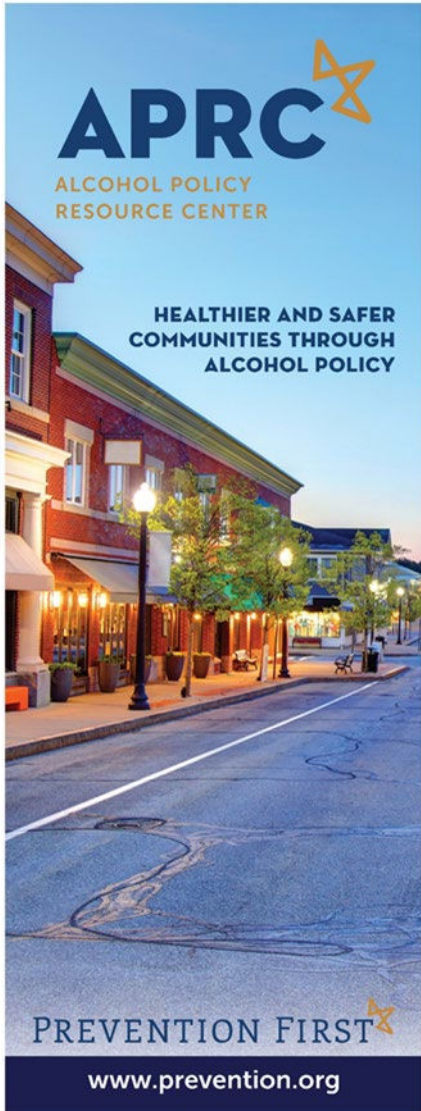
- Implemented in school settings
- Age appropriate
- Focus on risk and protective factors
- Educational and skills-based
- Implemented with fidelity

## Communication Campaigns

Purposeful promotional strategy to change knowledge, attitudes, and/or behavior.



- Must have a specific intended audience
- Use well-defined, research-based strategies to shape messages and identify distribution channels.
- Affect decision-making processes at the individual level, but through an environmental approach that aims to influence an entire population rather than a subset of individuals in that population



## APRC Focus

Prevention First's Alcohol Policy Resource Center provides training, education, resources and tools on evidence-based alcohol policy strategies to municipal leaders, law enforcement and community coalitions focused on preventing or reducing underage drinking in communities throughout Illinois.

## Core Services

- Webinars
- Law Enforcement Training
- Resources and Tools
- Technical Assistance
- Conferences, Exhibits and Meetings
- Workshops





**In 2022**

**US alcohol  
sales totaled  
\$259.83 Billion**

Source: Statista.com

**An estimated 415,000 12-17 y/o  
had an Alcohol Use Disorder**

<https://www.samhsa.gov/data/release/2022-national-survey-drug-use-and-health-nsduh-releases>

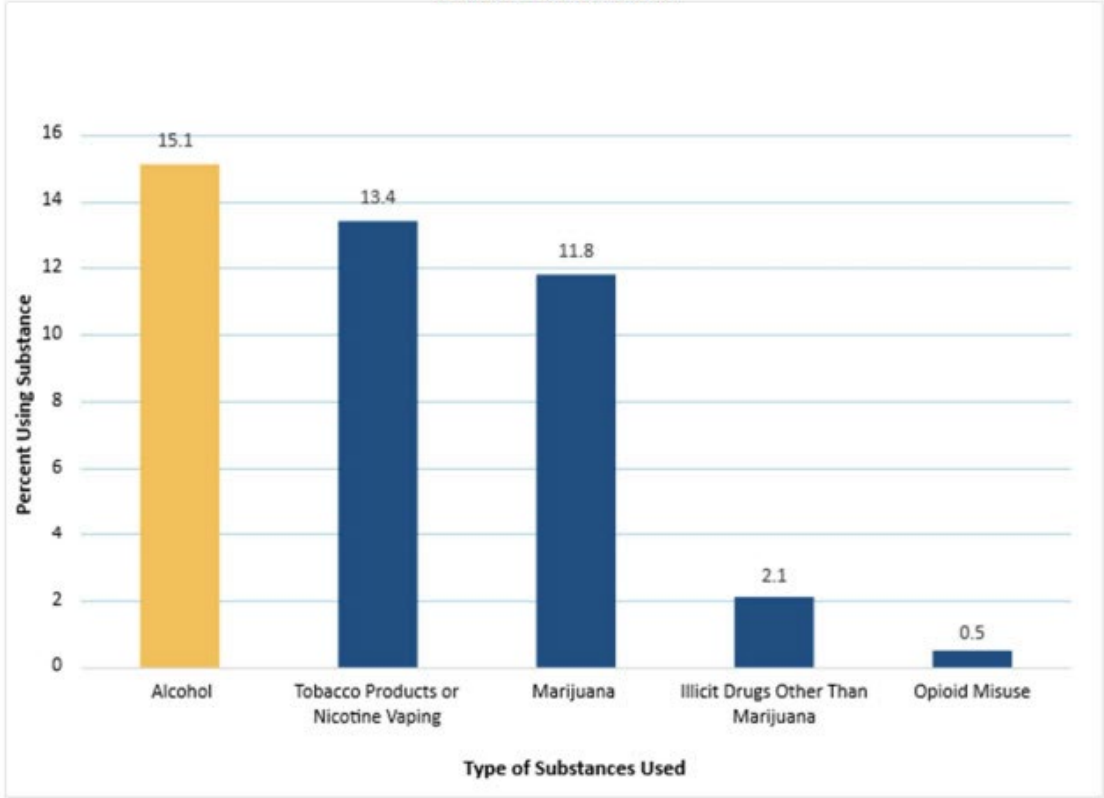
**Excessive drinking kills more than  
4,000 youth each year in the US,  
which equals 10 youth per day.**

<https://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>



## Substances Most Widely Used by People Ages 12–20

Exhibit E.2: Substances Most Widely Used by People Ages 12–20 in the Past Month: NSDUH 2022 Data (CBHSQ, 2023a)



U.S. Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration (SAMHSA). (2024). Report to Congress on the Prevention and Reduction of Underage Drinking.

ILLINOIS YOUTH SURVEY

2024 Frequency Report

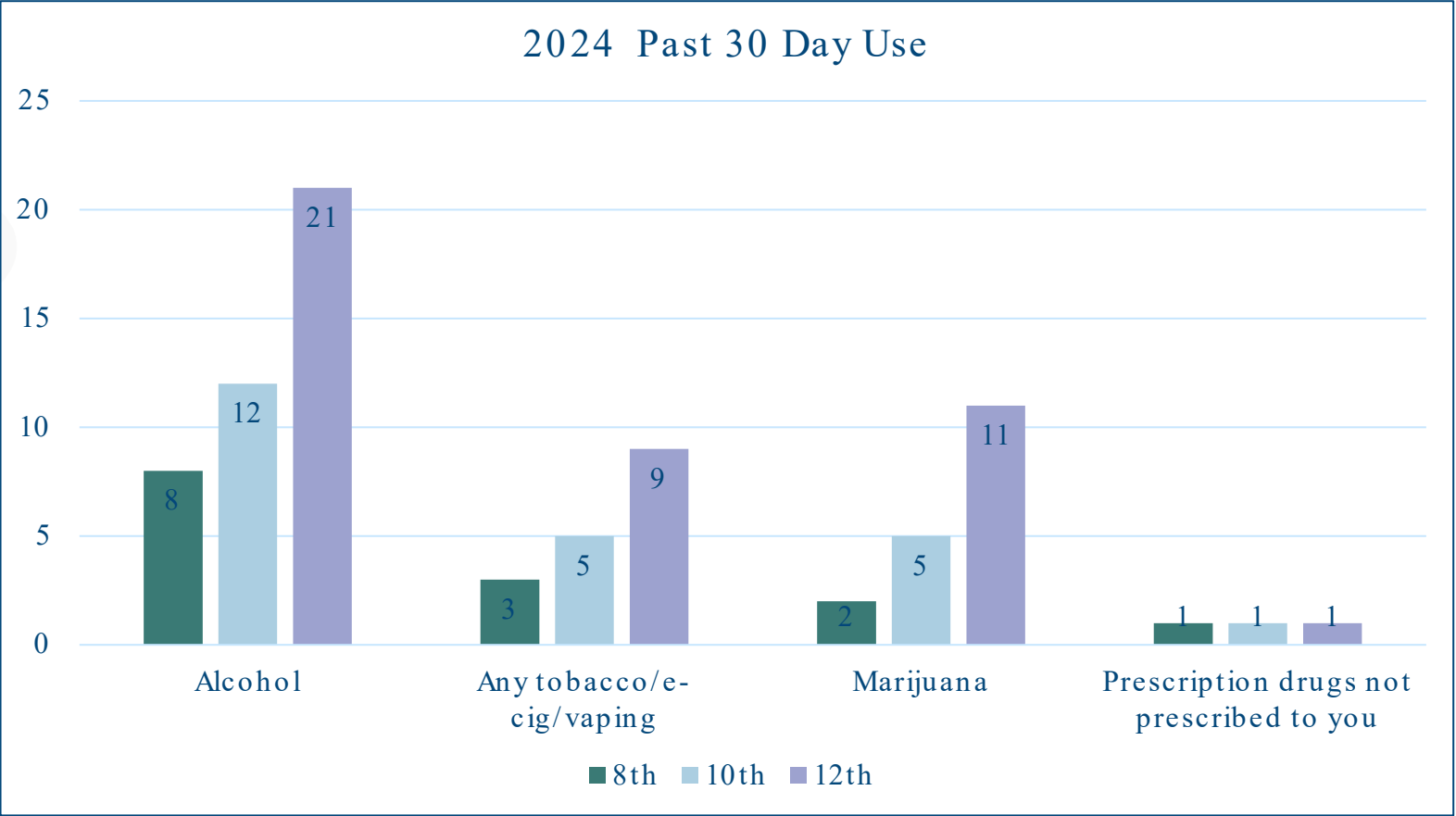
State of Illinois

Weighted Sample to Represent  
the State of Illinois



ILLINOIS  
CPRD | Center for Prevention  
Research & Development  
SCHOOL OF SOCIAL WORK

Data collected Spring 2024



Center for Prevention Research and Development. (2025). Illinois Youth Survey 2024 Frequency Report: State of Illinois. Champaign, IL: CPRD, School of Social Work, University of Illinois.



178,000 people die each year from excessive alcohol use in the United States for an overall 29.3% increase from 2016–2017 to 2020–2021.

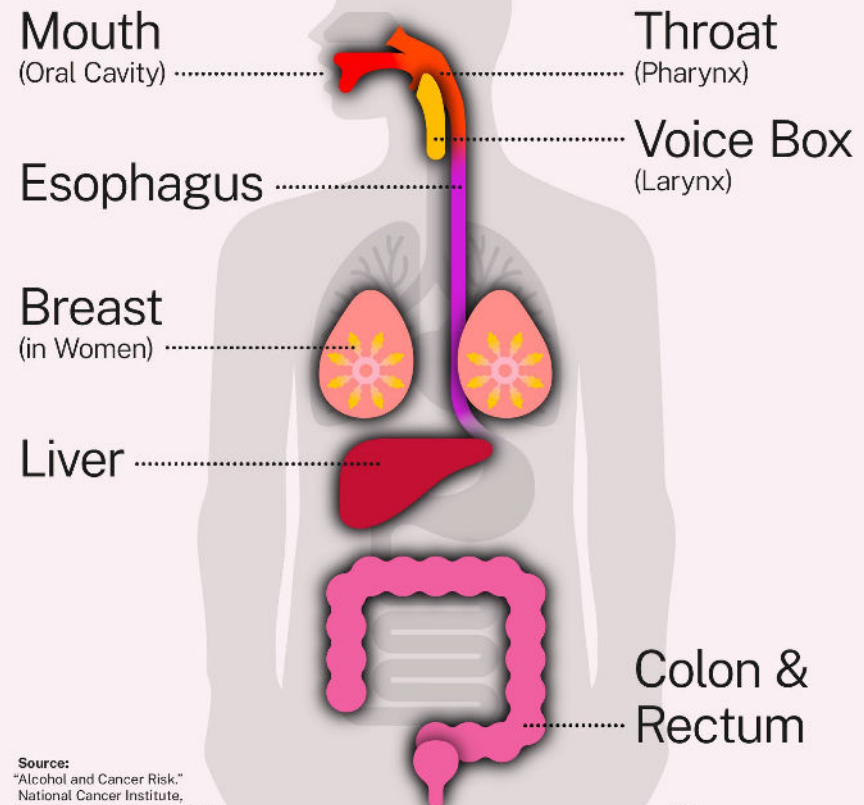
Esser MB, Sherk A, Liu Y, Naimi TS. Deaths from Excessive Alcohol Use — United States, 2016–2021. MMWR Morb Mortal Wkly Rep 2024;73:154–161. DOI: <http://dx.doi.org/10.15585/mmwr.mm7308a1>

## Alcohol & Cancer

- Alcohol breaks down into acetaldehyde in the body.
- Alcohol induces oxidative stress increasing the risk of cancer by damaging DNA, proteins, and cells and increasing inflammation.
- Alcohol alters hormone levels (including estrogen), which can play a role in the development of breast cancer.
- Alcohol leads to greater absorption of carcinogens.

Alcohol and Cancer Risk: The U.S. Surgeon General's Advisory

### Consuming alcohol increases the risk of developing at least 7 types of cancer



Source:  
"Alcohol and Cancer Risk."  
National Cancer Institute,  
<https://www.cancer.gov/about-cancer/causes-prevention/risk/alcohol/alcohol-fact-sheet>

Office of the  
U.S. Surgeon General





*Deaths from excessive alcohol use increased 29 percent from 2016-2017 to 2020-2021, from about 138,000 deaths per year to about 178,000 deaths per year (Esser, Sherk, Liu, & Naimi, 2024).*

*In addition to the health toll, excessive alcohol use is costly to society; the economic burden was estimated at \$249 billion in 2010, when it was most recently assessed (Sacks et al., 2015). Adjusting for inflation, the estimated economic burden would be \$353 billion in 2023 (CPI Inflation Calculator, n.d.).*

Center for Prevention Research and Development. (2025). Illinois Youth Survey 2024 Frequency Report: State of Illinois. Champaign, IL: CPRD, School of Social Work, University of Illinois.

**ALCOHOL SUPPLY SOURCE ONLY AMONG ALCOHOL USERS: During the past year, did you usually get your own beer, wine or liquor from the following sources\*:**

	8th		10th		12th	
	Yes		Yes		Yes	
	N	%	N	%	N	%
<b>ANY RETAIL SOURCE</b>	78	13%	101	12%	220	19%
I bought it at a bar or restaurant	67	11%	56	6%	120	10%
I bought it at a gas station or a store	67	11%	80	9%	190	17%
Curbside/Home delivery	60	10%	33	4%	42	4%
My parents <u>with</u> their permission	303	50%	351	41%	547	48%
<b>ANY SOCIAL SOURCE (excluding parents)</b>	233	39%	421	49%	695	61%
A friend gave it to me	132	22%	266	31%	515	45%
I got it at a party	132	22%	270	31%	482	42%
I gave a stranger money to buy it for me	61	10%	47	5%	52	5%
My older brother or sister gave it to me	111	18%	147	17%	229	20%
An adult (other than my parents) <u>with</u> that adult's permission	145	24%	190	22%	291	25%
<b>STOLE OR TOOK WITHOUT PERMISSION</b>	145	24%	218	25%	240	21%
My parents <u>without</u> their permission	139	23%	194	23%	212	19%
An adult (other than my parents) <u>without</u> that adult's permission	81	13%	90	10%	90	8%
<b># of Alcohol Users in the Past Year</b>	<b>620</b>		<b>898</b>		<b>1184</b>	

\*If you see an 'N/R' (Not Reported) noted in this table, it means that at least 50% of students skipped the question for no known reason, making the results too biased to report.

**ALCOHOL TYPE: Among alcohol users in the past 30 days, what did you drink\*:**

	8th	10th	12th
	%	%	%
Beer from bottles, cans, or a keg	14.3%	26.4%	59.3%
Wine	19.1%	31.4%	49.6%
Hard liquor (vodka, whiskey, or gin)	10.5%	27.3%	62.2%
Alcopops (wine coolers, hard lemonade, hard cider, or hard seltzers)	12.0%	28.9%	59.1%

\*A similar version of this question appeared in 2018

Center for Prevention Research and Development. (2025). Illinois Youth Survey 2024  
Frequency Report: State of Illinois. Champaign, IL: CPRD, School of Social Work,  
University of Illinois.



# ADULT-SUPERVISED DRINKING DURING ADOLESCENCE PREDICTS ALCOHOL MISUSE IN ADULTHOOD

University of Washington School of Social Work

RESEARCH BRIEF

No. 37: January 2025

“The research team found that the more often teens drank in a supervised setting, the more likely they were as adults to report the following behaviors:

- More alcohol use, including excessive consumption
- More symptoms of alcohol dependence, like blackouts, injuries, and inability to stop drinking once they started
- Driving after drinking alcohol
- Riding with a driver who recently drank alcohol”

Bailey, J. A., Le, V. T., McMorris, B. J., Merrin, G. J., Heerde, J. A., Batmaz, E. A., & Toumbourou, J. W. (2024). Longitudinal associations between adult-supervised drinking during adolescence and alcohol misuse from ages 25-31 years: A comparison of Australia and the United States. *Addictive behaviors*, 153, 107984. <https://doi.org/10.1016/j.addbeh.2024.107984>

# PREVENTION FIRST

## Easy Retail Access

*Retail access is when youth purchase or take alcohol from a store or restaurant/bar.*

**Strategies and Policies to address easy retail access include:**

*Compliance Checks  
Mandatory Responsible Beverage  
Service Training (Policy)  
Alcohol Outlet Density (Policy)*



## Easy Social Access

*Social access is when youth get alcohol at a party, from their parents, or from a friend/sibling.*

**Strategies and Policies to address easy social access include:**

*Shoulder Tap Operations  
Controlled Party Dispersal/Party Prevention  
Communication Campaign  
Social Host Ordinance (Policy)  
Event Restrictions (Policy)  
Keg Registration (Policy)*



## Permissive Social Norms

*The expectations, behaviors, attitudes, or values that convey acceptance of alcohol use within the family, community, or peers.*

**Strategies and Policies to address permissive social norms include:**

*Communication Campaign  
Advertising Restrictions (Policy)  
Event Restrictions (Policy)  
Youth Prevention Education  
(Individual Strategy)*



## Low Perceived Risk

*The perception among youth that there is little to no risk of physical harm and/or legal or social consequences of alcohol use.*

**Strategies and Policies to address low perceived risk include:**

*Roadside Sobriety Checkpoints  
Communication Campaign  
School-Based Policy  
Local Minor in Possession  
Ordinance (Policy)  
Youth Prevention Education  
(Individual Strategy)*

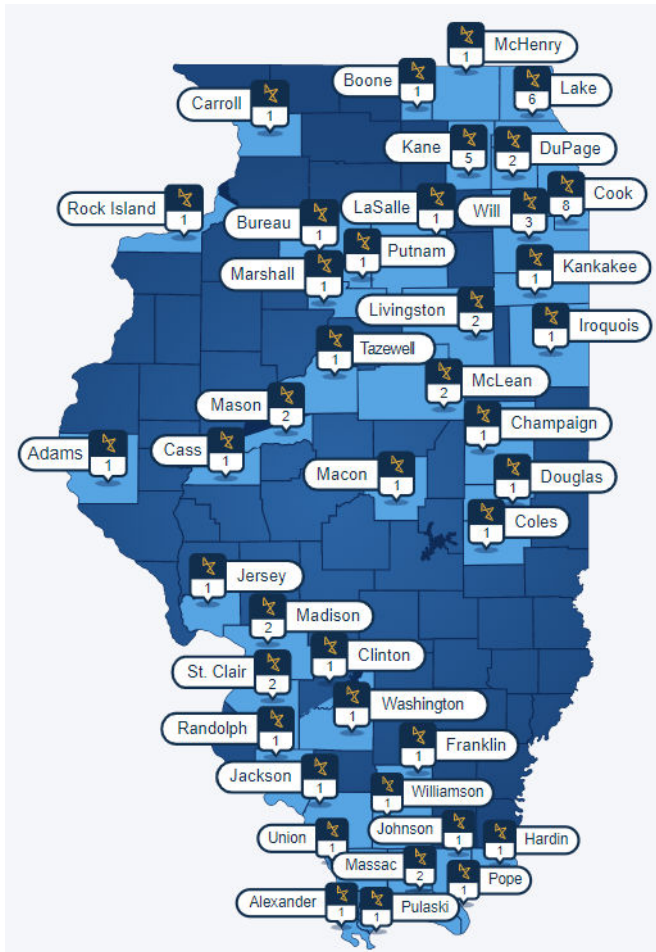




## APRC/ILCC Partnership

1. **Law Enforcement Training**  
33 Alcohol Compliance Check Investigation trainings – 485 officers trained.
2. **ACC Youth Training Toolkit**  
Toolkit created for law enforcement highlighting best practices, scenarios, and form examples.
3. **Prevention Resources**  
Illinois Prevention Coalition Map, Illinois Youth Survey infographic, and an Action Alert.
4. **Alcoholic Beverage Placement**  
Prevention presentations and articles asking for evidence of beverage placement to gather evidence/data for legislation creation.

## Prevention Resources



The Illinois Prevention Coalition Map was created to assist law enforcement and municipal leaders in finding community coalitions in their area. The map includes information on:

- Coalition location by county
- Areas served, such as city, town, or township
- Key substances
- Contact information
- Youth coalition
- Coalition website link



## Alcoholic Beverage Placement

- Illinois Permanent Rule 100.490
  - Not display co-branded alcoholic beverages immediately adjacent to soft drinks, fruit juices, bottled water, candy, or snack foods if such snack foods portray cartoons or youth-oriented images.



## Product

### Co-Branded Alcoholic Beverages



“Co-branded alcoholic beverage” means any alcoholic liquor containing the same or similar brand name, logo, or packaging as a non-alcoholic beverage.

235 ILCS 5/1-3.46 new

Public Act 103-0904

## Product

### Co-Branded Alcoholic Beverages



“Co-branded alcoholic beverage” means any alcoholic liquor containing the same or similar brand name, logo, or packaging as a non-alcoholic beverage.

235 ILCS 5/1-3.46 new

Public Act 103-0904



## Product

### Alcohol-infused products



“Alcohol-infused products” means any frozen or unfrozen, solid or semi-solid food in a form other than liquid, including, but not limited to, ice cream, ice pops, whipped cream, gelatin-based products, and other similar products, containing more than 0.5% alcohol by volume.

235 ILCS 5/1-3.45 new

Public Act 103-0904



## ILLINOIS ALLIANCE ON REDUCING YOUTH SUBSTANCE USE

The Illinois Alliance on Reducing Underage Drinking was formed in early 2020. The Alliance expanded its focus to include youth cannabis use prevention and formally changed names in September 2022. The Alliance has been renamed to reflect the change - *Illinois Alliance on Reducing Youth Substance Use*.

The Illinois Department of Human Services, Division of Substance Use Prevention & Recovery, leads the charge which allows stakeholders to:

- Share current youth substance use prevention efforts being implemented in Illinois
- Share information on best practices to reduce youth substance use
- Share data & research on efforts to reduce youth substance use
- Review the Illinois STOP ACT report
- Unify prevention efforts in the State of Illinois

FY25 Meeting Dates  
Tuesday, June 10, 2025

2:30 p.m. – 4:00 p.m.



We want to:  
**Tell the truth about  
alcohol's harms...**



## Policy Suggestions

1. Increasing Alcohol Taxes
2. .08 (BAC) to .05 DUI
3. Zero alcohol (to 0.5% ABV)  
Regulation
4. Cancer warning labels
5. ABV cap on Alco-pops

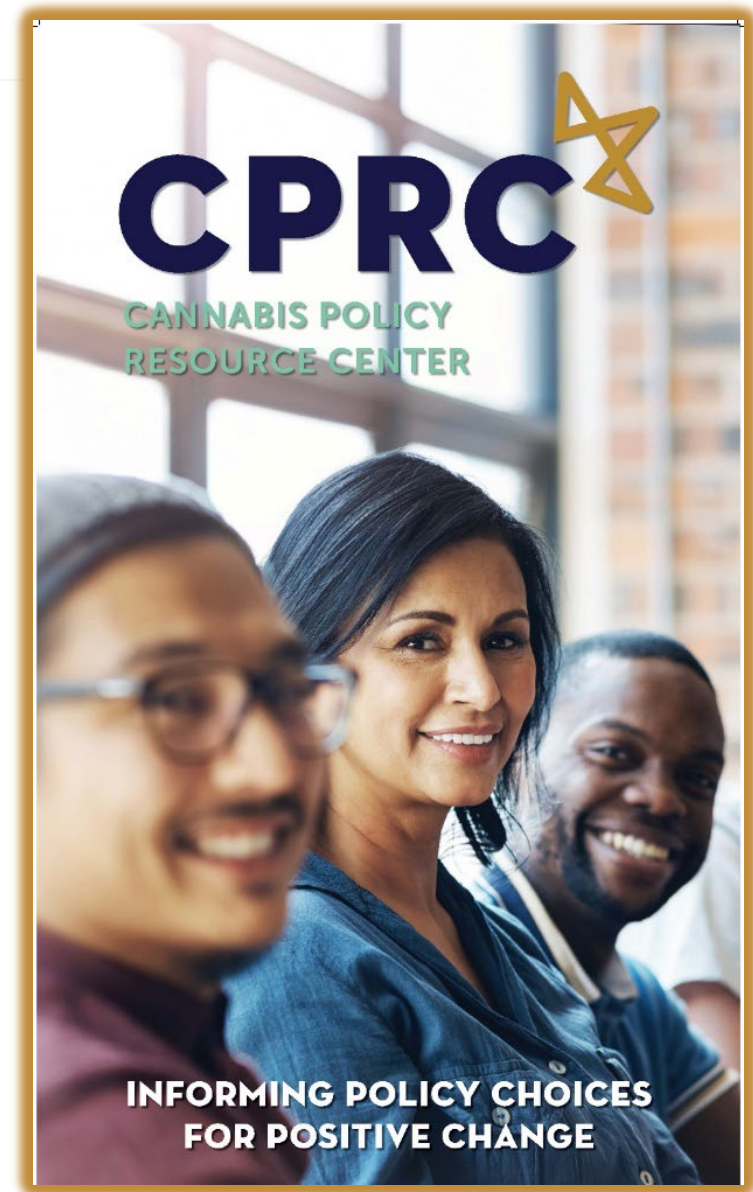
# Cannabis policy resource center

## Audience

- Municipal leaders
- Community coalitions
- Law enforcement

## Services

- Education
- Resources
- Support



# Consumption Patterns & Contributing Factors



Age of First Use



Perceived Risk of Harm



Regular Use



Cannabis Potency



## Cannabis prevention challenges

1. Perceived risk
2. Method of use
3. Appealing advertising
4. Illegal sales and prices



## Policy areas

Despite the locally restrictive framework of the Cannabis Regulation and Tax Act, policy solutions may mitigate less than desirable cannabis outcomes.

Given the current state of research and the maturity of the market, policy solutions should be entered into with caution and information.



### Zoning

The number and placement of businesses



### Opt-out

Can restrict cannabis business entirely



### Taxation

Use cautiously, may exert two-way pressure



### Compliance

Can help prevent retail access

## Policy elements

When implementing policy at the organizational or community level, these elements can increase the successful adoption.

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### Education and Training

Anyone who will be utilizing or enforcing policy needs to be equipped

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### Communication

Anyone affected by a policy should be aware of its requirements and consequences

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### Evaluation

The effectiveness of the policy should be periodically evaluated and re-considered

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### Periodic input/feedback

Stakeholders should have the opportunity to provide input and feedback on development and implementation

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## External resources

- [PTTC Evidence-Based Prevention](#)
- [Blueprints for Healthy Youth Development](#)
- [Washington State's Excellence in Prevention](#)
- [Too Good Programs](#)
- [Botvin LifeSkills](#)
- [Getting it Right from the Start](#)
- [Stanford Halpern-Felsher REACH Lab](#)
- [Cannabis Regulatory Oversight Officer](#)
- [Illinois Youth Survey](#)
- [The Interagency Coordinating Committee on the Prevention of Underage Drinking \(ICCPUD\)](#)

## Prevention first resources

- 1 [Youth Prevention Education and Classroom Culture Guide](#)
- 2 [Communication Campaign Resource Guide](#)
- 3 [Alcohol Policy Resource Center](#)  
[Cannabis Policy Resource Center](#)
- 4 [Substance Use Prevention Training and Technical Assistance](#)