



Fiscal Year 2024

Annual Report

Collaboration • Empowerment • Evidence-based • Enduring



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Our Mission

We implement best practice strategies to reduce the risk of behavioral health disorders.

■ A message from our

President/CEO & Board Chair

During fiscal year 2024, PreventionFIRST! continued to lead with purpose, guided by our mission to reduce the risk of behavioral health disorders through proven prevention strategies.

Our strength lies in collaboration — bringing together coalitions, community members, and partners from across the state and region who share our commitment to healthier futures. We focused on empowering people, helping them understand their unique role in prevention, and equipping them with the tools to make a difference.

With every step, our decisions were driven by data and grounded in evidence. Our expertise, experience, and dedication have positioned us as a long-term, trusted resource for communities.

As we look ahead, we remain dedicated to building a lasting foundation of prevention that strengthens communities for years to come.

All the best,



Patrick Roberson
Board Chair



Nicole Schieler
President/CEO



Nicole Schieler
President/CEO



Patrick Roberson
Board Chair

 Fiscal Year 2024

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Supporting & Expanding Prevention in Communities

Community engagement is at the heart of effective prevention. By supporting local coalitions with mini-grants, access to resources, and expert guidance on policy, evaluation, and sustainability, we empower communities to lead prevention efforts that reflect their local needs and strengths.

When communities are equipped and supported, they can more effectively reduce the risk and occurrence of substance use disorders, prevent suicide, and address other behavioral health challenges. Investing in local groups is smart and essential to creating lasting change.

Prevention in Faith Communities

Our faith-based engagement teaches faith communities about behavioral health prevention, how to reduce stigma, and better connect people to treatment and resources.



PF! Building Prevention with Faith Toolkit

During FY 2024, we continued to prepare faith communities throughout Ohio to provide effective behavioral health promotion. The toolkit, corresponding training, and community-specific support are a prevention effort unique to PreventionFIRST!



PreventionFIRST! Member Coalitions

PF! attends meetings, links to resources, and provides consultation for emerging, growing, and established community efforts. Ohio-based coalitions are also members of the Ohio Statewide Prevention Coalition Association (SPCA).

Community Coalitions

Coalitions bring together voices from schools, healthcare, law enforcement, businesses, faith groups, parents, youth, and other stakeholders to develop and implement strategies that reduce risk factors and promote healthier environments.

Member Coalitions

Fiscal Year 2024

- Activating Substance Abuse Prevention (ASAP) - Norwood
- Boone County Alliance for Healthy Youth
- Butler County Coalition for Healthy, Safe & Drug-Free Communities
- Butler County Suicide Prevention Coalition
- Campbell County Drug-Free Alliance
- Champions for a Drug-Free Gallatin County
- Champions for a Drug-Free Grant County
- Champions for a Drug-Free Pendleton County
- Cincinnati for H.O.P.E. Coalition
- Clark County Partners in Prevention
- Coalition for a Drug-Free Adams County
- Coalition for a Drug-Free Batesville
- Coalition for a Drug-Free Clermont County
- Coalition for a Healthy Community - Oxford Area
- Coalition for a Healthy Middletown
- Dearborn County Citizens Against Substance Abuse (CASA)
- E3C Drug Free Coalition
- Fairfield Prevention Coalition
- Greater New Hope Missionary Baptist Church Prevention Service Ministry
- Healthy Hamilton Coalition
- Montgomery County Prevention Coalition
- Mt. Washington Cares! Coalition
- Northern Kentucky Institute for Strategic Prevention (NKISP)
- Owen County Drug Prevention Coalition - Hope's Hands
- Stayin' Alive, Franklin County LCC
- Step Up Anderson Township - A Coalition for a Healthy, Safe, Drug-Free Community
- Substance Abuse Prevention Coalition of Warren County



PF! Mini Grants

PreventionFIRST! received funding from the Hamilton County Family Services and Treatment Levy to support local coalition development in Hamilton County, Ohio.

FY 2024 Awardees

Current coalitions or groups looking to implement prevention in Hamilton County, Ohio were eligible to apply. Selected grantees worked with PF! to develop or enhance a prevention strategy or build coalition/community capacity to address substance use, mental health, and/or suicide prevention.

Cincinnati Children's Hospital Medical Center

Pain Steering Opioid Stewardship Committee

- Detera bags were purchased and distributed by the Cincinnati Children's Hospital outpatient pharmacy to over 500 patients filling an opioid prescription.

Greater New Hope Missionary Baptist Church

Youth Prevention Coalition

- Throughout the year, youth-led activities focused on raising awareness about the risks of alcohol, marijuana, and opioid use. Including, creating social media messages to share during worship services.

A1 Stigma Free Coalition

- This new coalition formalized organizational structure, recruited volunteers, built community relationships, and established data collection/evaluation goals.

Hamilton County Suicide Prevention Coalition

Hamilton County, Ohio

- Membership packets were created for coalition recruitment, member on-boarding, and fundraising. Community engagement was prioritized and branded items were used to promote their mission and goals.

Hispanic/Latino Outreach

PF! builds strong connections in Latino communities to support substance use and suicide prevention. By creating opportunities to learn and listen, we're working together to better understand the challenges facing youth, families, and communities and to find meaningful, culturally responsive ways to address them.



Latino Youth Summit

This community-centered event opened conversations about mental health and substance use. Hands-on activities, guest speakers, and access to community resources promoted wellness and encouraged youth and families to take an active role in prevention and build stronger connections.

The event celebrated positive shifts in attitudes and beliefs — making it easier to have meaningful conversations, seek help when needed, and support others without stigma.



Partners

- BLOC Ministries
- City Gospel
- Santa Maria Community Services
- Central Clinic
- Castano Consulting
- Casa de Alabanza
- Addiction Services Council



FY 2024 Highlights

- PF! provided guidance on how to best engage Hispanic communities in prevention and mental health awareness.
- PF! participated in the Su Casa Health Fair.
- PF! was a sponsor of La Mega Media Tan Latina Como Tu Expo 2024. PF! helped promote, support, and provide resources for the event.
- PF! partnered with Santa Maria Community Services to provide "Parenting for Prevention" trainings to the Casa de Paz: Finex Group.

Addressing the Opioid Epidemic

Educating & Reducing Access

PreventionFIRST! has been a leader in connecting Ohio communities and residents with information and resources to help reduce the risk of medication misuse, theft, or accidental ingestion.



FY 2024 Highlights



Ohio Rx Disposal Initiative

- Provided Smithfield Township, Ohio Police Department with a medication drop box.
- Provided safe disposal options for expired or unused medication.
Distributed:
 - Deterra Bags: 10,949
 - Dispose Rx Packets: 800
 - Medication lock boxes: 100
 - Automatic medication dispensers: 45
- Distributed over 3,750 educational resources, including:
 - How to Use a Deterra Bag
 - Why Proper Disposal is Important
 - How to Dispose of Unused Medications Properly



State Opioid & Stimulant Response

- 230 people participated in the PF! Prevention Fellowship at the Greater New Hope Missionary Baptist Church prevention service.
- Partnered with Santa Maria Community Center to host the second annual Prevention Block Party in East Price Hill.
- Distributed education materials, including:
 - Deterra Bags: 3,380
 - Dispose Rx Packets: 1,100
 - Medication lock boxes: 484
 - Automatic medication dispensers: 10
- Provided safe disposal options for expired or unused medication.
Distributed:
 - PF! Parents' Guide: Talking with Youth about Mental Wellness, Drugs, and Gambling



OneOhio

Students from Cincinnati Public Schools - Woodward High School, guided by PF! and Cincinnati UMADAOP, participated in an internship to build employment skills, pursue an Ohio Prevention Credential, and learn how to educate their communities, families, and peers on preventing prescription medication misuse.

Cultivating & Championing Youth Empowerment

Young people are powerful and inspiring leaders in substance use prevention and mental wellness. Their impact goes beyond their peers. They influence schools, families, workplaces, and faith communities. When given the right opportunities, resources, and skills, youth can drive real change, reduce stigma, and support one another in ways that help their generation thrive.

Youth Summit

PreventionFIRST! co-facilitated a youth summit with Cincinnati Public Schools. The event helped develop decision-making, refusal, and critical thinking skills — important for lifelong success and proven to reduce the risk of behavioral health disorders.



FY 2024 Highlights

- Year one - Delhi Middle School Food Pantry: 45 families and 220 individuals served
- Delhi Middle School implemented a multi-tiered system of supports for students.
- Created & implemented the 2024 Summer Program Project. This three-day camp focused on social-emotional learning and character strengths.
- Hosted a produce pop-up stand, serving 130 people.
- Organized the second annual Health and Wellness Fair. This school-centered, community event provided health screens, resources, and connected families with services.

Behavioral Health Wellness

PF! supported a full-time behavioral health wellness coordinator at Delhi Middle School.





Suicide Prevention

A continued partnership between PFI and the Ohio Suicide Prevention Foundation supported statewide expansion of Sources of Strength Ohio, an evidence-based prevention program for elementary and secondary students.

Skill Building

We value every chance to connect with youth of all ages. Beyond classroom presentations, we support kids and teens as they grow into leaders — promoting mental wellness, teaching their peers how to handle stress, and raising awareness about the risks of substance use. Examples of our FY 2024 youth engagement include:

Owen County High School

Owenton, Kentucky

- PFI provided high school students with training in the 'All About That Vape' curriculum to equip them to deliver it to middle school students.

Fairview Clifton German Language School

Cincinnati Public Schools

- PFI guided monthly 'LifeSkills' activities with kindergarten to second-grade students to help build foundational life skills.

Beech Acres Parenting Center

- PFI trained Beech Acres staff on vaping prevention, offering practical tools and insights they can pass on to the parents and caregivers they support.

Sources of Strength

Beginning in FY 2024, PreventionFIRST! led an evaluation of the Sources of Strength program to measure outcomes and impact.

Our team fielded inquiries from schools interested in adopting Sources of Strength and provided support throughout their engagement. We managed the program's website, ensuring schools and partners had access to the latest information, events, and updates.

In addition, we assisted with the planning and implementation of the annual virtual conference, creating opportunities for training, networking, and shared learning.

Evaluating & Measuring Prevention Impact

Utilizing data from surveys, community assessments, focus groups, and research, we can identify emerging substance use trends, understand community needs, and set informed priorities. This evidence-based approach enables stakeholders to plan, fund, implement, and advocate for prevention strategies that are targeted, effective, and sustainable. This data also ensures resources are directed where they will have the greatest impact.

PF! Student Survey

The PreventionFIRST! (PF!) Student Survey is administered every other year. Results of the Student Survey provide comprehensive data on self-reported substance use and other factors associated with or contributing to substance use and mental well-being.



2024 Regional Findings

- Collected September – December 2023
- Public & private schools
- Grades 7-12

Mental Health Results & Trends

- When asked how often they experienced depression in the last thirty days, 19.9 percent responded all/most of the time, and 35.6 percent responded all/most of the time when asked the same question regarding anxiety.
- When asked how often they can pull themselves out of a bad mood, 42 percent responded often/a lot.
- 47.2 percent of students said in general they feel stress often/a lot.

Substance Use Results & Trends

- Most kids are NOT using alcohol, tobacco, or other drugs.
- Past 30-day use of marijuana decreased from 7.1 percent in 2022 to 6.3 percent in 2024
- Past 30-day use for vaping is at the lowest level ever recorded, dropping 3 percent from 2022
- Peer and parental disapproval rates remain high.
- A young person who believes their friends/parents disapprove of substance use is less likely to use substances



Measuring Impact Coalition Evaluation Center

This system tells the PreventionFIRST! prevention story by collecting data on policy changes, the number and types of prevention strategies implemented, key planning milestones, trainings attended, and the hours spent in communities.

PreventionFIRST!

This information gives insight into how our work is meeting our mission – to implement best practice strategies to reduce the risk of behavioral health disorders.

FY 2024 Accomplishments

- Prevention services were provided to **28,672 youth and adults**, representing twelve community sectors across Greater Cincinnati and Ohio.
- Over **2,700 hours** of providing information, instruction, support, and skill building during 435 opportunities such as trainings, individual coaching, coalition engagement, community events, etc.
- Our reach across radio, print, television, social media platforms, and websites was **3.2 million** media impressions.



Professional Development

We prioritize education and learning to build our organization's capacity for new strategies, innovative approaches and models, professional credibility, and supporting staff goals of maintaining and advancing Ohio Prevention Credentials

- Staff attended **167 trainings**, completing **520.25 hours** of continued education.

■ Training & Support

Prevention Professionals

PreventionFIRST! is working to make sure more people truly understand how prevention works and why it matters.

We create opportunities and support efforts to train hundreds of individuals on how effective, evidence-backed prevention strategies can reduce the incidence and impact of substance use and behavioral health disorders. When more people understand good prevention, more lives are steered toward health and stability — and entire communities benefit.

Ohio Coaching & Mentoring Network

The Ohio Coaching & Mentoring Network (OCAM) is a statewide initiative to grow Ohio's prevention workforce by providing training and personalized coaching to individuals working toward or maintaining an Ohio Prevention Credential.



■ OCAM Fiscal Year 2024

In FY 2024, a team of thirteen experienced and certified prevention professionals (OCAM Coaches), supported this effort. The initiative was administered by PreventionFIRST! and funded by Ohio Mental Health and Addiction Services (OhioMHAS).

- 125 trainings
- 2,506 people trained
- 575 people received 1:1 coaching

PreventionFIRST! Coalition Academy

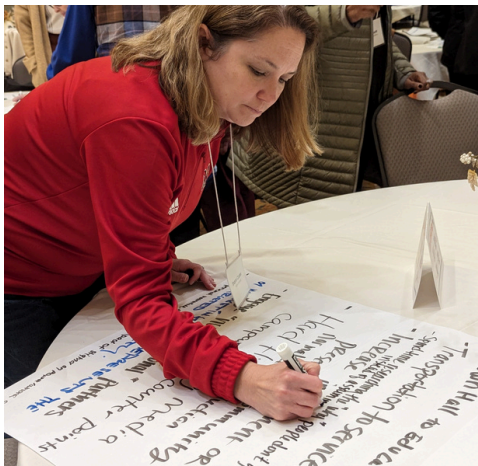
PF! Coalition Academy highlighted the importance of professional resiliency, continued learning, and creating opportunities for on-going support and networking in the prevention field.



Coalition Academy 2023

Workshop topics included youth screen addiction, sports betting, designated outdoor refreshment areas (DORAs), veteran suicide prevention, and Xylazine.

The annual conference brought together 152 prevention professionals from Ohio, Kentucky, Indiana, and beyond.



Capacity Building Webinars

These one-hour, lunch time trainings introduce emerging trends, new research, innovative strategies, and community success stories.

Webinars are at no cost to attendees continuing education units are available for prevention and public health professionals.

- Sports betting in Ohio
- Northern Kentucky Office of Drug Control Policy: Creating Chances, Creating Change
- Youth engagement
- Ohio Substance Abuse Monitoring Network
- Dangers & packaging of marijuana edibles
- Building assest-rich workplaces for youth

Amplifying Prevention

PreventionFirst! is recognized as a leader in prevention and coalition development. We are often called upon to help shape policies and programs. We successfully bring together diverse groups for collaboration and planning, advocate for strong, effective policies, and work to improve how systems support substance use prevention and mental wellness. In partnership with others, we champion and amplify the efforts of community coalitions tackling prevention and broader public health challenges.



Hamilton County Addiction Response Coalition

This collective of community members, leaders, advocates, and experts works to end the opioid epidemic by connecting experts across:

- prevention
- treatment
- interdiction
- harm reduction
- equity and engagement
- recovery

The Prevention Pillar, co-chaired by PreventionFIRST! President & CEO, Nicole Schiesler, strengthens prevention efforts by:

- fostering collaboration
- streamlining data collection
- outreach in schools
- reducing access



Hamilton County Social Determinants of Health (SDoH) Workgroup

This workgroup is dedicated to improving physical and behavioral health outcomes by addressing how social factors impact minority populations. PreventionFIRST! plays a key role by bringing prevention knowledge and community partners to the table and leveraging our community engagement and outreach capabilities to advance the workgroup's goals and broaden its impact.



Partners

- Hamilton County Mental Health Recovery Services Board
- Equitas Health
- University of Cincinnati
- Lucian Families
- PreventionFIRST!
- Santa Maria
- Cincy UMADAOP
- Central Clinic
- Addiction Services Council



Ohio Coalition Institute

This initiative provides equitable learning opportunities for coalitions working to address complex social problems in Ohio's communities. This year a cohort of 12 coalitions was launched. PFI served on the leadership team.



Partners

- OhioMHAS
- Ohio Suicide Prevention Foundation
- Prevention Action Alliance
- PreventionFIRST!
- YouThrive Training and Consulting



Rise & Thrive Campus Community Partnership

This initiative funds and supports campus-community partnership demonstrating both the need for and importance of prioritizing the mental wellness of Ohio's college students. PFI served on the leadership team for this initiative.



Ohio Wellness Campus Collaborative

This project assists campus community partnerships in addressing barriers and increasing access to mental and behavioral health resources for students and staff on campus.

Through the Rise & Thrive and OWCC initiatives, PreventionFIRST! identified grant recipients and led higher education institutions through the Strategic Prevention Framework in a Learning Community format. We supported campuses in developing implementation plans that address behavioral health and student well-being. Once plans were established, we provided ongoing technical assistance during implementation, ensuring campuses were able to utilize grant funding effectively and sustainably.

In addition, we partnered with national leaders such as NASPA, Active Minds, and Healthy Minds to deliver training and educational opportunities. By connecting campuses to local, state, and national resources, our goal is to strengthen institutional capacity to support student mental wellness and promote long-term policy and systems change.

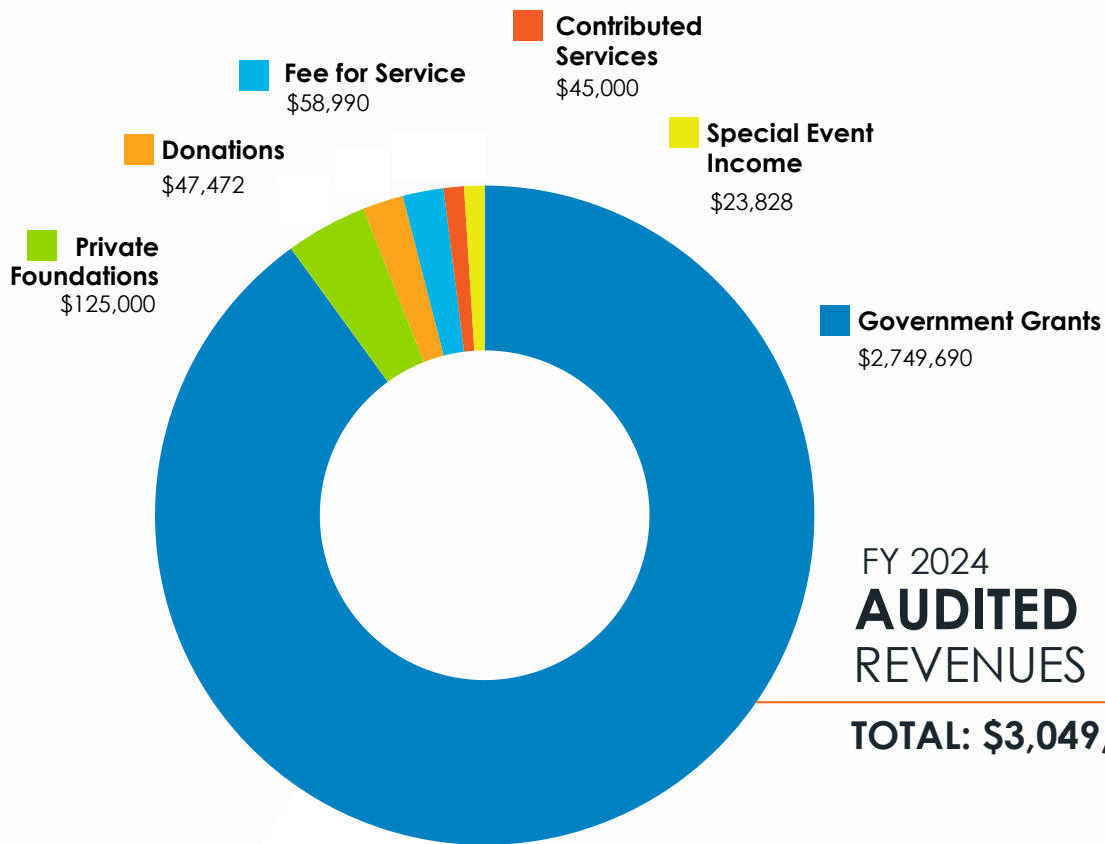


Memberships

- Community Anti-Drug Coalitions of America (CADCA)
- Northern Kentucky Chamber of Commerce
- Norwood City Chamber of Commerce
- Ohio Prevention Professionals Association
- Ohio Statewide Prevention Coalition Association (SPCA)
- Problem Gambling Network of Ohio
- Working Partners (Drug-free Workplace)

Fiscal Year 2024

Financial Statement



FY 2024
**AUDITED
REVENUES**

TOTAL: \$3,049,980



FY 2024
**AUDITED
FUNCTIONAL
EXPENSES**

TOTAL: \$3,022,826

■ GOVERNMENT GRANTS (\$2,749,690)

- Hamilton County Mental Health and Recovery Services Board
 - Ohio Department of Mental Health and Addiction Services (OhioMHAS)
 - Substance Abuse and Mental Health Services Administration (SAMHSA)
-

■ PRIVATE FOUNDATIONS (\$125,000)

- Interact for Health
 - Robert & Adele Schiff Family Foundation
-

■ Contributed Income

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■ Annual Awards Luncheon (\$16,509)

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