



2020-21

Communities that Care
of Greater Downingtown
Annual Report





Annual Summary

OUR MISSION

Collectively with families, schools, and community, CTC empowers youth by promoting mental health and preventing substance use.

OUR VISION

We are creating a healthy, supportive, and engaged Downingtown community where all youth are empowered to achieve their full potential.

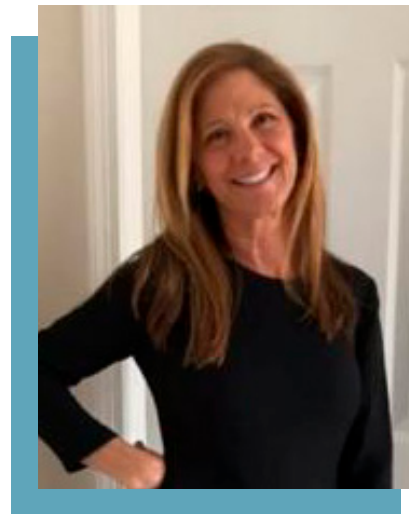
OUR GOALS

To create a safer, supportive community for youth. To strengthen community collaboration in prevention efforts.

OUR CORE VALUES

Community, Commitment, Integrity/Transparency, Volunteerism.

- 500+** Parents attended/viewed a Parent Speaker Series event
- 900+** 6th grade students participated in the Signs of Suicide evidence-based program in the 2020-21 school year
- 150%** Increase in followers on CTC's social media accounts
- 10** Prevention Specialist staff trained in evidence-based prevention curriculum Say It Straight
- 60** Students participated in HYPE Clubs in 3 buildings and implemented **18 peer prevention activities**
- 3** High school buildings provided **Too Good for Drugs and Violence** evidence based curriculum



Greetings from the Executive Director

Welcome to our 2020-2021 annual report. We are happy to celebrate with you the impact of CTC prevention work in the Downingtown community. This truly has been a unique and challenging learning experience for all of us working in the field of prevention. Although our prevention work looked a little different this year, we are happy to share with you the work of our CTC staff and prevention partners to meet the needs of Downingtown youth and families.

As we reflect on this school year, we truly have gained a greater appreciation for the power of prevention and the value of partnerships during a time of uncertainty for all families. We certainly did not know what to expect as we adjusted our prevention programs during a pandemic, but we were certain we could count on our CTC partners, staff and donors to continue the work of making our mission "to empower youth to make positive choices" a priority.

Although our prevention efforts went "virtual" they were very real in the impact on our youth and families. Our staff and partners continued to provide resources, programs and activities for youth and families to promote positive mental health and prevent substance use. We stayed focused on our (4) key prevention priorities:

- Engaging youth in prevention activities
- Promoting alternative healthy social activities and events for youth
- Equipping parents and strengthening families
- Providing prevention education and public awareness

We are excited to share with you highlights of our partnership with the Downingtown Area School District to provide parent programs; the prevention activities of our Healthy Youth Positive Energy (HYPE) clubs, the impact of evidence-based programs in our schools, and the positive power of social media to help us stay connected, informed, and empowered in our efforts to support healthy schools and families.

We recognize our prevention work would not have been possible during a pandemic without the generosity of our donors, and support of our grant funders. We are grateful to all of our donors who participated in our first-ever virtual Silent Auction, made donations throughout the year, and sent us positive words of encouragement. The grant funded support of the Chester County Drug and Alcohol Services, CCRES, United Way of Chester County, and the Chester County Community Foundation was instrumental in helping us meet the needs of our youth and families.

Please continue to follow our prevention work on Facebook, Instagram and Twitter and check our CTC website for new programs, resources, and events.

Bethann Cinelli, D.Ed.
Executive Director, CTC

The Team

2020-21 Board of Directors

Patricia Bell

CTC Board Member Assistant Principal,
Downingtown West High School

Cynthia Black

CTC Board Member

Dan Brady

CTC Board Member, Owner, The UPS Store
Franchise

Lena Elguindi

CTC Treasurer, Director of Operations,
Wharton Interactive

Rosemary Foley

CTC Secretary, Marketing/Customer Relations,
Baby Merlin Company

Carl Gregory

CTC President, Supply and Business
Development, Sunoco LP

Caroline Gregory

CTC Board Member School Counselor
Downingtown East High School

Mary Savage

CTC Board Member Senior Director,
Companion Diagnostics, GlaxoSmithKline



Staff

Bethann Cinelli

Executive Director

Christine Dziembowski

Prevention Program Coordinator

Carmen Glenn

HYPE Coordinator & Administrative Support

Suruchi Baheti

Bookkeeper

Aria Walerski

Communications Director

Joshua Fetzer

Website & Marketing

Partners

Downingtown Area School District

Caron Treatment Center

Compass Mark

Holcomb Associates

Upper Uwchlan Township Police

CC Department of Alcohol Services

About Us CTC Programs

CTC is a community based collective working to create resilient youth and families through increased awareness, education, and shifting social norms surrounding mental health, drug, and alcohol use/abuse. CTC aims to cultivate an environment of positive impactful change. We strive to facilitate the interpretation of research and knowledge regarding drug, alcohol, and mental health into accessible tools for local communities.

We equip volunteers and community leaders with evidence based tools and we seek to create strong inter-community bonds through communication and collaboration with organizations county, state, and nationwide.

Crime Victims Center of Chester County

Downingtown Area Ministerium

Art Holding Hearts and Hands

Representative Danielle Friel Otten

Be a Part of the Conversation

Bishop Shanahan High School

Our Year →

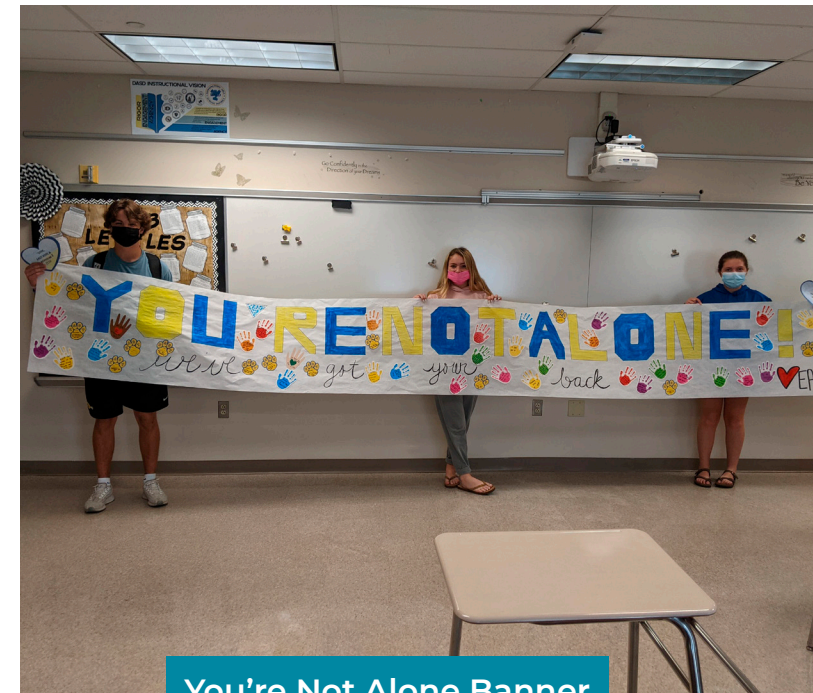
HYPE!

Healthy Youth Positive Energy

HYPE Club Changing the Community

Meet our CTC Healthy Youth Positive Energy (HYPE) clubs:
Making a difference in creating a healthy school community!

HYPE, Healthy Youth Positive Energy, is a student club that is currently active at (3) Downingtown Area School District schools: Lionville Middle School, Downingtown West High School, and the Downingtown East High School including 60 active members leading 18 activities.



You're Not Alone Banner

“We’ve Got Your Back... Downingtown Strong!”

Downingtown East’s HYPE, Black Student Union and Aavidum student clubs collaborated to express their empathy for students at West experiencing grief and loss of their classmates. Mental illness has affected the East and West communities alike and East students wanted to show their support by offering a helping hand during this difficult time. The students came up with the idea to write positive and uplifting quotes on a banner to show that the students are united and here to support one another. The students were compassionate and thoughtful about their sincere messages to the students at West. The mission of all clubs is to promote holistic wellness throughout the community and remove the stigma of mental health.

Students advocating for positive choices

HYPE is a group of students passionate about creating a healthy school community through advocacy and leadership to prevent substance use and promote positive mental and emotional well-being. HYPE students make a difference through social media, peer-to-peer messaging, sharing the youth perspective and adding their voice to the prevention conversation.

HYPE clubs engage youth in prevention initiatives by promoting healthy behaviors and providing student education on substance use and abuse, as well as mental and emotional wellness. HYPE clubs, with the guidance of dedicated faculty mentors, design positive prevention message campaigns to raise awareness and send consistent messages to youth about the power of healthy choices.

Thank you to our HYPE club faculty mentors - your leadership and commitment to mentoring youth is the power behind prevention!

Jynelle Sass & Bill Bennett
Downingtown East High School

Susan Tancredi
Downingtown West High School

Brandon Prieto & Courtney Evans
Lionville Middle School



HYPE Club Highlights for 2020-2021

Recruitment Video

Students at both East and West created a video to explain the purpose of the Club and encourage students to join.

Red Ribbon Week

To celebrate Red Ribbon Week, students handed out bracelets with "Happy to be Drug Free" on them to students.

Kindness Day

Students distributed KIND bars to teachers and staff (not allowed to students this year) to promote kindness in their school.

National Drug And Alcohol Facts Week

To mark National Drug and Alcohol Facts Week in March, students created a video sharing stats and facts about drugs and alcohol, shared posters highlighting the facts and in addition shared the information on morning school announcements. Specific posters on anti nicotine, marijuana and inhalants were included.

Social Media Involvement

Students frequently posted prevention and positive mental health posts on Instagram, as well as what the Club was participating in. Students were challenged throughout the year to share the HYPE posts on their own social media and were given incentives for recruiting followers.

Grade Level Schoology Pages

The students created Schoology pages for each grade level so that communication about activities could be shared with all students, as well as messaging.

Posters about Depression/Uplifting Messages

Students created posters with uplifting messages on them to encourage positive mental health.

Positive Messaging on candy for PSAT's

Students created positive messages and attached them to candy and handed the candy out to students as they were getting ready to take the PSAT's.

Bullying Project

Students participated in an anti bullying campaign, Don't Stand By, But Stand Up!, that involved Converse shoe cut outs with students signing as a pledge against bullying. Posters were also put up in school.

Valentine's Day

Students promoted positivity and kindness by decorating the lobby with heart shaped balloons for Valentine's Day.

"We've Got Your Back"

East students created a large "We've Got Your Back" banner and sent to students at West after two students associated with West died by suicide.

"Being in HYPE club allows me to raise awareness for issues that are very prevalent in our school communities, benefiting the student body by educating them on the dangers of participating in certain activities.

HYPE Club builds a community that promotes healthy living and is a space for students to come together to help take care of one another. I think HYPE club is really important for West specifically because it helps build connections between students and ensure we prioritize looking out for each other."

- Lauren Ade,
Downingtown West

"From being involved in HYPE this year I got to be involved in a club that pays attention to so many important topics that I do not think are addressed often enough in our school, such as mental health, black history month and a day without hate.

One activity that I thought was very memorable was decorating the doors for black history month. All of my teachers loved and appreciated that activity."

- Sarah Burdenski
Downingtown East



2nd Victoria Naftal

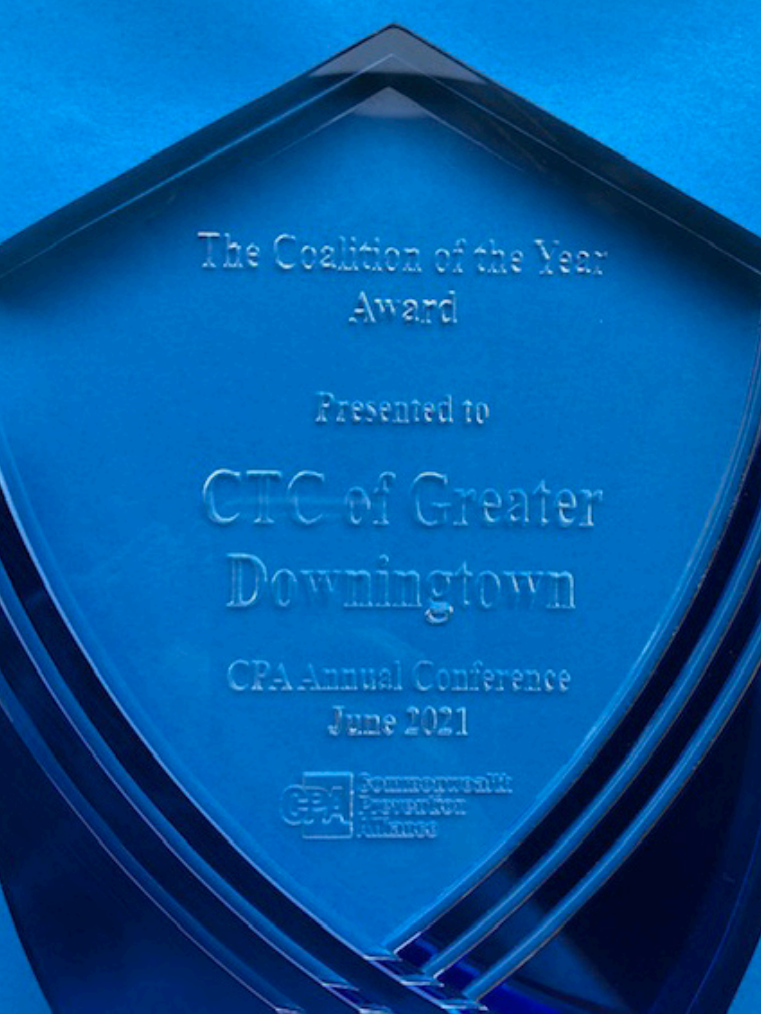
1st Ryan Hornak

3rd Chloe Shih

HYPE Inaugural Prevention Video Contest

The prompt was to show us how you spend your time and energy because you have made the decision to not use drugs or alcohol. What fun/interesting things do you have time for because you are drug free? Who has been a positive influence on your drug-free journey?





"Our CTC board of directors, staff and collective partners are so honored to receive the CPA Coalition of the Year Award. As we all experienced, this past year of prevention work during a pandemic was challenging, but also we learned how to be flexible, creative, and resilient in a time of crisis. I am so grateful and incredibly proud of our staff and collective partners who were able to sustain and build capacity for our work to meet the needs of the Downingtown community. Again on behalf of the CTC of Greater Downingtown thank you for recognizing our accomplishments and your continued support."

- CTC Executive Director, Bethann Cinelli



CTC Board with The CPA Coalition of the Year Award



CTC Staff with The Coalition of the Year Award

CTC Announced As Coalition of the Year!

CTC of Greater Downingtown was thrilled to receive the 'Coalition of the Year' award at the Commonwealth Prevention Alliance (CPA) annual conference in June 2021. This annual award is offered by the PA Commission on Crime and Delinquency (PCCD) and the Prevention Coalition Advisory Council of PA (PCAC) and is coordinated by EPIS at Penn State University. PCAC operates as a subcommittee of the Commonwealth Prevention Alliance (CPA).

The goal of this award is to recognize successful community coalitions that have utilized an innovative and creative primary prevention initiative/strategy to achieve strong community-level outcomes related to increasing positive youth behaviors by addressing the underlying causes.



CTC of Greater Downingtown Celebrates National Prevention Week By Sharing Why We Choose To Work in Prevention



"I work in prevention because I believe overall health and well-being is a basic right for all individuals."

- Bethann Cinelli, D.ED.,
CTC Executive Director



"I work in prevention because you don't know what you don't know and prevention education closes that gap to give parents, youth and communities the knowledge and skills to build resiliency and make positive choices."

- Chrissie Dziembowski, MPH, CHES
CTC Prevention Program Coordinator



"I work in prevention because it's important to me to help educate parents and kids about alcohol, other drugs and mental health so that positive decisions are made as families navigate the challenges of growing up."

- Carmen Glenn,
CTC HYPE Coordinator



"I work in prevention because I believe in the importance of public health prevention initiatives that create positive community change."

- Aria Walerski,
CTC Communications Director



CTC Hosts Silent Auction

In response to Covid 19 pandemic restrictions, CTC hosted a virtual silent auction: "7 Days to Make a Difference."

CTC of Greater Downingtown reached out to community members, businesses, and donors, to contribute items or act as sponsors for the 2020 virtual silent auction.

A total of 88 items were donated and over \$17,065 was raised for the development of CTC specific programming.

We are grateful to the following sponsors for their generous support:

Marsh Creek Community Church

Sanare Today

Miller's Insurance Agency

United Tire- Downingtown

All Star Pediatrics

West Pharmaceutical Services

James A. Cochrane Inc.

The UPS Store Lionville

Lionville Natural Pharmacy

Bentley Systems

The Wright Agency

Cordasco Financial Network

Marchwood Dental Associates



"Youth mental health is an issue of extreme importance to me, both personally and legislatively. Even before the unprecedented challenges of virtual school and worries about a global pandemic, today's children and teens have faced entirely different pressures than any of us had while we were growing up, and they are experiencing greater levels of mental and behavioral health issues than ever before. The National Survey on Drug Use and Health published in 2019 showed that by far, the largest increases in mental health issues occurred among teens and young adults.

The prevention work done by Communities that Care is vital to creating a safe, healthy, supportive community that promotes the importance of mental and behavioral health and positive choices for our youth. By facilitating student-led programs in schools; raising awareness of substance abuse, behavioral health, and mental health issues; and normalizing conversations about these topics among students, parents, and school communities, CTC is both empowering youth and helping to provide the supports and resources they need."

Representative Danielle Friel Otten
Pennsylvania House of Representatives

"I joined the CTC Board because I care deeply about the health and well-being of the children in our community. I've personally seen what the pressures of today's society and social norms can do to beautiful, capable kids whose futures have been derailed by addiction, overdose, and suicide. For our community, CTC is the best vehicle to prevent these tragedies, by equipping parents with the tools to support their children."

Cynthia Black,
CTC Board Member

Voices From The Community



"I'm proud to support CTC Downingtown - an excellent resource for children and parents in our community. Their primary focus is on the health and wellness of our children while providing parents with information to navigate these years. I have heard youth leaders speak about challenges they face and the opportunity CTC gives them to make their voices heard and support their peers."

Glenn Burtch
President & CEO, J.W. Pepper & Son, Inc.

"I choose to volunteer my time to the CTC of Downingtown board as I believe it takes the efforts of an entire community to support schools, families and children as they navigate through the challenges of living in the 21st century. Part of the educational process includes raising children who are not only equipped to gain employment, access to higher education, achieve in sports, arts or other creative pastimes, but who are also equipped to handle the stresses, disappointments and temptations that challenge the healthy and productive living we wish for all youth in our community.

I have family members who have struggled with mental health across the age spectrum and know firsthand the toll this can take on families and those affected. Directing those afflicted to access the right resources in time of need is one of the overarching goals of CTC in collaboration with partnering organizations in the community. During the Covid pandemic, these resources have been strained still further, but I have been amazed by the resiliency of the CTC staff and the ways in which they have continued to reach out to parents and youth through online events and through strong connections with the DASD schools."

Mary Savage
Senior Director, Experimental Medicine Unit,
GlaxoSmithKline, CTC Board Member

Parent Speaker Program

CTC, in partnership with Downingtown Area School District, offered a virtual parent speaker series to increase education and awareness on mental health and ATOD topics and provide parents with resources and support during the school year. CTC also hosted several collective partners as featured speakers. There were 5 events held in a webinar format and over 1,000 participants attended the program live or watched the recording. See below for speaker and topics:



PREP: Prevention Resources & Education for Parents/Caregivers

Featured Speaker: Selena Morresi, MPH, CHES, collaborative presentation with CTC and CARON

Did you know 71% of Downingtown youth feel they are a valued part of their family? (PAYS, 2019) Parents and caregivers are the most powerful influence in preventing their children from using alcohol, nicotine, and other drugs.

Recognizing Signs of Depression & Suicide

Featured Speaker: Dr. Matthew Wintersteen, collaborative presentation with CTC

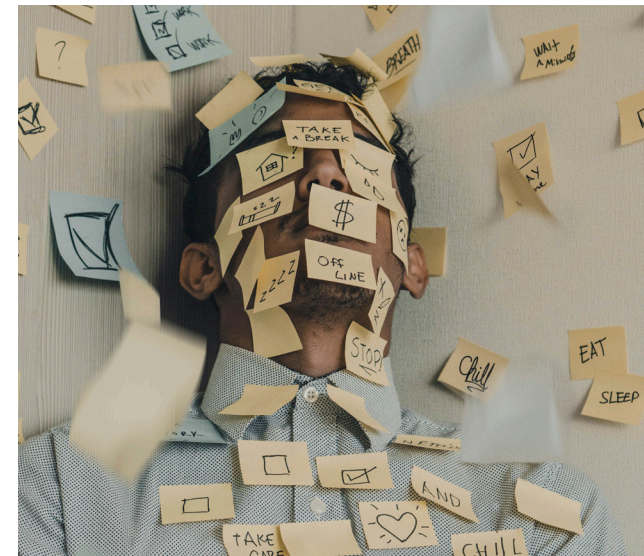
Did you know 21% of DASD 12th graders seriously considered suicide and 43% felt sad or depressed MOST days in the past year (PAYS, 2019)? Adolescents are faced with more challenges and expectations than ever before, as rates of depression, anxiety, and suicidal behavior continue to rise. Dr. Wintersteen (virtually) returned to DASD to help parents learn the warning signs of distress in adolescents, how to effectively help your child, and how to access resources for support.



Trauma, Resilience, & the Importance of Self-Care

Featured Speaker: Chelsea Melrath, collaborative presentation with the Chester County ACES Coalition.

A virtual presentation that provided a foundational understanding of the impacts of Adverse Childhood Experiences (ACEs) and trauma, highlights prevention strategies, offered ways to build resilience, as well as discussed the importance of self-care.



Supporting Our Kids In Reducing Their Stress (And Ours)

Featured Speaker: Matt Bellace, Ph.D.

Did you know? 67% of DASD youth are exposed to opportunities to participate meaningfully with their family (*PAYS, 2019). Clinical psychologist and comedian Matt Bellace, Ph.D., used humor to teach parents how to support youth with words and actions to help them make healthy choices. This program focused on how parents can help foster skills in a supportive environment without arguing. The goal was to help improve the quality of life for both parents and youth. Topics included: resiliency, healthy coping, communication skills, brain development and more.



Wellness Reset for Summer

Featured Speakers: Priscilla Singleton, LCSW, LMFT Director of Clinical Standards & Senior Therapist Council for Relationships. Jennifer Benjamin, PhD., LPC, Clinical Fidelity Specialist & Clinical Trainer Phila. Child and Family Therapy Training Center. Jan Michener, MA, Executive Director Arts Holding Hands and Hearts, Inc. Amanda Daley, Director of Yoga Arts Holding Hands and Hearts, Inc. Dr. Meghan Belamorich, of Christine Meyer MD & Associates

A panel of mental health and medical experts taught hands-on strategies to reset and reconnect as a family this summer.



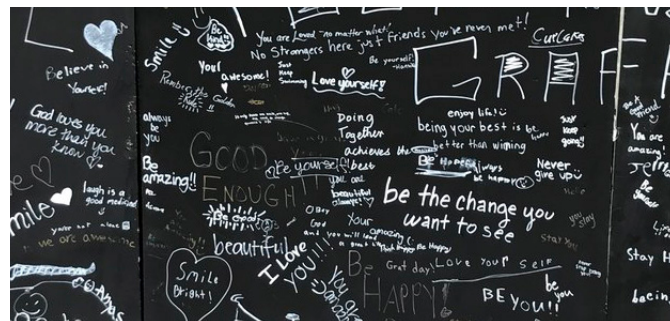
Prevention Education

Thanks to additional funding from the Chester County Department of Drug and Alcohol Services, CTC was able to expand and support the implementation of evidence based ATOD prevention curricula Say It Straight and Too Good for Drugs and Violence in the Downingtown Area School District.

Say It Straight (SIS) is an evidence based, participant driven program where participants explore negative communication behaviors and learn how to communicate with honesty and respect through discussion, role plays and other interactive group activities. CTC

coordinated a *Say It Straight (SIS)* Facilitator training for all Prevention Specialist staff (10) to implement SIS in grades 3-10. The 5 day training was held virtually in March 2021 via Zoom with great success and positive feedback.

CTC was also able to share the SIS framework with the DASD school board in a brief workshop. Board members participated in activities from the curriculum and had the opportunity to experience the program first hand.



The evidence-based *Too Good for Drugs & Violence (TGFDV)* prepares students with the skills they need for academic, social, and life success. Students learn how to navigate the challenges of social and academic pressures like making responsible decisions, managing stress and anger, reflecting on personal relationships, and resolving conflicts. The lessons use collaborative and experiential learning strategies to help students practice the skills proven to prevent violence and other risky behaviors. CTC provided TGFDV curriculum kits to all three high school buildings in DASD and supported the Health and PE Curriculum Leader to become a master trainer in the program. DASD will integrate the curriculum into their Health classes with grades 9 and 10 next school year.



Signs of Suicide (SOS) is a mental health prevention and early intervention program teaching students how to identify the signs of depression and suicide in themselves and their peers, and how to access resources in the school and community. DASD implemented SOS with over 900 6th grade students, both in person and virtually, this school year.

Digital Marketing Growth

Social Media

Over the last year, CTC of Greater Downingtown's social media platforms have grown exponentially as it became one of the easiest ways to relay prevention information to the community amidst the pandemic. The community welcomed the information and CTC had significant increases in both reach and engagement on all of our social media channels. CTC also created two new social media accounts, creating CTC YouTube and LinkedIn accounts.

In addition to CTC's social media accounts, another new initiative that was started this past year was the Parent2Parent blog, which is a monthly blog post written on topics related to ATOD prevention, mental health, and parent resources.

Email Marketing

Communication is key to educating our community on all that CTC has to offer. This past year, CTC of Greater Downingtown launched an email marketing campaign to keep community members and key stakeholders up to date on events, prevention initiatives, etc. CTC's contact list has now grown to over 850, a 52% increase from September 2020. CTC currently sends out quarterly informational newsletters as well as promotional emails for upcoming events or prevention programs. In addition, the yearly average open rate for CTC email marketing campaigns is approximately 30%, which is significantly higher than the industry average for a non-profit organization, normally 18-20%.



By The Numbers 2020-21

Twitter

12.1% Increase in followers
5,915% Increase in impressions/month

Facebook

16.7% Increase in followers
5.5% Increase in page likes
93.2% Posts reach per month

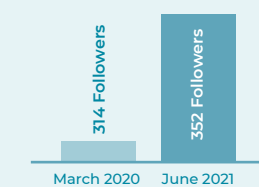
Instagram

176.1% Increase in followers
1,508.3% Increase in impressions/month

www.dtownctc.org

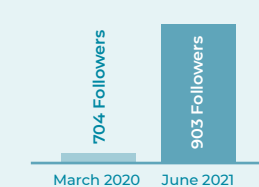
874 Average unique monthly visitors
Top Pages Home Parent Blog Resources

Twitter



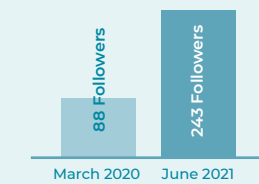
March 2020: 82 impressions per month
June 2021: 4,933 impressions per month

Facebook



March 2020: 768 page likes
June 2021: 810 pages likes
 March 2020: 1,898 posts reach per month
June 2021: 3,667 posts reach per month

Instagram



March 2020: 12 impressions per month
June 2021: 193 impressions per month

Donors 2020-21

INDIVIDUALS

Suruchi Baheti
 Ann-Marie and Hank Barber
 Patricia and John Bell
 Bob Berry and Laura Snead
 Jane and John Bertone
 Rachel Black
 Sarah Black
 Cynthia and Paul Black
 Cammy and Tony Brantzeg
 Kim and Vince Buccellato
 Bob and Shelley Casciato
 Elizabeth and Joe Cianciolo
 Annemarie and Bill Cochrane
 Steve Cordasco
 Beth Daniels
 Lena and Yasser Elguindi
 Eileen Foley
 Rosemary and Tim Foley
 Elyse and Jim Ford
 Elizabeth Gregory
 Carl and Maureen Gregory
 Caroline Gregory
 Mary Holleran and David Proctor
 Kathleen Hollerbach
 Maria Kenny
 Dallas and Diane Krapf
 Stephen & Patricia Leist
 Emilie Lonardi
 Al and Barbara Malinowski
 Lynn Mancinelli
 Graham and Deborah Miles
 Lisa and Mark Montemuro
 Peggy Preuhs
 Vicki and Dick Pry
 Mary Savage
 Jeff and Priscilla Singleton

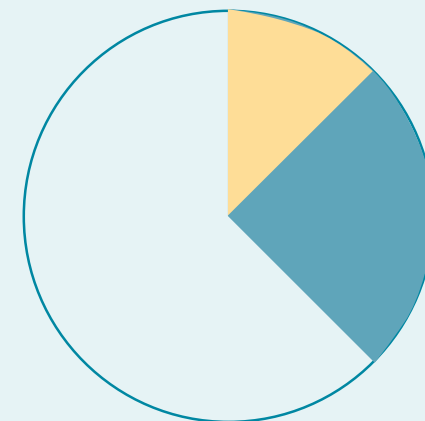
CORPORATE

All Star Pediatrics
 Belle Vie Salon
 Bentley Systems
 Cordasco Financial Network Plan
 Don Mann Photography
 Estrella
 Exton Beverage Company
 GlaxoSmithKline
 Harmony Hill Nursery
 Honey Brook Golf Club
 Hopewell United Methodist Church
 James A. Cochrane Inc
 Jen Green Custom Jewelry
 Kimberton Golf Club
 Lionville Natural Pharmacy
 Merck Foundation
 Marchwood Dental Associates
 Marchwood Music
 Marchwood Tavern
 Marsh Creek Community Church
 Miller's Insurance Agency
 Nothing Bundt Cakes
 Philadelphia Rock Gym
 Proven Fitness
 Sanare Today
 Scooped Ice Cream
 Smedley Orthodontics
 The UPS Store
 The Wright Agency
 United Tire of Downingtown
 United Tire of East Caln
 Urban Air
 West Pharmaceutical Services, Inc.

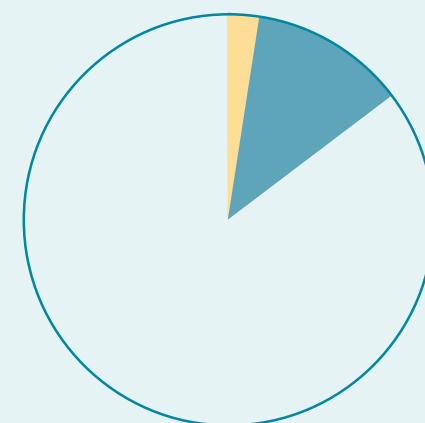
GRANTS & FOUNDATION GIFTS

Chester County Dept. of Drug and Alcohol Services
 CCRES Inc.
 Chester County Community Foundation
 United Way of Chester County

INCOME \$112,635






EXPENSES \$105,000



Easy ways to support CTC from home

Follow us on socials

-  @DowningtownAreaCTC
-  @DowningtownCTC
-  @DtownCTC

Visit our website: dtownctc.org

- See our resource page for info about drigs and alcohol and mental helath, handouts, webinars, links to professional help, and more!
- Learn more about CTC programs and how we support parents, youth, and the community.
- Get to know our 25+ collective partners and how they support our families

Attend a parent event

CTC regularly supports and collaborates with schools and community organizations to offer special parent events.

Please visit our upcoming events page:

www.dtownctc.org/eventsphotos

and social media accounts to find out what is coming up next.

Be a Parent Partner & Post!

Interested in a simple way to support CTC and volunteer in the community? Help us share parent resources through your own social networks!

To learn more please contact Prevention Program coordinator:

Chrissie Dziembowski at cdziembowski@dtownctc.org

Learn more at www.dtownctc.org!

CTC is funded by the Chester County department of Drug and Alcohol Services

Our Prevention Strategies



**Prevention Education
and Public Awareness**



**Supporting Parents
and Strengthening
Families**



**Engaging Youth
in Prevention**



**Promoting Community
Opportunities and
Rewards for Prosocial
Involvement**

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