

## Corporate Leaders Convene in Washington to Support CADCA Coalitions

*Helps Raise Nearly \$800,000 for Drug-Free Kids Campaign*



*(Pictured from L to R) Gerard Roche, Senior Chairman, Heidrick & Struggles, Inc.; Steve Odland, Chairman & CEO, Office Depot; and Gen. Arthur T. Dean, Chairman & CEO, CADCA*

Nearly 400 corporate leaders and community advocates convened in Washington, D.C. at CADCA's 8th Annual Drug-Free Kids Campaign Awards Dinner on Sept. 19, 2006, to show their support for drug prevention. The event, which benefits CADCA's Drug-Free Kids Campaign, was one of the most successful dinners in CADCA's history, raising nearly \$800,000.

This year, CADCA honored Office Depot and Washington Redskins Owner and Chairman Daniel M. Snyder for their steadfast commitment to youth and CADCA's mission.

"We are glad to support the organization's mission, which closely parallels our own community investment goals – to enhance quality of life in the communities in which we operate...and in which our customers and associates live and work," said Office Depot Chairman and CEO Steve Odland, who accepted CADCA's 2006 "Humanitarian of the Year" award on behalf of Office Depot. "As with all of our charitable endeavors, we believe that we are doing well...by doing good. We are firmly committed to it as a company – and as individuals. The kind recognition that you have given us tonight inspires us to continue to pursue these goals."

CADCA's Drug-Free Kids Campaign Awards Dinner, which took place at the prestigious Four Season's Hotel, is held each year to recognize corporations and business leaders who are using their voice and influence to educate the community about substance abuse and its impact on young people. The event also helps raise funds for CADCA's Drug-Free Kids Campaign, which represents the community coalition movement and

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# A Message from the Chairman

Dear Friends:

Robert Frost's poem "The Road Not Taken" ends with the famous phrase, "Two roads diverged in a wood, and I—I took the one less traveled by, and that has made all the difference."

Local coalition leaders may sometimes feel they are taking that road less traveled, as they address challenging local alcohol, tobacco and other drug problems that others may wish to deny. I'm proud to say that CADCA is here to walk that sometimes difficult road with you, and to provide you with the tools you need to achieve lasting success.

The theme for our 17th annual National Leadership Forum is "Coalitions: The Road to Results." I hope you will join us at the Washington, D.C. Convention Center on February 12-15, 2007 for this one-of-a-kind event designed specifically for drug prevention and treatment experts like you. SAMHSA's Community Prevention Day is set to kick off our exciting conference week on Monday, February 12. Among our offerings this year—over 75 engaging workshops, including a new technology track; plenary sessions featuring top federal leadership; a rally for prevention on Capitol Hill; an expanded Youth Summit and Youth Leadership Initiative; a sneak preview of HBO's upcoming documentary on addiction; new tools for addressing the abuse of medicines; the release of a new publication on substance abuse and infectious disease supported by the National Institute on Drug Abuse, and so much more.

In addition, during the Forum Award's Luncheon, we'll have a chance to recognize CADCA's National Coalition Institute's Got Outcomes! Coalition of the Year recipients. The four coalitions are making great strides in reducing substance abuse in their communities. See pg 11 to learn more about these winners.

As a national D.C.-based organization dedicated to supporting the growth of coalitions, CADCA takes one road often traveled here in Washington, the one that leads to Capitol Hill. We advocate on behalf of our members and the substance abuse field at large. CADCA and community coalitions enjoy bi-partisan support, with many great champions in Congress. We will continue to work with members on both sides of the aisle to support a public health model that provides for prevention, intervention, treatment, aftercare, and recovery. At CADCA, we firmly believe the "road to results" is paved with prevention, as just one example, we highlight some successful coalition-led meth reduction strategies, on pg 10-11.

As you consider your 2007 budget or just make some personal New Year's resolutions, please keep CADCA in mind and support our work, through membership or a donation. There is a CADCA membership level for everyone, whether you are a concerned individual, a coalition, a special interest group or a sustaining organization (state associations and national groups). I encourage you to join corporate partners like Office Depot, Xerox and Phamatech in supporting our Drug-Free Kids Campaign in 2007.

The exciting truth is despite a sometimes bumpy road, coalitions are truly transforming their neighborhoods, cities and counties—making them safer and healthier. Collectively, our anti-drug efforts are improving the lives of millions. Thank you for traveling with us in 2006. Looking back, I know we'll say it made all the difference.

Sincerely,



General Arthur T. Dean, Major General, U.S. Army, Retired, Chairman & CEO



# Highlights from the Drug-Free Kids Campaign Awards Dinner

## Drug-Free Kids Campaign

*(continued from Cover)*

CADCA's goal of combating youth drug abuse through a comprehensive, multi-sector approach.

In presenting Office Depot with the "Humanitarian of the Year" award—CADCA's highest honor—CADCA Chairman and CEO General Arthur T. Dean said Office Depot was a perfect example of what Corporate America can do to help keep youth safe, healthy and drug free. "It's a great honor to recognize Office Depot. Not just for their work with CADCA, but for their overall philanthropy, which is substantial and a model for others to follow," he told the audience.

Over the past 7 years Office Depot has provided CADCA with substantial support for our Drug-Free Kids Campaign. Leadership from the business sector exemplified by Office Depot and their associates supports CADCA's mission to stop drug abuse before it starts. Office Depot's historic commitment to children and community extends beyond its work with CADCA. For example, Office Depot pledged \$1 million to the American Red Cross for Hurricane Katrina Relief efforts, and this summer, Office Depot donated more than 300,000 backpacks containing basic schools supplies to underprivileged and "at-risk" children across the country, including Washington D.C., where CADCA helped Office Depot distribute 1,000 backpacks to middle school students.

CADCA also recognized Washington Redskins Owner and Chairman Daniel M. Snyder with its 2006 Champion for Drug-Free Kids award, which honors individuals in the sports, entertainment and media fields for their support of youth-focused causes. Mr. Snyder, a supporter of CADCA's work, has served the Drug-Free Kids Campaign previously as both a dinner co-host and member of the dinner host committee.

In accepting CADCA's Champion for

*Continued on page 7*



*Former NFL President and CADCA Board Vice-Chair Neil Austrian joins Harold Henderson, NFL Executive Vice President for Labor Relations, in honoring Washington Redskins Owner Daniel Snyder*



*CNN's John Roberts emceed the Award's Dinner*



*Board Member Jerilyn Simpson-Jordan; CADCA's Sue Thau; CCDO Director Dennis Greenhouse and Board Member Dr. Alan Leshner*



*Nearly 400 corporate and community leaders pack the Four Season's ballroom*



*Office Depot's Steve Odland and Mary Wong, with CADCA Chairman and CEO Gen. Arthur T. Dean*

# CADCA's Forum to Address Latest Issues in Drug

Register Before December 29 to Receive Early-Bird Discount

With today's fast-paced world, it's not always easy for coalition leaders to stay abreast of the latest emerging issues and trends in the substance abuse prevention field. CADCA's National Leadership Forum XVII can help coalition leaders do just that. The four-day conference will address hot-button issues facing prevention and treatment professionals—ranging from the alarming rise in prescription drug abuse to underage drinking among young adults.

CADCA's National Leadership Forum XVII, the nation's largest training conference for community drug prevention leaders, treatment professionals and researchers, will be held on Feb. 12-15, 2007 at the Washington, D.C. Convention Center. The theme of this year's conference is "Coalitions: The Road to Results," featuring a host of results-driven workshops, plenary sessions, and special events that will help participants achieve real

CADCA'S NATIONAL  
LEADERSHIP FORUM



COALITIONS:  
**THE ROAD  
TO RESULTS**

change in their communities. With workshop tracks covering areas such as collaborative leadership, strategies for success, hot topics in drug prevention and more, the 2007 Forum is expected to break the

attendance records of over 3,200 participants that were set in February of 2006 at Forum XVI.

One of the new features of the 2007 Forum is the technology track and technology-focused pre-conference sessions, where coalition leaders will learn how to apply the latest media technology tools into your prevention strategies. Workshops will cover topics including blogging, writing for the web, podcasting, interviewing, using video to tell community success stories and more.

In addition, thanks to HBO, Forum participants will have an opportunity to watch a special sneak preview of a groundbreaking new documentary on addiction and hear from the experts behind the film. This HBO program is a part of an exciting multi-platform campaign that HBO and its partners have planned to educate America about addiction. The documentary airs nationally in March but Forum participants

*Congressmen Jim Ramstad, Sander Levin, Mark Souder, and Elijah Cummings join Sue Thau and General Dean for a photo following the Congressional Town Hall Meeting at last year's Forum.*



# Prevention and Treatment

will be one of the first to experience this new film.

CADCA has also expanded its youth-focused workshops to better prepare young participants to be effective coalition leaders. In addition to the exciting interactive workshops at CADCA's Youth Summit, selected youth will participate in CADCA's National Youth Leadership Initiative, which will provide experienced youth leaders with advanced training in coalition development.

Similar to last year, the Forum will begin on CADCA's Pre-Conference Day on Monday, Feb. 12th, which will include a variety of in-depth workshops, as well as SAMHSA/CSAP's Prevention Day, a special day of training that SAMHSA has developed for its grantees and has purposefully attached it to our signature event. This will afford their grantees the opportunity to experience the full CADCA Forum.

The official kick-off of the Forum will be Capitol Hill Day, featuring a high-energy Rally on Capitol Hill. The rally provides a valuable opportunity to make our voices heard in Congress about the importance of substance abuse prevention funding. Several members of Congress who have been longtime supporters of CADCA's cause have been invited to participate in this event.

CADCA's Forum will also offer dozens of opportunities for participants to network with their peers, and at the Exhibit Hall, they'll get a chance to see the latest products and services available for substance abuse professionals.

So don't miss this one-of-a-kind training and networking opportunity—register today! Visit [www.cadca.org](http://www.cadca.org) to register. Register before Dec. 29, 2006 to receive early bird discounts on registration. Receive even more discounts by becoming a CADCA member! CADCA members save \$200 off the regular registration fees! ■



*Youth participants present on stage at awards luncheon.*



*Coalition leaders take part in more than 70 workshops.*

## ***New Quick and Easy Way to Register for CADCA's Forum!***

Registering for CADCA's National Leadership Forum has just gotten easier! Using a new state-of-the-art online system, called netForum, you'll be able to register for the Forum, renew your membership or even update your contact information with a click of a mouse! The new system is one of several improvements that CADCA has invested in to serve you better.

**To register for CADCA's Forum, just follow these easy steps:**

- 1. Visit [www.cadca.org](http://www.cadca.org)**
- 2. Click on the National Leadership Forum XVII icon**
- 3. Select the Registration link**

It's that easy! So what are you waiting for? Register today!

***Register Before Dec. 29 to receive an Early Bird Discount!***

# Sponsorship and Exhibitor Opportunities Available at CADCA's Forum

Would you like to get the message out about your organization, product or service to the substance abuse prevention field? Would your organization benefit from prime, direct exposure to over 3,000 community leaders from around the country? If the answer to these questions is yes, then CADCA's 2007 National Leadership Forum XVII has excellent sponsorship and exhibitor opportunities for you.

As a CADCA Forum sponsor and/or exhibitor at the Forum Expo, you will be joining some of America's most notable foundations, corporations, government agencies and non-profit associations. Organizations and agencies such as the Robert Wood Johnson Foundation, the DEA, SAMHSA, the Consumer Healthcare Products Association, Phamatech and others sponsor the Forum because it offers unparalleled access to decision makers from thousands of anti-substance abuse organizations across the country. Over 50 percent of attendees at the 2006 CADCA Forum were at the director or senior management level in their respective organizations. These coalition and health professionals have reported that they are greatly influenced by the Forum and Forum Expo as it relates to products and services for their organization

There are three sponsorship levels to choose from: Silver (\$10,000),

Gold (\$25,000) and Platinum (\$30,000). All sponsorships include complimentary exhibit booth space, an advertisement in the final Forum program, distribution of promotional materials to all participants, and much more. Among other benefits, Platinum sponsors receive a speaking opportunity to address the Forum participants assembled at the pinnacle event of the Forum, the National Leadership Forum Awards Luncheon.

Short of a sponsorship, organizations can purchase an exhibitor booth package for space in the exhibit hall. In addition to the exhibit space, exhibitors receive two full complimentary Forum registrations, and three "expo only" guest passes. This opportunity is designed to be especially attractive to organizations who would like to exhibit and take advantage of the outstanding workshops available at CADCA's Leadership Forum. Exhibit hall booth packages begin at \$1,050 for non-profits and go up to \$1,650 for commercial enterprises.

For more information on sponsorships or exhibiting at CADCA's 2007 Leadership Forum XVII, go to [www.cadca.org](http://www.cadca.org) and click on the Forum 2007 logo. For additional questions, contact CADCA's Meetings Manager, Kelle Masten, at 703-706-0560 ext. 224 or e-mail her at [kmasten@cadca.org](mailto:kmasten@cadca.org). ■



## Drug-Free Kids Campaign *(continued from page 3)*

Drug-Free Kids Award, Mr. Snyder stressed that he and his wife, Tanya, are committed to drug prevention because of their love and concern for their three children. “We do worry, as all parents do, that our kids will be protected as they go through their teen years,” he told the audience.

In addition to recognizing business leaders for their philanthropic work, the Drug-Free Kids dinner is an opportunity to celebrate youth and the accomplishments of the prevention community. One accomplishment highlighted during the program is the reduction in teen drug use noted by the 2005 National Survey on Drug Use and Health (NSDUH) released in September.

“We can celebrate tonight because youth drug use is down significantly over the past five years,” General Dean noted. “But we have to remain watchful because we have many communities struggling with crippling drugs like meth...and our surveys, parents and coalitions tell us that underage drinking remains a huge problem and marijuana is our most abused illicit drug.”

The evening was capped by remarks from two exemplary youth advocates—Jessie Brown from the Birmingham Bloomfield Community Coalition in Bloomfield Hills, Mich. and Joseph Wilkerson, representing Hartford Communities That Care in Hartford, Conn.—who explained how their involvement in their local coalitions has helped make a difference in their communities. They also stressed how CADCA has empowered them through its National Youth Leadership Initiative.

“My coalition provides me with an outlet to advocate for and represent youth in the community that make positive choices. We organize substance-free events to display local youth and their constructive decisions, and provide a positive environment for these kids,” said coalition youth leader Jessie Brown. “Coalitions work because there is strength in numbers. Let us become a coalition tonight. Together, armed with this collaborative mission, we will make a difference.”

To donate to CADCA’s Drug-Free Kids Campaign, visit: [www.cadca.org](http://www.cadca.org). ■



*Office Depot partnered with CADCA to award backpacks and supplies to students at Kelly Miller Middle School in Washington, D.C. The backpacks were distributed at an event in September 2006.*

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# CADCA's Mid-Year Training Institute Breaks Attendance Records

*Provides Cutting-Edge Training*



*Mid-Year attendees took part in several one and two-day courses on subjects such as Building Community Capacity/Overcoming Community Resistance and Sustainability*



*During the Mid-Year, CADCA launched its first ever National Youth Leadership Initiative, featuring nearly 50 youth from around the country*

CADCA's 2006 Mid-Year Training Institute welcomed a crowd of more than 600 enthusiastic local leaders for four days of intense training in the desert. But this was no "boot camp"—the annual educational experience was held at the Hyatt Regency Lake Las Vegas Resort and Spa. Sponsors for this year's Mid-Year were the National Institute on Drug Abuse (NIDA), the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention (CSAP) and Phamatech, Inc.

Special guests this year included Acting CSAP Director Dennis O. Romero, who addressed the audience during the Monday luncheon. Mr. Romero's keynote address focused on CSAP's priorities, including the Strategic Prevention Framework and underage drinking. He also stated his concern about the special issues surrounding our nation's rapidly escalating over-65 population. Mr. Romero and many CSAP program officers stayed on at the Mid-Year to connect with the many coalition leaders in attendance.

Nevada State Alcohol and Drug Bureau Chief Maria Canfield amused and enlightened the audience with an insightful presentation about Nevada's support for coalitions and prevention in general. Also in atten-

dance were Jack Claypool and Ken Shapiro, representing the White House Office of National Drug Control Policy and the Drug-Free Communities program, and Cheri Nolan, the Special Assistant in the Office of the SAMHSA Administrator. Phamatech representative Bruce Glasser spoke to the crowd during the welcome reception on Sunday evening.

The emphasis of CADCA's Mid-Year was on mastering the art of coalition building. Attendees devoted their days to one- and two-day courses on subjects such as Building Community Capacity/Overcoming Community Resistance and Sustainability. All training was designed and implemented by a team from CADCA's National Community Anti-Drug Coalition Institute.

Among the most popular, widely-attended sessions was a presentation on the "Neurobiology of Addiction," where NIDA's Dr. Lucinda Miner, Deputy Director, Office of Science Policy and Communications, shared the latest brain research on addiction. Another special session provided personal coaching, offered by the coalition leaders/mentors of the National Community Anti-Drug Coalition Institute. Each afternoon, four session rooms were filled as local leaders took advantage of the opportunity to share

their community problem-solving challenges with a seasoned coalition veteran.

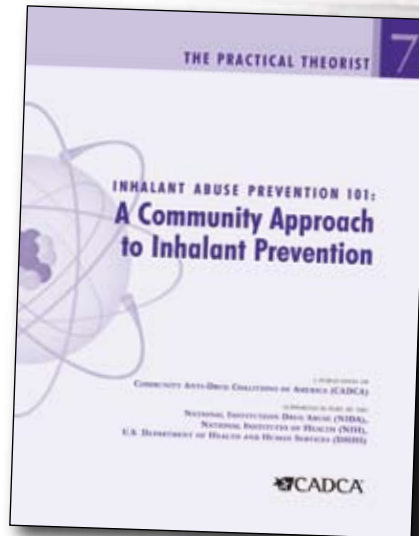
Another popular workshop was led by Dennis Embry, Ph.D., from the PAXIS Institute. Entitled, "Syndemics: Silo Busting Prevention Logic for Coalitions," participants learned how to adopt no-cost evidence-based practices to increase healthy behaviors among young people in their community.

During the Mid-Year, CADCA was also successful in launching a new pilot program geared toward youth, called the National Youth Leadership Initiative. This unique training was designed to help youth become more effective leaders in their local coalitions, thereby empowering the capacity of the coalition. Youth who participated walked away empowered, returning to their coalitions with the tools they need to help their community coalitions produce positive community change.

One Mid-Year participant noted how valuable the experience was for her. "It was amazing," said instructor Sally Zellers, Executive Director, Safe Streets Topeka/Shawnee County, Kan. "We were doing group problem solving with 100 people. Everyone stayed late to help each other." ■

# New CADCA Publication on Inhalants Now Available

In collaboration with the National Institute on Drug Abuse (NIDA), CADCA has developed a new publication to help community leaders prevent inhalant abuse among young people. Entitled *Practical Theorist 7: Inhalant Abuse Prevention 101: A Community Approach to Inhalant Prevention*, the publication provides coalitions with an overview of inhalant abuse and its impact on the developing mind and body. It also describes potential warning signs, provides real-life examples of prevention efforts from two communities and offers strategies that coalitions can use to plan and implement effective interventions.



Recent national surveys, such as the National Survey on Drug Use and Health (NSDUH) and the Monitoring the Future (MTF) survey, have indicated that inhalant abuse is particularly prevalent among young teens, with the highest rates reported among 8th graders—children who are 13-14 years old. Today, approximately one in six students in the United States has used an inhalant to get high by the time he or she reaches the 8th grade. Additionally, according to SAMHSA's NSDUH Report, *Inhalant Use and Delinquent Behaviors among Young Adolescents*, there is a connection between inhalant abuse among children, youth, and young adults and other forms of drug abuse, violence, delinquent behaviors, and poor school performance.

Using CADCA's newest Practical Theorist publication, coalitions will be able to help prevent inhalant abuse among children and youth by educating their stakeholders and influencing social norms and perceptions through the creation of environmental strategies and media campaigns. To order a copy, visit CADCA's Web site at [www.cadca.org](http://www.cadca.org) and click on Online Store. ■



## Take Advantage of CADCA Membership Discounts on Forum Registration!

Did you know that CADCA members receive a \$200 discount on individual registration to CADCA's National Leadership Forum XVII and even more for group registration? If you're not currently taking advantage of this valuable discount, visit <http://cadca.org/Members/Join-Join.asp> to become a member today!

To join CADCA via phone or e-mail, or to verify your status or check your ID number, contact Member Services directly at [membership@cadca.org](mailto:membership@cadca.org) or by calling 1-800-54-CADCA ext. 228.

CADCA'S NATIONAL LEADERSHIP FORUM



COALITIONS:  
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TO RESULTS**

# Coalitions Effective in Combating Methamphetamine

Community anti-drug coalitions have been very successful in identifying and addressing methamphetamine issues because they are data driven, know their community epidemiology and are capable of understanding the multi-sector interventions required to reduce the availability and use of methamphetamine.

Communities with existing anti-drug coalitions can identify and combat methamphetamine problems quickly and before they attain crisis proportions. Methamphetamine is a multi-dimensional problem that demands comprehensive, coordinated solutions involving the collaboration of multiple community sectors that leverage community resources and major levels of citizen involvement. Coalitions throughout the country have effectively responded to the methamphetamine crisis and have seen tremendous reductions in its use. For example, the Salida Build a Generation® coalition, in Salida, Colorado, has implemented multiple strategies to reduce substance

use among youth, utilizing a multi-sector approach. Because the Salida Build a Generation® coalition uses a data driven approach, it was able to ascertain early on that methamphetamine was an emerging problem in their community. In fact, their local school survey data indicated that when compared to Monitoring the Future (MTF) for the same time period, their community's rate of lifetime methamphetamine use for 10th grade students was 61.9% above MTF.

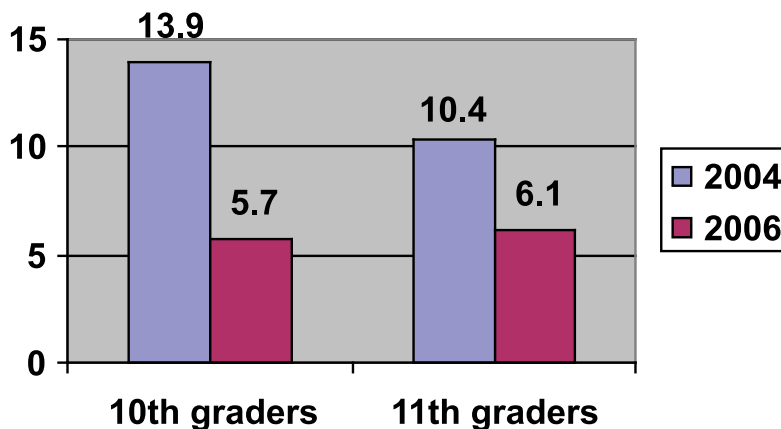
As a result of implementing a multi-sector approach to combat its methamphetamine issue among school aged youth, the Salida Build a Generation® coalition has contributed to impressive reductions in methamphetamine use for 10th and 11th graders in the community. For example, the number of 10th grade students reporting lifetime use of methamphetamine decreased at a rate of 59.0%, from 13.9% in 2004 to 5.7% in 2006. Similarly, lifetime use by 11th grade students decreased at a rate of 42.3%, from 10.4% in 2004 to 6.1% in 2006.

To achieve these results, the Salida Build a Generation® coalition implemented community education forums to involve and educate the community about the dangers of youth drug use, with an emphasis on methamphetamine. They also implemented a "Youth @ Crossroads" program, which works with first-time, non-violent youth offenders who are arrested on methamphetamine, alcohol and other drug-related charges. The "Youth @ Crossroads" program provides a combination of proven prevention education, community service and alternative activities to prevent future problem behavior. The coalition also has developed a social norming campaign, entitled "Now You Know" to educate the community about the perceived vs. actual norms around youth methamphetamine and other alcohol and drug use issues. Taken together, these strategies have led to substantial reductions in methamphetamine use.

The Countywide Anti Substance-Abuse Efforts (CASE) Coalition in Bonifay, Florida also has implemented multiple strategies to reduce substance use among youth, utilizing a multi-sector approach. As a result of this approach, the CASE Coalition has contributed to impressive reductions in methamphetamine use within the community. For example, the number of middle school students reporting lifetime use of methamphetamine decreased at a rate of 63.0%, from 4.6% in 2002 to 1.7% in 2005. The number of high school students reporting lifetime use of methamphetamine decreased at a rate of 80.2%, from 11.1% in 2002 to 2.2% in 2005.

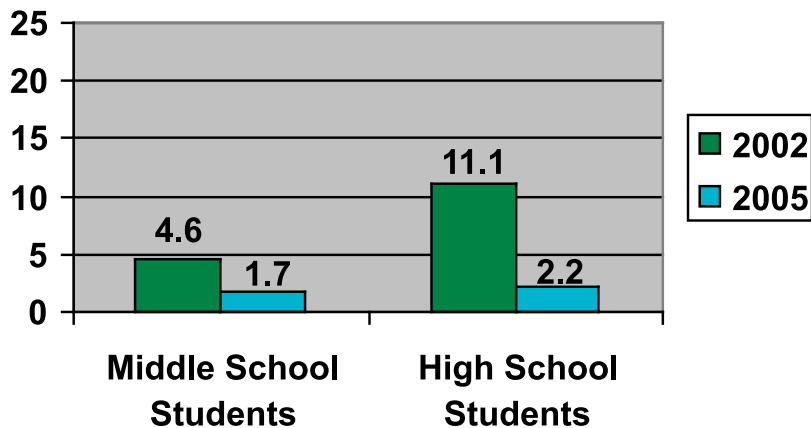
To achieve these impressive results, the CASE coalition implemented an array of

**Lifetime Methamphetamine Use**



# Abuse

### Lifetime Methamphetamine Use



comprehensive, data driven strategies, including, but not limited to: providing community-wide methamphetamine awareness and education presentations; initiating anti-methamphetamine forums, press releases and direct mailings to key business and community leaders about methamphetamine; establishing a local anti-methamphetamine advertising campaign; creating and disseminating a Methamphetamine Awareness Neighborhood Resource Guide to all households within the county; and establishing and providing support for neighborhood watch groups that the Holmes County Sheriffs Department identified as the highest crime/arrest areas for methamphetamine.

Methamphetamine is a tricky drug epidemic. While it does not appear from an epidemiological perspective to be a national drug crisis, it is definitely a major local and regional drug epidemic in many areas of the country. In that same vein, although methamphetamine looks like it is not a big drug issue among 8th, 10th, and 12th grad-

ers based on the Monitoring the Future (MTF) survey, this national data set masks the fact that many communities are seeing methamphetamine statistics for these same grade levels, far in excess of what MTF is measuring in its national survey sample. It is crucial that communities collect and analyze local data to enable them to recognize and immediately respond to emerging methamphetamine use trends among adults and adolescents.

Communities must have the effective prevention infrastructures in place to deal with all drug and alcohol issues, including new and emerging drugs, such as methamphetamine. Community anti-drug coalitions provide the organized, stable, and effective community-wide prevention systems required to implement data driven strategies to deal with community drug issues over time. Communities with these capabilities have actually beaten back their emerging methamphetamine problems before they have reached crisis proportions. ■

## CADCA Announces Got Outcomes! Coalitions of The Year Recipients

### *Coalitions Recognized for Successful Efforts to Prevent, Reduce and Treat Drug Abuse*

CADCA's National Coalition Institute named the following coalitions as the 2006 *Got Outcomes!* Coalition of the Year recipients:

- Genesee County Drug-Free Communities Coalition, Genesee County, NY
- Maine Community Youth Assistance Foundation, Park Ridge, Ill.
- Santa Barbara Fighting Back, Santa Barbara, Calif.
- Tri-County Northland Coalition, Kansas City, Mo.,

The coalitions, which won in three separate categories, were selected for their innovative strategies to curb underage drinking and youth drug use, and efforts to expand substance abuse treatment services, in their communities. The prestigious Got Outcomes! Coalition of the Year awards recognizes coalitions that have successfully reduced substance abuse in their community through evidence-based programs, policies or strategies. Applicants undergo a rigorous review process and winners are judged by a panel of expert coalition leaders.

The winners will be recognized during the Awards Luncheon at CADCA's National Leadership Forum XVII.

## CADCA and CHPA Help Coalitions Tackle Over-the-Counter Medicine Abuse

In recent years, abuse of prescription (Rx) and over-the-counter (OTC) drugs, particularly cough medicines with dextromethorphan, among adolescents has increased dramatically. In fact, according to the last National Survey on Drug Use and Health, the non-medical use of prescription drugs alone among 18- to 25-year-olds jumped from 5.4 percent in 2002 to 6.3 percent in 2005 and in a recent study by the Partnership for a Drug-Free America one in four teens reported having abused a prescription drug, and one in 10 teens reported having abused over-the-counter cough medicines to get high. To combat this growing trend, CADCA and the Consumer Healthcare Products Association (CHPA) have joined forces to develop a new educational community toolkit.



The toolkit will help coalition and prevention leaders mobilize their communities and educate key stakeholders about the dangers of RX/OTC abuse and raise public awareness of medicine abuse. The toolkit will include materials such as fact sheets on OTC medicine abuse, media outreach templates including a news release and letter to the editor, camera-ready images and PSAs.

CADCA and CHPA will launch the toolkit at CADCA's National Leadership Forum XVII in February during two in-depth and interactive workshops, and a press conference. During the pre-conference session on Feb. 12, coalition leaders will discuss how the toolkit can be used to implement community-level strategies to prevent RX/OTC abuse. Working in breakout groups, participants will leave prepared to put the toolkit to use in their communities.

To learn more about the CHPA workshops at the Forum, visit CADCA's Web site at [www.cadca.org](http://www.cadca.org), click on the Forum icon and select "Workshop Information." ■

## Arizona Coalition Targets Homeless Families in Family Day Activities

Gathering with family for dinner on a regular basis might seem like a simple activity, but for some families, especially homeless or transitional ones, even everyday tasks like family dinners can be challenging. That's why Mesa, Ariz.-based Community Bridges used September's Family Day – **A Day to Eat Dinner with Your Children™** observance to stress the importance of family dinners and parental engagement among homeless families and youth.

Family Day – **A Day to Eat Dinner with Your Children™**, which is celebrated on the fourth Monday in September, is a national effort to promote parental engagement as a simple, effective way to reduce substance abuse in children and teens and raise healthier children. The observance was developed by The National Center on Addiction and Substance Abuse (CASA) at Columbia University, whose research consistently finds that the more often kids and teens eat dinner with their families, the less likely they are to smoke, drink and use illegal drugs. CADCA has been a long-time supporter of Family Day – **A Day to Eat Dinner with Your Children™**, helping to mobilize local prevention leaders to promote the observance in their communities.

Community Bridges was among several CADCA-affiliated community organizations selected by The Safeway Foundation, the philanthropic arm of Safeway, Inc. and CASA to launch local Family Day – **A Day to Eat Dinner with Your Children™** efforts. The group celebrated Family Day – **A Day to Eat Dinner with Your Children™** by hosting a family style breakfast at the Thomas J. Pappas Elementary School, which primarily serves homeless families, to raise awareness about the importance of family togetherness and communication. "While the families were eating together, we made sure to incorporate our prevention messages and provided parents with tips and materials about how to talk to their children about drug use," explained Stephanie Kreiling, Development Manager of Community Bridges. According to a study published in the *American Journal of Public Health*, runaway and homeless youth are vulnerable to serious health and social consequences, due to stresses associated with daily survival and to a lifestyle characterized by high-risk behavior.

Community Bridges works with students and families at the Thomas J. Pappas Elementary School on a daily basis, providing them training in essential life skills that they may not be getting at home—everything from alcohol and drug prevention to nutrition and hygiene. "Family Day allowed us to take our work with the families to another level and teach parents the importance of communicating with their kids," Kreiling said.

For more information about Family Day – **A Day to Eat Dinner with Your Children™**, visit [www.casafamilyday.org](http://www.casafamilyday.org). ■



**Family Day**  
A day to eat dinner with your children™



# Community Leaders from Six Countries Come Together to Address Drug Use

Community leaders from both Latin America and the United States convened in San Diego, Calif. in August for CADCA's first-ever multinational Spanish-language coalition development training. Entitled "La Formación de Coaliciones Comunitarias Anti-Drogas," the comprehensive 3-day training brought together 60 parents, educators, law enforcement officials and non-profit leaders from many areas of the United States, Colombia, El Salvador, Guatemala, Mexico and Peru. Participants learned that while they come from different communities and circumstances, they all share the same passion to fight drug use.

"It was interesting to hear the different experiences of people from such distinct countries and it convinced me that there are no boundaries when it comes to the fight to create healthy communities," said Luis Eduardo Arango Alvarez, with a non-profit prevention organization in Manizales, Colombia.

Another participant echoed that sentiment, saying that after interacting with other countries, "I realize that we have much in common."

Through a combination of classroom lessons, interactive group sessions and role-playing activities, participants learned about the necessary components of effective community anti-drug coalitions—ranging from how to assess local substance abuse-related problems and how to develop a logic model to how to implement intervention strategies and conduct an evaluation.

In addition, through site visits to San Diego-based coalitions, international participants had an opportunity to see first-hand how U.S.-based community coalitions operate. Among the local organizations visited by participants was the Cross-Border Collaboration on Substance Abuse Prevention, which consists of community leaders from both sides of the San Diego-Tijuana, Mexico border. Despite a 10-foot fence separating the two countries, Mexican and U.S. members of the organization meet regularly at a national park to find solutions to substance abuse in the border region.

"Having people from different Spanish-speaking countries and from the Hispanic community in the United States was a rich experience. Participants were able to not only learn from CADCA's curriculum but also to have a fruitful interchange of mutual concepts," said Dr. Eduardo Hernández-Alarcón, CADCA's Director of International Programs. "This was a great example of the impact that CADCA's international efforts have had on our abilities to serve people from different populations."

After participating in CADCA's training and seeing first-hand how



*Community leaders from various countries share ideas and solutions to drug prevention*



*Coalitions leaders visit the U.S. – Mexico border to learn about the San Diego Tijuana Border Initiative*

coalitions work, several of the countries plan to begin developing coalitions in their communities.

"La Formación de Coaliciones Comunitarias Anti-Drogas" was made possible through a contract with the U.S. Department of State and was co-sponsored by Californians for a Drug-Free Youth, a statewide San Diego-based organization working to prevention youth drug use. ■

# Don't Miss CADCA's New Season of Broadcasts & Webcasts

## **Understanding Addiction**

*January 25, 2007, 1-2 pm EDT*

The National Institute on Drug Abuse (NIDA) points to research that has come to define addiction as “a chronic disease, for many people a recurring disease, characterized by compulsive drug-seeking and drug use that results from the prolonged effects of drugs on the brain.” Research on both animal and human studies have demonstrated that chronic drug use changes the brain in fundamental ways that persist long after the drug use has stopped. But what makes an addiction take hold? Are some people more prone to an addiction than others? What are some of the most effective treatments? HBO, in partnership with the Robert Wood Johnson Foundation, NIDA, and the National Institute on Alcohol Abuse and Alcoholism, is producing a multi-platform campaign to educate America about advancements in understanding of drug and alcohol addiction and its treatment as a brain disease. The centerpiece is a documentary scheduled to air March 15, 2007. During this hour-long broadcast, we'll talk about addiction in general, the upcoming HBO program and how you can get involved in this campaign at the local level.

## **Stress Induced Drug Abuse**

*March 15, 2007, 1-2 pm EDT*

All of us have stress in our lives, but stress means different things to different people and causes all sorts of reactions. Some of us can handle things internally, while others look for something to make them feel better, often drugs and alcohol. Scientific research has shown a strong link between stress and substance abuse. There are also links between substance abuse and post-traumatic stress disorder, or PTSD. CADCA will go to New Orleans to see how community coalitions there are working to identify and address increases in stress, depression and addiction--attributed to the aftermath of Hurricane Katrina. During this broadcast, learn why stress often leads to substance abuse and how the brain responds.

## **Drug Epidemics From Meth to Mothballs: How to Know What's Really Happening in Your Community**

*May 17, 2007, 1-2 pm EDT*

Methamphetamine is getting lots of media attention recently, but is it really the “hot drug” in your community? Young people and

others are using many different kinds of drugs to get high, some you may not have even heard of. During this hour-long broadcast, learn about current drug trends, who's using what and where. See how Fentanyl is becoming the latest epidemic and how drugs like meth, cocaine, and marijuana aren't going away. Find out about epidemiology work groups which teach community leaders to gather local data.

## **The ABC's of Effective Advocacy**

*July 26, 2007, 1-2 pm EDT*

You feel passionately about the anti-drug cause and you want to make others feel the same way, but you don't know how. That's where advocacy comes in. During this hour-long broadcast, learn what you need to know to get your message across. Find out how to engage elected officials and become a valuable resource of credible information to them. One of the most effective advocates in the country teaches you how to get your message across when it matters most.

## **Cracking the Cocaine Habit**

*September 20, 1-2 pm EDT*

Cocaine was the status drug of the 1980s and then crack became the drug epidemic of the 1990s. Cocaine and crack are still out there, causing damage to the people already using and tempting those who aren't. According to the National Survey on Drug Use and Health, almost 25 percent of young people ages 12-17 indicate that cocaine is “fairly or very easy to obtain.” Coalitions in many states are crafting strategies to ward off a full-blown cocaine epidemic.

You can join these broadcasts at no cost from any site with a satellite dish having C-band capabilities. All viewing sites must register in advance to receive the necessary satellite coordinates. To register, contact Ed Kronholm at 877-820-0305 or [dlnets@aol.com](mailto:dlnets@aol.com), or visit [www.dlnets.com/MCTFT2nd.htm](http://www.dlnets.com/MCTFT2nd.htm). All broadcasts will be webcast live and archived for later viewing at [www.cadca.org](http://www.cadca.org) and [www.mctft.com](http://www.mctft.com).

The CADCA Broadcast Initiative is made possible through a partnership with the Multijurisdictional Counterdrug Task Force Training Program (MCTFT), St. Petersburg College and the Florida National Guard. ■



# What's New with CADCA's Institute?

## Leader Mentor Group to Launch National Project

In fighting the abuse of alcohol, tobacco and other drugs, local coalitions must have every tool available to succeed. To that end CADCA is always looking for new ways to help coalitions achieve their goals.

One sign of a successful coalition is that it develops strategic partnerships with local organizations to accomplish its mission. These partner organizations usually represent a broad base of community sectors and they recognize a connection between substance abuse prevention and their mission. When properly cultivated, these win/win relationships can be a powerful force for change in the community.

Toward that end, the CADCA National

Coalition Institute's Leader Mentor Program will launch a national effort to help local coalitions benefit from national organizations with local chapters. The Leader Mentor group is partnering with a number of national membership organizations to increase members' participation in local community coalitions. A toolkit that helps community coalitions contact local chapters of national organizations will be launched at CADCA's National Leadership Forum in February.

The toolkit provides resources to help ask for and plan initial meetings with groups in eight of the 12 sectors required for Drug-Free Communities Support Program grant-

ees, including a meeting checklist to assist coalitions in preparing for initial meetings and a sample press release to announce new partnership(s) as they are confirmed.

The kit also includes customizable materials including a sample letter of introduction; case statements that identify ways the mission of the targeted organizations fit with the goal of creating safe, healthy and drug-free communities; planning worksheets utilizing a logic model format and a coalition membership commitment form template.

In addition to hard copies of the toolkit that will be available at the Forum, the materials will be available for download at [www.coalitioninstitute.org](http://www.coalitioninstitute.org). ■

## Four National Coalition Academy Cohorts Scheduled to begin in 2007-08

CADCA's National Coalition Institute recently announced dates for four new cohorts of its National Coalition Academy at the Northeast Counterdrug Training Center (NCTC) at Fort Indiantown Gap, PA.

The National Coalition Academy is a year-long training program combining three weeks of classroom training, distance learning and Web support to help communities start and/or sustain a highly effective anti-drug coalition. Coalitions learn about creating and maintaining partnerships, sustainability, cultural competency, assessment, prevention planning and implementation, and evaluation. The Academy is conducted by CADCA's National Coalition Institute through a partnership with the National Guard Bureau.

By the end of the training, each coalition will have developed a community assessment, logic model, action plan, intervention, evaluation plan, and a sustainability plan.

There is no charge for tuition, or for lodging or meals during the three week-long, on-site classroom sessions at National Guard facilities. Participating coalitions are required to pay for all other expenses, including travel.

To apply for any of the National Coalition Academy cohorts, call 1-800-542-2322, ext. 240, or e-mail [training@cadca.org](mailto:training@cadca.org).



### Dates for 2007 in-person trainings:

#### Cohort 6:

- Class 1 January 22-26, 2007
- Class 2 April 16-20, 2007
- Class 3 July 16-20, 2007

#### Cohort 7:

- Class 1 March 26-30, 2007
- Class 2 June 25-29, 2007
- Class 3 September 24-29, 2007

#### Cohort 8:

- Class 1 October 29–November 2, 2007
- Class 2 January 21–25, 2008
- Class 3 April 28–May 5, 2008

#### Cohort 9:

- Class 1 March 24–28, 2008
- Class 2 June 23-27, 2008
- Class 3 September 22–26, 2008

# National Coalition Institute Introduces New Primers

CADCA's National Coalition Institute recently introduced two more in its series of primers on the elements of the Substance Abuse and Mental Health Services Administration's (SAMHSA) Strategic Prevention Framework (SPF).

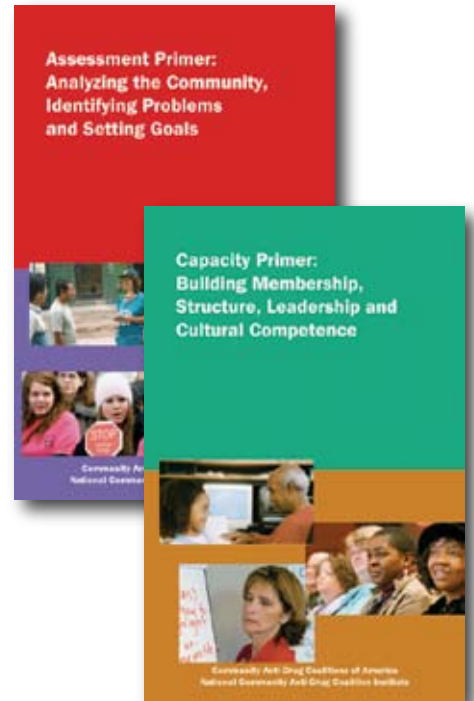
## The new publications include:

*Assessment Primer: Analyzing the Community, Identifying Problems and Setting Goals:* This publication provides community anti-drug coalitions, particularly Drug-Free Communities grantees, guidelines for defining their communities and determining the real needs within their communities.

*Capacity Primer: Building Membership, Structure, Leadership and Cultural Competence:* This publication offers strategies to help coalitions develop and carry out a comprehensive community plan to reduce substance abuse. It describes the components of a coherent plan related to community coalitions' strategies and priorities for capacity building.

The primers are part of a series of publications focusing on the elements of the SPF. *Evaluation Primer: Setting the Context for a Drug-Free Communities Coalition Evaluation* was released in November 2005. Primers on the remaining SPF elements, planning and implementation, and the cross-cutting element of cultural competence, will be released early in 2007.

The publications are available in PDF format on the Institute's Web site, [www.coalitioninstitute.org](http://www.coalitioninstitute.org). ■



# SAVE THE DATE!

Feb. 12-15, 2007 at the Washington, D.C. Convention Center.

**Register Today [www.cadca.org](http://www.cadca.org)**

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