

Community Leaders Brave Winter Storm for CADCA's National Leadership Forum

Local, state and national drug prevention and treatment leaders from around the country braved the snow and ice to be a part of CADCA's National Leadership Forum last February 12-15 in Washington, D.C. For four days, more than 3,000 participants packed the Washington Convention Center and nearby hotels for CADCA's signature event, taking part in more than 95 workshops, panel discussions and networking activities. Now in its 17th year, CADCA's Forum not only brought key leaders together, it demonstrated just how big and sophisticated the substance abuse prevention field has become.

In addition to presentations on substance abuse prevention, intervention, research, treatment and recovery, this year's CADCA Forum featured an entire track devoted to technology, where coalition leaders learned how to apply the latest media technology tools into their substance abuse prevention strategies. Participants learned how to create their own blogs and how to use blogging for their coalition activities; how to effectively write for the web; how to conduct podcasts and how to use video to tell their community's success stories.

"The field has not only grown, it has grown up," CADCA Chairman and CEO Gen. Arthur T. Dean told participants during an opening plenary session at the start of the week. "Today, we're strategic, we're media savvy, and we're content experts for our members of Congress."

Passion and Inspiration

The Forum kicked off with a bang on Monday, Feb. 12 with a packed Pre-Conference Day.



Concerned youth and adults gather in the nation's capital for CADCA's Forum.

The day included 10 in-depth workshops, as well as the Substance Abuse and Mental Health Administration (SAMHSA)'s Center for Substance Abuse Prevention Community Prevention Day. The 3½ pre-conference sessions delved into a variety of hot topics, such as branding and marketing techniques, over-the-counter cough medicine abuse prevention, advocacy strategies and fundraising.

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A Message from the Chairman

Dear Friends:

This issue of *Coalitions* is more than just a review of what we have accomplished over the past few months, it is an example of the dedication and enthusiasm of our field. Just flip through the first few pages and you will see the excitement of our grassroots leaders—who despite snow, sleet and dozens of flight cancellations—came from across the country to participate in CADCA's National Leadership Forum XVII last February at the Washington Convention Center. In all, more than 3,000 took part in our signature event and as the colorful pictures in this newsletter show, they came, they learned, they conquered!

We've made an effort to highlight some of the key events that took place at our Forum, such as a new initiative that CADCA launched with the Consumer Healthcare Products Association to raise awareness about over-the-counter cough medicine abuse. During a press conference and two workshops at the Forum, we unveiled this new project and accompanying educational toolkit. During this year's Forum, we also gave participants a unique opportunity to watch a groundbreaking new documentary by HBO entitled "ADDICTION"—even before it aired nationally. The premiere was a success, with more than 1,000 attending our "movie night," complete with popcorn and red carpet. CADCA's event was a launching pad for a series of town hall meetings taking place throughout the country this spring to screen "ADDICTION" and educate local communities about addiction and obstacles to treatment.

You'll also learn about our exciting Mid-Year Training Institute, which takes place July 30-Aug. 2 at the beautiful JW Marriott Starr Pass Resort & Spa in Tucson, Ariz. This time, our Mid-Year will focus on helping coalitions tackle their toughest challenge—sustainability. Expert trainers will offer courses on fundraising and how to apply for Drug Free Communities grants. Participants will be able to choose from a wide assortment of ½ day, 1-day and 2-day workshops addressing everything from sustainability and evaluation to technology and working with underserved populations, such as Native Americans.

But while I know you all have a lot of work ahead of you this year, at CADCA we are already planning our 2008 National Leadership Forum, February 11-14, 2008 at the DC Convention Center, which promises to surpass all previous years in every respect. So, don't forget to build the CADCA Forum into your budgets as a critical professional development experience for your staff.

And I can't end this letter without thanking all of you for the thousands of letters you sent to Members of Congress advocating for increased funding for key substance abuse prevention programs. With your continued commitment and enthusiasm, I assure you we will keep the issues you care about on the national agenda. To all the coalition leaders, members and volunteers who work every day to reduce alcohol and other drug abuse and addiction through prevention, education, intervention, treatment and recovery—thank you! Your work is transforming communities and ultimately, saving lives.

Sincerely,



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



CADCA's Mid-Year to Offer In-Depth Training

Mark your calendars for CADCA's Mid-Year Training Institute, to be held July 30-August 2, 2007 at the luxurious J.W. Marriott Starr Pass Resort & Spa in Tucson, Arizona. The theme this year is "Sustain the Change." The program features a focus on how coalition efforts can be sustained over time. New course offerings will include: advanced problem analysis and advanced logic modeling. Personal coaching will be back by popular demand as will the National Youth Leadership Academy.

Courses will be offered in the areas of:

- **Sustaining the Resources**
Includes increasing funding and session on how to successfully apply for DFC grants
- **Sustaining the Operation**
Includes technology, communications and creating and maintaining a nonprofit organization
- **Sustaining the Effort**
Includes sessions on substance abuse content and sector involvement with an emphasis on underrepresented populations (Indian, Asian, Hispanic/Latino)
- **Sustaining the Impact**
Includes advanced courses on Problem Analysis, Logic Modeling and Coalition Evaluation

- **The National Youth Leadership Initiative**
Four-day for team of youth with adult advisor(s)
- **Personal Coaching Sessions**
Individual one on one sessions on topics that coalitions choose within the SPF framework

CADCA would like to thank the National Institute on Drug Abuse (NIDA), the National Institute on Alcohol Abuse and Alcoholism (NIAAA), the Office of Juvenile Justice and Delinquency Prevention (OJJDP), SAMHSA's Center for Substance Abuse Prevention (CSAP) and Phamatech, Inc. for their sponsorship of CADCA's Mid-Year. NIDA, NIAAA, OJJDP and CSAP will also host presentations during the Mid-Year.

Cradled in the Tucson Mountains, the JW Marriott Starr Pass Resort & Spa is situated in an area rich in culture, history and natural beauty. With a special CADCA room rate of only \$129+ tax per night, the JW Marriott Starr Pass has something for every family, including hiking, biking, swimming, tennis, and golf. For reservations, please call 1-888-236-2427 and mention the CADCA block.

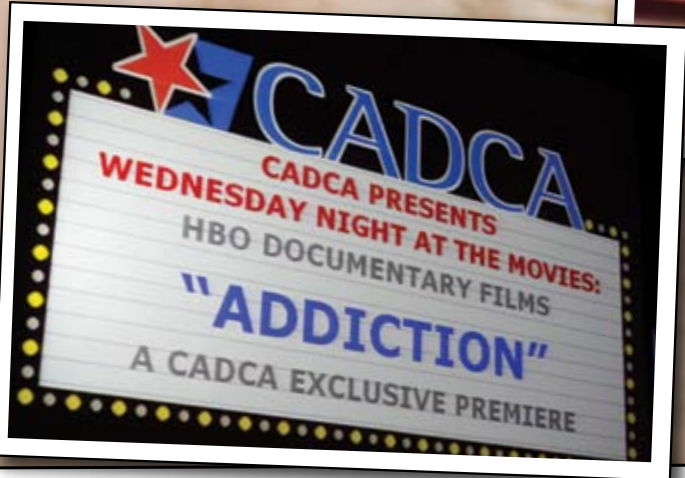
To register for CADCA's Mid-Year Training Institute, please visit www.cadca.org. For information about the beautiful J.W. Marriott Starr Pass Resort & Spa, please visit <http://marriott.com/hotels/travel/tussp>. ■



Scenes from



Rep. Elijah Cummings (D-MD), a Forum favorite, shares his perspective on the new Congress during Capitol Hill Day.



Kareemah Abdullah, National Coalition Institute, with federal partners: J. Robert Flores, Office of Juvenile Justice and Delinquency Prevention; Deborah A. Price, Office of Safe and Drug-Free Schools, U.S. Department of Education; Marilena Amoni, National Highway and Traffic Safety Administration; Dennis Romero, Center for Substance Abuse Prevention; Dr. Westley Clark, Center for Substance Treatment; Kathryn Power, Center for Mental Health Services; Dennis Greenhouse, Community Capacity Development Office.

Forum XVII



CSAP Acting Director Dennis Romero and his staff hosted the largest Community Prevention Day ever.



Jane Callahan, National Coalition Institute with federal partners: Dr. Don Vereen, National Institute on Drug Abuse; Dr. Mark Willenbring, National Institute on Alcohol Abuse and Alcoholism; David Hagy, Department of Justice; Dr. Eric Broderick, Substance Abuse and Mental Health Services; and Catherine Harnett, Drug Enforcement Administration.



Congressman Jim Ramstad (R-MN) talks to coalition advocates after giving remarks.

HBO's ADDICTION Project By the Numbers

- Over 1.5 million people watched the HBO documentary during its opening weekend.
- Over 30,000 DVDs sold
- 500+ house parties have been held.
- Over 150 communities have submitted forms to host events.
- Our partner website, www.AddictionAction.org has received 334,855 hits



Local coalition leaders at the HBO premier event in Raleigh, NC



More than 1,000 take part in CADCA's red-carpet premiere of HBO's ADDICTION at CADCA's Forum

HBO's New Documentary

From the age of 14, Susan was addicted to drugs. Then, after many years of living on the streets, eating out of trashcans and serving jail time, at age 30 she finally entered a treatment program and broke her cycle of addiction. "I know that the program I was in saved my life and I'm glad that I gave myself a break long enough to finish it. Now I just love my life," she said during a screening of HBO's ADDICTION documentary and discussion in Atlanta, GA. The event was one of 30 screenings that took place throughout the country as part of the *ADDICTION: Communities Take Action* project, a 30-city grassroots outreach campaign led by CADCA, Faces & Voices of Recovery and Join Together, and funded by the Robert Wood Johnson Foundation to educate the public about addiction.

Screenings and discussions of HBO's ADDICTION helped to raise awareness about the plight of individuals with substance abuse addiction and spurred a dialogue on the vast need for treatment. These community-based events brought together local coalitions, people in long-term recovery and their families, elected officials, civil servants and allied organizations.

The community events were a companion piece to HBO's groundbreaking documentary series entitled ADDICTION, which offers a candid depiction of addiction as a brain disease, offers guidance and solutions to addiction and spotlights new medical advancements. HBO developed the ADDICTION campaign in partnership with the Robert Wood Johnson Foundation, the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism. The campaign includes a 14-part documentary series, a four-disc DVD set, a companion book published by Rodale Press, four independent addiction-themed films, a robust Web site at www.hbo.com/addiction and the community

grassroots outreach campaign. ADDICTION premiered nationally on HBO on March 15.

CADCA has been working in a number of cities to support coalition-led community screenings and town hall meetings. To date, community events have been held in Orlando, FL; Miami, FL; Houston, TX; Kansas City, MO; San Antonio, TX; Los Angeles, CA; Raleigh, N.C.; Indianapolis, IN; New York, NY; Atlanta, GA; Washington, DC; Cincinnati, OH, and Nashville, TN; Tampa, FL and Sacramento, CA.

Spurs Dialogue on Addiction

Hosted by the Genesis Prevention Coalition, Inc., the Atlanta screening and town hall meeting featured a panel of experts from local treatment providers, medical professionals, individuals in recovery from drug and alcohol addiction, and representatives from substance abuse prevention and treatment organizations. The film led to a lively discussion about the barriers faced by individuals and families when trying to access treatment and the stigma that exists about addiction.

“Today, a lot more places provide treatment for addiction, but we have a long way to go in educating the public about what addiction really is. That is what’s most challenging for us trying to gain funds and support for addiction treatment and I think this documentary will help us do that,” said Marjorie Bush, CEO of St. Jude’s Recovery Center, Inc.

In New York City, more than 75 people attended a town hall meeting and screening hosted by the Youth Futures Network and the Harlem Community Justice Center. The audience heard from several city and state officials, including Francis Harding, Associate Commissioner of the New York State Office of Alcoholism and Substance Abuse Services (OASAS). Harding stressed the important work that community anti-drug coalitions are doing together with the state in preventing and treating substance abuse.

In some cities, the film sparked a personal chord with audiences, with many expressing their own frustrations with obtaining treatment. “When I needed help, I called and didn’t receive any help. It took a year before I found a treatment center on my own. I just wish someone could have helped me before I had my kids taken away from me,” said a local participant during a screening and panel discussion hosted by the Orange County Coalition for a Drug-Free Community in Orlando, FL. Treatment providers on the panel noted that lack of treatment dollars prevents cities in counties from helping everyone who needs addiction treatment. Host Danny Treanor, an anchor from Central Florida News 13, urged participants to become activists for treatment. “Let’s stop pointing fingers and complaining about what hasn’t been done and get out there and change that ourselves,” he told the audience.

Experts said parents, family, support systems and environments play a major role in the recovery of someone with addiction. At an ADDICTION screening in Miami, panelists explained the particular challenges Latino youth face in recovering. “The data has shown that the longer an immigrant from Latin America is here in the United States, the higher likelihood they have of becoming addicts. There is something about the acculturation process, when they start realizing that they are different, that causes many Latinos to abuse alcohol and other drugs. That’s something we

need to be concerned about,” said Eric Wagner, Ph.D., an addiction researcher at Florida International University.

While the discussions took on different tones at all of the events, there was one common thread—addiction is a disease of the brain, there is no wrong door to treatment and people in recovery are leading inspiring and productive lives.

“If we can get addiction to be treated the same way [as diabetes or heart disease] we will help solve the problem,” explained Becky Vaughn, President and CEO of the Georgia Council on Substance Abuse in Atlanta. “When the entire community has the courage to change...we will begin to see changes at the policy level.”

To find out how your community can get involved, visit www.AddictionAction.org. More information about ADDICTION and the entire 14-part series is available at www.hbo.com. ■



The panel speaks out about local treatment issues at the HBO ADDICTION event in Indianapolis, IN, hosted by Drug-Free Marion County.



Wayne Cook, Northland Coalition, Kansas City, Mo, with treatment recovery advocate Kenneth Howard and Dr. John L. Duncan, Director, Medical-Professional Division, OK State Bureau of Narcotics and Dangerous Drug Control.

Rally in the Rain, Sleet, and Snow for Substance Abuse

Despite winter precipitation that prompted the federal government to close at 2pm on Tuesday, February 13th, more than 1,000 coalition leaders, prevention advocates, youth and Forum attendees from all over the nation rallied on Capitol Hill during CADCA's National Leadership Forum XVII.

Capitol Hill Day kicked off with a morning plenary session featuring four Members of Congress, who helped to further motivate an already impassioned prevention field. "You are coming to Capitol Hill at a very important time in the anti-narcotic movement. I would encourage you as you go, the number one priority that we need at this point is new advocates in Congress," Congressman Mark Souder (R-3rd/IN) told coalition leaders.

Congressman Sander Levin (D-12th/MI) acknowledged the dedication of the field. "The community organizing that you are

doing through anti-drug coalitions is tough work, but your efforts are producing results. Those of us who believe in this approach to substance abuse reduction have a responsibility to make sure we have the hard data to evaluate our efforts locally and nationally," he told attendees.

Congressman Elijah Cummings (D-7th/MI) echoed Congressman Levin's sentiment, reminding coalition leaders of the impact of their work. "You may not win every situation, but you are setting the trend. You are the ones who are turning lives around, you are the ones who will save someone, and they might never know your name," he noted.

Congressman Jim Ramstad (R-3rd/MN) closed the plenary session by telling the crowd of 3,000 people, "It's

time for Congress to deal with our nation's number one public health problem. With 22 million Americans still suffering, we cannot afford to wait any longer." Congressman Ramstad's comments came just prior to the introduction of legislation that he and Congressman Patrick Kennedy (D-1st/RI) co-sponsored to reform health insurance in the House, the Paul Wellstone Mental Health and Addiction Equity Parity Act. The bill would grant greater access

to mental health and addiction treatment, and prohibit health insurers from placing discriminatory restrictions on treatment.

After the plenary session, Forum attendees rallied on the Hill, cheering and waving signs that read "Drive Drug Use Down", "Drive Underage Drinking Down,"



Rep Sander Levin addresses the crowd on Capitol Hill Day



Prevention

and “Prevention Pays,” before dispersing to meet with their Members of Congress. Speakers at the rally included Cheryl Guthier, Executive Director of Community Prevention Partnership of Berks County, Shardae Celestino, a high school student from Berks County, Julie Peterson of the Comprehensive Health Education Foundation in Washington state, and General Arthur T. Dean of CADCA.

Shardae Celestino stressed the need to begin prevention efforts early on. “Kids the age of five have seen their parents use. They know what drugs are, and how to use them. It is sad that children that age are already being exposed to drugs,” she said.

The day finished with a Capitol Hill Day Reception, where a member of Senator Tom Harkin’s staff (D-IA) accepted CADCA’s Congressional Leadership Award on the Senator’s behalf. ■



Rep. Mark Souder offers words of encouragement



Coalition leaders rally on the Hill despite the weather

Thanks to Our Sponsors

- Office of National Drug Control Policy
- Substance Abuse and Mental Health Services Administration
- National Institute on Drug Abuse
- National Institute on Alcohol Abuse and Alcoholism
- Drug Enforcement Administration
- Education Department
- National Highway Traffic Safety Administration
- Community Capacity Development Office
- Phamatech
- Multijurisdictional Counterdrug Task Force Training Program
- HBO
- Consumer Healthcare Products Association
- Channing Bete
- Purdue Pharma
- The Robert Wood Johnson Foundation
- The John S. and James L. Knight Foundation

CADCA'S NATIONAL LEADERSHIP FORUM



**COALITIONS:
THE ROAD
TO RESULTS**

CADCA Joins with CHPA to Fight Cough Medicine Abuse



"Dose of Prevention" Toolkit unveiled at CADCA's Forum

In February, CADCA launched a new campaign with the Consumer Healthcare Products Association (CHPA) to educate communities about how to prevent cough-medicine abuse among teenagers. A centerpiece of the campaign is an educational toolkit called "A Dose of Prevention: Stopping Cough Medicine Abuse Before It Starts." The campaign was unveiled during a press conference at CADCA's National Leadership Forum.

The toolkit is designed to arm parents, educators, retailers, health-care providers, law enforcement officials, and other community leaders with critical information to address the problem of cough medicine abuse. Components of the toolkit include an overview on OTC cough medicine abuse, targeted outreach fact sheets, information regarding the role of the internet, and sample media outreach materials to help them continue to spread this important message. In addition to a press conference, two workshops were held during CADCA's Forum explaining how community leaders can utilize the toolkit. Both workshops proved popular with more than 100 attending each one.

"The most effective tool we have to fight substance abuse, including cough medicine abuse, is education at the community level," said General Arthur Dean, chairman & CEO of Community Anti-Drug Coalitions of America. "This problem requires that we all work together—educators, parents, and others who positively influence our teens—to stop cough medicine abuse in its tracks."

Recent studies have highlighted cough medicine abuse as an alarming trend among young people, who ingest large amounts of over-the-counter (OTC) medicines that contain the cough suppress-

sant dextromethorphan to get high. When used correctly, dextromethorphan-containing medicines have a 50-year history of being safe and effective. But when taken in extreme excess—sometimes 25-50 times the recommended dose—dextromethorphan can produce a hallucinogenic high, with very dangerous side effects.

The release of A Dose of Prevention coincides with results of a recent survey of CADCA member coalitions across the country. In that survey, 73 percent of anti-drug coalition members said they do not think parents in their communities are aware that OTC medicine abuse is a problem among youth; 75 percent also said they don't believe parents are talking with their kids about the problem. Meanwhile, data collected by the Partnership for a Drug-Free America show that one in 10 youths, or 2.4 million young people, report having abused dextromethorphan-containing medicines to get high, suggesting that this type of abuse is a behavior that must be addressed immediately.

CHPA, whose members are the makers of OTC medicines, is working on a number of initiatives—including the new partnership with CADCA—to educate parents about the problem and help empower them to prevent it. "Medications are developed to improve the public health, so we are committed to stopping the dangerous behavior of teens abusing these medicines," said CHPA President Linda A. Suydam, D.P.A. "The key to doing this, according to the substance abuse experts, is through education."

CHPA also is reaching out to communities with public service announcements and an online version of the toolkit, which can be found at www.doseofprevention.com. ■

Community Leaders Brave Winter Storm *(continued from page 3)*

However, the excitement and dedication of Forum participants was never more evident than during CADCA's Capitol Hill Day. Despite an icy snowstorm, Forum attendees took to the streets of Capitol Hill to rally for greater funding for drug prevention. Coalition leaders received some words of encouragement from members of Congress during a Legislative Town Hall Session earlier that morning, who asked them to continue fighting for more federal dollars for prevention and treatment. "How sad it is for any community we live in to hear that there is a closed door for treatment for anyone who needs it," exclaimed Rep. Sander Levin (D-12th/MI). Other members of Congress who participated in the Town Hall were Rep. Elijah Cummings (D-7th/MD), Rep. Jim Ramstad (R-3rd/MN) and Rep. Mark Souder (R-3rd/IN).



William Moyers shares his story of addiction and recovery

Inspiration came in many forms at CADCA's Forum, including a lively keynote address by William C. Moyers, author of the memoir "Broken," a compelling account of his road from addiction to recovery. Sober since 1994 and now Vice President of the Hazelden Foundation, Moyers explained how the lack of prevention played a role in his addiction. "Yes, treatment that results in recovery is good prevention, but my story is also proof of what can happen when there is not effective prevention in schools or churches or communities," he said.

"Because when I was a young person, a teenager, growing up in the quiet suburbs of Long Island, we didn't talk about alcohol or other drugs...we didn't even talk about it at home."

At 16, Moyers experimented with marijuana and by the time he was in his 20s, he became an alcoholic and addicted to other drugs. "Addiction hijacked my brain and stole my soul. Treatment saved my life, and began the process which took awhile...a process that led me to what I am today—an advocate who stands up and speaks out, puts a real voice and a human face to prevention, research, treatment and recovery," he told the audience.

He urged coalition leaders to continue pushing for more prevention and treatment funding. "It is a fight that needs us to stand up and speak out and shout, 'what we do is always worth it,'" Moyers exclaimed.

Knowledge is Power

Conference participants not only gained insights and encouragement, they also learned about the latest research and practices in the substance abuse field and examples of successful community-led approaches.

Distinguished leaders in the fields of prevention, treatment, and research and evaluation shared their expertise during the more than 95 workshops available at the Forum. In addition, representatives from key federal agencies offered updates on upcoming federal initiatives related to substance abuse prevention and treatment during two federal plenary sessions. Among the federal leaders was John Walters, Director of the Office of National Drug Control Policy, who addressed the Forum audience as a keynote speaker.



ONDCP Director John P. Walters was among the Forum XVII keynote speakers.

Community leaders also had an opportunity to meet and greet SAMHSA's new Administrator, Dr. Terry Cline, during a packed SAMHSA breakfast.

This year's Forum, however, was not just about workshops and networking. For one night, coalition leaders got a taste of Hollywood when HBO premiered their groundbreaking new documentary, "ADDICTION." Participants were among the first to watch the full 90-minute film, which highlights new medical advancements to treat addiction and provides a candid depiction of the plight of addiction. This HBO program is a part of an exciting multi-platform campaign that HBO and its partners, The Robert Wood Johnson Foundation, the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism, have planned to educate America about addiction.

Honoring the Best

The Forum also offered a chance to honor coalitions that have made a significant impact on their communities, as well as national and state leaders who have helped advance the substance abuse prevention and treatment fields.

During an Award's Luncheon on the final day, former drug czar Gen. Barry R. McCaffrey was presented with CADCA's highest honor, the National Leadership Award. "The coalition field is deeply grateful for Gen. McCaffrey's leadership and support of the community coalition movement. During his tenure at the Office of National Drug Control Policy, General McCaffrey was out front and visible, using his role as drug czar to take on the tough issues and support solutions such as prevention and treatment," Gen. Dean noted. See page 16 for full coverage of CADCA's Awards.



SAMHSA Administrator Dr. Terry Cline greets coalition leaders at CADCA's Forum.

To view pictures from CADCA's National Leadership Forum XVII, visit CADCA's Web site at www.cadca.org. ■

Youth Summit Trains Teens to Become Community Leaders

More than 250 youth added enthusiasm and expertise to CADCA's National Leadership Forum XVII, participating in the annual Youth Summit and the new National Youth Leadership Initiative.

The summit attracted more than 200 young people who are involved in their local coalitions and offered youth-oriented plenaries, workshops and a pre-conference session encompassing advocacy and utilizing technology for reporting results.

The Leadership Initiative was developed to build youth capacity and to foster youth leadership in strategies addressing community problems. Fifty youth and 25 adult coaches were selected to participate in the Initiative. Participants engaged in a variety of activities led by youth coalition leaders and adult trainers.

The week began with an introduction to the Strategic Prevention Framework (SPF) and concluded with a "Take Home Guidelines." CADCA's trainers helped teams of youth

and adults create logic models, community assessments, and strategic plans. Activities will continue as the youth and their adult coaches return to their communities ready to tackle population-level change.

The challenge for community coalitions is to take a look at the role of young people and to expand it so that youth become valuable assets to the success of creating change in their communities. The National Youth Leadership Initiative creates an environment for the development of youth

leaders within community coalitions.

Want to know more? CADCA will be host the next National Youth Leadership Initiative during its Mid-Year Training Institute in Tucson, Ariz. July 30-August 2, 2007. If you are trying to develop a youth constituency in your coalition or if you have questions regarding the National Youth Leadership Initiative please contact Ariléa deCarvalho at (703)706-0560 ext. 225 or at adecarvalho@cadca.org. ■



Young people learn the essential steps of community-wide prevention



More than 200 youth from across the country attended CADCA's Youth Summit

Strengthening Partnerships Toolkit Available from CADCA's Institute

A new resource providing tools to help community coalitions connect with local chapters of national organizations is available from CADCA's National Coalition Institute.

The Strengthening Partnerships: Linking National Organizations and Local Coalitions toolkit offers materials to prepare coalitions to meet with potential partners. The kit includes case studies and planning worksheets for organizations falling into eight of the 12 community sectors required for Drug-Free Communities Support Program funding and template materials for use as new partnerships are formalized. The toolkit was introduced at CADCA's National Leadership Forum in February.

Through the Strengthening Partnerships Program, the CADCA Institute's Leader/Mentors developed national partnerships with organizations including the National District Attorneys Association, National Association of Counties, Federal Probation and Pretrial Officers Association and others.

In addition to case studies and planning worksheets, the toolkit includes samples and templates of introductory letters, a membership commitment form, a Memorandum of Understanding and press release to announce new partnerships. Templates that can be adapted for use by individual coalitions are available on the Institute's Web site at: <http://www.CoalitionInstitute.org/StrengtheningPartnerships/StrengtheningPartnershipsHome.asp>. ■



“Social Media” Thrives at Forum

We are all aware of the plethora of new media available for dissemination of messages—in addition to the “traditional” Web site, many groups are now involved in blogging, podcasting, Web conferencing and videography. A host of social networking sites such as Facebook and My Space have cropped up in recent years and many marketing firms are now using text messaging to disseminate information.

New technology is everywhere and at times it's hard to know which venue is most appropriate for our day-to-day communication needs. To help coalitions understand the array of social media, CADCA incorporated a special technology track in Forum XVII. More than 700 coalition leaders participated in the track which included an overview of what's out there and workshops on the specifics of blogging, writing for the Web, podcasting and using video to tell community stories.

Additionally, the Forum's Cyber Café was expanded to include more than 30 work stations where participants could practice the skills they had learned during the various workshops. Technical assistance was provided during Café hours.

In preparation for the Forum, CADCA initiated the CADCA Forum Blog, which featured daily updates on special events and workshops. Additionally, for the first time, a number of “coalition journalists” provided daily blog updates, audio interviews for podcasting and up-to-the-minute photos of events such as the Capitol Hill Day Rally. Several of our coalition journalists started their own blogs, including youth from the Genesis Prevention Coalition in Atlanta (located at <http://cadcanyljournalists.blogspot.com/>). You can find links to a number of coalition blogs and to ONDCP's blog, Pushing Back, on the CADCA Forum Blog at: <http://prevention.typepad.com/>. ■



Generation Rx: Teens' Recreational Use of Prescription and Over-the-Counter Drugs Requires Community Action

By United States Senators Joseph R. Biden, Jr. and Chuck Grassley

On the morning of July 16, 2003, Misty Fetko, a registered nurse who works in an Ohio Emergency Room, tragically discovered her son Carl had died in his own bed the night before. A talented and promising artist, Carl had just graduated from high school and was preparing to enroll at Memphis College of Art in just two days. However, his ambitions were cut short by a lethal mix of medications, including a potent prescription narcotic and Dextromethorphan ("DXM"), the active ingredient in many common cough and cold medicines. Carl's story is not unique. In February, three California students took dramatically excessive amounts of Coricidin HBP Cough and Cold pills to get high from its DXM ingredient. One student reportedly took 25 pills. The students became quite sick, but are recovering from their overdose.

It is not always the illegal drug – smuggled across our border in the dead of night or grown in the far fields of Afghanistan – that parents need to worry about their kids using. Sometimes it's the substance sitting on the shelf in their medicine cabinets.

As Senators who have worked tirelessly to stem the tide of illicit drug and excessive alcohol use, we are alarmed by an emerging scourge: teens abusing medicines such as prescription and over-the-counter drugs. This raiding of the medicine cabinet demands national attention.

According to the annual Monitoring the Future survey, a prominent University of Michigan study of the behaviors, attitudes, and values of teens and young adults, teens' use of illegal drugs has declined over the past five years. But that good news has been accompanied by other bad news. Improper and excessive use of legally available drugs has risen sharply during the same period. Recent studies indicate that 1 in 10 teens – 4.5 million young adults – have used prescription drugs non-medically. According to the 2005 National Survey on Drug Use and Health, more people age 12 or older recently started misusing prescription pain relievers than started using marijuana.

Teens are also getting high on cough and cold medicine. They do this by consuming excessive amounts of these drugs containing the ingredient DXM. While safe and effective when taken in its recommended dosage, DXM produces hallucinations, and can kill when consumed in excessive amounts. Children ages 9 to 17 are the fastest growing group of recreational users of DXM; in fact, one in 10 teens recently used cough and cold medicines to get high. DXM use among 8th, 10th, and 12th graders is now on par with cocaine.

These trends are unacceptable.



Senators Joseph R. Biden, Jr.



Senator Chuck Grassley

This rise in the non-medical use of these drugs can be chalked up to two key factors. First, too many teens are under the impression that "legal" drugs are safe anytime, in any dose. They are gravely mistaken. Excessive prescription drug use can lead to dependency, overdose, and even death, if not prescribed and monitored by a physician. And many over-the-counter drug medications contain acetaminophen which, when taken in large quantities, can cause serious liver damage, among other things.

Second, these drugs are cheap and easy to buy. A bottle of cough syrup costs a few dollars and a prescription drug can be taken from a medicine cabinet for free. A February 2007 report released by the Office of National Drug Control Policy reveals that a shocking 47 percent of youth interviewed said they got their prescription drugs for free from a relative or friend. The last thing a parent wants is to become his or her child's "dealer." But that is precisely what happens when they leave medications lying around at home. This double-edged sword – a false perception of the dangers and a cheap, accessible high – has put our teens in grave danger and we must act quickly and decisively to protect them.

We must all raise public awareness of these dangers in order to stem this rising tide. We need to better inform and educate people about the proper disposal of unused medication. The Office of National Drug Control Policy, the Department of Health and Human Services, and the Environmental Protection Agency recently released new federal guidelines for the proper disposal of prescription drugs. This is a positive first step, but it does no good if parents and other adults don't act. We must do more to educate and inform the general public about the safest ways to dispose of prescription drugs. We must teach parents to clean out their medicine cabinets on a routine basis and to keep track of their contents.

Further compounding the problem is the phenomenon of rogue Internet pharmacies. These “pharmacies” often short-circuit the traditional doctor-patient-pharmacy relationship by selling controlled substances without diagnosing the patient in person, assessing the need for medication, or issuing a valid prescription. A consumer can just type his or her desired drug into an Internet search engine and find countless websites ready and willing to dispense dangerous, habit-forming controlled substances. The current lack of standards can easily blur the distinction between a legitimate medical need and a recreational pill-popper. We must rein in these rogue pharmacies and demand comprehensive regulation.

Prevention is a key component of the solution, and education is a key component of prevention. We must do our level-best to raise awareness on this matter. We wrote the law creating the Drug Free Communities Program, and we know that community anti-drug coalitions on the ground in these communities are best situated to educate people and prevent the harms associated with non-medical use of prescription and over-the-counter drugs. One good example of prevention efforts is, A Dose of Prevention, Stopping Cough Medicine Abuse Before it Starts, an educational toolkit developed by the Community Anti-Drug Coalitions of America (CADCA) and the Consumer Healthcare Products Association. The toolkit includes guides to educate parents, teachers, law enforcement officials, doctors and healthcare professionals, and retailers about the potential harms of cough medicines. This is exactly the kind of prevention work that we’ve got to push.

Only a comprehensive and balanced approach – focusing on prevention, treatment, and enforcement – will lead to significant results. Unfortunately, the President’s 2008 budget request cuts funding in these crucial areas. While we recognize that the budget is tight, this is the wrong direction and the health and safety of our children must not be sacrificed.

In recent years, we have made some progress on the fight against illicit drugs. But the new challenge of non-medical use of legal drugs demands similar attention. We are confident that with the combined expertise of CADCA, its Institute, community anti-drug coalitions, and other community-based organizations – coupled with robust funding – we can work to reverse this dangerous trend.

After Carl’s terrible death, Misty Fetko courageously tells the tale of her tragedy and urges parents and their children to be vigilant and aware of these disguised dangers. Misty is exactly right, and our children’s health and safety depend on it. We must not ignore or forget the story of Carl who, like so many others, fell victim to these dangerous legal and lethal highs.

Joe Biden is Chairman of the Senate Judiciary Subcommittee on Crime and Drugs and Chairman of the Caucus on International Narcotics Control. Chuck Grassley is Co-Chairman of the Caucus on International Narcotics Control and a member of the Senate Judiciary Committee. ■



Substance Abuse Leaders Honored at CADCA's Forum

During CADCA's National Leadership Forum XVII, several respected leaders and organizations were presented with awards for their dedication to drug prevention. Here are this year's honorees:

National Leadership Award

General Barry R. McCaffrey, U.S. Army, Retired



As Director of the White House Office of National Drug Control Policy (ONDCP) from 1996-2001, General Barry McCaffrey used his role as drug czar to take on the tough issues and support solutions such as community-based prevention and treatment. He served in the United States Army for 32 years and retired as a four-star General. At retirement, he was the most highly decorated serving General, having been awarded three Purple Heart medals for wounds received in his four combat tours—as well as twice awarded the Distinguished Service Cross, the nation's second highest award for valor. He also twice was awarded the Silver Star for valor. After leaving government service, General McCaffrey served for five years as the Bradley Distinguished Professor of International Security Studies at West Point and he continues as an Adjunct Professor of International Affairs.

Got Outcomes! Coalitions of the Year

Genesee County Drug-Free Communities Coalition



The Genesee County Drug-Free Communities Coalition, winner in the “coalition as a whole” category, began in 1998 and has made big strides in reducing alcohol and other drug use in a predominately rural area of Batavia, New York, by implementing environmental interventions and raising awareness among students about the dangers of drug use. The coalition also helped curb underage drinking in Genesee County by working with parents to reduce alcohol availability among youth. Among their key efforts was the “SafeHomes Program,” which asked parents to sign a pledge agreeing never to serve alcohol to youth in their homes. These strategies, partnered with collaboration with law enforcement, a strong media campaign and community education have enabled the Genesee County Coalition to produce impressive outcomes.



Maine Community Youth Assistance Foundation (MCYAF)

The Maine Community Youth Assistance Foundation, winner in the “intermediate outcomes” category, is based in Park Ridge, IL.

The group implemented a variety of community-level strategies to reduce alcohol use rates, increase enforcement of underage drinking ordinances and reverse the perception among parents and teens that the majority of youth drink regularly. While only a few years old, the coalition is on the right path to meeting its goals, helping to pass several environmental strategies to reduce the availability of alcohol and change the community's favorable attitudes toward underage drinking.



Santa Barbara Fighting Back

In 1998, Santa Barbara Fighting Back, in California, analyzed data from student surveys, treatment referrals for juveniles on probation, and other data, and found that they needed to address the issue

of treatment services for youth. The coalition, which won in the “single substance/substance abuse related problem” category, focused on a number of short-term outcomes such as increasing treatment slots for juvenile justice clients and establishing school-based intervention services. Longer-term outcomes include a decrease in alcohol and drug use and associated risk factors for youth receiving school-based interventions and an increase in the percentage of youth who successfully graduate from their Cannabis Youth Treatment program. Through these innovative steps, the coalition has dramatically improved treatment services for youth and families in the Santa Barbara area.



Tri-County Northland Coalition

The Tri-County Northland Coalition, in Kansas City, MO, implemented a number of community-wide strategies with a focus

on addressing the community laws and norms favorable toward drug use and the perceived availability of alcohol, winning it a Got Outcomes! Award in the “single substance/substance abuse related problem” category. In addition to projects such as Parents Who Host Lose the Most and Safe Prom Partnership, the coalition spearheaded the passage of a number of formal and informal policy changes, including keg registration and laws addressing alcohol and drug use at open house parties and minor in possession by consumption. The coalition’s collective efforts have led to a drop in alcohol use rates among eighth graders, less acceptance of underage drinking among parents, decreased availability of alcohol and increased awareness about the harmful effects of underage drinking.

Advocate of the Year



Cheryl Guthier, Community Prevention Partnership of Berks County, Reading, PA

Mrs. Guthier currently serves as the Executive Director of the Community Prevention Partnership of Berks County (Partnership) located in Reading, Pennsylvania. She has been in this position since 1992. Mrs. Guthier is the immediate Past Chair and current Treasurer of the Board of Directors of the Pennsylvanians Against Underage Drinking Coalition, a statewide coalition funded through a grant from the Robert Wood Johnson Foundation. Cheryl is currently a member of the CADCA Coalition Advisory Committee. She has been instrumental in obtaining Congressional support as well as community support for the entire substance abuse prevention field, including the Drug Free Communities program, CADCA’s National Coalition Institute, the Safe and Drug Free Schools and Communities program and the SPF SIG program.



Sue Staggs, Community Action Partnership for Prevention, Fort Bend County, TX

Mrs. Staggs has served as Executive Director of Community Action Partnership for Prevention (CAPP), located in Fort Bend County, Texas, since 1992. Under her leadership, CAPP has been led advocacy efforts that resulted in the passage of 28 new city ordinances to combat prostitution, illegal liquor and street drug sales; mobilized the community to demand and obtain rulings from the County Judge that denied renewals of 18 alcohol licenses in a community with high density of bars; and created a county wide task force to reduce underage drinking. Mrs. Staggs has consistently assisted in garnering support for all of the programs of interest to CADCA and the substance abuse prevention field, including but not limited too, the Drug Free Communities program, CADCA’s National Coalition Institute and the Safe and Drug Free Schools and Communities program.



Laurie Barger Sutter, Nebraska Behavioral Health Prevention Manager and NPN

During the FY 2007 appropriations process, Laurie Barger Sutter was instrumental in securing the lead Republican sponsor for the sign-on letter in support of the Drug Free Communities program, resulting in a number of key Congressional signatories. Ms. Barger Sutter has also been instrumental in transforming the Nebraska Behavioral Health Prevention System into a community-focused, outcomes-based performance management environment. She developed and implemented the Nebraska Risk and Protective Factor Student Survey and the Nebraska Community Academy. As a result, Nebraska developed a coalition network that serves _ of the state’s population with comprehensive, locally-developed and evidence-based prevention plans. Since 2004, the number of Drug Free Communities grantees in Nebraska has more than doubled.

Outstanding State Association Award



Arkansas Department of Human Services, Division of Behavioral Health Services, Alcohol and Drug Abuse Prevention

Arkansas puts prevention first, under the leadership of Joe Hill, Director, Arkansas Department of Health and Human Services, Division of Behavioral Health Services, Office on Alcohol and Drug Abuse Prevention and Tommie Johnson Waters, the Director of Prevention Services and the state National Prevention Network representative. Arkansas has a long history of supporting coalitions and is a 10-year member of CADCA. In 2005, Arkansas was among the first states to utilize the National Coalition Institute as part of its strategic approach to begin

Continued on next page

Substance Abuse Leaders Honored at CADCA's Forum *(continued from page 15)*

building the capacity of coalitions to assist in the implementation of its State Incentive Grant. In support of coalitions, Arkansas also funds 13 prevention resource centers across the state, and has tasked them to develop anti-drug coalitions in each county. CADCA wishes to also recognize Ms. Johnson Waters, a 33-year veteran of state and federal government for her support of coalitions and comprehensive, strategic prevention strategies.

Outstanding State National Guard Demand Reduction Award

New Hampshire National Guard, Drug Demand Reduction Program



New Hampshire's National Guard involvement in the development of community coalitions really began in 2000 with the creation of the New Hampshire's Governor's Commission on Alcohol, Drug Abuse, Prevention, Intervention and Treatment. The Guard has been involved with the Governor's Commission since its inception, helping to develop a statewide plan to foster the development of effective community-based coalitions and treatment programs. The New Hampshire National Guard has been a strategic leader as part of the state's 2004 State Incentive Grant-Strategic Prevention Framework Advisory Committee. The program also provided tactical support with 3 fledgling coalitions, serving areas of the state where no coalitions previously existed. CADCA recognizes New Hampshire this year for its statewide leadership, demonstrated commitment to the Strategic Prevention Framework and its direct development and sustainment of comprehensive coalitions.

National Coalition Academy Chairman's Award



Northeast Counterdrug Training Center, Fort Indiantown Gap, PA

The National Coalition Academy is a year-long innovative training program that combines three-weeks of classroom experience, distance learning and web-support to help communities start and/or sustain a highly effective anti-drug coalition. Through a comprehensive approach of integrating "core competencies" and "essential processes" with the Strategic Prevention Framework, the goal of the academy is to create teams of change agents skilled at community problem solving. The Academy is operated by CADCA's National Coalition Institute through partnerships with the National Guard Bureau Counterdrug Training Schools. The Chairman's Award is given to the Northeast Counterdrug Training Center (NCTC) for distinguished service in the planning and delivery of the National Coalition Academy. NCTC's exemplary support of community coalitions in creating population-level change addresses our collective demand reduction mission.

DEA Demand Reduction Coordinator of the Year Award



Mark Pothier, Demand Reduction Coordinator

San Diego Field Division, Drug Enforcement Administration

The DEA Demand Reduction Coordinator of the Year Award recognizes a DEA agent for advancing the work of community coalitions and promoting substance abuse prevention and education. Special Agent Mark Pothier has been the Demand Reduction Coordinator in San Diego, California, since 2004. Mark serves as a member of the San Diego Methamphetamine Strike Force, the San Diego Marijuana Policy Council, the San Diego Prevention Coalition, and works with the Enriqu  Camarena Foundation to spread the Red Ribbon message and promote drug prevention. On April 20, 2006, Special Agent Pothier co-sponsored the "Pulling a 180 on 420," an anti-marijuana event that offered local youth a safe and healthy alternative to the drug culture celebration of a day for smoking marijuana. Special Agent Pothier worked diligently with his local partners to support and expand nationally recognized prevention events throughout San Diego.

National Highway Traffic Safety Administration Community Initiative Awards

*Hood River County Alcohol, Tobacco and Other Drug Coalition
Hood River, OR*



Hood River ATOD created Student Safety on the Move Clubs in Hood River County School Districts. These clubs have been active since 1995 and aids in educating fellow students on the dangers of drinking and driving. The clubs host events, develop billboards on drunk and impaired driving, and create public service announcements on enforcing underage drinking laws, seatbelt safety, car seat safety, and impairment through other intoxicants. Hood River also provides panel presentations, helping students, parents and offenders understand the devastating circumstances of driving without a seatbelt/ and or under the influence of intoxicants. Hood River works with Providence Hospital “Trauma Nurses Talk Tough” to educate students on the dangers of drunk driving, excessive speed, and lack of seatbelts.

*The Lucas County Community Prevention Partnership Inc.
Toledo, OH*



The Lucas County Community Prevention Partnership’s Underage Access to Alcohol Task Force reduces underage drinking through proven prevention strategies, including: the use of electronic identification scanners, server training for alcohol serving establishments, information dissemination to young people, a “sticker shock” program, alcohol screening day, and promoting Parents Who Host Lose the Most. Among the coalition’s outcomes: an 81% decrease in stores that sell without checking IDs, 77% reduction of 30-day use of alcohol, tobacco and marijuana since 1998, 36% reduction in lifetime use of alcohol, tobacco and marijuana since 1998, 11% increase in the perception of harm of ATOD since 1998. Lucas County has conducted over 2,166 hours of saturation patrols and 473 hours of sobriety checkpoints. It is through these collaborative efforts that Toledo has witnessed a decrease of over 11% in DUI arrests and a 25% decrease in impaired driving deaths in 2002.

Volunteer of the Year Award



*Ginny Shaller
National Council on Alcoholism and Drug
Abuse, St. Louis, MO*

From 1983 to 2007, Ginny has been a volunteer parent and community mobilizer for Safe and Drug Free Communities. In 1985, Ginny’s strong commitment to prevention led to begin her work at the National Council on Alcoholism and Drug Abuse--St. Louis area. She developed and continues to maintain a program called TREND (Turning Resources and Energy in New Directions). More than 12 years ago, Ginny co-founded the Mid-County Teen Advisory Council, which she still chairs. MCTAC provides educational forums for parents and alternative activities for youth. She volunteered and established a Youth Council under the guidance of the Missouri Youth Adult Alliance Against Underage Drinking. Ginny spent over 80 hours as an advocate for a St. Louis County business and workplaces smoking ban. Her history of service and connection to coalitions make her a “consummate volunteer” worthy of CADCA’s honor.

Outstanding Youth



*Meredith Reynolds
Birmingham Bloomfield Community
Coalition
Bloomfield Hills, MI*

A senior at Lahser High School in Bloomfield Hills, MI, Meredith is an example of what happens when a young person truly wants to affect change and is willing to voice her opinions on drug and alcohol use. Meredith serves as co-president of the coalition’s Youth Action Board, volunteering her time to plan, promote and implement large-scale substance-free activities for youth. She has been instrumental in leading the coalition’s Community Youth Mapping project, soliciting every high school in the area to participate in the program. A strong advocate for youth participation in every aspect of the coalition, Meredith encourages youth to serve on committees and advocates for a youth voice on the Executive Board. She is also an enthusiastic part of CADCA’s Youth Leadership Initiative. Her youth coordinator sums up her quiet style in these words, “intelligence, passion, work ethic, and leadership.” ■

Free Regional Training Offered in Boston

CADCA's National Coalition Institute will conduct a free two-day regional training on May 16-17 at the Boston Marriot Quincy, 1000 Marriott Drive, Quincy, Mass.

The training will feature two tracks:

Core Competencies that Lead to Successful and Sustainable Coalitions

This intensive two-day course addresses key elements coalition management. Through didactic instruction and small group exercises, participants will gain hands-on experience in the fundamentals of community problem solving.

Offender Re-Entry After Incarceration: Closing the Revolving Door, Strengthening Communities

More and more, community coalitions are addressing strategies aimed at increasing positive outcomes for offenders who return to their home communities after incarceration and their family members. In this two-day course, an ex-offender, law enforcement officer and community mobilizer will outline an approach which harnesses the power of community coalitions to provide a balanced community response to the challenges posed by ex-offenders re-integrating into the community.

The training is made available through a grant to CADCA from the Community Capacity Development Office of the U.S. Department of Justice. The training is open to all

coalitions with special emphasis on those communities that receive funding through the Weed and Seed and/or Drug-Free Communities grant programs. Weed and Seed sites are encouraged to register up to four people (two weeding-focused and two seeding-focused members).

There is no charge for registration or related materials. Participants are responsible for the cost of their travel and accommodations. To register, go to <http://cadca.org/events/training/boston/>. ■

Applications Now Being Accepted for National Coalition Academy

CADCA's National Coalition Institute is accepting applications for the next cohort of its year-long National Coalition Academy. The Academy includes three weeks of classroom training, distance learning and Web support to help communities start and/or sustain a highly effective anti-drug coalition.

The first classroom training will be held Oct. 29 - Nov. 2, 2007 at the Northeast Counterdrug Training Center, Ft. Indiantown Gap, Penn. Additional classroom sessions will be held on Jan. 21-25, 2008 and April 28 - May 5, 2008. For information on the National Coalition Academy trainings, go to <http://coalitioninstitute.org/Training/NationalCoalitionAcademy/NationalCoalitionAcademyHome.asp>; send an e-mail message to training@cadca.org, or call toll-free 1-800-542-2322, ext. 240.

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



Membership News You Can Use

New Office Depot Program Offers Rewards for Members

CADCA and Office Depot have developed a new affiliate program exclusively for CADCA members. Thanks to the program, CADCA members can now purchase products from Office Depot at a discounted rate. In addition, members will receive a portion of the total purchases made by the coalition and its partners.

To participate in the program, click on the Office Depot link on CADCA's Web site (www.cadca.org) and purchase your coalition's office supplies using this link. Purchases made through the site are recorded and credited to the coalition. CADCA will then provide a cash reward to the purchasing coalition on a periodic basis, likely semi-annually. Each transaction made also earns CADCA a percentage of the sale, making it a win-win opportunity for all! For more information about the Office Depot Member Affiliate Program, contact Christy Jones at cjones@cadca.org. Step-by-step instructions are available on CADCA's Members-Only section of the website.

Do We Have Your Information?

Help us keep our database current! The membership department recently sent all members a staff roster to update. Keeping our records current ensures that all of your staff receive CADCA benefits, as well as providing a smoother registration process for conferences and training. Please complete the staff update and send to Andrea Burkhart at aburkhart@cadca.org. If you did not receive the update, please contact us for a copy. Our goal is to have all records updated by the end of summer!

CADCA Develops New Publication for Members

The membership department is pleased to introduce the Member Update E-Newsletter, debuting in May. This e-newsletter will be produced bi-monthly, and will contain pertinent information about current membership benefits, member highlights, new member listings, and much more! This publication will include a section entitled "Coalition Highlights," which will provide an opportunity for your coalition to highlight your success stories, share pictures from a recent event your group took part in or to share successful strategies or ideas that had a positive impact on your community. A different coalition will be featured in each issue. The official name of the newsletter will be determined through a contest. To be featured in our premiere issue, please submit your success story (no more than 100 words) to cjones@cadca.org by May 5, 2007 and keep an eye open for your published work!

Welcome New Members!

CADCA would like to give a special welcome to all of our new members. You have joined a cast of thousands, including coalition members, special interest groups, and state associations all playing a vital role in strategically addressing problems like underage drinking and other drug abuse in communities across America. If you have any questions on your membership, what benefits you receive, or how you can become more involved with CADCA, please contact Christy Jones at cjones@cadca.org.

Questions about Membership?

Just Call CADCA's Membership Team!

Christy Jones
Membership Manager
800-54 CADCA, ext. 228
cjones@cadca.org

Andrea Burkhart
Membership Associate
800-54 CADCA, ext. 257
aburkhart@cadca.org



In the past 12 months, we have welcomed some great professional staff to the CADCA team. Back row: David Kurosky (Public Policy); Christy Jones (Membership); Courtney Brown (Internet Technology); Diane Galloway (Coalition Institute); and Mitchell Anderson (Finance). Front row: Shannon Weatherly (Coalition Institute); Andrea de la Flor (CSAP Fellow, Coalition Institute); Arilea DeCarvalho (Coalition Institute), Andrea Burkhart (Membership); and Megan Foxhall (Finance).

Not pictured: Diana Carmenates (Meetings and Special Events).

Don't Miss CADCA's Upcoming Broadcasts on Drug Epidemics, Advocacy and Cocaine Abuse

This year's lineup of satellite broadcasts/webcasts will feature a number of renown experts in drug prevention, treatment and public policy and advocacy. Upcoming broadcasts include:

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

May 17, 2007, 1-2 pm EDT

America doesn't have a drug problem, America's communities have a drug problem. Issues play out uniquely in each community. Learn how to be a "data detective" in your own community, using the concepts of surveillance and investigation. Tune in to receive some valuable community epidemiology lessons from the pros: Jane Callahan, Director of the National Coalition Institute; Paul Evensen, Vice President and Chief Science Officer at Community Systems Group, a national public health consulting and evaluation firm; and Maryann Bowman, Executive Director of the Genesee County Coalition in Batavia, NY—a CADCA "Got Outcomes Coalition of Excellence" winner.

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 help make others feel the same way. That's where advocacy comes in. Practice civic engagement and gain incredible champions in the process. Find out how to connect with elected officials and become a valuable resource of credible information to them. One of the most effective advocates in the country, CADCA's outstanding public policy consultant, Sue Thau, teaches you how to get your message across when it matters most. We know how important the anti-drug message is, now you can help more effectively spread the word. This broadcast will also highlight outstanding coalition advocates and provide real-world tips.

Cracking the Cocaine Habit

September 20, 1-2 pm EDT

Cocaine was involved in 448,481 emergency room visits in 2005, according to SAMHSA's Drug Abuse Warning Network. Cocaine can cause heart attacks, respiratory failure, and neurological effects like stroke and seizures. The mixture of cocaine and alcohol is the most common two-drug combination that results in drug-related



Bert Bauer, clinical social worker, Pathways New Learning Center, Atlanta, GA; CADCA member Kay Doughty, vice president, family and community services, Operation PAR, Pinellas Park, FL; Dr. William Shoemaker, associate professor of psychiatry, University of Connecticut and CADCA's Mary Elizabeth Elliott discuss the connection between stress and substance abuse in a recent broadcast.

death. During this hour-long broadcast, learn who is using all forms of cocaine and see how it compared to who used it in the past. See how it's linked to gangs. Find out how you and your coalition can keep an eye on cocaine as a probable local drug problem, educate youth, parents and key community leaders about its dangers, and help people find the treatment they need.

Visit <http://cadca.org/CoalitionResources/SBArchives> to view recent programs on "Stress Induced Substance Abuse" (March 29, 2007) or "Understanding Addiction" (January 25, 2007). CADCA's educational broadcasts are made possible through a partnership with the Multijurisdictional Counterdrug Task Force Training Program (MCTFT), St. Petersburg College and the Florida National Guard. The broadcasts are shown via webcast live at www.MCTFT.com and www.cadca.org. All satellite viewing sites must register in advance to receive the necessary coordinates. To register, contact Ed Kronholm at 877-820-0305 or dlnets@aol.com, or visit: www.dlnets.com/MCTFT2nd.htm.

Do you have a great idea for a CADCA broadcast? Email your recommendations to CADCA's broadcast host, Mary Elizabeth Elliott, at melliott@cadca.org. ■

CADCA Drug-Free Kids Campaign to Honor DIRECTV Group, Inc. and CEO Chase Carey



DIRECTV CEO
Chase Carey

Now in its 9th year, the Drug-Free Kids Campaign is CADCA's largest and most widely recognized fundraising effort. Culminating in an annual Awards Dinner that honors CADCA's Humanitarian of the Year, this campaign brings together corporate supporters, federal partners, and coalition leaders from around the country to raise awareness and support for CADCA's mission to strengthen anti-drug coalitions nationwide.

Founded in 1992, CADCA is the principal national organization representing all who are dedicated to building drug-free communities in the United States. Through conferences, trainings, public policy advocacy, publications and marketing, CADCA supports community leaders in coalitions on the front lines of the battle against substance abuse. With CADCA's help, coalitions are achieving real outcomes in reducing substance abuse.

This year CADCA is proud to honor Chase Carey, President and CEO of DIRECTV Group, Inc., with the 2007 Humanitarian of the Year Award. He will accept this award on behalf of DIRECTV Group, Inc. at the Drug Free Kids Campaign Awards Dinner on September 18th. From his time as Chairman and CEO of Fox Television in the 1990's to his current tenure as President and CEO

of America's largest satellite TV service, Chase Carey has established himself as one of the world's most successful and innovative media executives. In addition, both he and DIRECTV Group, Inc. have shown real leadership in supporting efforts to improve the health, safety and education of America's youth.



There are many different ways to financially support the campaign and annual dinner. Contribution levels range between an individual contribution of \$300 which gives a donor a seat at the dinner, to a \$50,000 Leadership Circle sponsorship, which entitles the donor to 2 tables at the dinner, podium recognition and other benefits. Invitations will be mailed in early summer, and details about this year's honorees, donor levels, benefits and other Awards Dinner information will soon be available at www.cadca.org.

The 2007 Drug-Free Kids Campaign Awards Dinner will be held on September 18th in Washington, D.C. at the Ritz Carlton Washington, D.C. Hotel. To learn how to contribute to the Drug-Free Kids Campaign, the Awards Dinner, or additional ways to support CADCA, contact Larry Dilworth, VP of Development & Events, at ldilworth@cadca.org, or 703-706-0560, ext. 258. ■

Support Family Day in '07

Whether you're gathering around the table for macaroni and cheese or a five-course meal, don't underestimate the power behind the simple act of taking time to eat dinner with your kids regularly. The stories and laughs that you share during dinnertime help you stay connected to your kids. Did you know that the more often children and teens eat dinner with their families, the less likely they are to smoke, drink and use illegal drugs? That's the reason The National Center on Addiction and Substance Abuse (CASA*) at Columbia University created Family Day – A Day to Eat Dinner with Your Children™ in 2001.

Family Day – A Day to Eat Dinner with Your Children™ is a national movement to encourage parents to frequently eat dinner with their kids and be involved in their children's lives. Family Day, which is celebrated on the fourth Monday in September – the 24th in 2007 – is gaining significant momentum. Last year, CASA and Media Partners TV Land and Nick at Nite's Family Table: Share More than Meals initiative once again held a national pledge drive to encourage Americans to have dinner with their loved ones on Family Day, which resulted in a two year total of more than 1.7 million people pledging to sit down as a family on Family Day.



CADCA is among the many partners participating in this event and we encourage community coalitions to celebrate Family Day in your communities. This can include simply eating dinner together on September 24th and every day, or publicizing the importance of family dinners to local residents.

For more information about Family Day, please visit www.CASAFamilyDay.org. ■

SAVE THE DATE



JULY 30-AUGUST 2, 2007
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Coalitions

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