

## CADCA's Drug-Free Kids Campaign Honors DIRECTV and Phamatech



*Gen. Arthur Dean, CADCA Chairman & CEO; Chase Carey, DIRECTV President & CEO; and Steve Odland, Office Depot Chairman & CEO*

Some of the nation's largest media companies came out to support drug prevention and youth at CADCA's Annual Drug-Free Kids Campaign Awards Dinner, held September 25 in Washington, D.C. Honored this year with the Humanitarian of the Year award was DIRECTV, the nation's #1 satellite TV provider, which together with other leading corporations helped raise \$1.1 million for CADCA's Drug-Free Kids Campaign.

The gala event brought together nearly 600 business and community leaders who share a common goal of building safe, healthy and drug-free communities. Among the more than 50 media companies represented at the event were The Fox Group, Turner Broadcasting Systems, Inc., CBS Corporation, Disney and ESPN Media Networks, Lifetime Networks, MTV and BET Networks, Showtime Networks, Inc., QVC, NBC Universal TV Networks Distribution and HBO. Emceeding the dinner was John Roberts, co-anchor of CNN's American Morning.

DIRECTV President and CEO Chase Carey, who accepted the award on the company's behalf, said participating in CADCA's Drug-

Free Kids Campaign was a natural fit for DIRECTV, because DIRECTV shares in CADCA's goal to create better opportunities for youth.

"When Neil Austrian first introduced me to CADCA and its vital work to create safe, healthy and drug-free communities, I knew DIRECTV had a role to play...and a positive contribution to make," he told the audience. "DIRECTV is deeply honored and we are

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# A Message from the Chairman

Dear Friends:

As I've traveled the country this past year, I've seen how one person can make a difference. With community coalitions, an inspirational and strategic leader, a key champion, or an energetic youth volunteer can truly be transformational. At CADCA, we're working to engage all these successful leaders, through advocacy, media opportunities, special events or training.

Our goal: to help you achieve population-level reductions in substance abuse and its related problems. Together, we are realizing historic reductions in youth drug abuse, but we're still confronted with intractable problems like underage drinking, prescription and over-the-counter medicine abuse, and meth.

Just like the coalitions we represent, CADCA requires a diverse and sustainable funding base. One of our most exciting development opportunities is our Drug-Free Kids Campaign. Now in its 9th year, the Drug-Free Kids dinner continues to grow and surpass all expectations. This year, we celebrated the work of DIRECTV, as our Humanitarian of the Year, and honored long-time supporter, Phamatech, Inc., as our Champion for Drug-Free Kids. Under the leadership President and CEO, Chase Carey, DIRECTV pulled out all the stops to help CADCA raise record funds for our coalition-based drug prevention work. Perhaps most importantly, DIRECTV introduced CADCA's mission—and the critical issues surrounding underage drinking and youth drug abuse—to over 60 new corporations.

Speaking of the days ahead, as we go to print, we're just 60 days away from the 2008 National Leadership Forum. CADCA's National Leadership Forum XVIII will be held on February 11-14, 2008 at the Walter E. Washington Convention Center in Washington, D.C. Our theme this year—"Sustaining Success in a Time of Change"—is appropriate for a growing substance abuse prevention and treatment field heading into a big election year. In 2008, it is more important than ever that we amass the largest number of advocates in Washington for the Forum. Now is the time to make sure our voices are heard by our elected and federal leaders, so we can keep issues like underage drinking and drug abuse on the national radar.

We have lined up several wonderful speakers this year, including nationally-recognized radio and television host and addiction medicine specialist, Dr. Drew Pinsky. In addition, Thursday's awards luncheon will highlight our invited guest Rob Portman, former Director of the Office of Management and Budget, who will receive our National Leadership Award. You'll read more about the Forum on page 4.

You'll also learn about several new affinity programs that provide discounts when CADCA members shop with Office Depot—a tremendous CADCA supporter—and provide 15 percent off Pride Youth Surveys. Please continue to keep CADCA in mind and support our work, through membership dues or a donation. As our numbers grow, so does our ability to influence policies and programs that help you be successful.

Thank you to all our supporters. More kids in more communities are making smart choices because of your influence. I look forward to seeing you at Forum 2008!

Sincerely,

*Arthur T. Dean*

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



# Scenes from CADCA's Drug-Free Kids Dinner



*John Roberts, Co-Ancor of CNN's American Morning and the evening's emcee, greets Chase Carey during the reception.*



*Dr. Tuan Pham, President and CEO of Phamatech, Inc., thanks CADCA after receiving the Champion for a Drug-Free Kids Award*



*NFL Commissioner Roger Goodell talks to other business leaders*



*Show Choir from Duke Ellington's School of the Arts performs to standing ovations*

## Drug-Free Kids Campaign

*(continued from cover)*

happy to be able to give back, especially for a cause so near to all of us, keeping our kids drug-free.”

The Humanitarian of the Year award, CADCA's highest honor, honors corporations that utilize their resources and leadership to help CADCA build safe, healthy, drug-free communities. DIRECTV exemplifies true corporate citizenship, fostering K-12 education throughout its various philanthropic programs, such as the DIRECTV GOES TO SCHOOL program, which provides a 75-channel SCHOOL CHOICE educational programming package and DIRECTV system equipment free of charge to accredited K-12 schools nationwide.

Carey noted that all sectors of society, including business and media, have a role to play in promoting healthy lifestyles in the U.S. “We all know that television is an incredibly powerful medium. Certainly, it can entertain people and make them aware of the world in which they live. It can also influence people for better—or sometimes, for worse...That's why we choose to use our satellite television service to benefit the common good—going beyond the living room and actively supporting social needs in the United States,” Carey said.

During the evening, CADCA also presented Dr. Tuan Pham, President and CEO of Phamatech, Inc., with the Champion for a Drug-Free Kids Award. Phamatech, Inc., a global provider of simple easy-to-use one-step screening diagnostic products,

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### Did You Know?

**Funds from the Drug-Free Kids campaign go to support CADCA's National Youth Leadership Initiative, and education and advocacy campaigns.**

# Learn New Ideas and Strategies to Prevent Alcohol and Drug Abuse at CADCA's Forum

Is your coalition struggling to find a solution to fight methamphetamine use or looking for new ways to curb binge drinking or prescription drug abuse? Whatever your community's challenge is, you are sure to find a solution at CADCA's 18th Annual National Leadership Forum, held Feb. 11-14, 2008 at the Walter E. Washington Convention Center in Washington, D.C.

CADCA's Forum is the nation's largest training event for community drug prevention leaders, treatment professionals and researchers, featuring more than 100 workshops and educational training opportunities touching on everything from the latest science of addiction to environmental strategies for prevention. The theme this year is "Sustaining Success in a Time of Change," with the goal of helping drug prevention leaders find innovative solutions to today's problems.

This year's Forum will feature a keynote presentation by Dr. Drew Pinsky, a board-certified addiction medicine specialist and popular national radio and television host, whose experience with addicts and teens spans more than 20 years. The Forum will also include the participation of a numerous other national experts, successful coalition leaders, and 12 different Federal partners, making the CADCA Forum the most comprehensive conference on substance use disorders and their associated problems.

One of the new features of the 2008 Forum is the SHOWCASE session series. SHOWCASE sessions will follow a unique format

based on open space technology. Sessions will be interactive and will involve multi-media, participant interaction and visual or audio presentations. Also new is a series of workshops devoted entirely to science and technology. Workshops in this series will focus on the science of reducing substance abuse, coalition-related research and the various technologies available that enhance the work of prevention, intervention and treatment.

The Forum will kick off on Monday, Feb. 11, 2008 with Community Prevention Day, hosted by the Center for Substance Abuse Prevention. The theme of the 2008 Community Prevention Day is leadership and its impact on the vulnerable populations & communities that coalitions serve.

In addition to learning and networking opportunities, CADCA has designated Tuesday, Feb. 12th as Capitol Hill Day, where participants will have an opportunity to make their voices heard in Congress about the importance of substance abuse prevention

funding through our Capitol Hill Rally, and to hear from several members of Congress who have been longtime supporters of our cause. The Forum also offers opportunities for youth, through CADCA's Youth Summit and the National Youth Leadership Initiative. Both train youth how to become catalysts for change in their communities.

Discounted hotel rates are available at Renaissance Washington, D.C. Hotel, located directly across from the Convention Center; the



## Wake up with CADCA!

During Forum XVIII, all Forum attendees are invited to a special Member's Breakfast. Join CADCA's take on "Meredith, Matt, and Al" for the CADCA Today Show! The CADCA staff has planned an exciting interactive morning program featuring video highlights of the week and a special nationally-recognized speaker.

### Thursday, February 14



Grand Hyatt Washington Hotel; the Hampton Inn Washington, D.C. Convention Center Hotel; and the Embassy Suites Washington, D.C. Convention Center Hotel. To book a hotel room online using CADCA's discounted rate, visit [www.cadca.org/events/forum/forum18](http://www.cadca.org/events/forum/forum18) and select "Travel and Lodging."



**Register now at [www.cadca.org](http://www.cadca.org).  
Click on the Forum icon.**

For complete details about CADCA's 18th Annual National Leadership Forum, visit [www.cadca.org/events/forum/forum18](http://www.cadca.org/events/forum/forum18). ■

## CADCA To Honor Rob Portman at Awards Luncheon



Every year, during the National Leadership Forum, CADCA honors an individual who has been a strong supporter of the community coalition movement and has elevated the substance abuse prevention field. This time, CADCA will recognize Rob Portman, former Director of the Office of Management and Budget, by presenting him with the

National Leadership Award—CADCA's highest honor—at the Awards Luncheon.

CADCA will also present several other awards during the luncheon, including: Coalitions of the Year, the Lifetime Congressional Leadership Award, Advocates of the Year, Outstanding Youth of the Year, Outstanding State Member Award, Outstanding National Guard Demand Reduction Award, and the Chairman's Award for the Outstanding National Coalition Academy Graduate and the Outstanding Training Partner.

Past honorees include Former Governor Jeb Bush, General Barry R. McCaffrey, and Former First Lady of Ohio Hope Taft. Director Portman exemplifies the type of leader for which this award was developed. While serving as a member of Congress, Director Portman was instrumental in the development and funding for the Drug-Free Communities Program. The coalition field is deeply grateful for his leadership and support of the community coalition movement. CADCA is thrilled to welcome Director Portman back to the Forum to thank him formally.

The Awards Luncheon will be held on Thursday, Feb. 14 from 12:30-2:30 p.m.

## Meet This Year's Keynote Speaker: Dr. Drew Pinsky



Millions know him as the host of the nationally syndicated radio call-in program "Loveline." What you might not know is that Dr. Drew Pinsky is a practicing medical doctor and is board-certified in addiction medicine. He is currently the Medical Director for the Department of Chemical Dependency Services at Las Encinas Hospital in Pasadena, a staff member

at Huntington Memorial Hospital, continues to run a private practice and is Assistant Clinical Professor of Psychiatry at the Keck USC School of Medicine.

Dr. Drew is partnering with VH1 for the reality series "Celebrity Rehab with Dr. Drew." The project, consisting of eight one-hour episodes, is slated to premiere on January 10, 2008 at 10 p.m. Dr. Drew hopes to use his celebrity patients to humanize the process and show viewers that treatment is a viable way to break the cycle of addiction.

In 1982 Dr. Drew began his radio career when KROQ Los Angeles asked him to answer medical questions from listeners. "Loveline," syndicated by Westwood One, is now heard on over 100 radio stations across the country five nights a week. Intelligent, compassionate, and never judgmental, millions of young people turn to Dr. Drew for answers to tough questions.

Frequently called on by the national news media for his expert opinions, Dr. Drew has been seen on The Oprah Winfrey Show, Good Morning America, Conan O'Brien, Dateline, Big Brother, MTV, VH1, The CBS Early Show, The Learning Channel, The History Channel CNN, MSNBC, Fox News Channel, ABC, CBS, NBC and local affiliates throughout the country.

Hear Dr. Drew Pinsky speak at the Opening & Capitol Hill Day Plenary on Tuesday, Feb. 12, at 9 a.m.

# Membership News You Can Use

## CADCA and Pride Surveys Team Up to Encourage Data Collection



Many community coalitions, especially if they are funded by a federal grant, are required to collect local alcohol and drug use data to assess their community's prevention needs, and to evaluate their efforts for effectiveness. Now, a new partnership between CADCA and Pride Surveys—which

make data collection tools to measure adolescent drug use at the local level—will make it a little bit easier for coalitions to meet that requirement. Through this partnership, CADCA member coalitions will receive a 15 percent discount on any Pride Surveys assessment tool.

Doug Hall, Senior Vice President of Pride Surveys, said collecting local drug and alcohol use data is critical for coalitions because it helps them paint an accurate picture of the problems in their community.

“Encouraging local communities to gather local, specific data to plan, implement and evaluate evidence-based programs and environmental strategies is important for the entire substance abuse field,” said Hall. “Not only does it help us assess what’s going on in local communities and neighborhoods, but it also helps us connect policies to actual practices at the grassroots level.”

Pride Surveys offers a number of data collection tools to collect data among youth, including their Pride Survey for Grades 4-6, Pride Survey for Grades 6-12 and the Risk and Protective Factor Survey for Grades 6-12. Surveys are also available to collect data among school faculty and parents. All student surveys collect the Core Measures required by the Drug-Free Communities Support Program.

To learn more, contact Janie Pitcock at 800-279-6361. ■

## Office Depot Discount Program for CADCA Members

Thanks to a new affinity program between CADCA and Office Depot, CADCA members will earn money for their organizations just by purchasing office supplies and other products through Office Depot. Through this new program, CADCA members will receive 3 percent cash back on any purchases made at Office Depot's online catalog.

This is not the first time CADCA has teamed up with Office Depot. Office Depot has been a longtime supporter of CADCA's work, helping CADCA raise money for its Drug-Free Kids Campaign last year. CADCA recognized Office Depot and its Chairman and CEO, Steve Odland, at last year's Drug-Free Kids Campaign Awards Dinner, presenting them with the 2006 Humanitarian of the Year award.

To shop for Office Depot products and earn money for your coalition:

1. Log into the Members Only section of CADCA's website and click on the Office Depot icon, which will take you to a new window.
2. Before purchasing any items, you must register or log into your account.

**New Users:** Click on “Register” located in the top right hand corner. Fill out all necessary shipping and billing information as indicated as well as creating a login and password for yourself. Once the information has been filled out, the system will provide you with a Customer ID # for tracking purposes.

3. **Returning Users:** Click on the Login icon located in the top right hand corner.

After logging in, you can start shopping and saving! ■



# Office DEPOT.

# CADCA Inks Historical Agreement with NASADAD and NPNs



State representatives of the National Prevention Network celebrate the newly signed MOU

Earlier this year, CADCA signed a memorandum of understanding with the National Prevention Network (NPN) and the National Association of State Alcohol and Drug Abuse Directors (NASADAD) in an effort to help better coordinate the work of state prevention leaders and community anti-drug coalitions. The agreement marks an important milestone for the substance abuse field, signifying a unified effort between states and communities to provide effective substance abuse prevention.

“While historically, CADCA and NASADAD have had different priorities, we both recognize how working more closely together can be mutually beneficial to both organizations,” said Gen. Arthur Dean, CADCA Chairman and CEO. “This MOU shows that state alcohol and drug directors see community-based problem solving as an effective strategy to reducing substance abuse, and confirms our commitment to working together on behalf of the substance abuse field.”

The National Prevention Network, an organization of state alcohol and other drug abuse prevention representatives and component of NASADAD, provides a national advocacy and communication system for prevention. State prevention representatives work with their respective state agency directors for alcohol and other drug abuse to ensure the provision of high quality and effective alcohol, tobacco, and other drug abuse prevention services in each state. The MOU, signed at the NPN Research Conference in Portland, Ore. in September, is the first formal agreement outlining how state prevention leaders and CADCA can collaborate and integrate their efforts.

The goals of the MOU include to:

- Model effective collaboration and communications
- Act strategically to maximize opportunities and resources
- Promote evidence-based prevention practices and getting to outcomes
- Promote effective coalitions that understand and support the continuum of care
- Recruit partnerships that share this vision

North Carolina NPN First Vice President Janice Petersen said, “As states increase capacity for coalition development, the tools that CADCA can provide become increasingly valuable. The goals agreed upon in the MOU provide the framework for this opportunity and the coordinated attention to a national research agenda for both organizations.”

## CADCA Inks New Partnership with Lions Clubs International

This month, CADCA launched a new partnership with Lions Club International that will provide member coalitions with opportunities to expand their network and to partner with local Lions Clubs affiliates.

“Lions Clubs International is proud to be a sustaining member of CADCA. We look forward to connecting our affiliates with local anti-drug coalitions to build healthier communities and increase our service to youth,” noted Al Brandel, First Vice President, Lions Clubs International.



Lions Clubs International is the world’s largest volunteer service organization, with an international network of 1.3 million men and women in 200 countries and geographic areas. Among the Lions Clubs seven service areas is a focus on community service, increasing opportunities for youth, and international relations. In addition, the Lions Quest Skills for Adolescence program has been designated as a SAMHSA Model Program, focusing on the elements that are critical to reducing adolescent drug use and promoting healthy behaviors.

“Our two organizations share a common goal, to provide young people with the skills they need to reject drugs and live healthy, productive lives. While many local connections between Lions Club members and anti-drug coalitions already exist, I hope our new partnership will help encourage these connections in a more formal way, so that local coalitions can benefit from the services available from local Lions Club members,” explained Gen. Arthur T. Dean, CADCA Chairman & CEO.

Together, CADCA and Lions Club International have committed to work together to develop strategies in 3 distinct areas:

- Increase awareness and education about the mission and projects of each organization through all communications vehicles and at each organization’s major conferences.
- Provide opportunities for Lions Club members and community coalitions to meaningfully connect at the local level.
- Consider future partnerships, both domestically and internationally, that seek to reduce drug use and its associated consequences.

To connect with a Lions Club in your area, visit [www.lionsclubs.org](http://www.lionsclubs.org). ■

# CADCA's Mid-Year Training Institute Brings Leaders Together to Address Sustainability

Neither snow nor rain nor heat nor gloom of night... can keep America's anti-drug coalition leaders from a great training opportunity. While there was no snow to contend with in Tucson, there was plenty of rain (it's monsoon season) and heat. But neither stopped the nearly 700 participants of CADCA's 6th Mid-Year Training Institute from learning, networking and generally enjoying the Arizona landscape and the JW Marriott Starr Pass Resort and Spa.

As one coalition leader put it, "I learned and relearned so much! I also met lots of people who can be resources for me. Great conference, in fact one of the best I've attended in a long time."

By design, the Mid-Year is an intimate setting to allow for one-on-one personal connections, during courses and networking activities. Courses at this year's event highlighted the theme, "Sustain the Change" and focused on sustaining resources, operations, efforts and impacts. Courses ranged from seeking and obtaining federal grants to using technology for prevention to visualizing change. In addition, more than 60 coalitions received personal coaching to help address specific issues they are confronting in their communities.

For the second year, CADCA offered its National Youth Leadership Initiative a comprehensive training for youth and adult coalition leaders. This year, more than 75 youth and adults participated in the highly interactive training that teaches youth and adults to develop strategic action plans that clearly define the approaches that young people will carry out to address local drug prevention issues.

"The Youth Leadership Institute was a great opportunity for youth and adults to collaborate to assess community problems and create strategies to make a difference. The networking opportunities were wonderful," said one participant.

CADCA offers a variety of training opportunities throughout the year including the annual National Leadership Forum (slated for Feb. 11-14, 2008 at the Washington Convention Center in Washington, DC), the Mid-Year Training Institute (scheduled for July 28-31, 2008 in Palm Springs, Calif.), the National Coalition Academy and a number of two-day regional trainings. ■



*Participants learn about blogging during a technology course*



*Coalitions leaders traveled from around the country to attend CADCA's Mid-Year Training Institute*

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

has been a longtime supporter of CADCA's work since 2003, helping to fund training for community coalitions and sponsoring CADCA's two main training events.

In addition to honoring corporations that are making a difference in the community, the Drug-Free Kids Dinner served as an opportunity to highlight the powerful work that community coalitions are doing throughout

the country. CADCA Chairman and CEO General Arthur Dean said supporting the vital work of coalitions is a smart investment.

"CADCA coalitions are our nation's first responders to local drug epidemics, whether it be underage drinking, prescription drug abuse or a drug problem like meth, and the work of coalitions is more important now than ever," he told corporate leaders. "So

I ask that you help us take this message to all of America—especially corporate America—that investing in this movement will save lives and save resources."

To view pictures from CADCA's 2007 Drug-Free Kids Campaign Dinner, visit [www.cadca.org](http://www.cadca.org) and look under the Events section. ■

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# Announcing CADCA's Policy Change Toolbox

If there is one thing CADCA knows is that local coalition leaders are the experts when it comes to making local policy changes. As a result, CADCA has drawn upon the collective expertise of its members across the country to provide the field with a new public policy tool that we've named CADCA's Policy Change Toolbox. This valuable resource is available online at: <http://cadca.org/CoalitionResources/PP-toolbox.asp>.

The Policy Change Toolbox was designed to provide coalitions with a directory of specific and unique ordinances, policies and regulations that community anti-drug coalitions have worked to enact, and a description of the steps that coalitions took to make these changes a reality. These ordinances, policies, and regulations have helped change community norms in communities around the nation.

This new tool provides coalitions with an important tool to combat substance use and underage drinking, as it gives clear and concrete examples of laws and ordinances that other coalitions have worked to get enacted at the local level.

"The primary purpose of CADCA's Policy Change Toolbox is to enable community anti-drug coalitions to see how and why other coalitions throughout the country have gotten laws and ordinances passed to effect community change," explained Sue Thau, CADCA's public policy consultant. "Whether your coalition is well-established or just forming, this tool can be used to see what other coalitions have done in their local public policy arenas."

The most effective substance abuse prevention is comprehensive, community-wide, and includes environmental strategies that are designed to change or strengthen norms against alcohol and drug use. Among other things, environmental strategies involve changes in legislation, policy and enforcement throughout an entire community, to directly address youth access to drugs and alcohol, as well as the consequences for use.

Environmental strategies that change community norms are critical to the success of any coalition. Changing public policies, including laws, ordinances and regulations, within a community can directly impact the social norms and values, thereby enabling coalitions to become more successful in reducing drug use and underage drinking in their communities. Local ordinances are important environmental strategies because they can impact access, availability, the level of enforcement and social norms in a town, city, or county government. Community coalitions work to get ordinances enacted through various levels of government through their collective grassroots efforts.

While CADCA's Policy Change Toolbox provides users with a wealth of information pertaining to local policy changes, many changes also occur at the state level. Therefore, when considering

which policy changes will have the biggest impact on your community, it is important to look at the laws and regulations that have been implemented at the state level as well. The National Alliance for Model State Drug Laws (NAMSDL) website <http://www.natlalliance.org/> is a great resource for accessing model state drug laws. Similarly, the Alcohol Policy Information System (APIS) website <http://www.alcoholpolicy.niaaa.nih.gov/> provides detailed information on a wide variety of alcohol-related laws at both the State and Federal levels. APIS features compilations and comprehensive analyses of alcohol-related statutes and regulations. Both NAMSDL and APIS are excellent research tools for model state and federal drug and alcohol laws.

CADCA looks forward to supplying community anti-drug coalitions with a coalition-driven directory of local level policy change, and hopes that this will assist coalitions in their efforts to successfully achieve policy change. If you have an ordinance, law or regulation that you would like to submit for possible inclusion in CADCA's Policy Change Toolbox, please contact David Kurosky, Public Policy Associate, at 703-706-0560 extension 255, or via email at [dkurosky@cadca.org](mailto:dkurosky@cadca.org). ■

## *Make Your Capitol Hill Day Appointments TODAY!*

Last year during CADCA's National Leadership Forum, more than 1,000 coalition leaders and Forum attendees from around the country headed to Capitol Hill to educate their legislators about the effectiveness of substance abuse prevention, education and treatment. Don't miss this exceptional opportunity to educate the members of your congressional delegation and/or their key staffers about your coalition and the important issues facing our field!

To get started on your congressional appointments for Capitol Hill Day, please refer to CADCA's "Capitol Hill Day Handbook." To access the handbook, visit [www.cadca.org](http://www.cadca.org) and click on the National Leadership Forum button in the center of the page. Then click on the Capitol Hill Day button.

If you have a group of five or more people visiting your members of Congress, CADCA will be happy to set up appointments for your group. Please contact David Kurosky at [dkurosky@cadca.org](mailto:dkurosky@cadca.org) or by telephone at (703) 706-0560 ext. 255 to set up group meetings with the members of your congressional delegation.

# What's New at the Institute?

## Technical Assistance? Does My Coalition Need It?

By: Shannon D. Weatherly, MA, CRC  
Technical Assistance Manager,  
CADCA's National Coalition Institute

The answer could be yes! The term “technical assistance” or TA is often thrown around and definitions for what it really means can vary. Some may think that it means assistance with technology. When you buy a new computer you often get a toll free number for “technical assistance” for your new system. CADCA's National Coalition Institute provides technical assistance for coalitions who are experiencing new developments, growing pains, creating/updating products and the like. Our job is to assist your coalition in being able to effectively address substance abuse issues, which have been identified through a community assessment, in order to create population-level change.

The Institute focuses on utilizing the Strategic Prevention Framework (SPF) as its basis for TA content and encourages the development of the 15 Core Competencies, 12 Essential Processes and the development of five products (i.e., Community Assessment, Logic Model, Strategic/Action Plan, Evaluation Plan and Sustainability Plan) all coalitions need to be healthy and effective.

The Institute is very clear about areas for which we do not provide technical assistance. We do not attempt to read potential grant submissions, provide information on grants management (i.e., funding issues, terms and conditions of the grant, etc.) and we do not typically provide templates of documents. Instead, we encourage you to create your own. Should you come to us with these types of questions, we will often redirect you to other resources (i.e., your Grants Management Specialist, Project Officer, etc.).

The fourth of the 12 Essential Processes identified within the SPF is Assuring Technical Assistance. We encourage coalitions to seek TA whenever it is needed. Going after the help your coalition needs is a sign of understanding that there is never a time to stop growing and learning and “getting out of the box” to solve your community's issues. It is not a sign of weakness and inexperience.

To access free technical assistance, please visit our Web sites ([www.cadca.org](http://www.cadca.org) and [www.coalitioninstitute.org](http://www.coalitioninstitute.org)). You will find links on both sites where any coalition across the United States can access technical assistance. The Institute encourages all coalitions to consistently seek technical assistance whenever needed. ■

## Institute Primer Series Complete

The final publications in the CADCA National Coalition Institute's Primer Series were released at the CADCA Mid-Year Training Institute in Tucson. The series focuses on the five main and two overarching elements of the Substance Abuse and Mental Health Services Administration's Strategic Prevention Framework (SPF)—assessment, capacity, planning, implementation, evaluation, sustainability and cultural competence.

The Institute developed the Primer Series to provide guidelines coalitions navigating the SPF, which is utilized by grantees of the Drug-Free Communities Support Program. Each primer is designed to stand alone and work with the others in the series. The publications focus on the SPF planning process, but can be applied by any community coalition.

Primers introduced in Tucson include:

- Evaluation Primer: Setting the Context for a Community Anti-Drug Coalition Evaluation (a revision of the 2005 publication)
- Sustainability Primer: Fostering Long-Term Change to Create Drug-Free Communities
- Cultural Competence Primer: Incorporating Cultural Competence into Your Comprehensive Plan

Print copies of the primers are available free to all community anti-drug coalitions in the United States and may be ordered through the Coalition Resources page of the Institute's Web site, [www.coalitioninstitute.org](http://www.coalitioninstitute.org). PDF versions of the primers also are available on the Web site.

For questions about ordering primers, contact Susan Stine at [sstine@cadca.org](mailto:sstine@cadca.org) or (703)706-0560 ext. 260. ■



## CADCA Institute Developing Youth Leaders' Skills



*Youth learn the key steps to fighting drug use in their communities*

**Y**outh are the leaders of the future—and of today—and it is important to build the leadership skills of our youth. That's where CADCA's National Youth Leadership Initiative (NYLI) comes in. The NYLI is a component of the National Coalition Academy developed by the CADCA's National Coalition Institute. The NYLI helps coalitions build their capacity to foster youth leadership in the design, implementation and evaluation of action strategies for addressing community problems.

The NYLI is conducted twice annually, at CADCA's National Leadership Forum (February 11-14, 2008 in Washington, DC) and Mid-Year Training Institute (July 28-31, 2008 in Palm Springs, CA). The training builds the relationship between the youth leader and the adult coalition coach and better equips youth and adults to work together in developing strategic action plans to affect population-level change.

For more information and an application for the February 2008 NYLI during CADCA's National Leadership Forum XVIII, visit [www.cadca.org](http://www.cadca.org) or contact Ariléa Decarvalho by e-mail at [adecarvalho@cadca.org](mailto:adecarvalho@cadca.org) or by phone at 1.800.54.CADCA, ext. 225. ■

## CADCA Forum to Feature Several Institute Experts

Experts from CADCA's National Coalition Institute will offer a number of exciting workshops at CADCA's 2008 National Leadership Forum, on topics ranging from social media tools to cultural competency.

Here are a few highlights:

### **Adding Social Media to Your Coalition's Marketing Arsenal**

*Presenter: Sue Stine, CADCA National Coalition Institute*

You know your coalition needs a marketing and communications plan and that there are many new low- or no-cost options available for getting your message out. But, how do you know which social media to use? Is a Web site sufficient? Do you blog, podcast, get a page on MySpace or Facebook, Twitter? This session will help coalition leaders know where to start in planning and implementing a comprehensive marketing plan that incorporates appropriate social media.

### **Bringing It Down to the Ground: Translating Concepts of Cultural Competence into Reality in Your Coalition**

*Presenter: Eduardo Hernández-Alarcón, Ph.D., Deputy Director, Dissemination & Coalition Relations, CADCA National Coalition Institute, Director, CADCA International Programs*

Many community leaders understand the basic concepts of cultural competence but experience difficulty helping their coalitions become more proficient in working with diverse communities. This session will feature coalition leaders from different parts of the country who have success in mobilizing diverse groups of people. Themes that will be highlighted include: Outreach, mobilization, data gathering and interpretation, and implementation of population-level strategies in a culturally competent manner.

### **Clearing the Pollution Around Environmental Strategies**

*Presenter: Shannon D. Weatherly, MA, CRC, Technical Assistance Manager  
CADCA's National Coalition Institute*

When communities mobilize to address substance abuse issues, a comprehensive plan is essential to overall success. As part of their overall plan, communities can include environmental strategies as a means to reduce substance abuse, particularly with issues related to accessibility and availability of alcohol to underage youth. In this workshop, participants will learn more about environmental strategies, transferring that knowledge to the larger community coalition and increasing the volume of coalition members involved in the planning and implementing process.

### **Hosting Community Conversations that Matter**

*Presenter: Diane Galloway, Ph.D., CADCA National Coalition Institute and  
LaDonna Coy, MHR, Learning for Change*

Often community meetings are framed around problems, but what could happen if you held community meetings focused on powerful questions? In this workshop you'll participate in a process called A World Café. This innovative approach to large group dialogue creates conditions that invite participation and energize conversations, and encourages deep listening and develops understanding that builds into diverse perspectives and insightful ideas.

To learn more about workshops offered at CADCA's Forum, visit <http://cadca.org/events/forum/forum18/default.asp>.

# Don't Miss Upcoming Shows on CADCA TV



CADCA's Mary Elizabeth Elliott interviews Jane Callahan and Kareemah Abdullah of CADCA's National Coalition Institute for a "Cutting Edge Coalitions" program that aired Nov. 29

**January 31, 2008 1-2 pm EDT**

## **Raising Drug-Free Kids**

Today, the relationship between parent and child is different than it was when we were kids. Constant communication with cell phones and email is good in some instances, bad in others. Do kids know how to make difficult decisions about things like drugs without consulting their parents? Do some parents still consider alcohol and drugs a rite of passage for teens? Do all teens experiment? Why is the idea of keeping the partying at home a bad idea for all families? During this hour-long CADCA-TV show, we'll tackle these questions and more.

**February 21, 2008 1-2 pm EDT**

## **Meth Space: The New Danger to Children**

We've all heard about the dangers clandestine methamphetamine labs pose to first responders and law enforcement, but what about the hazards to the children who live there? What happens to them? Whether the adults inside were making meth or just using it, the children are exposed. What responsibility does a law enforcement officer have to ensure the kids are safe? Drug use of any kind endangers these children. Tune in and learn.

**March 27, 2008 1-2 pm EDT**

## **Household Highs**

If you thought the only drugs endangering young people are found on street corners, think again. They can get just as high from items you probably have around your house or that they can get at a nearby store. During this hour-long CADCA TV broadcast, learn how to identify the signs of a household high.

Did you know that some young kids huff household products? Inhalant abuse can be deadly. There are

also potential dangers in the medicine cabinet. See how coalitions can educate people in their communities to help them realize the dangers of drugs found in their own home.

**May 8, 2008 1-2 pm EDT**

## **Classrooms, Coalitions & Collaboration**

We're all trying to raise a drug-free generation and one great place to have access to many kids at one time is a school. But as many coalitions have found out, getting inside that school isn't always easy. We'll hear why some schools are leery of participating in drug surveys and how you as a coalition can try to calm those fears. Survey experts will teach how to get things organized before approaching a school. Also, see how one coalition's relationship with area schools has changed for the better over the years.

**July 17, 2008 1-2 pm EDT**

## **Drugs Where You Live: City or Country**

No matter where you live, there are drugs in your community. They're in the smallest towns and the biggest cities. Do bigger cities have more resources? Does the small town environment where "everyone knows everyone" help increase awareness of drug problems? Are rates of drug use higher in cities or towns? We'll take a look at all this and more and see if the grass is really greener on the other side.

### **How to Watch CADCA TV**

All broadcasts are webcast live at [www.MCTFT.com](http://www.MCTFT.com) and [www.cadca.org](http://www.cadca.org). They can also be viewed at no cost from any site with a satellite dish having C-band downlink 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). To register online, visit: [www.dlnets.com/MCTFT2nd.htm](http://www.dlnets.com/MCTFT2nd.htm).

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.

# Coalitions Across the Country Help Raise Awareness About Cough Medicine Abuse

This past August, coalitions across the country hosted discussions in their communities to raise awareness about the dangers of cough medicine abuse. The events were part of National Medicine Abuse Awareness Month, the first ever national observance created in response to over-the-counter and prescription drug abuse. The events were sponsored by CADCA and the Consumer Healthcare Products Association (CHPA), as part of a national campaign to raise awareness about OTC cough medicine abuse dubbed “A Dose of Prevention.”

Town hall meetings were held in San Diego, CA; Cape Coral, FL; Troy, MI; East Brunswick, NJ; Salt Lake City, Utah; Ft. Smith, AK; Hauppauge, NY; Jefferson City, MO; Honolulu, HI and Cheyenne, WY.

The United States Senate passed S. Res. 225, a resolution designating August 2007 as National Medicine Abuse Awareness Month, in June. This came after recent studies unveiled escalating rates of prescription drug abuse and high rates of DXM abuse among young people. S. Res. 225, which was introduced by Senator Joseph R. Biden, Jr., (D-Del.), encourages parents and stakeholders to educate themselves and talk to their teens about the dangers associated with medicine abuse.

In Jefferson City, MO, a community forum hosted by local coalition Act Missouri featured a pharmacist, a county sheriff, a clinical social worker and representatives from CADCA and CHPA. Experts urged parents to communicate with their children and to be aware of what their kids do on the Internet.

While the Internet may be a useful tool for teens, it can also be harmful, with some sites even describing how to get high off cough medicine, experts noted. Children



*General Arthur T. Dean, Chairman and CEO, CADCA; Hon. Lynn C. Nowick, Suffolk County Legislature, 13th District; Commissioner Humayun J. Chaudhry, Suffolk County Department of Health Services; Barbara Keller, Executive Director, Suffolk Coalition to Prevent Alcohol and Drug Dependencies, Inc.; Jack Jerdan, Executive Director; Long Island Council on Alcohol and Drug Dependence, Inc. at a town hall meeting in Long Island, NY*

and teens are using MySpace, YouTube, LiveJournal and Facebook to spread information about DXM abuse. In addition, panelists said teens can even buy raw, unfinished dextromethorpan right from the Internet.

David Spangler, CHPA’s senior vice president for policy and international affairs, said it’s important to monitor what kids view on the Internet and to communicate with teens. “Talk to your children about cough medicine abuse. When parents talk to their children about drugs, they are half as likely to take drugs,” Spangler told the audience.

During a town hall hosted by the Troy Community Coalition in Troy, Mich., panelists said they hoped the event would put cough medicine abuse on the community’s radar screen. “We know that cough medicine abuse is a problem in our community, but it’s not talked about enough,” said Ann Comiskey, executive director for the Troy Community Coalition. The event was targeted at teachers in the community, so they could learn how to educate youth and parents about this problem before the new school year began.

Other panelists included Elizabeth Funderburk, director of communications & media relations for CHPA; Natalia Martinez Duncan, communications & publications manager for CADCA; Paula Durham, an ER technician with the Alliance Mobile Health; Lesley Van Sickle, assistant principal for the Chatterton Middle School; Bruce Goldberg, MSW, CSW, River’s Bend P.C.; Liz Quinn, a pharmacist with CVS/pharmacy; and Nicolette Kaptur, a police officer for the Troy Police Department.

Panelists also pointed to the easy accessibility of over-the-counter cough medicine, stressing that parents should keep an eye on their medicine cabinets. “Often, a teen will go into their parents’ or grandparents’ medicine cabinets to take just a few pills at a time. A few pills here and there to avoid suspicion,” noted CADCA’s Natalia Martinez Duncan. “What’s even more alarming is that they are often not aware of what they’re taking.”

More information about CADCA and CHPA’s Dose of Prevention campaign is available online at [www.StopMedicineAbuse.org](http://www.StopMedicineAbuse.org). ■

# National Guard Launches Program to Prevent Substance Abuse Among Service Members

**W**ith the National Guard deploying the largest number of soldiers and airmen in history to combat zones in Iraq, more troops are returning home with post-traumatic stress disorder (PTSD), which has been shown to put servicemen at risk of developing substance abuse disorders. In response, the National Guard has developed the Substance Abuse Prevention, Treatment and Outreach Program (PTO).

Research by the National Institute on Drug Abuse (NIDA) shows that individuals who develop symptoms of PTSD may attempt to escape the traumatic memories and symptoms by self-medicating with drugs and alcohol, or may use legal psychoactive substances without a physician's approval. That, coupled by the fact that substance abuse rates for Army Guard units were higher this year than in the past three years, led the National Guard to develop its new program.

"National Guard members and their families are in great need of services that address their psychological health needs, especially for those returning from combat zones, and we wanted to be able to provide those services to our members across the country," explained LTC Johnny Boatman, Chief of Substance Abuse at the National Guard Bureau. "PTO Programs will work to establish a culture of responsible choices compatible with the National Guard's core values through scientifically based adult education programs."

LTC Boatman added that preventing drug and alcohol use will help ensure combat readiness and strengthen the effectiveness of the National Guard's workforce.

The program, which is meant to compliment the DOD's drug testing policies currently in place, will educate service members about the effects and impact of drug use, provide outreach to families and offer referrals to alcohol and drug treatment centers.

At the National Guard's annual conference this year, where the program was announced,

Dr. Westley Clark, Director of the Substance Abuse and Mental Health Services' Center for Substance Abuse Treatment, said the prevention and outreach program will help address the unique needs faced by service members and their families after returning from their deployment.

"There's a transition for our troops from combat duty to non-combat duty to civilian life," said Dr. Clark. "The entire community plays a role in that reintegration."

The National Guard will assign prevention coordinators in each state and U.S. territory to promote and coordinate all PTO services in their state, and to work with state training officers for the Air and Army Guard to ensure that all prevention education efforts are integrated into the overall state training programs and that all military personnel receive four hours of prevention education training annually.

Prevention coordinators will also work with community anti-drug coalitions and other organizations in their states to identify relevant services and treatment centers in the community.

"The prevention coordinators will need to know what resources are available in each community for service members. What better way to do that than through community coalitions, who are well connected and know what's available in their community," LTC Boatman said. "We also want our coordinators to be able to tap into the campaigns and awareness efforts of the coalition."

Among the program's key focuses will be military families to ensure that family members have a strong understanding of the effects of drug use, the warning signs and what they can do to help deter service members from turning to drugs and alcohol.

The initiative began this fiscal year in California, Connecticut, Florida, Illinois, Kansas, Louisiana, Maryland, Mississippi, New Hampshire, Oregon, Virginia, and West Virginia. Fourteen additional states were chosen for fiscal year 2008, and as funding becomes available, all 54 programs will implement the Guard's PTO program.

To find out how to contact the Prevention Coordinator in your state, write to: Johnny.boatman@ngb.army.mil. ■

## The National Guard and CADCA

**I**n addition to being a sustaining member of CADCA, the National Guard has been a longtime CADCA partner, providing everything from extensive conference and logistical support to video production services. For example, the Program's Northeast Counterdrug Training Center (NCTC) is a major partner in CADCA's National Coalition Institute's National Training Initiative, providing lodging, logistics and instructional support to coalition trainees. In addition, the Multijurisdictional Counterdrug Task Force Training (MCTFT) program at St. Petersburg College helps CADCA produce its CADCA TV series, which are available to coalitions, schools and military sites free of cost. The shows reach 2 million viewers through local cable access. In turn, CADCA coalitions provide local Guard soldiers and airmen with training opportunities at low or no cost; help connect them to schools and other community-based organizations; serve as advocates for their funding at the local, state, and national level; and provide data that helps the Guard track effectiveness of programs. ■

# CADCA Names 2007 Got Outcomes! Award Winners

CADCA and its National Coalition Institute have named the Franklin County Communities That Care Coalition in Greenfield, Mass.; the Missoula Forum for Children and Youth in Missoula, Mont.; and Butte Youth Now in Chico, Calif. as this year's Got Outcomes! Coalitions of the Year. The coalitions, which won in three separate categories, were selected for their innovative and community-wide strategies to curb underage drinking, binge drinking and illicit drug use among youth.

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 by a panel of experts.

"These coalitions are doing great work and are truly making a difference in their communities," said Ashley Boyd Gann, one of the reviewers, and a 2006 Got Outcomes Winner. "They really know what works in prevention and how to be responsive to the needs of their community."

The **Franklin County Communities That Care Coalition** won in the "Coalition as a whole" category, which recognizes coalitions that achieved targeted population-level outcomes through the use of comprehensive community-wide strategies. By implementing a variety of community-level strategies, such as parenting education, alcohol server training, compliance checks, a social norms marketing campaign and drug prevention curriculum in schools, the group reduced alcohol use among 8th graders by 24 percent and lowered marijuana use by 39 percent. Among 12th graders, they cut down on binge drinking by 2 percent.

The **Missoula Forum for Children and Youth** was selected in the "Single Substance or Substance-Related Problem category," which highlights coalitions that have successfully implemented multiple strategies to address one unique drug-related issue in their community. After an assessment revealed alarmingly high

levels of alcohol use among 8th graders, 10th graders and 12th graders—giving Missoula the highest underage drinking rate in the state—the coalition developed a plan to reduce the availability of alcohol, change the perception among Missoula youth that underage drinking is tolerated, change positive youth attitudes toward alcohol, and increase parental supervision. This led to fewer youth reporting alcohol use within the past 30 days, more youth perceiving underage drinking to be wrong, and a greater number of youth delaying onset of alcohol use.



The **Butte Youth Now Coalition** won in the "Intermediate Outcomes Category," which recognizes coalitions that are showing progress toward meeting long-term outcomes. While still in the process of implementing their long-range plan, 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 lax attitudes toward underage drinking. Among other things, the group implemented the Parents Who Host Lose the Most campaign and created more learning opportunities for youth to increase their protective factors.

"These organizations are true leaders in the field of substance abuse prevention, exemplifying the excellent work that coalitions are doing around the country to prevent and reduce drug use in their communities," said General Arthur T. Dean, CADCA's Chairman and CEO. "By using multiple strategies on a community-wide scale, these coalitions

have achieved significant reductions in alcohol, tobacco and other drug use and have challenged social norms and perceptions about these substances."

The winners will be recognized during the Awards Luncheon at CADCA's Forum. In addition to recognition among their peers, the coalitions will receive free registration, travel and lodging at CADCA's National Leadership Forum, promotion in CADCA publications and technical assistance to market their organization's activities. ■

# Show Your Support for Critical International Anti-Drug Laws

In 2009, countries from around the world will convene at the United Nations in Vienna, Austria to discuss important international laws against drug use. To help support these drug laws, CADCA has joined other leading national prevention, treatment, and policy organizations in an effort known as Project SUNDIAL (Supporting United Nations Drug Initiatives and Legislation), which aims to gather more than 1 million signatures in support of these important international laws.

The UN drug laws uphold the ideals of a consensus-driven, balanced, and successful international drug conventions, and support the need for drug prevention, evidence-based treatment, international supply reduction based on global cooperation and goodwill, and the highest standards of research. They also ensure that U.S. law enforcement can do their jobs effectively when working with non-U.S. entities.

To help demonstrate our support of these critical international drug policies, CADCA is urging coalitions and prevention leaders across the country to sign a petition. Other organizations that have joined Project SUNDIAL include:

D.A.R.E. America, San Patrignano Community (largest rehabilitation center in Europe), European Cities Against Drugs, IFNGO -- International Federation of NGOs, Aisling Group (Ireland), Operation PAR (Florida), World Congress of Families and PRIDE.

CADCA is doing its part by creating a special youth-led petition drive and contest. Willing young people will be given petition forms and asked to obtain signatures at their school, sporting events, extra-curricular clubs, neighborhood events, church – anywhere where

young people and adults frequently gather. The youth who obtains the highest number of signatures will receive a laptop, donated by the Drug-Free America Foundation. All CADCA coalitions are eligible to participate in this project with young people in their communities.

“Gathering 1 million names is critical because we want to show support for global cooperation in the areas of prevention, treatment, recovery, research, and enforcement. By signing this petition, you become part of history as a supporter of international conventions against drugs,” explained Kevin Sabet, a policy consultant and research fellow at the National Development and Research Institutes, Inc., who is coordinating Project SUNDIAL efforts.

Sabet says the petition will help counter any attempts to tear down the UN Conventions on drugs or to cease the global consensus against drugs.

Coalitions or youth interested in participating in this project should contact Natalia Martinez Duncan at 703-706-0565, ext. 256 or via e-mail at: [nmartinez@cadca.org](mailto:nmartinez@cadca.org).

To sign the SUNDIAL Petition: Visit [www.cadca.org](http://www.cadca.org) and click on the SUNDIAL Petition button.

CADCA also encourages coalitions to send the petition out to their friends, families and colleagues via e-mail.

To print out hard copies of the petition to hand out at your local events and rallies, visit <http://www.ungassdrugs.org/> and print out the full petition. ■

## CADCA Member Gwen Brown Helps Kick Off National Alcohol & Drug Addiction Recovery Month

Longtime CADCA member and coalition leader Gwendolyn Brown was among the distinguished speakers at the National Alcohol & Drug Addiction Recovery Month press conference, held this past September in Washington, D.C. The press conference, which was hosted by the Substance Abuse and Mental Health Services Administration (SAMHSA), kicked off Recovery Month and unveiled the results of the 2006 National Survey on Drug Use and Health, the government’s primary vehicle for determining alcohol and drug abuse rates among adolescents.

Gwendolyn Brown, Chairman and CEO of Genesis Prevention Coalition, Inc. in Atlanta and longtime CADCA member, was invited by SAMHSA to share her successes in Atlanta as a leading Drug-Free Communities program grantee. Mentioning her coalition’s 42 collaborative partners, Brown noted, “we are not in the trenches alone, but we are the ground soldiers.” ■



# CADCA Joins New Support 21 Coalition

This year, CADCA joined the Support 21 Coalition, a new organization comprised of leading health and safety groups in support of the 21 Minimum Legal Drinking Age Law (21 Law). Support 21 was announced at a press conference held in Washington, D.C. in October hosted by Mothers Against Drunk Driving (MADD), the American Medical Association (AMA), the National Transportation Safety Board (NTSB) and the Insurance Institute for Highway Safety (IIHS).

The 21 Law is one of the most studied and successful alcohol-related laws on the books. Since states began setting the legal drinking age to 21, the National Highway Traffic Safety Administration estimates nearly 25,000 lives have been saved.

MADD convened this group of stakeholders from science, medical and public health organizations committed to the vigorous support for the science and effectiveness of the 21 Law, to detail the overwhelming research that proves the lifesaving benefits of the law.

“Science speaks for itself. When the legal drinking age is 21, lives are saved and injuries are prevented,” said Glynn Birch, national president of MADD. “The 21 Law saves lives on the road and keeps countless youth from starting to drink at early ages. The earlier a youth begins drinking alcohol, the more likely they are to become alcohol dependent, binge drink and to drive drunk later in life.”

There have been almost 50 peer-reviewed studies that specifically looked at the effect of the 21 Law on traffic fatalities. Each one of them found that an increased drinking age significantly lowers alcohol-related fatalities. Additionally, the Centers for Disease Control and Prevention (CDC) found that increasing the drinking age decreases fatalities and crashes by 16 percent and that lowering drinking ages

increases fatalities and crashes by 10 percent.

Recent public opinion research shows strong support for the 21 minimum drinking age, despite efforts to undermine the lifesaving law. According to a July 2007 Gallup poll, more than three in four Americans (77 percent) say they would oppose a federal law that would lower the drinking age in all states to 18.

In addition to CADCA, members of the Support 21 coalition include: American Medical Association, Center for Science in the Public Interest, Governors Highway

Safety Association, Insurance Institute for Highway Safety, International Association of Chiefs of Police, Mothers Against Drunk Driving, National Liquor Law Enforcement Association, National Safety Council, National Transportation Safety Board, Nationwide Insurance, Pacific Institute for Research and Evaluation, and the National Council on Alcoholism and Drug Dependence.

For more information about the lifesaving research and the Support 21 coalition, visit [www.why21.org](http://www.why21.org). ■

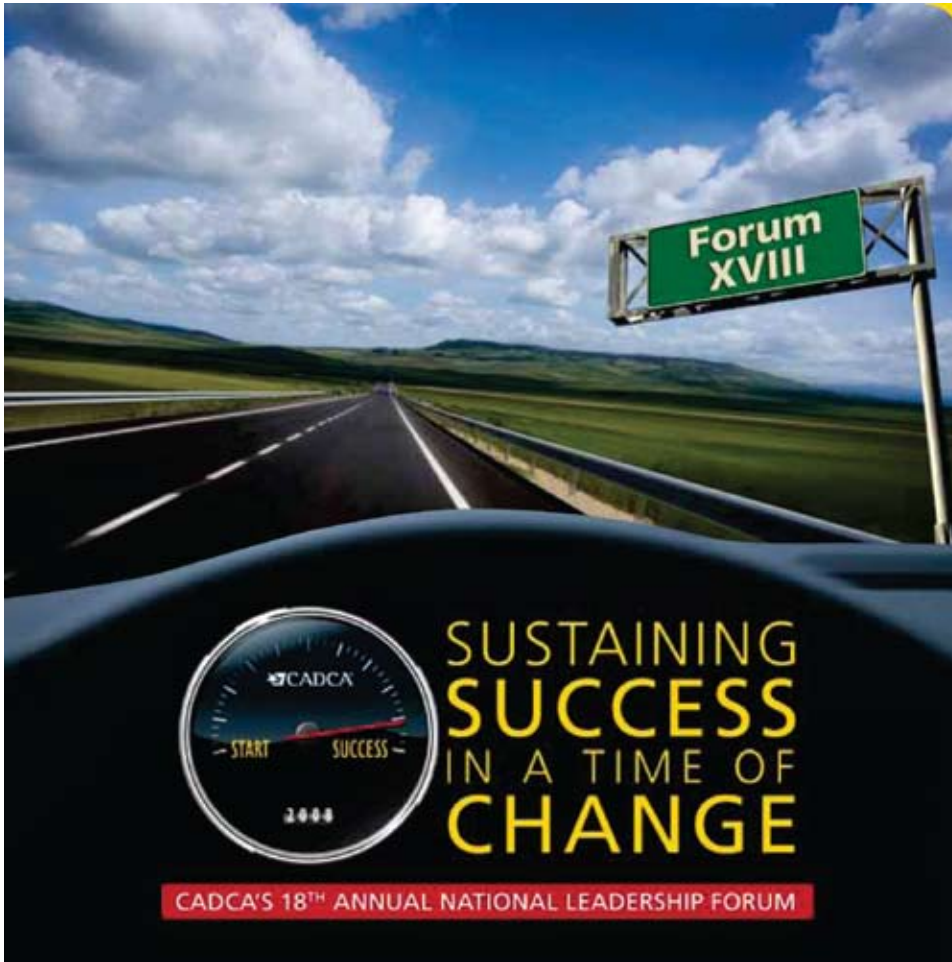
## Showcase Your Product or Service at CADCA's Forum

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 exhibit your service or product at CADCA's 18th Annual National Leadership Forum.

CADCA's exhibit hall plays host to several events within the Forum, guaranteeing maximum exposure and traffic for all exhibitors. Located in the exhibit hall will be the popular Cyber Café, as well as continental breakfasts and refreshment breaks for all attendees.

To find out more about exhibiting at CADCA's Forum, visit [www.cadca.org/events/forum/forum18](http://www.cadca.org/events/forum/forum18). For questions, contact Kelle Masten at [kmasten@cadca.org](mailto:kmasten@cadca.org) or 703-706-0560, ext. 224.





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