

CADCA Forum Shines with Advocacy, Training and Expert Speakers

Nearly 2,700 alcohol and drug prevention and treatment advocates from communities across the country brought their energy and passion to the Walter E. Washington Convention Center in Washington, D.C. in February for CADCA's 18th Annual National Leadership Forum. The event provided participants an opportunity to learn the latest on key substance abuse issues and to hear from nationally-known experts and policymakers.

Participants included community anti-drug coalitions from all regions of the country, addiction treatment professionals, researchers, educators, law enforcement professionals, faith-based leaders, government leaders and youth.

This year, CADCA's Forum played host to special meetings on underage drinking led by governor's spouses and representatives from 15 states. The meetings were sponsored by the Leadership to Keep Children Alcohol Free Foundation, an initiative that aims to make childhood drinking prevention a national priority.

The Forum kicked off with a riveting keynote address by Dr. Drew Pinsky, a board-certified addiction medicine specialist and popular radio and TV host, who thanked community coalition leaders for their tireless efforts to reduce youth alcohol and drug use.

"I love CADCA, I love you, you humble me!" Dr. Pinsky told attendees. "You guys do the real work."

He stressed the importance of addressing the rising prescription drug abuse rates, calling on coalition leaders to help educate the nation about the real dangers of abusing prescription medicines.

"I am sick of hearing of a young person dying because of a drug overdose and people saying, 'oh well, it was doctor prescribed,'" he said. "It's a major cultural problem...kids don't perceive the harm of taking these drugs."



Dr. Drew Pinsky energizes the crowd during the opening plenary.

Following Dr. Pinsky's presentation, coalition leaders heard from members of Congress and their staff to get them prepared for their meetings with lawmakers on Capitol Hill. Nearly 1,000 coalition leaders took part in Capitol Hill Day, including an energizing rally where participants called for more

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A Message from the Chairman

Dear Friends:

Henry David Thoreau once said, "Success usually comes to those who are too busy to be looking for it." I think this best explains our field right now. We've been busy, working hard, and slowly, quietly, our coalitions have been transforming their schools, neighborhoods and cities. The theme of our last Forum, "Sustaining Success in a Time of Change" recognizes that we are still showing signs of growth and building momentum, even as our nation often faces waves of uncertainty.

Now is the time for our quiet success to be transformed into a loud clamor. If you are a member of CADCA you know how hard we work to advocate on your behalf in Washington. But we can't do it without you. So please, keep your membership current and help us weigh in on these critical funding issues. We're facing major cuts to nearly every program we care about—even a \$10 million cut to the Drug-Free Communities program—at a time when we're seeing tremendous success in reducing youth drug abuse. With your continued commitment and enthusiasm, we can educate our decision-makers and keep alcohol and drug issues on the national agenda.

As you flip through this issue of *Coalitions*, you'll see we've made an effort to highlight some of our recent successes, particularly at our recent National Leadership Forum. We experienced success, whether it was welcoming a keynote speaker like Dr. Drew Pinsky, hosting an electrifying Capitol Hill Day with 5 Members of Congress, or celebrating excellence in our annual awards luncheon. I'd like to thank all our sponsors—including 9 federal agencies—who helped to make an event of this magnitude possible.

At CADCA, we are already planning our 2009 National Leadership Forum, February 9-12, 2009 at a brand new, state-of-the-art facility—the Gaylord National Resort & Convention Center, on the banks of the historic Potomac River. Instead of being spread out across downtown DC, CADCA is bringing the Forum back under one roof at the Gaylord, with all the sleeping rooms, ballrooms, meeting rooms, restaurants, recreation and shopping needed to accommodate our growing conference.

You'll also learn about our exciting Mid-Year Training Institute, which takes place July 28-July 31 at the beautiful Renaissance Esmeralda Resort and Spa in Palm Springs, California. Our goal, to help build a stronger coalition workforce, is evident by the courses we're offering. Workshop themes range from practical non-profit organizational tools to a specific concern of so many of you—reducing underage drinking. The 1/2 day, 1-day and 2-day courses offer a unique professional development opportunity.

In closing, we recognize that you are successful and busy people working on what Dr. Drew Pinsky calls "the problem of our time." At CADCA, we never forget that. I encourage you to read our weekly *Coalitions Online* newsletter carefully and visit the CADCA web site often to see how we're crafting our work to support you, and ultimately, reduce rates of alcohol and drug abuse.

Sincerely,



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



CADCA Forum Shines with Advocacy, Training and Expert Speakers *(continued from cover)*

prevention dollars, shouting “deal with drugs, deal with underage drinking.” *(To read more about Capitol Hill Day, see page 6)*

Federal Leaders Offer Advice and Inspiration

Participants also heard some inspiring words from the Acting Surgeon General, Rear Admiral Steven K. Galson, M.D., M.P.H., who discussed the Surgeon General’s Call to Action on Underage Drinking. Admiral Galson said that reducing youth drinking requires a drastic shift in perception.

“A perception exists that young people, in adolescence, as a matter of course will drink alcohol no matter what. We have to continue to focus attention on the fact that that is simply not so,” he told CADCA members during the Membership Breakfast. “People see that alcohol is a huge problem. They don’t know how we can ever get there [because] alcohol is everywhere--it’s on every college campus. Just think about what’s happened in this country over the last 30 years with tobacco and you’ll understand why we can get there.”

“Coalitions can help change this misperception in the same way advocates helped change the misperception that smoking was okay,” Admiral Galson said.

He urged coalitions to redouble their prevention efforts. “Reach out to your friends, reach out to your neighbors, connect the dots in our society in every possible way. Together, we’re the agents of achievable change in our culture,” Admiral Galson said.

Other federal leaders who spoke during CADCA’s Forum echoed his sentiment, stressing the need for continued prevention and education. Rear Admiral Eric B. Broderick, D.D.S., M.P.H., who currently serves as the Deputy Administrator for the Substance Abuse and Mental Health Services Administration (SAMHSA), said that while treatment is necessary, prevention is vital to solving

the nation’s drug and alcohol abuse problems. “What you do in the community is so vitally important to the success of those in great need. We can’t treat the disease away,”

John Walters, Director of the Office of National Drug Control Policy, said prevention can help get to what underlies drug and alcohol abuse—the perception that substance abuse is a freedom of expression. “Prevention allows us to reverse that understanding...and to tell young people that substance abuse is not a benign activity, it’s something that changes the chemistry of your brain and makes you sick,” Walters told the audience.

In addition to hearing key leaders, attendees sharpened their skills and learned new strategies at the more than 100 workshops at the Forum, which touched on a wide range of topics—from environmental strategies to reduce youth marijuana use to the latest research on alcohol abuse prevention.

The Forum culminated with an award’s luncheon honoring former Congressman Rob Portman, who was instrumental in the development and funding of the Drug-Free Communities Act. Mr. Portman, also the past Director of the Office of Management and Budget, recalled how the idea for the Drug-Free Communities program was born and urged coalition leaders to continue to advocate for programs like it.

For many Forum attendees, it was hearing speakers like Portman, Dr. Pinsky and Rear Admiral Galson that made the event a memorable experience, with one attendee calling the Forum “inspirational, motivational and informational!”

“The broad range of speakers CADCA had for this event shows the support of many, if not all, agencies in the D.C. area that are touched with substance abuse prevention and treatment,” noted another attendee. ■

(L to R): Dr. Nora Volkow, NIDA; Dr. T.K. Li, NIAAA; Dr. Eric Broderick, SAMHSA; moderator Jane Callahan, Coalition Institute; Jeffery Sedgwick, DOJ and Michael Todd, DEA.



Scenes from



(L-R) Kareemah Abdullah, National Coalition Institute; Robert Flores, OJJDP; Deborah Price, Dept. of Ed.; Dr. H. Westley Clark, CSAT; Dennis Romero, CSAP; Dr. Anne Mathews-Younes, CMHS; Dennis Greenhouse, CCDO; and General Dean.

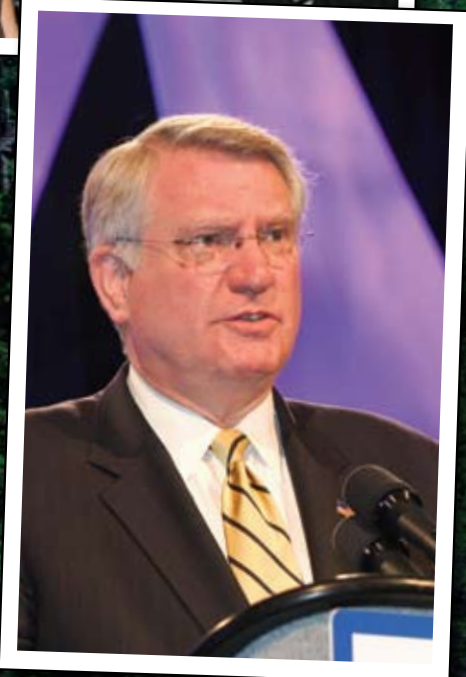


Hawaii's Lt. Governor James R. "Duke" Aiona, Jr. shows his support of coalitions



Ohio coalition leader Bobbie Douglas with former Ohio First Lady Hope Taft and CADCA's public policy consultant Sue Thau.

Forum XVIII



ONDCP Director John P. Walters bids the Forum farewell with a strong speech.



First time Forum speaker Acting Surgeon General Dr. Steven K. Galson connects with the audience at the Membership Breakfast.



Left to Right: Patricia Kempthorne, First Lady Emeritus of Idaho; Cathy Keating, First Lady Emeritus of Oklahoma; Stephen Wing, SAMHSA; Karen Baldacci, First Lady of Maine; General Dean; and Sally Ganem, First Lady of Nebraska.

Coalition Leaders Advocate for Increased Prevention and



More than 2,600 coalition leaders took to the halls of Congress for CADCA's annual Capitol Hill Day, held as part of CADCA's 18th annual National Leadership Forum in February.

A resounding level of support resonated with the field, with more than 100 coalition leaders meeting with Members of Congress or their staffs to advocate for increased resources for substance abuse prevention, treatment, and education programs.



Congressman Danny K. Davis (D-7th/IL)

For many coalition leaders, these meetings were instrumental in building support for their coalition efforts. Robin Fouche of the Clatskanie Together Coalition in Oregon, who met with Senators Gordon Smith (R-OR) and Ron Wyden (D-OR), called her meeting "a very successful visit." "Both were impressed with how much we do with a small amount of funds," Fouche noted.

Angie Asa-Loystad of Kossuth Connections in Algona, Iowa, was equally excited about her meeting. Asa-Loystad, along with other prevention advocates from Iowa, met with Senator Tom Harkin (D-IA).

"Senator Harkin was awesome...he noticed how we all had come together and knew each other, even though we were from every corner of the state. We all were DFC grantees making the most of our resources by sharing and duplicating what worked in other areas of the state," she said.

Dr. Drew Pinsky, who kicked off the day, was so moved that he changed his travel plans and joined coalition leaders at the Hill Rally.

Congressman Danny K. Davis (D-7th/IL) moved the audience as the first member of Congress to speak during the morning plenary. His eloquent words touched upon pursuing dreams and efforts for community health and well-being through prevention, while inspiring the group to work through adversity along the way to reach those aspirations.

"Working together, we can continue to advocate for increased funding, and help to ensure that our communities remain, safer, healthier, and drug-free,"

Treatment Funding

Immediately following, Congressman Jim Ramstad (R-3rd/MN) took the stage and energized attendees as he continued his pledge to the field and his mission in Congress, to pass addiction and mental health parity legislation for insurance coverage. Additionally, CADCA presented Congressman Ramstad with its Congressional Leadership Award in recognition of his years of service to the prevention, treatment and recovery fields. Congressman Ramstad plans to retire at the end of the 110th session of Congress.

Capitol Hill Day attendees also benefited from hearing two staff members from Capitol Hill: Hilarie Chambers from Congressman Sander Levin's office (D-12th/MI), and Martin Green from Congressman Mark Souder's office (R-3rd/IN). Both provided advice and insight to the prevention field on how to have successful meetings on Capitol Hill.

Following the plenary session, coalition leaders and youth gathered in the Upper Senate Park for a rally on Capitol Hill that invigorated Forum attendees. Many held signs that resembled playing cards reminding the public that we must "Deal with Drugs" and "Deal with Underage Drinking."



Patrick J. Kennedy (D-1st/RI)

Despite the cold weather, Congressman Patrick J. Kennedy (D-1st/RI) "rallied the troops." His remarks focused on his staunch support for addiction and mental health parity, and the need for increased funding for federal drug control programs.

During the rally, Doug Hughes, Executive Director of the Miami Coalition for a Safe and Drug-Free Community, and Takara Taylor, Youth Coordinator of FACE IT in Bel Air, Md., addressed the cheering crowd. Both gave inspiring remarks on the importance of coalition work, as well as the importance of making your voice heard on Capitol Hill, to ensure that the programs we support as a field are funded at the highest level possible.

Capitol Hill Day concluded with a reception where coalition leaders shared their stories and experiences from the day. CADCA also presented Congresswoman Eddie Bernice Johnson (D-30th/TX) with its Congressional Leadership Award during the reception for her work to restore funding to the State Grants portion of the Safe and Drug Free Schools and Communities Program by offering a floor amendment that passed with unanimous consent. She thanked everyone for their efforts that day, and talked with passion about her commitment to the prevention cause.

Long-time champion for substance abuse prevention, and original co-sponsor of the Drug Free Communities Act, Senator Charles E. Grassley (R-IA) was the final member of Congress to address the group. He touched upon a variety of subjects, including the resolution he co-sponsored with Senator Joseph R. Biden (D-DE), designating the week of February 10-16, 2008 as "National Drug Prevention and Education Week," as well as his work to start a coalition in Iowa.



Senator Charles Grassley (R-IA)

"Capitol Hill Day was a great success, and CADCA would like to thank everyone for their enthusiastic participation. Working together, we can continue to advocate for increased funding, and help to ensure that our communities remain, safer, healthier, and drug-free," said Sue Thau, CADCA's Public Policy consultant. ■

Takara Taylor, a graduate and facilitator of CADCA's National Youth Leadership Initiative speaks out against underage drinking and drug abuse.



Mid-Year Training Institute to Help Build a Stronger Coalition Workforce

Part of being an effective coalition leader is knowing how to build effective leaders within your organization to maximize the coalition's capacity. That's why the theme of this year's Mid-Year Training Institute, held in Palm Springs, Calif. on July 28-31, 2008, is "Building a Stronger, More Effective Coalition Workforce."

CADCA's Mid-Year Training Institute is a one-of-a-kind training opportunity designed specifically for coalition leaders and staff. The 2008 Mid-Year Training Institute will offer intensive 1/2 day, 1-day and 2-day courses on transformational leadership; nonprofit workforce development; prevention science; fundraising; media outreach and marketing; evaluation; and underage drinking reduction, with a special focus on how to implement the STOP Act. In addition, the Mid-Year will offer New Grantee Week Three Training for first-year Drug-Free Communities grantees.

"Being a coalition leader or staff member requires strong leadership abilities, but it also means that you have to be able to let go of things that others can do, encourage ideas and risk taking, empower others and provide support," explained Jane Callahan, Director of CADCA's National Coalition Institute. "The Mid-Year will help people learn how to develop their leadership

skills so they can effectively lead coalition efforts, and how to empower others working in the coalition."

Speakers will include Renée Zito, Director of the California Department of Alcohol and Drug Programs and Fran Butterfoss, Ph.D, MEd, a leading expert on the development and maintenance of effective coalitions, and author of *Coalitions and Partnerships in Community Health*. Other presenters will include Harry Kressler, Executive Director of Pima Prevention Partnership, an agency that develops programs and services for under-served populations in Southern Arizona; Dr. Navjyot Fingh Bedi, Talbot Recovery Campus, Atlanta, Ga.; Bill Harrison, CFRE, Arizona State University Center for Nonprofit Leadership and Management; Paul Evanson, Co-Founder, Vice President and Chief Science Officer, Community Systems Group in Lawrence, Kan.; and Michael Sparks, Policy Director at the Center for Community Action and Training, and a nationally-known trainer and presenter on environmental approaches to coalition development and management.

Other features of the Mid-Year Training Institute will include one-on-one personal coaching from experts in the field of substance abuse prevention and coalition development, and CADCA's National Youth Leadership Initiative (NYLI). A compo-



nent of the National Coalition Academy developed by 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 addressing community problems. In these sessions, both youth and their identified advisors will learn how to help community coalitions be more effective in producing community change.

New this year at the Mid-Year will be a special networking session, conducted in the Knowledge Café method, a unique style of holding meetings that invites conversations, encourages listening and helps garner creative solutions and ideas.

This year's Mid-Year will be held at the beautiful Renaissance Esmeralda Resort and Spa in Palm Springs, Calif. This luxurious resort is located at the base of the majestic Santa Rosa Mountains in the exclusive community of Indian Wells. For more information about hotel rates, workshops, speakers or registration, visit: www.cadca.org and click on the Mid-Year Training Institute button. ■



CADCA's 2008 Drug-Free Kids Campaign Kicks Off

CADCA's Drug-Free Kids Campaign is celebrating its 10-year anniversary this year. This campaign is CADCA's largest and most widely recognized philanthropic initiative, and it culminates with an annual awards dinner that celebrates accomplishments in the field and recognizes deserving organizations and leaders in the fight against substance abuse. The Drug-Free Kids Campaign and Awards Dinner brings together corporate supporters, federal partners, substance abuse prevention professionals and community leaders from across the country to raise awareness and support for CADCA's mission to strengthen anti-drug coalitions nationwide.

Last year's campaign was the most successful in CADCA history to date, raising over one million dollars for the first time and assembling the largest-ever committee of support providers.

Held at the Ritz-Carlton Hotel in Washington DC, the Awards Dinner hosted over 600 CADCA supporters to a night of great food and entertainment. DIRECTV was honored as CADCA's 2007 Humanitarian of the Year for its significant efforts in creating better opportunities for youth. The award was accepted on the company's behalf by DIRECTV President and CEO Chase Carey. CADCA was also honored to recognize Dr. Tuan Pham, President of Phamatech Inc., as the 2007 Champion for Drug-Free Kids, for his company's steadfast support of youth and training for community coalitions.

CADCA's Drug-Free Kids Campaign 10th Anniversary Awards Dinner will be a very special event, planned for September 23 in Washington DC. Please save the date on your calendars. We will be highlighting the powerful work that community coalitions are doing throughout the country. CADCA will also be honored to recognize Dr. Linda A. Suydam, President of the Consumer Healthcare Products Association, with the 2008 Champion for Drug-Free Kids Award at the dinner.

Founded in 1992, CADCA is the principal national organization representing the substance abuse prevention field in the United States. Through conferences, trainings, public policy advocacy, publications and marketing programs, CADCA supports community leaders in coalitions on the front lines of the battle against illicit drug use and underage drinking. With CADCA's help, anti-drug coalitions are achieving real outcomes in reducing substance abuse.

Further information on the Drug-Free Kids Campaign and Awards Dinner will be forthcoming throughout the coming months. We appreciate your support. If you would like more information on contributing to the Campaign, attending the Awards Dinner or additional ways to support CADCA, please contact Larry Dilworth, VP of Development, at ldilworth@cadca.org, or 703-706-0560 ext. 258. ■

2008 Champion For Drug-Free Kids



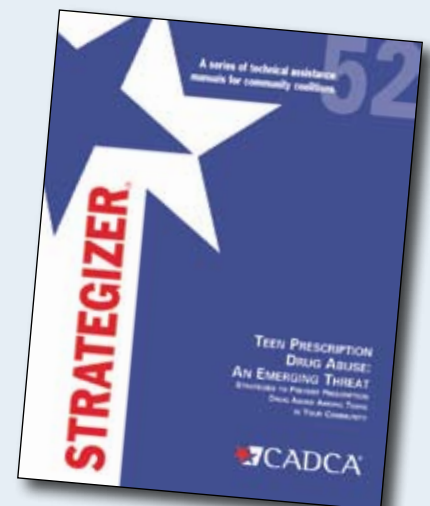
Dr. Linda A. Suydam,
President of the Consumer Healthcare
Products Association

New Publication Available to Help Coalitions Prevent Teen Prescription Drug Abuse

CADCA has developed a new publication, in collaboration with the ONDCP National Youth Anti-Drug Media Campaign, to help prevention leaders effectively address teen prescription drug abuse in their communities.

Strategizer 52, Teen Prescription Drug Abuse: An Emerging Threat, provides the latest facts on prescription drug abuse or misuse among youth, strategies that prevention practitioners can use to address this issue in their communities, and best practices from coalitions across the country. According to the 2006 National Survey on Drug Use and Health (NSDUH), more teens abuse prescription drugs than any illicit drug except marijuana — more than cocaine, heroin, and methamphetamine combined.

CADCA members can download *Strategizer 52, Teen Prescription Drug Abuse: An Emerging Threat* at no cost by logging onto the "Membership Central" area of CADCA's Web site (www.cadca.org). To order hard copies for an upcoming event or campaign, click on the "Publications" tab on CADCA's Web site.



Congratulations to This Year's Forum Winners

During CADCA's National Leadership Forum XVIII in February, several respected leaders and organizations were presented with awards for their exceptional efforts to prevent substance abuse. Here are CADCA's 2008 honorees:

Got Outcomes! Coalitions of the Year

The Got Outcomes! Coalition of the Year Awards are a National Coalition Institute-sponsored competition recognizing coalitions that have successfully impacted substance abuse outcomes in a measurable way through the implementation of a sound strategic plan/logic model. Winning coalitions are honored at CADCA's Forum. CADCA also highlights the winning coalitions through all our communications vehicles, and provides additional support for Forum attendance. Each of our Got Outcomes Coalition winners receives a cash award. The "Coalition as a Whole" category was sponsored by Consumer Healthcare Products Association (CHPA). The "Intermediate Outcomes" and "Single Substance/Substance Abuse Related Problem" categories were sponsored by Phamatech, Inc. Congratulations to our winners, and thank you to our award sponsors for 2008!

Franklin County Communities That Care Coalition, Greenfield, MA

Coalition as a Whole Category



Virginia Cox, CHPA; Kat Allen, Community Coalition for Teens; Dr. Lauri Turkovsky, Western Massachusetts Center for Healthy Communities; and General Dean.

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 by 24 percent among 8th grade students, and lowered marijuana use by 39 percent.

Missoula Forum for Children and Youth, Missoula, MT *Single Substance/Substance Abuse Related Problem Category*



Carl Mongiovi, VP, Phamatech, Inc, Jori L. Frakie, General Dean

After an assessment revealed that Missoula had 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, and increase parental supervision. This resulted in fewer youth reporting alcohol use, more youth perceiving underage drinking to be wrong and a greater number of youth delaying onset of alcohol use.

Butte Youth Now, Chico, CA

Intermediate Outcomes Category



Danelle Campbell, Jeremy Wilson, Sherry Damon, Taryn Rosa, Desiree Bewely, and Nou Vang.

This coalition implemented 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 Lose the Most campaign and created more learning opportunities for youth to increase their protective factors.

National Leadership Award

The Honorable Rob Portman



CADCA is proud to recognize Rob Portman, former Director of the Office of Management and Budget, with our highest honor, the National Leadership Award. While serving as a member of Congress, Director Portman served as the Chairman of the House Republican Leadership and was the liaison between the House Leadership and the White House. He co-

authored four laws to reduce substance abuse and its consequences through prevention and education, including the legislation that supports so many in our field, the Drug-Free Communities Act. Twelve years ago, he founded the Coalition for a Drug-Free Cincinnati, serving as the organization's chair for five years. Director Portman currently resides in Cincinnati, Ohio with his wife Jane and their three children, Jed, Will and Sally. He continues to be a tremendous champion for drug prevention and the coalition model. The entire coalition field is grateful for his vision and steadfast support, which has transformed and elevated the community coalition movement in America.

Outstanding State National Guard Demand Reduction Program, see page 17

Outstanding State Member, see page 16

Outstanding Youth, see page 20

Other Awards Presented At The Forum Were:

Congressional Leadership Awards



*Rep. Jim Ramstad
(R-3rd/Minnesota)*



*Rep. Eddie
Bernice Johnson
(D-30th/Texas)*

Advocate of the Year Awards

Jeff Bentz, Director of ATOD and Related At-Risk Programming, CESA8, Gillett, WI

Denise Fitch, Former Administrator, OSPI Washington Street School Safety Center, Olympia, WA

Ellen Morehouse, Executive Director, Student Assistance Services, Tarrytown, NY



Ellen Morehouse



Jeff Bentz



Denise Fitch

Chairman's Award:

Outstanding National Coalition Academy Graduate

Berks County Community Prevention Partnership, Berks County, PA



Cheryl Guthier, Yvonne Stroman, Kristen Stubblebine, Eliana Seranno, and SSGT Michael Zimmerman.

What's New at the Institute?

CADCA's National Community Anti-Drug Coalition Institute Turns Five

From infant to kindergarten, children experience tremendous growth in their first five years. So too, has CADCA's National Community Anti-Drug Coalition Institute (Institute).

In five years, the Institute has developed from a fledgling training and resource center into—according to its independent, annual evaluation—“one of the best training centers in the country: building a strong organizational infrastructure, effective collaborative relationships and excellent training.”

The Institute was established in September 2002, with the primary goal of helping coalitions become more effective in reducing the rate of substance abuse within their communities. Since then, it has more than tripled its training reach and influence, conducting 33 face-to-face trainings for 2,381 people in 2002-2003 to 139 training events and close to 7,800 individuals in the 2006-2007 fiscal year. Training is developed around the Substance Abuse and Mental Health Services Administration's Strategic Prevention Framework (SPF) and focuses mainly on Drug-Free Communities Support Program grantees and Weed and Seed Communities, although all community anti-drug coalitions are welcome to participate and the core competencies taught in the Institute's courses can be applied to any community coalition.

During the 2004-05 fiscal year, the Institute initiated the National Coalition Academy an innovative, intensive year-long training that incorporates three-weeks of classroom training, distance learning and Web-based support. To date, close to 100 community anti-drug coalitions from across the United States have completed the course which is provided at no cost to participants through a partnership with the National Guard Bureau.

According to one recent academy graduate, “*The Academy doesn't cost a dime, but you get back a ton of change.*”

The Institute coordinates a variety of face-to-face training opportunities including the National Coalition Academy, regional trainings, CADCA's Mid-Year Training Institute, state-level and fee-for-service customized trainings. It also implements emerging technology in its training and technical assistance options, offering distance learning through Webinars (also called audio conferences), a Web-based workstation where academy participants share information with instructors and other participants.

The Institute keeps evolving and doing things better. I think they are on the right track. I see the momentum. I see the energy when I go to these events and when I'm part of these trainings. It's very palpable.

—Federal Partner

Additionally, the institute offers free technical assistance to any community anti-drug coalition in the United States, reaching close to 1,000 individuals annually. One coalition leader commented, “*I feel like they're part of our coalition....the CADCA people that I have met and talked with and e-mailed with are far above any other organization that I have had contact with before...if I need a resource, they're the first ones I think of.*”

The Institute also is leading the way for coalitions with its innovative publications. Its Primer Series focusing on the elements of the SPF, is used by thousands of coalitions nationwide. Since the launch of the

first primer late in 2005, the Institute has disseminated more than 76,000 publications. The Institute recently launched a new publication series, *Beyond the Basics: Topic-Specific Publications for Coalitions*, with release of *The Coalition Impact: Environmental Prevention Strategies*.

In 2007, the Institute steered coalitions to new methods for communicating with the addition and expansion of a variety of social media initiatives. The 30 Communities of Practice, an innovative Web-based learning project aimed at helping coalition leaders strengthen their evaluation of coalition results. The action research project focuses on community systems changes related to reducing population-level risk.

The Institute delved into Web 2.0 initiating a blog to give coalitions a new opportunity to interact socially and connect with each other regarding immediate coalition issues (www.prevention.typepad.com) and incorporating technology workshops at Forum XVII and XVIII and the 2007 Mid-Year Training Institute.

In keeping with its mission to increase the knowledge, capacity and accountability of community anti-drug coalitions throughout the nation, the institute sponsors the annual Got Outcomes! Coalition of the Year Awards, recognizing coalitions that have successfully impacted substance abuse outcomes in a measurable way through the implementation of a sound strategic plan/logic model. Since initiation of the awards in 2002, 15 coalitions have been honored for their efforts.

Institute staff look continuously for effective and innovative ways to help make America's community anti-drug coalitions smarter, faster.

Coalitions and Social Media

Have you watched the video from your niece's dance recital on YouTube? Or checked out photos from the family reunion on Flickr? If so, you are an official observer of social media. The next step—becoming a contributor.

“Social media” comprise a collection of online and mobile technologies and practices that people use to connect and share opinions, insights, experiences and perspectives. But, how do local coalitions use these applications to enhance their day-to-day work?



CADCA's National Coalition Institute will help to answer that question in a new three-part Webinar series focusing on the ways that community anti-drug coalitions can use social media to reach members, partners, funders and others in their communities. The sessions will be held on April 17, 2008; June 19, 2008 and Sept. 18, 2008, from 3 to 4:30 p.m. Eastern.

The first session will focus on “content communities” like Flickr and YouTube—those sites where people organize themselves



around objects in which they share an interest. The additional sessions will spotlight blogging and social networking. LaDonna Coy, MHR, CPS, CDLA, New Media and

Prevention Specialist and author of the Technology in Prevention blog [<http://technologyinprevention.blogspot.com>], will be the presenter for the sessions.

To register for the sessions (you must register separately for each session) or for more information on the series, go to the Webinar Series page of the Institute's Web site (http://www.coalitioninstitute.org/Coalition_Resources/WebinarSeriesHome.asp).

In the meantime, check out social media for coalitions—watch the 2007 Got Outcomes! Coalition of the Year Award winners on YouTube (http://www.youtube.com/view_play_list?p=4DBBD76C1AB732CD) or read the latest post on the Institute's blog (<http://prevention.typepad.com/>).

If you need additional information, send an e-mail message to Sue Stine at [sstine@cadca.org](mailto:ssstine@cadca.org).

Environmental Strategies Focus of New Publication from CADCA Institute

CADCA's National Coalition Institute launched a new publication series, *Beyond the Basics: Topic-Specific Publications for Coalitions*, recently with release of *The Coalition Impact: Environmental Prevention Strategies*. The new series complements the Institute's popular Primer Series, which is based on the elements of the Substance Abuse and Mental Health Services Administration's Strategic Prevention Framework.

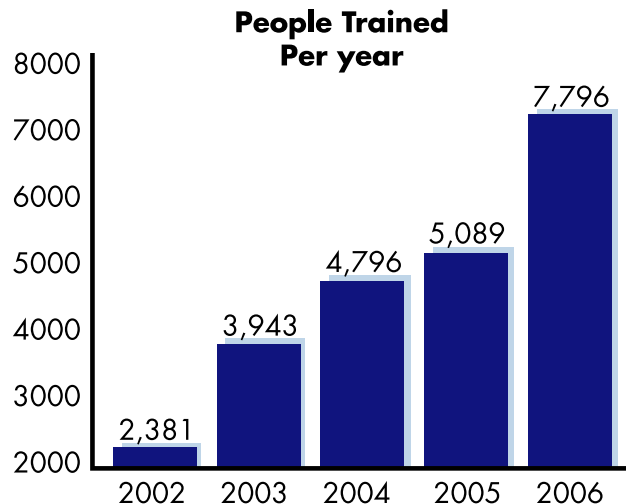
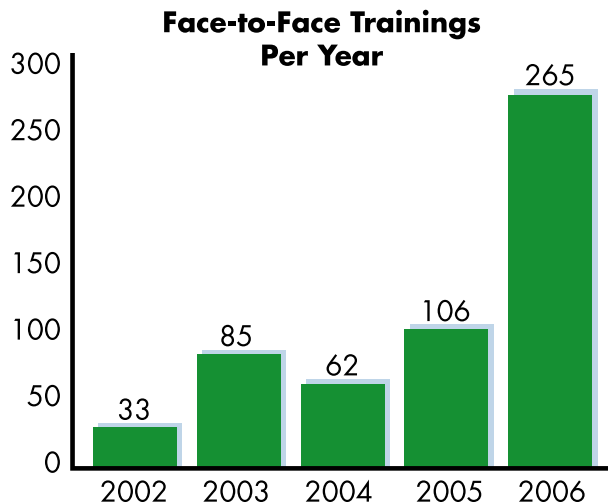
Environmental strategies incorporate prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies. *The Coalition Impact* provides an overview of the environmental strategies approach to community problem solving, illustrates ways that local anti-drug coalitions can determine what aspects of environmental prevention will best serve their communities and outlines steps for implementation and evaluation of interventions.



The publication includes specific examples of how initiatives aimed at preventing and reducing problems related to alcohol and other drugs were implemented by coalitions in Shawnee County, Kansas; North San Diego County, California; Hood River County, Oregon; and Salt Lake City, Utah.

The Coalition Impact: Environmental Prevention Strategies is available in PDF format on a new environmental strategies page (<http://www.coalitioninstitute.org/EnvironStrat/EnvironStratHome.asp>) on the Institute's Web site. The page includes a variety of resources on environmental strategies including a number of sample ordinances and information on media advocacy, landlord training and community design.

Institute Training Accomplishments 2002 - 2007



CADCA Announces Dose of Prevention Award

If your coalition has implemented innovative strategies to prevent over-the-counter cough and cold medicine abuse in your community, then CADCA would like to honor you at our next National Leadership Forum in Washington, D.C.

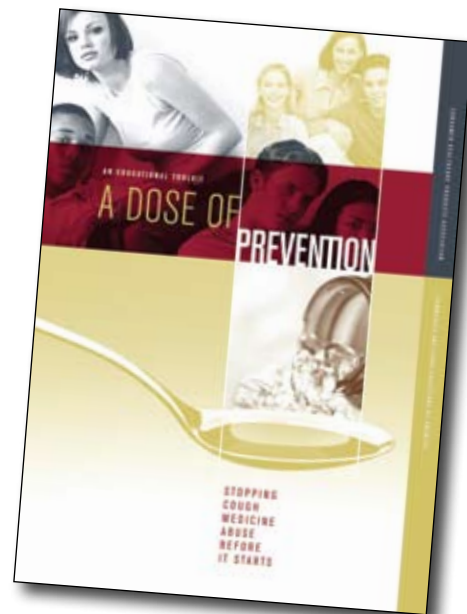
This spring, CADCA, in collaboration with the Consumer Healthcare Products Association (CHPA), is launching the Dose of Prevention Award. This award will recognize a CADCA-member coalition that has helped raise awareness about the dangers of over-the-counter (OTC) cough medicine abuse in their community, through the use of community-wide strategies. To be eligible for this award, applicants must meet the following criteria:

- Must be a CADCA coalition member in good standing.

- Must have used multiple strategies to address OTC medicine abuse.
- Must have utilized the Dose of Prevention Toolkit.
- Must have been involved in the 2007 National Medicine Abuse Awareness Month or the 2008 National Medicine Abuse Awareness Month.

The award will be presented during the Award's Luncheon at CADCA's 19th annual National Leadership Forum on February 12, 2009 in Washington, D.C. The winning coalition will receive a cash prize, and free registration, travel and accommodation to attend CADCA's National Leadership Forum. All CADCA members will receive a link to download the award application by May 1, 2008.

For more information about the Dose of Prevention Award, contact Mary Elizabeth Elliott at melliott@cadca.org. ■



Don't Miss This Season's CADCA TV Lineup

Whether by yourself, at your computer, or with your entire coalition via satellite, CADCA TV shows are a great opportunity to hear from leading experts on a variety of topics—and at no cost to you. Here's a look at upcoming CADCA TV shows.

April 24, 2008 1-2 pm EST

Classrooms, Coalitions & Collaboration

Coalitions and local schools, working together, can have a huge impact on youth alcohol and drug problems. There are many ways to collaborate: school surveys, social marketing, environmental strategies, youth-driven coalitions, effective prevention programs and much more. Survey experts will teach the best ways to create partnerships of trust that can lead to important youth-focused data. We'll hear from Hartford Communities That Care, a coalition that became a powerful resource to their local schools and built youth coalitions. Also featured is Pima Prevention Partnership, a coalition that runs a very innovative high school in Tucson, Ariz.

June 26, 2008, 1-2 pm, EST

Gangs, Drugs & Violence

Odds are you have a street gang in your neighborhood, or close to your home. Throughout the United States, gangs are no longer confined to the large urban communities. They're now originating and functioning in many of the smallest of towns across America. Too often we hear the phrases, "We don't have gangs in our community" or "All we have are a bunch of wannabes". The inference here is that since the gangs in communities didn't originate in Los Angeles, New York or Chicago, they aren't real gangs. Nothing could be further from the truth. Learn more about how gangs operate and what law enforcement, schools, coalitions and communities are doing to fight gang activity in their neighborhoods.

July 17, 2008 1-2 pm EST

Drugs Where You Live: City or Country

How do shifting populations affect drug use? 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? How can tools like geo-mapping help pinpoint what's really happening in your community? We'll take a look at all this and more and see if the grass is really greener on the other side.



(L to R) Dr. Gwen Schiada, Connect With Kids; Kat Allen, Communities That Care Coalition, Franklin County, Mass. and Dr. Wilkie Wilson, Duke University Medical Center, join CADCA host Mary Elizabeth Elliott to focus on "Raising Drug-Free Kids."

September 25, 2008 1-2 pm, EST

Teen Addiction and the Path to Recovery

It has been called a disease of young people. The vast majority of people who suffer from addiction encountered the beginnings of their illness when they were teenagers. Ninety-five percent of people who are dependent on alcohol or other drugs started before they were 20 years old. In recognition of National Alcohol and Drug Addiction Recovery Month, CADCA takes a look at what makes young people especially susceptible to addiction, how they can and do recover, and what can help to keep young people in long term recovery.

How to Watch CADCA TV

All shows are webcast live at www.mctft.com and 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. To register online, visit: www.dlnets.com/MCTFT2nd.htm.

Miss a live show? Don't worry! All CADCA TV shows are archived and saved online to view at your convenience.

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. ■

Membership News You can Use

North Carolina Honored at CADCA's XVIII Forum as Outstanding State Member

Under the leadership and collaboration of Flo Stein, Chief, and Dr. Janice Petersen, Prevention Director, in the North Carolina Division of Mental Health, Developmental Disabilities and Substance Abuse Services, Department of Health and Human Services; and Phillip Mooring, Executive Director, Families in Action, Inc.- North Carolina puts prevention first.

North Carolina has a long history of supporting and advocating for community-based prevention. Within the past 4 years, the state has placed a great deal of emphasis on coalition mobilization. Recently, the Legislature has appropriated state money specifically for the development of community coalitions – the first state dollars appropriated for substance abuse prevention in many years. The state agency views this as the start of what they hope to be a statewide emphasis on prevention programming through coalition development. Extending their focus on prevention, Families In Action, Inc. plays a major role as the CADCA state liaison, to ensure that emerging coalitions in the state are linked to their national organization from the start.

The state's prevention office, directed by Dr. Petersen, works closely with community-based organizations through their county system of Local Management Entities (LMEs). "It is the mission of the office to maintain a working relationship with the LMEs and implement a comprehensive plan for prevention," states Dr. Petersen. Any plan of course would include all sectors of the community with coalitions playing a major collaborative role, she further remarks.

An 11-year sustaining member of CADCA, North Carolina views their state level membership as central to their coalition development. Phil Mooring states, "Having a national organization that has all the resources and assets that we can make available to coalitions or communities interested in developing coalitions is key. We currently have 35 coalitions across the state, and I'm not sure how we could have done it without CADCA."

North Carolina has identified a Coalition Coordinating Center, housed at Wake Forest University, which will work with CADCA and other national organizations to provide training and technical



Flo Stein and Dr. Janice Petersen join General Dean to celebrate North Carolina's award.

assistance to emerging and established coalitions. The state association has come a long way in developing an inclusive partnership with CADCA—we all look forward to the benefits as they work to "Get To Outcomes"!

CADCA Members: We want to hear from YOU!

Does your coalition have a great success story that you'd like to share? Did you take part in an event that had a positive impact on your community? Are there any ideas that worked for your coalition that would benefit other coalitions nationwide? CADCA highlights member coalitions in a variety of media. Please submit your stories that you'd like to share to membership@cadca.org and keep an eye open for your published work!

If you have questions about membership, please contact Christy Jones, Membership Manager at 1-800-54 CADCA, ext. 228 or via email at cjones@cadca.org or Andrea Burkhart, Membership Associate at ext. 257 or via email at aburkhart@cadca.org.

CADCA's Partnership with the National Guard Bureau

Those of you who attended this year's National Leadership Forum probably noticed a number of military personnel assisting CADCA at the registration area, monitoring classrooms and collecting evaluations. These individuals are representatives from the Air and Army National Guard, and they graciously donate their time to help make CADCA's Leadership Forum a success year after year. CADCA would like to extend a special thank you to the National Guard for their assistance at the Forum, as well as their overall support of CADCA.

The National Guard Bureau has a longstanding history of support and collaboration with CADCA. On the national level, they work with CADCA in areas of training, communications, and education. CADCA's National Coalition Academy, a year-long comprehensive training program, is offered without charge through a partnership with the National Guard Bureau. The Academy is a year-long innovative training program that combines three-weeks of classroom training, distance learning and web-support to teach your community what it needs to know and what it needs to do to start and/or sustain a highly effective anti-drug coalition. Through the partnership with the National Guard Bureau, CADCA is able to offer Academy classes at National Guard training centers across the country.

Many states have strong ties with CADCA coalitions in their area. Locally, coalitions and the Guard often work side-by-side in the community, with many members of the Guard also serving as members of their community coalitions. One example of this is Tennessee's statewide coalition support of the TN National Guard's Stay on Track program. Coalitions across the state work together with the TN National Guard's Drug Demand Reduction group to promote this program, an evidence-based, twelve lesson program designed to educate and inform children about drug use and making positive choices. Coalitions have opened the doors to the school system by sharing their existing rela-

tionship with the schools and the National Guard to bring the two together.

Every year, CADCA advocates for legislation and appropriations that support the National Guard's counterdrug mission. Through prevention, treatment, and outreach to military members and their families, the National Guard works to decrease substance abuse among its servicemen and establish a culture of responsible choices through scientifically based adult education programs. Their partnership with CADCA and their extensive collaboration with community can assist the transition for servicemen to civilian life, in terms of substance abuse resources.

Does your organization work with your local National Guard? If not, you are missing out on a win-win collaboration at the local level. If you have a success story about working with your local Guard, we'd like to hear from you. And if you aren't working with the Guard, CADCA can help you connect with Guard men and women working on counterdrug issues in your state. Just call the Membership Team, and we'll provide you with more information.



Outstanding State National Guard Demand Reduction Program

Tennessee National Guard, Counterdrug Division

Maj. Gen. Gus Hargett, Lt. Col. Byron Deel, Capt. Linda Williams, and Warrant Officer Bob Murphy, Tennessee National Guard, Counterdrug Division

The Importance of Advocacy

Advocacy is the best way to show your support for a particular program or interest, and it is extremely easy to engage in. While there are a number of coalition leaders that have become successful and effective advocates, for many, advocacy seems to be a daunting task that is too hard to get involved in. In reality, however, becoming a successful advocate is actually very simple – all you need to remember is to be vocal, visible and valuable! Doing these three things will ensure that you're a force to be reckoned with on Capitol Hill, as well as at the State and local levels.

Being vocal in the public policy arena means that you take the time to talk with your elected officials and/or their staffs. It is important to talk with them throughout the year, and not just when you are asking them for something. This way, you begin to build a relationship and they understand that you are a resource to them. As a result, if there comes a time when you do need your Member's help, they will be more willing to provide it since you have a preexisting relationship with them.

Being visible means showing up – make sure the elected officials know who you are and know that you are attending the events they are involved in, such as candidate forums or town hall meetings. Not only is it important to show up, but it is important to ask questions in venues like this and to get



Coalition leaders meet with Sen. Jay Rockefeller (D-WV) during CADCA's 2007 Forum.

Back row from L to R: Sen. Rockefeller, Kathy Brunty (Wyoming County Prevention Partnership), Jennifer Orren (Mercer County COFY Coalition), Christy Lester (McDowell County FACES), Tammy Cook (Wyoming County Prevention Partnership), Elaine Simmons (National Veterans Against Drugs), Kathy Whitt (McDowell County FACES), Cynthia Mullins (Mercer County COFY Coalition) and Greg Puckett. Front row from L to R: Robin Brown (Nicholas County CEASE Coalition), Lisa Snedegar (Greenbrier County IMPACT Coalition) and Dave Simmons (National Veterans Against Drugs)

your elected officials on the record regarding their positions on substance abuse prevention. Being visible also means inviting elected officials to your own events. Be sure to leverage your connections within the community to get positive press for your elected official when they attend your meetings and events. This will help make sure that they keep coming back and stay involved.

Finally, remember that because of the work you do at the community level you are a tremendous asset to your elected officials: you are valuable! You have your fingers on the pulse of what is going on in the community and have the data

and outcomes to demonstrate that you are successful at what you do. The more time you take to develop your relationships with your elected officials and provide them with clear, concise and accurate information, the more they will come to rely on you as a resource. It is also important to remember that you are valuable because you are voters, and have access to the voting community: your opinion matters!

Despite the fact that there are really only three main ingredients to becoming successful advocates, many may still be skeptical. To illustrate just how easy it is to become an effective advocate, consider the follow-

ing case study from coalition leader Greg Puckett from the Creating Opportunities For Youth (COFY) coalition in West Virginia:

In December 2001, two members of our coalition attended Forum XII. It was then that I first met the members of our congressional delegation on Capitol Hill. This, as some of you remember, was the time when all of the congressional leaders were displaced due to the anthrax scare in the Hart Senate Office building. However, instead of being a negative, ironically enough it turned into a positive. Having searched for their offices by reading the hand written names on white tape on the Dirksen

building marquee, this fish out of water soon felt right at home. I was greeted pleasantly at the door by the staffs of both Senator Robert C. Byrd and Senator John D. “Jay” Rockefeller where I proceeded to introduce myself and educate them on the prevention process (what I knew, anyway). We exchanged business cards, I followed up with them after we left Washington and, little did I know, began to build a lasting relationship that exists to this day.

Flash forward to 2005. I received a call from CADCA’s Public Policy team and I was surprised to learn how much CADCA relies on coalitions to help spread the power of prevention message to those on Capitol Hill. I was invited to join Sue Thau in Washington to meet with Senator Byrd to discuss the work that our coalition was doing, the funds that were needed for the prevention

field as a whole, and how these monies are utilized at the local level. I continued to build on this relationship by following up with the members of our Congressional delegation once every couple of months – not only to keep them up to date with what activities our coalition was involved in, but also to invite them to participate and let them know that they could use me as a resource if they needed any information.

Now, a mere three years later, our congressional delegation not only listens to why CADCA is important, but has also gained extensive knowledge on how prevention, early intervention and treatment are linked to key funding issues for our field. They believe in the power of coalitions, and how working together for a common goal at the local level can truly make change happen. I’m proud to say that all of the

members of our congressional delegation, including Senators Byrd and Rockefeller and Representatives Nick Rahall (D-3rd), Alan B. Mollahan (D-1st) and Shelly Moore Capito

reckoned with and now joins with others around the state to create systemic change on another level. The coalition’s fiscal agency, Community Connections, now directs the West Virginia CADCA

Being visible means showing up – make sure the elected officials know who you are and know that you are attending the events they are involved in.

(R-2nd), have consistently voted for increased funding for the prevention field. In fact, Congressman Rahall regularly visits us and participates in special youth based prevention activities around the County.

The first time I went to Capitol Hill, I felt like a fish out of water. But since becoming involved in advocacy work, our small coalition has grown into a force to be

Association with funding assistance through the WV Division on Alcoholism and Drug Abuse, and has, in cooperation with the state’s Prevention Resource Center, developed a series of coalitions throughout the state that regularly advocate for coalition accountability and success. We’ve seen the value of CADCA and the power of advocacy and share that with others. ■

Get Ready for National Medicine Abuse Awareness Month

Recent studies have shown an alarming trend among young people—the abuse of prescription (Rx) and OTC medicines to get high. To address this, last year the U.S. Senate named August as National Medicine Abuse Awareness Month.

As part of the 2007 National Medicine Abuse Awareness Month, CADCA called on coalitions to help educate parents and members of the community about the dangers of abusing these drugs. Many answered our call by hosting community briefings in their communities. This year,

CADCA encourages coalitions to do the same.

Hosting a community briefing or town hall meeting on Rx and OTC medicine abuse is a great way to engage the community on this issue and to identify solutions to the problem. Here are some other ways to commemorate National Medicine Abuse Awareness Month this year:

- Launch a marketing or media outreach campaign to increase awareness of Rx and OTC medicine abuse.

- Host in-service trainings for educators about what they can do to prevent Rx and OTC medicine abuse.
- Partner with your local school district to send letters to parents about Rx and OTC medicine abuse.
- Engage youth in creating a PSA on Rx and OTC medicine abuse.

Several useful resources and materials, including CADCA’s Dose of Prevention Toolkit, are available online at www.stop-medicineabuse.org.

Youth: A Huge Return on Investment

If there were ever a moment in time where youth are eager to change the world around them and make a difference, it's now! Coalitions are right where they need to be to reach out to young people and say, "Young people, we need your help! How can we change our community, and what challenges are we facing when it comes to alcohol and other drugs?"

Involving youth in coalition work is one of the keys to a successful coalition. That's why CADCA developed the National Youth Leadership Initiative (NYLI). A component of the National Coalition Academy developed by CADCA's National Coalition Institute, the NYLI trains youth in community problem solving. CADCA has seen the difference youth make when given the tools and the opportunity. Youth are trained in leadership development, problem analysis, logic modeling, and other community related issues. At the end of the training youth have an opportunity to teach what they learned to their peers in ten minute segments.

Youth who have walked away from this training have applied what they have learned to policy change in their communities, systems change in their coalitions, and to a personal growth in community leadership. The next opportunity for the National Youth Leadership Initiative is at CADCA's Mid-Year Training Institute from July 28-31 in Palm Springs, California.



Adults and youth work side-by-side on logic models.

Franklin D. Roosevelt once said, "We cannot always build the future for our youth, but we can build our youth for the future." To the many coalitions who brought youth to the Forum, Congratulations! To the many coalitions who are considering additional training for your youth, "There is no investment like it!"

For more information on the National Youth Leadership Initiative, contact Arilea DeCarvalho at adecarvalho@cadca.org. ■

Outstanding Youth Award

16-year-old Yesenia Castro of the Hood River County Alcohol, Tobacco and Other Drug Prevention Coalition in Oregon won this year's Outstanding Youth award. Yesenia is an active member of her community. In addition to her involvement in the Hood River coalition, she is a member of MEChA (Movimiento Estudiantil Chicaco de Aztlan), the Si Se Puede (Yes We Can!) Hispanic Outreach Prevention Coalition, OSSOM (Operation Student Safety on the Move), Inspiration Circle and HOSA (Health Occupation Students of America). Not only is she dedicated to preventing drug and alcohol use, she also serves as a mentor to younger students and helps educate middle school students about the dangers of alcohol and drug use through presentations.



Inhalant Abuse Prevention Works!

By *Howard C. Wolfe*

Director, New England Inhalant Abuse Prevention Coalition

Inhalant abuse is defined as “the intentional breathing in of concentrated gases and fumes from solvent-based products, in order to produce intoxication.” There are over a thousand household, office, and shop supplies that are abused by youth, including computer gas duster, Freon (from air conditioners), nitrous oxide (from whipped cream cans, whippets, and tanks), air freshener, gasoline, butane and propane (from lighters, lighter refills, barbeque tanks) and any product in an aerosol can. Abuse may start as early as third grade, peaks in middle school, and gradually tapers off through high school and beyond. According to the Monitoring the Future Survey (2007), 15.6 percent of eighth graders have tried inhalants. Inhalants are popular because they are cheap or free, readily available, do not arouse suspicion, provide a quick, intense “high,” and are not detectable by typical drug screens. They are addictive and can be deadly on the first try. Death may be caused by “Sudden Sniffing Death Syndrome” (heart arrhythmias), asphyxiation, suffocation, accidents, fires, or explosions.

As you can see, inhalant abuse is a serious problem, but luckily, there is hope. Preventing inhalant use is possible. And we have proof! By the third year of the New England Inhalant Abuse Prevention Project Coalition, the New England lifetime rate for inhalant abuse among 12-17 year olds dropped by 27 percent (National Survey of Drug Use and Health, 2004 to 2005) resulting in 50,000 less children who did not initiate inhalant abuse that year.

How did we do it? The New England Inhalant Abuse Prevention Coalition (NEIAPC), an infrastructure development project initially funded by the Center for Substance Abuse Prevention (CSAP), set up coalitions in each state. We informed stakeholders about the nature of inhalant

abuse, disseminated best practices about prevention and treatment, and engaged key elements of the prevention and treatment infrastructure in strategic planning in order to increase the capacity of the existing prevention infrastructure.

There are four elements to our inhalant specific logic model: Messages, Resources, Strategies, and Targets.

Targets

Our ultimate goal was to inoculate naïve children (those who did not have the idea that household products had drug-like effects) and to change the attitudes of “knowledgeable” children so that they all thought of these products according to their true nature as poisons, pollutants, and fire and explosion hazards. However, the primary target of our grant was adults: youth-serving adults, policy makers, and parents. We did this because adults persist in the infrastructure that socializes children. We focused on educating adults and distributing materials that would persist and continue to educate each new crop of children.

Messages

We say that inhalants are poisons, pollutants, and fire and explosion hazards. We use messages that convey the safe use of products. We screen out resources that teach kids that they can get “high” from inhalants, teach them what products to inhale, or how to do it.

Resources

We disseminated a variety of resources, such as the Virginia Department of Education Inhalant Abuse Prevention Curriculum; the Hazelton video, “Toxic Chemicals;” the National Inhalant Prevention Coalition Community Campaign Kit; the parents’ website (www.InhalantAbuseTraining.org); and handouts from the Massachusetts Inhalant Abuse Task Force.

Strategies

We used a ‘Diffusion of Innovation’ model developed by Everett M. Rogers and recently popularized by Malcolm Gladwell in the bestseller, *The Tipping Point*. The idea is that new ideas, (such as the idea that inhalants are not drugs, but rather poisons, pollutants, and fire and explosion hazards), get diffused throughout society, and in our case, from the state coalitions to the adults to the kids. We found people who were willing to “champion” the idea and become “early adopters.” At some point, when enough people adopt these ideas, the innovation becomes self-sustaining—it has reached a ‘tipping point.’

In our society, there are many people who come into contact with children and youth. Along with parents, these youth-serving professionals play an important function in socializing our children and preparing them to take on adult roles. Through their contact, they transmit and/or correct ideas and behaviors about substance abuse, and more specifically, safe use of these products.

The coalitions educated youth-serving professionals and parents through handouts, articles in professional newsletters, and media campaigns. They worked to change policies to reduce access to abusable products in schools, homes and residential settings. They helped adults see that inhalant abuse needs to be taken seriously—that any use needs follow-up with education and an alcohol and other drug screening or assessment.

What can you do? First, educate yourself about inhalant abuse. Then spread the word. Encourage people to go to the parents’ website. Look at your local data, especially for 8th and 9th graders in suburban and rural areas—look for hotspots of

Continued on page 23

SUNDIAL Contest to Offer Laptop and iPod to Top Signature Gatherers

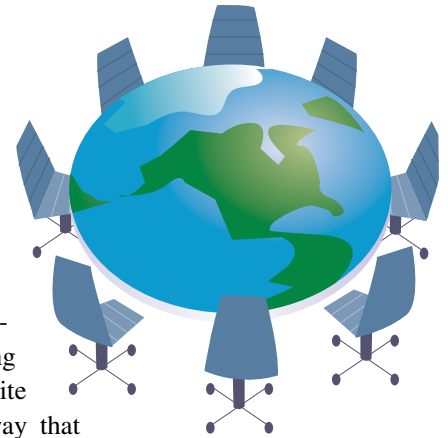
CADCA has partnered with Project: SUNDIAL (Supporting United Nations Drug Initiatives and Legislation) to offer CADCA youth coalition members an opportunity to win a laptop and other great prizes in a competition to gather signatures for a very important petition with far-reaching drug policy implications.

In 2009, delegates from around the world are gathering in Vienna at the Commission on Narcotic Drugs conference, the legislative body at the United Nations that deals with drugs. We want to demonstrate that there are people and organizations in the world that support the work of the United Nations to curb illicit drug use and trafficking through a balanced policy of prevention, treatment, law enforcement, and supply reduction. At this meeting, SUNDIAL will present delegates with more than one million signatures to show support for international goals against drug

abuse. By contrast, a minority of well-funded non-governmental organizations are organizing to dismantle and rewrite the Conventions in a way that would open the door for countries to implement legalization and drug liberalization measures.

We know that prevention and treatment works. We need your help to communicate this to the world body that determines international drug laws, since these laws act as a guide for almost every country in the world.

To join us in this important signature effort and enter the contest, contact Natalia Martinez Duncan at nmartinez@cadca.org. ■



Dinner Makes a Difference

Help support this year's Family Day

CADCA coalitions, community groups, faith-based organizations, schools and families across the country are gearing up to celebrate the eighth annual *Family Day – A Day to Eat Dinner with Your Children™* on September 22, 2008. *Family Day* is the national movement that The National Center on Addiction and Substance Abuse (CASA*) at Columbia University launched in 2001 after its research consistently found that the more often kids eat dinner with their families, the less likely they are to smoke, drink or use drugs.

Family Day reminds parents that frequent family dinners make a difference! Last year the President, all 50 Governors and more than 750 Mayors and County Executives proclaimed and supported *Family Day*. National landmarks such as Niagara Falls lit up in *Family Day* colors of blue and



red and calendar companies including FranklinCovey included *Family Day* in their additional holidays list.

With the continued help of CADCA coalitions nationwide, *Family Day* 2008 will be an even bigger success! This year, CASA will introduce a major call to action by asking parents across the country to sign the *Family Day* STAR pledge, pledging their commitment to have dinner with their children on September 22 and beyond. ■

Family Day STARs will pledge to:

S - Spend time with your kids by having dinner together

T - Talk to your kids about their friends, interests and the dangers of drugs and alcohol

A - Answer their questions and listen to what they say

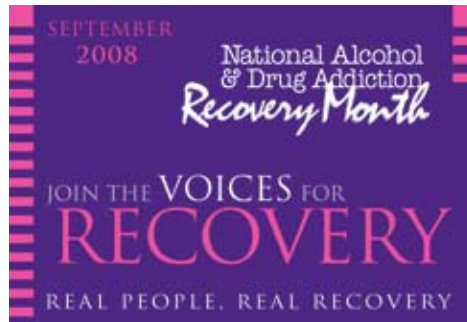
R - Recognize that YOU have the power to keep your kids substance-free

Your coalition can show support for *Family Day* by encouraging members to make the pledge at www.CASAFamilyDay.org beginning in June. You can also link to the *Family Day* website from your site and can consider partnering with local businesses, elected officials or schools to hold a special event on or leading up to *Family Day*.

For more information about how you can celebrate *Family Day*, visit www.CASAFamilyDay.org.

Help Shed Stigma of Addiction During National Alcohol and Drug Addiction Recovery Month

September is National Alcohol and Drug Addiction Recovery Month, sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA) and the Center for Substance Abuse Treatment (CSAT). This public health campaign is designed to highlight the societal benefits of substance abuse treatment and to promote the message that recovery from substance abuse in all its forms is possible. This year's theme is "Join the Voices for Recovery: Real People, Real Recovery."



Coalitions can play a powerful role in educating the public that recovery is real and treatment is worth it!

Whether it's hosting a community event or launching a media campaign, there are a number of ways to participate in Recovery Month. One way to increase awareness about Recovery Month is by getting local officials to sign proclamations declaring September as Recovery Month. When local officials publicly sign such a statement, public attention is drawn to *Recovery Month* events and activities, and the community as a whole recognizes that local governments are committed to improving citizens' access to treatment programs for alcohol and drug use disorders. Proclamations can be issued by governors, state legislatures, municipalities, counties, cities, or towns.

To view sample proclamations, visit <http://www.recoverymonth.gov/2008/proclamations.aspx>.

To help communities plan a Recovery Month activity, SAMHSA and its partners have developed the Recovery Month Planning Kit. The kit provides ways to raise awareness about Recovery Month and materials to help plan Recovery Month activities. The kit will be available at www.recoverymonth.gov/2008/ this Spring. ■

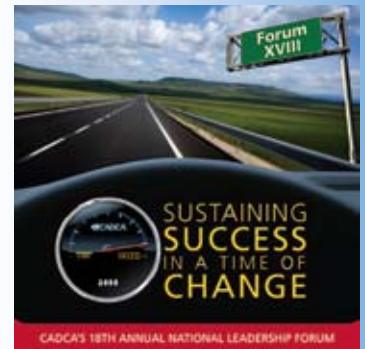
Viewpoint *(cont. from page 21)*

use. Conduct local awareness campaigns. Promote trainings on best practices for inhalant abuse prevention. Are schools and residential programs inhalant-free? Ask if school-based drug prevention curricula are too explicit about inhalants.

Please visit our web site for interviews with coalition members from all over New England and for more information about inhalant prevention: www.inhalantprevention.org. Our parent's web site is located at www.InhalantAbuseTraining.org.

Editor's Note: CADCA developed a publication on inhalants entitled, *Practical Theorist 7: Inhalant Abuse Prevention 101, A Community Approach to Inhalant Prevention*. CADCA members can download this publication for free by logging into the Membership Central area at www.cadca.org.

A Special Thanks to Our 2008 Forum Sponsors



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National Institute on Drug Abuse (NIDA)

Drug Enforcement Administration (DEA)

Community Capacity Development Office (CCDO)

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

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Multijurisdictional Counterdrug Task Force Training Program (MCTFT)

U.S. Department of Education

Office of National Drug Control Policy (ONDCP)

Consumer Healthcare Products Association (CHPA)

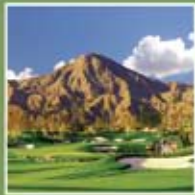
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THE 2008 MID-YEAR TRAINING INSTITUTE WILL BE THE BEST YET!

The Renaissance Esmeralda Resort and Spa is ideally situated in the celebrated desert community of Indian Wells, just 13 miles from Palm Springs, and is nestled at the foot of the spectacular Santa Rosa Mountains. With a special CADCA room rate of only \$120 per night, the Renaissance Esmeralda has something for everyone, including golf, tennis, the largest pool in the desert, and a sandy beach with volleyball.

The program features a focus on the implementation of the STOP Act. New course offerings will include: "Knowledge Café" and "How to be a Great Group Facilitator". Personal coaching will be back by popular demand as will the National Youth Leadership Initiative.

The DFC New Grantee Training Part 3 will also be held during this Mid-Year.



MARK YOUR CALENDAR NOW

SO YOU DON'T MISS THIS EXCITING OPPORTUNITY!

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Coalitions

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