

Learn the Latest in Substance Abuse Prevention and Treatment at CADCA's National Leadership Forum XIX!

Attention coalition leaders and substance abuse professionals: registration is now open for CADCA's National Leadership Forum XIX, which will be held Feb. 9-12, 2009! The 2009 Forum will take place at the brand new Gaylord National Resort and Convention Center, right on the banks of the Potomac River. Our theme is "Charting the Course: Stronger Partnerships for Healthier Communities," with a number of workshops aimed at helping you create powerful alliances to enhance your prevention, treatment and recovery efforts.

CADCA has prepared a terrific lineup, with more than 100 results-driven sessions and 11 tracks. Topics will cover everything from unique collaborations to reduce underage drinking and tobacco use to how to involve returning veterans in community coalitions. We've devoted an entire track to helping you increase community participation through a unique networking tool known as the World



Gaylord National Resort and Convention Center.

Café, an easy-to-use-method for creating a living network of collaborative dialogue around questions that matter. With today's challenging economy in mind, we've designed a track, called "Cash for Communities," that will provide insights on acquiring and creating cash for complex community solu-

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Evaluation Finds Coalitions Effective at Reducing Teen Substance Abuse

Findings from an evaluation of the Drug-Free Communities (DFC) program showed that in communities where there are DFC coalitions, substance use rates among high-school students were significantly lower than national rates. The data also showed that while youth drug use has been declining across the United States, it has declined more rapidly in communities with DFC coalitions.

The National Interim Evaluation, conducted by Battelle Memorial Institute on behalf of

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A Message from the Chairman

Dear Friends:

As we begin wrapping up 2008, I am amazed at all that has occurred this year. As we continue to work hard to prevent youth drug and alcohol use, so many life-changing events have taken place over the past six months—from a national presidential election to a troubling economic recession. And while 2008 has not been a positive time for the economy, it has been a remarkable year for CADCA and community coalitions.

As you will read in this issue of *Coalitions*, a recent evaluation of the Drug-Free Communities (DFC) program found that substance abuse rates among high school students were significantly lower in communities where DFC coalitions are present. Now we have hard data proving that community coalitions are an effective vehicle for change! Also in 2008, CADCA's National Coalition Institute won high marks on its evaluation. An independent evaluation found that coalitions that received training or technical assistance from CADCA's Institute were more likely to engage in effective strategies, and to bring about policy and practice changes that reduced substance abuse. I think I speak on behalf of the entire CADCA family when I say, we are proud of these results.

2008 also resulted in another great year for our Drug-Free Kids campaign. This year at our Drug-Free Kids Campaign Awards Dinner, we honored HBO for their Emmy-winning *ADDICTION* documentary and the Consumer Healthcare Products Association for their commitment to preventing over-the-counter cough medicine abuse. Both have played a key role in the fight against substance abuse. You can read more about our awards dinner on page four.

As we look ahead to 2009, I am excited for National Leadership Forum XIX! We have planned a wonderful lineup of workshops this year, addressing everything from underage drinking and prescription drug abuse to funding issues and strategies for diverse communities. This time, we'll be in a brand new location, the Gaylord National Resort and Convention Center, which is located right on the banks of the Potomac River. The big difference is that now everything—the workshop rooms and your hotel rooms, will be contained under one roof. Registration for the Forum is now open at www.cadca.org, so if you haven't already I invite you to register now and take advantage of the early bird discount!

As President-elect Obama stated in his speech in Chicago on election night, "the road ahead will be long, and our climb will be steep." Times are tough, but we at CADCA remain optimistic about the future. Now is the time to come together as a field. Our youth and our communities need us now more than ever. The National Leadership Forum is the place to learn, connect, be inspired and re-energized for the days ahead. Please join us!

Sincerely,



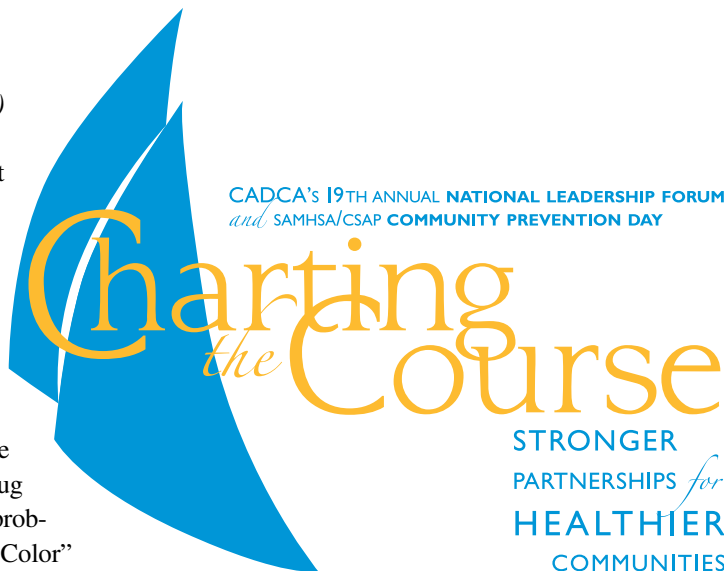
General Arthur T. Dean, Major General, U.S. Army, Retired, Chairman & CEO



Forum XIX (continued from cover)

tions. The “Communications: 21st Century” track is designed to teach you cutting edge marketing techniques and concepts that help you tell your story and increase support for your work. Our “Curtailed Consumption” track is meant to help you learn comprehensive evidence-based approaches to reduce underage drinking, prescription drug abuse and other substance abuse problems, and our “Communities of Color” track will teach you tried and true strategies for working with diverse populations as we chart the course for healthier rural, urban and reservation communities.

Similar to last year, the series of events will begin on Monday, Feb. 9 with Community Prevention Day, which will include a variety of in-depth workshops developed jointly by CADCA and the Center for Substance Abuse Prevention (CSAP). Community



Prevention Day is specifically designed for SAMHSA grantees so that they can enjoy both Community Prevention Day and the rest of CADCA's National Leadership Forum.

In addition to learning and networking opportunities, participants will have a chance to make their voices heard in Congress during

Capitol Hill Day on Tuesday, Feb. 10. The theme for this year's Capitol Hill Rally is “Rx for Prevention,” with a special focus on prescription drug abuse.

The Forum will include a number of distinguished speakers, including key federal leaders and this year's keynote speaker Peter Block, author of *Community: The Structure of Belonging*, which

explores how a community can emerge from fragmentation and become alive with possibility, generosity and deep engagement.

Whether it's to learn from your peers, hear from dynamic presenters or see the latest products at our Exhibit Hall, Forum XIX is one event you won't want to miss. So register today at www.cadca.org! ■

Meet This Year's Keynote Speaker: Peter Block



Peter Block is the author of several best-selling books. The most widely known are *Flawless Consulting: A Guide to Getting Your Expertise Used* (1st edition 1980, 2nd edition 1999); and *Stewardship: Choosing Service Over Self-Interest* (1993). His most recent book is entitled *Community: The Structure of Belonging*,

which explores how a community can emerge from fragmentation and become alive with possibility, generosity and deep engagement.

His books are about ways to create workplaces and communities that work for all. In addition to being an author, he is a consultant and award-winning trainer. His work is about bringing change into the world through consent and connectiveness rather than through mandate and force; and about

empowerment, stewardship, chosen accountability, and the reconciliation of community.

He is the recipient of the Organization Development Network's 2008 Lifetime Achievement Award. In 2004 Peter received their first place Members' Choice Award, which recognized his most widely know book *Flawless Consulting* as the most influential book for OD practitioners over the past 40 years. He has also authored, *The Answer to How Is Yes: Acting on What Matters* which won the 2002 Independent Publisher Book Award for Business Breakthrough Book of the Year.

He has also received national awards for outstanding contributions in the field of training and development, including the American Society for Training and Development Award for Distinguished Contributions; the Association for Quality and Participation President's Award; and *Training Magazine* HRD Hall of Fame. Peter Block's work is about empowerment, stewardship, chosen accountability, and the reconciliation of community.

CADCA Honors HBO and CHPA for Helping to

Corporations and business leaders from across the country joined CADCA in September to honor HBO and the Consumer Healthcare Products Association (CHPA) for their efforts to help raise awareness about the dangers of substance abuse. The two were honored at CADCA's 10th Anniversary Drug-Free Kids Campaign Awards Dinner in Washington, D.C.

The Drug-Free Kids Campaign Awards Dinner brought together over 400 corporate supporters, federal partners, members of Congress, and coalition leaders who share a common goal of building safe, healthy and drug-free communities. This annual campaign raises funds for youth-related programs, and CADCA's training initiatives to help coalitions effectively prevent substance abuse in their communities.

HBO received CADCA's Humanitarian of the Year award for its ADDICTION Project, a multi-media campaign and documentary

series aimed at helping Americans understand addiction as a treatable brain disease. CHPA, which represents the makers of over-the-counter medicines, received the 2008 Champion for a Drug-Free Kids award for its work to combat cough medicine abuse.

Sheila Nevins, President of HBO Documentary Films, accepted the award on HBO's behalf. She said the idea for the documentary film came from discussions among HBO employees who had experienced addiction in some way, shape or form.

"The film came from a place of pain," Nevins explained. "The end result of the project was a culmination of great passion and we believe it will have great benefit to all attempting to tackle this terrible disease."

In 2007, HBO won an Emmy for The ADDICTION Project. Topics covered included: the nature of addiction, addiction in the workplace, and the protracted insurance battles waged by families, as well as the difficulty of finding and getting adequate treatment. The film brought together the nation's leading experts with award-winning filmmakers, and was produced by John Hoffman and Susan Froemke; and executive produced by Sheila Nevins.

Accepting the Champion for Drug-Free Kids award on CHPA's behalf was Dr. Linda Suydam, CHPA President. Dr. Suydam thanked CADCA for partnering with CHPA to help fight over-the-counter cough medicine abuse.

Bill Nelson, HBO Chairman & CEO; Gen. Arthur Dean, CADCA Chairman & CEO; and Drug Czar John Walters.



CADCA Board Member Neil Austrian; CHPA's Dr. Linda Suydam after accepting the Champion for Drug-Free Kids award; and Harold Henderson, Executive Vice President, Labor Relations, NFL



HBO's Sheila Nevins accepts the Humanitarian of the Year award on HBO's behalf

Keep Youth Drug-Free

“CADCA has played a critical role in our success by bringing together the community leaders who address teen substance abuse issues day in and day out,” she said upon accepting the award. “We are truly grateful to have such a valuable resource and ally in our fight against the abuse of cough medicines.”

Since 2006, CHPA has partnered with CADCA to educate the American public about the rise of youth medicine abuse, particularly the troubling trend of over-the-counter cold and cough medicine abuse. In 2007, CHPA and CADCA launched “A Dose of Prevention: Stopping Cough Medicine Abuse Before It Starts,” a nationwide campaign to help prevent cough medicine abuse. The result was increased awareness of the problem in key communities, the building of new partnerships in support of our cause, and increased media attention about cough medicine abuse.

The dinner also included presentations from Michelle Bartoshuk, a youth leader from the Troy Community Coalition in Michigan; Brandon Hersey, a youth leader from the DREAM of Hattiesburg coalition in Mississippi; and John Walters, Director of the Office of National Drug Control Policy, who highlighted a recent survey showing that community coalitions work.

In addition, participants were treated to a musical performance by Afro Blue, a vocal jazz ensemble from Howard University in Washington, D.C.

To view pictures from CADCA’s Drug-Free Kids Campaign Awards Dinner, visit www.cadca.org. ■

Youth coalition leaders Brandon Hersey and Michelle Bartoshuk talk to the audience about the importance of CADCA’s National Youth Leadership Initiative.



Chase Carey, President and CEO of DIRECTV and a past Humanitarian of the Year helps CADCA honor HBO.



Cynthia Robinson, TRICARE Management Activity, and Marty Robinson.



Natalie Bartner, Wyeth Consumer Healthcare and Debbie Garza, Walgreen Company



CADCA Board Member Judge Michael Kramer and Bruce Glasser, Phamatech, Inc.

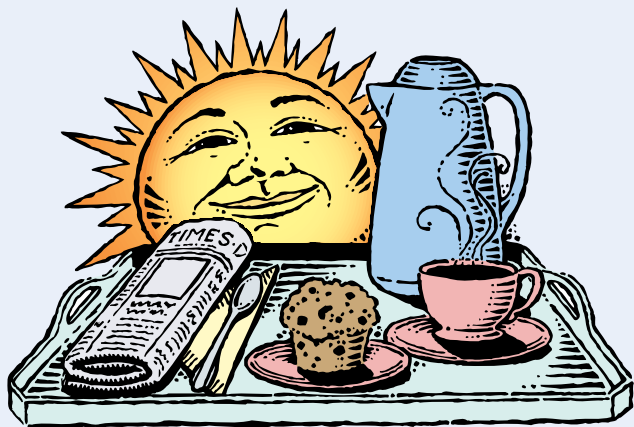
Membership News You Can Use

Wake Up With CADCA at the 2009 National Leadership Forum

Rise and shine at the Membership Breakfast, an event that celebrates the power of our members. Open to all Forum attendees, the breakfast takes place on Thursday, February 12 – a great start to the last day of the Forum.

Last year's Membership Breakfast drew a record number of attendees who were treated to an interactive discussion with Acting Surgeon General Steven K. Galson. This year's breakfast will follow in that tradition, promising to deliver an engaging speaker, discussion session, and a question and answer period with General Dean.

Mark your calendars for what will be an exciting event! ■



The Membership Edge is Going Monthly!

Last year, the membership department debuted its e-newsletter, The Membership Edge, a bimonthly e-newsletter for and about members. Well, we are proud to announce that beginning in January 2009, this e-newsletter will soon be coming to your inbox monthly! *The Membership Edge* is focused on providing members with information about new and current benefits, exciting events and publications underway, highlighting CADCA members, and answering any questions you may have.

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 communities nation-wide? Please submit your stories to cjones@cadca.org and it may get published in an upcoming issue of *The Membership Edge*. ■

Apply for CADCA's 2009 Forum Awards!

CADCA is committed to increasing the recognition and visibility of outstanding members and partners. That's why each year at the National Leadership Forum in Washington, D.C., CADCA recognizes excellence through a number of important awards.

Awards presented include:

- National Leadership Award
- Got Outcomes! Coalitions of the Year Awards
- Congressional Achievement Awards
- Advocates of the Year
- Outstanding State Member
- Outstanding Youth Award
- Outstanding State National Guard Demand Reduction Program
- Chairman's Award: Outstanding National Coalition Academy Graduate
- Dose of Prevention Award

Award applications are now available in several categories, including the Outstanding Youth Award, Outstanding State Member Award, and Outstanding State National Guard Demand Reduction Program.

The Outstanding Youth is a young leader involved in a CADCA member coalition who has also graduated from the National Youth Leadership Initiative (NYLI) and has made a significant contribution to their local coalition.

The Outstanding State Member is a state that has a statewide mission to support coalitions and their development, and has collaborated with CADCA to achieve positive substance abuse outcomes.

The Outstanding State National Guard Demand Reduction program is nominated by the coalition or coalitions with which they work. The winning Guard program will be able to demonstrate significant support of coalition strategies.

We invite members to participate in our awards process. To read more about the awards requirements, visit www.cadca.org. Applications are available online and the deadline for awards submissions is December 12. All awards will be presented during the Awards Luncheon at CADCA's National Leadership Forum, which will be held on Thursday, February 12.

Thanks to Our Drug-Free Kids Campaign Awards Dinner Sponsors

Best Practices: Preventing Teen Rx Abuse Through Take Back Programs

For coalitions trying to prevent prescription drug abuse in their communities, developing a prescription disposal program, or "take back" initiative, can be an effective way to keep addictive drugs out of the hands of young people. However, these programs bring up legal issues if they accept controlled substances, requiring that the coalition obtain permission from the Drug Enforcement Administration (DEA). The Drug Free Collier Coalition in Naples, Fla. obtained DEA approval for their take back program by partnering with local law enforcement.

Studies show that one in five teenagers has abused a prescription painkiller obtained from their parents' or grandparents' medicine cabinet. But for many adults, the issue is what to do with their unused or expired medicines. Take back programs, which allow local residents to turn in any unused or expired pharmaceutical medicines to local pharmacies, can help solve this problem.

However, federal law does not permit pharmacies to accept controlled substances, only to dispense them. Disposing of controlled substances is usually left to DEA agents or law enforcement officials. In fact, the DEA states that any entity disposing of controlled substances must be registered with them and have permission to dispose of these substances.

To obtain approval from the DEA, the Drug Free Collier Coalition partnered with their local sheriff's office for their take back program, known as "Operation Medicine Cabinet." The coalition holds take back events at eight locations throughout the county, including CVS, COSTCO and Walmart pharmacies, and their local recycling center. Each designated site is supervised by police officers from the Collier County Sheriff's Office, Marco Island Police Department, and Naples Police Department. During the events, local residents pour their medicines into a large box. The officers then seal the box and submit the medication into evidence for proper disposal and incineration.

Veora Little, with the Drug Free Collier Coalition, said the initiative is not only educating the public about the prescription drug abuse problem, it's ridding the community of these excess medicines. "We estimate that there are 7 million unused medicine pills sitting in Collier County homes," Little explained. "Eliminating these pills reduces the odds of abuse."

If your coalition is currently operating or developing a pharmaceutical take back program, CADCA wants to hear about it! Please contact David Kurosky at dkurosky@cadca.org to complete a short four-question survey about your take back program. For more information about the Drug Free Collier's take back program, visit www.drugfreecollier.org. To locate a state or regional DEA office, visit the DEA's Web site at www.dea.gov. ■

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CADCA Mid-Year Shakes Up the California Desert

The earth shook in the California desert in July when more than 1,000 coalition leaders from throughout the United States descended on the Renaissance Esmeralda Resort and Spa for CADCA's 7th Annual Mid-Year Training Institute. It was the largest Mid-Year crowd in the history of the event and when the ground rumbled and chandeliers tinkled just after the morning session on Tuesday, July 29, no one was sure whether it was the thunderous applause for the morning presenters or a California earthquake. It was the latter—albeit small and distant enough that some hotel guests didn't even notice.

Dr. Frances Dunn Butterfoss, president of Coalitions Work, Yorktown, Va., and author of *Coalitions and Partnerships in Community Health*, served as the opening plenary keynote speaker, showing that community coalitions offer strength in numbers, diversity, relationships and resources. She said that coalition theory is rooted in community development and participation, citizen participation and interorganizational relations.

She also noted that coalitions depend on community organizing building partnerships among the “grasstips”—traditional leaders and individuals and groups in power—and the “grassroots”—indigenous populations, emerging community leaders and groups. She identified a variety of lessons learned by coalitions throughout history and concluded with the six ingredients in the coalition recipe for success:

- Set realistic expectations for coalition

“It was the largest Mid-Year crowd in the history of the event”



- Engage coalition members in meaningful work
- Be patient & flexible
- Differentiate between coalition & partner activities
- Don't focus exclusively on long-term outcomes
- Start working on sustainability strategies early.

Throughout the week Mid-Year participants attended workshops from seven tracks from nonprofit workforce development to transformational leadership the science, technology and evaluation. First year grantees of the federal Drug Free Community Support Program participated in the third of three National Coalition Academy training events and more than 75 youth and their adult mentors completed the National Youth Leadership Initiative.

On Tuesday evening, close to 200 people attended a World Café—a creative meeting method which encourages participation through small group conversations and then harvests the information gathered through those discussions for use in

Mark your calendars now for the 2009 Mid-Year Training Institute, which will be held on July 26-30, 2009 in Louisville, Ky. Visit www.cadca.org for details!

assessing community problems or planning initiatives to change local conditions.

More than 100 coalition leaders also took the opportunity to participate in one-on-one personal coaching sessions with experienced coalition leaders and Institute staff.

Training evaluations showed that 96 percent of participants who responded felt that the Mid-Year provided useful information for their work. Additionally, 98 percent indicated that the Mid-Year Training offered them opportunities to learn something new. ■

Attention Youth: Sign Up Now For Cadca's Youth Summit & NYLI



CADCA has developed two experiences at the National Leadership Forum XIX to equip youth to become the leaders of today: the Youth Summit and the National Youth Leadership Initiative (NYLI). During CADCA's Youth Summit, participants will have the opportunity to learn how to prevent drug and alcohol use in their communities through a number of interactive workshops and plenary sessions. The Youth Summit is held in conjunction with the National Leadership Forum.

CADCA's NYLI helps coalitions build their capacity to foster youth leadership in the design, implementation, and evaluation of action strategies addressing community problems. Participants are selected through an application process. In these sessions, both youth with their identified advisors will learn how to help community coalitions be more effective in producing community change. This training builds the relationship between the youth leader and the adult coalition leader by focusing on the strategic prevention framework, identifying their community's needs and resources, as well as analyzing problems and goals. To learn more about the Youth Summit and National Youth Leadership Initiative, visit <http://www.cadca.org/events/forum/forum19/>.

Evaluation Finds Coalitions Effective at Reducing Teen Substance Abuse *(continued from cover)*

the Office of National Drug Control Policy (ONDCP), examined trends in current use among communities with DFC coalitions, compared to reported use at the national level using data from the Youth Risk Behavior Surveillance System (YRBS). The analysis shows that between 2006 and 2007, current use rates for communities with DFC coalitions declined for all three substances measured (alcohol, tobacco and marijuana) in grades 9-12. In addition, in both 2005 and 2007, communities where there are DFC coalitions report significantly less past 30-Day alcohol, tobacco, and marijuana use than communities without a DFC coalition.

"This research confirms what we have observed in many communities where CADCA-member coalitions exist; it demonstrates that community coalitions are in fact an effective vehicle for reducing drug and alcohol problems," said Gen. Arthur T. Dean, CADCA Chairman and CEO. "And now we know that coalitions that are trained by CADCA's National Coalition

Institute are even more effective at tackling their local substance abuse issues."

The DFC program findings come after an evaluation of CADCA's National Coalition Institute found that coalitions that receive training and technical assistance from CADCA's Institute have greater capacity to be change agents for substance abuse, which allows them to be more comprehensive in their prevention and intervention efforts. As a result, coalitions are more likely to create changes that impact substance abuse.

The DFC study also found that:

- Current use of marijuana among high school students in DFC communities is 9.9 percent lower than the reported national average;
- Average youth alcohol use in DFC communities is 23.3 percent lower than the national average;
- Annual tobacco use is ten percent lower in DFC communities than the national average.

ONDCP Director John Walters urged greater involvement in community coalitions. "Our communities are pushing back against drug abuse and saving young people's lives. We encourage parents, youth and community leaders across the nation to become actively involved in your local drug-free community coalition, or to establish new coalitions to help protect families from harms of marijuana and other drugs," he said.

The DFC program provides grants of up to \$625,000 over five years to community organizations that facilitate citizen participation in local drug prevention efforts. Today there are 769 DFC coalitions in all 50 States, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, American Samoa and Palau.

More information about the DFC National Interim Evaluation is available at:

www.whitehousedrugpolicy.gov/dfc. ■

Public Policy Update

Amethyst Initiative Spurs Anti-Drug Coalitions Into Action

Community anti-drug coalitions throughout the country are all too familiar with the detrimental consequences associated with underage drinking, not only for those youth directly involved, but also for communities at-large. Despite these negative ramifications, the Amethyst Initiative, founded by John McCardell, President Emeritus of Middlebury College and Founder of Choose Responsibility, seeks to revisit the debate on the legal drinking age, and encourages lawmakers reexamine the legal drinking age, saying that “21 is not working.”

The Initiative, launched in July, 2008, also calls upon elected officials to reconsider the current policy of penalizing states that do not impose a minimum legal drinking age of 21 with a 10 percent penalty on allotted federal highway funds. The Initiative, which was signed by more than 130 college presidents, spurred community anti-drug coalitions nationwide into action.

While CADCA is not opposed to a discussion that focuses on the merits of maintaining 21 as the minimum legal drinking age, CADCA strongly believes that lowering the drinking age would lead to detrimental consequences for youth and communities throughout the country and that the issue of whether or not to do so should be predicated on results and research, not rhetoric. The research indicates that alcohol use prior to age 21 can hamper brain development and function, and that the effects of repeated alcohol consumption during adolescence may be long-lasting. In

“Although a discussion on the minimum legal drinking age could prove useful, research clearly demonstrates that simply lowering the drinking age will not counteract the costs and consequences associated with underage drinking, both on college campuses and in the community at-large.”

fact, the National Epidemiological Survey on Alcohol Related Conditions (NESARC) found that of the people diagnosed with alcohol dependence ever in their lives, 47 percent met the criteria before age 21. Studies also have detected cognitive impairments in adolescent alcohol users weeks after they stopped drinking, and a different pattern of brain response to memory tests than among non-abusers.

Furthermore, the preponderance of evidence indicates that the 21 minimum legal drinking age, which states primarily implemented in order to avoid being penalized 10 percent in federal highway funds, has improved public health and safety. In fact, approximately

25,000 lives have been saved since the implementation of the 21 year old drinking age. Additionally, in 1984 when the drinking age was still 18, only 7% of high school seniors had never used alcohol in their lifetime. Since the drinking age was raised to 21, there has been a dramatic *increase* in the number of high school seniors who have never used alcohol in their lifetime. *The 2007 Monitoring the Future* results reveal that now 27 percent of high school seniors have never used alcohol in their lifetime. This means that more than three times as many 18 year olds are not consuming any alcohol since the drinking age was raised to 21.

Clearly this is a societal prevention success that should not be undermined by lowering the drinking age back to 18.

It is for these reasons that CADCA strongly believes it is in the best interest of our youth to ensure that the age of onset for alcohol use is delayed as long as possible and that the minimum legal drinking age should remain at 21. Therefore, CADCA’s Chairman and CEO, General Arthur T. Dean, wrote letters to each of the college presidents who signed on in support of the Amethyst Initiative, urging them to revisit the large body of research that exists on this issue, and to reconsider their support of the Amethyst Initiative.

General Dean also encouraged the college presidents to get involved in changing community norms and practices surrounding the problem of underage drinking by partnering with their local anti-drug coalitions, as research clearly shows that comprehensive, community-wide strategies involving all sectors of the community have proven effective in reducing underage drinking. Such efforts are being undertaken by community anti-drug coalitions throughout the country and include, but are not limited to: addressing access and availability of alcohol; changing community norms; community organizing and mobilization; environmental policy changes; heightened enforcement; media advocacy and messaging; and school-community partnerships. In fact, since the Amethyst Initiative was launched, coalitions nationwide expressed their opposition to it, encouraged their local college presidents to remove and/or keep their names off of the list, and hundreds of op eds and newspaper articles have been printed.

Many of the presidents who signed on to the Initiative have since indicated that their intent and that of the Initiative is simply to revisit the discussion on the minimum legal drinking age and not to actually lower it. Some have indicated their support for lowering the drinking age, while others have opted to remove their names from the Initiative. In fact, in response to General

Dean's letter, President Robert M. Franklin of Morehouse College in Atlanta, Georgia responded that "The Morehouse College community shares your commitment to protecting our young people from the inherent dangers of substance abuse, as well as from its equally harmful tangential dangers, such as driving while impaired. Recently I asked that my name be removed from the list of Amethyst Initiative supporters."

In his letter to the founder of the Amethyst Initiative, President Franklin stated that "while a culture of personal responsibility is entrenched in the values of Morehouse College, we do not support policies that would have the effect of encouraging young citizens to use alcohol or drugs...because alcohol is one of the most widely misused drugs on American college and university campuses, Morehouse College hosts annual information sessions as well as an Alcohol Awareness Week, a full week dedicated to increasing awareness of the potential consequences of alcohol substance use and abuse and training students how to deal with persons displaying signs of abuse. We, further, encourage healthy choices regarding the use of alcohol for adults of legal drinking age."

CADCA believes that as the debate surrounding the Amethyst Initiative continues, it is critical for community anti-drug coalitions to remain engaged and continue to reach out to their local college presidents and media to educate them about the consequences associated with underage drinking and lowering the minimum drinking age. In order to help foster this continued dialogue and outreach, CADCA developed a Support 21 Community Toolkit (Toolkit). The Toolkit, launched in September, has generated a great deal of traffic on CADCA's Web site and has been well received by the field. In fact, Join Together Online ran an article about the Toolkit and subsequently listed this article as one of its most viewed for the month of September.

Although a discussion on the minimum legal drinking age could prove useful, research clearly demonstrates that simply lowering the drinking age will not counteract the costs and consequences associated with underage drinking, both on college campuses and in the community at-large. It will, however, undermine the progress that has been made in preventing underage alcohol use. In fact, there is no research indicating that lowering the drinking age will lead to decreases in alcohol use and abuse rates. Rather it will almost certainly further normalize alcohol use among youth, and exacerbate problems that already exist.

The prevention field has made major strides in reducing underage drinking in recent years. CADCA encourages the field to remain steadfast in their prevention efforts surrounding underage drinking and to continue educating their local colleges and communities about the dangers and consequences of underage drinking. ■

Support 21 Community Toolkit

CADCA's Support 21 Community Toolkit was developed to assist local community anti-drug coalitions in their efforts to oppose the Amethyst Initiative. The Toolkit contains a variety of useful information, including:

Letter Writing Tools

- Letter to College Presidents Who Signed Initiative
- List of Presidents Who Signed Initiative

Media Outreach Tools

- Sample Op Ed
- Tips on Conducting an Editorial Board Meeting
- News Release Template

Fact Sheets & Stats

- Arguments Against Lowering the Drinking Age From a Prevention Standpoint
- Alcohol Use and Academics Don't Mix
- Lowering the Drinking Age Will Lead to Increased Violence, Risky Behavior & Victimization Among Students
- STOP Underage Drinking, Support 21 Fact Sheet

National and Local News Clips

Useful Resources on Underage Drinking

The Toolkit can be accessed by going to <http://www.cadca.org/CoalitionResources/publicpolicy/support21.asp>.



What's New at the Institute?

Survey Finds CADCA Institute Training and Technical Assistance Improves Coalition Effectiveness

Survey Finds CADCA Institute Training and Technical Assistance Improves Coalition Effectiveness

An evaluation of CADCA's National Coalition Institute, which provides support to coalitions across the country, including those with Drug-Free Communities funding, found that coalitions that receive training and technical assistance (TA) from CADCA's Institute were more likely to engage in effective practices.

Using a sample of 391 substance coalitions that completed CADCA's 2007 Annual Survey of Coalitions, independent evaluators examined the extent to which exposure to CADCA's National Coalition Institute's training and TA helped coalitions develop their capacity to implement essential processes and pursue the comprehensive strategies needed to foster community change. Overall, they found that coalitions that participated in training or received TA from CADCA's Institute were more likely to have in place the essential processes that are needed to make community change happen. In addition, the more coalitions had these core competencies in place, the more they implemented the strategies that are needed to create environmental change. Training and TA also appear to help different types of coalitions, including younger and older coalitions.

The use of key planning products, such as a community assessment, logic model, strategic action plan, or evaluation plan,



is an important indicator that coalitions have these essential processes in place. The evaluation findings showed that coalitions who received training from the CADCA Institute developed twice the number of planning products than coalitions not trained by the CADCA Institute. Additionally those who received TA or personal coaching from the CADCA Institute were more likely to report that they had developed the products than those coalitions who did not receive TA or personal coaching.

“These are important findings, because now we know that coalitions that attend our trainings or receive TA or personal coaching from us have greater capacity to be change agents for substance abuse,

which allows them to be more comprehensive in their prevention and intervention efforts,” said Jane Callahan, Director of CADCA's National Coalition Institute.

The survey also found that:

- Coalitions that receive training and TA from the CADCA Institute are engaged in a more comprehensive set of strategies to address substance abuse, versus those who did not receive training and TA from the CADCA Institute.
- Coalitions that have received training and TA from the CADCA Institute report higher levels of effectiveness.
- Coalitions that receive TA from the CADCA Institute seem spend a greater portion of their time on implementing environmental strategies, such as changing policies, decreasing access, changing consequences and changing the physical structure of their environment.
- Coalitions that received TA from the CADCA Institute reported bringing about more policy and practice changes in more sectors of the community than those coalitions who did not receive TA from the CADCA Institute.

For more information about training and TA offered by CADCA's National Coalition Institute, visit www.coalitioninstitute.org.



Institute Primer Distribution Tops 100,000

In December 2005, CADCA's National Coalition Institute launched the first of its publications on the elements of the Substance Abuse and Mental Health Administration's Strategic Prevention Framework (SPF). In September 2008, with the seven-piece series complete and three translated into Spanish, distribution exceeded 100,000 copies.

The primers focus on the five key—assessment, capacity building, planning, implementation and evaluation—and two overarching elements—cultural competence and sustainability—of the SPF. To date, the Institute has completed Spanish-language translations of the *Evaluation*, *Assessment* and *Capacity* primers and a Spanish-language version of the *Planning Primer* will be launched in November 2008.

In January 2008, the Institute also introduced *Capturing the Four Core Measures: A Guide for Drug Free Communities Grantee*, a publication aimed at helping Drug Free Communities Support Program (DFC) grantees collect data and report on the four measures that DFC grantees are required to report on at least biannually.

Earlier this year, the Institute also introduced the first publication in its Beyond the Basics series. *The Coalition Impact: Environmental Prevention Strategies* has added to the Institute's library and has been equally well received.

The Institute plans to launch the next publication in the series, *Telling the Coalition Story: Comprehensive Communication Strategies*, later this month. The new publication outlines how coalitions can work with traditional, non-traditional and social media outlets to

“When we started the first primer—on evaluation—we weren't sure we would do a complete series,” said Dr. Eduardo Hernández-Alarcón, Deputy Director for Dissemination and Coalition Relations for CADCA's Institute. “But the response to the *Evaluation Primer* showed us the need among the community coalitions we serve.”

The Primer Series is available in PDF format at: http://www.coalitioninstitute.org/Coalition_Resources/PrimerSeriesHome.asp. Coalitions may order up to five copies of each Institute publication free by completing the request form on the Primer Series page or by sending an e-mail request to institute@cadca.org. ■

Webinar Series on Environmental Strategies: One Size Doesn't Fit All

Is your coalition searching for a cookie cutter approach to environmental strategies? Sorry, but it doesn't exist. However, if your coalition wants to mobilize the community and make positive changes to problems and situations that are unique to your community, CADCA's National Coalition Institute can help.

On Nov. 20, 2008 and Jan. 15, 2009, at 3 p.m. Eastern, the Institute will host a two-part Webinar series focusing on environmental strategies for coalitions. The series will help participants understand what environmental strategies are and how to plan for them. The sessions also will offer mechanisms for practical application and more in-depth discovery of how community mobilization and policy change come into play for communities engaged in environmental strategies.

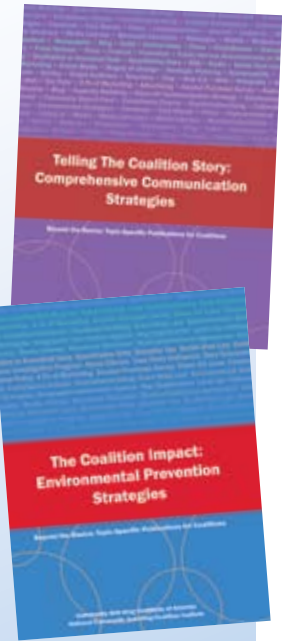
National Coalition Academy Expanding in 2009

CADCA's National Coalition Institute and the National Guard Bureau (NGB), a long-standing CADCA partner, will expand the Institute's National Coalition Academy (Academy) to again include cohorts in Pennsylvania, Mississippi and Iowa beginning in December 2008.

This is tremendous news for community coalitions across the United States, because it affords a greater number of groups the opportunity to experience this innovative training course by reducing the already low participant costs. Travel is the only expense to coalitions for the Academy—the NGB provides registration, materials, lodging and meals at no cost to participating coalitions.

“The National Guard Bureau, and particularly the Northeast Counterdrug Training Center (NCTC) in Fort Indiantown Gap, Penna., has been a fantastic partner,” said Kareemah Abdullah, the CADCA Institute's Deputy Director for Training and Technical Assistance. “NCTC has served as the lead counterdrug training school since the Academy's inception. LTC Robert Hepner and CPT Craig Kiehl were members of the conceptual design team, hosted the pilot Academy and continue to support the NCA. As a critical partner to the success of this drug demand training initiative, NCTC invests significant assets and resources to

Continued on page 19



Don't Miss Upcoming Shows on CADCA TV

These broadcasts are made possible through a partnership with the Multijurisdictional Counterdrug Task Force Training Program (MCTFT), St. Petersburg College and the Florida National Guard.

Easy Access: The Abuse of Legal Drugs

November 20, 2008, 1-2 p.m. EST

Some of the biggest drug threats out there are right in your own home. While use of illicit drugs is declining, the abuse of prescription and over-the-counter medications is on the rise. During this hour-long CADCA-TV broadcast, learn about what you can do to prevent the abuse of these medicines among youth and hear about one community's successful medicine abuse prevention efforts. Some of the solutions are simpler than you might think.

Partnership Power: Anti-drug Groups & Law Enforcement

January 29, 2009, 1-2 p.m. EST

The dictionary lists the word partnership as a synonym for coalition. Anti-drug groups need to work together with law enforcement and first responders, but sometimes making that happen is difficult. There are often misconceptions and misperceptions on both sides.

Finding common ground can really make a difference. Learn from leaders who have good relationships now, but that wasn't always the case. See what they learned and how you can make progress in your community.

Changing the World Around Us: Environmental Strategies

March 26, 2009, 1-2 p.m. EST

Grounded in the field of public health, which emphasizes the broader physical, social, cultural and institutional forces that contribute to the problems that coalitions address, environmental strategies offer well-accepted prevention approaches that coalitions use to change the context (environment) in which substance abuse occurs. Environmental strategies incorporate prevention efforts aimed at changing or influencing community conditions, standards, institutions, structures, systems and policies. Increasing fines for underage drinking, moving tobacco products behind the counter, not selling cold, single-serving containers of beer in convenience stores and increasing access to treatment services by providing Spanish-speaking counselors are all examples of environmental strategies. During this CADCA TV broadcast, learn how implementing environmental strategies can be among the most effective ways to reduce substance abuse in your community.

Managing the Anti-Drug Message

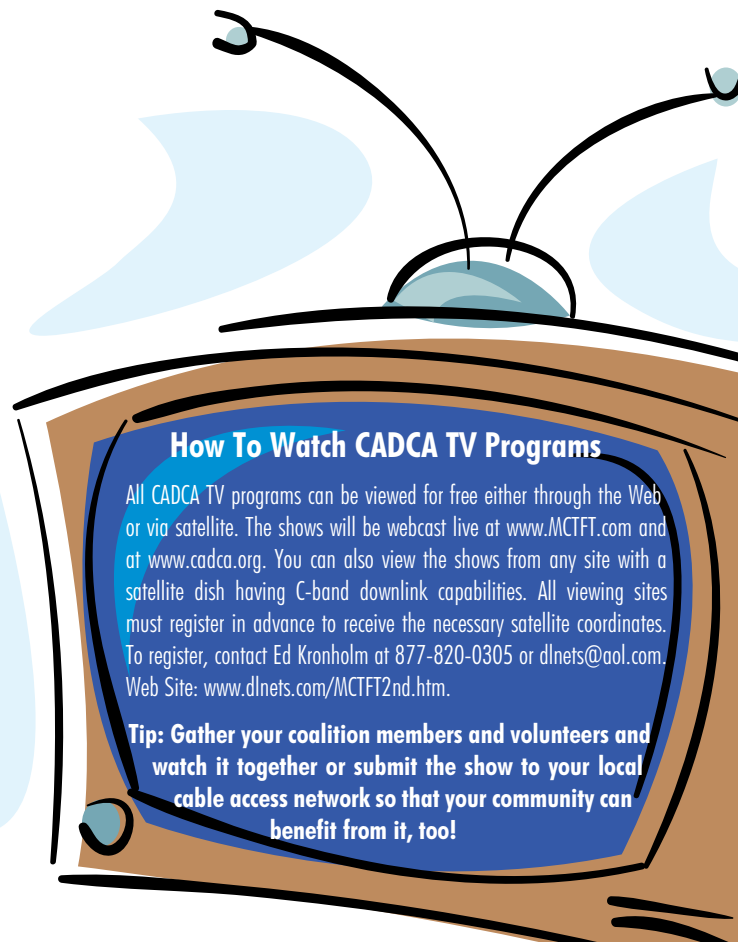
May 28, 2009, 1-2 p.m. EST

Drug use is going down and people are getting achieving long-term recovery. We are making a difference, but how do we tell people outside the field what is happening? Managing the message is key. Whether it's on TV, in the newspaper, or on the internet, you can get your message out. How we used to do things isn't good enough anymore. We need to twitter, blog, podcast, and more. Social norms campaigns aren't what they used to be either. But as things change, we can't ignore television, radio, and newspapers. Learn how to be everywhere and how to get the word out in places you might not have thought of, without ignoring the old faithful forms of marketing.

The War Within: Helping Returning Veterans

July 23, 2009, 1-2 p.m. EST

Everyone is happy when a member of our armed forces returns home after a deployment. Often when the excitement wears off, post-traumatic stress can take its place. Sometimes, people turn to drugs in an attempt to relieve their pain. Some even resort to violence.



As veterans return to their everyday lives, the stigma of seeking help sometimes keeps people from reaching out. Communities need to learn how best to help veterans deal with what they went through. Some military programs can help, but our vets need more. See how the military is working with coalitions in some military communities.

Countering the Culture

September 24, 2009, 1-2 p.m. EST

Whether it's the movie depicting kids getting high or the commercial showing beautiful people drinking wine coolers, drugs and alcohol are seemingly everywhere in mainstream culture. As we all know, this only hurts our cause, by glorifying exactly what we're telling kids not to do and making light of the problem. So, just how do you counter the culture?



We'll take a look at how one city is turning a celebration notorious for marijuana smoking into an anti-drug day. See how coalitions are addressing the alcohol and drug normalization initiatives. Find out how some in the entertainment industry are trying to show the reality of drug use instead of the glamorization.



Youth in San Diego participate in "420 Remix" anti-drug event.

Don't Be Left Out in the Cold!

Participate in CADCA's 2008 Annual Survey of Coalitions



Earlier this month, CADCA launched the **2008 Annual Survey of Coalitions** (formerly the National Coalition Registry). This is the fourth year CADCA has offered the Survey and invites all coalitions to participate in this national effort. Since 2005, over 2000 coalitions have participated in the Annual Survey, and the information collected annually provides the coalition field with rich information about community-level efforts to reduce substance abuse at the population-level.

The Annual Survey of Coalitions is a valuable tool for the substance abuse prevention field and is the only survey of its kind. The Annual Survey offers coalitions and the prevention field the following benefits:

- Helps us understand coalitions and their contributions to population-level reductions in substance abuse outcomes
- Offers coalitions valuable networking information – coalitions that complete the Survey have access to state of the art coalition reports and networking information
- Promotes the value of coalitions as community change agents
- Provides the coalition field with a unique evaluation and research tool to inform coalition science

Based on results from the 2007 Annual Survey, we know that coalitions that participate in the Annual Survey work in all types of communities – urban, rural, suburban and frontier, though 49 percent are in rural areas. Most coalitions are less than 5 years old (41 percent) and have budgets of less than \$200,000 (63 percent). Coalitions are engaged in a wide variety of interventions to address their local substance abuse problems, including environmental strategies such as policy changes, compliance checks, reducing access to alcohol, tobacco and illicit drugs and working with police to enforce underage drinking and anti-drug policies. Additionally, coalitions indicate that alcohol is the substance causing the most problem in their communities, corroborating other national and federal level surveys.

Coalitions are using the information from the Annual Survey reports to network with each other. Coalitions that complete the survey each year are given special level access to the Survey database. They can search the database for networking purposes. For example, a coalition may be struggling to engage the faith sector on their coalition, but through the Annual Survey database, they can search for coalitions in their state and across the country who have the faith sector represented on their coalition. They can contact the coalition directly and ask them for suggestions on how to actively engage this important sector in their substance abuse prevention efforts. This and other vital information are available to coalitions.

The 2008 Annual Survey of Coalitions will be available for coalitions to complete until January 2009. **For more information about the survey or to complete the Survey, please visit <http://cadca.org/annualsurvey>.** ■

HBO's Sheila Nevins Discusses ADDICTION Documentary



In September, CADCA named HBO its 2008 Humanitarian of the Year for HBO's ADDICTION Project, a multi-media campaign and documentary series aimed at helping Americans understand addiction as a treatable brain disease. Here, CADCA interviews Sheila Nevins, President of HBO Documentary Films, about what led to the ADDICTION film and how the process took place.

Q: Where was the idea born for the ADDICTION documentary?

A: A lot of us at HBO have young children, children of college age, high school age, even middle school age, who are aware of drugs. We realized that while some young people can use drugs and not become addicted, others seem to have a propensity to become addicted and become inhibited by their addiction. At HBO, we all realized that this was something that had to be addressed. This subject of addiction, this pariah called 'the addict,' needed some sort of media help.

Q: Why did you feel it was necessary to make a documentary about addiction and treatment?

A: When we met with people like Dr. Nora Volkow from NIDA, we realized we were dealing with a brain disease not a disease of volition. There was a great misunderstanding among the public about addiction as a disease. A drunk was something who drank

"I wanted people to know that if you let your child reach rock bottom, you might never be able to find them again."

and he had to fill the glass to do it, but they didn't understand that the compulsion to lift the glass was really a brain disease. It became clear that just saying alcoholism is a disease didn't really make much sense to people. We wanted people to see that there are now drugs and tests available to zero in on the cause and medicate the disease. We felt the only way to get that message across was in documentary form. There are a lot of myths about the addict, and because the addict is essentially voiceless, we thought we could be the voice for them.

Q: How long did it take to make the entire documentary series?

A: A little over two years. The research alone took six to nine months. It took a long time to sort out how to present the information. We didn't want to do a science show or an emotional show.

Q: How did you identify the families and personal stories for the film?

A: Working with NIDA, we got into the networking groups that dealt with families and addiction. You just reach out in the community to find real people dealing with real problems. You network among people related to the issue; you go to AA meetings; you go to focus groups. You just get into the community.

Q: How many people watched the documentary? Did that meet HBO's expectations?

A: Over 1.5 million people watched it, which was way beyond the reaches of HBO. It rippled through outside of the normal means of broadcasting because even people who don't have HBO could download for free on HBO.com. It's been the most influential informational show I've ever worked on and the most impactful.

Q: What do you hope the documentary helped achieve?

A: To remove the blame from the patient, the victim. The fundamental issue of being addicted is not one of lack of moral values. The second thing was that I wanted people to know that if you let your child reach rock bottom, you might never be able to find them again. Some people simply drown, they're so incapable of learning by themselves how to get up. I also wanted them to learn that addiction is a treatable illness; that it requires a lifetime commitment to sobriety and that it needs to be aided and abetted by families and community groups. Also, I wanted people to see that the by the very nature of his addiction, the addict loses his ability to fight for his addiction. If you look at HIV/AIDS the population was able to rally together in strength. The addict is overcome by his illness, he can't fight back. We are stronger and we have to help the weaker.

Q: What did you learn from the project?

A: I had grown up blaming the victim. Now, I have learned not to blame the victim; not to feel that the addict is to blame for their own behavior anymore than the diabetic is to be blamed for their disease.

Q: Do you think the documentary series has helped eliminate some of the stigma around addiction and treatment?

A: It helped me so I would think so. I think the message was loud and clear. I think the fact that HBO did something like this helps. When a network devoted to fiction takes the time to do a factual piece, there's a reason why it does that.

More information about ADDICTION and the 14-part series is available at www.hbo.com/addiction.

CADCA to Launch Pilot Program in Guatemala

With drug use, drug trafficking and violence reaching epidemic proportions in certain parts of Latin America, CADCA's work to help build community anti-drug coalitions in that region is more important now than ever. In January 2009, CADCA begins working in Guatemala with the launch of a pilot program in a rural part of the country.

The pilot program will target Pocitos, Guatemala, a small rural town that is experiencing growing drug use and the beginning of gang violence.

Guatemala's location between Mexico and the other Central American countries makes it an appealing and convenient transit country for drug trafficking organizations moving South American cocaine and heroin to Mexico, the United States, and to Europe. While cocaine is not produced in Guatemala, there have been reports of opium poppy cultivation and cannabis continues to be cultivated in the northern jungle areas of the country.

Eric Siervo, CADCA's Manager of International Programs, said the goal is to help community leaders in Pocito, Guatemala address their problems before they escalate to the likes of Mexico's drug gang wars.

"Gangs are present in all communities around this town and it's just a matter of time before it becomes overrun by gang violence, drug use and trafficking," Siervo explained.

Already this year, nearly 4,000 people have been killed in Mexico as warring drug cartels intensify their battle for control of drug markets



and transportation routes, according to Mexican newspaper Reforma. That's more than triple the total for 2002. Some of the drug gang violence has spilled over into neighboring countries, such as Guatemala.

CADCA's pilot program will consist of four intensive week-long trainings to help local community leaders, parents, police officers and government officials learn how to use the community coalition model to address their drug-related issues. During the training, participants will learn about the coalition model, evidence

based prevention strategies and community problem solving techniques. In addition, CADCA will provide on-site mentoring and technical assistance; network and coordinate coalition efforts with the Comisión Contra las Adicciones y Trafico Ilícito de Drogas (SECCATID), a branch of the Guatemalan government; and community members; and provide an on-going evaluation of community coalition development and progress towards reducing the demand for illicit drugs in the target area.

"The goal is for the participants to implement the knowledge and strategies from the trainings and to form their own community coalition so they can start addressing this issue before the situation gets out of hand," Siervo said. "We will then work with them closely to develop a comprehensive community action plan."

CADCA has also begun working with the Narcotics Affairs Section and local NGO Alianza Nacional Contra Las Drogas (ANCOD) in Valle de Los Angeles, Honduras—another country located in Central America—and in Juarez, Mexico to explore the possibility of forming community coalitions.

CADCA is now in its fourth year of international work to assist local Non-Governmental Organizations establish community coalitions for the purpose of reducing substance abuse and related problems in their community. Currently, CADCA is involved with creating and strengthening community coalitions in El Salvador, Peru, Colombia, Brazil, and most recently, Mexico, Guatemala and Honduras.

For more information about CADCA's International Programs, contact Eric Siervo at 1-800-54-CADCA ext. 248 or via e-mail at esiervo@cadca.org. ■



CADCA Publication Offers Strategies to Tackle Methamphetamine Abuse



According to the 2006 National Survey on Drug Use and Health, an estimated 5.8 percent of the U.S. population aged 12 or older have abused methamphetamine (meth) at least once in their lifetimes. A publication developed by CADCA can help coalition leaders and other drug prevention practitioners prevent meth abuse in their community.

Developed in collaboration with the Office of National Drug Control Strategy, *Strategizer 53: Preventing Methamphetamine Use In Your Community* offers strategies that coalitions can use to not only prevent meth use, but also to spread the word that meth treatment works. The publication contains the tools necessary to create a localized community action and media campaign and highlights best practices in meth abuse prevention.

Strategizer 53 also explains the science behind meth addiction, the warning signs and effects of meth use and the scope of abuse.

To order a copy of *Strategizer 53: Preventing Methamphetamine Use in Your Community*, visit www.cadca.org and click on Publications. For questions, write to nmartinez@cadca.org.

New Tool Available to Help Educate Parents, Teens on Dangers of Drug and Alcohol Abuse

CADCA, in partnership with the Newspaper in Education (NIE) Institute, the Pharmaceutical Research and Manufacturers of America (PhRMA), and the Consumer Healthcare Products Association (CHPA), has published a 16-page newspaper supplement to help educate parents and teens about the dangers of abusing drugs and alcohol. This new supplement, entitled *Stay Smart, Don't Start: The Truth About Drugs and Alcohol*, includes a special section on prescription and over-the-counter (OTC) medicine abuse.

The supplement contains valuable information about the scope of the drug abuse problem; slang terms that teens use to describe OTC cough medicine and prescription drug abuse; and steps parents can take to prevent medicine abuse in their families. It also includes examples of what youth can do to get involved in drug prevention in their communities and helpful online resources for teens, parents and teachers. The supplement was published in the Washington, D.C. metro area in *The Washington Times* on Sept. 9, 2008, and is available online at: <http://www.nieteacher.org/staysmart.pdf>.

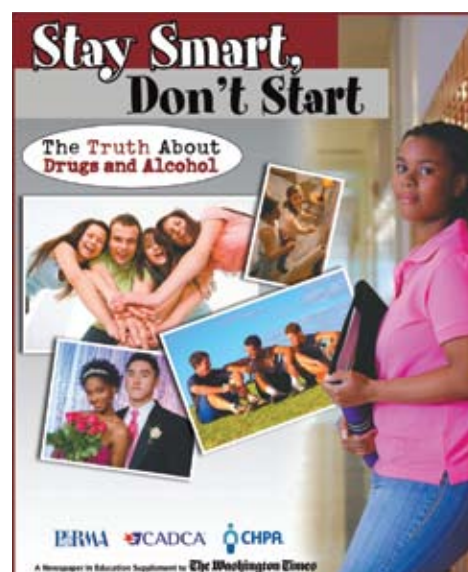
Stay Smart, Don't Start is being provided to 300 NIE programs at newspapers across the country for publication in their local markets. CADCA coalitions can play a key role in helping to facilitate publication of the *Stay Smart, Don't Start* supplement in their local newspapers by contacting their local NIE program and helping to find a local sponsor for the supplement. Local sponsors can place an ad on the back page of the supplement. For a list of all NIE programs in the country, visit www.cadca.org.

NIE programs act as non-profits and must find local sponsors to help defray the cost of publishing the supplement for schools and/or in-paper distribution in their local markets. A partnership between a local NIE program and a CADCA coalition is likely to be more effective in approaching local business or other organizations to ask for sponsorship funding.

Sponsorship levels vary widely as the newspapers on the list range in size from 5,000 circulation to very large papers like the *New York Times* with over 1 million circulation. Generally, mid- to large-size papers may require sponsorship amounts in the \$5,000 to \$15,000 range with small or very large papers being above or below that range.

Please contact your local newspaper's NIE program from the list and set up a meeting to discuss how you may partner together with them to publish the *Stay Smart, Don't Start* supplement in your local market. This is a great opportunity to help educate your community about the dangers of drug and alcohol use.

For questions, contact Natalia Martinez Duncan at nmartinez@cadca.org. ■



Webinar *(continued from page 13)*

Presenters for the first session will include Shannon Weatherly, M.A., CRC, the Institute's Technical Assistance Manager, who will present the overview and Kevin Grindstaff, CPP, the Enforcement Programs Coordinator at LRADAC, The Behavioral Health Center of the Midlands, which serves Lexington and Richland Counties of South Carolina, who will talk about some of the environmental strategies that LRADAC is using in the communities it serves.

The second session will feature Ms. Weatherly and Michael Browning, a regional trainer for the Institute, environmental strategies specialist and an experienced coalition leader from California. Dr. Eduardo Hernández-Alarcón, Deputy Director for Dissemination and Coalition Relations for the Institute, will moderate both sessions.

"When communities mobilize to address substance abuse issues, a comprehensive plan is essential to overall success," said Ms. Weatherly. "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 and illegal substances to the general population."

This series supports the Institute publication, *The Coalition Impact: Environmental Prevention Strategies*, available in PDF format at <http://www.coalitioninstitute.org/EnvironStrat/EnvironStratHome.asp>. Additional information on environmental strategies can be found on the Institute's blog, <http://prevention.typepad.com/>.

To register for the two-part series, go to <http://www.zoomerang.com/Survey/?p=WEB228E8CWEH8C>. For more information on the Institute's ongoing Webinar series, go to the Institute's Web site, www.coalitioninstitute.org. ■

Institute Training Increases Capacity

the highly rated National Coalition Academy annually. NCTC is the only school that has received CADCA's prestigious General's Award for distinguished contribution to the NCA and our joint counterdrug mission."

The Academy is the Institute's premiere, comprehensive year-long training that includes three week-long face-to-face sessions, a Web-based distance learning component and an online workstation where participants network and share the products of the course. Face-to-face trainings are held at the NCTC at Fort Indiantown Gap, Penna., the Midwest Counterdrug Training Center at Camp Dodge, Iowa, and the Regional Counterdrug Training Academy at Meridian, Miss.

To quote a recent Academy graduate, "The Academy doesn't cost a dime but you get back a ton of change." If you are an Academy graduate, use the comments section below to let us know about your experience and how participation in the Academy has helped your coalition.

For a complete schedule of upcoming Academy cohorts and more information go to the Training page of the Institute's Web site, www.coalitioninstitute.org. ■

"I had not realized that after 8 years of mobilization work I was in a deep funk...I was suffering coalition burn out and was in denial about it. This institute training was just what I needed to inspire me again, to recharge my batteries and give me a fresh set of tools."

—Angela Ortiz, Mid-Year Training Institute participant.



FEB 9-12, 2009

National Harbor, MD

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