For two years, CADCA has partnered with the Amerisource Bergen Foundation to educate youth on safe disposal. To date, CADCA has trained over 1,200 youth and distributed over 500,000 safe disposal pouches.
For over 10 years, CADCA and CHPA have partnered to raise awareness about over-the-counter (OTC) and cough medicine misuse.

During October’s National Medicine Abuse Awareness Month, CADCA and CHPA hold the Dose of Prevention Challenge, where coalitions raise awareness by holding an educational events or activities.
PARTNER INITIATIVES

CADCA and Indivior created and executed a 3-day customized training designed to educate communities on treatment options and the need for Medication Assisted Treatment (MAT).

20 coalitions were trained about MAT options and then returned to their communities to implement a community MAT awareness project. CADCA offered continued support to these trained coalitions with personal technical assistance while they worked on educating their communities about MAT.
Since 2013, CADCA and Johnson & Johnson have engaged students in a critical conversation about responsible OTC medicine use. Johnson & Johnson provided scholarships for youth to attend CADCA’s signature training events.

CADCA has worked with state prevention representatives, training hundreds of classroom educators and preventionists to implement the OTC Medicine Safety program. We have identified best practices for program dissemination and recently published the OTC Medicine Safety Program Tip Sheet.
CADCA partnered with Leidos to support community awareness efforts in Alabama regarding the importance of safe disposal.

CADCA worked closely with Leidos and Alabama's Department of Mental Health to provide drug deactivation (safe disposal) pouches to 17 community organizations throughout Huntsville. These efforts heightened awareness and helped communities safely dispose unused prescription pills.
In partnership with Pacira, CADCA has trained 18 coalitions on non-opioid post-surgical pain options. These coalitions are working as thought leaders to educate their communities to prevent routine surgeries from becoming a gateway to addiction and are uniting to engage local lawmakers and healthcare providers to reduce opioids and enhance pain management after surgery.

CADCA coalitions across the country are also raising awareness on opioid use in the surgical setting with the documentary, *Gateway: A Story of How Surgery and Opioids Transformed the Lives of Three Families*. 
CADCA has partnered with the Rx Abuse Leadership Initiative (RALI) to engage community leaders, healthcare stakeholders, state legislators and businesses about solutions focused on prevention, treatment and recovery.

CADCA has helped support the distribution of over 750,000 disposal pouches and is building 16 statewide coalitions and engaging coalitions, communities and legislators in many other states.
Deterra provided scholarships so that more youth are able to attend CADCA’s Forum and receive training on substance use and misuse prevention strategies through CADCA’s Youth Leadership Initiative.
Walmart has partnered with CADCA to connect coalition leaders and community members in naloxone-awareness trainings across the country. CADCA coalitions are bringing in local stakeholders to promote overdose prevention and reversal and spotlight a virtual reality introduction to naloxone, empowering everyday people to save lives.
Congratulations: Humanitarian of the Year

Rx Abuse Leadership Initiative (RALI)
Congratulations:

Champion for Drug-Free Kids

Larry P. Cote
Founding Partner, Cote Law PLLC
Join the Conversation

Facebook: CADCA
Twitter: CADCA
Instagram: CADCACoalitions
LinkedIn: CADCA
YouTube: CADCAorg
Community: Community.cadca.org
Thank You to CADCA’s Drug-Free Kids Campaign Leadership Team:

Chair: Jim Frates,
Chief Financial Officer, Alkermes

Vice Chair: Jason Sundby
Chairman and Chief Executive Officer
Verde Technologies
Thank You to CADCA’s Drug-Free Kids Campaign Leadership Team Co-Chairs:

**Neil Austrian**  
Former Chairman & CEO, Office Depot, Inc.  
Former President, National Football League

**Jana Barresi**  
Senior Director, Federal Government Affairs  
Walmart

**The Honorable Mary Bono**  
Former Member of U.S. Congress (1998-2013)  
Integritas by Bono LLC, President and Founder

**Sunil Budhrani, MD, MPH, MBA**  
Chief Executive Officer & Chief Medical Officer  
Innovation Health, Aetna | Inova Partnership

**Mark Crossley**  
Chief Executive Officer  
Indivior

**Nina DeLorenzo**  
Senior Vice President, Global Communications & Public Affairs  
Emergent BioSolutions

**Michelle Wang Goodridge**  
President, U.S. Self Care  
Johnson & Johnson Consumer

**Brain Knapp**  
President  
IMN Solutions

**Roger Krone**  
Chairman and Chief Executive Officer  
Leidos
Thank You to CADCA’s Drug-Free Kids Campaign Leadership Team Co-Chairs:

**Chet D. Linton**
Chief Executive Officer of AEGIX Global

**Scott M. Melville**
President & CEO
Consumer Healthcare Products Association (CHPA)

**Brigitte Nettesheim**
President, Territory Leader, North Central Territory & Joint Venture Markets, Aetna, Chicago

**Rita E. Norton**
Senior Vice President, Government & Public Policy
AmerisourceBergen

**Balan Paravantavida**
Hotel Manager
Gaylord National Resort & Convention Center

**Krishnan Rajagopalan**
President & CEO
Heidrick & Struggles

**Thomas J. Reddin**
Managing Partner
Red Dog Ventures, LLC

**Dr. Ronald Rochon, Ph.D.**
President
University of Southern Indiana

**David M. Stack**
CEO, Chairman
Pacira Biosciences
Thank You to CADCA’s Drug-Free Kids Campaign Leadership Team Co-Chairs:

**Derek Suminski**  
Vice President of Business Development  
BAV/JSAV Show and Event Services

**Nathaniel J. Sutton**  
Partner and Head of the Nonprofit Practice,  
Buffkin/Baker

**Donald K. Truslow**  
Executive Vice President  
South State Bank

**Kevin Walker**  
Principal  
Penn Quarter Partners

**Deborah Walter**  
Senior Director, Federal Policy & Advocacy  
Greenwich Biosciences

**David R. Zook**  
Chair  
Faegre Drinker Consulting
Thank You to CADCA’s Drug-Free Kids Congressional Leadership Team:

The Honorable Chuck Grassley (R-IA)
The Honorable Bill Johnson (R-OH/6th)
The Honorable Ann McLane Kuster (D-NH/2nd)
The Honorable Patrick Leahy (D-VT)
2021 Annual Drug-Free Kids Campaign

Live Stream Virtual Awards

Silent Auction - Bidding Closes at 8:30 pm EST

Register by phone:
• Text DFKC to 21000
• Click the link
• Donate or view auction and start bidding

Register online:
• Go to: bit.ly/2020dfk
• Donate or view auction and start bidding
In 2020, CADCA will have impacted over 10,000 youth nationally and internationally.
CADCA's Coalition Development Support team provided support for nearly 600 requests in 2020.
October is National Medicine Abuse Awareness Month
The Geographic Health Equity Alliance’s work focuses on serving populations experiencing tobacco and cancer-health disparities related to geography. This includes Southeastern United States, “Tobacco Nation” and rural communities.
Share Your Event Experience on Social

#DFKCampaign
CADCA Youth Leadership has directly trained over 2,000 youth, virtually, nationally and internationally.
International training and technical assistance are offered to countries and communities in seven languages:

English, Spanish, French, Portuguese, Russian, Indonesia Bahasa and Albanian
Share what you're doing to make a difference in your community by participating in the Dose of Prevention Challenge by Friday, November 6. Prizes include $1,500, a full scholarship to CADCA's 2021 National Leadership Forum and more.
CONNECT
with other champions in the prevention field through the online directory

CADCA Community
Access this members-only forum designed specifically to provide unique networking opportunities, share resources and learn from one another.
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Register online:
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CADCA Youth Leadership began its' international expansion in 2018. Over 250 youth from Costa Rica, Kenya and other countries were trained.
86% of employers were concerned that prescription opioid use was having a negative impact on their workplace, and 74% were concerned about heroin and fentanyl having a negative impact on their workplace.

National Safety Council
CADCA supports coalitions in 28 countries:

Albania | Argentina | Bolivia | Brazil | Cape Verde | Costa Rica
Dominican Republic | Ecuador | Ghana | Guatemala | Haiti
Honduras | Indonesia | Iraq | Kazakhstan | Kenya
Kyrgyzstan | Mauritius | Mexico | Paraguay | Peru
Philippines | Senegal | South Africa | Tajikistan
Togo | Uganda | Uruguay
Since FY 1994, CADCA has saved or restored over $3.2 billion in prevention funding.
Use the hashtag #DFKCampaign and CADCA may retweet!
A record 1,326 people from 380 coalitions participated in 349 Hill appointments at Capitol Hill Day.
CADCA worked with legislators to ensure all CADCA priority programs were funded at the highest possible level in House-passed appropriations bills.
Visit geohealthequity.org to see the latest news, research and resources on tobacco and cancer-control and prevention to help you promote health equity and eliminate health disparities related to place.
In 2020 CADCA Youth Leadership Initiative expanded its’ offering of trainings in Spanish and Portuguese.
Sign-up for the Geographic Health Equity Alliance’s new **monthly newsletter, Network Navigator**, to receive the latest news, research and resources on tobacco and cancer-control and prevention.

Geohealthequity.org/newslettersignup
Over 500 adult advisors will be trained, virtually, alongside youth in 2020 to support community change efforts.
This year, 488 youth attended the National Leadership Forum and 356 youth attended the Virtual Mid-Year Training Institute.
More than 40 states have reports increases in opioid-related mortality during the COVID-19 global pandemic.

The Centers for Disease Control and Prevention
Vaping and Cannabis Trends Among Young Adults (19-22)

Past month nicotine vaping rose dramatically over three years.

National Institute on Drug Abuse
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Past year **CANNABIS USE** remained at historic highs.

2019 Monitoring the Future College Students and Young Adults Survey Results

**COLLEGE STUDENTS: 9% FIVE-YEAR INCREASE**


National Institute on Drug Abuse
14% of high school students reported having ever used select illicit or injection drugs (i.e., cocaine, inhalants, heroin, methamphetamines, hallucinogens or ecstasy).

Centers for Disease Control and Prevention
Share Your Event Experience on Social

#DFKCampaign
14% of students reported the non-prescription use of opioids.

Centers for Disease Control and Prevention
Injection drug use places youth at direct risk for HIV, and drug use broadly places youth at risk of overdose.

Centers for Disease Control and Prevention
The Geographic Health Equity Alliance works closely with state tobacco and cancer control programs and their partners to provide specialized training and technical assistance, promote health equity and eliminate health disparities related to place.
In response to COVID-19:

During late June, 40% of U.S. adults reported struggling with mental health or substance use.

- Anxiety/Depression Symptoms: 31%
- Trauma/Stressor-Related Disorder Symptoms: 26%
- Started or Increased Substance Use: 13%
- Seriously Considered Suicide: 11%

For stress and coping strategies: bit.ly/dailylifecoping

*Based on a survey of U.S. adults aged 18 years during June 24-30, 2020
†In the 30 days prior to survey.
CADCA supported the Drug-Free Communities Pandemic Relief Act, which allows the Office of National Drug Control Policy (ONDCP) to waive matching requirements during COVID-19 if coalitions are unable to raise it.
The impact of opioids on U.S. employers:

• **75%** have been affected in some way by employee use of opioids

• **38%** have experienced absenteeism or impaired worker performance

• **31%** have experienced a near miss/injury, overdose or arrest

*National Safety Council*
Youth opioid use is directly linked to sexual risk behaviors.

Centers for Disease Control and Prevention
Did You Know?

In 2019, 33% of college students and 22% of same-age adults not in college reported binge drinking.

National Institute on Drug Abuse
Students who report ever using prescription drugs without a doctor’s prescription are more likely than other students to have been the victim of physical or sexual dating violence.

Centers for Disease Control and Prevention
22nd Annual Drug-Free Kids Campaign

Live Stream Virtual Awards

Daily cannabis use was more common among non-college young adults in 2019.

2019 Monitoring the Future College Students and Young Adults Survey Results

Daily use* of cannabis was nearly 3x as high among young adults not attending college compared to peers in college.

Daily Use 2019

<table>
<thead>
<tr>
<th>College</th>
<th>Non-College</th>
</tr>
</thead>
<tbody>
<tr>
<td>6%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Cannabis use on 20 or more occasions in past 30 days

National Institute on Drug Abuse
The DFC program was funded at a level of $101.250 million – its highest level ever – in FY 2020.
Drug use is associated with sexual risk behavior, experience of violence and mental health and suicide risks.

Centers for Disease Control and Prevention
Alcohol and drug addiction cost the U.S. economy over $740 billion every year.

Centers for Disease Control and Prevention
Some protective factors for high risk substance use include:

- Parent or family engagement
- Family support
- Parental disapproval of substance use
- Parental monitoring
- School Connectedness

Centers for Disease Control and Prevention
Did You Know?

Binge Drinking: Declined gradually over the past few decades, showing no significant changes for young adults attending or not attending college.

National Institute on Drug Abuse
Past month **CANNABIS VAPING** increased sharply among non-college young adults in 2019.

2019 Monitoring the Future College Students and Young Adults Survey Results

<table>
<thead>
<tr>
<th></th>
<th>College</th>
<th>Non-College</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>2018</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>2019</td>
<td>14%</td>
<td>17%</td>
</tr>
</tbody>
</table>

National Institute on Drug Abuse
CADCA has provided customized trainings to approximately 500 coalitions / organizations focused on substance misuse prevention, outside of our signature training events.
Approximately 1 in 10 people who use marijuana will become addicted.

When they start before age 18, the rate of addiction rises to 1 in 6.

SAMHSA
Percent of 12th Graders Reporting Past Month Use of Selected Tobacco Products

- **Vaping nicotine**: 25.5%
- **Flavored little Cigars**: 7.7%
- **Cigarettes**: 5.7%
- **Tobacco w/ Hookah**: 4.0%

_National Institute on Drug Abuse_
High-intensity drinking (10 or more drinks in a row in the past two weeks) has stayed level at about 11% since 2015 for people between the ages of 19 and 22, regardless of college attendance.

National Institute on Drug Abuse
This year, CADCA will deliver specialized state-of-the-art trainings that reach over 10,000 individuals domestically and 16,000 individuals worldwide.
At every level, “science-based messaging campaigns and targeted prevention programming are urgently needed to ensure that risks are clearly communicated and amplified...Everyone has a role in protecting our young people from the risks of marijuana.”

-U.S. Surgeon General’s Jerome M. Adams Advisory: Marijuana Use and the Developing Brain
Patients with substance use disorders may be more prone to develop infection-related consequences from COVID-19.

New Challenges in Addiction Medicine: COVID-19 Infection in Patients With Alcohol and Substance Use Disorders—The Perfect Storm

Primavera A. Spagnolo, Chiara Montemitro, and Lorenzo Leggio

American Journal of Psychiatry 2020 177:9, 805-807
209 members of the House and 55 members of the Senate signed on to the Congressional Host Committee for the 2020 Drug-Free Kids Campaign Virtual Awards.
22nd Annual Drug-Free Kids Campaign

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