Over 2600 Community Leaders Sharpen Prevention Skills at CADCA Forum


Over 2600 community leaders from across the nation, and 12 countries, took part in CADCA’s 25th Annual National Leadership Forum in National Harbor, Md. this past February. In addition to hearing from a wide range of national experts and federal leaders, participants honed their substance abuse prevention skills through the 80+ training sessions.

CADCA’s National Leadership Forum is the nation’s largest and premier training event for substance abuse prevention and treatment professionals and researchers. Training sessions addressed some of the most pressing issues facing communities today - from how to prevent prescription drug abuse and marijuana use among youth to how to reduce tobacco use and underage drinking.

Kicking off the CADCA Forum was keynote speaker Michael Botticelli, Continued on page 3
Dear Friends:

Spring is in full swing here on the East Coast. It’s my favorite time of year because it’s one of the few times when I have the opportunity to look forward while reflecting back on how much we’ve accomplished.

It’s been a couple of months since we concluded our 25th National Leadership Forum and I left this one feeling inspired and energized. It was great to see the thousands of passionate individuals who work in our field all coming together to hone their skills and learn from each other. Not only did we hear from some amazing speakers and experts, but for me, it was a chance to meet the people who make the coalition field amazing. Thank you so much for what you do.

As all of you went back to your communities to continue your prevention work, those of us at CADCA came back to our offices to find better ways to serve you. To that effect, I’m pleased to say that we launched a brand new website! We think you’ll find the new www.cadc.org easier to navigate, easier to download and share our publications and other resources and just a lot better looking, too! Read more about the new website on page 11.

We’re also busy planning bigger and better training courses for our 2015 Mid-Year Training Institute, held Aug. 2-6 in Indianapolis. Let me tell you that we selected Indianapolis because it is centrally located and a bustling city with a lot to offer. Check out page 5 to read about the many things you can see and do while you’re with us that week.

Many of you know CADCA for our advocacy and training events – and with good reason. These are major parts of who we are. However, did you know we also help build coalitions around the world? In 2014, we worked in 18 countries, and in total, we’ve helped build over 130 coalitions in 22 countries. I had a chance to tell that story and to introduce the community coalition model to leaders from around the world at the 58th session of the United Nations Commission on Narcotic Drugs (CND) in Vienna, Austria this past March. Read about our experience at this critical meeting on page 13.

As you’ll realize after reading this issue of Coalitions, we’ve been busy here at CADCA. From starting new efforts to address our nation’s challenges associated with an opioid epidemic and marijuana issues, to developing new publications for use in your community, our goal remains the same: to enhance the success of your coalition’s mission and improve public health through prevention.

I hope you enjoy this edition of Coalitions and that you continue to participate in CADCA’s broad network, whether by “liking” us on Facebook, following us on Twitter and Instagram or visiting our new website often.

Sincerely,

Arthur T. Dean
Major General, U.S. Army, Retired, CADCA Chairman and CEO
Community Leaders Sharpen Prevention Skills at CADCA Forum

(Continued from cover)

Director of the Office of National Drug Control Policy (ONDCP). Botticelli stressed the importance of drug prevention to solving our nation’s substance abuse problems.

"Substance abuse prevention must remain an integral part of education, policies and programs if we are to achieve our goals," Botticelli told participants. "As coalition leaders...you have a powerful voice and are ideally positioned to bring good science, valid data and effective prevention strategies to implement local responses to local drug use issues."

To mark the 25th anniversary of the CADCA Forum, CADCA hosted a historic panel discussion featuring past U.S. "drug czars": Dr. William Bennett, Dr. Lee P. Brown, General Barry McCaffrey and John P. Walters. The panel was moderated by award-winning journalist Susan Page, Washington Bureau Chief for USA Today.

Leaders who served under various presidential administrations reflected on how drug issues have changed over the past 20 years and offered recommendations for addressing some of today’s most pressing drug problems - from marijuana and tobacco to prescription drug abuse.

William Bennett, who was the first ONDCP Director under President George H.W. Bush, said the marijuana used by kids and teens in previous decades was much less potent than it is today.

"The science is overwhelming. We're talking about high THC levels - 15-20 percent, sometimes 25-30 percent. We've got to be crazy to throw this stuff into circulation!" he exclaimed.

John Walters added, "It starts with marijuana in almost all cases, and if we don't cut off that entry point, we are not going to make progress against...other forms of substance abuse."

General McCaffrey echoed that sentiment. "Marijuana, ecstasy and beer in adolescents - if you can stop or delay that kind of behavior, you end up with a healthier population," he said.

Dr. Brown, who served under President Bill Clinton, offered what he believes is the solution to today’s teen drug use problem. "There is an answer [to the drug abuse problem] and the answer is communities working together at the local level...and that is what this organization [CADCA] has been doing for 25 years. I am a strong believer that if we mobilize our local resources, we can make a difference."

Preventing prescription drug abuse was a major topic throughout the week. Sessions were led by a number of experts on prescription drug abuse. Several courses also helped community leaders understand the science around marijuana use. The sessions were led by distinguished subject matter experts, who shared valuable information on the impact marijuana use has on academic achievement and brain development, public and highway safety, productivity and the workforce, and the environment.

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A resounding success! That’s the only way to describe this year’s Capitol Hill Day, held during CADCA’s 25th National Leadership Forum on Feb. 4, 2015.

Thousands of substance abuse professionals and community anti-drug coalitions from across the country gathered in Washington, DC to hear from Members of Congress about key substance abuse legislation and to meet with Congressional offices to send the message that prevention works and community coalitions work!

Kicking off the day was the Capitol Hill Day plenary, which featured a roundtable discussion by Congresswoman Lucille Roybal-Allard (D, CA-40), Congressman Paul Tonko (D, NY-20), Congressman Bill Keating (D, MA-09), and former Congressman Nick Rahall of West Virginia. Former Congresswoman and current CADCA board member Mary Bono moderated the panel.

The Representatives discussed how they first got involved in substance abuse prevention issues and why this is important for the country. Congresswoman Roybal-Allard explained how before entering Congress, she worked for alcohol and drug community projects in the Los Angeles area and “saw firsthand the devastation of drinking, of alcohol abuse, and of drug abuse.” These experiences made a deep impact upon her and inspired her to introduce the Sober Truth on Preventing Underage Drinking (STOP) Act after being elected.

Congressman Tonko, who was the prime sponsor of a state-level mental health and substance abuse parity bill called “Timothy’s Law” while a member of the New York State Assembly, spoke of the link between mental illness and addiction and called coalition members “agents of hope” for their work in helping people in recovery.

Congressman Keating shared how his time over a dozen years as a District Attorney in Massachusetts gave him insight into how addiction and overdose can affect individuals, families, and communities from all backgrounds and walks of life, which, he explained, has overwhelmed him with the magnitude of the problem. The Congressman further emphasized how important prevention and treatment are for the country’s public health, while praising community leaders who are involved.

Congressman Rahall thanked CADCA and its members for their work before talking about what he described as his “own personal nightmare” of drug abuse in his family. Rahall explained that the personal nature of this experience made him realize that he could no longer “sweep this disease under the rug” and made him actively engaged on the issue of drug abuse as a Member of Congress.

The legislators of the roundtable also gave some advice for advocates, giving tips on how they can get issues of substance abuse and addiction on the radar screen of elected officials. The representatives all stressed that coalition members need to make their voices heard to legislators, to speak out strongly about these issues, and to “make good trouble,” said Congressman Tonko.

CADCA’s coalition members seemed to take these messages to heart, as hundreds of people attended almost 200 separate meetings with Congressmen, Senators, and Congressional staff on Capitol Hill that day to share their coalition’s success stories in reducing substance abuse.

By all accounts, these meetings were a giant success and were incredibly vital in introducing Members of Congress to the important topics of substance abuse prevention, addiction, treatment, and recovery.
Are you an agent of change? Do you want to learn substance abuse prevention practices that are evidence-based and results-driven? Then, register for CADCA’s 2015 Mid-Year Training Institute, held Aug. 2-6 at the JW Marriott in Indianapolis, Ind.

CADCA’s Mid-Year is a unique, intensive training opportunity offering half-day and two-day courses to expand your knowledge in prevention science and improve your skills in implementing evidence-based strategies. More than 1,700 attendees are expected for this one-of-a-kind, coalition-specific training opportunity.

CADCA’s Mid-Year Training Institute provides in-depth, skills-building training courses that allow for concentrated instruction, group practice, and knowledge application – the kind of adult learning experience that is the hallmark of CADCA events. In keeping with the year-long theme of “Mission Possible,” CADCA will deliver courses that will make lasting changes around substance use and abuse.

Half-day to two-day courses are scheduled to take place Monday through Thursday in seven thematic tracks. CADCA will also offer its signature youth training program, the National Youth Leadership Initiative, which is designed to enhance the skills of young people working in prevention. All of the training content will offer new concepts that are relevant to emerging, established, and veteran coalition leaders. Whether your focus is reducing problems associated with alcohol, tobacco, marijuana, prescription drugs, synthetics, heroin or all of the above, you’ll find courses taught by leading experts, with new data and specific strategies to increase your local impact. Several courses will provide unique community-based strategies for the law enforcement sector.

Throughout the week, participants will hear from a number of national, state and community experts from the substance abuse prevention and treatment fields. Keynote speakers include Michael Botticelli, Director of the White House Office of National Drug Control Policy (ONDCP), and Kana Enomoto, Principal Deputy Administrator of the Substance Abuse and Mental Health Services Administration (SAMHSA).

To register and to learn about the training sessions, speakers, hotel and venue, local attractions and more, visit: www.cadca.org/myti.

Register by June 15 for the early-bird discount!

Fun Things to do After Class in Indy!

White River State Park: Explore 250 acres of green space, art, memorials, and a beautiful Central Canal walk in the nation’s largest urban state park, located right in the heart of the city. Relax on an authentic Venetian gondola, hop on a Segway or rent a pedal boat or kayak.

Bike the Indianapolis Cultural Trail: Visit the Indy Bike Hub or find the nearest Pacers Bikeshare station and tour Indy’s six cultural districts via the internationally-acclaimed Indianapolis Cultural Trail. This 8-mile urban greenway will take you past iconic city attractions and into niche neighborhoods.

Catch a live concert: Indiana native John Mellencamp will play Bankers Life Fieldhouse on August 4th, and The Beach Boys will take the stage at The Lawn at White River State Park on August 5th.

Honor our Nation’s Veterans: Indianapolis is home to more monuments and memorials than any other city aside from Washington, DC. 2015 marks the 70th anniversary of the worst naval disaster in US history with the sinking of the USS Indianapolis, and the memorial can be found along the Central Canal.

Treasure Hunt: Indy’s shopping scene features everything from favorite outfitters like H&M, LOFT, and The Limited at Circle Centre Mall to high end designer brands like Tiffany’s and Louis Vuitton at The Fashion Mall. Indy-centric gifts, local artists and artisans, vintage finds, and handcrafted goods can be found up and down Mass Ave, all along Virginia Avenue, and in Broad Ripple Village.
Jackie Rhodes is CADCA’s Technical Assistance (TA) Manager. As such, Jackie is responsible for the management and enhancement of CADCA’s national Technical Assistance Delivery System (TADS). Jackie facilitates the delivery of intensive, situation-specific technical assistance to coalitions, prevention organizations, state-level prevention leads, federal prevention agencies, and anyone else who contacts CADCA for assistance. She is always available to help coalitions get the bugs out, troubleshoot the problem, and reboot the system with support such as advice, resources, examples, and case studies that are specific to coalitions’ biggest challenges.

Technical assistance requests can be initiated in a variety of ways. Coalition members may “cold call” the Coalition Hotline; they may email the Manager directly; they may submit an online request through CADCA’s website; or they may be referred by CADCA staff/trainers or DFC Project Officers. Here’s a look at a typical day for one of CADCA’s busiest stars:

8:00 a.m. - Jackie is on her way to work. As she creeps along the George Washington Memorial Parkway in Washington, D.C.’s morning traffic, she is making a task list in her head. She arrives at a quaint neighborhood intersection along the Potomac River in North Old Town Alexandria, Va. and parks her car to begin her short walk to the office. She is excited to get to work and help coalitions.

8:30 a.m. - Jackie is at her desk checking email and voicemail for any new messages. She looks over the day’s calendar appointments and adds a few new calls to her schedule.

9:00 a.m. - Jackie’s first call is to a coalition with questions about building capacity. This is a fairly new coalition so they are having a difficult time getting all of the recommended twelve community sectors involved. She discusses various strategies they could employ to solve their issue and shares the Capacity Building Packet that includes several worksheets for the coalition to complete together, including the Community Sector Worksheet, Coalition Resources Worksheet, Member Recruitment Worksheet, and Sample Talking Points to Recruit Members. They agreed to try some of the strategies. Jackie schedules a follow-up call to check on their progress in a couple of weeks.

9:45 a.m. – Next, it is time for her weekly meeting with Carlton Hall, Deputy Director of Training and Technical Assistance. Jackie and Carlton discuss her recent contacts with coalitions. They make sure all questions are resolved or have a follow-up plan in place. Jackie and Carlton look for trends in the problems that coalitions are facing to be proactive in creating trainings that address these trends.

11:00 a.m. - Jackie’s second call is with a coalition that has questions about developing a good community assessment and environmental strategies. She has a wealth of knowledge to share and gives them examples of what they can do.

12:30 p.m. - Jackie goes to lunch with colleagues, yet the conversation revolves around a few questions asked by coalitions.

1:30 p.m. – Jackie’s third call is from a coalition member that just returned from week 1 of the National Coalition Academy. Her community issues are underage drinking and marijuana, and she wants Jackie’s feedback on the logic model she has developed. Jackie gives her guidance on improving her logic model and agrees to help her prepare for week 2 of the National Coalition Academy.
Apply for CADCA’s GOT OUTCOMES!
Coalition of Excellence Awards
Benefits are Numerous


CADCA knows it isn’t always this easy, but many coalitions can prove that their efforts contribute to community-level reductions in substance abuse and related outcomes. For those coalitions able to make that case, we invite you to consider applying for one of our prestigious GOT OUTCOMES! Coalition of Excellence Awards. Coalitions have several categories to consider based on work conducted and outcomes achieved to date.

All applicant coalitions receive extensive assistance improving coalition products such as logic models and evaluation plans. Winning coalitions receive additional assistance as well as skill building to “make the case” for their contribution to community-level outcomes. Additionally, awardees receive extensive national recognition and inclusion in CADCA campaigns.

CADCA’s Evaluation & Research Team, the lead department for this program, is now accepting applications and coalitions interested in applying are strongly encouraged to contact the E&R Team immediately to discuss the process. For more information, email gotoutcomes@cadca.org or call 1-800-54-CADCA, ext 262. To learn more and review the application, visit www.cadca.org/gotoutcomes.

2:30 p.m. - Jackie adds technical assistance entries to the Technical Assistance Monthly and Quarterly reports. These reports help CADCA analyze how effective we are at delivering high-quality and timely technical assistance to all coalitions in the U.S.

3:00 p.m. - Jackie’s fourth call is with a coalition that had questions on two issues: social host laws and sustainability. Issue 1: Develop a social host ordinance in their community to deal with parents hosting alcohol parties for underage youth. Jackie talks with the coalition leader about the local conditions existing in the community around social availability of alcohol. When satisfied that a social host ordinance is a viable solution, Jackie provides model policy language from the Policy Toolbox on CADCA’s website and advice on developing a policy advocacy campaign to champion the ordinance. Issue 2: Develop sustainability strategies to survive after DFC funding expires. She shares her experience on how another coalition faced the same issues.

4:00 p.m. – Jackie is pulling together all the information she will need for a team meeting that will occur tomorrow. The team gets together each week to discuss how everyone is achieving their tasks and to ensure complete coverage for all responsibilities of the department.

5:00 p.m. - Jackie starts to wind down for the day. Also, she is filling up her appointment schedule for the next day. One of her goals is to have contact with every coalition in CADCA’s database.

5:30 p.m. - As Jackie turns out her light and walks out the door, she is pleased with her day’s progress and is confident that she made a difference in furthering the knowledge of hardworking coalition professionals.

If you would like to obtain technical assistance for your coalition or to obtain copies of any of technical assistance resources mentioned in this article, contact Jackie at 1-800-54-CADCA ext. 240 or jrhodes@cadca.org.
CADCA has launched its 2015 Drug-Free Kids Campaign, which recognizes leaders and corporations who support and educate the community about substance abuse and its impact on young people. Mallinckrodt Pharmaceuticals President and CEO Mark Trudeau has been named this year’s Humanitarian of the Year for his commitment to preventing drug use and support of CADCA’s mission. CADCA first partnered with Mallinckrodt in 2012 to support effective local drug take backs programs. CADCA will also honor Jamie and Karen Moyer, Co-Founders of the Moyer Foundation, with our Champions for Drug-Free Kids Award.

Drug abuse and addiction cost the U.S. economy hundreds of billions of dollars in increased health care costs, crime, and lost productivity, with an estimated price tag of $524 billion a year. Through the Drug-Free Kids Campaign, CADCA engages business leaders to be part of the solution by inviting them to join our cause and by recognizing leaders who have played a significant role in CADCA’s drug prevention efforts.

Mark Trudeau is the President and Chief Executive Officer of Mallinckrodt Pharmaceuticals. He was formerly Senior Vice President of Covidien’s pharmaceuticals business, with experience in markets around the world. Originally from Detroit, Mich., Mr. Trudeau has lived and worked in Singapore, Canada and the United Kingdom, as well as in the United States. Prior to his tenure at Covidien, Mr. Trudeau served as President and CEO of Bayer HealthCare Pharmaceuticals. He simultaneously served as interim president of the global specialty medicine business unit from January to August 2010. Before joining Bayer in 2009, Mr. Trudeau headed the immunoscience division at Bristol-Myers Squibb. During his more than 10 years there, he served in multiple senior roles, including President of the Asia/Pacific region, President and General Manager of Canada operations, and General Manager/Managing Director of UK operations. Mr. Trudeau was also previously with Abbott Laboratories, serving in a variety of executive positions.

Karen and Jamie Moyer are a dynamic couple who have dedicated their lives to philanthropy and improving the lives of children in need. Karen excels as an entrepreneur, mother of eight, wife, and advocate for kids. Considered one of the most respected players in Major League Baseball (MLB), Jamie’s list of accomplishments follow him on and off the field as World Series Champion and recipient of numerous awards for his character and community involvement. Together, they created The Moyer Foundation in 2000 with a mission to provide comfort, hope and healing to children affected by loss and family addiction. The Foundation created and supports two signature initiatives. Camp Erin® is the largest national network of FREE bereavement camps for children and teens grieving the death of someone close to them, which includes a location serving children in every MLB city. Camp Mariposa® is a first-of-its-kind, FREE program for children ages 9-12 impacted by addiction in their families with eight U.S. locations. Between both programs, nearly 100 FREE camp weekends will be hosted in 2015 helping over 4,000 children and teens.

Funds raised through the DFK Campaign help support CADCA’s efforts to build and strengthen local community coalitions and special programs that transform youth into civic leaders and reduce substance abuse in communities around the country. A portion of the Campaign benefits CADCA’s National Youth Leadership Initiative (NYLI), an evidence-based youth development training program that helps young people and their adult advisors strategically address their local alcohol, tobacco and other drug problems. CADCA trains over 1,700 youth and adults each year through the NYLI.

Visit www.cadca.org/campaigns/drug-free-kids-campaign to learn how you can help support CADCA’s Drug-Free Kids Campaign.
CADCA coalitions are known for their passion for prevention and drug-free communities. Over the last several years, 96 community coalitions across the country focused on addressing the issues of health, housing and homelessness in the veteran and military family community as part of the CADCA VetCorps Project.

CADCA launched VetCorps in 2011 in partnership with the Corporation for National & Community Service. VetCorps was created to tap into the valuable skills of veterans and the unique role that community coalitions play in their communities by pairing a military service member from the AmeriCorps and AmeriCorps VISTA program with a coalition. Together, they ensured that medical care, substance abuse and mental health treatment, and housing and employment services are available to the military community, especially to Reserve and National Guard members.

"As VetCorps comes to a close, it's clear that this program is leaving a valuable legacy behind. The services that the VetCorps coalitions now provide and the resources and relationships this project has afforded for the military community will continue long after VetCorps ends," said Gen. Arthur T. Dean, CADCA Chairman and CEO.

Prior to CADCA's VetCorps, many coalitions had little or no connection to the military culture or community. Now, after four years, the needs of this important population, as well as their potential to help others, is better realized by all.

Out of the 96 coalitions that participated in VetCorps over the past four years, 20 of them were Drug Free Communities (DFC) grantees.

Coalitions that participated in VetCorps helped address a number of issues facing active and returning veterans in their community. In Florida, VetCorps coalitions tackled homelessness and substance abuse in the veteran community. Coalitions in Rhode Island created opportunities for veterans and military families to find jobs and stay healthy, and coalitions in Arizona created 'one stop' Veteran Centers, where veterans can build a sense of community by volunteering their time to help other veterans.

For the Pinal Hispanic Council, in Eloy, Ariz., VetCorps helped unite the military population within the rest of community.

"The CADCA VetCorps project has had a remarkable impact in our Community of Eloy. It has provided a vehicle for affirming our veterans for their sacrifices and in turn our veterans have furthered their compas-

Some 126 AmeriCorps and AmeriCorps VISTA members participated in VetCorps by working with coalitions in their communities. Even after their official service ended, several former CADCA VetCorps members continued working with their coalitions and were hired as employees of the coalition.

"VISTA member Patti Durham was hired as a prevention coordinator in April at the conclusion of her year of service. She will earn her BA degree in the fall and is engaged in the prevention specialist certification process," said Sharon Kramer from Florida's Manatee County Substance Abuse Coalition.

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CADCA Welcomes Two New Board Members

CADCA is proud to welcome two new members to its Board of Directors: Jorge Mesquita, Worldwide Chairman for Johnson & Johnson Family of Consumer Companies; and Howard K. Koh, MD, MPH, Professor of the Practice of Public Health Leadership and Director of the Leading Change Studio at the Harvard School of Public Health. Mesquita joined CADCA's Board in April. Mesquita comes to the CADCA Board with over 20 years of experience in global branding and strategic business operations for companies such as Johnson & Johnson and Procter & Gamble. In addition to his work in academia, Dr. Koh brings to CADCA's Board over a decade of experience working as both a state and federally appointed public health professional.

"It is an absolute honor to welcome Mr. Mesquita and Dr. Koh to the CADCA Board. One of CADCA's main goals is to bring together people from varying disciplines to enhance our ability to keep our communities safe, healthy and drug-free. Mesquita's longtime expertise in the corporate and private sector, and Dr. Koh's background in public health and government, brings fresh new perspectives to CADCA's Board of Directors and strengthens CADCA overall," said Gen. Arthur T. Dean, CADCA Chairman and CEO.

In his current role as the Worldwide Chairman for Johnson & Johnson, Mesquita leads the company's Consumer Group Operating Committee and serves on its Management Committee. Prior to his placement at Johnson & Johnson, he worked at Procter & Gamble, which he joined in 1984. At P&G, Mesquita was recognized for reinventing major brands, including Tide, Mr. Clean, Dawn, Cascade, Downy, Febreze, Iams, and Swiffer. His diverse background also includes leading massive, complex supply chain organizations and heading new initiatives for the P&G enterprise. He has worked in multiple countries such as Brazil, Mexico, Venezuela and the United States.

Dr. Howard K. Koh is Professor of the Practice of Public Health Leadership and Director of the Leading Change Studio at the Harvard School of Public Health. From 2009-2014, Dr. Koh served as the 14th Assistant Secretary for Health for the U.S. Department of Health and Human Services (HHS). During that time he oversaw 12 core public health offices, including the Office of the Surgeon General and the U.S. Public Health Service Commissioned Corps, 10 Regional Health Offices across the nation, and 10 Presidential and Secretarial advisory committees. He also served as senior public health advisor to the Secretary. During his tenure, he championed the critical public health dimensions of the Affordable Care Act, promoted the enrollment of underserved populations into health insurance coverage and was the primary architect of landmark HHS strategic plans for tobacco control, health disparities and chronic hepatitis. At CADCA's 25th National Leadership Forum, Dr. Koh received CADCA's National Leadership Award for his significant contributions to public health and tobacco prevention, and his long-standing support of community-based drug prevention.

CADCA Convenes New Collaborative to Help Address Opioid Epidemic

To help find policy solutions to our nation's opioid abuse epidemic, CADCA, former Member of Congress Mary Bono and the Trust for America's Health, have launched a new Collaborative for Effective Prescription Opioid Policies (CEPOP).

CEPOP engages diverse stakeholders behind a comprehensive and balanced public policy strategy to reduce prescription opioid abuse and promote treatment options, both for those living with chronic pain and confronting addiction. CEPOP is growing rapidly with involvement from patient and family advocacy, provider, public health, dispensing, distribution, and manufacturing organizations.

"The organizations participating in this collaborative are dedicated to developing and advocating for evidence-based national, state and local strategies and practices to reduce the opioid crisis. By working together and leveraging our resources we hope to promote a balanced approach with policies that get to the heart of the problem and engage communities that are so deeply affected by this crisis," said CADCA's Gen. Arthur T. Dean.

CEPOP's first move was to convene a meeting in December 2014 bringing together various leaders and organizations in the prevention and treatment field to identify key strategies to reduce the opioid crisis.

Visit http://cepoponline.org/ to learn more.
On March 23, CADCA unveiled a brand new website. In addition to a more modern, streamlined look, the new CADCA.org is easier to navigate and highlights the effectiveness of the community coalition movement.

One of the best new features for CADCA members is the Resources section, where you can download over 40 CADCA publications covering a wide range of substance abuse prevention topics.

CADCA members can obtain and download our publications for free, making it easy to share information and coalition basics with your colleagues and coalition members. For example, are you looking for coalition fundamentals? Then, download the Handbook for Community Coalitions and Planning Primer: Developing a Theory of Change, Logic Models and Strategic and Action Plans. Need information on how to make policy change in your community? Read Strategizer 31 - Guidelines for Advocacy: Changing Policies and Laws to Create Safer Environments for Youth.

In addition to our publications, the new Resources section also allows you to access key CADCA TV broadcast videos, which cover a variety of topics – from synthetic drugs and marijuana to the link between mental health disorders and substance abuse. You can search CADCA’s resource library in one of three ways – by what you’re trying to do, the drug-specific issue you’re interested in or by the specific type of resource you’re looking for.

CADCA’s coalition-specific and expert-reviewed publications are now at your fingertips! So, visit our new website and start reviewing and downloading our publications today – and rediscover all that CADCA has to offer!

Show Your CADCA Pride to The World!

For the thousands of CADCA coalition members and the countless other individuals in the prevention field, CADCA is a household name. Our members, supporters and stakeholders can tout the accomplishments of our successes with ease, they can recite the long history of making policy change in the field of prevention, and they refer to our annual events as simply “going to CADCA.” The truth is, when you know CADCA, you are CADCA.

Yet there still are many who don’t know CADCA and the great work that we do. One simple, and fun way to introduce your national organization to the masses is by showing your CADCA pride. Support the mission of CADCA by purchasing one of the many items in the CADCA store.

CADCA has launched a line of apparel intended to showcase the CADCA brand. Purchase a t-shirt, iPhone case, baseball cap or tote bag to show the world that you’re part of an effective movement that is reversing the tide on substance abuse.

CADCA apparel can start the dialogue about your organization, put a spotlight on prevention and much more. Visit www.customizedgirl.com/s/CADCA to help spread the CADCA brand!
Addiction to alcohol and other drugs is an insidious public health crisis impacting more than 85 million Americans. The time has come to UNITE To Face Addiction at a national rally that will transform the conversation from problems to solutions for one of the most pressing issues of our time.

On October 4, 2015, CADCA will take part in a transformative event taking place in Washington, D.C. that will ignite and grow an emerging national grassroots movement to solve the addiction crisis.

The UNITE To Face Addiction rally is being organized by an independent coalition of national, state, and local non-profit organizations to produce a collaborative and unifying event to collectively raise awareness and reduce the human and social costs of addiction.

While recovery from addiction is a reality, more than 350 Americans die from alcohol or other drugs on average each day – some 135,000 people each year – more than those who die from either homicides or motor vehicle accidents. Another 22 million Americans are still suffering from addiction and the majority never receive any help.

Where is the national outrage about this needless loss of life, the costs to families and the economy, and more importantly, the demand for solutions? We know that addiction is preventable, treatable, and people can and do get well.

Join thousands of individuals and organizations from across the country who will gather in our nation’s capital for this monumental event.

For details, visit www.facingaddiction.org. To register, visit CADCA’s page by clicking on the Partners tab and selecting the CADCA logo.

Get Involved in National Medicine Abuse Awareness Month!

Did you know that one in 5 young adults has abused a prescription drug and one in 25 youth ages 12 through 17 has abused cough medicine to get high? Help raise awareness of the dangers of prescription (Rx) drug abuse and over-the-counter (OTC) medicine abuse during National Medicine Abuse Awareness Month in October, and take part in the CADCA 50 Challenge.

Through the CADCA 50 Challenge, we’re challenging coalitions to host a town hall meeting or another type of educational event in their community about prescription drug abuse and OTC medicine abuse. These educational events are meant to spur discussions on this issue and help identify solutions.

To participate, simply register for the CADCA 50 Challenge at: www.PreventRxAbuse.org. Everyone who registers will automatically be entered in a drawing for a free iPad!

On this website, you’ll also find activity ideas and a host of tools to help you organize local events and educational campaigns, including CADCA’s Grassroots Media Kit. Supporters of this year’s National Medicine Abuse Awareness Month observance include the Consumer Healthcare Products Association, Gannett and McNeil Consumer Healthcare. For questions about National Medicine Abuse Awareness Month and the CADCA 50 Challenge, contact Natalia Martinez Duncan at nmartinez@cadca.org.

CADCA VetCorps (Continued from page 9)

A few of the CADCA VetCorps coalitions’ successes to date include:

- Appointments of VetCorps participants to Veterans and Military Family State Working Groups
- Programs for Student Veteran Centers in Higher Education
- Procurement of funds to support ending veteran homelessness, suicides and substance abuse
- Inauguration of 5 Veterans Treatment Courts, and multiple support services for an additional 4 such activities
- 5 National Coalition Academy Graduates
- Creation of 7 veteran resource centers
- 10 New Prevention and Coalition Specialists
- 20 Veteran Task Forces and 40 Veteran and Military family working groups
- 60 Presidential Volunteer Service Awards in honor of individual VetCorps project alumni

CADCA thanks our amazing VetCorps coalitions for making this program a success and continuing the work to support our veteran and military families!
CADCA Helps Advance Community-based Prevention at 58th Session of UN Commission on Narcotic Drugs

In March, CADCA had the opportunity to promote the community coalition strategy and community-based prevention to an international audience at the 58th session of the United Nations Commission on Narcotic Drugs (CND) in Vienna, Austria. CADCA was among leaders from over 50 countries who were at the week-long meeting to discuss a comprehensive approach to implementing policies to reduce drug use around the world.

The CND, which is composed of 53 member countries, is the principal policy-making body within the UN system on drug control issues. CADCA is one of a few U.S.-based non-government organizations (NGO) that have consultative status with the UN and is a member of the Vienna NGO Committee.

Throughout the week, CADCA took part in plenary meetings, side meetings and informal discussions highlighting the community coalition strategy as an effective approach to reducing drug use and its related problems. CADCA also emphasized the importance of maintaining the UN drug conventions, which are scheduled for review in 2016 at a special session on drugs at the United Nations General Assembly in New York.

CADCA's delegation included CADCA's Gen. Arthur T. Dean; Dr. Eduardo Hernandez, CADCA's Vice President of International Programs; Sue Thau, CADCA's Public Policy Consultant; Irina Broughton with CADCA's International Programs; and Dr. Abdelwahhab Ahmad Alawneh, a CADCA training consultant.

“It was an honor to join such a distinct group of leaders at the CND. Throughout the week, we stressed the importance of a community-based approach to preventing and reducing illicit drug use. We also encouraged member countries to uphold the UN drug conventions as they currently stand,” said Gen. Arthur T. Dean, CADCA Chairman and CEO. “The CND was also an opportunity for the CADCA team to meet face-to-face with leaders from many of the countries where we are training and supporting coalition development.”

Gen Dean presented at two important side events – the U.S.-sponsored “Innovations in Youth Drug Prevention” and in “A Public Health Approach to Drug Policy” sponsored by Europeans Against Drugs (EURAD), the World Health Organization and CADCA. The CADCA delegation also had an official meeting with Yury Fedotov, Executive Director of the United Nations Office on Drugs and Crime (UNODC) to discuss the viability of the coalition strategy in the U.S. and throughout the world. CADCA's Dr. Hernandez also presented at an event sponsored by the UNODC about CADCA's worldwide reach and the services CADCA can offer to other non-governmental organizations.

The 58th session of the UN Commission on Narcotic Drugs was held March 9-17 and marked the 7th time CADCA participated in this annual meeting. CADCA currently works with countries in five continents, helping them form community coalitions to address their local substance abuse problems.
Suicide is the 10th leading cause of death in the United States, and the 3rd leading cause of death for youth and young adults ages 15-24. In addition, according to the Centers for Disease Control and Prevention, alcohol and drug abuse are second only to depression and other mood disorders as the most frequent risk factors for suicide. In this Viewpoint, CADCA’s Chairman and CEO, Gen. Arthur Dean, who recently became involved with the National Action Alliance for Suicide Prevention, discusses why suicide prevention is an important cause for him, and how his time serving in the U.S. Army gives him a unique perspective on the issue.

Last May, you joined the Executive Committee of the National Action Alliance for Suicide Prevention. Why did you feel it was important to join this organization?

The National Alliance was interested in trying to explore and enhance their work around the connectivity between substance abuse and suicides, and they were looking for a leader from an organization that might help the Alliance better understand and do greater in-depth work around suicide prevention particularly as it related to substance abuse.

As someone involved in substance abuse prevention, do you think you bring a unique perspective to the National Action Alliance for Suicide Prevention?

The Alliance had been working in all of the other areas — depression, mental health, trauma — but they had not yet been working with substance abuse in any great detail. I think addressing the link between suicide and substance abuse is important if we’re going to be successful in addressing this issue. The Alliance has a goal of preventing 25,000 suicides in five years, which is doable if all of the right people and organizations are at the table trying to address all of the risk factors that contribute to suicides.

Is suicide something that has affected someone you know?

Yes, we actually had a former employee at CADCA who lost a son to suicide. Suicide touches most organizations, most communities, and many, many families. Statistics say on average, 1 person commits suicide every 16.2 minutes. And unfortunately among the military we are losing, on average, about 22 active and former military members to suicides on a daily basis.

Why do you think the suicide rate among members of the military is so high?

We know from research that there are multiple factors that can lead a person to commit suicide but that mental illness plays a major role. Mental health disorders among military personnel is a major problem. A study conducted in 2014 found that the rate of major depression is five times higher among soldiers than civilians, and post-traumatic stress disorder was nearly 15 times higher than among civilians. Then you have things like substance abuse, painful losses in one’s life, exposure to violence and social isolation — and the military is faced with almost all of those factors.

Are members of the military who are exposed to direct combat more at risk for suicide?

Certainly, exposure to combat has a tremendous impact. For example, some members of the military who were exposed to combat may suffer injuries, like a traumatic brain injury (TBI), which we know now can result in memory problems, mood swings and emotional problems. And we see a lot of members of the military returning with post-traumatic stress disorder (PTSD). But I think a big factor that can exacerbate all of those things is the sense of isolation. Many don’t assimilate well back into society when they return. Family situations and problems are not the same as when you left them. Your employment situation is not the same as you left it, and getting services, whether it be from your doctors in your community or the Veterans Administration, can be challenging.

Suicide, and mental health issues in general, aren’t things that people often talk openly about. Why do you think that is?

Many years ago, families were reluctant even to talk about a family member that had cancer. Today, people rally around patients facing cancer, we embrace them whatever the outcome and we celebrate cancer survivors. We still need to get to this place when it comes to substance abuse disorders and addiction, and mental illness. We have to continually educate people to see these issues not as moral failings on the part of an individual but brought on by a disease. That’s the issue, I believe, with suicide.

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Do you think community coalitions can play a role in preventing suicide among youth in their community?

Well, I think they already are. The primary focus of coalitions is to reduce substance abuse, and since we know drug use plays a huge role in suicide, then building down the misuse and abuse of substances is going to have a tremendous impact on suicide rates. But certainly coalitions can play a bigger role in preventing suicide since they are viewed locally as a place where you can have open conversations about issues facing the community.

Community Leaders Sharpen Prevention Skills at CADCA Forum (Continued from page 3)

The Forum also featured remarks by Dr. Howard Koh, who received CADCA's National Leadership Award for his significant contributions to public health and tobacco prevention, and his long-standing support of community-based drug prevention. Koh, former Assistant Secretary for Health for the U.S. Department of Health and Human Services, is a Professor of the Practice of Public Health Leadership at the Harvard School of Public Health.

Adding to the excitement throughout the week were the 300 young people who participated in CADCA's National Youth Leadership Initiative, which equips youth and their adult advisors with the essential knowledge and skills needed to make significant community-level change.

Angel Roman, who traveled from Chicago, Ill. to attend the CADCA Forum, said the amount of training you get throughout the week makes the Forum an invaluable learning experience. "This is my fourth year coming to CADCA, and honestly, I wouldn't miss it for the world. You get all the training that you really need and then you take it back to your coalition and then what you've learned eventually reaches and impacts the community," he said.

Coalition leaders also attended SAMHSA's 11th annual Prevention Day in conjunction with the Forum. SAMHSA's Prevention Day focused on "The Power of Prevention: Making Impact in a Time of Change." The one-day event provided a place for prevention practitioners, community leaders, researchers, scientists, consumers, and advocates in the behavioral health field to learn about the latest prevention-related developments in the areas of substance abuse and mental health.

The CADCA Forum also included an opportunity for community leaders to hear from members of Congress during Capitol Hill Day. See page 4 to read more about Capitol Hill Day.


Newspapers in Education Supplement on Preventing Tobacco Use Available to Publish in Your Community

CADCA and the Geographic Health Equity Alliance have developed an educational supplement aimed at teaching young people and parents about the harms and effects of tobacco use. The supplement, which is intended to be used in the classroom, explains the science around the effects of tobacco use and its link to cancer and other chronic diseases and conditions. The Road to Wellness: Driving Tobacco and Cancer off the Map was created through the Newspapers in Education program and was first published in The Washington Times newspaper Nov. 20. Since then, 11 coalitions have successfully included the NIE into their local papers and/or school systems. Thus far, this special supplement has reached more than 353,000 individuals and counting.

This supplement can be published in any newspaper in America and is an ideal teaching tool to spark a conversation on tobacco use. CADCA recommends that coalitions begin talking about this supplement now with their local newspaper to find the best time for publication.

To help local CADCA coalitions and partners facilitate publication of The Road to Wellness: Driving Tobacco and Cancer Off the Map in their local communities, contact Colleen Hopkins, CADCA’s Tobacco Programs Sr. Associate, at chopkins@cadca.org. Colleen can provide your coalition with a list of the NIE programs throughout the country. Please contact your local newspapers NIE program from the list and set up a meeting to discuss how you may partner together with them to publish this important supplement in your local market.

However, if your local newspaper is not on the list, contact your paper’s marketing department to request that they include the supplement in their newspaper. For questions about this supplement and/or to obtain the design files of this supplement, please contact Colleen Hopkins at chopkins@cadca.org.