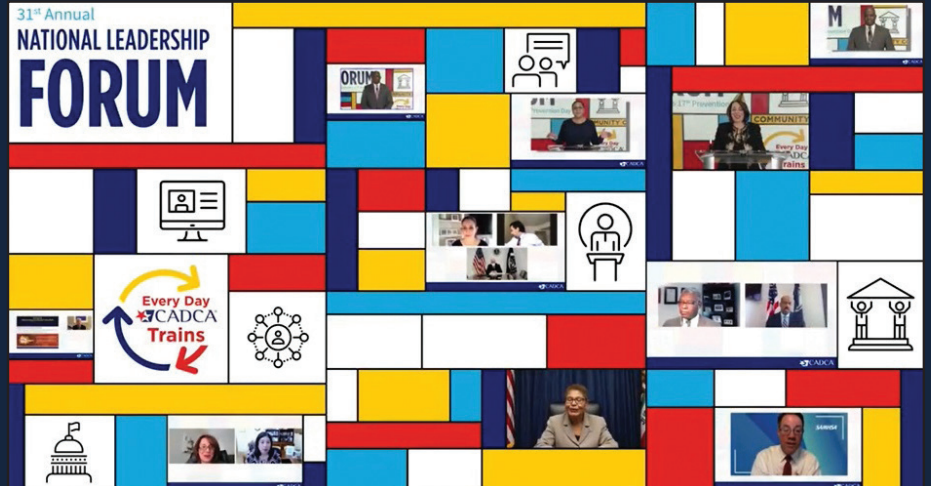


# COALITIONS



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*Building Drug-Free Communities*

## EVERY DAY CADCA TRAINS: COMMUNITY COALITION LEADERS

Every Day  
  
Trains

# MESSAGE FROM CADCA'S CHAIRMAN OF THE BOARD AND PRESIDENT AND CEO



As 2021 began, our organization (and the world at large) breathed a collective sigh of relief. Many people have started to receive the COVID-19 vaccine, we can see a future where in-person events are a possibility and we are once again starting to return to “normal.” However, we know that our idea of “normal” will not be the same as it was in 2019.

The global pandemic highlighted our resiliency and demonstrated that technology—if leveraged correctly—truly does make the world smaller. We are now more equipped to connect with each other virtually, facilitate meaningful connections with those we have never met and we are better equipped to utilize technology to introduce the world to substance use and misuse prevention strategies.

At the same time, the losses we experienced in 2020 must not be overlooked. More than 600,000 U.S. citizens and more than 2.7 million people worldwide lost their lives to COVID-19. We spent a year in isolation, working to facilitate connections within communities we could not see in person. Many of our community coalitions served individuals dealing with mental and physical health issues brought on by the pandemic and the associated substance use and misuse consequences.

As we look ahead to a brighter year, CADCA asks you to remember the lessons we have learned along the way. Each person you meet may be wrestling with issues and substances that are invisible to the casual observer. Let us treat one another with grace and kindness. Life will continue to throw unexpected challenges our way—but we can mitigate these unforeseen obstacles by being flexible and adaptable to the changing world and landscape around you. Your work as prevention advocates will become even more essential as your community reacts to trying circumstances—prepare for what you

can, listen to the needs of those you serve and never underestimate the importance of what you do.

In this issue of *Coalitions*, you will read about CADCA’s work through the end of 2020 and into the beginning of 2021. We will celebrate the successes of several CADCA coalitions and coalition members, introduce you to our Chairman of the Board and our newly appointed Master Trainers, show you how international prevention advocates are working to re-prioritize prevention initiatives, update you on the success of our 2021 National Leadership Forum, preview what’s in store for this summer’s 20<sup>th</sup> Mid-Year Training Institute, highlight our ongoing partnerships and much, much more.

To those reading this edition of *Coalitions*, thank you for your continued commitment to the prevention movement. Your dedication to this cause allows our organization the opportunity to amplify your voices, advocate on your behalf and provide the tools and resources to create safe, healthy and drug-free communities globally.

Sincerely,

**The Honorable Mary Bono**

Former Member of U.S. Congress (1998-2013)  
Integritas by Bono LLC, President and Founder  
Chairman, CADCA Board of Directors

**Barrye L. Price, Ph.D.**

Major General, U.S. Army Retired  
President and CEO, CADCA

“

THE GLOBAL PANDEMIC HIGHLIGHTED OUR RESILIENCY AND DEMONSTRATED THAT TECHNOLOGY—IF LEVERAGED CORRECTLY—TRULY DOES MAKE THE WORLD SMALLER.

”





# FORUM RECAP

## FEBRUARY 1 - 4, 2021, CADCA HOSTED THE 31<sup>ST</sup> ANNUAL NATIONAL LEADERSHIP FORUM.

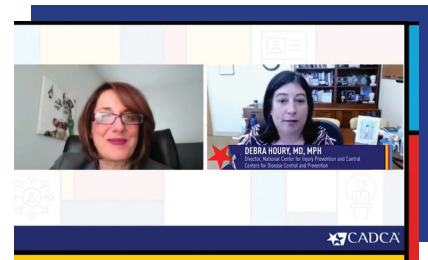
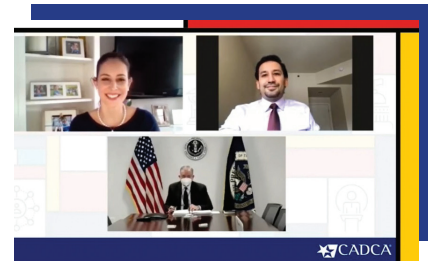
With access to CADCA's signature virtual platform, attendees were able to view training sessions, networking opportunities, keynote speeches, signature events and more. More than 3,300 prevention advocates from across the world joined CADCA for this three-day event, making it the largest National Leadership Forum ever!

**THE THEME FOR THIS YEAR'S EVENT** was "Every Day CADCA Trains: Community Coalition Advocates." Each day, as attendees heard from national prevention leaders and policymakers, this theme was reflected in their words of gratitude for the efforts of coalition members across the nation, who propelled the prevention movement forward, even as their communities dealt with unprecedented challenges.

**THE LEADERS OF THE FEDERAL AGENCIES** responsible for developing and enforcing our nation's strategy to prevent substance misuse spoke about their priorities for 2021 and how COVID-19 influenced their work

in 2020. These leaders included **Tom Coderre**, Acting Assistant Secretary for Mental Health and Substance Use at the Substance Abuse Mental Health Services Administration (SAMHSA), **Regina Labelle, JD**, Acting Administrator of the White House Office of National Drug Control Policy (ONDCP), **D. Christopher "Chris" Evans**, Acting Administrator of the Drug Enforcement Administration (DEA), **Debra Houry, MD, MPH**, Director of the National Center for Injury Prevention and Control at the Centers for Disease Control and Prevention (CDC), **Dr. George Koob**, Director of the National Institute on Alcohol Abuse and Alcoholism (NIAAA), **Wilson Compton, MD, MPE**, Deputy Director of the National Institute on Drug Abuse (NIDA) and **Dona Dmitrovic**, Center for Substance Abuse Prevention Director at SAMHSA.

**TUESDAY KICKED OFF WITH THE OPENING PLENARY**, where attendees had the opportunity to hear from the people closest to CADCA's Chairman and CEO Emeritus **General Arthur T. Dean**, honoring his work. After a day of dynamic and engaging training sessions, attendees met with fellow coalition members from their home states and



territories to strategize for their virtual Capitol Hill meetings throughout the week. Tuesday concluded with the Coalition Academy Graduation, where 134 graduating coalitions from across the country celebrated their hard work in completing CADCA's National Coalition Academy.

**THOUGH CAPITOL HILL MEETINGS WERE HELD VIRTUALLY THIS YEAR,**

CADCA honored the tradition of celebrating Capitol Hill Day on Wednesday, starting with the Legislative Update Plenary. CADCA Public Policy Consultant **Sue Thau** spoke with **Senators Shelley Moore Capito (R-WV), John Cornyn (R-TX), Dianne Feinstein (D-CA), Joe Manchin (D-WV), Rob Portman (R-OH) and Chuck Schumer (D-NY), and Representatives Karen Bass (D-CA/33<sup>rd</sup>), Ted Budd (R-NC/13<sup>th</sup>), Brian Fitzpatrick (R-PA/1<sup>st</sup>), David Trone (D-MD/6<sup>th</sup>) and Raja Krishnamoorthi (D-IL/8<sup>th</sup>),** about the prevention movement and how advocates could best address the needs of their community with their elected officials. Read more about Capitol Hill Day on page five!

**THURSDAY WAS A FANTASTIC FINAL DAY**

for the 31<sup>st</sup> Annual National Leadership Forum. The day started with a conversation between CADCA President and CEO **General Barrye L. Price, Ph.D.** and Chairman and CEO Emeritus **General Arthur T. Dean** at the

Membership Plenary about the history of the organization and its priorities. At the National Leadership Awards Plenary, CADCA had the opportunity to honor **General Arthur T. Dean** with this year's National Leadership Award, reflecting on his time as Chairman and CEO of CADCA and the indispensable work he completed on behalf of the organization during his tenure. In addition, community coalition leaders and individuals who made exceptional strides through their prevention work in 2020 were celebrated.

**THE WEEK ENDED** with President and CEO **General Barrye L. Price, Ph.D.** introducing 1 CADCA, a motto for the prevention field that states when everyone works together, the positive impacts in communities across the world grow larger. All told, more than 150 training sessions were offered to youth and adult Forum attendees on a range of topics, including underage drinking prevention, the ever-changing marijuana landscape, e-cigarette and vaping trends, the opioid epidemic, coalition sustainability and more. As the largest-ever National Leadership Forum came to a close, attendees reflected on what they learned and how the CADCA training experience would empower their work as community coalition advocates. ★

**CADCA congratulates the following award winners, recognized at the National Leadership Awards plenary:**

**National Leadership Award**

**General Arthur T. Dean**

Major General, U.S. Army Retired  
Chairman and CEO Emeritus, CADCA  
Board of Directors

**National Newsmaker Award**

**James Nachtwey**

Photographer, *TIME* Magazine

**Outstanding Youth Leader**

**Rebekah Jin**

Stand Strong Coalition

**Advocates of the Year**

**Andrea Ventura and Angela Ventura**

United Way of Broward County  
Commission on Behavioral Health &  
Drug Prevention

**Outstanding State Member**

**Virginia's Department of Behavioral Health and Developmental Services  
Office of Behavioral Health Wellness**

**GOT Outcomes! Awards**

**Link Together Coalition** – Coalition of the Year

**Lindenhurst Community Cares**

**Coalition** – Coalition of Excellence

**Dedham Organization for Substance**

**Awareness** – Coalition in Focus

**Dose of Prevention Award**

**Futuro Latino Coalition**

**CADCA thanks our partners!**

**COALITIONS: FORUM RECAP**





# CAPITOL HILL DAY

CADCA's Capitol Hill Day is always a unique and enlightening experience that provides Forum attendees the opportunity to connect with their members of Congress to discuss the importance of substance use and misuse prevention. Conducting such an event virtually made this year's Capitol Hill Day a uniquely resounding success. Approximately 1,000 Forum attendees attended 222 Capitol Hill meetings.

The virtual format for CADCA's Capitol Hill Day allowed more members of Congress to personally attend these meetings and connect with their constituents directly. Congressional leaders across the ideological spectrum heard the data and stories about how substance use prevention coalitions have used the Drug-Free Communities (DFC) program to reduce population-level youth substance use. CADCA members who attended these meetings reinforced old relationships with members of Congress and planted seeds for future partnerships.

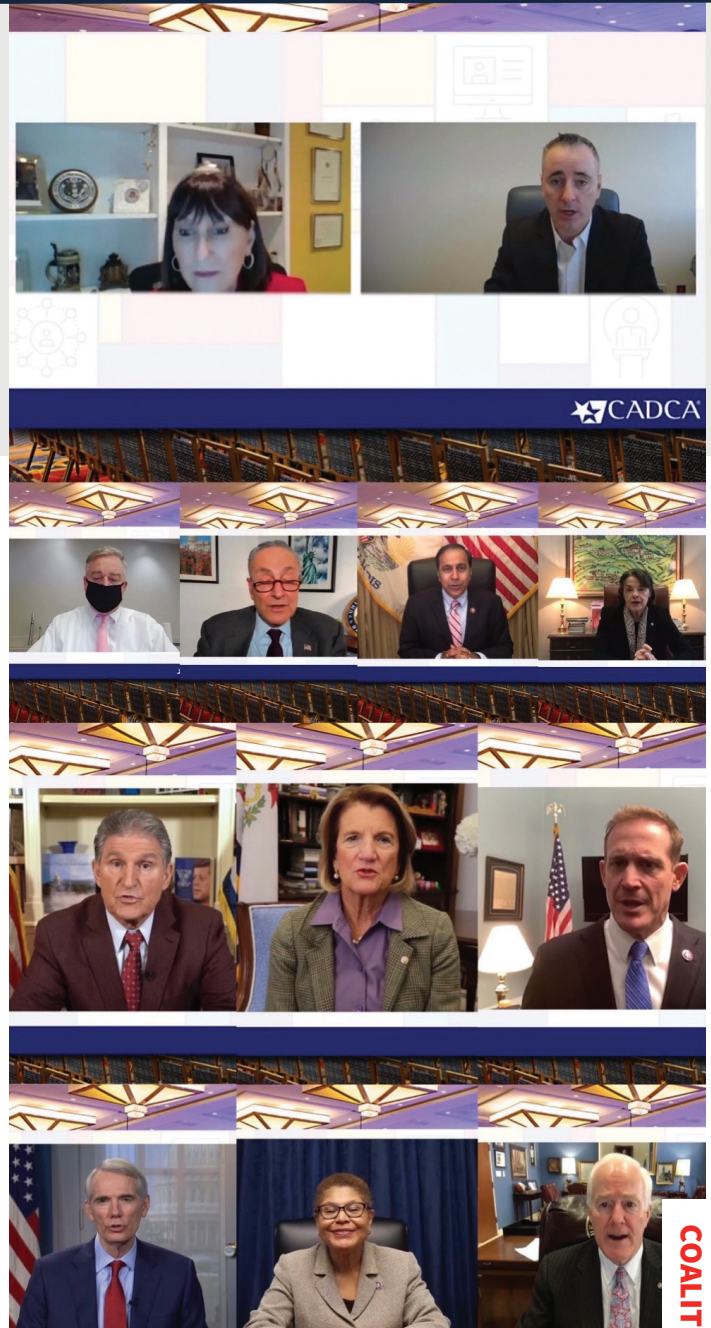
*"It is imperative that everyone is made aware of the devastating impact that COVID restrictions have had on the opioid epidemic."*

– Rep. Brian Fitzpatrick (R-PA/1st)

During the Legislative Plenary, members of Congress shared their thoughts about the importance of prevention. **Rep. Raja Krishnamoorthi** (D-IL/8<sup>th</sup>) spoke about his efforts to curtail youth vaping and limit the availability of flavored vape products. **Rep. Brian Fitzpatrick** (R-PA/1<sup>st</sup>) addressed the impact of COVID-19 on substance use, saying, "It is imperative that everyone is made aware of the devastating impact that COVID restrictions have had on the opioid

epidemic." Substance use prevention is an issue area that still commands broad bipartisan support. Politicians from both parties applauded the work of coalitions in reducing youth substance use rates.

The Legislative Update Plenary was also an opportunity for CADCA's congressional champions to thank CADCA's Chairman and CEO Emeritus, **General Arthur T. Dean** for his more than two decades of leadership in the substance use prevention field. **Senator Rob Portman** (R-OH), who co-founded the Coalition for Drug-Free Greater Cincinnati and was the original sponsor of the legislation which created the DFC Program, praised General Dean for transforming CADCA into "a world class organization that is now the leading nonprofit focusing on fighting addiction." Senator Portman and other congressional leaders understand the importance of the prevention movement and are proud to work with CADCA and its amazing members.



While the 2021 Capitol Hill Day was unlike any other in CADCA's history, it had tremendous impact. Amid the COVID-19 pandemic, CADCA's members helped turn members of Congress into champions for prevention and allies in the battle against substance use and misuse. ★

COALITIONS: CAPITOL HILL DAY

# PARTNER PROJECTS



Rx Abuse Leadership Initiative (RALI) is a convening organization of community and advocacy leaders working to address our nation's opioid crisis. With millions of Americans struggling with opioid addiction, RALI provides a platform to share best practices and bring solutions focused on prevention, treatment and recovery to impacted communities.

CADCA continues its partnership with RALI to highlight the importance of primary prevention efforts and safe and effective drug disposal as one of the solutions needed to combat the opioid epidemic. The initiative focuses on areas in need of immediate interventions and long-term reforms. Our partnership engages key stakeholders in target areas of the country.

Recently, CADCA and RALI worked together to promote the RALI CARES educational trailer at several events.

The RALI CARES trailer is both a physical trailer and a fully online learning module

that walks parents and community members through a teenager's bedroom, teaching them to recognize signs of substance misuse. Among other events, the trailer was featured at CADCA's 31<sup>st</sup> Annual National Leadership Forum and in a special webinar led by CADCA's President and CEO, **General Barrye L. Price, Ph.D.** as part of the Biden Presidential Inaugural Committee's Day of Service in recognition of **Rev. Martin Luther King, Jr.** The partnership between CADCA and RALI will continue to push forward with new initiatives around safe disposal and other efforts.



On Monday, May 11, 2020 Leidos, a FORTUNE® 500 science and technology leader, and its wholly owned subsidiary Dynetics, teamed-up with CADCA, the Alabama Department of Mental Health and WellStone Behavioral Health to help prevent substance misuse during the Substance Abuse and Mental Health Services Administration (SAMHSA)'s National Prevention Week.

National Prevention Week is an annual observance dedicated to raising awareness about substance misuse, prevention and positive mental health. This year's kick-off theme was, "Preventing Prescription Drug and Opioid Misuse."

To help SAMHSA's efforts in the local Huntsville, Alabama community, Leidos and CADCA collaborated with the Alabama Department of Mental Health and WellStone Behavioral Health to distribute 19,600 prescription drug disposal pouches to approximately twenty community organizations. The prescription drug disposal pouches are designed to help limit the consequences of prescription drug misuse by allowing people to safely destroy their unused prescription drugs at home.

The topic of addiction is uncomfortable, but prevention efforts are needed now more than ever. Research from the National Institute on Drug Abuse (NIDA) shows that people in recovery for substance use disorders are more likely to struggle during the COVID-19 pandemic. Further data from the National Survey on Drug Use and Health (NSDUH) states that nearly one-third of people

aged 12 and over who used drugs for the first time began by using a prescription drug for non-medical purposes.

Leidos is working to make Alabama safer, healthier and more efficient through its statewide presence. This initiative stems from Leidos' recent acquisition of Huntsville-based Dynetics. As part of the acquisition, Leidos pledged \$100,000 to bring its anti-opioid campaign to the region. Through the program, Leidos hopes to keep nearly one million pills off the streets.

By distributing the pouches to community organizations throughout Huntsville, Leidos, the Alabama Department of Mental Health, CADCA and WellStone Behavioral Health are eager to make prevention efforts accessible to all community members.

# MEET THE NEW CHAIRMAN OF CADCA'S BOARD

This year, as **General Arthur T. Dean** retired from his role as Chairman of CADCA's Board of Directors, **The Honorable Mary Bono** stepped into the position. CADCA chatted with her about priorities for the organization and CADCA's overall role in the prevention movement going forward.

"For those who are unfamiliar with CADCA's Board, we have a general oversight role in the organization," said Bono. "We help to shape the vision for what CADCA is and where it goes. It was quite an honor and very humbling for me to be named Chairman of the Board, because this organization is comprised of a lot of very talented and successful people, and I'm just honored that they have entrusted me to fill this spot."

"In this new role, I hope to have a great partnership with **General Price** as he adeptly leads the organization forward," said Bono. "I also hope to see CADCA grow in all areas—

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**I believe CADCA will continue to be the preeminent prevention organization in America, representing the interests of our network of community coalitions and making great strides in the prevention movement through policy change at the federal level, increased access to prevention resources and more.**

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through our overall impact, the number of coalitions we represent, our financial position, our advocacy and legislative successes and beyond. I've worked with CADCA for a number of years, and it has always been a very rewarding experience for me. I've personally been impacted by the disease of addiction, as has my family, and I believe in the critical mission of substance use and misuse prevention. I think CADCA fills a very important role within this mission by communicating and providing resources for the prevention needs of communities throughout the world."

"Over the next several years, I believe CADCA's work will adapt as the problems facing our communities continue to evolve," said Bono. "The COVID-19 pandemic is a great example of something we didn't see coming but had to address head-on as we saw the impact it had on our coalitions and their prevention work. CADCA has adapted so beautifully and didn't miss a beat. I believe CADCA will continue to be the preeminent prevention organization in America, representing the interests of our network of community coalitions and making great strides in the prevention movement through policy change at the federal level, increased access to prevention resources and more."

"I am honored to be serving alongside CADCA's impassioned network of substance use and misuse prevention coalitions and advocates," said Bono. "I hope to be a valuable partner to you as you continue this vital work." ★





# YOUTH SPOTLIGHT

## VALENTINA RENDON

In each edition of *Coalitions Newsletter*, CADCA selects an exemplary youth leader to spotlight. In this edition, we are proud to feature CADCA Youth Trainer **Valentina Rendon**. Rendon is a sophomore at Lopez Island High School in Lopez Island, Washington and has been involved with her coalition, the **Lopez Prevention Coalition**, for six years. She spoke with CADCA about her involvement with prevention and what inspires her to be a youth advocate.



“I was about 10 years old when I started attending meetings for the student-led prevention coalition in my community,” said Rendon. “I attended my first CADCA training, the National Leadership Forum, when I was 12 or 13. There, I had the incredible opportunity to meet with Representative Nancy Pelosi (D-CA/12th) on Capitol Hill and speak with her about the substance misuse issues effecting me and my peers. After that experience, I started getting more involved with the prevention movement in my community.”

“Today, I serve as a captain, trainer and facilitator for the Lopez Prevention Coalition,” said Rendon. “In this role, I’m in charge of gathering people for meetings, bringing ideas to the table, filtering through suggestions from coalition members and developing a

curriculum for new prevention skills and initiatives.”

“One of the main problems in Lopez Island is the issue of community norms surrounding marijuana,” said Rendon. “Marijuana use is very accepted by social tradition and is seen as a ‘coming of age,’ experience for young people. In general, there are very favorable attitudes toward marijuana use within the community, especially after marijuana was legalized in Washington. Our coalition helps to address this issue by providing an outlet for young people to engage in other activities. We hold socials, start clubs and encourage kids to find creative outlets for pursuing their passions and hobbies in healthy ways.”

“I have seen a lot of friends and family

members go down the road of substance misuse, which is why it’s so important to me personally to advocate for prevention,” said Rendon. “Working as a CADCA youth trainer has been a really great experience. It has helped me expand my skills and connections, and facilitated my work to create real, measurable differences within my community and other communities.”

“To anyone who is just getting started in prevention work, remember that there is a lot of support out there for what you do, and your work is essential,” said Rendon, “It can be very hard to find the motivation to continue in a field of work where it seems like things are only getting better incrementally, but I promise you it’s worthwhile.” ★

CADCA's Geographic Health Equity Alliance (GHEA) is a CDC-funded National Network dedicated to reducing geographic health disparities related to tobacco and cancer. Geographic health disparities are the differences in health behaviors, outcomes and policies related to where people live, work and play. Scientists have found the locations in which people live, work and play have an enormous impact on their health.

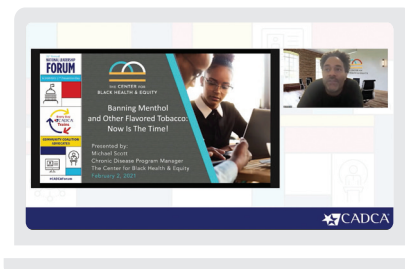
GHEA's website hosts the latest content related to tobacco and cancer prevention and control, reducing health disparities and promoting health equity. CADCA encourages you to visit [geohealthequity.org](http://geohealthequity.org) to learn more about GHEA and sign up for the monthly newsletter.

At CADCA's 2021 National Leadership Forum, GHEA worked closely with experts in the field to curate a number of sessions that are relevant for tobacco prevention and control professionals.

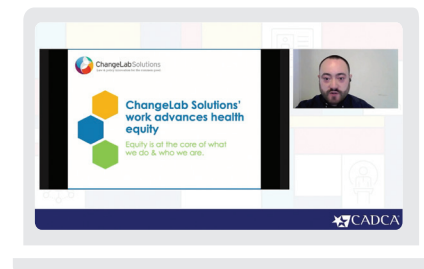
# GHEA FORUM SESSIONS HIGHLIGHT



**Geographic Health Equity Alliance**  
A CADCA Initiative



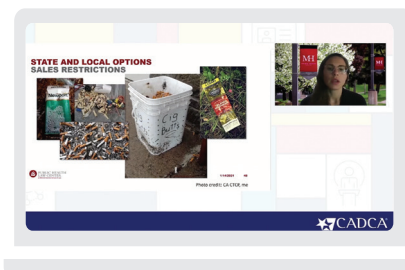
**Michael Scott** from The Center for Black Health and Equity led a session on the overview of how Big Tobacco continues to target menthol/flavored tobacco to African American and other priority populations and how communities can initiate and support menthol flavor bans in their communities.



**Derek Carr and Jessica Breslin** from ChangeLab Solutions presented on equitable policymaking in commercial tobacco control. The session discussed the importance of considering equity at each step of policymaking to help ensure policy change is grounded in a deep understanding of the health priorities, goals and lived experiences of communities.



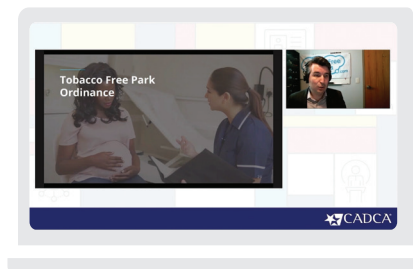
**Ronald Davis and Brittany Chatman** from Tobacco Free Florida presented on tobacco point of sale strategies including monitoring assurances of voluntary compliance and local tobacco retailing.



**Kyra Hill** from the Public Health Law Center presented a session on the commercial tobacco product pollution issue and potential policy tools to address it.



GHEA and CADCA also hosted **Nigel Wrangham**, who led a session on impactful strategies for involving and engaging youth in tobacco control efforts. ★



**John-Michael Gonzales** from Tobacco Free Florida led a session on tobacco-free park policy options. The session discussed the benefits of these policies and policy options available to communities.



# COALITION ACADEMY GRADUATION



**At the 2021 National Leadership Forum, 134 coalitions were honored for their completion of CADCA's National Coalition Academy during the Coalition Academy Graduation!**

At CADCA's upcoming 2022 National Leadership Forum, the Coalition Academy Graduation will take place during the day, giving more attendees the opportunity to celebrate the success of their peers. CADCA looks forward to seeing you at the celebration!

## HUMANITARIAN OF THE YEAR

COALITIONS: COALITION ACADEMY GRADUATION



**CADCA is proud to announce the 2021 Drug-Free Kids Humanitarian of the Year—the team at Emergent BioSolutions.**

The award will be accepted by **Robert G. Kramer**, President and CEO. Emergent BioSolutions has been a generous supporter of CADCA's prevention efforts and the Drug-Free Kids Campaign (DFKC) and has served as a past co-chair of the event's leadership team.

The annual DFKC centers on preventing alcohol, tobacco and other substance use and misuse by youth. The development of youth leaders for civic engagement and leadership is a driving mission for CADCA. Each day, CADCA strives to inspire young people, here and around-the-world, to live drug-

free lives. The future well-being of communities world-wide depends on collective community prevention work.

CADCA's Humanitarians for Drug-Free Kids are nationally recognized leaders or organizations, representing diverse backgrounds and enterprises, who have distinguished themselves as ardent defenders or supporters of drug-free youth. Emergent BioSolutions will be honored at CADCA's 23<sup>rd</sup> DFKC Awards Dinner on October 14, 2021. Each year, CADCA welcomes many distinguished guests including prominent Members of Congress, federal officials and corporate leaders. ★



# CHAIRMAN'S AWARD



## CADCA is proud to announce the winner of our 2020 Chairman's Award, the Partnership for Health Drug-Free Taskforce of Flemington, New Jersey!

The National Coalition Academy (NCA) Chairman's Award gives CADCA's Chairman and CEO

Emeritus, **General Arthur T. Dean**, the opportunity to recognize an NCA coalition graduate who distinguishes themselves by applying and operationalizing what they learned throughout the academy experience. Past winners of this award have shown outstanding knowledge, understanding and application of the information taught at the NCA in their coalition's strategies and efforts.

This award encourages coalitions

to reflect on their academy experience and provide examples showcasing their outstanding achievement, by integrating what they have learned into their coalition work. Winners receive a complimentary registration to the National Leadership Forum and will speak to their coalition work during the NCA graduation.

In honor of General Dean's retirement, the Chairman's Award was officially renamed the Major General, Retired, Arthur T. Dean Chairman's Award. ★

For many people around the world the line between hopefulness and hopelessness was thin during the pandemic, but one thing that kept CADCA focused was maintaining our mission forefront: strengthening the capacity of community coalitions to create and maintain safe, healthy and drug-free communities globally.

The outcomes of our perseverance and passion to change the world resulted in being able to reach 184 coalitions during the pandemic. Throughout 2020 the International team found other ways to provide support to coalitions around the world. Thanks to this ongoing support, 70% of coalitions successfully remained

## THE PERSEVERANCE THAT LED TO SUCCESSFUL GLOBAL REACH

active throughout the pandemic. Virtual outreach made it possible for CADCA to establish new ways to provide support through virtual meetings, webinars, online trainings and technical assistance sessions, one-on-one consultations with coalitions, regional and national coalition network engagement activities to share best practices and lessons learned during the pandemic.

"Had we not embraced new ways of conducting outreach, we would have fewer active coalitions today" stated the **Vice President of International, Eric Siervo** as he reflected on how the team

worked to find new ways to connect with communities and to reinvent themselves in an everchanging unstable pandemic world. Thanks to this mindset, CADCA continues to support coalitions throughout the world by working with in country coordinators (ICC's) and international partners to provide virtual trainings, online technical assistance and continuous support to community members and leaders in select countries on numerous topics related to coalition development outlined in the Training of Communities (TOC) and Training of Leaders (TOL) Curriculums. ★

COALITIONS: THE PERSEVERANCE THAT LED TO SUCCESSFUL GLOBAL REACH



### GLOBAL REACH

- 20** countries
- 7** languages
- 184** coalitions support
- 4,660** coalition leaders reached



### TRAINING & TECHNICAL ASSISTANCE

- 60** online trainings
- 160** virtual technical assistance session
- 230** one-on-one consultations with coalitions
- 20** national / regional networking events



### OUTCOMES

of the 184 coalitions that were reached during the pandemic:

- 70%** remained active throughout the pandemic
- 20%** are in the process of restructuring and onboarding new members
- 10%** are inactive due to the pandemic



Tienda habilitó ambiente para que funcione como bar en Miraflores.

## Respaldan clausura de cantina clandestina

**Miraflores.** Mediante un memorial presentado al alcalde de Miraflores, Luis Aguirre, los vecinos de las cuadras 12 y 13 de la avenida San Martín y las cuadras 3 y 4 de Rodríguez Ballón, felicitan a la Municipalidad de Miraflores por clausurar cantinas clandestinas que alteran el orden y la tranquilidad pública.

Estos pobladores aprobaron la intervención, clausura y colocación de un bloque de concreto a la cantina ubicada en la Av. San Martín 1300, la cual tenía como fachada una tienda; sin embargo, al costado habilitaron un ambiente el cual funcionaba como cantina incumpliendo todas las normas vigentes.



# SILVER LININGS WORLDWIDE

**With the COVID-19 pandemic impacting every coalition around the world, creating instability and raising new concerns, coalitions were able to find hope and purpose during a global pandemic.**

**From Latin America, to Africa, to Southeast Asia, coalitions have been facing new challenges with an increase in substance use. Before COVID-19, most of these volunteers met face to face to develop drug prevention efforts between their community sectors and stakeholders, finding ways to tackle substance use and misuse. The coalitions in these countries found a silver lining during lockdown. Some were able to identify a new problem, adapt their strategic plans, mobilize resources and develop community responses to bring about community change, embracing the power of technology and joining the virtual world. CADCA's International Department is proud to highlight the achievements of coalitions who have set an example for all to persevere and remain resilient despite the setback due to the pandemic. The first coalition takes us to Latin America in Peru, where a coalition's hard work created headlines in a local newspaper.**

## PERU

“La coalición desde su propia ventana puede ayudar a su comunidad” was the powerful quote that one of the coalition members from The Chapi Chico Coalition gave amidst lockdown, inspiring its members and giving hope. Edda Perez,

collaborator with coalitions in Peru since 2007 and international trainer with CADCA since 2014 explains what the quote meant for her and the rest. “It meant that it didn't matter if they were locked in due to the pandemic, from their own window, they could see their community and help it.”

That quote probably struck all the members as much as it did to Edda, because that July the coalition noticed the COVID-19 virus's stay was not a sojourn one and took action in starting the revision of their logic model. During this revision they included the most recent issue in their community: Families selling alcohol in their houses. When the Municipality of Chapi Chico gave a temporary permit to sell food like bread, potatoes, and such during the pandemic they never knew that the clandestine sale of alcohol was going to be something to worry about. Unfortunately, this was increasing alcohol accessibility to youth. The Chapi Chico Coalition acted and managed to get the Municipality to finance posters, flyers and the participation of a mobile unit and citizen security personnel to carry out the “Awareness Campaign on non-sale and consumption to minors,” managing to visit around 400 houses and businesses in the community. A week after the campaign, the Municipality and the police closed down a clandestine canteen. This initiative, which started at the end of 2020, continues to this day.

## SENEGAL

When coalitions set out to work on a safe, healthy and drug-free communities many tasks surface to the top of the list and for the Diamaguene Sicap Mbao coalition in Senegal their biggest achievements of 2021 came from re-thinking the list. The Community Anti-Drug Coalition of Diamaguene Sicap Mbao in Senegal inaugurated the first project of its 2021 action plan in April, being changing physical design. The Coalition of Diamaguene Sicap Mbao reclaimed and revitalized an area in their community that had been taken over and was being used as an open-air drug market for the sale and use of cannabis and inhalants. The coalition converted an area of approximately 5,382 sq. ft. into a public park and recreational area in the neighborhood of Fass Mbao. Leaders from the coalition met with **Mayor Coumba Ndoffene Fall** to present plans and ideas for transforming the site. “The mayor has been very supportive partner of the coalition and its prevention strategies. With the support of the mayor, the project was presented to the municipal council for a decision, and they agreed to transform the area into a public square for the community to coalesce and enjoy,” said **Birane Anta Seye**, Coordinator of the coalition.

During the pandemic Mayor Fall entrusted the Diamaguene Sicap Mbao coalition with the responsibility of overseeing the project and developing plans for the future use of the area. Coalition leaders collaborated with community council leaders of Fass Mbao which, was key to the success of the project.

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This coalition has shown strong leadership during the pandemic in addressing an area once utilized for sale and use of illicit drugs, now converted into a protective factor for the community.

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This coalition has shown strong leadership during the pandemic in addressing an area once utilized for sale and use of illicit drugs, now converted into a protective factor for the community. Since then, the Mayor has identified four additional areas in nearby communities in the neighborhoods of Sam Sam and Ainoumady where similar conditions have been observed. The mayor is planning to replicate the coalition’s strategy to develop public parks and recreational spaces in those neighborhoods.

## KAZAKHSTAN

Before the pandemic, the Karaganda coalition decided to conduct environmental scans in groups on a regular basis with the purpose of gathering information based on their observations of the community. Little did they know that their findings were going to shape a new strategy.

While they conducted the scan the coalition found that in their community, graffiti with a web addresses directing followers to buy synthetic drugs had been painted on different buildings all over the city.

“All of us have seen those graffiti many times before, but none of the coalition participants had ever known what the meaning behind them was. Realizing that those graffiti all around us were advertising drugs made us pay closer

attention to them and try to find ways to eliminate them,” assured **Ms. Gulmira Smailova**, Director of Umit, an NGO that coordinate coalition efforts in Karaganda, Kazakhstan.

During the pandemic, the social distancing measures precluded the coalition to conduct these scans in groups, but that was not going to stop the coalition from working on their mission to have a safe community. In a turn of events the coalition decided as an alternative to conduct an environmental scan challenge, which was announced via all relevant social media channels.

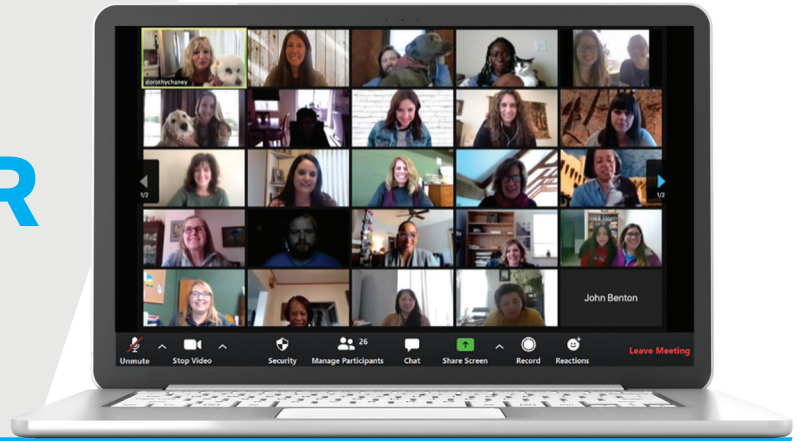
Karaganda residents were asked to take photos of illicit graffiti that they discovered and send to the WhatsApp hotline number. The coalition received approximately 70 photos that were reviewed and verified and then sent to the local government partners that took measures to remove the graffiti.

“As soon as Akimat (executive authority) received our email with the photos and locations of the graffiti, it did not take long for them to order law enforcement and utility services to deal with the problem. Within a week the work dedicated to cover up the drug advertisement graffiti started with a serious mood,” concluded Smailova. The coalition continues to work on interventions to paint over drug advertising graffiti in cooperation with the sectors and stakeholders of their community. ★

**CADCA’s International Programs team is thrilled to spotlight these coalitions and continue to support their work to prevent substance misuse through collaborative community efforts. Despite the challenges 2020 presented, the International Programs team was still able to support strengthen and maintain community coalitions worldwide.**



# FEATURE NEW MASTER TRAINERS



CADCA annually reviews the Trainer Consultant Manual to ensure that guidelines for trainers are consistent and relevant. CADCA team members use this as a resource to guide and recruit the most qualified candidates from the field as CADCA trainers. This year’s review process and historical research regarding the status of long serving, loyal trainers demonstrated that promotions were warranted. In March 2021, it was determined that five CADCA trainers met the qualifications for promotion to Master Trainer. These five extremely talented people were selected due to their extensive training background with CADCA, competencies in training delivery, mastery of the curriculum, curriculum development support and mentorship of other trainers. With the promotion of these individuals, CADCA recognizes the trainer expertise that helps provide the highest caliber of training to community coalitions. Please join CADCA in celebrating this milestone accomplishment!

COALITIONS: FEATURE NEW MASTER TRAINERS



**DOROTHY CHANEY**

“Being a CADCA trainer is one of my greatest career accomplishments,” said CADCA Master Trainer **Dorothy Chaney**. “Over the past seven years, I have had the opportunity to travel to every corner of this country and see the amazing work being done by people who love their communities and are committed to the development of

strong, healthy youth. I have also had the opportunity to work internationally and experience CADCA leading a global movement to reduce and prevent the impact of substance use.”

“A story that I have only begun to share in the last few years is that when I was a teen growing up in a rural community in Nova Scotia, one night of bad choices and underage drinking resulted in the death of my dear friend Gayle Wong,” said Chaney. “I found myself at 11 pm on a cold, rainy November night standing in the living room looking at Gayle’s mother and trying desperately to find the words to explain what happened. That experience profoundly changed my life forever. Now, more than thirty years later, I have the opportunity to train prevention advocates who are working to create safe communities. I know firsthand the devastating impact that substance use can have on youth. There is not a day that goes by that I do not think of Gayle, and I have no doubt that I will do this

work as long as I live. To be recognized as a CADCA Master Trainer really is an incredible honor and one that means the world to me.”



**STEPHANIE STRUTNER**

“It is my passion to help other communities recognize that community-level change is possible and to help

them learn how to position themselves to achieve their goals,” said CADCA Master Trainer **Stephanie Strutner**. “It has always been an honor to serve as a CADCA trainer; being recognized and supported by my peers in prevention is truly a humbling experience and underscores the importance of advanced and continued professional development in our field.”

“Coalitions have always been uniquely positioned to meet the needs of our communities,” said Strutner. “As I continue to train coalitions, I hope to remind them that adapting to implementing prevention work during a pandemic is no different. Our work is perhaps more important now than ever.”



## NIGEL WRANGHAM

“When I encounter a shy, first-time youth attendee at a CADCA event, and they separate themselves from the throng of participants to come up to me and inquire about becoming a youth trainer, I feel hope,” said CADCA Master Trainer **Nigel Wrangham**. “When I see that same youth a few years later, confidently and professionally engaging an entire roomful (or screen full!) of coalition members in their role as a trainer, I feel something even better—triumph. I train, first and foremost, to pass on my own experience, expertise, passion and enthusiasm to others, so they can do the same in turn.”

“Prevention advocates, whether they are lettered professionals from elite universities, grassroots folks who just

want to make a difference or young people who are sick and tired of the injustice and tragedy of substance misuse issues in their communities, are hands-down simply the coolest people I know,” said Wrangham. “Their energy, unflagging optimism and resourcefulness in the face of ever-changing conditions have been an inspiration to me for over 25 years in this field.”

“As terrific as the Master Trainer title is to have, the best recognition will always come from the results of the work itself,” said Wrangham. “If a coalition lands on a new approach because of something that came up in a training, that is recognition. If a young person becomes inspired to train others because of their experience in a training, that is recognition. And if a community manages to change policy so that kids and families are able to grow and flourish without the anxiety and danger of substances and violence, that is the best recognition of all.”



## YVONNE STROMAN

“This is sacred work,” said CADCA Master Trainer **Yvonne Stroman**. “There is something uplifting and special about working side by side with youth and adults who are willing to lay a foundation to take action for a better tomorrow. Each

day I am inspired and hopeful because I witness greatness in action.”

*“I really appreciate the recognition of all our hard work with the promotion to Master Trainer,” said Ellerbee. “The work is a reward in and of itself, but the recognition is greatly appreciated.”*

– Dylan Ellerbee

“I am humbled by the recognition of being named a Master Trainer,” said Stroman. “It is an honor to be part of a movement that is literally reshaping human behavior and attitudes. Prevention advocates are the difference between the

exasperation of broken windows in our communities and safe neighborhoods. I cannot imagine a nation without your work. Thank you for your commitment and perseverance.”



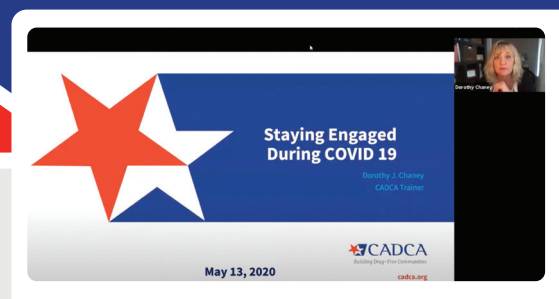
## DYLAN ELLERBEE

“When the light bulb goes off for people and they realize that there is a real path to the change their community has long been seeking, that makes it all worth it,” said CADCA Master Trainer **Dylan Ellerbee**. “As an academy trainer, I also really enjoy getting to know people from all across the country who come from many different backgrounds. I am in the middle of my 17<sup>th</sup> and 18<sup>th</sup> academies and can’t wait to train many, many more.”

“I really appreciate the recognition of all our hard work with the promotion to Master Trainer,” said Ellerbee. “The work is a reward in and of itself, but the recognition is greatly appreciated.” ★

# WEBINAR WEDNESDAYS

CADCA's Webinar Wednesdays began in April 2020 to provide coalitions with virtual trainings at the beginning of the pandemic, led by seasoned coalition leaders and subject matter experts. CADCA premiered a new Webinar Wednesday each week through June 2020, then transitioned to monthly webinars based on feedback from coalitions on how useful these trainings were and the topics they needed additional training on. So far, CADCA has offered trainings on social media, the Strategic Prevention Framework, sector collaboration, coalition and youth engagement while social distancing, sustainability, updating objectives and more.



In October 2020, CADCA added a new benefit to Webinar Wednesdays specifically for CADCA members. Following each webinar, the trainers spend an hour in the CADCA Community, giving members the opportunity to ask follow-up questions on the training material.

Two of the most popular Webinar Wednesdays were “SPF 101,” and “Staying Engaged During COVID-19,” hosted by CADCA Trainers **Rick Collins** and **Dorothy Chaney**. CADCA spoke with them about the Webinar Wednesday experience and what makes these trainings unique.

“While COVID-19 has been challenging for many reasons, there are certainly benefits that have come out of our virtual work lives,” said Collins. “One of those benefits is the option for virtual trainings.

Virtual trainings are cost-effective, take less planning time and can engage a wide array of people from a broad geographic area. Additionally, because the planning and set-up is relatively easy, you can deliver training in a quick manner, and respond to the immediate needs of the community. It’s also a great way to bring people together from across communities to share and learn from one another.”

“While engaging the community is always a critical component of achieving community change, it is even more challenging now, with the effects of COVID-19 still very much impacting our work,” said Chaney. “I advise prevention advocates to connect to each other, as we really are all in this together. We are all learning from each other and leaning on each other now more than ever. Resources like Webinar Wednesdays and

the CADCA Community allow our field to share their work and their resources, strengthening the prevention movement as a whole.”

“When the work gets tough (and it will get tough), leverage the relationships you’ve built with your friends and colleagues to get their support and seek out training opportunities such as Webinar Wednesdays to sustain your energy and passion for this work and to connect and share ideas with others,” said Collins. ★

Recordings of all past Webinar Wednesdays are available at [cadca.org/resources](https://cadca.org/resources)



# COALITIONS IN ACTION

## IMPACT COALITION

Many substance use and misuse prevention coalitions turned the COVID-19 pandemic into an opportunity to reevaluate their work and create lasting change within their communities. One such organization is **Impact Coalition**, a statewide prevention coalition that was created and has completed all of its work during the COVID-19 pandemic. CADCA spoke with Chief Executive Officer **Anna Godwin**, who provided insight into how her organization managed to complete their work as a brand-new coalition in the midst of a global pandemic.



“The steering committee for Impact Coalition was formed in 2020 and the inaugural coalition meeting was held in 2021,” said Godwin. “This coalition is housed within Community Impact NC, which has been in existence for over 30 years. Community Impact NC has a long history of supporting community coalitions throughout the entire state. North Carolina is a state that values prevention efforts at the community level and the development of Impact Coalition was a welcomed next step to help connect local communities to state-level representatives.”

“As with the entire country, COVID-19 has required that all efforts related to the Impact Coalition take place in a virtual setting,” said Godwin. “However, as North

Carolina is a very large state, the concept of meeting virtually feels appropriate. If anything, COVID has helped us to better value the ability to bring together leaders from various locations by utilizing virtual meeting platforms.”

“The Impact Coalition is a strong supporter of CADCA’s Model for Community Change,” said Godwin. “**General Dean** spoke during the inaugural Impact Coalition meeting and **General Price** has expressed much interest in these statewide efforts. Impact Coalition will use the skills taught by CADCA to continue to guide its strategic planning process.”

“Impact Coalition has an opportunity to inform the North Carolina agenda with respect to prevention work,” said Godwin. “It has the opportunity to engage state sector leaders in a meaningful way that creates validity

and credibility. Pulling together sectors at a state level can be a hefty ask. It’s important to identify and respect the skill sets these sectors are able to bring to the work of a statewide coalition. True coalition work depends on partners with a diverse skill set. This diversity becomes critical when communicating and implementing an action plan, thus generating sustainable action and change.” ★

“COMMUNITY IMPACT NC HAS A LONG HISTORY OF SUPPORTING COMMUNITY COALITIONS THROUGHOUT THE ENTIRE STATE.”

– ANNA GODWIN

# EVALUATION & RESEARCH

Over the past year, as coalitions have largely lost the opportunity to gather data at in-person events, CADCA has worked to offer evaluation services at the local, state and national levels to help fill these gaps. Starting at the local level, CADCA's Evaluation & Research team has offered Coalition Evaluation Services (CES) to individual coalitions who are seeking assistance gathering and evaluating data.



## LOCAL

### Coalition Evaluation Services (CES)

In 2019, CADCA's Evaluation and Research team launched Coalition Evaluation Services (CES), providing coalitions with expert evaluation through a collaborative, community-focused approach. Through this partnership, coalitions gain a better understanding of the evaluation process and learn how to use community data to drive progress.

In 2020, CADCA had the pleasure of providing CES to the Chenango Substance Abuse Prevention Coalition of Chenango County, New York. The coalition's Drug-Free Communities (DFC) Coordinator **Kyli Anderson** spoke with CADCA about the CES process and how it has informed her coalition's work.

"We learned about CES through CADCA's emails as we were in the process of looking for a local evaluator in New York state," said Anderson. "When we saw that CADCA was taking on new coalitions for CES, we figured why not, since CADCA really knows about the DFC grant and

all the data we were looking to gather to fulfill our grant requirements."

"We met with **Dr. Albert Terrillion**, who has been a phenomenal asset in overhauling our evaluation efforts," said Anderson. "Dr. Terrillion and his team have presented to our coalition members during our coalition meetings, provided a template for our parent and youth surveys, met with us every other week to get an update on our needs and have constantly been touching base with us and staying really engaged to ensure that we're getting all the help we need."

"Our coalition's service area covers all of Chenango County, but our grant only covers one school within the county, so our evaluation needs are pretty specific," said Anderson. "Since starting CES with CADCA, we've been able to coordinate more of the work within the coalition to ensure we're measuring the impact of our efforts. We lost a lot of our coalition members during pandemic, but every time Dr. Terrillion and his team are on one of our calls, all the members of our coalition want to be on the call so they can discuss the work they've been doing."

"Because of COVID-19 and the state shutdown in New York, we haven't had

the ability to do a lot of the activities we would typically be engaged in as a coalition," said Anderson. "The survey that CADCA provided really helped our coalition collect relevant data on what was happening within our community, even though we couldn't collect that data in person."

"I absolutely think CES would be a valuable resource for other coalitions," said Anderson. "As a coalition, you're taking on a lot of work with grants and you need to provide data to show the impact you're having. By providing us with resources like focus group questions, key informant interview questions and surveys, CADCA's CES team has given us more time to focus on our work, rather than spending all our time trying to track down data."

"If you're going to work with anyone, I would work with CADCA's CES," said Anderson. "It's really been a great experience for us. Before CES, it felt like our efforts were really a shot in dark, and now we know that we're not alone in our work."

For more information on CES, email [evaluation@cadca.org](mailto:evaluation@cadca.org).



## STATE

### State Reports



On the state level, CADCA has worked to improve evaluation for state prevention programs by offering State Reports. Using data from CADCA's Annual Survey of Coalitions broken down by state, State Reports offer insight into coalition processes, strategies and activities aimed to reduce substance use and misuse in efforts to improve population health.

The Montana Department of Public Health & Human Services (DPHHS) is one of the state programs that utilized CADCA's State Reports to assist in their evaluation efforts this year. CADCA spoke with DPHHS Prevention Program

Manager **Kimberly Koch**, who outlined how the organization plans to use the data.

"This is the first year we've used CADCA's State Reports," said Koch. "We were looking for a way to understand where our coalitions are in Montana and how we can best support them using state resources. We found out about State Reports at last year's National Leadership Forum and decided they would be useful in our efforts."

"We're eventually hoping to use CADCA's State Report to help support our coalitions and grow coalition work in Montana," said Koch. "It's a very large state, and we need one way to collect all our data on a single platform. In addition, we hope to use the report to help us identify coalitions that may be eligible for state grant opportunities."

"Although the report didn't necessarily provide all the information we need, there's no such thing as bad information

and any information we can gather during this time will help us understand our community more," said Koch. "It's a nice conversation piece. Quick data is useful to hand to somebody in a meeting and say, 'this is what's happening in our state.'"

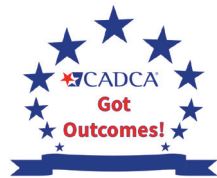
**For more information on State Reports, email Amy Pica at [apica@cadca.org](mailto:apica@cadca.org).**

## NATIONAL

At the National level, CADCA has worked to improve evaluation through updates to two signature initiatives, Got Outcomes! and the Annual Survey of Coalitions. In addition, CADCA prioritized efforts with federal partners at the Centers for Disease Control and Prevention (CDC) and the White House Office of National Drug Control Policy (ONDCP) to support the Drug-Free Communities (DFC) Program as it transitions under new leadership.



## Got Outcomes!



For the 2021 Got Outcomes! cycle, CADCA has made several changes to encourage participation across the substance use and misuse prevention field. This year, DFC grantees in years 2 and 4 of their grant cycle are expected to apply for Got Outcomes! In addition, there will now be a “Blue Ribbon Coalition” recognition within the Got Outcomes! selection process, allowing all coalitions who apply for the program that meet a certain threshold within their submitted products to be recognized at the 2022 National Leadership Forum. Finally, CADCA’s Evaluation & Research team has worked to align the National Coalition Academy (NCA) grading rubric with the Got Outcomes! grading rubric, to make the application process easier for coalitions.

“These changes are designed to let our coalitions know that we’re here to support their work following the NCA,” said CADCA Evaluation & Research Associate **Katrina McCarthy**. “Participating in Got Outcomes! allows coalitions to take advantage of the continuous touchpoints of support and help that CADCA has to offer.”

**For questions, email [gotoutcomes@cadca.org](mailto:gotoutcomes@cadca.org) or call **Katrina McCarthy** at 703-706-0560 x267.**

## Annual Survey

While CADCA’s Annual Survey of Coalitions (Annual Survey) is kept standard each year, in order to compare tracked data to previous years and recognize trends, CADCA reevaluates the survey annually to determine if new or different information from

coalitions is required. The data gathered from the Annual Survey allows CADCA to advocate for funding on behalf of coalitions, communicate trends within the prevention movement and create tailored trainings and resources.

“This year, we’ll be taking a close look at the data from the Annual Survey in an attempt to identify how the pandemic has impacted prevention work,” said CADCA Evaluation & Research Associate **Jacqueline Brogdon**. “By identifying gaps, we can tailor our work to those areas and advocate for more funding for projects that help address these issues.”

“I know some coalitions may be hesitant to complete the Annual Survey, because they feel they haven’t done that much this year compared to previous years,” said Brogdon, “but that’s helpful information for us. All data is good data, and it’s all anonymous. Any insight you can share into your work will help us to help you.”

**For a personalized Annual Survey link, email [survey@cadca.org](mailto:survey@cadca.org).**

## Drug-Free Communities (DFC) Partnership



Starting October 1, 2021, the Center for Disease Control (CDC) officially accepted the role as the administrative lead for the Drug Free Communities (DFC) Program funded by the Office of Drug Control Policy (ONDCP). In its efforts to facilitate a smooth transition, CADCA has met with CDC, ONDCP and ICF International (the evaluation lead for DFC) on a monthly basis. Many of the first meetings have focused on learning more about each of the partners, their roles and how to best ensure alignment of the work, with the ultimate goal to support all DFC grant recipients.

The partnership meets on the first Friday of every month and is led by **Helen Hernandez**, Assistant Director, Office of Drug-Free Communities, Executive Office of the President, with **Karen Voetsch**, Branch Chief, Division of Overdose Prevention, CDC and **Barb O’Donnel** Senior Director, ICF International.

According to **Pat Castillo**, VP Training Operations/Director, National Training Institute, CADCA, “We believe that this opportunity to discuss important issues/topics that directly impact DFC grant recipients, in partnership with the key stakeholders that play pivotal roles in the DFC Program, is paramount to the smooth running of the DFC program.” However, this is not just a discussion group—the group is focused on action. Here are just a few of the projects/initiatives the partnership has worked on and/or is continuing to work on:

- Facilitating a series of five new DFC Grant Recipient Training Webinars (January 2021)
- Organizing and hosting a DFC Meet & Greet at CADCA’s National Leadership Forum (February 2021)
- Organizing Quarterly Meetings with all CDC Project Officers
- Sharing best practices from the field (e.g., developing a repository of how DFC coalitions have created practices & strategies in the unprecedented time of COVID-19)
- Identifying and addressing challenges in the field
- Collaborating to ensure all DFC grantees receive National Coalition Academy training
- Learning about ICF National Evaluation and ensuring trends are addressed in ongoing work
- Working to disseminate joint efforts through each partners’ networks, such as the release of the latest Notice of Funding Opportunities and providing guidance on in-kind matching during COVID-19 ★

# DEA OPERATION ENGAGE



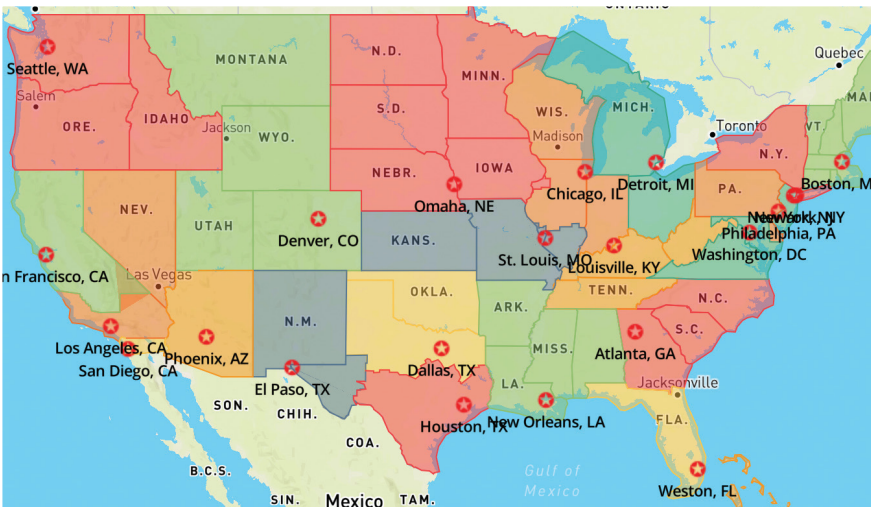
“Disrupting drug supply is only part of the solution,” said DEA Acting Administrator **D. Christopher Evans**, “we also must address demand. Working alongside our federal, state and local law enforcement officers, as well as specialists in prevention, treatment and education, we will empower communities to help reduce the demand for drugs.”

“This initiative represents the DEA’s emphasis on the importance of community-level engagement,” said Rice. “They involved CADCA because of the strength of our coalition network and the prevention movement. The DEA recognizes that the best way to achieve upstream prevention is through the power of community interventions that address local risk factors, needs and evidence-based practices for creating population-level outcomes.”

“This is a pilot year for the program,” said Rice. “Next year, we will be in all 23 DEA field divisions, covering the entire contiguous United States and Alaska.”

Operation Engage could be coming to a community near you. Keep an eye out for outreach from the CADCA team for upcoming training opportunities in your region. ★

COALITIONS: DEA OPERATION ENGAGE



This year, CADCA partnered with the Drug Enforcement Administration (DEA) on the agency’s new law enforcement and prevention support initiative, Operation Engage. The goal of **Operation Engage** is to combine enforcement with community outreach to prevent substance misuse. The initiative will replace the DEA360 Program and will provide communities the opportunity to choose from a larger menu of training options, based on their specific needs.

“Operation Engage offers a more localized training experience,” said **Doug Rice**, Senior Manager, Training and Sales Operations, CADCA. “Regional divisions are selected by the DEA based on need and geographic location, often combining communities across multiple cities and states to engage geographically hard to reach areas throughout the nation. Each regional

office brings together community stakeholders, including a community outreach specialist hired from within the local community with an established background in prevention and public health. As community members

themselves, these stakeholders have a unique perspective on the issues occurring in their areas and can select from the menu of available training services based on those needs.”

Available training services include community assessment and strategic planning, a community summit, coalition capacity

enhancement, community alliance coalition academy training or bootcamp, youth leadership core essentials, workplace engagement and webinars on a wide variety of topics, available in lengths ranging from 1.5 hours to full-day sessions.

The DEA recognizes that the best way to achieve upstream prevention is through the power of community interventions that address local risk factors, needs and evidence-based practices for creating population-level outcomes.

MEMBERS SAVE \$200 OR MORE  
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# CADCA MEMBERSHIP

When you become a CADCA member, you're joining more than an association. You're joining a movement to build healthy, drug-free communities and empower youth to reject substance use so they can reach their full potential. To help our members do this critical work effectively, CADCA provides the following benefits:



Serve on Capitol Hill as the voice and champion of funding for coalitions and the prevention movement



Affinity Program discounts: Office Depot, Hertz, Dell, UPS



Member-only rates for CADCA's Leadership Forum and Mid-Year Training Institute



Eligibility to enter CADCA sponsored contests and scholarship opportunities



Use of CADCA logo for branding purposes



CADCA Prevention Job Board



Access to media outreach tools, including sample letters and templates



Legislative alerts and updates regarding CADCA's public policy efforts and time-sensitive legislative issues



Weekly digital newsletter, Coalitions Online, and *Coalitions* print newsletter, twice a year



Discounted rates on CADCA's printed publications and online courses



Volunteer request referrals

With CADCA membership, you will also have access to the CADCA Community:



**THE CADCA COMMUNITY** is a member-only forum that provides an opportunity to network, share resources and learn from other members.



If you haven't been on the CADCA Community yet, then you are missing out on a top resource in the prevention and coalition field. Check it out today at [community.cadca.org](http://community.cadca.org)!

**Look out for CADCA Community members-only exclusives such as Wednesday Webinar chats and 12 Sector interviews and questions.**

## Questions?

If you are not already a member of CADCA, please join today. Contact **Lauren Blackwell** at **703.706.0560** or [membership@cadca.org](mailto:membership@cadca.org).

**JOIN AT  
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★  
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# MID-YEAR

★  
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