

COALITIONS



Building Drug-Free Communities

PREVENTION. PROGRESS. POSSIBILITIES.

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PREVENTION IN THE AGE OF COVID-19

A MESSAGE FROM OUR PRESIDENT AND CEO



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WHAT WE DO HAVE IS THE SPARK FOR GREATER DIALOGUE, AN INCREASED UNDERSTANDING OF THE PLIGHT OF OUR FELLOW MAN AND A RENEWED DETERMINATION TO CREATE A BETTER WORLD FOR THOSE WHO COME AFTER US.

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2020 HAS BEEN A YEAR OF TRANSITION FOR THE WORLD AT LARGE.

As a global pandemic threw unexplored aspects of humanity into sharp relief, we had to learn to work together, to adapt and to overcome. In many ways, we have surprised ourselves with what we could accomplish when pushed beyond the limits of what we thought possible to endure. At the same time, our vulnerabilities exposed cracks in the delicate ecosystem we have existed in for generations. We have had to encounter the realities of racism, heavy-handed policing and other inequities inherent in our broken system.

We still have no definitive answers on how to fight the invisible enemies of disease and injustice. What we do have is the spark for greater dialogue, an increased understanding of the plight of our fellow man and a renewed determination to create a better world for those who come after us. CADCA believes we can achieve this goal through prevention.

I was proud to step into the role of President and CEO of CADCA on September 1, 2020—an organization I have wholeheartedly believed in since I learned of its existence six years ago. During my four years as Chief Operating Officer of CADCA, I was privileged to be the understudy of a leader extraordinaire. Under **General Arthur T. Dean's** tutelage, I learned about the inner workings of this outstanding organization. Although I have worn a size 13 shoe since the tenth grade, I have never had larger shoes to fill metaphorically. I am committed to continuing the work and foundation laid by General Dean and

have started in earnest CADCA's quest of furthering efforts to educate, equip, empower and advocate for our global network of substance use and misuse prevention professionals.

In this issue of Coalitions, you will read about CADCA's agile pivot to educate our global leaders through virtual training events like the Mid-Year Training Institute and National Coalition Academy; to equip our coalitions with the most innovative resources like our Practical Theorist publication; to empower coalition work by providing collaborative virtual development opportunities like Coalition Evaluation Services; and to passionately advocate for increased funding for the prevention field by telling **YOUR** stories to congressional representatives on the Hill through our latest case study project.

To those reading this edition of Coalitions, I hope it will provide you with ideas and initiatives to enact within your own community. I also hope it will reinforce your belief in CADCA and remind you that “Every Day CADCA Trains” is more than just an expression, it is a promise and commitment to **YOU**. I look forward to rewriting and making history with you.

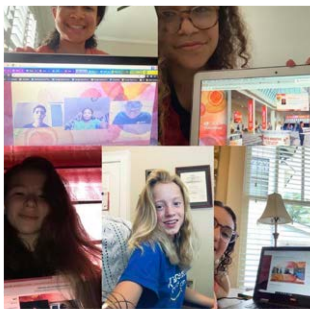
Sincerely,

A handwritten signature in black ink that reads "Barrye L. Price".

Barrye L. Price, Ph.D.
Major General, U.S. Army Retired
President and CEO, CADCA



VIRTUAL MID-YEAR RECAP



THIS YEAR, CADCA hosted the first-ever entirely virtual signature training event for the 19th Annual Mid-Year Training Institute. With a record-breaking attendance of more than 3,000 prevention advocates, this four-day event provided participants with the top-notch training and networking they have come to expect from CADCA, from the safety of their own homes and communities.

More than 85 dynamic training sessions and workshops were presented by experts in the prevention field, coalition leaders from around the world and

federal agency partners. The Virtual Mid-Year platform also offered attendees the opportunity to participate in networking and wellness activities throughout the week and experience live keynote addresses from the nation's leading substance use and misuse prevention professionals.

CADCA's Virtual Mid-Year exceeded expectations for an online learning experience. CADCA is grateful to the prevention advocates from across the world who shared in this event!



WANT TO RELIVE ALL THE VIRTUAL MID-YEAR ACTIVITIES?

#CADCAMidYear
has all your photos and posts from the week!

Keynote Speakers included:

- **Elinore F. McCance-Katz, M.D., Ph.D.,** Assistant Secretary for Mental Health and Substance Use, Substance Abuse and Mental Health Services Administration (SAMHSA)
- **General Arthur T. Dean,** Executive Chairman, CADCA
- The Honorable **James W. "Jim" Carroll,** Director, Office of National Drug Control Policy in the Executive Office of the President (ONDCP)
- **Debra Houry, M.D., M.P.H.,** Director, National Center for Injury Prevention and Control (NCIPC) at the Centers for Disease Control and Prevention (CDC)
- **Anthony "Tony" W. Jackson, Jr.,** Director of Prevention in the Division of Substance Abuse Services (DSAS), Office of Prevention and Early Intervention Services, Tennessee Department of Mental Health & Substance Abuse Services
- **Bertha K. Madras, Ph.D.,** Professor of Psychobiology, Harvard Medical School
- **RADM Erica G. Schwartz, M.D., J.D., M.P.H.,** Deputy Surgeon General of the United States
- **Timothy J. Shea,** Acting Administrator, Drug Enforcement Administration (DEA)
- **Nora D. Volkow, M.D.,** Director, National Institute on Drug Abuse (NIDA)
- **Mayor Martin J. Walsh,** Boston, MA

GLOBAL COALITION LEADERS ATTEND THE 2020 VIRTUAL MID-YEAR

In addition to record-breaking attendance from the U.S., the highly successful 19th Annual Mid-Year Training Institute drew the participation of 130 individuals from 25 countries, the highest international turnout to date. These international attendees represented community coalition leaders, international program trainers and in-country coordinators, as well as collaborating Non-Governmental (NGO) partners and representatives of local and national governments.

International Programs showcased its own virtual room at the online event, in which participants gathered for a welcome address by CADCA Board Executive Chairman **General Arthur T. Dean**, Vice President of International Programs **Eric Siervo**, International Program Manager **Ewelina Wojno** and Consultant **Irina Green**. This

ONDCP TOWN HALL

inaugural session also had the distinction of an address by **Brian Morales**, Branch Chief, Counternarcotics, Office of Global Programs and Policy within the Bureau of International Narcotics and Law Enforcement Affairs (INL). Mr. Morales was accompanied by **Charlotte Sisson**, Senior Foreign Affairs Officer, Drug Demand Reduction, Office of Global Programs and Policy who presented on INL's Global Drug Demand Reduction Strategy.

Other internationally based INL officials participated from countries such as Indonesia, the Philippines, Costa Rica, the Dominican Republic and Kazakhstan.

International Programs is proud of the variety and quality of its offerings, which this year included enhanced accessibility through the simultaneous

OPENING PLENARY

interpretation of training sessions, as well as the Virtual Mid-Year Opening Plenary address into Spanish, French and Russian. Region-specific meetings afforded participants unique opportunities for engagement with fellow coalitions across national borders, including a French language series in which coalitions from Francophone African countries Senegal, Togo and Mauritius were brought together for the first time. Similar networking events were offered in Russian, Spanish and English. In order to support coalition members participating in their first virtual event, International Programs also provided multilingual support in the form of a help desk for participants needing enhanced technical orientation.

Programming also extended to Spanish-language tracks offered within the broader CADCA adult training program, attracting Spanish speakers from the U.S. and Latin America. Training sessions covered topics including enhancing resilience against the impacts of COVID-19, looking inward to examine internal coalition processes with greater depth, the theory of drug prevention, the community coalition strategy, effectively engaging youth in a community coalition and more.

The National Coordinator for the South African National Council on Alcoholism and Drug Dependence, **Adrie Vermulen**, remarked, "CADCA's Virtual Mid-Year was a wonderful experience that challenged all of us to think differently about coalition work. We enjoyed the topics and the excellent presenters that were well-prepared and provided the latest scientific evidence to support the changes that coalitions are undergoing." ★



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CADCA'S VIRTUAL MID-YEAR WAS A WONDERFUL EXPERIENCE THAT CHALLENGED ALL OF US TO THINK DIFFERENTLY ABOUT COALITION WORK.
”





On October 15, 2020,

CADCA hosted the first-ever Drug-Free Kids Campaign LiveStream Virtual Awards. Set against the digital backdrop of the Gaylord National Hotel's Riverview Ballroom, the awards ceremony was livestreamed to viewers at home, giving more prevention advocates than ever before the opportunity to celebrate the successes of the annual Drug-Free Kids Campaign.

Anita Brikman, Senior Vice President, Communications & Public Affairs, Consumer Healthcare Products Association (CHPA) and Executive Director, CHPA Educational Foundation, emceed the event, alongside Chair **Jim Frates**, Chief Financial Officer, Alkermes, and Vice-Chair **Jason Sundby**, Chairman and Chief Executive Officer, Verde Technologies.

Each year, CADCA awards an exemplary individual or organization the Humanitarian of the Year Award. CADCA's 2020 Humanitarian Award was presented to the **Rx Abuse Leadership Initiative (RALI)** for their excellent work bringing educational resources and key programs to communities impacted by opioid addiction. Over the past three years, CADCA and RALI have partnered to support communities across the nation with prevention resources, events and training opportunities. CADCA will continue to work with RALI to push forward with new initiatives surrounding safe medication disposal and other efforts.

Larry P. Cote, Esquire was recognized as the 2020 Champion for Drug-Free Kids. Cote is the founding partner of Cote

Law PLLC, a Washington, D.C. based law firm. He is one of the most preeminent and highly regarded Drug Enforcement Administration (DEA) litigation and compliance attorneys in the country, counseling clients on a broad range of regulatory compliance and enforcement issues involving the Controlled Substances Act (CSA).

Throughout the night, we heard from Youth Honorees **Angela** and **Andrea Ventura**, of the United Way of Broward County Commission on Behavioral Health & Drug Prevention, and **Chase Taylor**, of the Montcalm Prevention Coalition. These outstanding youth advocates are a reminder of the mission of the Drug-Free Kids Campaign—to ensure youth stay drug-free and realize their full potential by educating, equipping, empowering and advocating for community substance use and misuse prevention coalitions.

This year, we also had the unique opportunity to hear from Congressional Special Guest, **The Honorable Roy Blunt (R-MO)**, who discussed the importance of substance misuse prevention, particularly during the COVID-19 pandemic.

As the celebration for a year's worth of extraordinary work continued, attendees were treated to performances by special musical guest **Sean Ardoin**, including his Creole Rock & Soul version of "Happy" by Pharrell Williams, capturing the spirit of the night.

Finally, CADCA took a moment to honor Board Executive Chairman **General Arthur T. Dean**, who served as CADCA's CEO for over twenty years before retiring from the role this September. ★

Thank you to our Partners:



General and Mrs. Arthur T. Dean
General Barrye and Dr. Tracy Price
Donald and Beverly Truslow
Robert Wood Johnson Special Contribution Fund of the Princeton Area Community Foundation
Laura Durham
Janice and Mark Gold
Chief Warrant Officer (CW5) John L. Harrison, Sr., U.S. Army, Retired
Neil Austrian, Former Chairman & CEO, Office Depot, Inc. and former President, The National Football League
The Honorable Mary Bono and Rear Admiral Steve Oswald, USN (Ret.), NASA Astronaut
Christine and James Borger
Joel Pagliarello
Dr. Karen and Mr. Andrew Drexler
Thau Family Trust
Dr. and Mrs. Albert Terrillion
Thomas J. Reddin

MEET CADCA'S NEW YOUTH LEADERSHIP MANAGER:

HECTOR ARAUJO



COALITIONS: NEW YOUTH LEADERSHIP MANAGER

During a global pandemic, few would choose to change career paths and take on an entirely new opportunity. However, **Hector Araujo** did just that when he joined CADCA in April 2020 as Youth Leadership Manager. “It’s definitely been interesting,” said Araujo, “to start at an organization and not meet the people you work with in person. But it’s allowed me the time to really entrench myself in the work and find out what CADCA does for youth leaders and how we do it.”

Before starting at CADCA, Araujo had nearly 10 years of experience working in youth development with the Hispanic Heritage Foundation, PBS and the University of Arizona. He says he hopes to bring that experience and perspective to his work at CADCA. “Staying at the forefront of schools of thought for human development is always my priority,” said

Araujo. “I’m always looking to hear and enact new development ideas. I believe that’s what pushes any organization forward and makes it better.”

For Araujo, the COVID-19 pandemic represents a unique opportunity to advance CADCA’s work. “The pandemic forces you to think about how you’re going to deliver your work in a different way. It’s allowed us to consider and adopt new pathways for delivering these trainings in a fully virtual setting. It allows young people who didn’t have the resources or capacity to experience our in-person trainings to join us and have that training experience.”

For young people living during this unique time, Araujo has some advice. “My grandma used to tell me ‘The best thing about the future is that it comes one day at a time.’ Find those opportunities that provide you joy and fulfillment each day and prioritize them.”

As he engages in this new professional opportunity, Araujo hopes to learn from CADCA’s network of prevention professionals. “Whoever is reading this,” said Araujo, “whether it’s youth or adults, if you have an idea for something that you’ve seen or best practices, I am 100% accessible and always open to hearing about that. Let’s work together to create answers and solutions for the issues occurring in all of our communities.” ★



You can reach Hector Araujo,
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or 1-800-54-CADCA, ext. 249.

WHERE ARE THEY NOW?

JOHNATHAN BRIDGES



Johnathan Bridges has been a prevention advocate since joining the Scott County STAND Coalition, in his hometown of Scott County, Tennessee, during his junior year of high school. He went on to serve as a CADCA Youth Trainer, sharing his passion for prevention advocacy with other young people across the country. Now in his senior year at Stanford University, Johnathan was chosen as this year's official youth speaker for the Opening Plenary at Virtual Mid-Year. In this article, he speaks about how his role as an advocate has changed and how he plans to continue his work after graduating.

"In high school, being on the Scott County STAND Coalition Board placed me at the forefront of substance misuse prevention advocacy," said Bridges. "As I've moved through Stanford, my roles have shifted from prevention advocacy to advocacy in other areas. From my time

as a CADCA trainer, I learned that people who go through adverse experiences are statistically more likely to experience addiction, and that train of thought led me to my current projects. Currently, I research and focus on victims of human trafficking around the world, particularly those trapped in slave labor. My role in slave labor prevention is undoubtedly linked to my former experiences in substance misuse prevention—I am tackling the problems using similar frameworks and strategies, and the problems themselves are also linked."

"My experience with CADCA greatly influenced my way of thinking about how to engage with different communities and tackle the problems they are facing," said Bridges. "I learned that any issue can be broken down into smaller, specific component pieces. This mindset and structure have allowed me to execute events, create solutions and create tangible change in ways I would not have considered otherwise."

**"MY EXPERIENCE
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"I currently serve as class president of Stanford's 2021 graduating class, am an analyst at a biotech startup fighting counterfeit pharmaceuticals, work as a community service liaison, teach a course called Public Speaking, am a first-year peer mentor and hold various other roles in different clubs and organizations," said Bridges. "This year, I hope to finish my senior thesis on human trafficking, shedding light on this global epidemic. Additionally, I will continue to research and advocate for drug prevention across America, speaking with Senators and Representatives about what coalitions are seeing every day in their communities."

"I am so grateful to have been able to speak at the 2020 Virtual Mid-Year," said Bridges. "I loved being able to speak on behalf of the amazing STAND coalition in Scott County, Tennessee, and share the message of hope, perseverance, empathy and diligence that has helped me succeed." ★



YOUTH LEADERSHIP INITIATIVES

OVER THE PAST SIX MONTHS,

in the age of the 'new normal,' CADCA has had the opportunity to address young people in innovative and engaging ways via virtual training opportunities. CADCA's Youth leadership Initiative (CYLI) has reached more than 1,200 young people from around the world with prevention messaging since the pandemic began.

Here is a look at some key training experiences CYLI facilitated between June and October 2020:

JUNE 2020

DEA 360 Cleveland Youth Training:

June 2-4, CADCA Youth Trainers **Yvonne Stroman** and **Curtis Mark** addressed more than 200 youth from the Cleveland area with a virtual training on how to amplify the youth voice and turn it into tangible steps towards action.



DEA 360 CLEVELAND YOUTH TRAINING

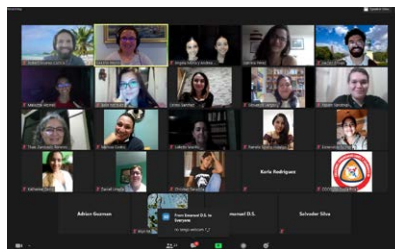


YOUTH LEADERS GATHER TO ATTEND VIRTUAL MID-YEAR

JULY 2020

COCOLSA Costa Rica: July 3-10, CADCA Youth Trainers **Angela & Andrea Ventura**, in partnership with CADCA's International Programs team, hosted a training in Spanish for 25 young people from the Costa Rican Coalition COCOLSA.

Virtual Mid-Year: 354 youth from four countries, representing more than 100 coalitions, attended the first-ever fully virtual CADCA Mid-Year. The signature Key Essentials Course was offered for five groups, including in Spanish for the second year in a row. The Key Essentials Advanced Course also hosted their Mock School Board Meeting with **Sean T. Fearn**, Chief, DEA Community Outreach, Office of Congressional & Public Affairs, acting as Chairman of the Board.



DEA FLAGSTAFF VIRTUAL YOUTH TRAINING

AUGUST 2020

DEA 360 Cleveland Part Two: August 11-12, CADCA and DEA completed a second round of training with youth in the Cleveland area. The training covered policy and advocacy, cultural competency and identifying risk factors, and was hosted by CADCA Youth Trainers **Yvonne Stroman** and **Victor Shi**.

DEA Flagstaff Virtual Youth Training:

August 12-13, CADCA Youth Trainers **Colber Prosper** and **Curtis Mark** addressed youth over the course of two days on the Strategic Prevention Framework, with a focus on capacity building and cultural competency.

DEA Southcoast Virtual Youth Training:

August 18-20, CADCA Youth Trainers **Colber Prosper** and **Rebekah Jin** addressed more than 150 young people on strategies to facilitate positive social change in their community.



VIRTUAL MID-YEAR TRAINING INSTITUTE

SEPTEMBER/OCTOBER 2020

DEA 360 New Orleans/Baton Rouge

Virtual Youth Training: September 30-October 1, CADCA Youth Trainers **LaDarrick Smith** and **Nigel Wrangham** hosted a training for over 200 Louisiana youth focused on The Social Change Model of Leadership Development and moving from conversation to action. This training was also offered in Spanish for more than 50 young people, hosted by CADCA Youth Trainers **Yurimar Santiago** and **Angela and Andrea Ventura**.

Drug-Free Kids Campaign LiveStream

Virtual Awards: October 15, CADCA Youth Trainers **Chase Taylor** and **Angela and Andrea Ventura** spoke about the need for substance misuse prevention training for youth at the Drug-Free Kids Campaign LiveStream Virtual Awards. ★



CADCA'S VIRTUAL NCA EXPERIENCE



Each year, CADCA's National Coalition Academy (NCA) trains coalitions at various meeting sites across the country, starting in late February. In mid-March of this year, CADCA had already held in-person trainings at three sites when nationwide stay-at-home orders began to take effect due to COVID-19. As a result, CADCA made the decision to cancel the remainder of in-person NCA trainings and transition to a virtual NCA experience.

"In addition to the virtual setting of this year's NCA trainings, we're also conducting virtual outreach to coalitions that have not attended the NCA yet, to let them know how to apply and walk them

through that process," said CADCA's Deputy Director of Training, Coalition Development Technical Assistance & Outreach, **Joy Sweeney, Ph.D.** "We're

doing much more virtual outreach than we've ever conducted before, because the NCA is such a critical experience for coalitions and we want to give them the opportunity to take full advantage of this experience."

"It's been amazing to see how our participants and trainers have taken to a virtual setting," said CADCA Training Manager **Brittany Huffman**. "We have an amazing group of trainers who really embraced the virtual setting and gave us a lot of feedback at the beginning of the process for best practices on virtual trainings. They've all been finding ways to make the trainings as interactive as they would be in person. The participants were also extremely patient as we made the shift to a virtual setting."

"The NCA is such a hands-on training that we never anticipated having to conduct it virtually," said CADCA Training Associate **Salma Hassan**. "We had to completely reimagine how to make this accessible for participants, how to communicate the lessons virtually and how to incorporate the teamwork and collaboration process into this virtual environment."

"While it's been great to see the success we've had transitioning the NCA to a virtual setting this year, we don't plan to keep the experience fully-virtual after the pandemic is over," said Huffman. "There really is so much that attendees get from attending in person. There may be pieces

that we added to supplement the virtual trainings that we keep, but nothing can replace that real, in-person networking that happens at a National Coalition Academy."

"To those coalitions that are having their first NCA experience in this unique time," said Hassan, "it may be different, but it will be no less engaging or fulfilling. Our trainers are amazing, and they have made conscious decisions to make this experience easier on participants. They are offering office hours for follow-up questions, increasing engagement through virtual activities and taking lots of breaks to avoid the Zoom fatigue that many virtual training attendees face."

"I think the best advice I can give," said Huffman, "is something that one of our trainers, **Stephanie Strutner**, says all the time: 'Have fun. Don't freak out.' Coalitions (those who attend the NCA or are just in their community, doing the hard work) should lean on our Coalition Development Support team- they're here to help!" ★



CDS SUPPORTS COALITION PREVENTION WORK DURING COVID-19



As the COVID-19 pandemic hit the United States, CADCA coalitions were faced with the reality of learning how to continue their prevention work in new and innovative ways. CADCA's Coalition Development Support (CDS) team has worked diligently to expand virtual outreach in an effort to continue to support prevention work in communities throughout the nation.

issues that impact substance misuse but haven't been focused on to this magnitude until the pandemic brought these issues to the surface."



"We're not able to go on-site to local coalition meetings anymore, so we're finding other ways to provide hands-on support," said CADCA CDS Manager **Cassandra Robledo**. "One of those ways is attending online meetings, which gives us the opportunity to have facetime with community leaders and let our coalitions know that we're still there for them."

having youth focus groups, our coalitions have done a great job of giving youth things to do that are not overwhelming for them but continue to push forward the momentum of the coalition's work."

"Coalitions are also really looking at all the ways they can aid their communities, beyond their typical substance use and misuse prevention work," said Robledo. "We've seen a greater focus on youth mental health efforts, which of course correlates to prevention work but is also addressing the most pressing needs of the community."

"While we've seen some huge successes in coalitions that have been able to pivot their work to a virtual environment, it's important to note that other coalitions are really struggling with this change," said Khokhar. "That's why we're here. CDS exists as a resource to aid coalitions during unprecedented challenges like the COVID-19 pandemic."



"During these virtual meetings, we've been hearing a lot of youth-focused successes that have really been borne out of the necessity of meeting youth in their virtual environment," said CADCA CDS Associate **Moneeb Khokhar**. "Whether that's administering online surveys or



"As the pandemic continues, we've seen the scope of prevention work expand to address other issues," said Khokhar. "Prevention is now mental health, it's suicide prevention, it's other types of public health prevention. Those are all

"As an organization, we're grateful that we have the resources to continue to support our coalitions through this time," said Robledo. "We have the CADCA Community, incredible trainers that are taking the time to participate in our Webinar Wednesday series and access to subject matter experts that are standing by to work hands-on with coalitions as they make this transition. If your coalition needs additional support right now, reach out to us, we're here to help you."

You can reach CADCA's Coalition Development Support team at training@cadca.org. ★



COALITIONS AROUND THE WORLD ADAPT TO COVID-19



In addition to the work performed by U.S. coalitions during the COVID-19 pandemic, CADCA's International Programs team has been supporting coalitions abroad in their critical substance use and misuse prevention efforts. Drawing on their understanding of strategic planning and community resource mobilization, coalitions around the world have seen their priorities shift, filling gaps in vital services caused by the strain on the local and national infrastructures.

Many communities have faced the loss of colleagues to the pandemic and are contending with increased substance use as a result of rising stress levels and misinformation. Argentina and Uruguay, for example, have seen an increase in personal cultivation of marijuana and sale as a means of supplementing income during quarantine restrictions and associated unemployment. In Kenya, the perception of "increased drug use, domestic violence and pregnancy among teenagers has also become a

larger issue with the closure of schools," according to **Patrick Okwarah**, Secretary of Community Anti-Drug Coalitions of Kenya.

Despite a litany of setbacks, coalitions across the world have persisted. Recognizing the disparate impact that the pandemic can have on vulnerable populations, coalitions have reached out to support organizations focusing on at-risk or marginalized groups, such as women's emergency shelters in Peru

and orphanages and drug rehabilitation centers in Kenya. **Dr. Raquel Tolentino**, Chairman of the Association of Anti-Drug Abuse Coalitions of the Philippines said, "coalitions have coordinated their efforts and partnered with local medical and COVID-19 task forces, and other government agencies, to contribute to the drafting of COVID-19 guidelines and local drug prevention action plans."

Another fundamental service international coalitions have been providing their communities is intervening to stop the spread of false information surrounding COVID-19. In some cities, alcohol consumption was incorrectly believed to halt the spread of the virus, and other similarly detrimental practices were beginning to take hold. Furthermore, lack of adherence to mask and social distancing guidelines in various parts of the world has necessitated a continuous presence online and, where possible, presence in public spaces to reinforce the importance

of public safety protocols.

Through these efforts, coalitions around the world have found new ways to contribute to the wellbeing of the communities they serve. They have also managed to maintain heightened visibility, keeping their communities focused on the increasingly important goal of substance misuse prevention. “Coalitions, comprised of everyday community members and allied with representatives of various other sectors, are uniquely positioned to enhance public safety messaging and practices,” said **Irina Green**, International Programs Consultant at CADCA. In order to extend their impact, many coalitions have partnered with social workers, healthcare personnel and other parties serving the public in order to reach families at home where support is most needed, especially during social distancing measures and stay at home policies.

While physical presence within the community has been reduced, coalitions have adapted, redoubling their efforts to maintain a dynamic virtual presence. This migration to an online environment has involved a full-scale joint effort by CADCA staff, trainers, in-country coordinators,

coalition leaders and members. **Eric Siervo**, Vice President of International Programs, shared that, “collectively, the current goal of the International Programs team at CADCA is to continue to equip communities around the world with necessary skills through online training and technical support to expand upon their existing capabilities, with the aim of helping communities see the pandemic through and emerge with an expanded view of what it means to truly maintain safe and healthy communities.”

In addition to CADCA-led web-based training and technical assistance, coalition-driven initiatives have revealed a keener awareness of and interest in mental health and its relationship to substance misuse. Coalitions have sought outside inputs, consulting key informants and experts in psychology and related social sciences. As a product of these efforts, international coalitions have presented a robust offering of webinars, making the insight of prevention professionals easily accessible to community members.

Moving to internet and app-based communications has also enabled

advances in data collection, with coalitions utilizing online survey methods. The Karagnda and Ust-Kamenogorsk coalitions in Kazakhstan, for example, were recently able to obtain a high number of responses to their surveys on drug use during the pandemic, with Ust-Kamenogorsk reaching 305 individuals.

Digital platforms have enhanced CADCA’s ability to bring coalitions together across national borders. While in-person trainings are limited to people who are physically present, the CADCA team has been able to unite countries according to language, affording members around the world the opportunity to share implementation strategies and other knowledge in real-time. Examples include Russian language sessions for Central Asian countries, French language sessions for various African countries and Spanish-language programming for the wider Latin-American audience. English-speaking audiences from various parts of the world have also been regularly engaging in CADCA’s domestic offerings, including the Wednesday Webinar series. ★

CADCA coalitions pivot to provide prevention and public health resources to their communities



Thanks to the dedication of CADCA staff and trainers, and the unwavering support of in-country partners, coordinators and coalition members, the dramatic interruption of activity as usual has not equaled a long-term loss of momentum. For all the challenges the pandemic has imposed, it has also offered opportunities to reexamine and enhance the way coalitions work to deliver services to their communities.

DUBOIS COUNTY CARES SHARES THEIR CADCA CES EXPERIENCE



Last year, 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.

This year, CADCA had the pleasure of providing CES to the Dubois County Cares Coalition of Dubois County, Indiana. The coalition's DFC Grant Coalition Manager **Tara Carlisle** spoke with CADCA about the CES process and how it has informed her coalition's work.

"CES came to me at a really good time," said Carlisle. "I had just completed week three of CADCA's National Coalition Academy (NCA), and had learned a lot about data collection and improving our coalition's products, but my entire coalition didn't have that opportunity. Through CES, **Dr. Albert Terrillion**, CADCA's Deputy Director, Evaluation & Research, was able to sit with us in a full coalition meeting and talk to us about problem analysis and how we're going

to use key informant interviews, focus groups and parent surveys. It married what I learned in the NCA to our work and reminded our coalition that CADCA really is there for us, that they care about our work and want us to succeed."

"From 2018-2020, we were still operating under a really old logic model with very little data actually being utilized," said Carlisle. "Now, with a lot of follow-up from Dr. Terrillion and his team, we have a very clear idea of what data we're missing and how we can utilize that data to inform our strategies and products."

"COVID-19 changed everything for community coalitions," said Carlisle. "We decided as a team that now was a good time to re-examine our processes and to

rebuild ourselves. We've already begun to utilize the CES process to understand the needs of our community and translate that into a product that we will be able to use year after year. 20 years from now, we could be using tools that were given to us by CADCA during the CES process."

"I'm not an expert in evaluation," said Carlisle. "I had an idea of what we needed to do and NCA helped move that idea along, but the CES team really walks you through each step to make sure that you understand what's happening and why it's happening, and ensures that we're moving forward in the right direction. CES is all about improvement, coordination, accountability, celebration and sustainability. Those things are a common element of all coalitions. If we're going to do the work, we want to do it in a way that's successful, measurable, meaningful and replicable, and I believe that CES can do that for anyone." ★

Please reach out to **Dr. Albert Terrillion** with questions on how your coalition can take advantage of CADCA's evaluation expertise: 1-800-54-CADCA, ext. 280 or aterrillion@cadca.org.



RESEARCH INTO ACTION WEBINAR SERIES

CADCA's Evaluation & Research Team offers a bimonthly webinar series, "Research Into Action," introducing coalition members to current and relevant academic research being conducted in the substance use and misuse prevention and community coalition fields. Over the past six months, CADCA has received record-breaking attendance for these webinars, with 560 participants representing 263 unique coalitions participating in the April webinar.

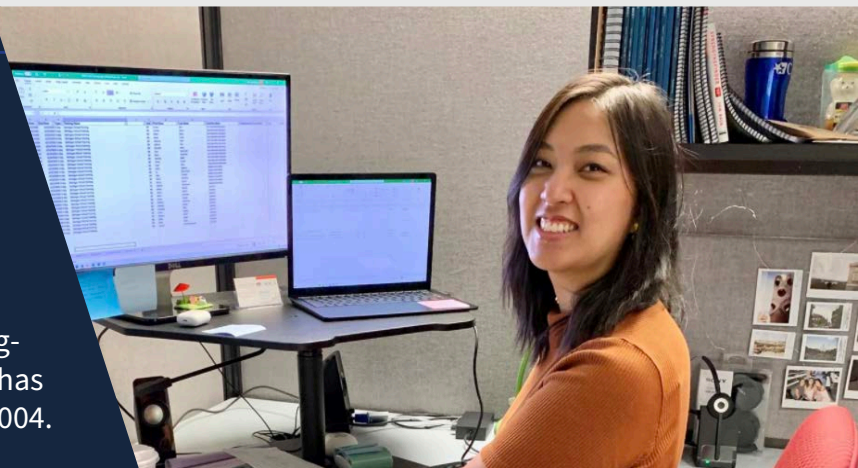
For information about upcoming webinars, email evaluation@cadca.org. Recordings of past webinars can be found on CADCA's YouTube channel or CADCA's Resources webpage.

RECENT WEBINARS:

- ★ Wednesday, October 7: **Karolina Deuth** and **Sue Thau** discussed CADCA's recent publication, "Practical Theorist 12: Cannabis, The Current State of Affairs"
- ★ Wednesday, September 9: **Dr. Cheryl King** of the University of Michigan, Departments of Psychology and Psychiatry discussed her article, "Emerging Trends in Adolescent Suicide Prevention Research"
- ★ Wednesday, July 15: **Dr. Shelley Golden** of University of North Carolina School of Public Health and **Derek Carr, J.D.**, of ChangeLab Solutions discussed their article "Simulating the Impact of a Cigarette Minimum Floor Price Law on Adult Smoking Prevalence in California" ★

GOT OUTCOMES!

CADCA's GOT Outcomes! Awards program recognizes coalitions that create positive, long-lasting changes in their communities. CADCA has been celebrating coalitions' successes since 2004.



In 2019, CADCA aligned the application process with the National Coalition Academy curriculum, improved coalition development support and simplified the award levels. Applicants can apply for one of three categories based on their substance misuse-related outcomes: short, intermediate or long-term. The

application process consists of two phases. Phase one focuses on coalitions' comprehensive strategies which helped reduce substance use and misuse in their community; phase two requires coalitions to transform this information into a compelling success story which they can share with partners, funders and the community.

The 2020 application process has been rigorous, and winners will be announced before the end of the year. Look forward to their session at the 2021 Virtual Forum as they discuss how their coalition achieved positive, long-lasting outcomes in their community. Contact gotoutcomes@cadca.org for more information. ★

GEOGRAPHIC HEALTH EQUITY ALLIANCE (GHEA)



Geographic Health Equity Alliance

A  CADCA Initiative

CADCA's Geographic Health Equity Alliance (GHEA), a CDC National Network, has been creating new learning opportunities for state tobacco and cancer control programs, supporting the CDC's efforts to reduce geographic health disparities and promote health equity. Since May 2020, GHEA has launched two public health learning collaboratives and hosted a number of trainings and webinars for tobacco programs and community coalitions.



LEARNING COLLABORATIVES

Geographic Surveillance Learning Collaborative

Convened a workgroup of seven national tobacco control and comprehensive cancer state programs to examine and improve statewide surveillance data.

Participating state programs: Georgia, Wisconsin, Florida, Alaska, West Virginia, Indiana & Iowa.

Tri-Networks HPV Vaccination Learning Collaborative

Shared learning environment designed to enhance the capacity of CDC-funded Comprehensive Cancer Control (CCC) program staff, coalition chairs and HPV workgroup or taskforce members to implement evidenced-based practices to increase HPV vaccination rates among geographically disparate and low socio-economic status populations.

Participating CCC state programs and coalitions: Georgia, Tennessee, Ohio, Florida, New Jersey, Michigan & Indiana.

VIRTUAL MID-YEAR

GHEA worked closely with experts in the field to curate a number of Mid-Year sessions and workshops that are relevant for tobacco-prevention and control professionals.

Sessions

Meeting with Policymakers and Influentials

Ellen Nodine and **Annie Neimand**, The Center for Public Interest Communications

The Back of the Envelope Guide to Strategy

Ann Christiano and **Jack Barry**, The Center for Public Interest Communications

Clearing the Air: A Coalition's Guide to Going Smokefree

Onjewel Smith, American Nonsmokers' Rights Foundation

Mock City School Board Council

Interactive activity for youth designed as a mock school board meeting regarding punitive measure for youth tobacco-policy violations. Youth played different roles and provided testimonies against punitive measures in the mock school board meeting.

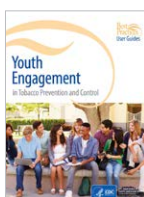


WEBINARS

Research Into Action webinar, "Tobacco Minimum Floor Price Law and Adult Smoking Prevalence"

Partnered with Counter Tools to present a Research Into Action

webinar featuring **Dr. Shelley Golden** and **Derek Carr, JD**, who presented the findings of their recent article, "Simulating the Impact of a Cigarette Minimum Floor Price Law on Adult Smoking Prevalence in California," published in *Nicotine & Tobacco Research* in 2020. They discussed the effects of minimum floor price laws on tobacco use among adults and how coalitions can add minimum floor price laws to their policy change resources.



Youth Engagement in Tobacco Control Webinar Series w/ CADCA Youth Leadership:

Partnering with Nuestras Voces, a CDC National Network, to build a two-part webinar series in Spanish and English on youth engagement in tobacco control, based on the CDC's new Youth Engagement in Tobacco Control User Guide and CADCA trainer experience.



Tobacco Prevention and Control in Rural America

Speakers **Martha Elbaum Williamson** of the U.S. Government Accountability Office, **Erika Ziller** of the Muskie School of Public Health at the University of Southern Maine and **Chris Kinabrew** of the National Network of Public

Health Institutes presented the findings of their publication, "Advancing Tobacco Prevention and Control in Rural America."

TRAININGS

Creating Evidence-Based Fact Sheets One-Pager Training

Partnered with the CPIC to host a workshop for the Missouri Tobacco Control program on developing one-page fact sheets for decision makers. This initiative built off communications research conducted in 2019 on Missourians' world views and attitudes about smoke-free policies within the state.

For the latest news and research on tobacco and cancer control and reducing health disparities, visit Geohealthequity.org and subscribe to GHEA's monthly Network Navigator newsletter. ★

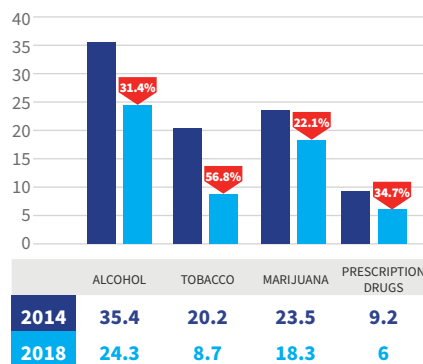
CADCA'S CASE STUDY PROJECT

CADCA's Public Policy Team has worked to develop case studies, highlighting coalitions whose data shows excellent reductions in 30-day rates of youth substance use across all substances for both middle and high school.



One such coalition is the Choose to be Healthy Coalition in York County, ME. Coalition Director **Sally Manninen** described the coalition as “a primary convener and source for information, resources and expertise on substance use prevention and related issues.” The coalition engages in comprehensive activities across all of CADCA's Seven Strategies for Community Change. Ms. Manninen explained that, “Collaborating is the only way to get the challenging work of prevention accomplished.” For example, the coalition changed the physical design of the community by working with a local library to create a Young Adult Reading Room with activities geared toward teens. Prior to the creation of this space, teens would vape in the library parking lot. Now, they engage in structured educational activities instead. The coalition's comprehensive efforts have resulted in substantial decreases in youth substance use, as illustrated by the graph below:

DFC Core Measure Data: Percent Change in Prevalence of Use for Various Substances, High School Students, York, ME

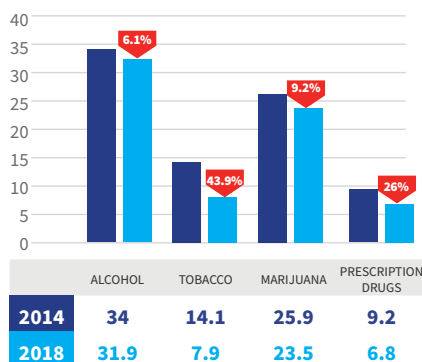


*For Alcohol, Tobacco and Marijuana, Year 1 is 2009 and Year 2 is 2017. For Prescription Drugs, Year 1 is 2011 and Year 2 is 2017.

Another such coalition is Unite! Washougal Community Coalition in Washougal, WA. The coalition's mission is “to prevent youth substance use by building an engaged community, empowered by healthy choices and strong families.” The coalition owes its success to its committed team and dedicated partners. It also provides information at a wide variety of community events. One of the coalition's youth members explained, “If there is an event happening in our community, Unite is there!” Program Coordinator **Margaret McCarthy** said the coalition “is the heart of the process to bring together the power of TEAM partnered with prevention science to effect positive health outcomes and community change.”

Unite! Washougal works with community sectors to build skills, train youth to advocate and participate in their local government. The coalition engages in activities across all seven strategies and utilizes data to drive outcomes. These outcomes include the following:

DFC Core Measure Data: Percent Change in Past 30-Day Prevalence of Use for Various Substances, High School Students, Washougal, WA



CADCA is grateful to all of the coalitions participating in this case study project, highlighting the effectiveness of both the CADCA Model for Community Change and the Drug-Free Communities program. ★

Walmart has partnered with CADCA to connect coalition leaders and community members in naloxone-awareness trainings across the country. As one of the nation's largest pharmacies and in conjunction with their Opioid Stewardship Initiative, Walmart has taken a leading role in expanding access to the

opioid overdose reversal drug and has created a virtual reality training module to give everyday community members the experience of saving a life using naloxone.

CADCA coalitions are bringing in local stakeholders to promote overdose

prevention and reversal and spotlight the virtual reality introduction to naloxone. Recently piloted in Maryland and Nevada, CADCA is continuing to connect local coalitions with Walmart's regional teams and provide event coordination tools to bring this novel strategy to the communities where it's needed most.



Since 2013, CADCA and Johnson & Johnson (J&J) have worked together to engage students in critical conversations about responsible over-the-counter medicine use. CADCA has trained thousands of youth on medicine safety, and J&J has provided youth with scholarships to attend CADCA's National Leadership Forum and Mid-Year Training Institute. In 2018, CADCA and J&J created a series of five video tutorials to help teen coalition leaders implement

safe medicine use messages in their communities.

Over the past year of the partnership, CADCA has worked with a team of state prevention representatives, training hundreds of classroom educators and preventionists in how to implement the Over-the-Counter (OTC) Medicine Safety program, and has successfully incorporated the materials into statewide resource libraries and standard curricula

taught in schools. CADCA has distilled the experience of implementing the OTC Medicine Safety program and created a tip sheet to guide communities and state leaders alike in best practices. To learn how your coalition can take important steps in helping youth make informed and responsible decisions about common medications, find the OTC Medicine Safety Tip Sheet: cadca.org/otctipsheet



CADCA has partnered with the AmerisourceBergen Foundation over the past two years to create a youth training module for the safe disposal of medications entitled "Engaging Youth in Safe Disposal: Empowering the Next Generation of Change Agents." CADCA Youth Leadership participants have

received the training at both the National Leadership Forum and Mid-Year Training Institute, working with their communities toward the safe disposal of medications and creating events to distribute safe disposal pouches.

To date, more than 300,000 safe disposal pouches have been distributed by

youth leaders through this initiative. CADCA looks forward to continuing our partnership with the AmerisourceBergen Foundation to provide opportunities for youth to enact substance use and misuse prevention strategies within their communities.

NEW THIS YEAR!

Donate your spare change to CADCA!

Simply check the donate your change box and round up your change with every purchase you make. A little goes a long way in supporting youth prevention efforts!



TO REGISTER BY PHONE:

- 1 Text **DFKC** to **21000**
- 2 Click the link
- 3 Donate or view auction and start bidding



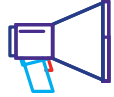
TO REGISTER BY COMPUTER:

- 1 Put this link in your browser: <http://bit.ly/2020dfkc>
- 2 Donate or view auction and start bidding

MEMBERS SAVE \$200 OR MORE
ON REGISTRATION FOR
CADCA'S SIGNATURE
TRAINING EVENTS!

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 drugs 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!

"I love this forum so much and have pulled a plethora of valuable information. This has become a lifeline for me!"

— KRISTEN QUINN,
Lakes Area Community Coalition

Questions?

If you are not already a member of CADCA, please join today. Contact **Lauren Blackwell** at **1-800-54-CADCA, ext. 261** or membership@cadca.org.

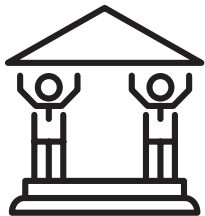
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31st Annual

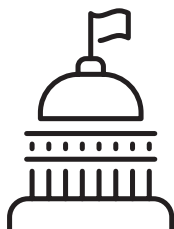
NATIONAL LEADERSHIP FORUM

& SAMHSA's 17th Prevention Day

February 1–4, 2021  **VIRTUAL**



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