



CELEBRATING EVERYDAY HEROES

**COMMUNITY ANTI-DRUG
COALITIONS OF AMERICA**
2010 ANNUAL REPORT



MESSAGE FROM THE CHAIRMAN & CEO

Dear Friends,

Preventing substance use and abuse is not easy. Did you know that 50 percent of our high school seniors will try an illicit drug and 40 percent will use alcohol before they graduate? More 8th, 10th, and 12th graders smoke marijuana than cigarettes and prescription drug abuse is at epidemic proportions.

And yet, in a number of places, CADCA-trained community coalitions are significantly lowering youth use of alcohol, tobacco, illicit drugs and the abuse of medicines.

That's why this year's Annual Report celebrates the work of some of our most successful coalition leaders. These leaders may not "leap tall buildings in a single bound," but they are the unsung, everyday heroes of our movement. And their work has moved figurative mountains for a goliath problem in every community across our country and the world.

You'll hear about our members from West Virginia, Iowa, California, Vermont, Alabama and Brazil as they tell us how CADCA has helped their coalitions to become smarter, faster.

Let's celebrate our everyday heroes who are doing a lot with a little in regards to funding and capacity. They truly are solving big problems at the local level such as reducing prescription drug abuse, marijuana use, and underage drinking. And, they are impactful because their membership organization, CADCA, is helping them along the way.

Sincerely,



Arthur T. Dean

Major General, U.S. Army retired
Chairman and CEO

2010 HIGHLIGHTS

NATIONAL COALITION INSTITUTE

Drug use may be going up, but coalitions trained by CADCA's National Coalition Institute, CADCA's training arm, are more effective at preventing drug and alcohol abuse. In 2010, CADCA's Institute trained 1,500 coalition leaders via distance learning offerings; and 1,000 people via one-on-one technical assistance.

The CADCA Institute also continued to expand its social media resources for coalitions, launching a new podcast and v-cast series, and offering several social media-related webinars. And to help community leaders build community research expertise, the CADCA Institute expanded its Community-Based Participatory Research (CBPR) Project, which connects coalitions with researchers and helps coalitions develop an understanding about the research process. Through CBPR, coalitions gain knowledge in areas that are vital to choosing and implementing evidence-based strategies to address substance abuse issues.



PUBLIC POLICY

In his FY 2011 Budget Request, President Obama recommended a \$9.5 million proposed cut to the Drug Free Communities program, which is a major funding source for CADCA members. Thanks to CADCA's leadership and the

grassroots advocacy efforts of CADCA members, Congress restored the funding to the original \$95 million.

How did we do it? By working with Representatives Levin and Bono Mack as well as Senators Leahy and Grassley to circulate “dear colleague” and “sign on” letters in the House and Senate, respectively.

These letters were signed by 66 Representatives in the House and 31 Senators in the Senate. In addition, CADCA met with all members of the House and Senate appropriations committees and relevant Administration officials to advocate for funding restoration.



CADCA's National Leadership Forum offered participants an opportunity to learn effective strategies to solve their community's substance abuse problems, network with their peers, and to hear from the country's leading experts on drug prevention, treatment and recovery.

NATIONAL LEADERSHIP FORUM

February 2010's historic blizzard in Washington, D.C. may have shut down the federal government, but it didn't stop community coalition leaders from attending the country's leading conference for substance abuse prevention. About 1,800 of the nearly 2,800 registered coalition leaders, community sector members and others from across the United States and several countries braved travel challenges to come to CADCA's 20th Anniversary National Leadership Forum, held Feb. 8-11, 2010. Some came from as far away as Palau and Guam. Held at the Gaylord National Hotel and Convention Center just outside of Washington, D.C., CADCA's National Leadership Forum offered participants an opportunity to learn effective strategies to solve their community's substance abuse problems, network with their peers, and to hear from the country's leading experts on drug prevention, treatment and recovery. Among the speakers were R. Gil Kerlikowske, Director of the Office of National Drug Control Policy (ONDCP); Adolfo Carrion, White House Director of Urban Affairs; Howard K. Koh, M.D., M.P.H., Assistant Secretary of Health, U.S. Dept. of Health and Human Services; and Senator Christopher Dodd (D-CT), who received CADCA's National Leadership Award.

DRUG-FREE KIDS CAMPAIGN

More than 400 people representing a variety of corporations and organizations joined CADCA for our 12th Annual Drug-Free Kids Campaign Awards Dinner in Alexandria, Va. Sept. 21, 2010. Each year during the dinner, CADCA recognizes individuals or organizations for helping CADCA realize its vision of building and maintaining safe, healthy and drug-free communities. This year's event honored Reckitt Benckiser and Christopher Kennedy Lawford for their support of CADCA's efforts.

Reckitt Benckiser was named CADCA's 2010 Humanitarian of the Year, and Actor, activist, United Nations Goodwill Ambassador, and *New York Times* bestselling author Christopher Kennedy Lawford received the Champion for Drug-Free Kids Award. Shaun Thaxter, President of Reckitt Benckiser Global Pharmaceuticals, who accepted the award on Reckitt's behalf, stressed the importance of prevention and recovery methods in his remarks, noting that thousands of people with opioid addiction have benefited by Medication Assisted Treatment.

Lawford, who has been in recovery for more than two decades, discussed the importance of evidence-based prevention and of granting more people access to quality treatment and recovery services.

The presence of youth coalition members and leaders, such as CADCA's National Youth Leadership Initiative trainers Melanee Anne Piskai and Khiree Smith, illustrated the reason why CADCA and its coalitions work day-in and day-out to ensure youth are educated about and protected from drug and alcohol abuse. Last year's Humanitarian of the Year Award winner Neil Austrian told the audience that Piskai and Smith's appearance at the dinner was inspiring to all the adults in the room.

"They both really embody the reason we are all here tonight, for the continued training and support of these young community leaders and the coalitions that support them," Austrian said.



Shaun Thaxter accepted CADCA's Humanitarian of the Year Award on behalf of **Reckitt Benckiser**



Youth trainers **Melanee Anne Piskai** and **Khiree Smith** gave inspiring remarks



Christopher Kennedy Lawford received CADCA's Champion for Drug-Free Kids Award

CADCA SPONSORS

Leadership (50k +)

Executive Committee (25k +)

DIRECTV Inc.

Platinum (15k +)

Fox Entertainment Group
King Pharmaceuticals Inc.
Consumer Healthcare Products Association (CHPA)
Purdue Pharma L.P.
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Viacom Inc.
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Gold (10k +)

Gaylord Entertainment Co.
Home Box Office (HBO)
The Kay Family Foundation
Weil, Gotshal and Manges LLP
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Caron Treatment Centers
Christopher Kennedy Lawford
NBC Universal
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National Rural Telecommunications Cooperative
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Novartis Consumer Health Inc.
Showtime Networks Inc.
The Washington Redskins
Heidrick & Struggles Inc.

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Indianapolis Colts
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Patrons (\$500 +)

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Robert Eagle & Kimberly Johnson
Jeffrey Charles & Associates Inc.
Premiere Radio
The Honorable Michael J. & Barbara A. Kramer
Theodore P. Erwin
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Individuals (\$400 +)

Colonel Robert Whaley
Feinstein Healthcare
Pillsbury Winthrop Shaw Pittman LLP
Campaign for Tobacco-Free Kids
Visions Marketing
Mintz, Levin, Cohn, Ferris, Glovsky & Popeo PC
ELV Associates Inc.
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Sydney McKelvy
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MID-YEAR TRAINING INSTITUTE

They came, they saw, they conquered! That's what nearly 1300 prevention leaders did at CADCA's 2010 Mid-Year Training Institute, held July 26-29, 2010 in Phoenix, Ariz. Prevention leaders, representing community coalitions from across the country, heard from key federal officials and expert speakers, and learned new strategies and ideas to conquer their local drug abuse problems. The Mid-Year also included CADCA's signature youth training, the National Youth Leadership Initiative (NYLI) with some 200 youth traveling to Phoenix for the NYLI. Key speakers included A. Kathryn Power, Director of the Center for Substance Abuse Prevention at the Substance Abuse and Mental Health Services Administration (SAMHSA); Dr. Lucinda Miner, Deputy Director, Office of Science Policy and Communications, National Institute on Drug Abuse; as well SAMHSA Administrator Pamela Hyde.



NEW RESOURCES DEVELOPED TO HELP COMMUNITIES ADDRESS PRESCRIPTION DRUG ABUSE

To help our members tackle the nation's prescription drug epidemic, CADCA launched its Rx Abuse Prevention Toolkit: From Awareness to Action, which provides strategies that coalitions can use to address prescription drug abuse based on the "Seven Approaches to Achieve Community Change," which is the foundation for CADCA's trainings. CADCA also launched its first ever CADCA 50 Challenge, which called on coalitions to host an educational event to raise awareness about the dangers of prescription drug abuse and over-the-counter cough medicine abuse. About 60 coalitions participated, reaching an estimated 9,000 people through community events.



NATIONAL YOUTH LEADERSHIP INITIATIVE

CADCA's National Youth Leadership Initiative (NYLI), traditionally offered at CADCA's major conferences, challenges youth to develop community problem-solving skills that they can apply to coalition work on the local and national level. In 2010, CADCA expanded its youth engagement services by partnering with Community Connections, Inc. to deliver the inaugural, statewide NYLI program in West Virginia. More than 100 youth from 26 counties across the state participated in the West Virginia NYLI so far. The initiative also includes an innovative partnership with Michigan State University through a Photovoice project to assist in the documentation of local community issues and conditions. The NYLI, which is based on CADCA's National Coalition Academy model, provides youth with the necessary leadership skills to become active "community change agents" and effective community problem-solvers.



INTERNATIONAL PROGRAMS

From Puerto Rico to Hawaii, middle America and abroad, CADCA's expertise in training coalitions may be taking over the world, one coalition at a time. International training requests have never been more popular, said Dr. Eduardo Hernandez, CADCA's Vice President of International Programs. "We have experienced continued, substantial growth and an increased demand for our services," Dr. Hernandez said. 2010 marked CADCA's expansion to South Africa and Bolivia and continued coalition-building efforts in Latin American countries, including Peru, Guatemala, Honduras, Colombia, Mexico, and Brazil. CADCA provides training in foreign countries with resources provided by the U.S Department of State, Bureau of International Narcotics and Law Enforcement Affairs. CADCA also participated in a bi-national training project for treatment providers along the U.S.'s southwest border in December, and was one of 54 non-government organizations who participated in the 53rd session of the United Nations Commission on Narcotic Drugs in Vienna, Austria.

EVALUATION FINDS COMMUNITY COALITIONS ARE **EFFECTIVE AT REDUCING DRUG ABUSE**

Coalitions work and are effective at reducing drug use! That was the conclusion of an independent evaluation of the Drug Free Communities Support (DFC) Program conducted in 2010. The evaluation found that coalitions funded by Drug Free Communities grants have not only been successful at reducing drug and alcohol use in their communities, they have also increased the perception of risk for marijuana, alcohol and tobacco use among youth. In addition, a separate evaluation conducted by the University of Michigan found that coalitions trained by CADCA's National Coalition Institute, which are in large part DFC grantees, are more likely to engage in effective practices.

The Drug Free Communities (DFC) program, which CADCA helped develop in 1998 and continues to advocate for, empowers local citizens to get directly involved in solving their own community's drug issues by marrying grassroots community organizing with data driven planning and implementation. CADCA's National Coalition Institute provides training and support to DFC grantees throughout the country.

The National Evaluation of the DFC program, conducted by ICF International, found that rates for past 30 day use of alcohol, tobacco and marijuana were lower for high school students in DFC-funded communities than among a nationally representative sample of high school students taking the Youth Risk Behavior Survey (YRBS). Not only were the rates of abuse lower in DFC-funded communities, but the differences in prevalence of past 30 day use between DFC-funded communities and YRBS were statistically significant for alcohol and marijuana in 2003, 2005, and 2007.

In addition to successfully reducing substance use rates, the DFC program also has increased, by a statistically significant margin, the perception of risk associated with drug use, meaning that more kids in DFC-funded communities believe that using alcohol, tobacco and marijuana are dangerous. This is critically important, as research shows that illegal drug use among youth declines as perception of risk and social disapproval increases.

"At a time when youth drug use is on the rise, we need to refocus our nation's efforts on comprehensive drug prevention and to invest in programs that have shown results. The Drug Free Communities (DFC) Program, which funds local, grassroots community coalitions across the country, is one of those programs. Thanks to the DFC program, there are hundreds of community coalitions developing and implementing strategies to tackle local substance abuse problems, getting at the root causes of drug use in their communities," said Gen. Arthur T. Dean, CADCA's Chairman and CEO.

In real numbers, the National Evaluation of the DFC program suggests that thanks to DFC-funded coalitions:

181,000 FEWER YOUTH ARE USING ALCOHOL;
200,000 FEWER YOUTH ARE USING TOBACCO; AND
NEARLY 115,000 FEWER YOUTH ARE USING MARIJUANA

CADCA BY THE NUMBERS



9,600

YOUTH AND ADULTS TRAINED IN SUBSTANCE ABUSE PREVENTION STRATEGIES



10,500

LETTERS AND FAXES SENT TO CONGRESS BY THE CADCA NETWORK



40,000,000

TOTAL NUMBER OF HOUSEHOLDS REACHED VIA CADCA TV WEBCAST SERIES



4,000

ATTENDANCE AT CADCA CONFERENCES AND TRAINING EVENTS



5,000+

COMMUNITY & STATE ORGANIZATIONS REPRESENTED BY CADCA



3,900

NUMBER OF SUPPORTERS REACHED THROUGH SOCIAL MEDIA CHANNELS



20,000

SUBSCRIBERS TO COALITIONS ONLINE WEEKLY E-NEWSLETTER



256,130

NUMBER OF VISITS TO CADCA'S WEBSITE IN 2010



EVERYDAY HERO

HEIDI BAINBRIDGE

DFC Project Director /

Coalition Coordinator

Van Buren County SAFE Coalition,
Keosauqua, Iowa

“The academy was a turning point for our coalition to really bring change into our community. We became a stronger coalition because of our participation in the NCA.”

TRAINING COALITIONS TO IMPROVE THEIR COMMUNITIES

The Van Buren County SAFE Coalition in Keosauqua, Iowa was one of three 2010 Got Outcomes! award winners honorees, receiving the “Coalition of the Year” award for implementing a variety of strategies including supporting alcohol and tobacco compliance check operations, drafting and enhancing school and community policies, disseminating information and increasing awareness of the problems such as with their long-running “Got a Minute campaign.” Their efforts contributed to reductions in alcohol and tobacco use among 11th graders.

One of the coalition’s key strategies to reduce smoking rates was working with local officials to adopt tobacco-free parks and athletic fields in their county and pushing for their state’s Smoke-Free Air Act, said Heidi Bainbridge DFC Project Director/Coalition Coordinator.

“Besides addressing the town councils, youth went to businesses to ask them to voluntarily become smoke-free even before it became law,” she said. And many of them cooperated. Of the states that now have smoke-free workplace laws in effect, Iowa’s Smoke-Free Air Act is one of the most comprehensive. The act, which took effect in 2008, prohibits smoking in nearly all enclosed public places and workplaces and in certain outdoor areas, including restaurants, bars, daycare facilities, outdoor stadiums, school campuses, and the grounds of government buildings.

The coalition also implemented a number of environmental strategies to curb underage drinking, such as helping law enforcement with alcohol compliance check operations, developing and implementing monthly merchant alcohol training and drafting and enhancing school and community policies. Their efforts helped reduce past 30-day alcohol use among 11th graders from 51 percent in 1999 to 34 percent in 2008.

Bainbridge said she attributes much of the coalition’s success to her participation in CADCA’s National Coalition Academy (NCA). Bainbridge’s coalition took what they learned at the NCA back to their coalition meetings and hosted teach-backs to encourage skill development. Her youth who attend CADCA’s signature youth training, the National Youth Leadership Initiative, do the same strategy with their peers.

“While we had the different pieces and were doing things, we never really connected the dots and the training really allowed our coalition to do that,” Bainbridge said. “The academy was a turning point for our coalition to really bring change into our community. We became a stronger coalition because of our participation in the NCA.”



Jackson's
Milk

NY 283

EVERYDAY HERO

JACOB SNUFFER

Coalition Youth Leader

Wyoming County Prevention Coalition,
Wyoming County, West Virginia

“This is our home and we, the citizens, choose whether we want to make a difference or not. I feel like my community has made a lot of progress, but there is still a lot to do.”

NURTURING THE NEXT GENERATION OF YOUTH COALITION LEADERS

Participating in the West Virginia National Youth Leadership Initiative, a CADCA youth leadership training conducted in partnership with Community Connections, affected student Jacob Snuffer in a profound way. Now, he feels he has the right knowledge to make a significant impact in his community.

The 13-year-old youth is a member of the Wyoming County Prevention Coalition, but feels the NYLI training has given him the leadership and community problem-solving skills he needed to bring about change in Wyoming County.

“In week two of the NYLI process in Charleston, I learned about how to address each kind of issue that your community faces and how there are different ways to help your community,” Jacob said. “It’s not all about a coalition getting together in a circle and talking about how many problems our community has, it’s about doing your best to change those problems. This is our home and we, the citizens, choose whether we want to make a difference or not. I feel like my community has made a lot of progress, but there is still a lot to do.”

For many years, West Virginia has ranked higher than the national average in dealing with substance abuse issues. Based entirely within the Appalachian region, this state deals with multiple cultural, as well as geographical challenges in how communities deal with the problems with alcohol, tobacco and other drugs.

Jacob’s coalition just received a grant and will use it for a family resource center.

“I am looking forward to the next upcoming months of my NYLI process and am excited about changing my community forever,” Jacob said.

Donations to the Drug-Free Kids Campaign help foster more young leaders like Jacob.



EVERYDAY HEROES

FATHER JOSÉ JÚLIO AZARITO & ELIANE PRADO MARCONDES

Founders

Coalizão Comunitária Antidrogas de Pindamonhangaba, Pindamonhangaba, Brazil

Thanks to the leadership of Father Azarito and Prado Marcondes, the Coalizão Comunitária Antidrogas de Pindamonhangaba is implementing strategies to affect environmental change in Brazil. Their first step was engaging all of the key sectors in the community to address the underage drinking problem.

BUILDING COMMUNITY COALITIONS ABROAD TO PREVENT AND REDUCE DRUG USE

Between the southeastern Brazilian cities of São Paulo and Rio de Janeiro—known best for its week-long notorious drinking Carnaval festival—local residents have come to expect youth drug and alcohol use, even among very young kids. Alcohol use among young people is so pervasive that few believe there is anything that can be done to change things. But that’s a notion that Father José Júlio Azarito and local teacher Eliane Prado Marcondes refuse to accept.

The two are founding members of the Coalizão Comunitária Antidrogas de Pindamonhangaba, one of 10 drug prevention coalitions that CADCA helped form and train throughout Brazil.

Thanks to the leadership of Father Azarito and Prado Marcondes, the Coalizão Comunitária Antidrogas de Pindamonhangaba is implementing strategies to affect environmental change in Brazil. Their first step was engaging all of the key sectors in the community to address the underage drinking problem.

“Since we started the implementation of the Coalizão Comunitária Antidrogas de Pindamonhangaba, I have insisted on the need to bring together all forces of good to solve this problem, always reminding people that crime is already organized. To tackle such an important problem, righteous people should not only unite, but also organize themselves,” said Father Azarito, a Roman Catholic priest who has reached out to members of the community from multi-faiths.

The coalition is in four cities now and has 120 members representing all sectors of the community—from law enforcement and education to youth and the faith community.

While the young coalition hopes to restrict alcohol sales at Carnaval eventually, they are starting locally. Last summer, the coalition was invited to help organize a week-long rodeo and fair, EXPOVAP, an event that draws 3,000 people per night. While the minimum drinking age is 18 in Brazil, Prado Marcondes said the law is rarely enforced. So during EXPOVAP for the first time, all booths had to display the banner and there were people inspecting alcohol sales. After the event, fire brigade members confirmed that the fair’s new policy contributed to a reduction in the number of alcohol-related disturbances during the event.

Prado Marcondes, the coalition’s president, said she’s proud of the coalition and believes CADCA’s training on coalition development and ongoing technical assistance has made the coalition more effective.



EVERYDAY HERO

CINDY HAYFORD

Director

Deerfield Valley Community Partnership,
Wilmington, Vermont

“It’s local advocates like Cindy that ensure that drug prevention issues remain a priority for our nation’s lawmakers,” said Gen. Arthur T. Dean, CADCA Chairman & CEO. “She’s a hero for our field.”

ADVOCATING FOR DRUG PREVENTION PROGRAMS IN CONGRESS

With lawmakers asked to support hundreds of causes everyday, it’s not always easy to get a member of Congress to focus on your program. It takes constant phone calls, face-to-face meetings, letters and faxes. That’s something that Cindy Hayford, Director of the Deerfield Valley Community Partnership in Wilmington, Vt., knows all too well.

As a longtime coalition leader, Hayford understands the important role that advocacy plays in substance abuse prevention.

“I don’t think substance abuse prevention would be funded at all unless we were educating our legislators on a regular basis about how important preventing drug abuse is,” she said. “With CADCA constantly educating members of Congress about the Drug Free Communities program and other initiatives that are vital to our work, it’s important that those of us located in the community also do our part to reinforce that message.”

For years, Hayford and her coalition have worked hard to cultivate a strong relationship with Sen. Patrick Leahy (D-Vt.), who is Chairman of the Senate Judiciary Committee and a senior member of the Appropriations Committee.

So when CADCA needed help identifying a Senator to support legislation that would help community anti-drug coalitions address emerging drug issues or drug crises, Hayford knew exactly what to do. She rounded up people throughout the state and together they visited Sen. Leahy’s office in Washington, D.C. and met with both him and key members of his staff.

Their efforts paid off in a big way. In February 2010, Senators Leahy and Charles Grassley (R-Iowa) introduced the Drug Free Communities (DFC) Enhancement Act of 2010. After it was introduced, Hayford took a letter that CADCA drafted and tailored it to her local community and had other coalitions and individuals throughout the state sign the letter. After sending the letter off to Sen. Leahy, Hayford’s coalition, along with others in the state, made several calls to Sen. Leahy’s office. The bill has now advanced through the legislative process, passing the Judiciary Committee.

“It’s local advocates like Cindy that ensure that drug prevention issues remain a priority for our nation’s lawmakers,” said Gen. Arthur T. Dean, CADCA Chairman & CEO. “She’s a hero for our field.”



EVERYDAY HERO

DENIS QUIÑONEZ

Director

Boyle Heights Coalition for a Safe and Drug Free Community,
Los Angeles, California

“In urban settings, you need more money, more people, and there are more challenges,” Quiñonez said. “Without the training CADCA provides, I would have taken a different route and so would our community. We’re doing things in L.A. that no one else is doing.”

HEALING A COMMUNITY’S DRUG WOUNDS

Doing more with a little is one of the things that Denis Quiñonez, the director of the Boyle Heights Coalition for a Safe and Drug Free Community, gained from attending CADCA’s training and being part of its first Ambassador cohort. Being the only Drug Free Communities grantee in cash-strapped Los Angeles, building capacity has been the greatest asset his coalition has.

“It has been such a great learning experience for me,” Quiñonez said. “Before the (National Coalition) Academy and the Ambassador program, we were all over the place and weren’t getting to the root causes. As a result, we became a lot more strategic.”

Before that, the coalition, whose fiscal manager is a Boys & Girls Club, was content with programming and special events. Now, Quiñonez said they are also thinking about the big picture and invest more on environmental strategies.

The coalition started in an unlikely way, from a Boys & Girls Club middle school student who was caught using inhalants to get high, a practice shared by a disproportionate amount of Los Angeles Unified School District students. The drug wasn’t on anyone’s radar at the time, so the coalition ensured its educational campaign reached parents, educators, retailers and others. The coalition also developed a public school inhalant prevention program and partnered with the district to implement a policy banning all aerosol sprays on school grounds.

Binge and underage drinking also remains a top coalition priority. In just a 5-mile radius, Quiñonez said there are 162 businesses that sell alcohol. So the coalition is currently working on reducing alcohol outlet density by working with local government to help regulate the businesses that already have licenses.

A recent victory the coalition is proud of was getting the Roman Catholic church’s annual fiestas to be alcohol-free in Boyle Heights, a predominately Latino community near downtown L.A. That’s a small coalition making a big change, Quiñonez said.

“In urban settings, you need more money, more people, and there are more challenges,” Quiñonez said. “Without the training CADCA provides, I would have taken a different route and so would our community. We’re doing things in L.A. that no one else is doing.”



EVERYDAY HERO

SEYRAM SELASE

Project Coordinator

Servicing Assessed Priorities through an Active Coalition, Anniston, Alabama

“We have become a dynamic group of individuals taking ownership of the problems that we see and are directly taking action to address them; then we celebrate those victories and accomplishments and successes.”

SOLVING THE ROOT OF THE PROBLEM

For Seyram Selase, making a difference in his community of Anniston, Alabama, has been a journey, both personally and professionally. His journey took him to Africa and to Texas before deciding to return to his hometown to work on his community’s substance abuse problems, primarily alcohol abuse. Selase is part of a new generation of young adult leaders determined to change the world, starting with his own community.

“Getting young people involved, since we set the trends in the community, helps determine what their community is going to look like,” Selase said.

In this small, predominately African-American community, about an hour and half drive from Atlanta, Georgia, Selase’s job for the past three years as Project Coordinator of the Servicing Assessed Priorities through an Active Coalition has been to change the norms around alcohol, marijuana and tobacco.

In the area of underage drinking, SAPAC developed a video which has been shown on a local cable station and the message of “underage drinking prevention” has reached more than 100,000 residents of their county, Calhoun. They have worked on alcohol outlet density issues including a retailer’s ordinance. Members of their coalition have been successful in working with local hospitals to create campus-wide smoke-free facilities. All of their marketing efforts, whether it’s a social host, smoking or marijuana prevention issue, are geared to youth, as well as adults, Selase said.

“We have to change the mindset toward these harmful products,” Selase said. “Illegal is illegal. Harmful is harmful.”

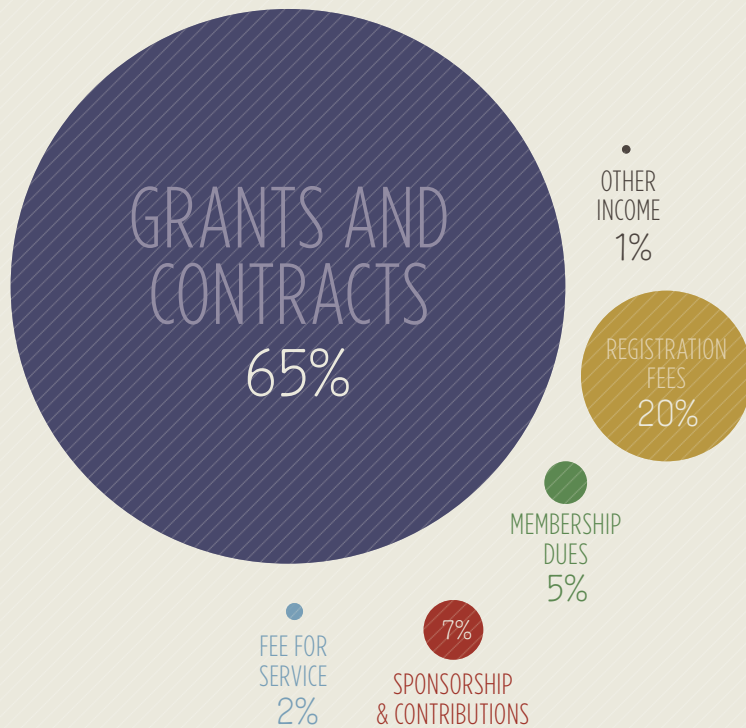
He said CADCA has assisted their coalition in a number of ways including helping them recruit and retain coalition members from various sectors, developing their logic model, and in designing and developing environmental, population-level activities that produce environmental changes.

“We have become a dynamic group of individuals taking ownership of the problems that we see and are directly taking action to address them; then we celebrate those victories and accomplishments and successes,” Selase said.

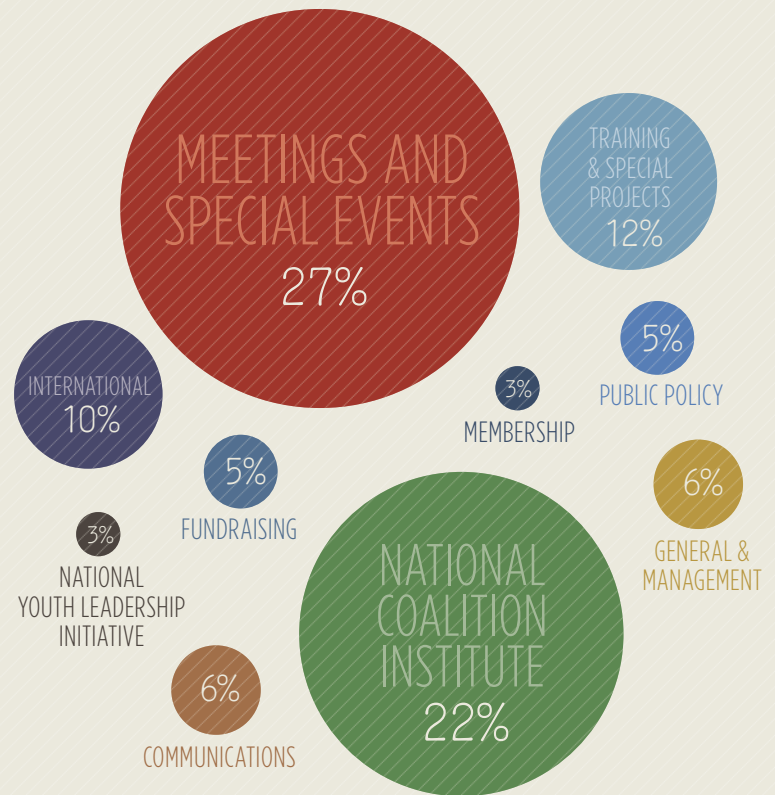
FINANCIALS

89¢ OF EVERY DOLLAR GOES TO CADCA PROGRAMS AND SERVICES

REVENUE



EXPENSES



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The Honorable Michael J. Kramer

Chair, Drug-Free Noble County
Judge, Noble Superior Court, Division 2

Christopher Kennedy Lawford

Goodwill Ambassador
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Executive Director
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Across Tennessee

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Executive Director
Drug Free Marion County
Indianapolis, Ind.

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President/CEO
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Prevention and Early Intervention
Team Leader, Division of Mental Health,
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Reverend Tommy Stewart

Executive Director, Spirit of Peace, Inc.
and Site Coordinator, Dayton Northwest
Weed and Seed
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Ralph Varela

Chief Executive Officer
Pinal Hispanic Council
Eloy, Ariz.


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tree	water	energy	chlorine	greenhouse gas
33 fully grown	10078 gallons	7 million BTUs	630 pounds	2150 pounds

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