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Five Strategic Priorities GUIDED OUR WORK IN 2017

INCREASE NUMBER OF COALITIONS IN U.S. AND GLOBALLY

nternational Programs	. 4
J.S. Programs	. 4

INCREASE CAPACITY AND EFFECTIVENESS OF COALITIONS

National Coalition Institute	5
Youth Leadership	6
Geographic Health Equity Alliance	7

INCREASE CAPACITY AND EFFECTIVENESS OF YOUTH AND ADULT COALITION LEADERS AND MEMBERS

Training Events																																				. g)	
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INCREASE BRAND RECOGNITION OF CADCA AND OUR COALITION MODEL

Communications	. 12
Partner Projects	. 12
Partners	. 13
Drug Free Kids Campaign Awards Dinner	. 14
Membership	. 15

CREATE AND ENHANCE A POWERFUL, EFFECTIVE LEGISLATIVE AND POLICY ENVIRONMENT

Public Policy	10	С
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Financials	 	 	 	18
Summary of Highlights	 	 	 	20
Executive Team	 	 	 	22
Board of Directors	 	 	 	22
Coalition Advisory Committee	 	 	 	23



MESSAGE FROM THE CHAIRMAN & CEO



Dear Friends,

Over the course of the past year, we have made significant strides towards the prevention and reduction of substance use and misuse in communities in the United States and worldwide. Our collective efforts have certainly paved the way in the creation of safer, healthier and drug-free communities.

In the past 25 years, our organization has seen exponential growth and positive sustainable outcomes. We are proud to serve as a resource for education, tools, training and coalition development and best practices in the prevention field. After decades in the substance use and misuse prevention world, we know firsthand that it takes collaborative work from all sectors — law enforcement, medical, scientific, community, state, federal and faith based leaders – to make an impactful and positive change in our world.

In the 2017 Annual Report, you will learn about our proudest highlights, accomplishments and results in the past year.

Thanks to the tireless work of our coalitions, community leaders, and partners, we hosted the

highest-attended National Leadership Forum in CADCA's history. Furthermore, at our Mid-Year Training Institute in Atlanta, Georgia, a record number of international attendees joined us for top-tier, hands-on training provided in 7 languages.

We expanded our partnerships with corporate and federal sponsors to initiate 3 pilot programs to learn more about effective prevention strategies in our communities. Our outreach has expanded to 23 countries across the world that are becoming trained in the Strategic Prevention Framework and advocating for substance use and misuse policies in their homelands.

As we look forward to 2018, we are more inspired and committed to providing the best resources, technical assistance, training, evaluation services and innovative tools to our coalitions members.

On behalf of our coalitions, our staff, and Board of Directors, thank you for supporting CADCA's mission to build safe, healthy and drug-free communities globally. We couldn't have done it without you!

Sincerely,

attenT.Dean

Arthur T. Dean CADCA's Chairman & CEO

of Coalitions in U.S. and Globally





4

& Effectiveness of Coalitions

COALITIONS FOCUS

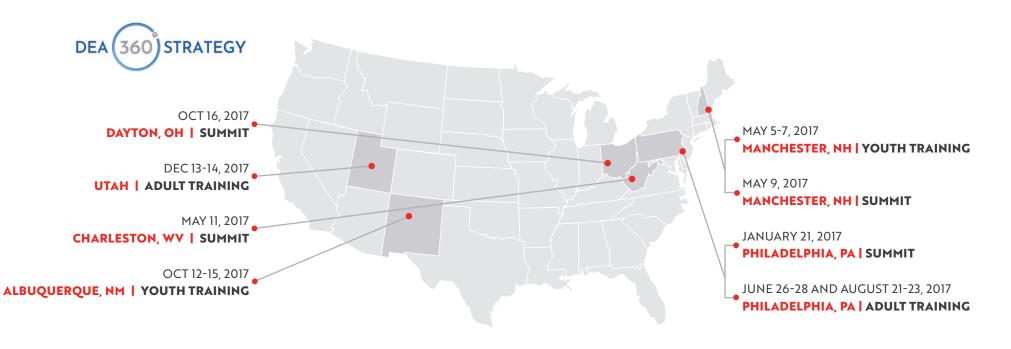


COALITIONS EFFECTIVE AT REDUCING POPULATION-LEVEL SUBSTANCE ABUSE PROBLEMS





INCREASE CAPACITY & Effectiveness of Coalitions



The goals of the DEA 360 Strategy included stopping the deadly cycle of prescription opiate and heroin abuse by eliminating the drug trafficking organizations and gangs fueling violence on the streets and addiction in communities. More specifically, a major component of this strategy is community outreach that ultimately will change attitudes and encourage partnerships with local organizations and empower communities with tools to combat the heroin and prescription drug epidemic. CADCA serves as a guiding resource to provide education, involvement and expertise as each community creates a summit, specific to the needs of the local people. In 2017, CADCA conducted the training events featured above.

CADCA is gearing up for Phase III of the DEA 360 Strategy. New in this phase, CADCA will provide each city a Community Alliance Coalition Capacity Building Training that will offer existing local substance abuse prevention coalitions and other invested stakeholders a rigorous customized training experience designed to improve their capacity and effectiveness to address the crisis in their respective communities. In addition, CADCA will now be offering a Youth Leadership Core Essentials Training. Lastly, CADCA will offer continued support and reinforcement of these trainings with technical assistance throughout the contract year.

6

SMOKER THOSE THINGS YOU SAY WILL NEVER HAPPEN TO YOU? THEY HAPPEN.

MARK, AGE 47 SMOKED AND GOT COLORECTAL CANCER. & Effectiveness of Coalitions

Geographic Health Equity Alliance (GHEA)





PARTNERED PUBLICATIONS/ RESOURCES

- GHEA and Sibling Network, Self-Made Health Network Fact Sheets
 - Healthier Nation Fact Sheet



- National Rural Health Association, Texas A & M University, Community Health Workers Center (MARCH 2017)
- Community Connections. Coalition—Creative Pharmacist (MARCH 2017 – SEPTEMBER 2017)
- Second West Virginia Barn Featuring Mark, a CDC Tips from Former Smokers[®] Participant (OCTOBER 2017)
- Bradley County Health Department
 Tennessee Tobacco Educational Supplement featured in the local newspaper, The Cleveland Banner (NOVEMBER 2017)



- Session at Centers for Disease Control and Prevention's National Conference on Tobacco or Health on Essential Strategic Allies in Tobacco Control, co-led with National Behavioral Health Network (MARCH 2017)
- Association of State and Territorial Health Officials (ASTHO) Training on Framing Health Equity Arguments/Engagements (APRIL 2017)
- Iowa Department of Public Health, Coalition Capacity Building Webinar Series (MAY 2017)
- Troy, Montana Smokeless Tobacco Youth Training (JUNE 2017)
- New York State Tobacco Control Program, co-led with National Behavioral Health Network Partnership Development Webinar (JULY 2017)
- Arkansas Tobacco Control Program, In-person training on framing and coalition capacity building (JULY 2017)
- Louisiana Healthy Communities Coalitions (SUMMER 2017 - PRESENT)
- South Dakota Youth Key Essentials/Photovoice Training (OCTOBER 2017)



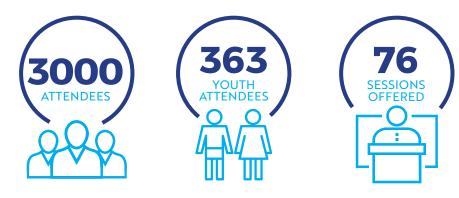


WE EMPLOY A DEDICATED TEAM OF PASSIONATE INDIVIDUALS WHO ARE COMMITTED TO OUR MISSION.

MISSION STATEMENT: To strengthen the capacity of community coalitions to create and maintain safe, healthy and drug free communities globally.

8

National Leadership Forum 2017





SPEAKERS

OPENING PLENARY:

Dr. Robert DuPont, Founding President, Institute for Behavior and Health, Inc.; **Michael Botticelli**, Former Director of National Drug Control Policy at the White House

PARTICIPATION

EFFECTIVENESS

USEFUL INFORMATION

FOR COALITION WORK

CAPACITY

 $\mathbf{\Sigma}$

>

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MEMBERSHIP BREAKFAST:

Nathaniel Kendall-Taylor, Ph.D., CEO, FrameWorks Institute

NATIONAL LEADERSHIP AWARD:

U.S. Senator Sheldon Whitehouse (D-RI)

INCREASE CAPACITY & Effectiveness of Youth and Adult Coalition Leaders and Members



CADCA provides excellent training and technical assistance for coalitions. Additionally, CADCA serves as a national voice for coalitions while also recognizing that coalitions have to cater their strategies to their local community."

– Coalition Member



Mid-Year Training Institute 2017





Kana Enomoto,

Secretary, SAMHSA







OPENING PLENARY AND BREAKFAST:



Chuck Rosenberg, Acting Administrator, DEA



Carlos Martinez, Acting Deputy Assistant **CADCA** Youth Trainer





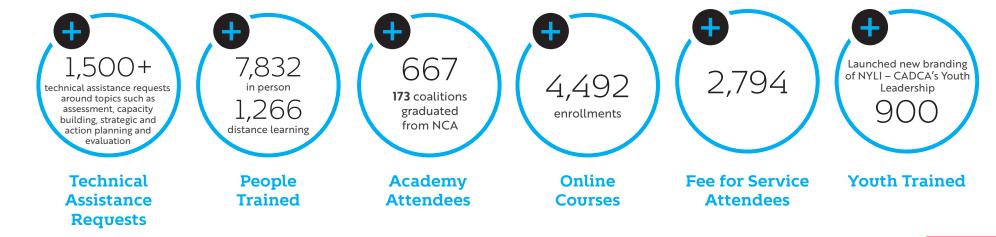








& Effectiveness of Youth and Adult Coalition Leaders and Members



INCREASE BRAND RECOGNITION of CADCA and Our Coalition Model

Partner Projects

CADCA's MAT Initiative Addressed Opioid Epidemic with Promising Results

This year, CADCA partnered with Indivior and launched a pilot initiative for coalitions to take a lead in their communities by becoming local champions of Medication Assisted Treatment (MAT).

A pilot cohort comprised of 20 coalitions, from 10 locations across the country that have reported high amounts of overdoses and a shortage of doctors that are waivered to provide treatment, were selected to participate in this effort.





New partnerships established

newly certified

32 physicians became

Increased media presence



Significant exposure for the coalition in the community



Zoning law blocked that would restrict the availability of distribution sites



Increased educational resources around **MAT** services

The Conrad N. Hilton Foundation



The Conrad N. Hilton Foundation and CADCA partnered with five coalitions representing rural, urban, and suburban communities across the country to expand SBIRT (Screening, Brief

Intervention and Referral to Treatment) implementation. Participant coalitions enhanced partnerships with local healthcare providers and raised awareness, acceptance, and support for SBIRT with local stakeholders, officials, and policymakers. This effort will inform the development of an SBIRT coalition model to be implemented nationwide.

The ACCESS Project Coalitions include:

- Greater New Orleans Drug Demand Reduction Coalition (LA)
- Coastal Healthy Communities Coalitions (ME)
- Gwinnett Coalition (GA)
- West Allis-West Milwaukee Community Coalition (WI)
- Action for the Betterment of the Community (SD)

McKesson is proud to partner with CADCA on this initiative, which reflects our company's commitment to supporting veterans and to helping address the nation's opioid crisis," said Peter Slone, Senior Vice President, McKesson Public Affairs. "CADCA's expertise in community anti-drug programs will help us all determine the most constructive way to tackle this epidemic."

of CADCA and Our Coalition Model

Partner Projects

CADCA and McKesson Partner to Prevent Substance Abuse Among Veterans

CADCA partnered with McKesson Corporation to kick-off a substance abuse prevention pilot program specifically tailored to veterans. The goal of the project is to increase community awareness and involvement in substance abuse prevention for veteran populations. CADCA will be contributing to the program by mobilizing, engaging, training, surveying, supporting and evaluating highly successful community coalitions.



of CADCA and Our Coalition Model

Drug-Free Kids Campaign Awards Dinner



El Paso, TX





We work in a field that is constantly shifting and the dinner provides us the opportunity to pause and reflect on the great work that has been done as well as re-energize us, reminding us why we are in the substance abuse prevention field."

- General Arthur T. Dean, Chairman & CEO, CADCA

14

of CADCA and Our Coalition Model

"The greatest strength of my membership with CADCA is that is gives me the support and confidence I need to go back into my community knowing that we belong to a greater movement. The training that we received from CADCA has helped us become the "go-to experts" in our local conditions. We know our specific needs and we want to remain in control of our path based on our logic model and community assessment but it's helpful to have that "home base" guidance we can go to on the CADCA level to stay focused and grounded in our work."

– Coalition Member

Membership

Membership has a new department structure! Business Development and Membership became one department in January to streamline revenue making opportunities.

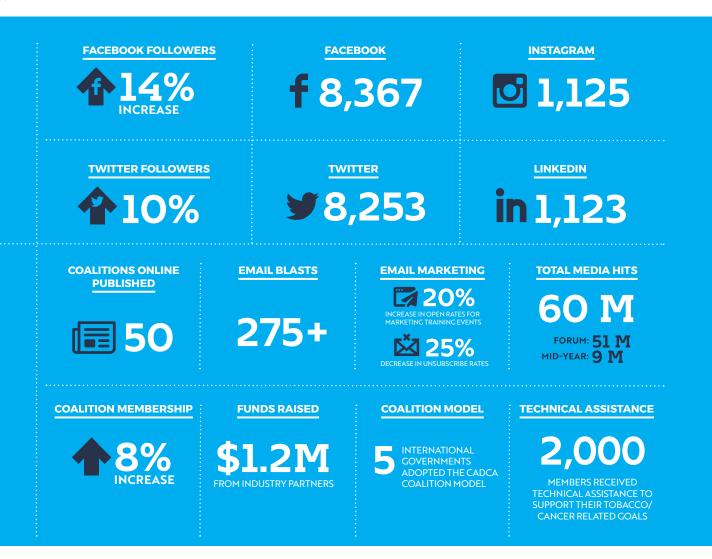
To improve membership technology for the CADCA team and members, changes have been implemented – making it easy to join, renew and connect with CADCA.

Friend of CADCA

The Friend of CADCA membership category is now up to 100 members, who are all



committed to the prevention movement. The category was heavily promoted at the 2017 Mid-Year Training Institute and the 2017 Drug-Free Kids Campaign Awards Dinner.



CREATE & ENHANCE

a Powerful Effective Legislative and Policy Environment

Public Policy Highlights





$\mathbf{\Sigma}$	DRUG FREE COMMUNITIES
	(DFC) PROGRAM

Through collaboration, the DFC program was saved from complete funding elimination in President's FY 2018 Budget Request.

CARA ENHANCEMENT GRANTS

We successfully ensured the CARA enhancement grants were funded for the first time at \$3 million in FY 2017 (can fund 55 new grants) for current and former DFC coalitions to address prescription drug, opioid and methamphetamines misuse in their communities.

INL DEMAND REDUCTION PROGRAM

\$12.5M

We worked to secure the INL Demand Reduction Program funding at \$12.5 million in FY 2017, level funding from \$12.5 million in FY 2016.



CENTER FOR SUBSTANCE ABUSE PREVENTION

We worked to secure an additional \$12 million for the Center for Substance Abuse Prevention (CSAP) in SAMHSA, funding it at \$223.2 million in FY 2017, up \$12 million from \$211.2 million in FY 2016 (and up \$12 million from \$211.2 million in the President's FY 2017 Budget).

CREATE & ENHANCE

a Powerful Effective Legislative and Policy Environment







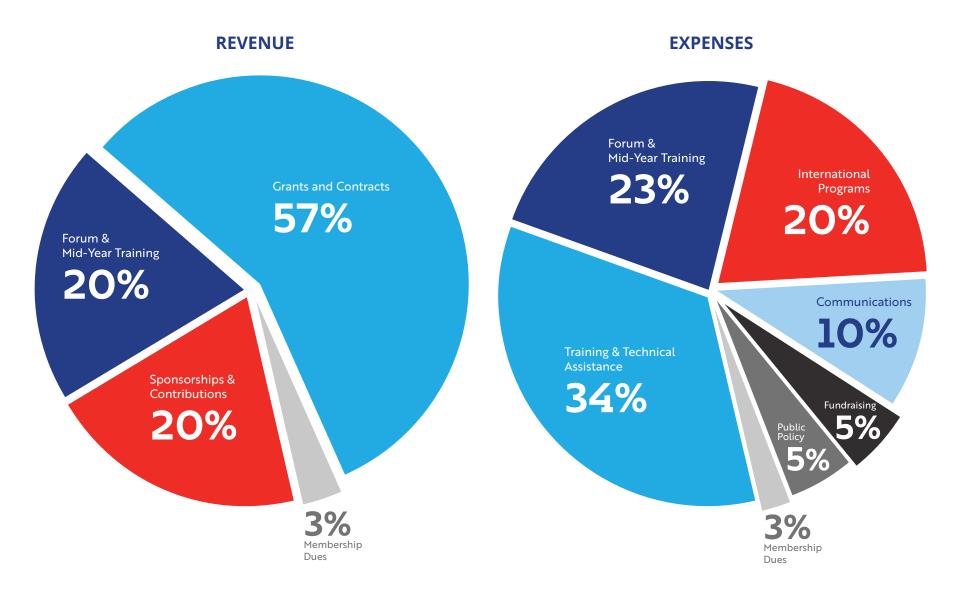
We worked to secure an additional \$2 million for the DFC program, funding it at \$97 million in FY 2017, an increase from \$95 million in FY 2016 (and an increase of \$8.5 million from \$88.5 million in the President's FY 2017 Budget). The FY 2017 funding can allow for 14 new additional grants compared to the FY 2016 funding and 68 new grants compared to the President's FY 2017 Budget.

> HOUSE FY 2017 REPORT LANGUAGE

We helped to ensure that substance use prevention specific language was included in the House FY 2017 Report Language for SAMHSA's Strategic Prevention Framework State Incentive Grant.

> FOCUS

The Committee intends that the Strategic Prevention Framework State Incentive Grant and Partnership for Success programs continue to focus exclusively on: addressing state- and community-level indicators of alcohol, tobacco, and drug use; targeting and implementing appropriate universal prevention strategies, building infrastructure and capacity, and preventing substance use and abuse. Financial Highlights –



Partners

PRESENTING (\$100,000+)





CONRAD N



FOUNDATION



Johnson + Johnson consumer inc.

M^CKESSON



PREMIER (\$75,000+)



EXECUTIVE COMMITTEE (\$50,000+)



PLATINUM (\$25,000+)









GOLD (\$15,000+)

Auburn Pharmaceutical Egalet Quarles & Brady, LLP Verde Technologies

SILVER (\$10,000+)

Association for Accessible Medicines (AAM) Endo Pharmaceuticals, Inc. Leidos Morgan Stanley National Association of Chain Drug Stores (NACDS) PhRMA The Ina Kay Foundation, Inc.

BRONZE (\$5000+)

AmerisourceBergen Braeburn Centerview Partners LLC Collegium Pharmaceutical Donald & Beverly Truslow Faegre Baker Daniels, LLP KemPharm, Inc. Lazard RWJF Special Contribution Fund of the Princeton Area Community Foundation Strategic Resources, Inc. World Wide Technology

BENEFACTOR (\$1,000+)

Dr. Tesfa N. Alexander, Ph.D The Honorable Mary Bono & Admiral Steve Oswald, NASA Astronaut Michael Braun & Heidi Landgraf Caron Church and Society The United Methodist Church

Jessica Chutter Michael Coogan Correctional Counseling, Inc. Larry P. Cote, Esquire General & Mrs. Arthur T. Dean **Defense Credit Union Council** DID Agency **FP1** Strategies Major General Elder Granger, M.D., U.S. Army, Retired Chief Warrant Officer (CW5) John L. Harrison, Sr., U.S. Army, Retired Douglas W. & Astrid O. Hughes Dr. Kenneth G & Jerilyn Simpson-Jordan R. Gil Kerlikowske, Former Commissioner, U.S. Customs and Border Protection, Department of Homeland Security Howard K. Koh, M.D., M.P.H. Chet D. Linton Willie A. Mitchell National Community Pharmacist Association (NCPA) National Family Partnership NIMCO, Inc. Joel Pagliarello **PJT Partners** Keith Poulsen General Barrye & Dr. Tracy Price Thomas J. Reddin Ryman Hospitality Properties Foundation Scholastic, Inc. Nathaniel J. Sutton, Vice Chairman, Heidrick & Struggles, Inc. Dr. & Mrs. Albert Terrillion The Thau Family Trust TimerCap Suzan F. Zimmerman, Senior Vice President, Strategic Campaigns, CACI International, Inc.

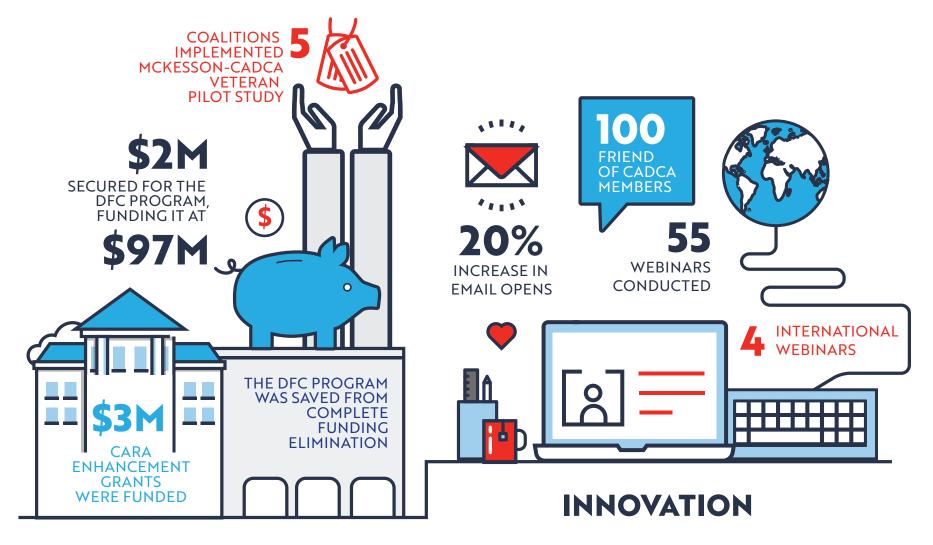
Summary of Highlights

CADCA's mission is to strengthen the capacity of community coalitions to create and maintain safe, healthy and drug-free communities globally.



GLOBAL GROWTH

Summary of Highlights



PARTNERSHIPS AND POLICY

Our Team

CADCA BOARD OF DIRECTORS

CHAIR Arthur T. Dean Chairman & CEO, CADCA Major General, U.S. Army, Retired

VICE CHAIR

Jerilyn Simpson-Jordan Past President & CEO, San Bernardino Communities Against Drugs

EMERITUS

Neil Austrian Former Chairman & CEO, Office Depot, Inc. Former President, The NFL

EMERITUS Gerard R. Roche Senior Chairman, Heidrick & Struggles, Inc.

SECRETARY Douglas Hughes Past Executive Director, The Miami Coalition for a Safe and Drug-Free Community

TREASURER Donald K. Truslow Executive Vice President, South State Bank

BOARD MEMBERS

The Honorable Mary Bono

Principal, FaegreBD Consulting Member of U.S. Congress (1998-2013)

Michael A. Braun

General Manager, SAVA Workforce Solutions, LLC DEA Chief of Operations (Retired)

Larry P. Cote, Esquire Partner/Washington DC Office, Managing Partner, Quarles & Brady, LLP

Larry H. Dietz, Ph.D. President, Illinois State University

Karen Drexler, M.D.

Associate Professor, Department of Psychiatry and Behavioral Sciences, Emory University School of Medicine, Atlanta VAMC

Fran Flener Former Arkansas Drug Director

Curtis Hougland Founder, The Social Good

R. Gil Kerlikowske Former Commissioner, U.S. Customs and Border Protection, Department of Homeland Security

Howard K. Koh, M.D., M.P.H.

Harvey V. Fineberg Professor of the Practice of Public Health Leadership, Harvard T. H. Chan School of Public Health and The Harvard Kennedy School The Honorable Michael J. Kramer

Judge, Noble Circuit Court, 33rd Judicial Circuit of Indiana and Chair, Drug-Free Noble County

Kirk R. Lane Arkansas Drug Director

Chet D. Linton Chief Executive Officer, Global Health Solutions Group, Inc.

Willie Mitchell Board President/Executive Director, San Antonio Fighting Back, Inc.

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

Nathaniel J. Sutton Partner & Head of Non-Profit Practice Buffkin/Baker

Kathleen Widmer President, Johnson & Johnson Consumer U.S. OTC Division, Co-Chair, Johnson & Johnson Consumer Inc., North America

Suzan Zimmerman

Chief Executive Officer, Strategic Capture Group

EXECUTIVE TEAM

Arthur T. Dean Chairman & CEO, CADCA Major General, U.S. Army, Retired

Barrye L. Price, Ph.D. Executive Vice President & Chief Operating Officer Major General, U.S. Army, Retired

Pat Castillo, EMPA

Vice President, Training Operations and Director, National Coalition Institute

John L. Harrison, Sr., D.M., SPHR Special Assistant to the Chairman & CEO

Raiko Mendoza, MBA

Vice President, Business Development and Membership

Keith Poulsen, MBA Vice President, Finance & Administration, Chief Financial Officer

Eric Siervo, M.Ed. Vice President, International Programs

Sue Thau Public Policy Consultant

Angelique Wilkins Vice President, Meetings, Marketing and Communications

COALITION ADVISORY COMMITTEE

Virgil Boysaw, Jr. Drug Free Community Coordinator, Cecil County Health Department

Merilee Fowler Executive Director, MATFORCE and Community Counts

Cheryl Guthier

Consultant/Coalition Member, Past Chief Executive Officer/Chief Financial Officer, Community Prevention Partnership of Berks County

Cindy C. Hayford Director, Deerfield Valley Community Partnership

Michael Langer

Chief, Office of Behavioral Health and Prevention, Department of Social and Health Services, Washington State Division of Behavioral Health and Recovery

Erica Leary, MPH

Program Manager, North Coastal Prevention Coalition/ Vista Community Clinic

Gregory Puckett

Executive Director, Community Connections, Inc., County Commissioner, Mercer County, West Virginia

Vicki J. Turner

Director, Prevention Resource Center, Montana Department of Public Health and Human Services, National Prevention Network, Montana

FUTURE CADCA Events

2018

FEB 5 - 8 NATIONAL LEADERSHIP FORUM National Harbor, MD

JULY 15 – 19 MID-YEAR TRAINING INSTITUTE Orlando, FL

OCT 18 DRUG-FREE KIDS CAMPAIGN AWARDS DINNER National Harbor, MD

2019

FEB 4 – 7 NATIONAL LEADERSHIP FORUM National Harbor, MD

JULY 14 – 18 MID-YEAR TRAINING INSTITUTE Dallas, TX

OCT 17 DRUG-FREE KIDS CAMPAIGN AWARDS DINNER National Harbor, MD

XCADCA







□ Instagram.com/CADCACoalitions





LinkedIn.com/company/CADCA

