



PARTNERING FOR PREVENTION ANNUAL REPORT 2018



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MESSAGE FROM THE CHAIRMAN



Dear Friends,

2018 has been a pivotal year of growth and change for CADCA. We have made significant strides in the prevention and reduction of substance use and misuse through powerful global partnerships. For CADCA, these partnerships have presented tremendous opportunities: to create best practice publications, provide record breaking training events, expand fee for service models,

develop substance misuse toolkits, expand the CADCA model to 30 countries to date, produce compelling videos about over-the-counter medication safety, and distribute drug deactivation pouches to communities across the United States.

In addition to partnerships with local federal organizations and national industry partners, CADCA has also established contracts with international agencies in the Dominican Republic, Ecuador, Albania, Paraguay, and Argentina, to name a few. We believe strongly in the power of partnerships to make transformational differences around the world.

Partnership and collaboration have been a key element in our culture for over 25 years. Our belief in the power and benefits of partnering for prevention remains central to CADCA's mission today — and has never been more relevant.

This 2018 report provides striking examples of how, by working in tandem with others, CADCA can spread the importance of primary prevention efforts, provide communities with increased strategies, tools, and resources, and amplify the voices of our coalitions and their members. I hope you enjoy reading about our proudest accomplishments over the past year.

I am confident CADCA can achieve even greater outcomes moving forward. CADCA is a unique organization with a passionate, focused commitment to achieving meaningful and measurable impact in the prevention of substance use and misuse.

Our achievements would not have been possible without the unyielding support and generosity of our partners. On behalf of our coalitions, staff, and Board of Directors, I would also like to thank all of our advocates, partners, and friends for their perseverance and commitment to building safe, healthy, and drug-free communities.

Sincerely,

Arthur T. Dean

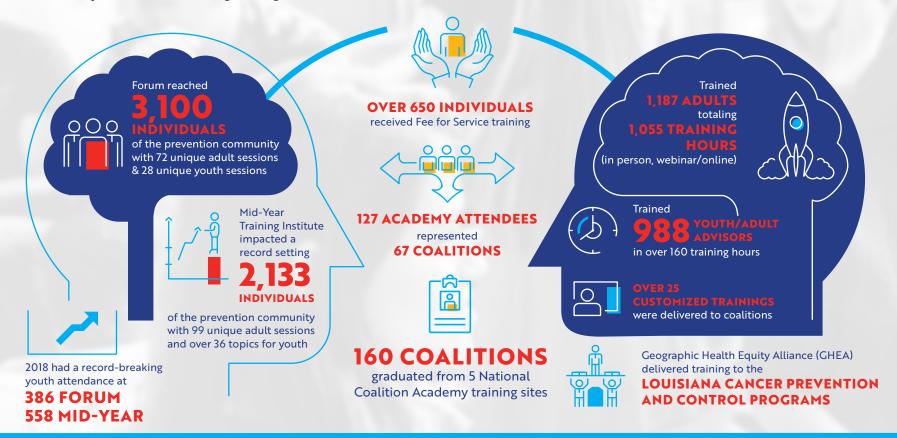
CADCA's Chairman & CEO

Outhur T. Dean

"If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude."

Trainings

2018 was a year of record breaking training and outreach.



Partnerships Require Thinking Outside of the Box

We worked with industry leaders across the nation to create toolkits and best practices on reducing substance misuse.

Collaborated with outside partners and CADCA internal teams on the development of:

- Veterans' Substance Abuse Prevention Toolkit (McKesson)
- Medically Assisted Treatment (MAT) Awareness Campaign (Indivior)



Screening, Brief Intervention Referral to Treatment (SBIRT) Initiative – Underway with 5 coalitions and 2 to be added in new fiscal year SBIRT Tool Kit created



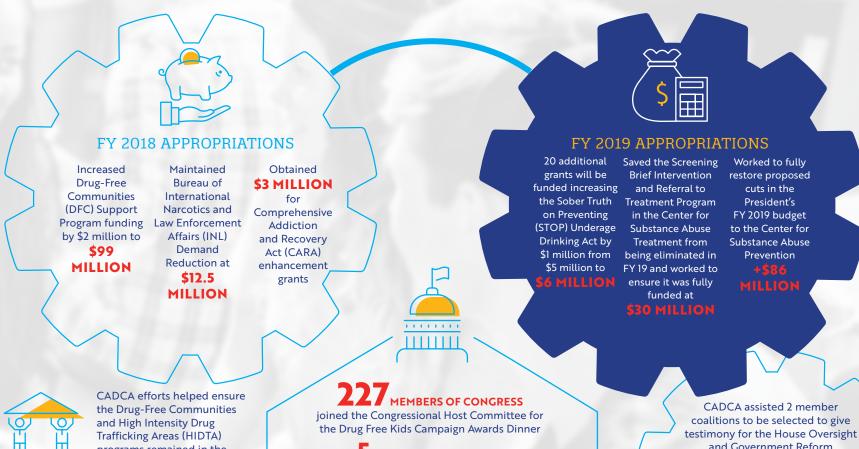
Practical Theorists
Partnered with
National Institute on
Drug Abuse (NIDA) to
produce best practice
publications on
Opioids and Juuling



Created compelling
Over the Counter
Medicine Safety
videos through
partnership with
Johnson & Johnson

Partnering with Legislators to Advocate for Funding

Our public policy team represents the interests of substance misuse prevention research on Capitol Hill and provides up to the minute breaking alerts to coalition members and others. Our public policy efforts have resulted in dramatically increased appropriations this year.





programs remained in the Office of National Drug Control Policy (ONDCP)



Ensured that the DFC program was reauthorized with the National Coalition Institute within ONDCP in October 2018 as part of the SUPPORT for Patients and Communities Act opioid legislation

MEMBERS OF CONGRESS

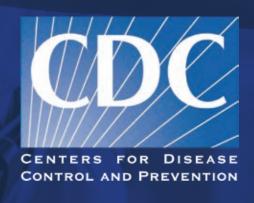
participated in the Capitol Hill Rally: Representative Rogers, Senators Capito, Manchin, Portman and Whitehouse

5 MEMBERS OF CONGRESS

participated in Capitol Hill Plenary: Representatives Jenkins, Johnson, Kuster, Levin and Tonko

> 339 HILL MEETINGS were scheduled on Capitol Hill Day

and Government Reform Committee hearing on April 11, 2018 about the importance of the DFC Program to address the opioid epidemic in their communities. These coalitions are the Scioto County Drug Action Team Alliance, led by Lisa Roberts and the Jackson County Anti-Drug Coalition, led by Amy Haskins.



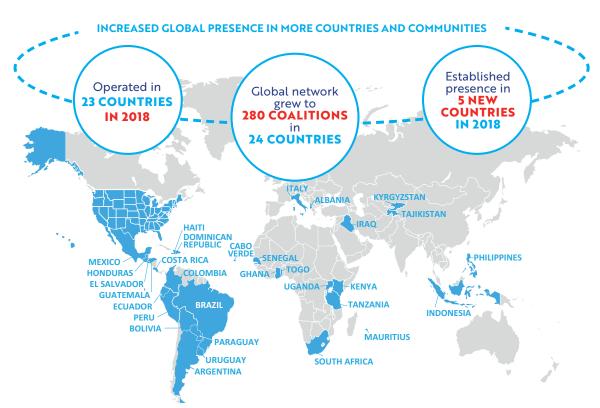


Partnering With the Centers for Disease Control and Prevention (CDC)

CADCA has been awarded funding for 5 years by the Centers for Disease Control and Prevention (CDC) to continue development and management of the Geographic Health Equity Alliance (GHEA). This unique initiative, jointly funded by the CDC's Office on Smoking and Health (OSH) and Division of Cancer Prevention and Control (DCPC), will offer training and technical assistance to CDC-funded tobacco and cancer control programs across U.S. states and territories. GHEA's mission is to raise awareness about geographic health disparities related to tobacco and cancer and to support the development, dissemination, and implementation of effective public health practices which address these disparities. GHEA is part of a consortium of CDC-funded national networks working to prevent tobacco use and cancer in populations that are currently experiencing tobacco- and cancer-related disparities.

International Partnerships Have Transformed the World

CADCA's International Programs expanded significantly, mobilizing communities around the world in the fight to prevent substance misuse. The CADCA model has been adopted in multiple countries with the support of global partners including: national, regional and local governments, and non government organizations, community groups and individuals committed to creating community change worldwide.





Partnered With Youth to Build a Better World

In the fall of 2018, CADCA hosted a 3-day youth leadership training for 54 youth and their adult advisors in San Jose, Costa Rica. CADCA youth trainers planned, developed and implemented a customized process to solve problems within local communities. Enthusiastic youth leaders from 8 local community coalitions discussed how substance misuse manifests itself in their communities, enhanced skills in several critical areas, and accomplished the following:

- Articulated the key characteristics of an effective youth leader
- Identified substance misuse issues specific to their communities
- Conducted a detailed problem analysis through research-based risk and protective factors
- Brainstormed and selected evidencebased strategies using CADCA's Seven Community Change Strategies
- Developed a strategic action plan that described who will do what and by when

Partnerships

\$1.5 MILLION in industry partnerships

Partnered with several organizations to distribute over

500,000 SAFE DISPOSAL POUCHES

through CADCA coalitions.

Distributed over **\$40,000 IN GRANTS**

to local coalitions through partnerships.

INCREASED REVENUE

from corporate and federal partners has led to steady registration rates for the National Leadership Forum and Mid-Year Training Institute for 5 straight years.

INCREASED GROSS REVENUE

(from partners and registration and exhibit fees) coupled with better fiscal stewardship has resulted in a significant increase in net revenue for Forum and Mid-Year.



PARTNERED WITH LEIDOS

to train 45 local youth interested in community change.



PARTNERED WITH KDHRC

to involve youth leaders in the development of a National Institute on Drug Abuse outreach campaign about the dangers of vaping.

CONDUCTED BARN PROJECT MARKETING CAMPAIGN

in West Virginia with the Centers for Disease Control and Prevention featuring Tips from Former Smokers Campaign Personality.



HBO ORIGINAL DOCUMENTARY, "RISKY DRINKING,"

followed by a Q&A session in downtown Washington, D.C., for coalitions and other stakeholders.



CADCA partners provided

148 SCHOLARSHIPS

for individuals to attend the National Leadership Forum and the Mid-Year Training Institute.



PARTNERED TO INCREASE THE **CAPACITY AND EFFECTIVENESS OF COALITIONS**

Developed Initial Steps document in

SPANISH AND ENGLISH

to help funders and partners understand their strategic role in coalition development.

Developed Community Coalition Scorecards in

ENGLISH. SPANISH. FRENCH. PORTUGUESE AND RUSSIAN

to help measure coalition development over time.

Trainings now being delivered in **7 LANGUAGES.**

Training of Leaders Curriculum available in FRENCH.

CADCA's International handbook on **Coalitions & Training of Communities** Curriculum produced in ALBANIAN AND BAHASA.

PARTNERED WITH GLOBAL LEADERS TO INCREASE AWARENESS OF CADCA'S **COALITION MODEL**

Attended 61st session of CND with youth leader & partner organization from the PHILIPPINES.

Provided all trainings at the First National Conference of Anti-Drug Abuse Coalitions in the PHILIPPINES.

Facilitated training at International Society of Substance Use Treatment and Prevention **Professionals** (ISSUP) in KENYA.

CADCA IS A "NGO IN SPECIAL CONSULTATIVE STATUS" TO THE ECONOMIC AND SOCIAL COUNCIL (ECOSOC) OF THE UNITED NATIONS.

PARTNERED WITH INTERNATIONAL COMMUNITY TO INCREASE CAPACITY AND EFFECTIVENESS OF YOUTH AND **COALITION LEADERS**



Coordinated over 70 TRIPS and nearly 110 ONSITE trainings and TA sessions in 23 COUNTRIES.

OVER 70 INTERNATIONAL **ATTENDEES**

from 21 COUNTRIES attended Mid-Year Training Institute (MYTI)

895 PARTICIPANTS were trained in 2018 in

Mexico alone.

3 MAYORS

and Uruguay.

attended MYTI from

Ecuador, Costa Rica

6.700 trained by CADCA.

Hosted 3 HUMPHREY FELLOWS

from Pakistan, United Arab Emirates and Nigeria from April - May, 2018.

> Global network consists of over **VOLUNTEERS**



4 INTERNATIONAL DELEGATIONS

led by INL Offices of Costa Rica. Honduras, Philippines and Tajikistan attended the 2018 MYTI.

At MYTI,

8 INTERNATIONAL TRAINING TRACKS

were offered in Spanish, English & Russian. Networking sessions of African Coalition Leaders was also offered.



LOCAL AND TARGETED COALITION **OUTREACH AND SUPPORT**

Increase CADCA's visibility and support locally and with entities not as connected with CADCA; connections made with Maryland, Arizona, Alabama, HIDTA and DC Wards

"STR-TA CONSORTIUM" (AMERICAN **ACADEMY OF ADDICTION PSYCHIATRY GRANT)**

Recruited 65 prevention consultants in 50 states & 7 territories; Participated in all CORE Team Members; Created online orientation for evidence-based prevention practices (1000+ treatment, recovery consultants/partners)

The 2018 - 2019 ONDCP grant includes 10 NEW SCHOLARSHIPS **PER YEAR** for youth to attend training events on youth and recovery for the next 2 years

LAUNCHED YEAR (3) OF DEA 360

in Utah, South Jersey, North Jersey, Philadelphia, PA, Knoxville, TN, Baltimore, MD

Distributed 21 PRESS RELEASES related to CADCA's best practices, resources, partnerships, and events and had 900 REPORTS of CADCA in the news

CADCA Community has over 9,500 MEMBERS with over 1200 **DISCUSSION POSTS and 150+** LIBRARY ITEMS that have had 6,000+ **DOWNLOADS**

Selected and supported 65+ **PREVENTION SPECIALISTS** across the country to deliver prevention TA to state agencies and local organizations

Disseminated 265 EBLASTS to over 30,000 INDIVIDUALS with an average open rate of 28.7%

INCREASED INTEGRATION OF MARKETING ONLINE PRESENCE:





Graduate Coalition Academy Kicks Off at CADCA Headquarters

The goal of CADCA's Graduate Coalition Academy (GCA) is to enhance participating coalitions' ability to implement and evaluate their prevention plans. Over the course of a year, participating coalitions will focus on updating and using their products to achieve the following:

- Update their Community Assessment and Logic Models
- Establish the baseline for long, intermediate, and short-term objectives on their logic model
- Enhance their comprehensive strategies targeting local conditions
- Monitor and track their implementation efforts
- Access coalition development support and other resources to assist their implementation efforts
- Capture both outcomes and output of their work
- Tell their coalition story including submitting a GOT Outcomes! application

The inaugural first week of this training kicked off between October 29th and November 1st at CADCA headquarters in Alexandria, Virginia.





National Leadership Forum 2018

3059 386 72

ATTENDEES

YOUTH ATTENDEES

TRAINING SESSIONS

OPENING PLENARY SPEAKERS:

Khiree Smith, Former CADCA Lead Trainer, Venture Capital & Private Equity Attorney, Global Human Rights Advocate; Richard Baum, Former Acting Director, Office of **National Drug Control Policy**

MEMBERSHIP BREAKFAST SPEAKER:

Heather McNair, Vice President, Engagement Strategy, Higher Logic

RECIPIENT OF THE NATIONAL LEADERSHIP AWARD:

Bertha K. Madras, PhD, Professor, Department of Psychiatry, McLean Hospital, Harvard Medical School



Mid-Year Training Institute 2018

2133 558

ATTENDEES

YOUTH ATTENDEES

99

TRAINING SESSIONS

COMMUNITY SERVICE PROJECTS:

- Partnered with Salvation Army and prepared and distributed sandwiches for residents in shelters
- Partnered with Clean the World Foundation and created hygiene kits for those in need



Record breaking international attendance with

73 PARTICIPANTS FROM 21 COUNTRIES





Provided
MULTI-LANGUAGE
INTERPRETERS

to support international attendees









20th Annual Drug-Free Kids Campaign Awards Dinner



Master of Ceremonies:

The Honorable Mary Bono Member of Congress, Retired President and Founder Integritas by Bono LLC CADCA Board Member



Drug-Free Kids Campaign Awards Chair:

Larry P Cote, Esquire Founding Partner, Cote Law PLLC



Musical Performance:

The D.C. Boys Choir



Humanitarian of the Year Award:

The Team at Verde Technologies



Chester "Chip" Davis, Jr.
President and Chief Executive
Officer, The Association for
Accessible Medicines



Special Guest:

Senator Amy Klobuchar (D-MN)



Congressional Host:
Committee Members

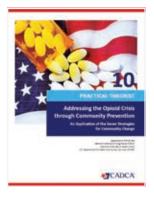


Youth Speakers:

Stevi Johnson, Southern Plains Tribal Health Board

Curtis Mark, New Jersey Prevention and ADAPT (Alcohol and Drug Abuse Prevention Team)

Best Practice Publications



PRACTICAL THEORISTS

In May 2018, we launched the release of the Practical Theorist "Addressing the Opioid Crisis through Community Prevention — An Application of the Seven Strategies for Community Change." The publication covers important topics related to the opioid epidemic including:

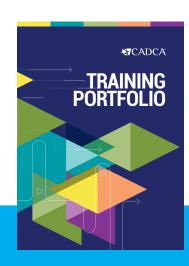
- A brief history of opioid addiction
- Types and classifications of opioids
- Physiological basis of opioid addiction
- Individual and environmental factors related to misuse
- Seven Strategies for Community Change



At the end of December 2018, we launched the second Practical Theorist entitled, "Electronic Nicotine Delivery Systems: Juuling, Other Trends, and Community Prevention." This publication focuses on the following critical topics related to Juuling:

- Changing landscape of nicotine delivery
- Key differences between smoking and vaping
- Recent research
- Role of community coalitions
- Lessons from tobacco control
- Evidence based interventions

The Practical Theorist publications were supported in part by the National Institute on Drug Abuse (NIDA), National Institutes of Health (NIH) and the U.S. Department of Health and Human Services (DHHS).



TRAINING PORTFOLIO

CADCA's Training Portfolio was developed in response to requests from coalitions regarding customized training that is available to improve substance misuse prevention outcomes. Training can be customized based on unique community or organizational needs and include topics such as:

- Strategic Prevention Framework
 Core Essentials for Coalitions
- Community Assessment
- Coalition Evaluation
- Sustainability
- Cultural Competence for Coalitions

- Advocating for Policy and Systems Change
- Community Mobilizing and Organizing for Coalitions
- Prevention 101
- Addressing the Pills to Heroin Epidemic — from a Prevention Perspective

DEA 360 Strategy

In response to the rising number of opioid-related deaths, the Drug Enforcement Administration (DEA) launched its 360 Strategy with the purpose of ending the deadly cycle of prescription opioid misuse and heroin use. The DEA 360 Strategy combats the growing opioid epidemic from 3 perspectives:



Law Enforcement actions against drug cartels and heroin traffickers in communities



Diversion Control Actions against DEA registrants operating outside the law and long-term engagement with pharmaceutical drug manufacturers, wholesalers, pharmacies, and practitioners



Community Outreach through local partnerships that empower communities to take back affected neighborhoods to prevent the same problems from happening again



CADCA has helped the DEA to organize community summits and training for adults and youth coalition development with hands-on technical assistance. In 2018, CADCA facilitated summits and trainings in the following cities: Dayton, Ohio; Albuquerque, New Mexico; Charleston, West Virginia; Ephraim, Utah; Wildwood, New Jersey; and Philadelphia, Pennsylvania. Our partnership with DEA 360 has grown significantly over the past 2 years.





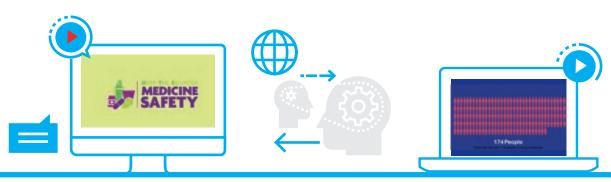
Training and Safe Disposal Events

CADCA was proud to partner with Leidos, a Fortune 500® information technology, engineering, and science industry leader, to promote local substance misuse prevention efforts through several key activities:

Leidos Youth Leadership Training — a youth leadership training in Washington, D.C. for over 70 youth in the Washington metropolitan area

Community Awareness Safe Disposal Events — a community event was held in April to raise public awareness about responsible and safe medication disposal

Substance Use Toolkit — an employee substance use toolkit was developed to assist organizations to address problematic substance use and misuse in the workplace



Over the Counter Medicine Safety Program

CADCA partnered with Johnson & Johnson (J&J) to create 5 video tutorials to raise awareness about the **Over the Counter (OTC) Medicine Safety** program and to expand its use in schools. The video tutorials were created to educate 5th and 6th graders about the importance of OTC medicine safety including differences between OTC and prescription medicine, drug facts labels, proper medication dosing tools, and safe and unsafe locations for storage.

Risky Drinking Screening



CADCA and the National Institute on Alcohol Abuse and Alcoholism (NIAAA) partnered to provide a special screening of "Risky Drinking,"

an HBO documentary that profiled the stories of 4 people whose relationships and lives are affected by alcohol use disorder. The screening was followed by a question & answer session facilitated by Dr. George F. Koob, Director, NIAAA and Dr. Deidra Roach, Medical Project Officer, NIAAA.

What is Addiction?

CADCA and Addiction Policy Forum have partnered to launch "What is Addiction?", a video highlighting the nature of addiction and its effects on the human body, brain, and development. The 4-minute video provides compelling messages about the prevention of substance use disorders, how addiction can hijack the brain, and what can be done when faced with addiction.



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ACCESSCADCA.ORG

ACCESS PROJECT

CADCA ANNUAL REPORT

CADCA's ACCESS Project (America's Community Coalitions Expanding SBIRT Services) continued its second year with funding from the Conrad N. Hilton Foundation. The ACCESS Project leveraged the CADCA model of coalitions to promote work across the entire continuum of care. SBIRT works to prevent underage substance misuse and provide limited treatment for those identified to be high risk.

Coalitions who were part of the ACCESS project varied in size as well as geographic location. As part of a communities of practice model, they shared information and tools to advance the integration of SBIRT services.

The CADCA ACCESS Toolkit also experienced a revision and includes scholarly research and emerging trends, as well as blogs, videos, and templates for coalition development.





MCKESSON

In partnership with McKesson, CADCA created an online toolkit that addressed substance misuse in veteran populations. Five coalitions provided strategies and interventions that addressed veteran substance misuse in their local communities including:

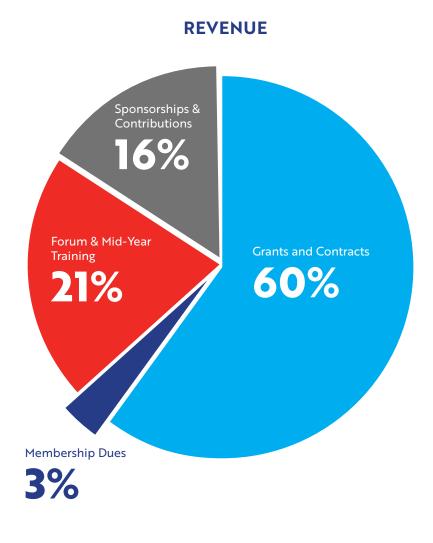
- Carter County Drug Free Coalition, Ashland, Kentucky
- Prevention Coalition for Success, Murfreesboro, Tennessee
- Roane County Anti-Drug Coalition, Kingston, Tennessee
- The Gwinnett Coalition for Health and Human Services, Lawrenceville, Georgia
- Troy Drug Free Community Coalition, Troy, New York

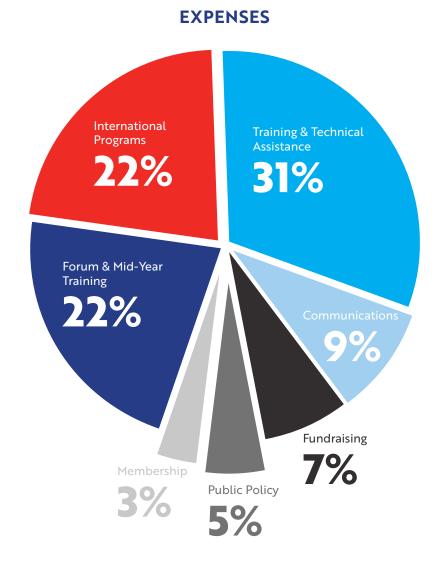
RX ABUSE LEADERSHIP INITIATIVE

The Rx Abuse Leadership Initiative (RALI) is a convening organization of community and advocacy leaders working to address the nation's opioid crisis. RALI provides a platform to share best practices and bring solutions focused on prevention, treatment, and recovery to impacted communities across the United States. CADCA has partnered with RALI to highlight the importance of primary prevention efforts and safe and effective drug disposal as one of the solutions needed to combat the opioid epidemic.

Through the implementation of safe disposal events across states, RALI and CADCA have been able to jointly mobilize coalitions to distribute Deterra® drug disposal pouches to communities across the nation. In 2018, CADCA and RALI supported safe disposal events in Maryland, Nevada, Illinois, Indiana, New Hampshire, New Mexico, and Minnesota.







PRESENTING (\$100,000+)











Johnson Johnson CONSUMER INC.



PREMIER (\$75,000+)

Consumer Healthcare Products Association (CHPA)

EXECUTIVE COMMITTEE (\$50,000+)

Alkermes Pharmaceuticals Indivior Mallinckrodt Pharmaceuticals National Grange

PLATINUM (\$25,000+)

IMN Solutions Gaylord National Hotel & Convention Center Gaylord Palms Resort & Convention Center National Alcohol Beverage Control Association (NABCA)

GOLD (\$15,000+)

AmerisourceBergen Auburn Pharmaceutical **KDH Research and Communication** Quarles & Brady, LLP

SILVER (\$10,000+)

Association for Accessible Medicines (AAM) **BAV Services** The Hilton Chicago

The Ina Kay Foundation, Inc. The University of Southern Indiana **McKesson Corporation**

BRONZE (\$5.000+) AmeriCares Apotex General Barrye and Dr. Tracy Price Centerview Partners LLC Collegium Pharmaceuticals DC Department of Behavioral Health Faegre Baker Daniels General and Mrs. Arthur T. Dean Jones Lang LaSalle **Penn Quarter Partners RWJF Special Contribution Fund of** the Princeton Area Community Foundation The Honorable Mary Bono & Admiral Steve Oswald, NASA Astronaut

The NFL Foundation The Riordan Foundation **Donald & Beverly Truslow**

BENEFACTOR (\$1,000+) **Brooks Bawden Moore**

Braeburn Michael Braun and Heidi Landgraf Caron Commonwealth Prevention Alliance Correctional Counseling, Inc. Larry P. Cote, Esquire, Founding Partner, Cote Law PLLC DynCorp International Fran Flener, Former Arkansas Drug Director

FP1 Strategies Chief Warrant Officer (CW5) John L. Harrison, Sr., U.S. Army, Retired Dr. Kenneth G. & Jerilyn S. 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, Chief Executive Officer, USDGI Lieutenant General (Ret) and Mrs. Rick Lynch

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

National Community Pharmacist Association (NCPA)

National Family Partnership Terry Nelson and Danny Diaz NIMCO, Inc.

Joel Pagliarello **PJT Partners**

Keith Poulsen

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

Ryman Hospitality Properties, Inc. Scholastic National Partnerships Dr. & Mrs. Albert Terrillion The Thau Family Trust TimerCap

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KATHLEEN WIDMER

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Cecil County Drug Free Coordinator, Cecil County Health Department

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Executive Director, MATFORCE and Community Counts

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

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Administrator & Sanitarian, Jackson County Health Department Project Director, Jackson County Anti-Drug Coalition, Drug Free Communities Grantee

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Director, Prevention Resource Center and National Prevention Network, Montana

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Vice President, International Programs

SUE THAU

Public Policy Consultant

ANGELIQUE WILKINS, CMP

Vice President, Meetings and Special Events

Future CADCA Events

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

2020

Feb 3-6

National Leadership Forum National Harbor, MD

July 26-30

Mid-Year Training Institute Nashville, TN

Oct 15

Drug-Free Kids Campaign Awards Dinner National Harbor, MD

