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Dear Friends,

As the COVID-19 pandemic overtook the world this year, our work to prevent substance use and misuse became more vital than ever. During a time of global uncertainty and unrest, CADCA not only maintained our presence, but made significant strides in reducing substance misuse in communities throughout the world. Our collective efforts have paved the way in the creation of safer, healthier and drug-free communities.

Over the past 28 years, our organization has seen exponential growth and positive sustainable outcomes. We are proud to serve as a resource for education, tools, training, 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 communities.

In the 2020 Annual Report, you will learn about our proudest highlights, accomplishments and results in the past year. These highlights are structured around CADCA’s Five Strategic Priorities—to increase the number of coalitions in U.S. and globally, increase capacity and effectiveness of coalitions, increase capacity and effectiveness of youth and adult coalitions leaders and members, increase brand recognition of CADCA and our coalition model and create and enhance a powerful, effective legislative and policy environment.

Thanks to the tireless work of our coalitions, community leaders and partners, we have expanded our partnerships with corporate and federal sponsors, made training events accessible to prevention advocates throughout the world by seamlessly pivoting to virtual experiences and provided prevention resources to communities hit hardest by the pandemic. In doing so, we have turned our 2020 theme of “Prevention. Progress. Possibilities.” into a reality.

On behalf of our coalitions, 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,

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

- **10 national associations of community coalitions worldwide**
- **305 community coalitions in 28 countries**

**Domestic**

- **279 new and continuing DFC grantee coalitions trained by CADCA from 50 states and THREE territories**

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**INCREASE THE NUMBER OF COALITIONS IN THE U.S. AND GLOBALLY**

CADCA ANNUAL REPORT
This year, the CADCA Training Committee was formed as a collaborative effort to streamline CADCA’s training processes and core competencies with a vision of creating CADCA’s “Training Center of Excellence.” The goals of the committee are to complete a crosswalk of trainings, define best research and evaluation to further guide CADCA’s curriculum, review core competencies of CADCA’s training model, define and develop best practices for disseminating trainings and maintain fidelity across multiple trainers.

In 2021, CADCA provided training in all 50 states, three territories and Costa Rica, reaching 14,000 adults and youth trained, and 270 coalitions trained overall.

**Domestic Trainings**
- 14,000 adults and youth trained in all 50 states, three territories and Costa Rica
- 270 coalitions trained overall

**International Trainings**
- REACHED 170 coalitions in 21 countries through training and technical assistance
- 90 meetings held to develop customized, country-specific plans and strategies for comprehensive distance learning
- 20 country-specific plans developed to migrate from face to face training to distance learning
- 190 virtual technical assistance sessions held
- 60 topic-specific webinars conducted
- 20 regional/national coalition network engagement events held
- 360 outreach activities conducted in seven languages
- Provided all training sessions during the 3rd National Conference of Community Coalitions in the Philippines with 500 participants from 27 coalitions, in collaboration with the Association of Anti-Drug Abuse Coalitions of the Philippines (AADAC PHL)
- Redesigned the Training of Leaders (TOL) and Training of Communities (TOC) curriculums to be delivered as trainer-led and self-guided online courses
- 20 meetings held to develop customized, country-specific plans and strategies for comprehensive distance learning
- 90 topic-specific webinars conducted
- 20 regional/national coalition network engagement events held
- 360 outreach activities conducted in seven languages

**Increase Capacity and Effectiveness of Coalitions**

**International Trainings**
- Reached 170 coalitions in 21 countries through training and technical assistance
- 90 meetings held to develop customized, country-specific plans and strategies for comprehensive distance learning
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**Domestic Trainings**
- 14,000 adults and youth trained in all 50 states, three territories and Costa Rica
- 270 coalitions trained overall
Coalition Development Support (CDS)

- **770** CDS requests received
- **962** hours of CDS provided

Outreach

- **3,700** outreach contacts made
- **7,644** distance learning participants from **1,530** coalitions

Publications

In July 2020, CADCA launched the latest publication in their Practical Theorist series, *Practical Theorist 12: Cannabis, The Current State of Affairs*. The National Institute on Drug Abuse, National Institutes of Health, and U.S. Department of Health and Human Services supported the production of this publication. CADCA’s latest publication provides substance use and misuse prevention coalitions the information they need to work in the context of today’s environment and prevent cannabis use.

- **419** *Practical Theorist 12* downloads
- **861** *Practical Theorist 12* hard copy requests

With funding from the White House Office of National Drug Control Policy, CADCA’s Primer series provides coalition leaders, those new to the field of prevention or interested stakeholders, with the basic tools needed to start and maintain an effective and sustainable coalition in their community.

- **Over 2,500** Primer series requests
- **Over 40,000** Primers printed
GOT Outcomes!

The 2020 GOT Outcomes! application process launched Phase One in May and allowed two months for coalitions to work on the required application documents. At the beginning of August, we received NINE applications: FIVE for Coalition of the Year, THREE for Coalition of Excellence and ONE for Coalition in Focus. THREE winners will be recognized at the 2021 National Leadership Forum.
1. Missouri Tobacco Control Policy Training
2. “Policy Change Process Mapping” training session at the Eliminate Tobacco Use Summit 2020
3. Creating Evidence-Based Fact Sheets 1-pager Training

ANDREW ROMERO, M.ED., Director of the Geographic Health Equity Alliance, was accepted and participated in the Center for Disease Control and Prevention (CDC)’s Office of Smoking and Health (OSH) 2020 Leadership & Sustainability School. This program cultivated the leadership skills of rising national tobacco control leaders in a small group setting and improved their knowledge and practice of five leadership competencies (equity, systems thinking, collaborative leadership, communications and policy development and engagement) within the context of leading tobacco control policy, systems and environmental change.

HOSTED FOUR SESSIONS AT THE 2020 NATIONAL LEADERSHIP FORUM

- E-cigarettes: What are They, What are the Health Risks, and What we can do to Protect Youth
  – Brian King, CDC Office of Smoking and Health

- Coalition Development and Policy Success in Rural Communities
  – Melanie Dickens, Alabama Department of Public Health/Smoke-Free Shoals

- Working with American Indian/Alaska Natives: Strategies for Success
  – Joshua Hudson, The National Native Network

- Effective Law & Policy: Incorporating Equity at Every Stage
  – Natasha Phelps, Public Health Law Center

HOSTED THREE SESSIONS AND A MOCK SCHOOL BOARD MEETING AT THE 2020 MID-YEAR TRAINING INSTITUTE

- Meeting with Policymakers and Influentials
  – Ellen Nodine and Annie Neimand, The Center for Public Interest Communication

- The Back of the Envelope Guide to Strategy
  – Ann Christiano and Jack Barry, The Center for Public Interest Communication

- Clearing the Air: A Coalition’s Guide to Going Smokefree
  – Onjewel Smith, American Nonsmokers’ Rights (ANR) Foundation
Congressional appointments held 349

93% of respondents rated the opportunities for networking as “good” or “very good”

96% of respondents rated the opportunities to learn something new as “good” or “very good”

98% of respondents agreed the National Leadership Forum will positively impact their effectiveness at addressing substance use and misuse prevention in their communities
OPENING PLENARY KEYNOTE SPEAKERS
Nora D. Volkow, MD, Director, National Institute on Drug Abuse

YOUTH LEADERSHIP AWARD RECIPIENT
Delainey Allen, Action for the Betterment of the Community Coalition, Portland, OR

NATIONAL LEADERSHIP AWARD RECIPIENT
Mayor Martin J. Walsh, Boston, MA

NATIONAL NEWSMAKER AWARD RECIPIENT
Laura Monteverdi, Anchor and Multimedia Journalist, THV11

ATTENDEES  3,237
YOUTH ATTENDEES  484
TRAINING SESSIONS  74
Mid-Year Training Institute 2020

2,961 ATTENDEES
354 YOUTH ATTENDEES
130 INTERNATIONAL ATTENDEES FROM 25 COUNTRIES

97% of respondents reported the Mid-Year Training Institute will increase their effectiveness at addressing substance use and misuse prevention in their communities.

95% of respondents rated the opportunities to learn something new as “good” or “exceptional.”

95% of respondents rated overall quality of presenters as “good” or “exceptional.”

90% of respondents who were previous attendees reported excellent training sessions made them come back this year, and 29% indicated that pivoting to a virtual platform made them come back this year.
Months before our 19th Annual Mid-Year Training Institute was set to take place at the Gaylord Opryland Hotel in Nashville, TN, the COVID-19 pandemic necessitated a rapid transition to a virtual event. The 2020 Mid-Year was CADCA’s first-ever entirely virtual signature training event.

**FEATURED SPEAKERS**

**OPENING PLENARY KEYNOTE SPEAKER:**
Elinore F. McCance-Katz, M.D., Ph.D., Assistant Secretary for Mental Health and Substance Use, Substance Abuse and Mental Health Services Administration

The Honorable James W. “Jim” Carroll, Director, White House Office of National Drug Control Policy

Debra Houry, M.D., M.P.H., Director, National Center for Injury Prevention and Control at the Centers for Disease Control and Prevention

Anthony “Tony” W. Jackson, Jr., Director of Prevention, Division of Substance Abuse Services, 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 United States Surgeon General

Timothy J. Shea, Acting Administrator, Drug Enforcement Administration

Nora D. Volkow, M.D., Director, National Institute on Drug Abuse

Mayor Martin J. Walsh, Boston, MA

**SIMULTANEOUS INTERPRETATION**
for sessions offered in Spanish, French and Russian

**11 REPRESENTATIVES** from the Bureau of International Narcotics and Law Enforcement Affairs (INL), U.S. Department of State, and offices from Dominican Republic, Costa Rica, Philippines, Indonesia and Kazakhstan

**85 TRAINING SESSIONS** in four languages

**13 REPRESENTATIVES** from the Bureau of International Narcotics and Law Enforcement Affairs (INL), U.S. Department of State, and offices from Dominican Republic, Costa Rica, Philippines, Indonesia and Kazakhstan
Members-Only CADCA Community

13,000+ members have joined our signature discussion forum

5,300+ discussion posts

468 library items

Most popular library items:
- Take Out Stickers – Loyd Platson
- Sticker Shock Campaigns – Emma Beall
- In-Kind Match During COVID – Cassandra Robledo

Most popular posts:
- Facebook Campaigns – Ulanda Hinkston
- Lock up Substance at Home – Cindy Hayford
- Social Media Content Calendar – Nicole Hackley

community.cadca.org
DFKC Awards

CADCA’s 22nd Annual Drug-Free Kids Campaign Awards were hosted as a livestream virtual event, allowing prevention advocates from across the world to celebrate the successes of the 2020 Drug-Free Kids Campaign in real time.

- **Humanitarian of the Year**: Rx Abuse Leadership Initiative
- **Champion for Drug-Free Kids**: Larry P. Cote, Esquire, Founding Partner, Cote Law PLLC
- **Master of Ceremonies**: Anita Brikman, Senior Vice President, Communications & Public Affairs, Consumer Healthcare Products Association
- **Chair**: Jim Frates, Chief Financial Officer, Alkermes
- **Vice-Chair**: Jason Sundby, Chairman and Chief Executive Officer, Verde Technologies
- **Leadership Team members**: 26
- **Congressional Host Committee members**: 266
- **Musical Performance**: Sean Ardoin
- **Invocation**: Reverend Richard A. Henderson
- **Congressional Special Guest**: The Honorable Roy Blunt (R-MO)
- **Youth Speakers**: Andrea and Angela Ventura, United Way’s Broward Youth Coalition, Chase Taylor, Montcalm Youth Wellness Committee
Domestic Trainings

8,407 adults trained from 679 adult-led coalitions

3,641 youth coalition leaders trained from 270 youth coalitions

DEA 360 Program:

405 adults and 703 youth trained

four adult trainings, five youth trainings and one Youth Summit conducted

International Trainings

4,000 coalition members and partners reached around the world virtually

11,350 coalition volunteers trained by CADCA

36 one-on-one coalition consultations completed with members and leaders online
CADCA Youth Leadership Initiative (CYLI) Trainings

3,641 youth trained from 21 states, one territory and Costa Rica
270 adult advisors trained from 13 states
16 CYLI trainings
158 hours of CYLI trainings

INCREASE CAPACITY AND EFFECTIVENESS OF YOUTH AND ADULT COALITION LEADERS AND MEMBERS
### National Coalition Academy

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>309</td>
<td>NCA attendees from 131 coalitions participated in the 2020 NCAs</td>
</tr>
<tr>
<td>336</td>
<td>Prevention advocates from 148 coalitions graduated from the NCA at the 2020 National Leadership Forum</td>
</tr>
<tr>
<td>27</td>
<td>NCA reinforcement webinars conducted</td>
</tr>
<tr>
<td>18</td>
<td>Supplemental webinars conducted</td>
</tr>
<tr>
<td>17</td>
<td>Chairman's Award applicants</td>
</tr>
</tbody>
</table>
**Beyond the NCA** is an emerging CADCA initiative designed to assist coalitions once they complete the NCA to effectively implement the lessons learned. Several coalitions are currently utilizing this initiative to remain engaged with the CADCA team as they use data and environmental strategies to affect change in their communities to achieve population-level outcomes. CADCA plans to continue this initiative to empower more coalitions through the process of implementing the CADCA Model of Community Change.

The NCA curriculum is currently being revised to incorporate academic rigor in the instructional design process and include the most recent prevention science research. This process will include the feedback from several academic institutions, the NCA trainers and participants to ensure relevance and efficacy.

**CADCA’s 2020 National Coalition Academy (NCA)** began as a synchronous live training. After the completion of three cohorts, the COVID-19 pandemic struck and the NCA pivoted to a virtual format for the remainder of the year. The pivot to virtual NCA required the CADCA team to innovate and collaborate to create a training that was engaging for coalition participants. The virtual NCAs were very successful and, based upon the evaluations received, participants felt the virtual NCAs provided an experiential transfer of knowledge that was empowering to their work.
CADCA Model for Community Change

This year, CADCA’s Model for Community Change was presented during an official side event at the 63rd Session of the United Nations Commission on Narcotic Drugs and an Organization for Security and Cooperation in Europe conference on “Strengthening Effective Prevention of Drug Use Among Youth Through Community Policing.” In addition, four webinars featuring CADCA’s Model were made available on the International Society of Substance Use Treatment and Prevention Professionals website in Spanish, Russian, Portuguese and English.

To date, five national governments have utilized CADCA’s Model in their national drug control strategy.

CADCA’s Model for Community Change is a data driven, community-led problem-solving process. Using the Strategic Prevention Framework (SPF) as its foundation, CADCA’s Model puts the SPF into action by implementing CADCA’s Seven Strategies for Community Change along with other key practices.

**CADCA’s MODEL FOR COMMUNITY CHANGE**

1. CADCA Training and Coalition Development Technical Assistance
2. Establish Coalition & Enhance Capacity
3. Coalitions Implement Essential Processes
4. Improve Population Level Outcomes
5. Create Community Change
6. Coalitions Pursue Comprehensive Strategies

**CADCA’s SEVEN STRATEGIES for Community Change**

1. Providing Information
2. Enhancing Skills
3. Providing Support
4. Enhancing Access/Reducing Barriers
5. Changing Consequences
6. Physical Design
7. Modifying/Changing Policies
Marketing & Communications

Percent increase in followers on:

- Facebook: 3.9%
- Instagram: 21.3%
- LinkedIn: 10.1%
- Twitter: 3.2%

Change in email open rates:
- Up 11.9%

Email subscribers:
- Up 16.3%

Countries with email subscribers:
- 31

Videos created in 2020:
- 95

States with email subscribers:
- 50

Video views in 2020:
- 14,000+
DFKC Virtual Awards
266 members of Congress signed on to the Congressional Host Committee for the Drug-Free Kids Campaign LiveStream Virtual Awards.

National Leadership Forum
In February 2020, a record 1,300 people from 380 coalitions attended 349 Hill meetings as part of Capitol Hill Day.

Other Public Policy Successes
CADCA supported Rep. Rouda’s (D-CA-48th) and Rep. Budd’s (R-NC-13th) “Drug-Free Communities Pandemic Relief Act” which allows ONDCP to waive matching requirements for the DFC program due to COVID-19 issues.

FY 2020 Appropriations

The Drug Free Communities (DFC) program was funded in Fiscal Year (FY) 2020 at a record high level of $101.25 MILLION, to include $2.5 MILLION for the National Community Anti-Drug Coalition Institute, a grant to CADCA to provide the Technical Assistance and Training for the DFC program.

The Comprehensive Addiction and Recovery Act (CARA) enhancement grants were funded at $4 MILLION, $1 million above the FY 2019 appropriated level of $3 million. This will allow an additional 18 grants to be funded.

The DFC program and High Intensity Drug Trafficking Area (HIDTA) program stayed in the Office of National Drug Control Policy (ONDCP).

SAMHSA’s Center for Substance Abuse Prevention (CSAP) was fully funded at $206.5 MILLION in FY 2020, despite being slated for a $100 million cut in the President’s FY 2020 Budget Request.

The Sober Truth on Preventing Underage Drinking (STOP) Act enhancement grants were increased in FY 2020 by $1 MILLION, from $6 million to $7 million, which will allow an additional 20 grants to be funded.

The CDC’s Excessive Alcohol Use program was funded at $4 MILLION in FY 2020, despite being slated for elimination in the President’s FY 2020 Budget Request.

The Screening, Brief Intervention and Referral to Treatment Program (SBIRT) in SAMHSA’s Center for Substance Abuse Treatment (CSAT) was fully funded at $30 MILLION in FY 2020, despite being proposed for elimination in the President’s FY 2020 budget request.

The State Department’s International Narcotics and Law Enforcement Demand Reduction (INL) program was funded at $15 MILLION in FY 2020, despite being proposed for a $7 million cut in the President’s FY 2020 budget request.
Summation

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

**COALITION STRENGTHENING**

- Over 14,000 adult and youth coalition members trained
- 148 coalitions graduated from NCA
- 3,700 outreach contacts made
- 1,280 Practical Theorist 12 hard copy requests and downloads

**GLOBAL GROWTH**

- 11,350 coalition volunteers trained by CADCA
- Reached 170 coalitions in 21 countries through training and technical assistance
- 4,000 coalition members and partners reached around the world virtually

**PARTNERSHIPS AND POLICY**

- A total of 266 members of Congress signed on to the Congressional Host Committee
- Over 1,300 people from 380 coalitions participated in Capitol Hill Day at the National Leadership Forum

**INNOVATION**

- Signature training events including the National Coalition Academy, Mid-Year Training Institute and Drug-Free Kids Campaign Awards pivoted to virtual experiences
- 57 webinars conducted
- 95 original, CADCA-branded videos created
- Email open rates increased by 12.7%
- 12,000+ members of CADCA Community
- 14,000+ CADCA video views

**DFC program funding increased to $101.25 MILLION – the highest level ever appropriated for this program**

**Comprehensive Addiction and Recovery Act (CARA) enhancement grants were funded at $4 MILLION, $1 million above the FY 2019 appropriated level**

THANK YOU FOR YOUR PART IN MAKING THIS HAPPEN IN 2020
CADCA Board of Directors

**ARTHUR T. DEAN**
Executive Chairman, CADCA
Major General, U.S. Army, Retired

**THE HONORABLE MARY BONO**
Board Chairman-Elect
Former Member of U.S. Congress (1998-2013)
Integritas by Bono LLC, President and Founder

**GREGORY PUCKETT**
Board Secretary
County Commissioner, Mercer County, West Virginia
Executive Director, Community Connections, Inc.

**DONALD K. TRUSLOW**
Board Treasurer
Executive Vice President, South State Bank

Emeritus Member
**NEIL AUSTRIAN**
Former Chairman and CEO, Office Depot, Inc. and former President, The NFL

Board Members

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**MICHAEL A. BRAUN**
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**LARRY P. COTE, ESQUIRE**
Founding Partner, Cote Law PLLC

**KAREN DREXLER, M.D.**
Associate Professor, Department of Psychiatry and Behavioral Sciences
Emory University School of Medicine

**FRAN FLENER**
Former Arkansas Drug Director

**JAMES J. (JAY) GALEOTA, JR.**
Former President and Chief Executive Officer
Inheris BioPharma, Inc.

**MARK S. GOLD, M.D.**
Professor, Distinguished Professor, Eminent Scholar, Chief Chairman, Emeritus Eminent Scholar & Distinguished Alumni Professor (1990-2015); Professor (Adjunct), Washington University in St. Louis, School of Medicine

**LIEUTENANT GENERAL (RET.) PATTY HOROHO**
Chief Executive Officer, OptumServe
43rd Army Surgeon General

**CURTIS HOUGLAND**
Founder, The Social Good

**THE HONORABLE MICHAEL J. KRAMER**
Judge, Noble Circuit Court
33rd Judicial Circuit of Indiana Chair, Drug-Free Noble County

**KIRK R. LANE**
Arkansas Drug Director

**CHET D. LINTON**
Chief Executive Officer, AEGIX Global

**WILLIE A. MITCHELL**
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San Antonio Fighting Back, Inc.

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Aetna, Chicago

**THOMAS J. REDDIN**
Managing Partner, Red Dog Ventures, LLC

**RONALD S. ROCHON, PH.D.**
President, University of Southern Indiana

**NATHANIEL J. SUTTON**
Managing Director, ZRG Partners, LLC
Coalition Advisory Committee

**VIRGIL BOYSAW, JR.**  
Cecil County Drug Free Coordinator  
Cecil County Health Department

**SAM BRADSHAW, BSW, CPS/ICPS**  
Project Director, Cherokee National Behavioral Health Prevention, SAMHSA PFS-SPF Project Director

**REV. SHANE BRITT**  
Founder and Executive Director  
The Scottsville Allen County Faith Coalition, Inc.

**JORDAN S. ESSER**  
Community Initiatives Coordinator  
DuPage County Health Department

**MERILEE FOWLER**  
Executive Director, MATFORCE and Community Counts

**AMY R.H. HASKINS, M.A.**  
Administrator & Sanitarian, Jackson County Health Department  
Project Director, Jackson County Anti-Drug Coalitions, Drug Free Communities Grantee

**CINDY C. HAYFORD**  
Director, Deerfield Valley Community Partnership

**MICHAEL J. NOZILE, SR., MPA**  
CEO/Executive Director  
Gang Alternative, Inc.

**JOSÉ D. PIETRI**  
Project Director, Coalition for the Management and Prevention of Substance Abuse Sabana Grande (COMPASS)

**KASEY STREY, ACPS**  
Opioid Prevention Lead, SPF-Rx Project Director & NASADAD Prevention Coordinator for Texas  
Texas Health & Human Services Commission

**GAIL M. TAYLOR, M.ED**  
Director, Behavioral Health Wellness, Virginia Department of Behavioral Health and Developmental Services

**Executive Team**

**BARRY L. PRICE, PH.D.**  
President & CEO

**JAMES BORGER**  
Vice President and CFO

**PAT CASTILLO, B.A., EMPA**  
Vice President of Training Operations & Director, National Coalition Institute

**JOHN L. HARRISON, SR., D.M., SPHR**  
Special Assistant to CADCA Leadership

**RAIKO MENDOZA, MBA**  
Vice President, Business Development and Membership

**ERIC SIervo, M.ED.**  
Vice President, International Programs

**ANGELIQUE WILKINS**  
Vice President, Communications and Meetings

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Future CADCA Events

**2021**

**February 1-4**  
National Leadership Forum

**July 11-15**  
20th Annual Mid-Year Training Institute  
Hilton Chicago, Chicago, IL

**October 14**  
23rd Annual Drug-Free Kids Campaign Awards Dinner  
Riverview Ballroom, Gaylord National Hotel  
National Harbor, MD