

## Miss Teen USA to Speak at National TREND Conference



The National TREND Conference, NCADA's premier leadership training for TREND Chapters, Community 2000 Teams and other prevention coalitions, will feature Marissa Whitley, Miss Teen USA 2001, at its luncheon on August 2<sup>nd</sup> at the Doubletree Hotel in Chesterfield. Marissa, a native of Springfield, MO., will provide the keynote address and present the President's Student Service Awards to middle school and high school TREND leaders. Students will receive a silver or gold pin and a certificate from President Bush for 50 or 100 hours of community service within a year.

In her travels as Miss Teen USA 2001,

Marissa speaks on behalf of service and safety in schools, the official cause of Miss Teen USA. The confident and outgoing 18-year-old has already experienced and overcome more challenges than your average teen. "I'm especially proud of my ability to conquer adversity in order to achieve success," says Marissa.

Marissa's struggles began at the age of three when her mother died of a brain aneurysm. Then devastation struck again when her father was killed in a drive-by shooting when Marissa was five. She and her three siblings were separated and shuffled among different relatives. Though her brothers and sisters got involved in drugs, Marissa remained a pillar of strength and, determined to succeed, she excelled in school and sports. Not only did Marissa graduate from high school with honors, she was a varsity athlete in basketball and track and was selected for several national honors.

Currently Marissa is enrolled at the University of Missouri. She plans on pursuing a degree in communications, with an emphasis in broadcast journalism. Her dream is to one day open an orphanage.

For more information on the National TREND Conference, August 1-4, titled "Color Our Communities Drug-Free," contact TREND at 314-962-3456.

## St. Louis Remembers Dr. David Pittman

On April 20, 2002, Hyland Behavioral Health and the National Council on Alcoholism and Drug Abuse - St. Louis Area paid tribute to Dr. David J. Pittman who died on January 29, 2002. An event held at Hyland Training Institute featured a presentation by Dr. David Ohlms on addiction disease in memory of Dr. Pittman's many contributions to the field.

Dr. Pittman was Professor Emeritus of Psychology at Washington University and an internationally known expert on alco-

holism and drug abuse policies. He served both the national and local boards of the National Council on Alcoholism and Drug Dependence. For more information, visit Pittman's personal home page at [homepage.mac.com/djpittman](http://homepage.mac.com/djpittman).



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## From The Executive Director

The problem of substance abuse in our society is extremely complex, and not a day goes by without someone

complaining of this country's failure to control it. Recently Bill McClellan of the St. Louis Post-Dispatch gave us a simple solution – legalize drugs – make them inexpensive like alcohol, implying our problems will go away. Sorry, Bill, but you're wrong.

First of all, alcohol causes more problems than all of the illegal drugs combined. We don't need more "legal" drugs like alcohol.

Secondly, there are strategies that work. Drug prevention has demonstrated very positive outcomes, but prevention funding is terribly inadequate. Bill says "We've tried just about everything." But Bill, we've not tried enough prevention.

And thirdly, giving into something just because we haven't yet beat it, is short-sighted. Guess what, date rape and sexual assaults are seemingly out of control. A recent study reported 70,000 cases on college campuses each year. To use McClellan's logic, we can't stop it so we should just legalize it.

Ok, and did you know shoplifting is on the rise – so I guess we should legalize it too. And while we're at it, why not legalize domestic violence, child abuse, speeding, and driving while intoxicated –

because gosh, we've tried to stop them but we just can't.

I apologize for the sarcasm, but I'm tired of hearing that the simple solution to the drug problem is legalization – there are no simple solutions. Every parent should be appalled by anyone who would perpetuate such trash. Sure, like we as parents would be so grateful our kids could now get drugs legally and cheaper. We will all sleep better at night knowing that – right?

Wrong – we lay awake now worrying about our kids using alcohol or other drugs, so we certainly don't need access to dangerous substances to become easier.

Legalization is a position based on the distorted premise that increasing consumption is worth it if we decrease crime. In truth, legalization only exchanges one kind of crime for another. It preys on our children so users can use more easily and a few greedy businessmen can get rich. Proponents of legalization either don't care or aren't thinking about its consequences on our kids.

If you agree with me, then why not send Mr. McClellan or the Post-Dispatch a letter or email expressing your feelings about his idea. It's time responsible adults are heard. Believe me, if we don't speak up, it won't be long before your child will be able to buy pot and ecstasy at your local grocery store.



### MARK YOUR CALENDARS!

The 2nd annual **Missouri Walk for Recovery** will be held on Saturday morning, September 21st. More details will be available in the next Key.

## From The Development Director Maggie Gunn Fowler

REMEMBER WHEN....

- Cancer was a shame - a hush-hush word discreetly rephrased the "Big C."
- We ate as we pleased – didn't check labels for fat grams or oils, tally daily fruits and vegetables, or care whether chicken was fried, baked, or broiled.
- "Health fanatics" jogged, wrestlers pumped iron, and only the fairest skinned worried about too much sun.
- And obviously, we didn't know or think much about prevention.

"Remember whens" are stimulating! They're red flags challenging me to find the resources to turn NCADA's mission into our vision - a community free of problems associated with alcohol and other drugs.

I ask you (no, I beg you) to join me in donning visionary goggles. Peer with me into the future as today's youth discuss our present day with their grandchildren:

*"I remember when teen drinking was rampant! We thought 21 was a dumb arbitrary age until new data woke us up to the havoc alcohol and drugs played on our undeveloped bodies – especially our brains. It made us much more susceptible to adult addiction.*

*Thank goodness my parents and others heard this and took action by supporting NCADA's prevention programs. Because of NCADA, teens now grow up healthier and wiser, and you almost never hear about problems related to alcohol and other drug abuse. Everyone's much happier – and safer!"*

Finally we understand that alcoholism is a disease. Unashamed, those who have it get help much earlier. Yep, life is a whole lot better - thanks to NCADA's visionaries!

Please! Don't take off your visionary goggles yet! Find the enclosed envelope, open it and say to yourself, "Today, I am going to turn alcohol and drug abuse into a *remember when*. If each reader makes even a small contribution, we will make that difference!

## The Key

Published by NCADA-St. Louis Area

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**Executive Director:** Edward F. Tasch

**Editor:** Teresa Ziegler

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The National Council on Alcoholism and Drug Abuse-St. Louis Area is a private nonprofit agency serving metropolitan St. Louis as the primary resource on alcoholism and drug abuse. Services include assessment and referral, intervention services, trainings and comprehensive prevention programs for schools and communities.

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## We Got Some Good News...We Got Some Bad News

This past session of the Missouri legislature was one of the most interesting in recent years. In light of what happened and what didn't happen in this session (as it pertains to the field and interests of alcohol and drug abuse) some observations are in order.

The most important thing to note in this session is alcohol and drug services dodged a bullet (more like a missile) when the legislature refused to go along with the recommended budget cuts that would have substantially impacted the budget of the Department of Mental Health, and consequently, the Division of Alcohol and Drug Abuse. For that, we owe a loud and sincere "thank you" to all those legislators who successfully fought against the cut. We should also take note the success of those many people who made phone calls, wrote emails and letters or visited in person with their legislators. We heard over and over that our legislature was overwhelmed with response and contacts on this issue; that by hearing from "the people" on this proposed funding cut the legislators understood how important this issue was to those who vote for them.

Kudos and thanks should go to all those loyal to our cause who spoke up and took action. Their efforts serve as a very real example of advocacy at work, that we can make a difference in the political process. That's the good news, now for the bad:

Yet another year has gone by with no increase in funding to alcohol and drug abuse and addiction treatment or prevention. These services remain chronically underfunded. As a result, our ability to



address alcohol and drug abuse and addiction treatment and prevention in Missouri remains seriously hampered, woefully inadequate, with no relief in sight. An effort to include addiction disease in a Mental Health Parity Bill in

the legislature was roundly defeated, as was the final draft of the bill that excluded addiction.

Things look rather bleak for the interests and needs of alcohol and drug treatment and prevention in Missouri with nothing on the horizon to suggest anything will come along soon to make things better. Maybe it's time we take the bull by its proverbial horns and make something happen. Why not pursue some long-term funding for alcohol and drug treatment and prevention by taking the issue directly to the people of Missouri? Some discussion is currently taking place to do what's known as an initiative petition, where signatures collected from Missouri voters would put the issue on a ballot in an upcoming election, yet to be determined. The idea being discussed is to increase the excise tax on alcohol for the purpose of increasing funding for treatment and prevention. This makes nothing but sense to us.

Stay tuned, and keep your ears open...you'll likely be hearing more about this in upcoming months.

## NCADA Annual Awards Luncheon



**Above: Award Winners - Stuart Campbell, Blue Cross/Blue Shield of Missouri, Gateway Award; Janet Woodburn, Pioneer Award; Larry Glynn, Bronze Key Award; Pat Selby, Community Service Award; Frank Nally, Helen B. Madden Award.**

**Below: 2001 Heroes Campaign Major Donors - J.A. Glynn and Company, Huey's Honda, Monsanto, Connie Schnuck, Pi Beta Phi Alumnae Club of St. Louis/Sign of the Arrow, Marion Shaller, Henry Watkins/Sprint United Management Company, ACT Missouri, Emerson Charitable Trust, Monsanto Fund, Toyota/Seeger Toyota.**



NCADA held its Annual Professional Membership Program Awards Luncheon on Thursday, April 11, 2002 at the Junior League of St. Louis. The 200+ people in attendance were treated to a keynote address by Fox 2 News', Tim Ezell. Additionally, several individuals were given awards for their outstanding service in the field of alcohol and drug abuse, and NCADA recognized their major donors of

2001. The NCADA Board of Directors and staff also gave Executive Director, Ed Tasch, an engraved clock noting his twenty-five years of dedicated service to NCADA. The afternoon featured a silent auction and basket raffle as well, so not only did participants enjoy an afternoon of fellowship, but many walked away with some really great items!



**Attendees enjoying the many auction items.**



## Key Bulletin Board

### Beer Companies Change Labels on Popular New Drinks

Following pressure from state and federal regulators, Anheuser-Busch and Miller Brewing have agreed to change the labelling on two of their hottest new drinks - Bacardi Silver and Skyy Blue. They will no longer claim that the products - popular among younger consumers - contain rum or vodka.

Bacardi Silver and Skyy Blue are part of the booming "malternatives" category. In spite of bearing the names of glamorous spirits brands, these drinks are actually malt-based like beer.

The U.S. government plans to conduct a broader review of malternatives to determine whether they should be charged extra duty costs. Currently, the drinks are taxed as beer and at a lower rate than hard liquor.

*Financial Times 4/10/02*

### Illicit Drug Use Rising Among Elderly

While the vast majority of substance abuse among the elderly are alcohol abuse and abuse of prescription medications, the elderly in increasing numbers are battling cocaine, heroin, and marijuana addictions as well.

According to the National Household Survey on Drug Abuse, 568,000 people aged 55 or older are regular users of illegal drugs. As the baby-boomer generation ages, the number is expected to rise.

Experts say that baby boomers used more illicit drugs and alcohol than their parents. Many are expected to continue their alcohol and other drug dependency through their later years, presenting a significant challenge to the public-health system.

*Christian Science Monitor 3/27/02*

### Drug May Ease Withdrawal Symptoms

Baclofen, a muscle-relaxing drug, may help ease withdrawal symptoms in individuals recovering from alcohol addic-

tion, according to a report published in the American Journal of Medicine. According to the report, patients who received Baclofen reported that withdrawal symptoms had diminished in three hours or less in four out of the five patients. The fifth patient experienced improvement within three days.

Baclofen acts on the central nervous system to control muscle spasm and tightness. It is generally prescribed for multiple sclerosis and spinal injuries. The five patients were trying to maintain abstinence and were suffering withdrawal symptoms, including tremors, sweating, nausea and agitation.

*Alcoholism & Drug Abuse Weekly 4/1/02*

### Binge Drinking Kills Brain Cells

According to new research from the Center for Alcohol Studies at the University of North Carolina at Chapel Hill, even a few days of binge drinking can kill brain cells.

Previous studies have shown that heavy drinking can lead to neurodegeneration, the death of brain cells and reduced brain-tissue mass. The new research by the University set out to determine whether the brain damage was caused by short-term binge drinking rather than consistent heavy drinking.

The study found that the animals binging on alcohol had significant death of brain cells within two days.

*Join Together Online 4/22/02*

### Bill Would Charge Party Hosts Who Serve Minors Alcohol

A bill approved by the Florida legislature makes it a second-degree misdemeanor for underage tenants to host parties where minors consume alcohol or other drugs.

Before, it was not a chargeable offense for underage tenants in Florida to host parties involving alcohol and other drugs. Under the new measure, tenants 18 to 20 years old could face fines and jail time for holding a party where illegal drinking or drug use is taking place.

*Independent Florida Alligator, 4/18/02*

### Warning on New Alcohol Product

The Community Anti-Drug Coalitions of America (CADCA) is warning the nation about a new, potentially dangerous alcohol product.

"Zippers" gelatin shots contain 12% alcohol, are 24 proof and come in flavors

that appeal to an underage audience such as Vodka Splash, Rum Rush, Whisky Drop and Tequila Tea. Besides being high in alcohol content, Zippers may be dangerous because they come packaged in containers that look like any other snack pack or after-school snack a child may put in their lunch box.

These Zippers are currently sold in 20 states (including Missouri) and may be sold in an additional 9 states soon.

*CADCA Action Alert, 4/22/02*

### More Companies Offering Smoking-Cessation Programs

As health-care costs continue to increase, a number of companies are offering employee-wellness programs that include smoking-cessation classes.

The Chrysler Group, for instance, offers employees incentives for participating in wellness programs. Employees who take part in a wellness event earn "Well Bucks," which can be redeemed for gym bags, golf balls, and a variety of other items.

Companies have found that wellness programs are effective in reducing smoking, blood pressure, and cholesterol levels.

*Associated Press 4/22/02*

### Higher Taxes Effective in Reducing Alcohol Consumption

A new study from the University of Virginia shows that raising excise taxes on alcohol is effective in reducing alcohol consumption among adults and youth.

Researchers concluded that current alcohol excise taxes are too low. Therefore, raising the excise tax would be in the public interest.

Researchers found that if the price of a commodity is increased, the quantity purchased and consumed will decrease, all other things being equal. Alcoholic beverages obey this dictum as well.

The researchers also determined that higher alcohol taxes influence drinking decisions among youth. Other effective restrictions include "dram-shop" laws that hold commercial servers liable for the damage done by patrons who drink too much at their establishment, and restrictions on alcohol advertising.

The study is published in the March/April 2002 issue of Health Affairs.

*Join Together Online 4/24/02*

# Tributes, Contributions and Memberships

Made February 2002 through April 2002

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Toni Ansboro  
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## *Recipe For Trouble*

First Congregational Church

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Cornucopia  
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Culpeppers  
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Emeralds N' More  
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Woodsmall  
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Peggy Keilholz  
Harrison Don King  
Rolf Krojanker  
Lee Lockwood  
Cheryl McKinley  
C. Richard McKinley, M.D.  
Narendir Soorya

## Volunteers Needed for Upcoming Events

Your help is needed to make the following special events a success:

August 1-4: National TREND Conference in Chesterfield. Volunteers are needed on August 1 for student registration from 8:30-11:30am; Plus, chaperones are needed on August 1 and August 3 for social activities and a poolside party.

First Week of October: Red Ribbon Week leadership trainings for middle school students. Trainings will be held throughout the region and volunteers are needed to assist with registration, directing students and assisting staff.

Also, NCADA will be holding another volunteer training this summer for our Book BEES program. This program teaches early prevention lessons to pre-school/primary-aged children via traditional children's literature. If you have experience working with young children, this is the program for you!

If you are available to offer you time to any of the above activities, or would like to learn more about our other volunteer opportunities, Please contact Chelle Dohrmann at 314-962-3456, or email [cdohrmann@ncada-stl.org](mailto:cdohrmann@ncada-stl.org) today!

# News Around Town TRENDsetting News



**Daryll Grimes** has been named Executive Director of **DART...The Edgewood Program** has moved off the St. Johns Mercy Hospital campus.

**Ron Feldman** is currently serving as Interim Director. Their new address is 970 Executive Park Drive, 63141. Phone is 314-628-6500... **Bridgeway Counseling** has assumed the state treatment contract in Washington, Mo previously held by Clayton Concepts; those services have been relocated to Union, MO phone # (314) 584-7146... **Harris House** has named **John Aliperti** as Program Director of both their men's and women's programs... **Chuck Gill** is now a staff member at the **Exodus Program**.

Members of TREND, NCADA's drug free alternatives programs, are minding their P's and Q's while having a great time partying sober. The annual spring Gym and Swim Lock-In was held on April 13<sup>th</sup> at The Pointe in Ballwin for 200 students from 19 middle schools in St. Louis County, the City of St. Louis, Jefferson County and Franklin County.



The "P's" enjoyed by youth who were TREND Chapter members and their friends included: pool fun – both swimming and the kind with cue sticks, pie eating contests and pizza. All this as part of a "partnership" initiated six years ago by the Rockwood School District's Community 2000 Team and the Ballwin Parks and Recreation Department – a truly dynamic collaboration!

The "Q's" included quests for zany fun with karaoke and "backward" basketball, volleyball and ping pong! And thanks to the services of the Missouri National Guard, student "questions" about the effect of alcohol on their bodies were answered when they participated in a fatal vision goggle demonstration.

For more information on TREND, call 314-962-3456.

## Staff Update

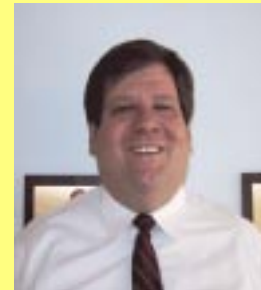


Jane Young has taken the position of Administrative Assistant to the Executive Director. Jane has worked for four years at NCADA. She is

replacing Sandy Vroman who has held the position for the last seventeen years. Sandy is retiring and moving to sunny Arizona. Congratulations to Jane and good luck to Sandy!

Andrea Ray has joined our staff as a Regional Support Center Prevention Specialist! Andrea recently received a master's degree in social work

from Washington University with a focus on community development. She is looking forward to translating knowledge into action to make area communities more sustainable. Welcome Andrea!



We're also welcoming Gordon Dymowski to the NCADA. Gordon has a masters in counseling from Loyola University and

recently has been the Program Director for the Greater St. Louis Treatment Network. Gordon will be working with the Regional Support Center staff as a Prevention Specialist. Welcome aboard!

## NCADA Visits Local Tobacco Merchants

In an effort to reduce the sales of tobacco to minors, NCADA is visiting local tobacco merchants throughout the St. Louis Metropolitan area.

The visits are intended to inform and educate local retailers and their employees on the law and proper postage of state mandated signs regarding sales of tobacco products. Merchants receive informational literature and have opportunities for

comments and questions.

This project is part of a statewide campaign coordinated by the Missouri Department of Mental, Health Division of Alcohol and Drug Abuse. For more information, contact Teresa Ziegler, Resources Coordinator, at (314) 962-3456 or the Division of Alcohol and Drug Abuse at (800) 575-7480.

## Kids and Tobacco



A Bad Blend!

# RESOURCES

## New Items On Our Website!

The NCADA website now contains over 20 fact sheets on alcohol and drug addiction topics available to download. Below are a few examples of the types of information you will find on the site:

**Cocaine and Crack Cocaine - Straight Facts:** Introductory information on cocaine and crack cocaine.

**Definition of Alcoholism:** Alcoholism is a disease - the definition explains why.

**Do You Have an Alcoholism/Drug Addiction:** Test used by John Hopkins University Hospital in deciding whether or not a patient is alcoholic.

**Drinking and Driving - Facts for Teens:** Designed for teens with latest statistics, facts and more.

**Ecstasy - What Parents Should Know:** Information, warning signs, and health risks of using ecstasy.

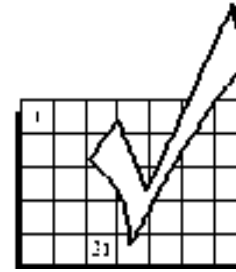
**Frequently Asked Questions of NCADA Counselors:** Learn more about interventions, Alcoholics Anonymous meetings, and how to get yourself or a loved one help.

**High School Drug Use: Recent Trends:** The latest statistics of high school use of alcohol, cigarettes, marijuana, and other drugs. Track usage of alcohol, tobacco and marijuana from 1986 to 2001.

**How Can I Tell If My Child Is Using Alcohol Or Other Drugs:** Questions for parents to consider.

More information will be posted on the RADAR section of the site this summer. Please visit our site at [www.ncada-stl.org](http://www.ncada-stl.org). For more information, contact Teresa Ziegler, Resources Coordinator at 314-962-3456 or [tziegler@ncada-stl.org](mailto:tziegler@ncada-stl.org).

# Coming Events



- Jun. 17.....Regional Support Center Training** - 314-962-3456.
- Jun. 18.....NCADA Golf Tournament** - 314-962-3456.
- Jul. 3.....Missouri Recovery Network** - St. Louis Chapter Meeting, 7:00p.m., NCADA main office, 8790 Manchester Road. 314-962-3456.
- Jul. 10.....St. Louis Coalition on Addictions** - monthly meeting, 11:45 a.m., NCADA main office, 8790 Manchester Road. 314-962-3456
- Aug. 1-4.....“Color Our Communities Drug Free” National TREND Conference** - 314-962-3456.
- Aug. 6.....National Night Out** - 800-NITE-OUT or [www.natw.org](http://www.natw.org).
- Aug. 7.....Missouri Recovery Network** - St. Louis Chapter Meeting, 7:00p.m., NCADA main office, 8790 Manchester Road. 314-962-3456.
- Aug. 14.....St. Louis Coalition on Addictions** - monthly meeting, 11:45 a.m., NCADA main office, 8790 Manchester Road. 314-962-3456
- Sep. 4.....Missouri Recovery Network** - St. Louis Chapter Meeting, 7:00p.m., NCADA main office, 8790 Manchester Road. 314-962-3456.
- Sep. 11.....St. Louis Coalition on Addictions** - monthly meeting, 11:45 a.m., NCADA main office, 8790 Manchester Road. 314-962-3456.
- Sep. 21.....2nd Annual Walk For Recovery** - Sponsored by the Missouri Recovery Network and NCADA. Call 314-962-3456 for more information.
- Oct. 2.....Missouri Recovery Network** - St. Louis Chapter Meeting, 7:00p.m., NCADA main office, 8790 Manchester Road. 314-962-3456.
- Oct. 9.....St. Louis Coalition on Addictions** - monthly meeting, 11:45 a.m., NCADA main office, 8790 Manchester Road. 314-962-3456.
- Oct. 23-31.....Red Ribbon Week** - 314-962-3456.

**What:** Zany Brainy Shop Week FUNdraising Program

**When:** December 8-15, 2002

**Where:** Zany Brainy - Brentwood Promenade Shopping Center

**How:** Shop Zany Brainy anytime during that week. Mention NCADA at the checkout, and 10% of your purchase will be donated back to NCADA.

**Why:** Your children will receive fabulous gifts from Zany Brainy, and proceeds will benefit NCADA drug and alcohol prevention programs for youth. It's a win - win situation for everyone!

Address Service Requested

Non-profit Org.  
U.S. POSTAGE  
PAID  
ST. LOUIS, MO  
Permit No. 1524



Affiliate, National Council on Alcoholism & Drug Dependence



A United Way Member

*Mental Health Board*

Missouri Division of Alcohol and Drug Abuse Regional Support Center

A **G**ift that receives credit for supporting our children and their

future **I**nitiates from a vision: our community free of alcohol and other drug-related

problems. **F**irst step: support programs that prevent underage drinking and drug use.

Receive 50% **T**ax credit for cash, stock or bond contributions of \$100\* or more.

**Here's  
How It  
Works**

**\$100 Donation - \$50 YOP Tax Credit - \$33 Tax Deductions = \$17 Final Cost**

Upon receipt of donation, NCADA will mail an application with instructions. For information call Susan Meltz, 314-962-3456.

**Your Gift Will Make a Difference**

\* NCADA's established minimum for Youth Opportunities Program tax credits. Estimated costs are for illustration purposes only. Please consult your personal tax advisor.