



### Don't Miss the Walk for Recovery!



Saturday, September 21, 2002

St. Louis' 2<sup>nd</sup> Annual Walk for Recovery will take place in the University City Loop on Saturday morning, September 21. Sponsored by the Missouri Recovery Network (MRN), this walk is one of six taking place all over Missouri simultaneously. The event, as part of National Recovery Month, will celebrate the joys and restoration of life and freedom that recovery from addiction disease provides. Coffee, donuts and registration for the walk is 9:00 – 10:00

St. Louis MRN Chapter chair Tom Daniel encourages those in recovery, along with their families, friends and professionals in the field, to come and put a face and a voice to recovery: "For too long, recovering people have been silent, hidden. Stigma and public perceptions of alcoholism and drug addiction are too often shaped by those actively involved in their addictions. This is a huge public health issue that has had little in the way of advocacy regarding solutions, that you

a.m. on the front lawn of University City's City Hall, 6801 Delmar. The walk starts at 10:00 a.m. with a 1.5 and 2.5 mile option. A free lunch, music and attendance prizes will be available after the walk. (Pictured on the left is last year's walk.)

can get well, with help. By demonstrating, with humility, that recovery is real, we show that recovery gives back what addiction has taken, that for those still suffering, there is hope. This is not an issue for anonymity as defined by the twelve step organizations. No one need reveal any membership in any recovery group. By not being shamed or hidden in the shadows, those in recovery can give something back by helping the community understand that addicts and alcoholics are not the moral degenerates of society, rather, they are our family members, our friends, our neighbors, in truth, they are us. The St. Louis Breast Cancer Walk/Run recently drew over 40,000 participants. We ought to be able to get a few hundred individuals easily to attend this walk. Please come and join us September 21 to help celebrate recovery." This year's walk is dedicated to the memory of the late Jerome West, our friend and colleague who served as Chair of the MRN State Council until shortly before his passing on July 23. (See article on p. 5.)



### Make a Noise for Red Ribbon Week

Imagine car and truck horns honking, church bells ringing, police and fire sirens going off, and children marching with musical instruments - all at noon on Monday, October 28! Why all the noise? Individuals, faith communities, schools, health providers, businesses and municipalities are invited to "Make Noise" at noon on October 28 in support of Red Ribbon Week, October 23 - 31. This year, NCADA has designed a unique campaign for Red Ribbon Week's message of promoting drug-free communities that will be audible and visible to all sectors of our communities.

Red Ribbon Week has a long history of bringing people together to support healthy choices. The campaign was initiated as a result of an incident in 1985 when DEA Agent Enrique "Kiki" Camarena was assassinated for trying to stop the flow of

drugs into our country. In 1988, Congress officially designated October 23 - 31 as *National Red Ribbon Week* after youth began to wear red badges to honor his memory and demonstrate their commitment to the fight against drugs.

To encourage communities to turn up the volume of their support for Red Ribbon Week, NCADA is offering several contests with cash prizes for groups involved with its TREND and Community 2000 prevention programs. Also, whomever creates the most unusual noisemaker for Red Ribbon Week or designs a new logo for the 2003 campaign can win \$50.

*Most importantly we want you to call NCADA at 314-962-3456 with your ideas to make a noise in support of drug-free youth at noon on Monday, October 28. Also call to access Red Ribbon supplies including posters provided by the DEA. (see page 7)*

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## From The Executive Director

In July I attended the Missouri Summit on Alcohol and Other Drug Issues sponsored by the

National Alliance for Model State Drug Laws. The conference was attended by mostly substance abuse prevention and treatment professionals, prosecutors, educators, and law enforcement from around the State. It consisted of essentially nine focus groups, each making recommendations on different aspects of the field: Drug Dealing, Community Activism, Safer Workplaces, Restrictions on Youth Access, etc.

I was in the group called "Opportunities for Education, Prevention and Intervention Services in Schools, Families and Communities." Two days of intense discussion about what needs to be done in Missouri to improve and support our services for youth. It was great!

At the end of the conference, all of the groups reported their findings and recommendations. And, as diverse as the group topics were, it is interesting that a few common themes emerged.

Most notably, whether the group was about gangs, access to drugs, or prevention services, most made some recommendation about parent involvement. In fact, many participants cited the lack of parent

knowledge and involvement, perhaps better stated as "parent apathy," as the State's biggest problem. It's hard to get anything accomplished when adults, particularly parents, avoid or ignore the issue. Substance abuse is the leading cause of death and injury among our children – and apparently we're too busy, too afraid, too naive, or too whatever – to deal with it.

We also have double standards that don't sit well with kids. My favorite was one presented by a couple of school teachers in my group. In their school, and I know many others, the kids are forbidden to smoke anywhere on school grounds, but the teachers have a smoking lounge. You gotta love the logic behind that one.

Another interesting common theme related to what was referred to as the acceptance of "drinking cultures." The best example are the communities surrounding college campuses, where binge drinking is promoted and sales to minors overlooked. The recommendation in this case was to enforce laws already on the books. And, although this applies to the regulation and control of all drugs, it is especially relevant to alcohol.

A lot of great recommendations came out of the summit. We can only hope now that some of them will actually be implemented. My hope is that at least the number one recommendation from the summit gets approved – that Missouri pass user taxes on tobacco and alcohol to help pay for much needed prevention and treatment. I've said it many times before, and I won't stop until it's accomplished, but "It Is Time – It Truly Is Time!"

### Visit Our Website!

NCADA's website is a great resource for information on addiction, prevention, intervention, treatment services - virtually anything in the field of substance abuse with links to related sites. Visit us at:

[www.ncada-stl.org](http://www.ncada-stl.org)  
or  
[www.addictoninformation.com](http://www.addictoninformation.com)

## From The Development Director

Maggie Gunn Fowler

Autumn is traditionally harvest time, a period when we not only reap the bounty of the earth, but also pause to reflect on the fruits of our labor that accumulated throughout spring and summer. We at NCADA would like to share with you our own personal harvest, the results of nearly a year's worth of giving.

During the spring school semester, NCADA's prevention programs reached 16,020 students. All learned the qualities needed to reduce their risk of involvement with alcohol and other drugs. Nearly 5,700 benefited from life-skills presentations and 716 middle and high school students received youth leadership training. Among them were 83 students who participated in our June Regional Teen Institute (RTI) where they were taught how to advocate against substance abuse among their peers. And just last month, 160 teens attended the National TREND Conference, where they gained the confidence and resources to live and celebrate substance-free.

But youth are only a portion of the lives we have been gratefully able to touch. So far this year, almost 2000 people have participated in multi-age trainings and special events such as Alcohol Awareness Month, health fairs, and 3R's workshops. Here at NCADA, counselors have assisted an average of 200 people a month through assessments, interventions, and help-line phone calls. Although this number is impressive, they estimate that at least twice as many people need these services but are not taking advantage of them; this is a formidable challenge we constantly face.

Only a small portion of the fruits NCADA has gathered in our agency harvest are recounted here. Many more people benefit from additional programs made possible by the generosity of those who contribute their time, talent, and treasure to our organization. To those people we say thank you. We feel honored to be able to count you among our blessings and call you members of our family of *Heroes Helping Heroes*. We only hope that your personal harvest is as rich and rewarding as ours.

## The Key

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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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## Star Struck - Moyenda Anwisy NCADA Prevention Specialist

Athletes are very influential in today's society. Sports fans idolize their professional sports heroes and the money they make for performing their trade on a daily basis. Most fans only wish they could come close to perfecting their own skills on the weekend warrior circuit. Children fantasize about wanting to be "like Mike." On their high school and college fields of dreams, they wish they could run like Faulk, hit like Sosa, throw like Favre, or catch like Rice. Those youth yearning for superstardom look into the lives of the professionals in order to see what they do in order to perform at such a high level.

All too often, students find drug abuse amidst working out, eating right, and making it to practice. Often the drug abuse *appears* to be performance enhancing, as with the use of steroids, ephedrine based supplements, and pain-killers. Other times, they find the drug abuse seemingly benign. In fact, alcohol, marijuana, and tobacco abuse can occur without *appearing* to limit or hinder the athlete's performance. In today's win-at-all-costs sports arenas, what could be so wrong with a substance that helps the budding superstar either achieve more or relax a little?

The appearance of low-to-no risk involved in using drugs communicates a very strong message to those youth who desire to model their lives after their idols: *Drugs are no big deal.* In fact, they are a normal part of sports and may even be beneficial if used in moderation. Never mind the legal ramifications of many of the drugs, or the antisocial behaviors that occur while many "heroes" are under the influence. There is irony here. Many times, we do not hear of the consequences these people faced because of their alcohol, tobacco, and other drug (ATOD) use until well after they and their athletic exploits on and off the field have been etched in the history books.

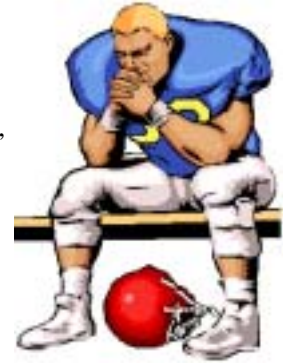
Think of a few athletes: Lyle Alzado, Len Bias, Brett Favre, Keith Hernandez, Darryl Porter, Darryl Strawberry, Ted Williams, Lawrence Taylor. All of these athletes received some type of distinguished award or recognition during their career. However, half are now dead due to their ATOD abuse. The other half have had disruptions in their careers or had to stop playing altogether.

How does this trend stop? Prevention, a new name for old wisdom, must occur. Drug abuse prevention must occur in the

homes, schools, and on the athletic fields.

The statistics are alarming. Student athletes, especially college athletes abuse ATOD at a much higher rate than the rest of their peers. This is representative across sports and gender. Coaches must be adamant about a drug-free team. In the same way coaches don't stand for interceptions or bad baton exchanges, they must be just as vocal about these children leading drug-free lives on and off the field. If not, many of those superstars-to-be may not have their potential realized..

To all the parents, teachers, coaches and athletes who have taken a stand for the ATOD-free lifestyle, there are many who congratulate you from inside. It is not a very popular lifestyle to advocate for. Please continue to use that natural influence in positive ways so that there will be a new list of names – the heroes that led others to live healthy because they themselves modeled healthy living.



## Golfers Score Big at 2002 Tournament

If you were not a part of the 8<sup>th</sup> Annual NCADA Golf Tournament on June 18 at Norwood Hills Country Club, you missed out one of our finest events ever! The weather and course were beautiful, and the 100+ golfers in attendance all seemed to have a fabulous time. With the golf, raffle and silent auction, we netted almost

\$50,000 in support of NCADA youth programming. Special thanks to our Presenting Sponsor, **Toyota**, and to the entire volunteer golf committee who worked especially hard to make the day such a success!

Congratulations To All  
The Day's Winners!

### Championship Flight:

Perry Roberts  
Chris Scheer  
Steve Hoven  
Julie Matheny

### "A" Flight:

Charley Meyer  
John Brown  
John Meyer  
Andrew Janson

**Closest to the Pin:** Dan Ferry, Mary Ellen Cremins

**Longest Drive:** Andy Seeger, Karen Schuster

**Putting Contest:** Marty Beagen

### Raffle Winners:

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\$200 Galleria Gift Certificate:  
Southwest Airline Tickets:

Norm Schwesig  
Brian Hammon  
Bill Howell



Tournament Co-Chair, Colleen Ritchie, Board President, Judy Brostron, & Tournament Chair, Phil Roush.

Championship Flight Winners, sponsored by Emerson Electric Co.



Board President, Judy Brostron, honoring Tom Seeger & Toyota as the Presenting Sponsor.



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Made May 2002 through July 2002

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## Volunteer Corner

The gift of your time is needed to assist with upcoming Red Ribbon Leadership Training events for area middle school students. If available on either day, don't hesitate to contact Chelle Dohrmann at 962-3456 or cdohrmann@ncada-stl.org.

**October 1 & 3 - St. John's United Methodist Church**  
7:45-9:15a.m. - Registration assistance needed  
9:15-11:30a.m. - Spotters needed for MO National Guard Teams Challenge

Or, become part of a winning team - join **NCADA's 2003 Golf Committee!** We have openings for individuals who want to help NCADA raise funds for prevention programming for youth. Meetings are held the 1<sup>st</sup> Tuesday of the month from 4:00-5:00pm, beginning in November. If interested, please contact Chelle at the above number. Let's work together to make a difference in our community!

### 2002 Golf Committee

Chair: Phil Roush	Chad & Lucy Krause
Co-Chair: Colleen Ritchie	Erin Meara
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Many thanks to the following NCADA Volunteers (May-July)

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## NCADA Remembers Jerome West



Jerome West, Program Director for the Gateway Free 'N Clean Program died on July 23. Jerome was a good friend to many in the St. Louis treatment and recovery community. Despite many years of recovery, Hepatitis C had lain dormant in his system for years. When it flared up a couple years ago, Jerome received treatment but continued to become weakened by the disease. In June, while in St. Louis University Hospital, Jerome became

number one on the Missouri transplant list for a liver, but unfortunately, one did not become available.

His loss is difficult to accept because he was too young to die and because he had a particularly special life spirit. Jerome always seemed to have a big smile on his face, never had a bad word to say about anyone, was always willing to help in any way he could and could give a hug like few can. In short, Jerome was a loving man. Many of us in St. Louis that knew him and loved him will greatly miss him.

Even though it is too late to help him, please consider signing the back of your driver's license as a potential organ donor, in honor of our friend, Jerome.

## Staff Update

Niki Burgdorf has joined our staff as Assistant to the Director of Development. Niki recently completed her undergraduate work at Fontbonne University, receiving degrees in both English and International Business. She is looking forward to putting her writing and creative skills to work for the agency. Welcome to the NCADA Team, Niki!





### Pot Easier to Buy Than Beer

A recent survey from the National Center on Addiction and Substance Abuse finds that 27 percent of youth under the age of 18 stated they could buy marijuana in an hour or less. And, for the first time since the study began in 1996, the youth said it was easier to buy marijuana than cigarettes or beer.

*St. Louis Post Dispatch 8/21/02*

### Survey Shows Increase in Marijuana, Cocaine Emergency Room Visits

According to a recent press release from the Substance Abuse and Mental Health Services Administration (SAMHSA), new data in the Drug Abuse Warning Network (DAWN) shows emergency department visits for cocaine increased 10 percent and marijuana increased 15 percent from 2000 to 2001. According to the survey, there were 638,484 drug-related hospital emergency department visits in the continental United States in 2001, an increase of 6 percent over 2000.

*SAMHSA Press Release 8/21/02*

### Cigarette Taxes Discourage Smoking

A new study concludes the higher cigarette taxes recently imposed by U.S. states are effective in discouraging smoking. According to the *Smokeless States National Tobacco Policy Initiative* who conducted the study, consumption declined 20 percent or more in several states while new revenues in the millions of dollars were collected. Also according to the study, a 10 percent increase in the price of cigarettes reduces cigarette consumption among teens by 7 percent.

Last year, four states passed higher cigarette taxes. Since January 2002, 16 states plus Puerto Rico have increased their cigarette taxes.

*Reuters 7/22/02*

### New Study Shows Tobacco Marketing Undermines Good Parenting Practices

A study presents new evidence that tobacco industry marketing undermines the

best efforts of parents to prevent their kids from smoking. The researchers suggest tobacco marketing that associates smoking with independence, coolness, fun and risk-taking may have greater influence on adolescents with stricter parents.

The study found that good parenting practices, such as being actively involved in kids' lives and setting age-appropriate limits (called "authoritative parenting" in the study), cut in half the risk that an adolescent will start smoking. However, the study also found that tobacco marketing undermines these parental efforts and is the leading risk factor in influencing kids of more authoritative parents to start smoking. Kids from more authoritative households who did become smokers were five times more likely to have been influenced by tobacco marketing than youth smokers from less authoritative households. A copy of the new study can be obtained at [www.tobaccofreekids.org/pressoffice/parenting.pdf](http://www.tobaccofreekids.org/pressoffice/parenting.pdf).

*Campaign for Tobacco-Free Kids  
Press Release 7/16/02*

### Missouri Lacks Funds to Enforce Tobacco Law

State officials claim Missouri does not have enough money or staff to adequately enforce a new law banning the sale of certain imported cigarettes.

The new law targets "gray-market" cigarettes, which are manufactured overseas for sale abroad but are also sold at low prices in the United States.

Enforcement of Missouri's tobacco laws rests primarily with the Department of Revenue, which could impose fines of up to \$5,000 and revoke or suspend the license of any tobacco wholesaler who violates the ban on gray-market cigarettes.

According to the Department of Revenue, enforcement of the gray-market-cigarette law would require an estimated \$200,000 to \$300,000. That money was not included in the fiscal 2003 budget. Barring more money, the department is likely to pursue violations of the new law only after a tip from the public or if a normal review of tobacco wholesalers' sales documents looks irregular.

*Jefferson City News Tribune, 7/16/02*

### Alcohol Poisoning Kills Over 1,300 Americans Annually

According to a new report, more than 1,300 Americans die each year either as the direct result of alcohol overdose or in

incidents where alcohol poisoning was stated as a contributing cause of death.

Researchers looked at data from the National Center for Health Statistics and found that while an average of 317 people died annually from alcohol poisoning between 1996 and 1998, an additional 1,076 people died annually, on average, in incidents where alcohol poisoning was identified as a contributing cause.

Other drug use was the most common additional underlying cause of death, accounting for 89 percent of cases. Deaths from suicide and alcohol-related injuries stemming from motor-vehicle crashes, drowning, or other causes accounted for just 5 percent of deaths with a contributing cause of alcohol poisoning.

Surprisingly, however, most alcohol-poisoning deaths did not occur among young people, despite highly publicized incidents of alcohol-related deaths on college campuses. The average age of alcohol-poisoning victims was 43.5 years old. Only 2 percent of deaths occurred among people under age 21.

*Join Together Online 7/15/02*

### Parents target drug dealers

Two lawsuits filed by the parents of teenagers who died of drug overdoses offer the first test of a little-known Illinois state law that allows citizens to take drug dealers to court.

The suits are based on a law that was enacted in 1996 but had not been applied until now. The Illinois Drug Dealer Civil Liability Act says that, just as makers of defective products can be sued, those involved in selling illegal drugs can be held liable for injuries they have caused.

Supporters say if used successfully the law could reach deep into the pockets of wealthy drug dealers—even those who escape criminal conviction—and ultimately put them out of business.

*Chicago Tribune, 7/7/02*

### Pre-Teen Smoking is on the Decline

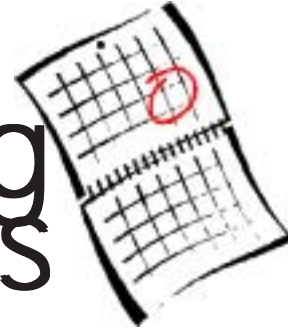
A new federal report compiled by the Federal Interagency Forum on Child and Family Statistics shows smoking is on the decline among 8th and 10th graders.

According to the report, 5.5 % of 8th-graders smoked in 2001, down from 7.4% the previous year. Among 10th graders, 12% smoked last year, down from 14% in 2000. Smoking rates among high-school seniors remained unchanged.

*Join Together Online, 7/12/02*

# REORE

# Coming Events

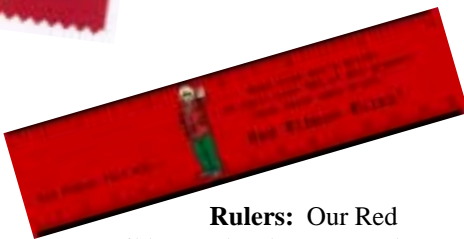


## Red Ribbon is Coming Soon!

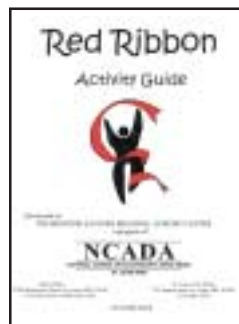
Red Ribbon Week is scheduled for October 23-31 (see article on front page.) Call the NCADA today to order limited supplies of the following Red Ribbon Materials:



**Ribbons:** We have several different types of ribbons in stock. You may have up to 30 ribbons per request.



**Rulers:** Our Red Ribbon Rulers have several different youth substance use statistics.



**Activity Guide:** A great resource for parents, schools or other organizations. Get a jump start on your Red Ribbon Week activities!

**Posters:** We have a variety of different posters from general youth prevention posters to our "Celebrate Red Ribbon" poster donated by the Drug Enforcement Administration (DEA).

All items are on a first-come, first-served basis. To request materials, please contact Teresa Ziegler, Resources Coordinator at (314) 962-3456 or [tziegler@ncada-stl.org](mailto:tziegler@ncada-stl.org).

- 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, 11:30 a.m., NCADA main office, 8790 Manchester Road. (314) 962-3456.
- Oct. 20-26.....**National Safe Schools Week** - National School Safety Center, (805) 373-9977 or [www.nssc1.org/safeweek/safe.htm](http://www.nssc1.org/safeweek/safe.htm).
- Oct. 23-31.....**National Collegiate Alcohol Awareness Week** - (303) 871-0901 or [www.bacchusgamma.org](http://www.bacchusgamma.org).
- Oct. 23-31.....**National Red Ribbon Week** - celebrate drug-free lifestyle, 962-3456.
- Nov. 6.....**Missouri Recovery Network** - St. Louis Chapter Meeting, 7:00p.m. NCADA main office, 8790 Manchester Road. (314) 962-3456.
- Nov. 13.....**St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road. (314) 962-3456.
- Nov. 13 & 14.....**Alcohol, other Drugs and the 3 R's - React, Respond, Resolve** - Two day workshop sponsored by NCADA. Call (314) 962-3456 for more information.
- Nov. 21.....**Great American Smokeout** - American Cancer Society, [www.cancer.org](http://www.cancer.org).
- Dec. 4.....**Missouri Recovery Network** - St. Louis Chapter Meeting, 7:00p.m. NCADA main office, 8790 Manchester Road. (314) 962-3456.
- Dec. 11.....**St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road. (314) 962-3456.

## Support the United Way

The United Way of Greater St. Louis begins its 2002 fundraising campaign this month. Contributions generated from the campaign help support the programs of NCADA and more than 200 additional local health and human service organizations. Through these organizations, your United Way contribution touches over a million people each year.

A United Way contribution is cost-efficient. That's because more than 90 cents of every contribution dollar is strategically invested to help people in the community.

Many of the people we serve receive help from more than one United Way supported agency. It takes a system of agencies providing a variety of programs

to keep our community healthy. That's why a contribution to the United Way is so important.

Please support the United Way. It's the best way to give and the best way to care for our community.



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Affiliate, National Council on  
Alcoholism & Drug Dependence



A United Way Member



Missouri Division of  
Alcohol and Drug Abuse  
Regional Support Center



*State Representative Charles Portwood, 92<sup>nd</sup> District, presents Danielle Antonic, a graduate of Affton High School, Blue Cross Blue Shield Scholarship Winner, with the Proclamation from the Missouri House of Representatives.*

*Left to right: Ginny Shaller - National TREND Coordinator, Rep. Charles Portwood, Danielle Antonic, Paul Clark – Blue Cross Blue Shield of Missouri and Morry Berger – Blue Cross Blue Shield of Missouri.*

## STUDENTS RECEIVE BLUE CROSS BLUE SHIELD SCHOLARSHIPS AT THE NATIONAL TREND CONFERENCE

“This was the best TREND Conference ever!” This quote by Peggy Browne, Drug-Free Coordinator for the Rockwood School District, is just one of many rave reviews following the 2002 National TREND Conference, August 1 – 4, at the Doubletree Hotel in Chesterfield. The Conference, entitled “Color Our Communities Drug-Free,” serves as the cornerstone leadership training for TREND, NCADA’s drug-free alternatives program. Over 250 youth and adults from 8 states, including Alaska, received dynamic resources and strategies to expand their school or community based prevention activities.

Recognition of superlative leadership efforts is a highlight of the Conference. The most distinguished awards are the Blue Cross Blue Shield TREND College Scholarships presented to outstanding TREND leaders who each receive a \$1,000 college scholarship for their outstanding efforts in fighting “The War On Drugs.”

The 2002 Scholarships were presented by Morrey Berger and Paul Clark of Blue Cross Blue Shield to Danielle Antonic from Affton High School, Sarah Netzeband from Eureka High School and Amy Stagner from Festus High School. Our congratulations to these excellent leaders and drug-free role models!