



Red Ribbon Week: Drug-Free – I Have the Power!

“I have the power!” is the message NCADA-St. Louis Area and its partnering agencies are sending during the 2004 Red Ribbon Week! The week is shaping into a vibrant affair for the St. Louis Region. Since 1988, Red Ribbon Week has been celebrated during the last week in October in memory of the fallen Drug Enforcement Administration Agent, Enrique Camarena. More than just a commemorative reminder of Agent Camarena’s death, Red Ribbon Week now serves as a vision and vehicle by which prevention advocates work towards supporting youth in positive decision-making, building livable communities, and working toward a drug-free world.

Many great events have been planned for this year’s Red Ribbon Week. As usual, NCADA-St. Louis Area and its partner agencies will host two Red Ribbon Leadership Trainings for middle school students and their teachers. The first rally has been scheduled for September 30, at the St. John’s United Methodist Church in St. Louis, with a second rally on October 7, at the Festus Armory. Over five hundred students and teachers will attend these rallies and will gain pertinent information on alcohol, tobacco and other drugs as well innovative project ideas to implement in their schools. These rallies would

not be possible without the support of our partnering agencies including BJC Health Systems, the City of St. Louis Department of Health, the Drug Enforcement Administration, Jefferson Memorial Hospital, the Missouri National Guard, North County Technical Hospital, St. Louis County Department of Health, Tobacco Free Missouri, and our newest partners, YMCA South City Branch and Urban Futures.

In addition to these rallies, NCADA-St. Louis Area is teaming up with Dierbergs’ Markets and the St. Louis County Library to display Red Ribbon posters in each store and branch library.

NCADA-St. Louis Area has also joined forces with Operation Bright Side to plant Drug-Free Gardens throughout the City of St. Louis. Operation Bright Side spearheads beautification projects and provides assistance to community gardens in city neighborhoods. Participating community gardens will receive a drug-free garden kit, complete with

red tulip bulbs and a drug-free garden sign.

These initiatives show that not only do we have the power to be drug-free, but also to plan spectacular events to celebrate Red Ribbon Week.



Golf Outing Nets Record Numbers

The rain held off, the sun peeked through the clouds, and a good time was had by all June 15 at Norwood Hills Country Club. Thanks once again to Presenting Sponsor, Toyota, Honorary Chair, Guy Phillips, and all our sponsors

and contributors, NCADA netted a record \$79,000, bringing us to over a half million dollars in a decade of tournaments! As a result, thousands of area kindergarten through twelfth grade students will be the beneficiaries of NCADA’s drug and alcohol

prevention programming in the coming year. Special thanks to our volunteer golf committee who gave much time and effort to make the event such a success, and to all of the many volunteers who made the day run smoothly. *(Continued on page 3)*



Left: Championship Flight Winners McCarthy Building Co.: Mike Sharamitaro, Kevin Kuntz, Ken Kadel, Leo Dugo.

Right: Student Ann Rose speaks to golfers about NCADA’s Regional Teen Institute; RTI grads, Kyle Kranawetter and Zach Jaeger.



From the

Executive Director

In 2005, NCADA—St. Louis Area will celebrate its 40th anniversary. This year, our parent

organization, the National Council on Alcoholism and Drug Dependence (NCADD) is celebrating its 60th. Our founder, Marty Mann, was a pioneer in the fight to recognize addiction as a disease, to reduce its stigma and to advance treatment resources. Unfortunately, after 60 years, none of these goals has been fully achieved.

Marty Mann once made the following statement, “Was I wrong about the American people? I believed that if they had the facts, if they knew that this was so much more than a character disorder, if they knew

that alcoholics were not moral delinquents, if they knew that they were not bad or willful or stubborn or spiteful, if they knew that they had been gripped by a disease that is so terrible that there is no other suffering like it, if they understood this, they would want to act to help these people. Now, I don’t think I was wrong. I still believe. It’s just taken very much longer than it should have taken; very much longer than I hoped it would take.” She made this statement in January 1971, but could just have easily said it yesterday.

There have certainly been some setbacks in our field, especially regarding access to treatment. Even so, progress has been made. Many are alive today because of early intervention – no longer do most people wait until the latter stages of addiction before seeking help. While our society continues to embrace alcohol as an acceptable, if not revered drug, great strides

have been made in breaking the denial surrounding tobacco and nicotine addiction. Perhaps most notable are the advances in substance abuse prevention, which have shown remarkable success in reducing consequences from alcohol and drug abuse among youth.

Remember, it wasn’t that long ago that “cancer” was a dirty word – a hidden disease that no one would talk about. Now, with all the scientific evidence supporting addiction as a brain disease, along with the research documenting the effectiveness of prevention and treatment, our field may be closer than you think to receiving the understanding and support it deserves. Thanks, Marty, for your leadership and perseverance, and thanks to all who followed you in fighting for this cause. Please – never give up.

NCADA Supports Smoke-Free Policies

NCADA plays a major role in changing policies regarding unhealthy environments. As the Eastern Regional Support Center, NCADA is funded by the Division of Alcohol and Drug Abuse to work with community coalitions to reduce underage drinking, smoking, violence and the incidence of drunk/drugged driving.

Two Community Coalitions, Tobacco Free Missouri and Jefferson County Tobacco Control Coalition, recently had smoke-free initiatives passed. On June 26th, the city of Ballwin unanimously resolved to move towards writing a smoke-free workplace ordinance for their city council to vote on at their July 26th meeting. On July 8th, the mayor of

Arnold signed an ordinance that prohibits smoking in bars and restaurants effective November 1st, making it the third Missouri municipality to successfully pass such



legislation.

Members of both coalitions provided testimony and support, and received coverage in the *St. Louis Post-Dispatch* and on KMOV Channel 4. According to the Missouri Department of Health and Senior Services, 65.1% of Missouri adults support smoke-free dining legislation. These are excellent community initiatives that help further NCADA’s mission.

Currently, Tobacco Free Missouri is working on other initiatives, including youth advocacy and media campaigns. For more information on tobacco prevention issues, please contact Gordon Dymowski at (314) 962-3456 or by e-mail at gdymowski@ncada-stl.org.

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NCADA 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. All contributions are tax deductible.
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It's About The Children

by Dan Duncan
 Director of Community Services

The future of healthcare in America is increasingly headed toward prevention. The evidence continues to show that it is both wise and necessary to implement strategies that can prevent much of the disease and health risks incurred by our nation today. NCADA set out on the prevention path over twenty years ago with recognition that it only makes sense to provide those strategies for youth that can help reduce the abuse that often leads to addiction to alcohol, tobacco and other drugs. We continue on that path and continually work to widen and lengthen it.

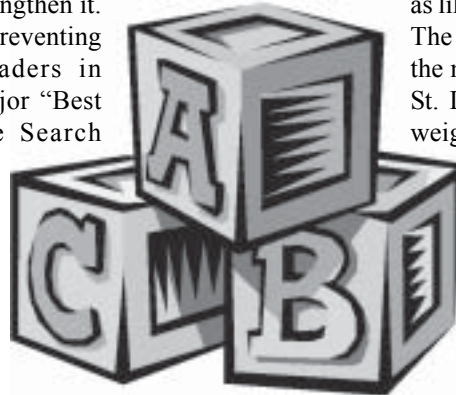
As we learn more about what works in preventing adolescent alcohol and drug abuse, leaders in the prevention field have embraced two major "Best Practices" originally postulated by The Search Institute (Developmental Assets) and the research team of Hawkins and Catalano (Risk and Protective Factors). The Search Institute's Developmental Assets (www.search-institute.org) are forty identified internal and external assets that are building blocks of healthy development. Similarly, Hawkins and Catalano (http://modelprograms.samhsa.gov/template_cf.cfm?page=rpfactor) showed that by analyzing the presence of risk factors and protective factors facing children in a given community, it is then possible to predict whether those circumstances will result in either healthy or unhealthy youth.

Essentially, the more protective factors a community has in place, the healthier (in all respects) the children will likely be; conversely, the more risk factors in place, the more unhealthy (in all respects) children will be. Risk and protective factors are

found in the community, family, friends or self. Using this type of an approach as a means to assess our local situation, an organized cadre of St. Louis leaders, who have named this effort *Advancing the Agenda for Children*, have begun the job of analyzing the City of St. Louis to determine the specific needs of children. This may well be the most ambitious and important project on behalf of youth in St. Louis history.

The statistics tell the story. St. Louis City teens are almost twice as likely as the state average to die a violent death. The City of St. Louis now ranks *number one* in the nation in sexually transmitted diseases. More St. Louis City children are born with low birth weight, and depend on food provided by schools than any other county in Missouri. Seventeen percent of St. Louis City youth will be binge drinkers.

Currently, the *Advancing the Agenda for Children* volunteers have been meeting with various groups of St. Louis City citizens to receive grassroots input on what the community sees as important in addressing the needs of St. Louis children. In the coming weeks and months a plan will be put forth on how to implement the outcome of this prioritization. What we do or don't do today will have everything to do with whether the statistics above become part of the past or part of a multigenerational cycle that perpetuates itself. Our children are our most precious commodity. They deserve all the help we can possibly provide them. Let's hope this effort is embraced and supported by citizens of St. Louis so that down the road we'll be glad we acted.



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 Judy & Ken Brostron,
 Terry Good, Mike Regan

"B" FLIGHT WINNERS

C & R Mechanical:
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Tom Erickson	Colleen Ritchie
Ellen Haggerty	Kay & Phil Roush
Tom Herrmann	Tom Seeger
Emily Huey	Bob Woodsmall

CONTEST WINNERS:

Closest to the Pin: Bob Zak & Dan Cates (M)
 Missy Seeger (F)

Closest to the Pin 50/50: Gerry Voss

Longest Drive: Mike Sharamitaro (M)
 Linda Loewenstein (F)

Putting Contest: Kevin McGinnis



Henry Watkins, golf committee chair, presents a gift to Larry Glynn, former NCADA Board President and golf tournament founder.

Next year's golf tournament will be Tuesday, June 14, 2005, at Norwood Hills Country Club. Our first committee meeting will be September 14 at 4:30 p.m. Contact Chelle Dohrmann at (314) 962-3456 or cdohrmann@ncada-stl.org.



Charley Meyer, NCADA Board President, presents the Gateway Award to Dan Ferry & J.A. Glynn

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April through June 2004

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**Joan Townsend-special
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 Elisa*

Karen Jones
*In memory of Bill & in honor of
 Frances Jones, her parents
 In honor of Ginny Shaller*

Mary Jo Napper
*In honor of her grandchildren
 In memory of her cat, Alex*

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*In memory of longtime volunteer,
 Fred Varney*

Janet & Jason Popelka
*For daughter Sarah, in memory of
 her horse, Cover Girl*

Kay & Phil Roush
In honor of their grandchildren

Ginny Shaller
*In honor of Peggy Browne
 In honor of Cris Scatizzi & Gloria
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Stacey & Chris Stone
*In honor of their children, Jacob &
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New Videos at NCADA's RADAR Library

Roots of Addiction: Drug & Behavioral Compulsions – examines the biological and environmental factors surrounding substance abuse addiction, eating disorders and other compulsive activities.

Depression & Substance Abuse – defines depression and substance abuse and shows how each one can lead to the other. The treatment section shows options to help both conditions.

Preventing Relapse – identifies the triggers that cause relapse and the ways to prevent it from happening. The video includes the basic steps of relapse prevention and personal stories that illustrate the power of an individual relapse prevention plan.

Boys on Bullying – profiles 5 young men talking about how bullying affected their lives, and emphasizes the importance of getting support from peers, family and community.

The Addicted Brain – takes viewers on a tour of the world's most prolific manufacturer and user of drugs – the human brain. This video explores developments in the biochemistry of addiction and addictive behavior.

Healing the Shame That Binds You – shows how toxic shame is the core problem in our compulsions, co-dependencies and addictions. The video also offers recovery techniques.

Depression & Anger – explains how these coping and survival methods can interfere with our relationship and recovery. Strategies are suggested for dealing with people, places and things that provoke the old reactive anger or depression.

Marijuana: Vacancy – The Life of a Pot Smoker – explains how marijuana lowers users' I.Q.s and robs them of motivation, making them appear dumb and lazy.

Surviving Recovery: Coping with Triggers – often those in recovery don't want to get high, but they are conditioned to get high from years of use. Certain people, places and things can trigger the brain into old thought patterns. This video offers help dealing with these triggers.

My Name Is Bill W. – the story of how Bill Wilson came to found the organization of Alcoholics Anonymous.

Dual Diagnosis: The Message of Hope – when psychiatric illness and chemical dependency coexist, the resultant problem is difficult to diagnose and hard to treat. This videotape powerfully combines lecture and interviews with dual diagnosis patients to deliver a *Message of Hope!*

For more information about these or other RADAR resources, please call (314) 962-3456 or visit www.ncada-stl.org.

Smoking Is Found To Cut About 10 Years Off Life

While the lethal effects of smoking have long been known, a new study published in the British Medical Journal is the first to quantify the damage of smoking over the lifetime of a generation. This 50-year study found that a life of cigarette smoking would be, on average, 10 years shorter than a life without it. Scientists found that almost half of all persistent smokers were killed by their habit, and a quarter died before age 70. However, quitting dramatically improved life expectancy.

Washington Post
June 23, 2004

Alcohol Ads Outnumber Responsibility Ads

According to a new study by the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University, alcohol industry "responsibility" advertising on television declined substantially in 2002 from 2001. However, advertising for alcohol products increased significantly over the same period. For every responsibility ad aired during that period, there were 226 alcohol product ads. The study also found that product ads were viewed by 90% of youth ages 12-20.

Join Together Online
May 26, 2004

Light Drinking May Not Help Prevent Stroke

Adding to the on-going debate about whether light to moderate use of alcohol may be beneficial to cardiovascular disease and reduce the possibility of a stroke, a new study published in the American Heart Association journal *Stroke* disputes that finding. Researchers at the Bloomberg School of Public Health at Johns Hopkins University found that low to moderate drinking does not lower the risk of stroke. In addition, the study found that this type of drinking may cause a loss of brain tissue in middle-aged people.

The Peer Educator
January 2004



New Drug May Curb Alcohol Cravings for Some

The U.S. Food and Drug Administration has approved a drug that may reduce alcohol cravings in problem drinkers who have quit. Campral (generic name: acamprosate) might not be effective for people who are currently drinking when they start taking the drug, or for those who are misusing other substances. Campral has been used in Europe for 15 years, and it could be on the market in the U.S. by the end of this year.

Join Together Online
August 2, 2004

British Police Group Says Softer Cannabis Law Problematic

Some British police are calling on the government to reverse the new cannabis law that downgraded possession of cannabis (marijuana) to a Class C drug. Jan Berry, chair of the Police Federation, said the law change has brought a "sense of lawlessness" to the streets. Particularly challenging to police is whether to arrest those who flaunt smoking cannabis in public beyond the law's "acceptable behavior." Berry would like to see a public debate on the impact of the law change. "I think it would be wrong to change the law every six months because it hasn't worked," she said. "But I am convinced it is not law enforcement which will make a real difference in drugs. It's about properly raising awareness and treatment programs."

Join Together Online
August 2, 2004

Surgeon General's Report: Consequences of Smoking

The Surgeon General's recent report concluded that smoking harms nearly every organ of the body, and the list of diseases caused by smoking has been expanded. Smoking cigarettes with low levels of tar and nicotine provided no clear benefit to health. However, quitting smoking has immediate as well as long-term benefits. To view the whole report, visit <http://www.surgeongeneral.gov/library/smokingconsequences>.

National Network on
Tobacco Prevention and Poverty
June 4, 2004

New Reality Show on Addiction, Intervention

The A&E cable network is premiering a reality show this fall called "Intervention," which follows the lives of addicted individuals and their families as they work toward recovery. Jeff VanVonderen, an intervention specialist, conducts interventions with family and friends to get an addicted person to seek treatment. He expects the show to attract viewers who know someone with an addiction; seeing this show might show them there is something they can do to help.

New York Times
June 22, 2004

Almost 1 in 10 Americans Has Addiction Disorder

A new survey from the National Institute on Alcohol Abuse and Alcoholism (NIAAA) found that 9.4 percent of the U.S. population, or 19.4 million adults, have diagnosable alcohol or other drug disorders. The study also found that roughly the same number of Americans (19.2 million adults) have independent mood disorders, such as major depression or manic disorder. Since the symptoms of mood and anxiety disorders resemble those of intoxication and withdrawal, cooccurring psychiatric disorders may be overlooked.

Join Together Online
August 3, 2004

2004 Leaders Campaign

Corporate leaders in St. Louis are showing that they are successful at more than business. Thanks to their generosity, they have successfully helped NCADA touch the lives of thousands of St. Louis teens.

Last year, over 20 St. Louis civic and corporate leaders made a generous gift of sponsorship to the NCADA Youth Leadership conference. This conference hosts hundreds of high school students from across the country, teaching them how to lead the fight against alcohol and other drug abuse in their schools and communities. The 2003 Campaign raised sponsorships from corporate and civic leaders here in St. Louis, and it was a huge success—the \$23,000 that was donated in sponsorship of the conference was used to fund all of NCADA’s youth leadership programming. WE NEED YOUR HELP AGAIN!

NCADA’s 2004 Leaders Campaign has started, and it’s in full swing. We are glad to see so many of our 2003 Leaders pledge support again, and this year we are hoping that even more will join our fight against underage alcohol and other drug use.

The Leader’s level donation is \$1,000 and can be a personal donation, or one from your company. NCADA honors its Leaders by running full-page ads in the *Ladue News* and the *St. Charles Magazine for Gracious Living*, listing all of our campaign contributors. In addition, Leader’s qualify for a 50% tax credit with their donation, in addition to the traditional tax deductions for the gift.

To find out more about how you or your organization can become an NCADA Leader, call Jane Young at (314) 962-3456.



August

- 5-8 **Statewide Prevention Conference** - Contact Ginny Shaller at (314) 962-3456 or visit www.ncada-stl.org for more information.
- 11 **St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road, (314) 962-3456.
- 14 **Book BEES Volunteer Training** - 9 a.m. - 1 p.m., NCADA main office, 8790 Manchester Road. Call Janet Popelka at (314) 962-345.

September

- 8 **St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road, (314) 962-3456.
- 14 **Book BEES Volunteer Training** - 1-5 p.m., NCADA main office, 8790 Manchester Road. Call Janet Popelka at (314) 962-345.
- 15 **Recovery Night at the Ball Park** - St. Louis Cardinals vs. Houston Astros at 7:10 p.m. Tickets are \$9. Call Lisa at (877) 669-2280.
- 25 **VOICES Volunteer Training** - 9 a.m. - 12:00 p.m., NCADA main office, 8790 Manchester Road. Call Janet Popelka at (314) 962-345.
- 30 **Red Ribbon Leadership Training** - for Middle School Students, 9 a.m. - 1:15 p.m., St. John’s United Methodist Church in St. Louis City.

October

- 7 **Red Ribbon Leadership Training** - for Middle School Students, 9 a.m. - 1:15 p.m., Missouri National Guard Armory in Festus, MO.
- 13 **St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road, (314) 962-3456.
- 16 **Book BEES Volunteer Training** - 9 a.m. - 1 p.m., NCADA main office, 8790 Manchester Road. Call Janet Popelka at (314) 962-345.
- 16 **TREND Gym and Swim Party** - for middle school students, 7:30-10:00 p.m. at The Pointe in Ballwin. Admission is \$8.00 at the door and \$6.00 in advance. Call Karen Jones at (314) 962-3456 for reservations.
- 27 **VOICES Volunteer Training** - 6-9 p.m., NCADA main office, 8790 Manchester Road. Call Janet Popelka at (314) 962-345.

VOICES Change the World One Person at a Time!

VOICES stands for *Volunteers Offering Innovative Community Education Services*. NCADA is looking for volunteers to help with community outreach programs. For more information, please contact Janet at (314) 962-3456 or jpopelka@ncada-stl.org.



Missouri ADA Awarded Major Treatment Grant

SAMHSA has announced \$100 million in Access to Recovery grants. Missouri ADA will receive \$7.6 million per year for three years, totalling approximately \$22.8 million to implement a statewide voucher system for adults. The grant will afford genuine, free and independent choice among an increased number of qualified service providers; provide recovery support services through traditional, non-traditional and faith-based organizations; expand the existing managed care system for proper control and monitoring; and measure outcomes in seven critical domains. An ADA spokesperson said “Missouri is fortunate to be awarded the Access to Recovery Grant. These funds will assist the Division of Alcohol and Drug Abuse in expanding its service capacity to serve more individuals in need of drug and alcohol treatment.”



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Alcoholism & Drug Dependence



A United Way Member



Missouri Division of
Alcohol and Drug Abuse
Regional Support Center

NCADA Celebrates 40th Anniversary in 2005!

In honor of our 40th anniversary, the staff and board are planning a variety of events to build awareness and recognition of NCADA. Mark your calendar for these events:

January 6: Anniversary Kick-off Breakfast Reception

Join us right from the start of the festivities for a morning of proclamations by government officials, a special sculpture unveiling, and the presentation of the Alumni Leadership Award.

March 9: Symposium: "Your Brain on Drugs: Out of the Frying Pan & Into the Future."

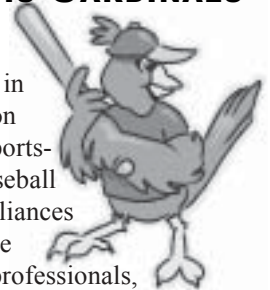
Featured Participants Include:

- William White - Author/Lecturer on Addiction
- Jean Kilbourne - Author/Lecturer on Alcohol and Tobacco Advertising
- David Walsh - Founder and President, National Institute on Media and the Family
- Tom Hedrick - Director and Founding Member, Partnership for a Drug-Free America
- Jim Conway - Trainer and Consultant, Search Institute
- Stacia Murphy - President, National Council on Alcoholism and Drug Dependence (NCADD)

More details about these and other events will be announced on our web site www.ncada-stl.org and in the Key newsletter.

CELEBRATE RECOVERY MONTH WITH THE ST. LOUIS CARDINALS

The St. Louis Chapter of the Missouri Recovery Network, in collaboration with the Johnson Institute, will support the "Sports-Link 2004" Major league Baseball Initiative. Designed to join alliances with government agencies, the business community, health professionals, affiliates within the field, professional organizations, and the recovery community, the initiative will spread the word about addiction, treatment, and recovery.



Game Info:
St. Louis Cardinals vs. Houston Astros
Busch Stadium
September 15th at 7:10 p.m.
Tickets are \$9.00

For more information, please call Lisa at (877) 669-2280. A total of 500 tickets are available, and no alcohol will be served in this section in support of recovery.