

THE

KEY



*Unlocking the doors
of understanding...*

Summer 2006

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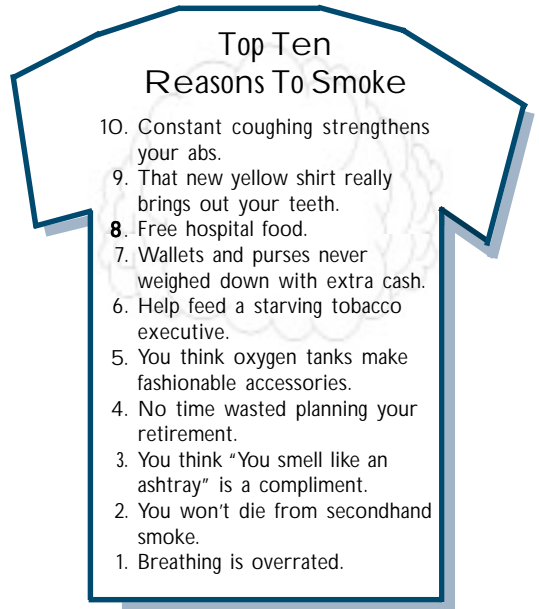
NCADA
National Council on Alcoholism & Drug Abuse - St. Louis Area
The place to turn

NCADA's TATU Is Working!

“When I get to high school, how do I join your group?” This quote from a 5th grade student at Bristol Elementary School in Webster Groves demonstrates the impact of NCADA's newest peer teaching program – TATU. Teens Against Tobacco Use (TATU) trains teens about the dangers of tobacco use, assists them in formulating this information into lessons, and then supervises them as they teach these lessons to 4th, 5th and 6th graders. In addition, NCADA involves these teens in advocacy projects throughout the community.

TATU has been warmly received by area schools. This spring over 100 teens from seven local high schools – Beaumont, Nerinx Hall, Normandy, Trinity Catholic, Visitation Academy, Webster Groves, and Westminster Christian Academy – presented tobacco use prevention lessons to over 1,400 children. These schools will continue their efforts in the fall of 2006, and many more schools are coming on board: Affton, Incarnate Word Academy, Kirkwood, Ritenour, Rosati-Kain, and Sumner, to name a few.

At the end of this two-year project, NCADA estimates that TATU teens will impact 10,000 young students with tobacco



NCADA designed and printed shirts with the above "Top Ten" list for students participating in TATU.

use prevention information and skills and 2,500-3,500 others in advocacy projects.

The TATU program was developed by the American Lung Association (ALA). The Missouri Foundation for Health has funded NCADA to expand the ALA program in the greater St. Louis area.

Youth Leadership Conference

NCADA's proud, annual tradition of hosting an outstanding leadership and advocacy training continues with its 16th Missouri Youth Leadership Conference, August 3-6, at the Doubletree Hotel in Chesterfield. The Conference, entitled "Ignite Our Spirit, Illuminate Our Communities," (formerly known as the TREND Conference) is designed for youth in middle and high

schools, adult school representatives, parents, community coalition leaders and law enforcement. This dynamic event features national speakers such as Marcus Engle and provides the latest prevention research, strategies and resources plus networking and social activities for anyone who is

committed to safe and drug-free communities. New this year are a martial arts demonstration and hip hop lessons.

Registration for the Conference is \$325 per person and includes all meals except Friday dinner when optional activities are offered including trips to the Muny Opera, City Museum, and Six Flags. There also will be a Trivia Night at the hotel. Hotel lodging is \$103 for single rooms and \$107 for up to

four people in a room. However reservations must be made through NCADA to receive these special rates.

The registration date is July 6, so contact Ginny Shaller or Karen Jones at (314) 962-3456 or visit www.ncada-stl.org to receive a registration packet.





from the Executive Director

As I was driving to work today, I was listening to a radio show discussing some high school

students who were denied attending graduation ceremonies because they had been caught possessing alcohol at a school sponsored event. Callers were all over the spectrum on the appropriateness of the school's actions. Some said these were good students who just made a mistake and should be allowed to walk with their fellow classmates. Others felt the kids got off easy, considering policies in other schools would have suspended or even expelled the students.

Here's my take on the issue. First of all, I think we can agree that underage drinking

is a serious problem; actually, it's the leading contributing factor in teen injuries and deaths in this country. So, for those callers who argued that this incident was no big deal – you're wrong – it is a big deal. You may feel the punishment is harsh, but don't underestimate the harm alcohol is causing our young people. There's a good reason schools have had to set strict policies – they have seen far too many kids fail, get hurt or die at the hands of alcohol.

But now let's get to the heart of this issue. The school has a written policy regarding alcohol that has been agreed to by students and their parents. The cardinal rule is if you have a policy, it should be enforced uniformly and consistently if it is to be effective. Not to enforce this policy would send a message to every child in that school that they can break rules and not be

punished. This is a precedent that no school would ever want.

Bottom line, I feel the school did what they had to do, and I believe they were fair about it. If the school and the parents want to change the policy, they can choose to do that, but in the meantime enforcing the current policy was the proper thing to do. The situation is sad and embarrassing for these kids and their families, but they are alive and well, and will likely benefit the rest of their lives from this experience.

If these students had not been caught, something much more serious could have happened. All should be grateful nothing did.

Community Coalitions Share, Network And Learn This Spring

Spring has always been a time for renewal and rejuvenation. For many of us, this season means shedding those winter pounds or cleaning out our cluttered closets.

For community anti-drug coalitions in the St. Louis Metropolitan Area, spring meant capitalizing on an opportunity to learn new information to assist their fund raising efforts and to help them engage the media in their efforts.

This spring the NCADA - St. Louis Area, which serves as the Eastern Regional Support Center for the Missouri Substance Abuse Prevention Resources Network, hosted two free trainings for community coalitions in this network. NCADA staff provided technical assistance for 32 community coalitions in St. Louis City as

“ Spring has proved to be a great time for coalitions to deepen their knowledge and to create drug-free communities. ”

well as St. Louis, St. Charles, Lincoln, Jefferson, and Franklin Counties.

On March 8th, coalition members attended a Regional Training hosted by NCADA called *Sustainability: Hint, don't just get another grant!* NCADA trained coalitions on ways to motivate their staff

and volunteers to promote their missions, and on how to keep financial resources flowing in without scrambling at the last minute to write a successful grant.

Following this, NCADA held another Regional Training on May 3rd called *Tonight at 10: How to engage the media*. Public relations specialists from Common Ground Public Relations Company taught coalitions how to contact the media to gain publicity and how conduct succinct interviews for radio or TV. These coalitions also learned how to describe their programs and services in twelve words so other people would understand the positive impact they make on the community.

Spring has proved to be a great time for coalitions to deepen their knowledge and to create drug-free communities.

The Key is published by the **National Council on Alcoholism and Drug Abuse-St. Louis Area (NCADA)**.

President: Howard Weissman • Executive Director: Edward F. Tasch • Editor: Veronica Aldridge

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. 8790 Manchester Road • St. Louis, MO 63144 • Phone: (314) 962-3456 • Fax: (314) 968-7394 • www.ncada-stl.org • e-mail: ncada@ncada-stl.org

Commentary

A Champion Retires

by Dan Duncan, Director of Community Services

I first met Gerrit DenHartog back in the early nineties. I could not help but be impressed by his intellect, wit and tenacity. As an employee of the Division of Alcohol and Drug Abuse, Gerrit possessed a finely honed knowledge of the workings of government and a genuine zeal for alcohol and drug prevention and treatment advocacy. At that time I was part of SOAR (Society of Americans for Recovery), and I knew I'd found a kindred spirit. We shared the opinion that the recovering population, substance abuse professionals and concerned others would have to become much more vocal and visible advocates for change if we were to expect substantial improvement in our social response to alcohol and drug problems. Gerrit became a mentor and a friend.

Over the years we have worked together, tilting at windmills, trying to raise awareness and find solutions to alcohol and other drug

abuse and addiction issues. Although not in recovery himself, Gerrit has been a genuine and longtime friend to the recovering community.

After 'retiring' from State Government Gerrit found he could not resist the lure and the challenge of taking on the Missouri Recovery Project Director position. (Apparently, he was not quite done tilting.) As the MRN Project Director, Gerrit added a layer of credibility, stability and enthusiasm to a still struggling effort, helping to bring it further toward its promise and potential.

Recently, Gerrit and his wife Lynne, made a decision. They decided it's time to climb into their RV, travel, have some adventures, explore America and enjoy life with some well-deserved rest and relaxation.

It's a little difficult for me to imagine working in this field without Gerrit being part of the effort, but for those of you who know him, you know he has earned the right to



Gerrit DenHartog

hang up his spurs. I know you will join me in saluting this good man and good friend to so many of us. Gerrit, enjoy your retirement. Don't forget us... we certainly won't forget you.

NCADA - St. Louis Area,
in partnership with
CenterPointe Hospital,
presents information meetings on

**Alcohol
&
Drugs**

CenterPointe Hospital
5931 Highway 94 South
St. Charles, MO 63304
(636) 441-7300

Thursdays, 7:00-8:00 p.m.

*Part 1: 1st, 3rd or 5th
Thursday of the month*

*Part 2: 2nd or 4th
Thursday of the month*

Speaker: Mike Powers
Free and open to the public.
No reservation necessary.

NCADA Expands Golf Tournament!

After 12 years, NCADA's annual Golf Tournament is still growing. For the first time, the event is moving to both courses, East and West, of Norwood Hills Country Club. In addition, the Registration Fee now includes all the contests: Putting Contests, Skins Game, Longest Drive, and Closest to the Pin.

There are many chances to win at this tournament, but one thing is certain: the proceeds from this event make winners out of all the youth NCADA serves with effective drug abuse prevention programs.



2005 Championship Flight Winners:
(Left-Right) Peter & Emily Huey, Ted Christner and Guy Phillips.

Be a winner by supporting area youth at the golf tournament on Monday, July 31.

If you'd like to purchase raffle tickets, simply fill out the insert and return it with your check made payable to NCADA. Tributes are also available; see page 8 for more details.

If you would like more information about registration or sponsorship opportunities, visit www.ncada-stl.org or call Jennifer Wheelon at (314) 962-3456.

12TH ANNUAL

NCADA GOLF TOURNAMENT

Date: Monday, July 31

Place: Norwood Hills Country Club

Fee: \$300/person; \$1200/foursome

For more information, please visit
www.ncada-stl.org or call Jennifer
Wheelon at 314.962.3456.

FDA Statement Claims No Medical Use for Marijuana

In a controversial new statement, the U.S. Food and Drug Administration (FDA) declares that there are no “sound scientific studies” showing that marijuana can be used medically. But critics have derided the statement as political, not scientific. An FDA spokesperson said the statement, issued at the request of Congressional lawmakers, was based on an interagency review involving federal drug enforcement, regulatory agencies, and researchers. The statement concluded that, “smoked marijuana has no currently accepted or proven medical use in the United States and is not an approved medical treatment.”

Join Together On-line
www.jointogether.org
April 21, 2006

Smoking Causes Death in Middle Age

New research shows smokers are more likely to die between the ages of 40 and 70 – broadly defined as middle age – than nonsmokers. A study of 50,000 people over a period of 25 years found that 41% of people who smoked a pack of cigarettes or more per day died between ages 40-70, compared to 14% of nonsmokers. Among female smokers the death rate was 26%, compared to 9% of nonsmokers. However, the study also found that risk levels dropped when smokers quit, regardless of age. “All too many people, when they think of smoking, think of people dying at an old age,” said John Banzhaf of Action on Smoking and Health. “This study shows a very dramatic increase in death rate at middle age, a significantly lower chance of surviving middle age, particularly if you are what they define as a heavy smoker.” The research appears in the March 2006 issue of the *Annals of Internal Medicine*.

HealthDay News
March 24, 2006



Study Supports ‘Rewired’ Brain Theory of Addiction

Researchers say that a new study demonstrating differing biochemical responses to cocaine among addicted rats supports the theory that the brains of addicts become predisposed to craving. “This work shows that there are profound alterations in the brain mechanisms that regulate motivated behavior with addiction,” said Dr. David Self, associate professor of psychiatry at University of Texas Southwestern and senior author of the paper. “It really shows that the addicted person is ill-equipped to cope because the brain is now wired to make them crave drugs more and get less satisfaction out of the drug or other life events that may be rewarding, and this study found biological changes that would explain these behavioral changes,” Dr. Self added. The research appears in the March 2006 issue of the journal *Neuropsychopharmacology*.

Medical News Today
March 17, 2006

Search for Addiction Gene Focuses on Chromosome 17

Two sets of genes suspected of being involved in addiction are located on chromosome 17 in humans. Researcher Joel Gelernter, M.D. and colleagues identified groups of opioid and non-opioid drug addicts and obtained DNA samples. A genetic-linkage analysis found common genetic markers on the 17th chromosome among addicts of European descent. The study was published in the May 2006 issue of the *American Journal of Human Genetics*.

MedPage Today
April 12, 2006

Report: \$7 Gain for Every \$1 Spent on Treatment

A recent study concludes that society earns \$7 in benefits for every \$1 spent on addiction treatment, including savings on medical care, mental-health services, and welfare payments, increased employment, and reductions in criminal activity. “Even without considering the direct value to clients of improved health and quality of life, allocating taxpayer dollars to substance-abuse treatment may be a wise investment,” the study concludes. The report titled *Benefit-Cost in the California Treatment Outcome Project: Does Substance Abuse Treatment “Pay for Itself”?* appears in the January 2006 issue of the journal *Health Services Research*.

Join Together On-line
www.jointogether.org
May 9, 2006

Alcohol & Nicotine Addictions May Share Genetic Roots

Genetic predisposition to alcohol and nicotine may be closely related, according to animal studies conducted by Canadian researchers funded by the National Institute on Alcohol Abuse and Alcoholism. Researchers bred rats that were genetically predisposed to alcohol use (“P” rats) and compared them to another strain bred not to like alcohol (“NP” rats). They found that the P rats self-administered twice as much nicotine by pressing a lever as the NP rats. “Our findings suggest that the genetic factor underlying the high alcohol consumption seen in P rats may also contribute to their affinity for nicotine,” said lead author A.D. Lê, Ph.D. Alcoholics are three times as likely as non-alcoholics to smoke. The rat study was particularly valuable because the animals were given the chance to administer nicotine before they were exposed to alcohol, mitigating against the hypothesis that alcohol use itself leads to smoking. The research was published in the February 2006 issue of the *Journal of Neuroscience*.

Join Together On-line
www.jointogether.org
March 28, 2006

Miss America 2006 Teams Up With Alcohol-Free Youth

Youth members of NCADA's FOR REAL Youth Council traveled to Jefferson City, March 13th and 14th, to participate in an extraordinary adventure headlined by Jennifer Berry, Miss America 2006. The event titled "Missouri Teen Voices" (MTV) was sponsored by MYAA (Missouri's Youth/Adult Alliance Against Underage Drinking), a program funded by the Missouri Division of Alcohol and Drug Abuse. Members of FOR REAL (Finding Opportunities to Reach, Rally and Educate All Legislators) were eager to use this opportunity to convince Missouri House of Representatives and State Senators to support measures generating new funding for prevention and treatment programs and other alcohol related issues.

Forty-three youth representing 20 high schools and a middle school in the greater St. Louis Area were given several experiences in Jefferson City that empowered them to live up to their name; they and 250 other Missouri youth received advocacy training to help them communicate effectively with their State representatives. At night the teenagers cut loose and enjoyed social activities including a dance and late night pizza. The next day they participated in a spirited Youth Rally

on the steps of the State Capitol attended by some of their own legislators. Legislators heard passionate speeches by youth including NCADA prevention leader, Marjorie Powers, a sophomore at Ladue Horton Watkins High School. Jennifer Berry provided a very moving talk that explained why she has chosen reducing underage drinking and drunk driving crashes as her Miss America platform and why she serves as a spokesperson for MADD (Mother's Against Drunk Driving). The remainder of the day was spent visiting the offices of their own legislators and viewing the House and Senate in action. NCADA was introduced by legislators, twice on the House floor and once on the Senate floor for our participation and in recognition of our outstanding NCADA youth programs including TREND.

How did these youth sum up their total experience? According to Daniel Nolan, a sophomore at Rockwood Summit High School, "I would definitely give the experience a 10 rating! I believe that most of these legislators listened to us, and



Rep. Bill Deeken and Jennifer Berry, Miss America 2006. Her platform is building intolerance to drunk driving and underage drinking.

hopefully understood the seriousness and severity of what we were, and still are, so passionately fighting for. I hope that I can go back again next year to speak with those legislators who still need more education on these critical alcohol issues, and hope that one day we can all benefit from the choices of Missouri's leaders."

High school students interested in joining FOR REAL and attending their monthly meetings should contact Ginny Shaller at (314) 962-3456 or e-mail gshaller@ncada-stl.org.

New Additions to NCADA's RADAR Library

A.A. – An Inside View (28 min.) Gives an inside look at the basics of A.A. while protecting anonymity. Alcoholics are shown going about their daily lives, attending A.A. meetings and other gatherings.

Spin the Bottle: Sex, Lies, & Alcohol (44 min.) **DVD** A critique of contemporary popular culture's glamorization of excessive drinking and high-risk behaviors. Jackson Katz and Jean Kilbourne talk about the dangers of alcohol consumption and how it affects young men and women's lives.

Families For Prevention: Practical Prevention (30 min.) Narrated by Ben Vereen, this film explains the importance of family meetings. Three physicians give suggestions to assist families in establishing regular family meetings.

Deadly Persuasion: The Advertising of Alcohol & Tobacco (53 min.) **DVD** Jean Kilbourne exposes the manipulative marketing strategies used by the tobacco and alcohol industries to keep people hooked on their dangerous products.

The Harder They Fall – Celebrities Tell Their Real-Life Stories of Addiction & Recovery (book) written by Gary Stromberg & Jane Merrill, 21 stories are told by athletes, actors, comedians, and writers.

Hope: Alcoholics Anonymous (15 min.) This film follows a young man on his way to his first A.A. anniversary as he reviews his drinking days and his first year of sobriety. Explains basic principles of the program, such as sponsorship, the home group, the Steps and Traditions.

Mike Powers: When the Fun Goes Out of the Bottle II (1 Hour) **DVD** (No Charge for Rental) Addressing two of the greatest stumbling blocks faced by addicts, the unwillingness to rely on a Higher Power and holding on to resentment, Mike Powers shares his insights about "letting go and letting God" and breaking out of the prison of resentment.

Women & Tobacco: 7 Deadly Myths (17 min.) Narrated by model Christy Turlington, this film helps women see the health hazards of smoking.

Nominal fees are charged for videos and books. For more information about the fees or RADAR resources, please call (314) 962-3456, or visit www.ncada-stl.org and click on RADAR Library.

The Devil

a poem by Heather Carrier

I met the devil the other day and
 was shocked at what I saw.
 He didn't have horns or evil eyes
 and he didn't carry a pitchfork...
 instead he came on silent feet
 hidden in a disguise.
 He came with open arms bearing
 gifts to my surprise.
 He gave my curious soul a potion
 to ease my pain.
 He gave me a way out and showed
 me things I had never seen.
 Had I been a wiser fellow I would
 have seen the error in my ways.
 But like a child I took the candy
 and I did some very bad things.
 The potions that I had grown to
 love began to consume me.
 They slowly began breaking me
 down, leading me down to a road
 of self-destruction.
 That's when I realized that the
 happiness the potions left me with
 was fake.
 They couldn't bring me happiness
 and in the end would only
 bring me pain.
 I used to think that God wouldn't
 put something on Earth if He
 didn't intend us to use it.
 But I was wrong because God
 didn't put it here.
 The devil did.
 Drugs are like the apples
 from his evil tree.



Heather Carrier is 15 years old and will be a sophomore at Lafayette High School this fall. She is the daughter of Cheryl Carrier, NCADA's accountant.



Coming Events

June

14 **St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road, (314) 962-3456.

July

12 **St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road, (314) 962-3456.

31 **12th Annual NCADA Golf Tournament** - Norwood Hills Country Club. Contact Jennifer Wheelehon at (314) 962-3456 or jwheelehon@ncada-stl.org.

August

3-6 **2006 Missouri Youth Leadership Conference** - Doubletree Hotel in Chesterfield. Price is \$325.00; registration deadline is July 8. Contact Karen Jones at (314) 962-3456 or kjones@ncada-stl.org for further information.

9 **St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road, (314) 962-3456.

September

10 **FOR REAL Youth Council** - 5:00-7:00 p.m., NCADA main office, 8790 Manchester Road. Contact Karen Jones at (314) 962-3456.

13 **St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Road, (314) 962-3456.

NCADA Welcomes New Staff!



CATHY BARNETT has a master's degree in counselor education with an emphasis in substance abuse. She has worked as an inpatient counselor with women and as an adolescent outpatient counselor. Most recently, Cathy worked at the University of Iowa as a Health Educator and Prevention Specialist. She and her husband and three children moved to St. Louis in 2001 and live in Des Peres.

JASON BOWERS joins the NCADA staff as a Prevention Specialist. He is a St. Louis native and a graduate of Christian Brothers College HS. He received his Bachelors degree in History from the University of Memphis in 2004. Jason has worked closely with inner city communities and underserved populations throughout his high school and college careers.



JENNIFER WHEELIHON joins the NCADA staff as the Volunteer/Special Events Coordinator. She received her B.S. in 1997 from Truman State University and her M.S.W. from Washington University in St. Louis in 1999. She brings with her over 7 years of experience working in fundraising, special events, and volunteer coordination. Jennifer and her husband, Chris, are the very proud parents of Evan (2).

Tributes and Contributions

January through March 2006

**CORPORATIONS,
FOUNDATIONS &
ORGANIZATIONS**

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Nestlé
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Russell Sabor Foundation

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Colleen Ritchie
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Cornita Robinson
Ann Rose
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Gifts St. Louis
Gingham's Homestyle
Restaurant

Goedeker's Super Store
Gourmet To Go
Growlers Pub
Gus' Pretzel Shop
Hacienda Mexican
Restaurant
Harster Heating & Air
Conditioning
Harvest Restaurant
Hodak's Restaurant & Bar
Karen Jones
Juniper Grill
Kreis' Restaurant
Llwelyn's Pub
Massa's Restaurant
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Sophia M. Sachs Butterfly
House
St. Louis Cardinals
St. Louis Rams
St. Louis Zoo
Sugar Creek Gardens
Ted Drewes Frozen Custard
Telle Tire & Auto Service, Inc.
Gloria & James Ventura
Worldways Children's
Museum

Sweet Success for Cookie Sale!

The smell of chocolate chip cookies filled the air at NCADA on April 25th as volunteers packaged almost 90 dozen cookies for the Friends of NCADA's 2nd Annual Administrative Professionals Day Cookie Sale. The delicious packages were delivered to administrative professionals throughout the St. Louis area on April 26th. Special thanks to the following people who baked, packaged and delivered their way to another successful event – raising \$684 for NCADA:

Joyce Berger
Linda Bruntzel
Chelle Dohrmann

Carolee Gregerson
Lynn Hoganson
Jill Johnson

Cheryl Kellogg
Julie Kiehl
Mary Jo Napper

Jan Redington
Marge Ritchie
Kay Roush

Jackie Votruba
Lynn Watkins
Carolyn Woodsmall

The Friends of NCADA are busy planning future events. If you would like to join this great group of supporters, please contact Jennifer Wheelehon at 314-962-3456. We look forward to hearing from you!



Affiliate,
National Council on
Alcoholism & Drug Dependence



Regional Support Center



United Way
of Greater St. Louis



Keep Up-To-Date

www.ncada-stl.org

- ◆ Registration Information
- ◆ Sponsorship Opportunities
- ◆ In-Kind Donation Forms
- ◆ Raffle Prizes
- ◆ Auction Items

MONDAY, JULY 31

**NORWOOD HILLS
COUNTRY CLUB**

TRIBUTES FOR PREVENTION!

Looking for a way to honor an individual, school, or loved one that has made a difference in your life? Consider a Tribute Sponsorship of \$25 or more for the 12th Annual NCADA Golf Tournament. All proceeds support the *Harriet Kopolow Youth Leadership Fund*. NCADA will put your name, the honoree's name, and picture (if supplied) on a golf cart visor. Your name will be listed in the Golf Program, NCADA's website, and 2006 Annual Report, plus the recipient will receive notice of your tribute. For more information, contact Jennifer Wheelehon at 314-962-3456 or jwheelehon@ncada-stl.org.