



# THE KEY

*Unlocking the doors  
of understanding...*

Fall 2011

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

## “Let’s Face It” — It’s Everywhere!

The St. Louis County Department of Health’s campaign to address smoking issues in St. Louis County is picking up steam as the year rolls on. “Let’s Face It” ads are being shown on TV, heard on local radio stations, and are very visible on billboards all over the County.

NCADA, as a grantee in this effort, has been involved in several aspects of the “Let’s Face It” campaign. NCADA’s responsibilities under this grant include efforts to educate retailers who sell tobacco products, help private schools and school districts improve their tobacco policies, and create new public awareness initiatives. As such, NCADA collaborated over the summer with Barlow Production to produce an innovative smoking DVD now available to middle schools and high schools throughout

St. Louis County.

The talent of drama students from several local high schools were utilized to produce several vignettes for the DVD. Serious messages

regarding smoking are delivered with elements of irony and humor. For example, one of the scenes features the Grim Reaper who likes to hang out with smokers because he knows what their smoking is eventually going to do to them.

This DVD will be available to schools and will provide an excellent tool to facilitate conversations about

smoking.

NCADA is enthusiastic about providing this information due to the gateway relationship between the use of tobacco, alcohol and other drugs. Visit NCADA’s website, [www.ncada-stl.org](http://www.ncada-stl.org), to request a free copy of the DVD.



### got drugs?



## National Prescription Take Back Day

October 29<sup>TH</sup> :: 10 a.m. – 2 p.m.

The DEA has scheduled another National Prescription Drug Take Back Day on Saturday, October 29, from 10:00 a.m. - 2:00 p.m. This event will provide a safe venue for disposing of unwanted and/or expired prescription drugs. To find a location in your area, please visit: [www.ncada-stl.org](http://www.ncada-stl.org) or [www.dea.gov](http://www.dea.gov).

*from the*  
**Executive Director**



Wow, I have pondered over this article for hours. The topic I want to address is critically important, but without question, *boring*. I figured there's only about ten people who regularly read my articles, and now just at the mention of boring, I've probably already lost half of you. Okay, so here's a teaser; the article will, in part, address my eventual departure from the organization. No, I'm not leaving because only a few people read my articles. It's just that I've been director for 32 years, and... this is difficult to admit... but I'm getting old.

So now that I have your attention, the article is about *strategic planning*. Here's the deal. It's extremely important that not-for-profits go through a planning process every three to five years. Let's face it, things change that can affect the leadership, direction, goals, and funding

of an organization that must be addressed. For example, if you haven't noticed, we've been experiencing some rocky economic conditions. Also the extreme weather (tornados, floods, drought, etc.) is having a major impact on many charities.

To the point, NCADA went through an extensive information gathering process to determine what our board, staff, volunteers, funders, community partners and consumers felt were issues and goals for the Agency for the next three years. Following this, the process led us to revise our vision, mission, and core values. This article is now the first public unveiling of the new mission, which is: ***The NCADA – St. Louis Area is a community health agency providing information, intervention, referral to treatment, prevention and advocacy services.*** Not too shocking, it very simply says who we are and what we do.

Next we went through a lengthy process to determine our future goals. These were not program goals, but rather things we need to address over the next three years to survive

and grow in the face of changing internal and external conditions. They are: (1) Prepare for impending turnover of key management staff; (2) Secure new funding resources; (3) Maintain a well-trained and qualified staff; (4) Prepare our board to provide appropriate governance and leadership; and (5) Raise the visibility of the organization.

There you have it. I hope that wasn't too boring, and I appreciate those of you who stayed with me to the end. Of course, I should mention that strategic planning doesn't just end with a list of goals. We have a lot of work ahead of us, but at least now we have a plan. Oh, as for my leaving, we now have a very comprehensive succession plan in place that will deal with either an emergency or planned departure of myself and other key staff leadership. We hope, of course, for all concerned, they will be planned departures. In my particular case, I can only tell you that it will likely be within the next three years.

## The Benefits of a Giving Workout

Have you ever noticed that giving feels good? Giving to others, whether through donations or volunteering, is actually good for your mental, emotional and physical health.

Altruism has been shown to ease stress, produce a sense of well-being, and provide many of the mental and physical health benefits typically associated with exercise. Here are several health benefits associated with giving or reaching out to help others (based on various studies from John Hopkins, Harvard and Duke University Medical Center):

- Release of endorphins (the body's natural painkillers).
- Decrease in both the intensity and the awareness of physical and mental pain. Survivors of sudden loss, tragedies or

life changing experiences often say that altruism was key in helping them survive and heal.

- Activation of emotions vital to maintaining good health (well-being, happiness).
- Strengthening of the immune-system (the "Mother Theresa effect").
- Reduction of destructive attitudes that negatively arouse and damage the body (i.e., chronic hostility).
- The multiple benefits to the body's biological systems (provided through stress relief).
- A rush of euphoria, followed by a longer-lasting period of improved emotional well-being ("helper's high").
- Quicker recovery times.
- Longer life span.

*"The willingness to share does not make one charitable; it makes one free."  
~ Robert Brault ~*

### **The Link Between Doing Good and Living a Longer, Happier Life**

In their book "Why Good Things Happen to Good People," Stephen Post, a professor of bioethics at Case Western Reserve University, and Jill Neimark, former "Psychology Today" features editor, show that qualities like gratitude, celebration, forgiveness, compassion and giving are not only good for the recipients of your generosity – but can lead to better health and longer life.

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

President: Rebecca Brown | 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*

by Dan Duncan, Director of Community Services

## Various New 12-Step Meetings Popping Up Locally

There are new twelve-step meetings that have showed up recently in St. Louis: Marijuana Anonymous (MA) and Heroin Anonymous (HA). Both of these are much-needed and certainly welcome. Although M.A. meetings have been available on-line for some time, an in-person meeting was just established here in St. Louis a year or so ago.

The other new type of twelve-step movement happening in the St. Louis area is Heroin Anonymous. The first local H.A. meeting started earlier this year at Harris House on Friday evenings. As attendance grew at the Friday evening meeting, another meeting started up and then another. St. Louis now has three public H.A. meetings. According to Joe B. the effort is going well, "The meetings just continue to grow, it's been phenomenal. Recovery is definitely happening in H.A."

Considering the proliferation over the years of various types of twelve-step meetings that have spun off of Alcoholics Anonymous, it's surprising that Marijuana Anonymous wasn't founded until 1989 and



Heroin Anonymous even more recently, in 2004. Gradually both efforts are taking root, and meetings are increasing around the nation. Meetings that address specific drugs can be important to those seeking help. It can be argued that a drug is a drug is a drug

(and that includes alcohol) and that many addicted to drugs other than alcohol have sought and found help with A.A. However, there is still the aspect of A.A. being about alcohol. Meetings for other drugs of choice can help the addict feel he/she is receiving help from those who have truly walked in his/her same shoes.

These new meetings need support. If you've been in recovery for a while and are looking for opportunities to help others, please attend. If you are a therapist or counselor, make note of these new meetings and refer your clients/patients. It's in everyone's interest for these meetings to not just survive, but thrive!

Details about local meetings are available on NCADA's website:

- [www.ncada-stl.org/factsheets/ma.pdf](http://www.ncada-stl.org/factsheets/ma.pdf)
- [www.ncada-stl.org/factsheets/ha.pdf](http://www.ncada-stl.org/factsheets/ha.pdf)

## Red Ribbon Week 2011

Red Ribbon Week is the nation's oldest and largest drug prevention program, reaching millions of Americans during the last week of October each year. The week honors the life of DEA agent Enrique Camarena who gave his life fighting against drugs. By wearing red ribbons and participating in community anti-drug events, young people pledge to live a drug-free life.

This fall, NCADA is sponsoring four trainings for area middle school students to help young people understand the importance of making

positive choices about alcohol, tobacco and other drug (ATOD) use. The theme for the 2011 Red Ribbon Youth Leadership Trainings is **It's Up to Me to Be Drug Free**. Currently, over 500 students are registered to participate. These free one day trainings are being held in Franklin County, St. Louis County, Jefferson County and St. Charles County in September and offer students and their adult leaders the opportunity to learn about a variety of ATOD issues. Participants also learn leadership skills and are given resources for Red Ribbon Week

activities they can conduct in their own schools or groups.

A special thanks to ADA, BJC, Cardinals Care, First United Methodist Church-St. Charles, First United Methodist Church-Washington, Franklin County Community Resource Board, Gateway Christian Church, Preferred Family Health Care, Saint Louis County Children's Service Fund, Sarah Ellen Rose Foundation, Missouri National Guard, United Way, and Victory Church for helping to make the Red Ribbon events possible.



Get your free Red Ribbon Resource Guide online: [www.ncada-stl.org/redribbon](http://www.ncada-stl.org/redribbon)

## Building the Best YOUth!

The 2011 NCADA Prevention Leadership Conference was held August 5th at the Sheraton Lakeside Chalet in St. Louis. This year's theme was *Building the Best YOUth!* Over 200 students and adult leaders came together to develop new skills and learn the latest strategies to reduce alcohol, tobacco and other drug use. Peer support from new friends, who share their drug-free beliefs, motivated the youth to build a strong foundation of knowledge and skills.

Keynote presenters included Aric Bostick, a high energy and interactive speaker for teens; John O'Leary, an inspiring motivational speaker for youth, families, and communities; and The Media Guy, with his presentation "Second Chance." There were educational breakout sessions on such topics as tobacco education, advocacy, music literacy, heroin, underage drinking, recovery, prescription and over-the-counter drug abuse, body image, and brain science.

At the Conference banquet, students and youth groups received the acclaimed President's Volunteer Service Award given for community service hours.

NCADA is grateful for the support of the following sponsors: Missouri Division of Alcohol and Drug Abuse, Missouri Department of Transportation, St. Louis County Children's Service Fund, Franklin County Children and Family Resource Board, Russell Sabor Foundation, Missouri Foundation for Health, Missouri National Guard, Drury Inn and Suites, Clayton Optimist, Elsaesser Family Trust, Crestwood-Sunset Hills Rotary, Kirkwood Optimist, and Twin City Area Optimist. NCADA also thanks the wonderful group of student interns that put in many hours making sure the Conference was another HUGE success.



## Committee, Volunteers, Supporters Lead to Another Golf Success

Cooperation on all fronts contributed to the success of the 17th annual NCADA Golf Tournament at Whitmoor Country Club presented by Seeger Toyota. Thanks to the outstanding efforts of the committee, led by co-chairs Mitch Stern and Brian Zielinski, plus the generosity of sponsors, donors and participants, the event raised \$103,000 – more than a 28% increase over last year's net profits!

This is an amazing achievement, especially in a challenging economy that has resulted in smaller tournaments throughout the area.

Fifteen volunteers pulled together for smooth running registration, contests and silent auction. For the third year Whitmoor's stellar staff, food and facility did not disappoint. Even the weather was amazing offering a sunny 85°, which was a welcomed break from the triple digit heat wave.

Highlighting the dinner program was guest speaker Ashley Matthews, who received a standing ovation for her compelling story, resulting in an unprecedented \$11,025 raised for the Harriet Kopolow Youth Scholarship Fund.

Be sure to check out NCADA's website, [ncada-stl.org](http://ncada-stl.org), for tournament photos and information on next year's event. We hope you can join us in 2012!

### Flight A

**North:**

John Buffa  
George Edinger  
Dave Maassen  
Davis Pfeil

**South:**

Bill Bitting  
Ron Godier  
Rick Modor  
Bard Stephens

### Flight B

**North:**

Dan Cates  
Tate Jacobitz  
Curt Wuesterhoff  
John Farnen

**South:**

Vince Range  
Steve Turner  
Bill Werremeyer  
Larry West



(L-R): Presenting Sponsor Tom Seeger with wife, Missy, and sons, Tommy and Andy.

### Closest to the Pin

**North:**

Mike Flynn

**South:**

Donna Rogers

### Longest Drive

**North:**

Male:  
Tim Rowder

Female:

Polly Rutherford

**South:**

Male:  
Randy Gibbs

Female:

Lin Struyk

### Putting Contest

Dennis Corrigan

## . . . . B u l l e t i n . . . B o a r d . . . .

### **Federal Government Rules Marijuana Has No Accepted Medical Purpose**

The federal government recently ruled that marijuana has no accepted medical use and should remain in the same class of drugs as heroin. The decision comes nearly nine years after marijuana supporters asked the government to reclassify the drug based on the growing body of research suggesting the drug is effective in treating certain diseases. Advocates criticized the ruling but are pleased that the government has finally responded, which allows them to appeal to the federal courts. This is the third time that petitions to reclassify marijuana have been denied. The first was filed in 1972 and denied 17 years later. The second was filed in 1995 and denied in 2001. Both decisions were appealed, but the courts sided with the federal government.

*Los Angeles Times* | July 9, 2011

### **Government Delays Decision About Tightening Controls on Hydrocodone**

Since 1999, the FDA and DEA have been considering changing the classification of hydrocodone (the key ingredient in Vicodin and other painkillers) from Schedule III to the more restrictive Schedule II category. In 2009, more than 86,000 ER visits were related to the non-medical use of hydrocodone. Schedule II drugs must be locked up at pharmacies. Physicians can only prescribe one bottle at a time, and patients must have an original prescription in order to obtain the medication. Hydrocodone is the most frequently prescribed opiate in the United States, with more than 139 million prescriptions for hydrocodone-containing products dispensed in 2010. A bill was introduced in Congress in March that would tighten controls on hydrocodone, bypassing the FDA and DEA rule making process.

*Associated Press* | August 21, 2011

### **Doctor Support Is Key in Helping Smokers with Drug or Alcohol Disorders to Quit**

Smokers with drug, alcohol, or mental disorders are five times as likely to quit smoking if they receive counseling from their primary care physician. About 40% of smokers have a drug, alcohol or mental disorder. These smokers have a more difficult time than other smokers when trying to quit. Researchers at the University of California, Los Angeles, studied 1,356 smokers. They found just 6% of smokers with one of these disorders successfully quit without smoking cessation counseling from their doctor, compared with 31.3% of those who received counseling. Among smokers without a drug, alcohol or mental disorder, 10.5% quit without counseling, compared with 34.9% of those who received counseling. Lead researcher Dr. Michael Ong said, "It has been assumed that doctors should address one issue at a time. However, we showed that smoking cessation counseling is effective in this patient population and should be pursued."

*Drugfree.org* | August 24, 2011

### **Army Alcohol Abuse Has Doubled in the Past Five Years**

Dr. Les McFarling, Director of the Army Substance Abuse Program, says the rate of alcohol abuse among soldiers has doubled in the past five years. McFarling attributes the rise to the stress of serving in wars, readjusting to life at home and then repeating the cycle. About 13,000 soldiers were treated for substance abuse in 2010 – most of them for alcohol. No direct link has been found between alcohol abuse and the number of a soldier's deployments. The Army Substance Abuse Program recently announced it is trying to fill 130 substance abuse counselor positions by October 1.

*Chicago Sun-Times* | August 5, 2011

### **Vaccine Shows Promise Against Heroin Addiction in Animal Model**

Scientists at The Scripps Research Institute in La Jolla, CA, have developed a vaccine which produces antibodies that prevent heroin from reaching the brain to produce feelings of euphoria. "The hope is that such a protective vaccine will be an effective therapeutic option for those trying to break their addiction to heroin," study lead author Kim D. Janda said in a news release. The vaccine targets not only heroin, but also the chemical it degrades into, which also produces an effect on the brain. The researchers found that rats addicted to heroin were less likely to give themselves heroin by pressing on a lever if they had received several booster shots of the vaccine, compared with addicted rats who did not receive the new vaccine.

*Medical News Today* | July 21, 2011

### **Medical Group Calls Addiction Brain Disorder, Not Behavior Problem**

The American Society of Addiction Medicine (ASAM), the largest professional society of doctors dedicated to treating and preventing addiction, has released a new definition of addiction, calling it *a chronic brain disorder*, not just a behavior problem. "At its core, addiction isn't just a social problem or a moral problem or a criminal problem. It's a brain problem whose behaviors manifest in all these other areas," said Dr. Michael Miller, Past President of ASAM, who oversaw the development of the new definition. This marks the first time ASAM has taken an official position that addiction is not simply related to substance abuse. The group said outward behaviors of substance abuse are manifestations of underlying disease that involve different parts of the brain.

*USA Today* | August 16, 2011

# Tributes and Contributions: May–August 2011

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\*Individual Leader gifts begin at \$1,000; Corporate Leader gifts begin at \$10,000.

## Coming Events

For more information, call 314.962.3456  
or visit [www.ncada-stl.org](http://www.ncada-stl.org)

### October

- 12 ... St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Rd.
- 28 ... Ethics yoU Training** - Cost: \$70. NCADA main office, 8790 Manchester Rd. See ad on this page for details.

### November

- 9 ... St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Rd.

### December

- 14 ... St. Louis Coalition on Addictions** - monthly meeting, 11:30 a.m., NCADA main office, 8790 Manchester Rd.

## Have You Got the Time?

Sometimes the greatest gift of all is the gift of your time. When you volunteer with NCADA, you are investing in our youth. There are many different ways to become involved:

- Help raise awareness within the community regarding issues related to substance abuse
- Represent NCADA at school, community, corporate health and/or safety fairs
- Speak to a group – “tell your story” individually or as part of a panel
- Present information to older adults regarding pharmaceuticals and alcohol
- Present information regarding pregnancy and alcohol
- Help plan fundraising events such as Trivia Night, Concert and/or Golf Tournament
- Work at a special event in set up, registration or logistics of the event

To learn more, schedule volunteer training/orientation, or become involved as an NCADA volunteer, contact Lynne Steinman at [lsteinman@ncada-stl.org](mailto:lsteinman@ncada-stl.org) or 314.962.3456.

## Heroin Campaign Continues



The St. Louis area effort to raise awareness for heroin is going well. As of early September, three regional town hall forums have

been completed. Each had excellent attendance from the surrounding community and media coverage was extensive. Due to requests from school districts and other community representatives, three more town hall forums have been scheduled through the end of October with more requests under consideration (see website for details).

The heroin website – [www.not-even-once.com](http://www.not-even-once.com) – has been utilized extensively. It continues to get more hits every month as more information finds its way onto the site. Parent to parent radio spots have been running on talk radio stations, and ads were displayed all summer in AMC movie theatres and on Bi-State buses.

If you have not yet checked out [www.not-even-once.com](http://www.not-even-once.com), please do. You will find it is a comprehensive resource of information designed to serve the needs of anyone who seeks information of any kind regarding heroin or the efforts to eliminate its use in the greater St. Louis area.

Parent brochures are now available at no charge. To order a quantity just visit the website and submit an order.

**ETHICS**  
*training*



Who determines what's right and what's wrong? When I sign a code of ethics, who is the commitment REALLY between? How can I improve my skills in decision making to ensure I'm making ethical decisions?

**ETHICS yoU** will help you answer these questions and more! This interactive workshop will help you explore your current ethical code of conduct, evaluate your current awareness and adherence to a code, as well as allow time for you to put these guidelines into practice.

**Date:** October 28, 2011

**Time:** 8:30 a.m. – 3:30 p.m.

**Course Location:**  
NCADA (Main Office)  
8790 Manchester Road  
St. Louis, MO 63144



**Tuition:** \$70 (includes lunch)

**To register, contact Dorothy at 314.962.3456 or [dpulliam@ncada-stl.org](mailto:dpulliam@ncada-stl.org).**

6 CEU hours pending. This training is ideal for: counselors, prevention professionals, public health educators, social service agency staff, social workers, teachers, and therapists.

**NCADA**  
National Council on Alcoholism & Drug Abuse - St. Louis Area  
*The place to turn*  
8790 Manchester Road · St. Louis, MO 63144  
[www.ncada-stl.org](http://www.ncada-stl.org)

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Regional Support  
Center



## *United Way & NCADA*

NCADA is a proud member of The United Way of Greater St. Louis. The annual United Way fundraising campaign begins in September. Contributions generated from the campaign help support the programs of **NCADA** and nearly 200 other local health and human service organizations.

A United Way contribution is cost-efficient; more than 90 cents of every contribution dollar is strategically invested to help 1 in 3 people in our region.

Many of our clients receive services from more than one United Way supported agency. It takes a strong system of quality agencies that provide a variety of programs to help our clients. That's why a contribution to the United Way is important. Please support the United Way and help us build a stronger community.

[www.stl.unitedway.org](http://www.stl.unitedway.org)