



2015 ANNUAL REPORT



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MESSAGE FROM THE CHAIRMAN AND CEO



Dear Friends,

Through the actions of some of our coalition leaders, you will see how CADCA's effective prevention model has reduced substance abuse in communities in the U.S. and abroad. Their stories, told throughout CADCA's 2015 Annual Report, are just a snapshot of what coalitions do every day as community mobilizers. These passionate change agents are a part of the 5,000 strong coalition network around the world that has made a positive impact in their communities with CADCA's support.

The African proverb wisely expresses, "It takes a village to raise a child." Since our fledgling days nearly 25 years ago, CADCA has stayed committed to championing primary prevention because we know it works. If we can prevent youth substance abuse, then there is no need to go down that long road to recovery. Yes, it takes *all of us* to implement a comprehensive set of evidence-based strategies to raise strong and healthy children.

You will also learn about the impact your resources have contributed to our field.

For example, without your support, CADCA would not be able to advocate for prevention on Capitol Hill.

We would not be able to cultivate stellar relationships with our federal partners to address underage drinking, tobacco and marijuana use, medicine abuse and the heroin epidemic.

We would not be able to address health disparities and cancer through our Geographic Health Equity Alliance.

We would not be able to mold the next generation of preventionists such as Khiree Smith, who was part of our first cohort of National Youth Leadership Initiative trainers and has since taken his CADCA knowledge and applied the model to his community and has graduated from law school.

Without the support of CADCA's Drug-Free Kids Campaign Humanitarian of the Year, Mark Trudeau, and other wonderful champions like YOU, CADCA would simply not be able to do what we do.

On behalf of our coalitions, our staff, and Board of Directors, thank you for believing in CADCA's mission to build safe, healthy, and drug-free communities. We could not do this critical work without your support.

Sincerely,

A handwritten signature in black ink that reads "Arthur T. Dean". The signature is fluid and cursive.

Gen. Arthur T. Dean
CADCA's Chairman and CEO

EMPOWERING

THOUSANDS OF CHANGE AGENTS THROUGH CUTTING-EDGE, INTENSIVE TRAINING



Preventing teen drug use is no easy task. It requires comprehensive solutions that include evidence-based strategies and interventions. It took generations to create our nation's substance abuse problem, and it's going to take generations more to heal it. But thanks to your support, we are able to empower change agents, build drug-free communities and save lives.

In 2015, CADCA's National Coalition Academy (NCA) trained 8,000

passionate advocates on how to assess their local drug use problems and develop strategies to address these issues. Given the ripple effect these change agents spark in their rural, suburban or urban communities, that's an impressive reach!

NCA is a year-long training program developed by CADCA's National Coalition Institute. It incorporates three, week-long classroom sessions; a web-based distance learning component; an online workstation, where participants network and share planning products; and free ongoing technical assistance. To graduate, coalitions must complete a rigorous curriculum, participate in all components of the NCA and complete five essential planning products that serve as the foundation of their comprehensive plan for community change.

Michigan State University released the results of its study on coalition effectiveness in 2015. And in short,

it showed that coalitions trained by CADCA get smarter, faster. The study indicated that Institute-trained coalitions do, indeed, progress at a faster rate as measured by the amount of time it takes to begin to implement community changes.

CADCA's Institute leverages resources from multiple agencies through federal, state and local governments, philanthropies, and universities to bring the best available knowledge, information, technology and innovation to local community coalitions.

"By implementing the strategies and tools we learned from CADCA's National Training Academy, our coalition went from a low-capacity, program-driven operation to a high-capacity, results-driven coalition," said Lesley Gabel, Co-Executive Director, Hunterdon County Safe Communities Coalition in New Jersey.

NATIONAL
COALITION ACADEMY
TRAINED
8,000 ADULTS

.....

INTERNATIONAL
TRAINED
5,000

.....

NYLI TRAINED
1,000 YOUTH

.....

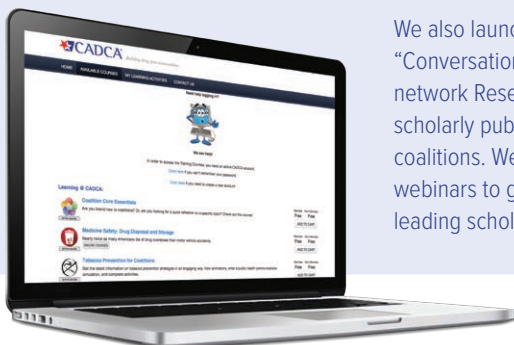
AND ONLINE
LEARNING
1,300

.....

FOR A TOTAL OF
15,300

BRINGING EDUCATIONAL OPPORTUNITIES TO OUR COALITIONS VIA E-LEARNING

In 2015, CADCA offered more than 60 webinars and online classes to bring the latest science and trends related to substance abuse disorders to our network. More than a 1,300 change agents took advantage of these online courses.



We also launched a new no-cost, bi-monthly webinar series entitled "Conversations: Putting Research Into Action." For years, CADCA provided our network Research Into Action articles in which we bridged the gap between scholarly publications and practical application for substance abuse prevention coalitions. We decided to change the format from emailed news articles to live webinars to give coalitions around the country access to live conversations with leading scholars from around the world.



DEVELOPING THE NEXT GENERATION OF PREVENTION ADVOCATES

CADCA and our coalitions understand that to protect our nation's greatest resource – young people – we must engage all sectors of a community, from parents, teachers, law enforcement officers, healthcare providers, and perhaps most importantly, youth. In fact, some of CADCA's most dedicated and passionate prevention advocates have been our youth leaders.

Thanks to your support of the Drug-Free Kids Campaign, CADCA is able to offer world-class youth training through our National Youth Leadership Initiative (NYLI). In 2015,

we trained nearly 1,000 youth to be effective change agents!

Because of the transformational power of our youth training, the Washington State Department of Social and Health Services, Division of Behavioral Health and Recovery sponsored the first NYLI training at the National Prevention Network Conference in Seattle. At the conference and at all NYLI trainings, youth are taught evidence-based prevention strategies to reduce local problems so that they can return home and create positive community change. But the NYLI experience changes more than communities.

For Ananth Ghosh, being involved in NYLI and serving as a youth leader in his community coalition, SRSLY, changed his life.

Ananth, now 17, joined the SRSLY Coalition in Chelsea, Mich., in the 6th grade, at the age of 11. In 2012, he became President of the Coalition's Youth Steering Committee. During this time, the coalition implemented a prescription drug disposal program called Red Barrel. With the implementation of this program, Ananth's coalition saw a 50 percent decrease in prescription drug use in his age group.

To attack the problem of marijuana, the coalition presented to their city council a ban on the sale of drug paraphernalia in the city limits. His group also provided parent education, partnering with doctors about the dangers of marijuana. Today, more than 65 percent of middle and high

school students in his community see marijuana as a harmful drug.

As a busy junior in high school, Ananth wants to continue to be involved in the SRSLY (text language for Seriously) coalition and serve as a CADCA NYLI trainer. He plans to pursue a degree in corporate law, specializing in public policy, and has his sights set on several colleges, including Yale University.

"I definitely want to continue to be involved in policy change to make future generations safe from drug abuse and misuse," Ananth said.

The high school student was recognized as CADCA's Outstanding Youth Leader at the 2016 National Leadership Forum for all of his hard work in 2015. Of all his accomplishments so far in life, Ananth said receiving this award is one of the highlights.



CADCA PARTNERS WITH THE CONRAD N. HILTON FOUNDATION TO INCREASE TEEN SBIRT

In 2015, CADCA partnered with the Conrad N. Hilton Foundation to develop a new approach to Screening, Brief Intervention, and Referral to Treatment (SBIRT) through a community coalition construct. A Blue Ribbon Advisory Panel, comprised of a cross-section of SBIRT experts, government officials, teens, coalition leaders, parents, healthcare institutions and researchers, was formed to lead the development of this approach. This project allows CADCA and our members to contribute to a national initiative that has the potential to dramatically improve substance abuse prevention nationwide among adolescents.

MEMBERSHIP

IT'S ABOUT BEING PART OF SOMETHING BIGGER THAN YOURSELF

Because of supporters like you, CADCA is able to strengthen and serve our membership with benefits such as a strong voice on Capitol Hill, discounts to world-class training events, exclusive news updates, educational resources, and much more. And then there are the benefits that are harder to describe. Like how becoming a CADCA member is about more than joining an association. It's about joining a movement to build healthy, drug-free communities and empower youth to reject drugs so they can reach their full potential. Or joining a big family where everyone shares the same values.

We're proud to share we have 20 coalitions who have been part of the CADCA family for more than 20 years, and three of those coalitions have been with us since the very beginning – for 23 years. These coalitions are:

- Drug Use Is Life Abuse in California
- DREAM of Hattiesburg, Inc. in Mississippi

- Oklahoma County Community Awareness Network in Oklahoma.

“Drug Use Is Life Abuse’s membership in CADCA has proven to be invaluable over our tenure with this outstanding organization. CADCA has always provided up-to-date information on drug trends, assistance with knowledge to be sustainable as a coalition, and has had phenomenal staff that have been the catalyst for many of our successful programs and achievements. The National Leadership Forum always ranks at the top of conferences I attend on an annual basis,” said Marilyn J. MacDougall, Executive Director, Drug Use Is Life Abuse.

CADCA continually listens to our members’ needs, and we’re looking to add new member benefits such as a job board, CPS Certification Study, Presidential Election Guide, new recognition for years of membership, and more communications templates in 2016.



“Our coalition has been a member of CADCA for 10 years, since our inception. CADCA and this membership have been invaluable to our success. Being a part of a national movement and having a voice on a national level is essential. Completing the CADCA Academy, attending the Mid-Year Training Institute and National Leadership Forum have provided the staff and volunteers with the information to run a successful coalition.”

— MATFORCE Executive Director and
CADCA Coalition Advisory Committee member Merilee Fowler

FUTURE CADCA EVENTS

National Leadership Forum	February 6-9, 2017	National Harbor, MD
Mid-Year Training Institute	July 23-27, 2017	Atlanta, GA
Drug-Free Kids Campaign Dinner	Fall 2017	Washington, DC
National Leadership Forum	February 5-8, 2018	National Harbor, MD
Mid-Year Training Institute	July 15-19, 2018	Orlando, FL
Drug-Free Kids Campaign Dinner	Fall 2018	Washington, DC
National Leadership Forum	February 4-7, 2019	National Harbor, MD
Mid-Year Training Institute	July 14-18, 2019	Dallas, TX
Drug-Free Kids Campaign Dinner	Fall 2019	Washington, DC

MEMBER BENEFITS

To help our members do their critical work effectively, we provide a number of benefits.

- Serve as a voice and champion of funding for coalitions and the prevention movement on Capitol Hill
- Legislative alerts and updates regarding CADCA's public policy efforts and time-sensitive legislative issues
- Member-only rates for CADCA's National Leadership Forum and Mid-Year Training Institute
- Two digital newsletters: Members' Edge, published monthly, and Coalitions Online, published weekly
- Volunteer request referrals from CADCA's online "Join a Coalition" submission form*
- Eligibility to enter CADCA-sponsored contests and scholarship opportunities
- Affinity Program Discounts: Office Depot, Hertz, Dell, UPS
- Access to media outreach tools, including sample letters and templates
- Discounted rates on CADCA's printed publications and online courses
- Use of CADCA logo for branding purposes*
- Unlimited staff and volunteers to organization's roster to maximize usage of CADCA benefits*

ADDITIONAL BENEFITS FOR SUSTAINING MEMBERS

- Comprehensive report specifically tailored to your state based on results from the Annual Survey of Coalitions
- Ability to schedule CADCA senior leadership staff for public speaking engagements and training support
- Bi-annual state-level teleconference and/or webinar addressing issues at the forefront of states (scheduling upon request)

*Organizations Only

THANK YOU TO OUR NEW MEMBERS FOR JOINING CADCA IN 2015.

COALITIONS

AHM Coalition for a Healthy Empowered Community (CHEC)
All Together
Allen County Multi-Agency Team
Anixter Center
Ann Arbor Campus Community Coalition
Arise & Flourish, Inc.
Ashland Cherryland Together
Ashland Decisions at Every Turn Coalition
Aurora Mental Health Center
Baker Prevention Coalition, Inc.
Be The Influence: A Windham-Raymond Collaborative
Bernalillo Coalition to Prevent Substance Abuse
Bienville Community Coalition
Big Village
BN Parents
Bonneville County/Bonneville Youth Development Council
Brown County Underage Substance Abuse Coalition
Burke Substance Abuse Network
Cass Schuyler Substance Abuse Prevention Coalition
Clinton Substance Abuse Prevention Coalition
Coalition to Combat Adolescent Substance Abuse Communicare
Communities Acting Against Substance Abuse
Defiance County Drug Free Coalition
DeKalb Community Promise
Dobbs Ferry Youth Services Council
Douglas County Mental Health Initiative
Dublin A.C.T. Coalition
DuPage County Prevention Leadership Team
Each One Teach One
East Feliciana Drug and Alcohol Awareness Council
Elevate Coalition

Eugene Springfield Prevention Coalition
Fairmont Substance Abuse Prevention Coalition
Families and Communities Together (KS)
Five Sandoval Indian Pueblos, Inc.
Four Corners Community Behavioral Health
Four Rivers Alliance
FSM Behavioral Health & Wellness Programs
Ga-Du-Gi Coalition
George Gervin Youth Center, Inc. - Project Alert
Graham Community Coalition
Greensburg Prevention Group
Hamilton Area Community Coalition
Hampden Wilbraham Safe and Healthy Students Coalition
Haskell County Coalition
Haywood County Health and Human Services Agency
Health and Wellness Coalition of Union County
Healthy Cattaraugus County: A Drug Free Coalition
Healthy Communities Healthy Youth
Marquette County
Henry County Prevention Coalition
Hilton Parma Drug Intervention & Community Education
HIPE
Hwal Bay Hmany did gev'ik
iASK - CAB
Idaho College Health Coalition
Indiana Addictions Issues Coalition
Iowa Alliance of Coalitions for Change
Kayla Peach Memorial Foundation
KS Dept for Aging and Disability Services
La Frontera Center
Lake County Underage Drinking Prevention Task Force

Lake Pend Oreille Safe and Drug Free Advisory Council
Lakes and Pines Community Action Council, Inc.
Lakewoods CHOICE
Lapwai School District
Livingston Youth & Families Together
Massena Drug Free Community Coalition
Michael Glynn Memorial Coalition
Mill Valley Aware
Montgomery County Prevention Coalition
Neighborhoods Against Substance Abuse
Nevada Community Prevention Coalition, Inc.
Newaygo County Partners in Prevention & Recovery
Newton County Community Coalition
NHS Cares
North Reading Youth Substance Use Prevention Coalition
Northeast Community Springboard Coalition
Northwest Regional Coalition
Oak Park Township
One Prevention Alliance
ONE VOICE, INC.
Otis R. Bowen Center
Page Alliance for Community Action
Perry County Counseling Center
Polk-Norman-Mahnomen Community Health Services
Prevent Together: Battle Ground Prevention Alliance
Prevention Works, Inc.
PSAC-Polk Substance Abuse Coalition
Reardan-Edwall Communities Alliance for Prevention Coalition
Reducing Substance Abuse Coalition
Rural Substance Abuse Awareness Coalition
Rusk County Youth Council
Rutherford Community Prevention Coalition

Safe & Healthy Homewood Coalition
SAFE in Harlem
Salmon School District #291
Sandy Valley Drug Awareness Initiative
Schuyler County Coalition on Underage Drinking and Drugs
Scituate Prevention Partnership
Shawnee Transformation Youth Coalition
Sherburne County Substance Use Prevention Coalition
Somerset County Local Management Board
Southern Dutchess Community Coalition
Southern Rockingham Coalition for Healthy Youth-New Hampshire (SoRock-NH)
Stand Strong Coalition
Steppin' It Up Coalition
Stop Underage Drinking/Drugs Downriver
Strategies for a Stronger Sanford
Stratford Partnership for Youth & Families
Tanana Chiefs Conference
The Arbor Coalition
The FRESH Coalition
TOGETHER! Rainier Community Cares
Trumbull Partnership Against Underage Drinking (TPAUD)
Union Parish Alliance for Community Transformation (U-ACT)
Valley Mental Health dba Valley Behavioral Health
Washington Parish Commission on Human Services
Weld County Prevention Partners
Wellness & Prevention Coalition
West Baton Rouge Drug-Free Community Program
Westbrook Communities that Care

Western New York Prevention Resource Center
Westside Ward 4
We've Got Your Back
White Swan Arts & Rec Community Coalition
Winona County Alliance for Substance Abuse Prevention
Wood County Prevention Coalition
Youth Development Inc-Valencia Division
Youth Rising

SUSTAINING MEMBERS

AZ Dept. of Health Services, Division of Behavioral Health Services
DE Division of Substance Abuse and Mental Health
Mallinckrodt Pharmaceuticals

SPECIAL INTEREST GROUPS

Institute for Public Strategies
King County Mental Health, Chemical Abuse and Dependency Services Division
Public Health Madison and Dane County

INDIVIDUALS

Adrienne Lopp
Ainsley Bevan Robertson
AJ Ernst
Albert Melena
Alexandra Arenz
Amy Kristine Killgore
Ana-Marie R. Schaefer
Anna Daggett
Anna E Cedro
Annmarie Galvin
Anthony Jackson
April Rouzer
Ava D. Troxler
Azure Kacura
Belinda Hall
BG William Joseph Walker
Billie Rashawn Davis
Brett Reyes
Bruce Brinkman
Bruce Robison
Carolina Young
Carrie Lynn Allen

Cassandra Holloway
Cassie Davis
Cederick Turner
Chrissy Little
Christina Ivazes
Cinthia Hernandez
Clara Bushyhead
Claudia McCalley
Danielle R. Sietatycki
Darlene Owens
Darryl Chambers
Darwin Erveed
Jamaca Tatco
Dawn Guevara
Deborah Heffner
Debra A. Ortiz
Debra Darmata
Diego Lopez
Donny Gill
Dr. Kristy Arnold
Dr. & Mrs. Johnnetta Davis-Joyce
Dr. Beverly H Neville
Dr. Hugh Aaron Ambeau
Dr. Janice Mercier-Wade
Dr. Kathleen M Burke
Dr. Loretta C. Novince, Ph.D.
Dr. Sheba Borden
Dr. Tara Weatherholt
Edmond Luke Ward
Elizabeth Bormann
Elizabeth Magallanez
Emma Perryman
Ervin Oliver Curtis
Gaile Dupree
Gary Fowler
Gloria Martin
Grenae Dudley, Ph.D.
Harold C Mackey, III
Heather D. Sharp
Heather Derwin
Heidi S Mikeska
Hendrell Remus
Hillary Aggert
Holly Raffle
Iris Marie Martinez
Isabella Reklai
Jackie Charley
Jamie McBride
Jan Littleton-Caldwell
Janice Striker
Jeanine Blake
Jenell Woods
Jennifer Howe
Jennifer Johnson
Jennifer Osborne
Jennifer Phillips
Jennifer Romero
Jeny Joseph
Jessica McConico
Jessica Middleton
Jetta Valentine
Jevon McNury

Jody Heavilin
Joe Pinilla
John Steiner
Joshua Goede
Judith Davis
Julian Montiel
Jaravata
Julie Duarte
Julie Huneycutt
Julie M. Peterson
Kara Younger
Kari Bjornberg
Kara Thomas
Kassandra Rodriguez
Katherine G Cusano
Kathy Day
Kathy Paxton
Kelly Hill Bulin
Kim Anderson
Marston Jr.
Kim Elle
Kim Sam
Kimberly Haynes
Kitt Curtis
Kristi Dunigan
Kristie Vincent
Kristin Trujillo
Laura Fidorowicz
Lauren E. Lloyd
Lauren Marsh
Lee J. Alirez
Lee-Yun Fang
Leida Lamas-Sheldon
Leslie Haberkern
Leslie Renee Jones
Lillian Fitts
Linda Krupa
Linda Seaton Hutton
Linda Seaton Hutton
Lindsay Atagi
Linsey Miller
Lisa Mason
Lisa Waitemon-Moses
Loren Vance Grizzard
Margaret Mary McCarthy
Maria Amelia Thomas, MBA
Maria Diaz
Maria Farmer
Maria M Munoz
Maria Perreault
Marianne Mullen
Mary Williams
Maxine F. Daggett
Maxine Grotegut
Melissa Ayers
Michael Davis
Michele Cruz
Michelle Ueda
Mila Besch-Lira
Millicent Ledbetter
Mistie Bell-Banks
Mr & Mrs YU-TING YANG
Alice R Ely

Jean Strauser
Patricia Serna
Nadia Noel
Na'imah F. Sedegah
Natalia Chimbo-Andrade
Nathan Strait
Nicole Augustine
Nicole L Sczekan
Nicole Rosa
Nicole Williams
Akindoyo
Pat Bennett
Patrick Falkinburg
Paul Faulk
Paula Zapata Rogers
Peggy Quigg
Pershlie Ami
Philip Duket
Purcell Dye
Rachel Abeyta
Rachel Usian
Ravenn Moore
Reggie Robinson, CPS
Ricky Ansbro
Rob Walensky
Rodolfo Rios Garza
Rosa Janette Ortiz
Ruchama Clapman
Russell Thomas Brownrigg, Jr.
Samantha J Heidemann
Sarah Shoemaker
Savannah Morris
Seton Smith Jenkins
Sherita Cottom
Sherrine Peyton
Simba Tayari
Siobhan Grayson
Sona Hovsepian
SSG Melissa Wojcik
Stacey Steele
Stacy Brumage
Stephanie Haynes
Stephen Bennett
Sucharat
Tayarachakul
Suzanne M. Gray
Tuirede Owens
Theresa Georges
Tiffany Van Sickle
Timothy Michael VanDamme
Tina Van Guilder
Tom Murdock
Tony Ackiss
Tracy Yelden
Tyler Vance
Vicki Scott
Viola Smith
Virginia Gobel

ENSURING FUNDING

FOR OUR NATION'S MOST EFFECTIVE DRUG PREVENTION PROGRAM

Your support helps empower CADCA's advocacy efforts across the United States.

To reduce teen drug use in their communities, coalitions can't succeed on their own. They need training and support, as well as vital dollars to help fund their local efforts. The Drug Free Communities Support (DFC) Program helps ensure coalitions receive just that.

Every year, CADCA educates members of Congress on the importance of the DFC and other drug prevention programs and ensures that they are funded at the highest level possible.

In 2015, with your help, CADCA successfully increased the DFC program funding from the proposed \$93.5 million in FY 2015 to \$95 million in FY 2016, which is also a \$9.3 million increase over the President's FY 2016 budget request for the program.

This is a win-win for communities because a 2014 national evaluation,

conducted by ICF International, of the DFC program found that DFC-funded communities have achieved significant reductions in youth alcohol, tobacco, and marijuana use, including:

- A significant decrease in past 30-day use for alcohol, tobacco, marijuana, and prescription drugs among middle school and high school youth;
- An increase in the percentage of survey respondents who reported that regular use of tobacco, alcohol, or prescription drugs has moderate or great risk;
- An increase in the perception of peer disapproval among middle school students in each of the four substance areas, and for high school students in each substance except marijuana; and
- An increase in perception of parent disapproval for each of the substance areas, with the exception of marijuana among high school youth.

CADCA works closely with our members to educate lawmakers at both the national and state level. For example, Stephanie Armbrister Strutner, Executive Director of the Allies for Substance Abuse Prevention of Anderson County, joined CADCA to work on the national substance abuse prevention provisions included in the Every Student Succeeds Act, which passed in 2015.



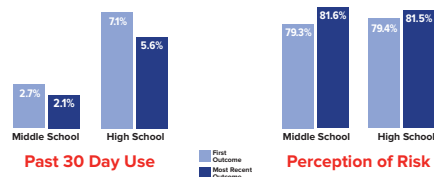
She also contributed to important legislation in her state of Tennessee. She is most proud of helping the passing of a litigation tax in Tennessee to enable municipalities to fund prevention at the local level.

“The bill failed in the House committee last year and I wanted to give up on it, but our state partners really banded together this year and the bills passed through both houses quickly. Now, our local governments have the ability to designate a portion of court fees to fund substance abuse prevention, which is a huge step in the right direction,” she said.

CADCA recognized Strutner as the Advocate of the Year at the 2016 National Leadership Forum for her achievements made in 2015.

Drug-Free Communities (DFC) Support Program Findings on Illicit Use of Prescription Drugs from the 2014 National Evaluation

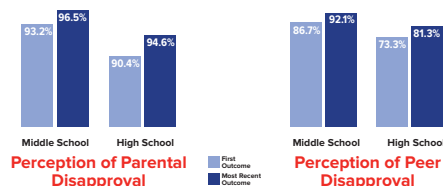
Core Measure Data for FY 2013 Grantees



Nationwide, About 1 in 4 Middle School and High School Students Lived in a Community with a DFC Coalition in 2014



Core Measure Data for FY 2013 Grantees



For more information: ICF International (2015), Drug-Free Communities Support Program 2014 National Evaluation Report. Office of National Drug Control Policy, www.whitehouse.gov/ondcp/Drug-Free-Communities-Support-Program



FUELING THE COALITION

THE COALITION MOVEMENT THROUGH THE DRUG FREE KIDS CAMPAIGN

CADCA's 17th annual Drug-Free Kids Campaign Awards Dinner brought together more than 400 corporate supporters, federal partners, members of Congress and coalition leaders from around the country who are committed to reversing the tide of drug abuse and addiction. The dinner was held on Oct. 7 in Washington, D.C.

The Drug-Free Kids Campaign recognizes leaders like you who support CADCA's effective substance abuse prevention model. Funds raised through the campaign help support CADCA's efforts to build and strengthen local community coalitions and transform youth into civic leaders to reduce substance abuse. In 2015, the dinner helped the campaign bring in \$600,000 to fund these essential initiatives.

CADCA honored Mark Trudeau, President and Chief Executive Officer

of Mallinckrodt Pharmaceuticals, as its Humanitarian of the Year for his personal commitment to help prevent teen drug use, support of CADCA's mission and Mallinckrodt's collaborative approach to addressing our nation's opioid addiction crisis.

"Mallinckrodt Pharmaceuticals is dedicated to providing safe and effective medications for the treatment of patients with pain and is equally committed to working with policymakers, law enforcement and industry to address the complex issues of opioid addiction and abuse," Trudeau said. "To be successful, state and federal legislators and regulators, patients and patient advocacy groups, physicians and provider groups, healthcare facilities, pharmacies, law enforcement, wholesalers, and manufacturers must all work together."

“



To be successful, state and federal legislators and regulators, patients and patient advocacy groups, physicians and provider groups, healthcare facilities, pharmacies, law enforcement, wholesalers, and manufacturers must all work together.

”

— Mark Trudeau, President and Chief Executive Officer of Mallinckrodt Pharmaceuticals

STRENGTHENING COALITIONS

AT CADCA'S NATIONAL LEADERSHIP FORUM AND MID-YEAR TRAINING INSTITUTE



Your contributions helped provide world-class training for more than 2,600 substance abuse prevention activists at CADCA's 25th annual National Leadership Forum in Washington, D.C. in February.

CADCA celebrated its silver anniversary with Susan Page, Washington Bureau Chief for USA Today, leading a Q&A discussion with keynote speaker Michael Botticelli, Director of ONDCP, and moderating a one-of-a-kind panel discussion with the current and former "drug czars." The panel, "Our Nation's Drug Policy:

Past, Present and Future," featured four former directors of the Office of National Drug Control Policy (ONDCP):

- Dr. William Bennett, 1st ONDCP Director under President George H.W. Bush
- Dr. Lee P. Brown, 3rd ONDCP Director under President Bill Clinton
- General Barry McCaffrey, 4th ONDCP Director under President Bill Clinton
- John P. Walters, 5th ONDCP Director under President George W. Bush

On Capitol Hill Day, more than 800 coalition leaders met with their members of Congress to educate them on the substance abuse issues affecting their communities. In total, more than 260 Hill visits took place. Participants also heard from Senators Chuck Grassley (R-Iowa), Sheldon Whitehouse (D-RI) and Kelly Ayotte (R-NH); and U.S. Representatives Paul Tonko (D-NY), Lucille Roybal-Allard (D-Calif.) and Michael Fitzpatrick (R-Pa.) during the Forum and the Capitol Hill Day reception.

In August, more than 1,300 substance abuse prevention and treatment specialists from across the country convened in Indianapolis for CADCA's Mid-Year Training Institute. The week-long training taught participants how to address one of our nation's biggest public health challenges – youth drug use.

CADCA welcomed 33 international guests representing 12 countries as well as a delegation from the Navajo Nation. Also, more than 50 coalition members, including youth, spent one evening volunteering to paint, organize and scrub a home for local people in recovery as part of a community service project.

For the first time at CADCA's Mid-Year, CADCA offered an Advanced Coalition Academy and a special track for law enforcement personnel. CADCA sent first-time attendee Lee Jack Alirez home from Indy, revved up and ready to implement new ideas in Truth or Consequences, NM.

A new police chief there, but a veteran law enforcement officer, Alirez said, "What an amazing group of national and international professionals committed to improving the quality of life and health of others. I'm honored to be considered among them."



GIVING COMMUNITIES

A DOSE OF PREVENTION DURING NATIONAL MEDICINE ABUSE AWARENESS MONTH



In October, CADCA celebrates National Medicine Abuse Awareness Month (NMAAM) and activates our network to promote the message that over-the-counter and prescription medicines are to be taken only as labeled or prescribed, and that using such medicines to get high or in large doses can cause serious or life-threatening consequences. The observance also serves as an opportunity to discuss safe disposal.

What began with one partner, Consumer Healthcare Products Association (CHPA), in 2008, expanded to include additional sponsors McNeil Healthcare, Healthcare Distribution Management Association, and Mallinckrodt Pharmaceuticals, and partners Gannett and The Center on Addiction and Substance Abuse at Columbia University.

In 2015, we re-branded NMAAM to raise its visibility and introduced a special focus for each week that highlighted important community sectors: drug-free kids, the medical community, our schools, and law enforcement. CADCA also promoted the campaign on our redesigned, more user friendly website, cadca.org, and our online tool kit PreventRxAbuse.org; all of our social media channels; and via a Twitter chat featuring ONDCP Deputy Director of State, Local, and Tribal Affairs Mary Lou Leary, which generated more than 2 million social media impressions.

These efforts resulted in coalitions raising awareness through social media campaigns, media outreach, and approximately 50 educational events around the U.S. Those that held events, entered the CADCA 50 Challenge and were eligible to win the Dose of Prevention Award, sponsored by CHPA.

Shelby County Drug Free Coalition Director Lori Springer had met far too many young people whose parents were incarcerated for drug-related crimes. Springer and her fellow community advocates in Shelbyville, Ind., decided to take action during NMAAM.

Before Springer knew it, she had all sectors of the community ready to assist her in providing memorable educational activities, including a school essay contest and a community breakfast, that raised awareness of over-the-counter and prescription drug abuse.

“It was like throwing a rock into a pond. We had a ripple effect,” she said.

And that’s why CADCA and CHPA selected Shelby County Drug Free Coalition as its Dose of Prevention Award first place winner.





REDUCING SUBSTANCE ABUSE

AROUND THE GLOBE

For two decades, CADCA's evidence-based community problem solving model has helped community leaders throughout the United States prevent and reduce drug abuse locally. Thanks to supporters like you and CADCA's international efforts, this evidence-based model is now being implemented by communities worldwide.

In 2015, CADCA was able to secure \$2 million in funding from the State Department's Bureau of International Narcotics and Law Enforcement Affairs (INL) demand reduction program. The grant with INL, coupled with additional funding, made it possible for CADCA to conduct 90 coalition building trainings in 18 countries around the globe, which resulted in the establishment of 60 additional coalitions.

2015 also saw the launching of a new CADCA training delivery system, the Training of Leaders (TOL) Initiative. Designed to increase the number of coalitions worldwide by training a select group of community leaders

with a strong commitment to address substance use and the capacity to develop a community coalition, the curriculum was developed in English, Russian and Spanish, and launched in Ghana, Peru, Tajikistan, the Philippines and Mexico, with impressive results: Thirty out of the 60 coalitions developed in 2015 were developed as a result of the TOL Initiative, bringing the total of international community coalitions developed by CADCA to 193.

TOL was conducted in countries where CADCA has strong, effective, and dedicated local partners, as well as good relationships with national and local governments. One country that certainly fits these criteria is Mexico.

Programa Compañeros, Alliance of Border Collaboratives, and CADCA have been working in partnership to develop the National Network of Community Coalitions Mexico (RCCM). Nora Gallegos, the National Coordinator of RCCM, was recognized in 2015 as an

Advocate for Action by the White House's Office of National Drug Control Policy for the work she and her staff accomplished throughout Mexico, such as providing ongoing support and technical assistance to communities trained by CADCA and addressing the violence and substance use-related issues in her country.



The coalition development efforts that began in Mexico in 2012 started out with just three coalitions. This effort quickly expanded to nine coalitions along the border region with the U.S., namely in Ciudad Juarez, Tijuana, Agua Prieta and Nogales. By the end of 2015, an additional 12 coalitions in seven states throughout Mexico had been established. Once the world's most dangerous city, Ciudad Juarez today experiences less crime and the city's residents are building trust with the coalitions. Gallegos said that the troubled neighborhoods appreciate what the coalition members are doing.

"We need to invest in community efforts, in the prevention of addiction and substance abuse...Now we have government, non-profits and community working together," Gallegos said.

EXTINGUISHING

TOBACCO-RELATED AND CANCER HEALTH DISPARITIES



Where you live may predict your health outcomes. And your support has enabled us to be able to address health disparities. Studies show that the tobacco smoking rate of those in rural areas is higher than the national average for those over

the age of 18. Cancer rates are also disproportionately higher in rural and frontier communities because of lack of access to cancer specialists and medical treatment. To help address those disparities, CADCA's national network, the Geographic Health Equity Alliance, supported by a cooperative agreement from the Centers for Disease Control and Prevention, continued its work.

In 2015, CADCA hosted the Geographic Health Equity Symposium for the second year in a row at Tulane University School of Public Health and Tropical Medicine in New Orleans. CADCA Chairman and CEO Gen. Arthur T. Dean presented an award to New Orleans Councilwoman Latoya Cantrell for helping her city breathe easier. New Orleans is the first major Louisiana city to go 100 percent smoke-free since an ordinance that Cantrell introduced went into effect six months ago.

“



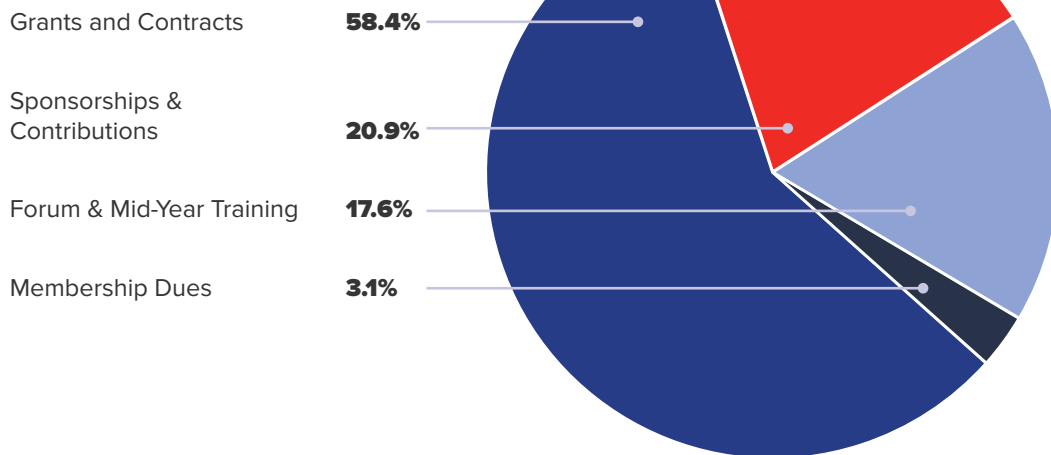
The African proverb wisely expresses, “It takes a village to raise a child.” Since our fledgling days nearly 25 years ago, CADCA has stayed

committed to championing primary prevention because we know it works. If we can prevent youth substance abuse, then there is no need to go down that long road to recovery. Yes, it takes all of us to implement a comprehensive set of evidence-based strategies to raise strong and healthy children. ”

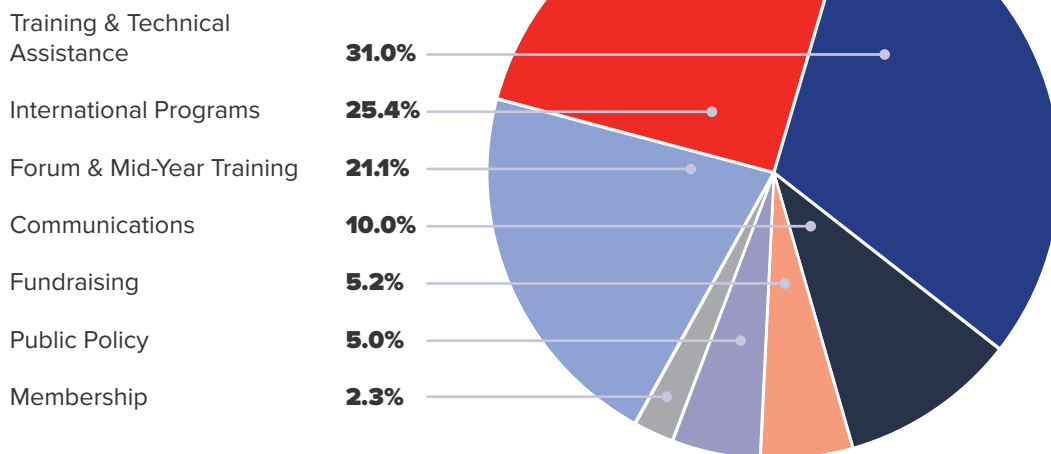
— Gen. Arthur T. Dean, CADCA's Chairman and CEO

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