

# NCADA Honored by BBB for Exceptional Business Practices

In August, the St. Louis area Better Business Bureau (BBB) honored NCADA with a 2013 TORCH Award for exceptional ethical business practices and customer service.

The BBB presented the TORCH Awards at a luncheon on Thursday, Oct. 24, at the Chase Park Plaza. Stephen M. R. Covey, author of business bestseller *The Speed of Trust*, was the keynote speaker, and KSDK news anchor Art Holliday emceed the event.

Joe Schmelzle, chairman of the BBB board said, "This year's TORCH Award winners... consistently exceed consumer expectations. They are stellar examples of commitment and service that we should all emulate."

We are proud, honored and humbled to be selected for such a prestigious award and we are grateful to the BBB for recognizing us.



**Red Ribbon is the  
country's largest drug  
prevention program.**  
See page 5.

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## Ethics Workshops

NCADA will offer four different ethics workshops between January and August of 2014. The courses are approved by the Missouri Substance Abuse Credentialing Board and the State Committee for Social Workers.

### **January 10: Ethics Too**

This workshop reviews codes of ethics for social workers and substance abuse professionals, and guides participants through an ethical decision-making process.

### **March 5: Ethics yoU**

This workshop explores priorities that drive ethical decisions and includes a self assessment to examine your approach to decision making.

*April 3 (also offered on August 12):*

### **Ethics—A Matter of Perspective**

In this class participants will identify strategies to address ethical dilemmas and develop commitment and competency in ethical decision making.

### **June 24: Ethics I...**

Wondering what to do when stuck between a rock and a hard place? This class will familiarize you with accepted ethical decision-making principles and practices.

All workshops will be held at NCADA's main office, 8790 Manchester Road. Detailed information on class times, credits, and content is available at [ncada-stl.org](http://ncada-stl.org).

**ETHICS yoU**

# Nixon's Wars

When we think of Richard Nixon and losing wars, we think about Vietnam. But in 1971 Nixon declared two other wars.

A helicopter carries eight passengers away from Saigon during the U.S. evacuation of Vietnam.

In June of 1971 Nixon declared war on cancer.

The War on Cancer was designed to put an end to the dreaded disease by the country's bicentennial, 1976. Nixon knew that it had taken nearly ten years to put a man on the moon, so he figured it would only take half that time to cure just one disease.

But it turned out to be a lot harder to cure cancer than to build a 6-million-pound rocket, put three men inside, bring it to a speed of 17,432 mph, orbit the earth for long enough to initiate a trans-lunar injection and slingshot the crew out of this planet's gravitational pull to a tiny spot on an unexplored orb 238,000 miles away and then bring them home alive.

Though we've been spending billions of dollars, using our best minds and the power of both government and university researchers to cure cancer, surprisingly little progress has been made. We've made great strides in some childhood cancers and we've been able to screen for and identify some cancers earlier, but once we're diagnosed with it, cancer is still killing us at about the same rate as it was in 1971. This is, by any objective measure, a disappointment.

As if cancer wasn't enough, Nixon declared a second war in 1971. He declared war on drugs.



The little-known fact is that Nixon first declared war on drug abuse and addiction. Fully two-thirds of the money and effort was going to be directed towards improving treatment. But polls indicated that this would make him look "soft on crime" so he changed course and declared war on drugs. The War on Drugs did not spend billions to find better ways to treat addiction or search for a cure. Instead, Nixon initiated a massive police action to cut off the supply of illegal drugs coming into this county. Today, 40 years later, we've made little



**Howard Weissman**  
Executive Director

progress.

Aside from their disappointing results, the War on Cancer and the War on Drugs didn't seem to have much in common. One poured money into research for treatment, the other poured money into interdiction and tried to cut off the supply of illegal substances.

But neither war attempted to address the problem before it started; neither focused on prevention.


Now, we know better.

We know that the best way to reduce cancer deaths is to prevent the disease from ever occurring. Simple changes in diet, exercise and sun exposure will do more to reduce cancer deaths than advances in radiation, surgery or medication. But the money spent on prevention still pales in comparison with the money spent on new drugs and medical research.

We also know that we will never effectively fight drug abuse and addiction by focusing on the supply side. We must focus on the demand side – on prevention. Drugs will always be available and alcohol is ubiquitous. To reduce the enormous social costs associated with drugs we need to change the attitudes of our youngest citizens and do everything we can to help kids postpone their first use. If we can delay the onset of drug use until after the age of 21—until the developing brain is better able to withstand the powerful neurochemical changes that occur with the use of consciousness-altering drugs, including alcohol and nicotine—we will see a decrease in addiction and alcoholism.

This is why over 75% of NCADA's annual budget is devoted to prevention—it is, without question, the most important thing we do. And even though we are the region's largest provider of school-based substance abuse prevention programming and even though we work with over 65,000 kids every year, it's not enough.

Because today, 40 years after the War on Drugs began, we know that central battleground is neither a poppy field in Afghanistan nor a meth lab in Missouri. It's in the hearts and minds of our children.

And until we prevail there, we can't win. 

[hweissman@ncada-stl.org](mailto:hweissman@ncada-stl.org)

We know  
the best  
way to  
reduce  
cancer  
deaths

# 2013 Youth Prevention Leadership Conference

On August 1-2 at the Drury Plaza Hotel, more than 200 students and their adult sponsors showed how powerful and influential our kids can be.

At the 23rd annual NCADA Prevention Leadership Conference, “The Hero in YOUTH,” students gained education and awareness of substance abuse issues and also learned about empowerment—that



In the opening presentation, Jordan Connell discusses how he works to bring attention to the issue of teen homelessness.

they really can make a difference through volunteer efforts. During the conference, students had the opportunity to learn about volunteer opportunities and put their talents to work on a number of worthwhile projects.

NCADA invited a variety of interesting local and nationally-known keynote speakers to the conference, among them Marshall the Miracle Dog and his owner Cyndi Willenbrock, author of the nation-

ally-acclaimed children’s book, *Marshall the Miracle Dog*; Simone Bernstein, founder of VolunTEENation; Jordan Connell, of TEAM314; and Talia Leman, CEO of RandomKid.org. All the presenters inspired the kids to reach beyond themselves, expand their comfort zone and give back to the community.




Participants enjoy fun activities as they find the superhero inside themselves.

Participants chose from 23 different educational and engaging breakout sessions which focused on a variety of topics including tobacco, leadership training, bullying, effects of drugs on the body and brain, internet safety, self-esteem, suicide prevention, and marijuana and dating issues.

All participants were excited to return to a full 24-hour format. The students and adult sponsors were able to stay overnight, enjoy the facilities, forge some valuable friendships and participate fully in all of the social, service, and banquet activities. From the Presidential Service Awards to hamming it up in the photo booth, everyone had a great time late into the evening.



Students experience the challenges and rewards of interlocking strategies

Our thanks to the many heroes and expert presenters who worked so hard to help make the 2013 “Hero in YOUTH” conference a success. And special thanks to the heroes who participated and are helping to spread the important work of substance abuse prevention in their schools and communities. 

## CALENDAR

**Nov. 15** RSC Tobacco Training. To register or for more information contact Danna Squires at 314.962.3456 or dsquires@ncada-stl.org

### 2014 Ethics Workshops (See article on page 1)

**Jan. 10** Ethics Too

**March 5** Ethics yoU

**April 3** Ethics—A Matter of Perspective

**June 24** Ethics I...

**Aug. 12** Ethics—A Matter of perspective

### St. Louis Coalition on Addictions Meetings and Speakers

**Nov. 13** Connie Fisher, Mental Health of America of Eastern Missouri, “Care of Self/Care of Others”

**Dec. 11** Julie Leicht, “What’s New at the St. Louis County Children’s Service Fund?”

Coalition meetings are open to anyone interested in learning about addiction, and offer networking opportunities for those who work in the addictions field. Meetings are held the second Wednesday of each month from noon to 1:00 at NCADA, 8790 Manchester Road, Brentwood 63144. Lunch is served, and one contact hr. CEU certificates are available (\$3). No RSVP is necessary.

St. Louis Coalition on Addictions is a service of NCADA.



# How Will the Affordable Care Act Impact Substance Abuse Treatment in Missouri?

by Daniel K. Duncan

The basic premise and goal of the ACA will be to provide some level of health insurance coverage to the 37 million Americans who currently have none.


For those who don't receive health insurance from their employer, another way to provide it will be through state-run "exchanges." By expanding the risk pool to significantly more people (including those who are young and healthy) premiums will be considerably more affordable. Because Missouri has refused to construct its own exchange, the federal government will now be required to design and administer it, leaving the type and extent of coverage unknown; "type and extent" is a critical element of any healthcare insurance program.

The Mental Health Parity and Addiction Equity Act, passed in 2008, requires that behavioral healthcare insurance benefits be equal to physical healthcare benefits. Though its implementation has been spotty and inconsistent to date, there is reason to believe that—finally—under the Affordable Care Act, substance abuse will receive greater attention and, more importantly, improved coverage.

While there is room for cautious optimism, I and others remain concerned that the ACA will rely too heavily on a managed care model which, especially in the substance abuse treatment field,

has historically withheld as much care as it's offered. Though a managed care plan may provide substance abuse treatment to more people, my concern is the type of care might still be insufficient.

Research suggests that a primary marker of good outcomes is the length of involvement one has with treatment. For this reason I remain hopeful that ACA coverage will rely on evidence-based models of care and, when appropriate, provide extended inpatient and residential options as well as short-term detox/outpatient care.

As always, the devil is in the details and I'm hoping the details will be positive. To make it more likely that the ACA will enable expansion and restructuring of substance abuse treatment, I encourage everyone to contact your representative and make your voice heard. Too many politicians are assuming resistance to the ACA is what their constituents want, when in fact this may not be the case. 

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## BULLETIN BOARD

### E-cigarette Use Doubles Among U.S. teens

Last year, 10% of high school students say they tried e-cigarettes, up from 4.7% in 2011, according to the National Youth Tobacco Survey released Thursday by the U.S. Centers for Disease Control and Prevention.

A doubling also occurred among U.S. middle school students saying they've experimented with e-cigarettes — from 1.4% to 2.7% — and similar spikes in teen usage were found in the 2013 Florida Youth Tobacco Survey.

"The increased use of e-cigarettes by teens is deeply troubling," CDC Director Tom Frieden said in announcing the findings. "Many teens who start with e-cigarettes may be condemned to struggling with a lifelong addiction to nicotine and conventional cigarettes."

The CDC survey comes as the federal government is expected to announce, as early as October, its plan to regulate these battery-powered devices as tobacco products. E-cigarettes heat a solution containing nicotine, which is derived from tobacco leaves, into a vapor that users inhale. While they don't have the myriad chemicals of regular cigarettes, they still provide a nicotine kick.

The annual survey found that while most teens who say they've used e-cigarettes also report using regular cigarettes, one in five middle school students who've tried the former say they've never tried the latter.

"This indicates that e-cigarettes could be a gateway to nicotine addiction and use of other tobacco products," says Matt Myers,

president of the Campaign for Tobacco-Free Kids. He blames this upswing on slick new marketing, which enlists celebrities including Jenny McCarthy, Stephen Dorff and Courtney Love for the pitches.

"These ads portray e-cigarette use as an act of rebellion, much like cigarette ads have done," Myers says, adding they undercut efforts to de-glamorize smoking to kids.

From [usatoday.com](http://usatoday.com)

### Groups Urge Government to Reconsider Stance on Marijuana

A letter written by groups including Project SAM (Smart Approaches to Marijuana), the Drug Free America Foundation and the National Association of Drug Court Professionals, urged the Department of Justice to reconsider its announcement that it will allow Colorado and Washington to carry out their new recreational marijuana laws.

The letter to Attorney General Eric Holder said the government's new stance on recreational marijuana laws was a mistake that will result in serious negative consequences, both economic and social, according to ABC News. "The policy will create several major obstacles to reducing drug use and its impacts in the United States."

The letter notes the department listed eight law-enforcement priorities that, if violated, will trigger federal action in legalization states. The groups ask how the department will determine if a violation has occurred. "Precisely how many additional underage marijuana users, marijuana-related driving injuries and fatalities, marijuana-related school dropouts, and other marijuana-related public health and safety consequences will be required to trigger federal intervention?" the groups asked.

Alison Holcomb, Drug Policy Director at the American Civil Liberties Union of Washington, who wrote Washington's marijuana initiative, said the state's law requires periodic evaluation of harm that results from marijuana use.

From [drugfree.org](http://drugfree.org)

## A Founding Father Passes

Every organization has a founding group of supporters – unsung heroes who put in long hours to turn vision into reality. Gary Ferguson was one of the visionaries who helped create the agency that is now the NCADA-St. Louis Area.

Gary passed away in July of this year, but his service to our organization and St. Louis is not forgotten.


With determination and dedication, Gary helped establish NCADA from the ground up, slogging through the legal red tape required of non-profits. He coined the phrase “A Place to Turn” to describe our



Gary W. Ferguson  
1925 – 2013

mission—four words that have been NCADA’s credo for nearly fifty years.

Serving as Board President from 1966 to 1970, Gary helped NCADA expand its mission and reach. During a long career as a public relations consultant, he not only helped NCADA, but advanced numerous civic projects. Gary was passionate about improving the community in which he lived.

NCADA was built on the determination and dedication of people like Gary Ferguson, and we remain profoundly grateful for their efforts. 

## Red Ribbon Training 2013

Red Ribbon Week, observed during the last week of October, is the nation’s oldest and largest drug prevention program. The week honors DEA agent Enrique Camarena, who gave his life fighting illegal drugs, and raises awareness about substance abuse prevention.

During September, NCADA sponsored four Red Ribbon Youth Leadership trainings to assist local schools in their preparation for this special week. The theme of this year’s trainings, “The Hero in Me is Drug Free,” underscored the goal of helping young people develop the leadership and resiliency skills needed to make intelligent choices about alcohol, tobacco, and other drugs (ATOD).

Separate trainings were conducted in Franklin, St. Louis, Jefferson, and St. Charles counties, with over 650 students taking part. They participated in hands-on activities and learned the latest information about ATOD issues. Students and their adult leaders were given resources for implementing Red Ribbon Week activities in their own schools and communities.

To learn more about Red Ribbon Week, visit [ncada-stl.org](http://ncada-stl.org) or contact Lori Krueger at [lkruieger@ncada-stl.org](mailto:lkruieger@ncada-stl.org) or 314.962.3456. 



A student displays her personal superhero symbology.

Good lung, bad lung:  
Angie Yarbrough of NCADA  
provides an animated  
demonstration.

Sgt. Anica Jankowski of the  
Missouri Army National Guard,  
gives students straight facts  
on deceptive drug marketing.



NCADA's  
Kristin  
Bengtson  
(right)  
illustrates  
the binding  
power of  
addiction.




NCADA would like to thank the Missouri Division of Behavioral Health, BJC, Cardinals Care, First United Methodist Church-St. Charles, First United Methodist Church-Washington, Franklin County Children and Families Community Resource Board, United Hebrew Congregation, Preferred Family Healthcare, Saint Louis County Children's Service Fund, Sarah Ellen Rose Foundation, The Missouri National Guard, United Way of Greater St. Louis, and Victory Church for helping to make these events possible.



Bobette Figler and Raja. Bobette was honored as a 2013 Missouri Mental Health Champion.

## NCADA Counselor Honored in Jefferson City

The Missouri Mental Health Foundation honored NCADA counselor Bobette Figler with a 2013 Mental Health Champion award. Each year three Missourians who have overcome extraordinary challenges are chosen from public nominations and honored at the foundation's banquet. This year's banquet was held in Jefferson City.

Bobette was cited as an outstanding example of an individual who has overcome and risen above considerable adversities, including addiction. Bobette entered treatment as a young woman and today has thirty-three years of continuous sobriety. She has also suffered from multiple sclerosis and myasthenia gravis, and spent ten years of her life bedridden. However, for the past thirteen years, Bobette, with the assistance of her support dogs, has regained her ambulatory ability, and with her work at NCADA helps others take the next step toward wellness. 

## Tributes & Contributions

June – August 2013

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Cuivre River Electric Community Trust  
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Franklin County Children and Families  
Community Resource Board  
GFI Digital Inc.  
Harris House Foundation  
Missouri Foundation for Health  
Schnucks eScrip  
St. Louis County Children's Service Fund  
Missouri Department of Mental Health, Division of Behavioral Health  
United Way of Greater St. Louis  
Washington University

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Thurman Brooks  
Brown Smith Wallace,  
LLC  
Laura Burkemper  
Jay E. Conderman  
Mary Ellen Cremins  
Bob Croak  
Aaron Davidson  
Frank Delonjay  
Dovetail

Joe Dugan  
Fred Dyer  
Bob & Marlene Ebel  
George & Dodi  
Edinger  
Blake Fincannon  
Joe Finnigan  
Kay Flanery  
Patrick Flynn  
Terry Flynn  
Francis B. Walker  
Private Foundation  
Ryan Freeman  
David Frisch  
Paul Garven  
Randy Gibbs  
John Harries  
Lee Harris  
Hans Hecker  
Rick Hemphill &  
Janet Heitzig  
Mike Henderson  
Henschel Sales, Inc.  
Tom & Anne  
Herrmann  
Mykle Jacobs  
Philip Jacquot  
Jim & Joyce Kaiser  
KPMG, LLP  
Vicky Krulic  
James Kueneker  
Landco Construction  
Phil & Tina Landes  
Larry & Cathy  
Langland  
Paul Lee  
Ron & Susan Levy  
Hayward Liebling  
Chris & Theresa  
Martin  
Dan Mattingly  
Mary Ann McGrane  
John McKee  
Ron & Linda  
McKenzie  
Bill Meyer  
John & Laura Meyer  
Midwest BankCentre  
Modern Business  
Interiors  
Kevin Morrissey  
Richard & Carole  
Muckler  
Jim & Nancy Murphy  
Jim Pinter  
Les & Connie Reiter  
Donna Rogers  
Doug Schell & Peg  
Weathers  
Wally Schmieder  
David H. Schwartz  
Tom & Missie Seeger  
Mitch & Karen Stern  
John & Mary Straub  
David Sullins  
Ed & Karen Tasch  
Carol Tochtrop  
Joseph & Anne Tolan  
Scott & Beth  
Tomasino  
United Labs, Inc.  
Gerry & Margie Voss  
Larry & Bonnie  
Walker  
Henry & Lynn  
Watkins  
James Watson  
Zack Wayhart  
Howard & Susan  
Weissman  
Paul & K. Wentzien

Ron Wiese  
Pete Wojciechowski  
Woodbyrne  
Cabinetry, Inc.  
John Yancey  
Brian Zielinski  
  
**IN-KIND**  
Absolute Delivery  
Bristol Seafood Grill  
Cusanelli's  
Dr Pepper Snapple  
Group  
Elephant Bar  
Restaurant  
Emblem Enterprises  
Fortel's Pizza Den  
The Foundation  
for Barnes-Jewish  
Hospital  
Grandma's Cookies  
Janet Heitzig & Rick  
Hemphill  
Holiday Inn St. Louis  
South Hotel  
Ladue Florist  
Noodles & Company  
Patrick's Restaurant &  
Sports Bar  
Ken & Garie Perry  
Pretzel Boys  
River City Rascals  
Phil & Kay Roush  
The Tan Company  
Westrich Photography

## VOLUNTEERS

Evelyn Appel  
Terry Bader  
Lisa Bernstein  
Joe Brennan  
Stacey Burke  
Molly Carrier  
Amy Christiansen  
Ben Clark  
Adam Droesch  
Alison Droesch  
Kelly Eason  
Adrienne Eagles  
Julie Eagles  
Kay Flanery  
Terry Flynn  
Patti Fountain  
Angela Fusaro  
Pete Fusaro  
Katie Gerstenkorn  
Jean Gore  
Carol Grosz  
Rick Grosz  
Nick Hacker  
Maddy Heil  
Theresa Henry  
Myron Holtzman  
Kelly Hopfer  
Jennifer Ippolito  
Cynthia Johnson  
Jeanette Johnson  
Dan Kessler  
Mindy LeBleu  
Marsha Levinson  
Leta Lipman  
Jamie May  
Donna McKnight  
Brandi McWhorter  
Abby Mellovitz  
Randy Mellovitz  
Mary Jo Napper  
Tod O'Donoghue  
Kelly Parks

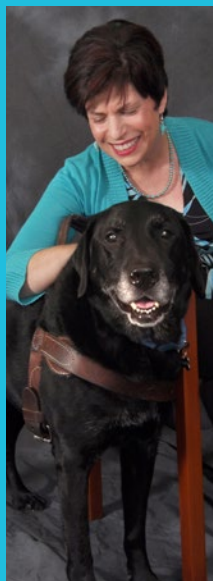
Danielle Partney  
Cathi Pitti  
Dan Pitti  
Cindy Poelker  
Liam Poelker  
Jessica Poelker  
Liam Poelker  
Dan Raskas  
Debbie Raskas  
Joe Richardson  
Rianna Richardson  
Taylor Richardson  
Wendy Richardson  
Kay Roush  
Phil Roush  
Megan Russell  
Mark Schupp  
Barry Sherman  
Myra Sherman  
Hanna Slater  
Larry Steinman  
Cynthia Stevenson  
Jane Sykes  
Kayla Theberge  
Jennifer Troin  
Madison Troin  
Katy Verbeck  
Gee Vigna  
Dawna Wack  
Amanda Wiggs  
Rick Willis  
Kelley Yahl  
Brian Zielinski



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Gary Ferguson p. 5

Bobette & Raja p. 6

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key