

# NCADA Substance Abuse Symposium Coming April 23

**Hosted by SLU, event will feature national speakers  
projecting the future of prevention and treatment.**

In commemoration of our 50th Anniversary, NCADA's Spring Awards Luncheon will expand to become a day-long symposium: *Looking Toward the Future*. Nationally-known experts will explore breakthrough concepts in the field of substance abuse and addiction.



Participants can register either for the full-day symposium or for the luncheon.

Symposium cost: \$100  
(includes Awards Luncheon)

Awards Luncheon only: \$30  
(Luncheon-only attendance will be limited; early registration is strongly advised.)

Register at [ncada-stl.org](http://ncada-stl.org) or by phone at (314) 962-3456 x307.

Saint Louis University  
St. Louis Room –  
Busch Student Center  
20 N. Grand Blvd.  
St. Louis MO 63103

*Looking Toward the Future* takes place Thursday, April 23 at Saint Louis University (Saint Louis Room – Busch Student Center).

Speakers include **David K. Mineta**, deputy director of the Office of National Drug Control Policy; **Mark Kleiman**, professor of public policy, University of California; **Jonathan Gibralter**, president of Frostburg State University, and **Matthew K. Johnson**, associate professor of psychiatry at Johns Hopkins University School of Medicine. Each speaker will explain his work and its importance to the treatment of substance abuse and addiction.

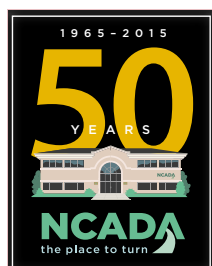
The afternoon will be capped off with a presentation of the *Addiction Performance Project* by **Outside the Wire**. This innovative, socially-engaged theater troupe out of New York taps into the talent of a stable of performers that includes Jesse Eisenberg, Frances McDormand, Blythe Danner, Charles S. Dutton and Paul Giamatti. The presentation features dramatic readings from Eugene O'Neill's *Long Day's Journey into Night* and serves as a springboard for discussion on addiction issues. The names of the participating performers will be announced in early April.

**This year's Awards Luncheon honorees:**

Mark Schupp & Scott Ferguson – Gateway Award  
Chad Sebora – Community Service Award  
Bill Tayon – Helen B. Madden Award

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## Anniversary Celebration Continues with Michael McDonald Concert in August

After our April Symposium, NCADA's 50th Anniversary activities continue August 22 with a concert starring Michael McDonald at the Sheldon Concert Hall.

McDonald has won five Grammy awards and is an important friend of NCADA, performing at our 40th and 45th anniversary concerts. He

is known for his success with the Doobie Brothers, his collaborations with Kenny Loggins and James Ingram, and his long-time association with Donald Fagen and Steely Dan.

*continued p.4*



“I’ll catch this bird for you, but it ain’t gonna be easy. Bad fish... This shark, swallow you whole.”

Robert Shaw as Quint, in *Jaws*

## DIRECTOR’S COMMENTARY

# Shark Hunting

NCADA has always kept a low profile. Here in St. Louis, those who know who we are and what we do – schools, social service agencies, community coalitions, funders, treatment centers – know that we’re a solid organization that works exclusively in St. Louis and six surrounding counties. Outside of St. Louis, no one’s ever heard of us.

That all changed on February 1, 2015 when we aired a provocative public service announcement during the local broadcast of the highest rated Super Bowl in history.

On the one night of the year people were actually watching the commercials, over a million television sets in our region showed a suburban teenager succumb to a fatal heroin overdose while, on the accompanying soundtrack, a strangely “cheerful” song told how the young man had gone from naively experimenting with prescription painkillers, to heroin addiction, to death.

It was jarring to most, confusing to some, and it hit hard. Many of those who watched it understood that tackling this lethal problem required an unusual, even disturbing, approach. But others — in particular, parents who have lost a child to a drug overdose and remain profoundly scarred by their tragedy — were furious about the “happy” sounding music. A few even accused NCADA of making a mockery of their child’s death.

Because all of us at NCADA believed so strongly in the power of the ad; because more than 100 people—including parents who had lost

children—had screened the video before we even considered airing it; and because we were so certain of our motives and what we hoped to accomplish, these reactions surprised us. “How,” we thought, “could anyone misunderstand what we were trying to do?”

We knew we could not get people talking about heroin by taking a conventional approach, because we’ve taken that conventional approach for the last four years. We’ve led dozens of town hall meetings, delivered hundreds of presentations, gone to Jefferson City to speak with our legislators, published op-eds in the *St. Louis Post Dispatch*, created a heroin-specific website, and worn and distributed tens of thousands of red latex bracelets.

But despite our work, Missouri has failed to join the other 49 states in passing a prescription drug monitoring program. Most doctors did not change their prescribing patterns. And the stories kept coming about all kinds of kids from all kinds of families dying from overdoses. The heroin/opiate problem was outpacing our best efforts to curtail it.

So like the Roy Scheider character in the movie *Jaws* said when he first saw the killer shark, it seemed to us that, if we wanted to get people around here to finally do something about heroin, we were “gonna need a bigger boat.”

Eventually  
most people  
– though not  
all – came to  
understand  
our radical  
approach

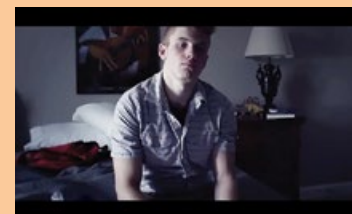


Howard Weissman  
Executive Director



The PSA was our bigger boat. Produced pro bono by Mark Schupp and directed by Scott Ferguson, its mission was to grab our community by the lapels, get up in its face and yell: Pay attention! Our children are dying! To that end, it succeeded.

From the moment we posted it to our websites, the ad went viral online and through social media. By Monday, the day after the Super Bowl, it had been viewed 160,000 times on YouTube; by Tuesday morning, 230,000. As I write this, our ad has been viewed on the web nearly half a million times



by people in more than 25 countries on every continent on Earth except Antarctica. We have received messages of praise and support from leaders in Washington at the White House Office of National Drug Control Policy,

the National Institute on Drug Abuse, and the Substance Abuse and Mental Health Services Administration.

None of which diminished the significance of the messages we got saying we had been disrespectful to people who had directly felt the consequences of this deadly epidemic. I sent long, personal notes to people who sent us angry e-mails from across the country, and additional back-and-forth communications followed. Eventually, most people — though not all — came to understand and even agree that our radical approach was necessary.

I know our ad caused some families to relive the anguish of a loss they will carry with them for the rest of their lives, and I am sorry for stirring that hurt. But I also know that combating this epidemic requires doing something that startles people. Not those who already have lost someone to it, but those who don’t know that there’s a problem in St. Louis or who don’t believe it could be in their own neighborhood, or their own house, or just up the stairs in their bathroom medicine cabinet or their child’s bedroom.

The morning after the Super Bowl, a father called NCADA and said, “My son’s using heroin. That kid in the commercial could be him. I know we need help.”

Within an hour the young man was admitted to a treatment program. For this one family, our 60-second PSA did what we hoped it would.

Our heroin ad was by no means perfect. For some, it simply missed the mark. For a few, it was deeply painful. But we got people talking and, in some cases, to take action.

We did not kill the shark, but we got people searching for fins in the water. It’s a start.

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

## CALENDAR

### March 19: Youth Mental Health First Aid Training

8:00 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.  
For information visit [ncada-stl.org](http://ncada-stl.org) or contact Danna Squires at [dsquires@ncada-stl.org](mailto:dsquires@ncada-stl.org) or (314) 962-3456 x301.

### March 20: Addiction & the Family Impact

8:00 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.  
To register visit [ncada-stl.org](http://ncada-stl.org) or contact Catie Myers at (314) 962-3456 x318. (Also offered June 16, August 4 and December 10.)

### April 2: Youth Advocacy Conference

Jefferson City – for details visit [ncada-stl.org](http://ncada-stl.org) or contact Angie Yarbrough at [ayarbrough@ncada-stl.org](mailto:ayarbrough@ncada-stl.org) or (314) 962-3456 x352.

### April 13–16: Substance Abuse Prevention Skills Training

NCADA, 9355 Olive Blvd. For information contact Jenny Armbruster at [jarmbruster@ncada-stl.org](mailto:jarmbruster@ncada-stl.org) or (314) 962-3456.

### April 23: NCADA 50th Anniversary Symposium

At Saint Louis University. See story on page 1.

### June 2–5: Teen Institute

See story on page 5.

### June 16: Addiction & the Family Impact

8:00 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.  
To register visit [ncada-stl.org](http://ncada-stl.org) or contact Catie Myers at (314) 962-3456 x318. (Also offered March 20, August 4 and December 10.)

### June 24: Ethics yoU

8:30 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd. For full details or to register, visit [ncada-stl.org](http://ncada-stl.org) or contact Catie Myers at (314) 962-3456 x318.

### July 20 & 21: Prevention Leadership Conference 2015

St. Charles Convention Center. For details visit [ncada-stl.org](http://ncada-stl.org) or contact Lori Kreuger at (314) 962-3456 x323.



### Upcoming presentations of the St. Louis Coalition on Addictions

**Mar. 11 – Will Hassett:** Experiential Therapy in Addictions

**April 8 – John Colligan:** Neuroscience & Addiction

**May 13 – Ed Moses:** Synthetic Drugs

**June 10 – Marilyn Bader:** Social Media: the Pluses & Pitfalls

The St. Louis Coalition on Addictions is an NCADA program that brings together individuals concerned about addiction disease. It provides a forum for networking, for learning about the use and abuse of alcohol and other drugs, and for discussion of other addictions. Participation is open to anyone interested in the prevention and treatment of addictions.

The Coalition meets the second Wednesday of each month from 11:45 – 1:00 at NCADA, 9355 Olive Boulevard (one-half mile west of I-170). Lunch is provided free of charge (courtesy of Alkermes, Inc.) and one contact hour certificate is available for \$3.00.



Concert, continued from p. 1

McDonald's *Motown* album is certified platinum by the RIAA, selling over two million copies. The follow-up, *Motown Two*, was a top-ten album in the U.S. and U.K.

McDonald's writing and singing credits with the Doobie Brothers include:

Taking It To The Streets

Real Love

You Belong to Me

What A Fool Believes  
(Grammy for Song of the Year)

Nothing But A Heartache

Here To Love You

Minute By Minute

It Keeps You Running

With Kenny Loggins:  
This Is It

With James Ingram:  
Ya Mo B There (Grammy winner)

Duet with Patti LaBelle:  
On My Own (Grammy winner)

Opening for McDonald will be  
St. Louis R&B performer Brian  
Owens.

Ticket information will be posted  
soon at ncada-stl.org.

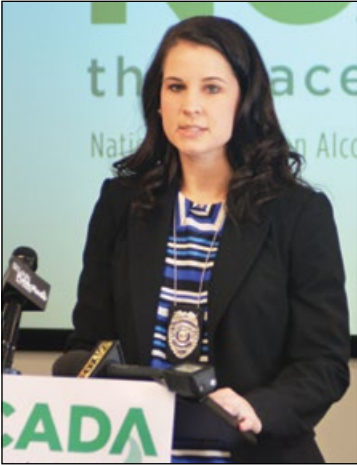


Michael McDonald performs with his band at NCADA's 45th anniversary concert in 2010.

Press Conference Reveals Next Steps on Opiate Abuse

NCADA, police, legislators, and treatment professionals focus on goals and strategies

NCADA called a press conference on February 20 to announce its new awareness-raising collaboration with the St. Louis County Police and to describe a broader, multi-faceted initiative to help beat back the ongoing heroin epidemic. Held nearly three weeks after NCADA's Super Bowl PSA restarted the community-wide conversation about



Det. Casey Lambert of the St. Louis County Police discusses collaborating with NCADA on an upcoming series of billboards.

heroin, the press conference was intended to push the issue past conversation and into coordinated action.

NCADA introduced an "Opiate Recovery Plan," a combination of legislative advocacy, increased focus on prevention and family education, and a search for corporate or other funding partners to expand both prevention services and available substance abuse treatment. NCADA stressed the importance of responding to this heroin epidemic as a true public health crisis and the importance of community-wide support.

Emergency medicine physician, Michael Mullins, described the addiction-related horrors he sees in the Barnes-Jewish ER almost every day and the need for a change in doctor prescribing practices.

On the legislative front, State Representatives Steve Lynch (R-Waynesville) and Jeanne Kirkton (D-Webster Groves) were both present to describe bi-partisan efforts to pass bills that would:

- Create a Prescription Drug Monitoring Program (to prevent "doctor shopping")
- Allow for the broader availability of Narcan (a lifesaving opiate-overdose antidote)
- Grant limited immunity from illegal drug charges to people calling 911 for someone dying from a drug overdose ("911-Good Samaritan law")

With support from the legislature, the medical and treatment communities, and a few concerned corporate partners, there is reason to be cautiously optimistic. ➡



Rep. Jeanne Kirkton (left), Dr. Michael Mullins, Howard Weissman, and Rep. Steve Lynch take follow-up questions.

Teen Institute 2015 Set for June 2-5

*Reset*: we do this with our alarms in the morning, computers after updates, and clocks for daylight savings time. But this year at the 36th annual Teen Institute for Prevention Leaders, the theme "Reset" will act as a reminder for teens to be open



TI is a multi-day retreat that brings together teens from over 30 St. Louis area schools.

to resetting their perception of alcohol and other drugs.

On June 2-5, teens from across the St. Louis and surrounding areas will gather in Dittmer, MO for a life-changing retreat where they will learn the impact of alcohol, tobacco and other drugs.

Not only will teens gain a wealth of knowledge, but they will have fun doing it. Evening activities such as yoga and karaoke will keep teens engaged and help them forge new friendships. At the end of TI, participants will take away the skills needed to be positive leaders in their communities.

If you know a teen currently in 9th, 10th or 11th grade who is interested in attending, visit [stlteeninstitute.org](http://stlteeninstitute.org) or contact Libby Brim at (314) 962.3456 x 320 or Kim Sherony at (314) 962.3456 x 342. ➡



Is It All About the Dopamine?

Commentary by Dan Duncan

The field of substance abuse continues to suffer from not knowing; that is, not knowing exactly what addiction is or what causes it.

Think about it. The better and more completely we understand the causes of addiction, the more successful we'll be in both prevention and treatment.

Not that there has been any shortage of hypotheses offered as answers. In 1960, with funding from Brinkley Smithers and Marty Mann (the founder of the National Council on Alcoholism), E.M.Jellinek published "The Disease Concept of Alcoholism," which illustrated a path of predictable symptoms that reinforced the understanding of addiction as a disease. But causation was still a missing link.

Since then the focus has been primarily on genetics, co-occurring mental health conditions, environmental factors, and brain development. Most current theories reject a single-issue cause in favor of the idea that susceptibility to addiction is multi-faceted: a combination of genetics, brain chemistry, inadequate coping skills, and immature personality traits that makes one person more vulnerable than the next.

There's no question that our growing knowledge of brain function is advancing our understanding of diseases, including addiction. For example, knowing that the developing adolescent brain is the birthplace of most addictions suggests the possibility that a neural pathway created by persistent use of mood-altering chemicals may be linked to the physiological construct of addiction.

And then there's dopamine. Although it is only one of many neurotransmitters in the brain, it's the one most often mentioned in connection with behavior and mental health. Do a little research on dopamine and you'll find its implication in a variety of maladies including Parkinson's Disease, ADHD, schizophrenia, and yes, the disease of addiction. There's even an indication that some people who receive gastric bypass surgery acquire an increased risk of alcoholism or other compulsive behaviors, perhaps resulting from a blunted response to dopamine following the surgery. In other words, if, after surgery, a person no longer experiences a dopamine-triggered sense of pleasure from eating, might the brain hunger for other dopamine-release avenues?


Although we obviously don't know all we need to know about the nature of addiction, we are closing in, and dopamine's role merits additional study and research. We can't yet say it's all about the dopamine, but it may turn out to play a significant role. At this point, it's fair to say that dopamine has been implicated, the adjudication is incomplete, and the jury's still out. ➡

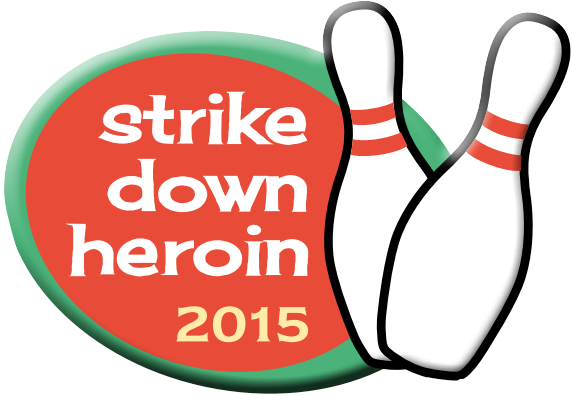
Dan Duncan is associate executive director of NCADA.  
[dduncan@ncada-stl.org](mailto:dduncan@ncada-stl.org)



# Strike Down Heroin Needs Sponsors, Volunteers

Since its beginning in 2012, Strike Down Heroin has brought together a dedicated group of volunteers to combat the local epidemic of opiate abuse. Once again, we need people to step to the line, and keep this great tradition rolling.

To join our committee or for more information contact Angie Yarbrough at (314) 962.3456 x352 or [ayarbrough@ncada-stl.org](mailto:ayarbrough@ncada-stl.org). 



Coming this summer to  
Tropicana Lanes



**The Name Game.** Lori Krueger mans the name tag table in the lobby.

**A Big Operation.** Jaime Hoff (saluting) guides visitors through a display of 1965 birthdays and artifacts – including Imo's Pizza, the Spirograph, and the Gateway Arch. (From left: Natalie Benjamin, Darrell Smith, Eric Lemmo.)




## NCADA Celebrates Grand Opening of Billy Building

Open House draws 120 guests to 9355 Olive Boulevard

Sunlight and friends streamed into the lobby of the Billy Building on January 28, adding warmth to a brisk morning.

The open house was the kick-off of NCADA's 50th Anniversary celebration and featured building tours, snacks, a display of 1965 memorabilia, a ribbon-cutting ceremony, and a few (short) speeches.

If you were unable to attend, please plan to join us Wednesday, January 28, 2065 for our 100th Anniversary Open House. Details coming soon. 



Olivette Mayor Jean Antoine steadys the bow as Howard Weissman ceremoniously cuts the gold ribbon.

## Tributes & Contributions

December 2014–January 2015

### CORPORATIONS, FOUNDATIONS & ORGANIZATIONS

Amazon Smile Foundation  
American Direct Marketing Resources  
Barack Obama Elementary School  
Charter Communications  
Clifford Willard Gaylord Foundation  
Concordia Seminary  
Essential Testing  
Franklin County Children and Families Community Resource Board  
Hogan Truck Leasing, Inc.  
John Burroughs School  
Landco Construction  
Lilly Christy Busch Hermann Charitable Foundation  
Maritz Inc.  
Missouri Association of Student Councils  
Missouri Department of Mental Health, Division of Behavioral Health  
Rotary Club of Webster Groves  
The Sayers Foundation  
Schnucks eScrip  
Siteman Family Foundation  
St. Louis County Children's Service Fund  
Tompras Family Charitable Fund  
United Way of Greater St. Louis  
Walmart Foundation  
Washington University

### GRANTS RECENTLY RECEIVED

Clifford Willard Gaylord Foundation  
*Teen Institute*  
John R. Goodall Charitable Trust  
*Teen Institute*  
Siteman Family Foundation  
*Prevention First-City*  
St. Louis Blues 14 Fund  
*Prevention Leadership Conference*  
Walmart Foundation  
*Prevention Leadership Conference*

### MEMORIALS

**Dario Cova**  
Arlene Miller  
**Joyce Haubein**  
David Bateman  
Dorothy & Edith Cooper  
Rob & Virginia Farr  
David Haubein  
Jeff Kline  
Jim & Jane McNaughton  
Lois & Jim Parker  
Nancy Stubblefield  
Brenda Turpin  
Gary & Marsha Wilson  
**John Haubein**  
David Haubein  
**William Kolen**  
Curt & Lori Nerenberg  
**Patsy McAuley**  
Fawncy O'Toole  
**Jamie Metz**  
Jerrienne Adams  
**Jeanne Rupp**  
Fawncy O'Toole  
**Helen and Robert Sharp**  
Harry & Susan Hom  
**Daniel Spielberg**  
Karen Eddinger  
Keith & Cynthia Lerner  
**Kay Wilson, Jr.**  
Jane Wilson

### TRIBUTES

**Lisa Bernstein**  
Mary Alice & John Ryan  
**Wes Haubein**  
Anne Hale  
**Tom Herrmann**  
Jill & Rich Niedbalski  
**Brad Janssen**  
Doug & Chelle Dohrmann  
**David Johnson**  
Tom Plog  
**Harriet Kopolow**  
Janet & Jason Popelka

**Charley Meyer**  
Jon & Cynthia Rill  
**Chip Miller**  
Terry & Judy Piper  
**David Nelson**  
Diane Levine & Jim Jenkins  
**Kay Roush**  
Garie & Ken Perry  
Mary Ellen Schukai  
**Kay & Phil Roush**  
Cary & Jacque White  
**Bill Sunderman**  
Kimberly Hume  
**Ed Tasch**  
Janet & Jason Popelka  
**Howard Weissman**  
Diane Levine & Jim Jenkins  
**INDIVIDUALS**  
Leonard & Audrey Adreon  
Wendy & Dustin Ahearn  
Richard & Nancy Arnoldy  
Marilyn & Terry Bader  
Bart & Ellen Brnjac  
Debbie Broms & Chip Miller  
Maureen & Greg Browne  
Barbara C. Burton  
Ron Cain  
Cheryl & Mark Carrier  
Zoe Cassin  
Alvia Chambers  
Dr. Jack & Patty Croughan  
Mary T. & Pat Dolan  
Tom Dolan  
Lawrence Doyle  
Richard & Judy Dubin  
Tom Erickson  
Doris Ferguson  
Daniel & Eleanor Ferry  
Bobette Figler  
Winnetka Fitch  
Paul & Suzanne Geerling  
Roger Goldman

Bob & Cathy Goldsticker  
Thomas & Carol Grady  
Bob Graham  
Diane Grigg  
Les Grotmeter  
Robert Gulino  
John & Diane Hefe  
Sandy Herrmann  
H. Charles & Lisa Hiatt  
William Johnson  
Christopher Kallaos  
Joel & Carol Kamil  
Denny & Wendy Kammer  
Howard & Elma Kanefield  
Andy Kanefield & Lois Soffer  
Jim & Joyce Kesting  
Richard & Dana Kind  
Gayle Kirsten & Howard Potratz  
Sarah Kolling  
Brenda Kosark  
Ed Koslin & Fran Weintraub  
Joel Kruse  
Paul & Joan Kutz  
Stafford Manion  
Chris & Theresa Martin  
Tom & Jenny Marx  
Jonna Mason  
Lisa McKinley  
John & Laverna Meyer  
Charley & Ann Meyer  
Martin Mraz  
Richard & Carole Muckler  
Jack Mueller  
Jim & Nancy Murphy  
Mary Jo Napper  
Becky & Dave Nelson  
Perry Newman  
Janice & John Oexeman  
Arthur & Carol Oppenheim  
Peter Perkins  
Georgia Pettus  
Bob & Lynne Piening  
Kathryn Plax  
Robert Rapisardo  
Margaret Ritchie  
Vanetta Rogers  
Albert Rose  
Phil & Kay Roush  
Doug Schell & Peg Weathers  
Roger & Peggy Scheppers  
Connie Schnuck  
Ginny Shaller  
Deb Shasserre  
John & Claire Shields  
Becky & Joshua Shimony  
Danna & Jim Squires  
Richard Stringer  
Wayne & Phyllis Sway  
Doug & Sheri Tollefsen  
Debra Townsend  
Norma Jean Vavra Klein  
Bill & Candace Voegtli  
John Vollmer  
George Vournas  
Gregory Wagener  
David Weil  
Howard & Susan Weissman  
Mr. W. Grant Williams III  
Christine Williams  
Stephen & Terry Wintermann  
Nancy Woolbright  
Kyle Wootten  
Larry & Lisa Zarin  
**VOLUNTEERS**  
Chris Aguirre  
Thomas Ferdman  
Amy Garcia  
Maggie Helderle  
Barb Krafve  
Sharon Lenon  
Lu Lochmann  
Emily Meyers  
Nicole Robinson  
Aaron Smith  
Ben Smith  
Nate Smith  
Allison Stauder  
Kayla Theberge  
Ashlee Vieregger  
Tamesha Wallace  
Darion Williams  
Rachael Yamnitz  
Sam Yarbrough



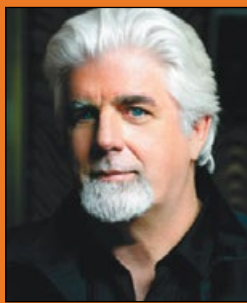
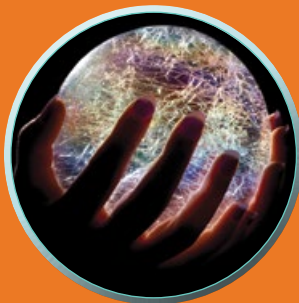
From left to right: Dawn Lammert and Pam Hughes escort Arlene Miller and Shirleas Washington through the glamorous Kopolow Korner (the Prevention storage area) during NCADA's open house.



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the  
**key**