

# Alphabet soup

## Our largest grant ever demanded strong initial effort

Howard Weissman

Stories by or about government agencies have a lot of acronyms. This story, I'm afraid, will be no exception, so before you get lost in all the unpronounceable capital letters I will give you the important point first:

Beginning on October 1 we will be working closely with two partners, the **Missouri Department of Mental Health** and the **Missouri Institute of Mental Health**, to help prevent prescription drug/opioid overdose deaths in the region. The new initiative is called the **Missouri Heroin Overdose Prevention and Education** project. It will dramatically broaden and deepen our public education campaign and get the lifesaving drug, naloxone, into the hands of thousands of Missourians.



In other words, NCADA and MIMH will be working under MO DMH on a SAMHSA PDO grant issued through USDHHS, entitled MO-HOPE. The project will include training EMTs, and area FDs and PDs, as well as working with the VASTLHCS on their OEND initiative, the DEA on their 360 initiative, and CRUSH on their own PDO efforts, while always adhering to CLAS standards.

Those were just a few of the mostly indecipherable acronyms found in the nearly 100-page grant application. While the meaning of many of the initials may be unclear, the importance, size and scope of this project is not. This grant was one of only 12 awarded nationwide. Missouri is one of only a dozen states receiving one of these five-year grants to help rein in the opioid epidemic. And when it came time to apply for the grant and to deliver the goods, Missouri turned to NCADA.

The grant is the largest in the history of this agency, and the project will last the next five years. It includes providing Narcan (a trade name for the opioid overdose antidote, naloxone) and the training to use it, to thousands of people across the state who might be in a position to save a life.

NCADA will be working with MDMH & MIMH to prevent opioid deaths in our region.

The project includes a significant public education piece so expect us to do even more to help educate the public and to deliver frequent and compelling information through coordinated advertising campaigns on social and conventional media.

More details to come but I'm proud to report that, once again, NCADA is taking a leading role here in the St. Louis region to address a drug threat that has been killing far too many of our kids for far too long. 🚗

### INSIDE:

- 2 Director's Commentary:  
*Tween Drugs and Money*
- 3 Calendar
- 4 Truck & Trailer, Wrapped  
and Roaming
- 5 Detera Drug Disposal Bags
- 6 Seniors Count at NCADA  
Tributes and Contributions

## LOST campaign lingers on buses and MetroLink

During the summer of 2016, NCADA conducted a public awareness campaign on the region's mass transit systems. The signs and banners featured young silhouetted faces and the text: *LOST – One life a day to heroin and opiates in the St. Louis area. Learn more at CuriosityAndHeroin.com.*

While the campaign has technically ended, you may still spot some signs that haven't yet been replaced.



The mass transit LOST campaign included signs on buses and bus shelters, and MetroLink cars and stations. Above is an illuminated banner at the MetroLink's Convention Center station.

If you were the head of a multi-billion corporation charged with

DIRECTOR'S COMMENTARY

# Tween drugs and money

improving health outcomes for un- and under-insured families, and you wanted to address the misuse of drugs, where would you start?

You might say, “I’d do something about heroin or prescription drugs,” because, in today’s world, you can’t open a newspaper or channel surf without coming across a terrible story about the heroin/opioid epidemic. Based on the news coverage, both in quantity and tone, you’d likely believe that more people are dying from heroin or opioids than any other drug, and you’d want to start by addressing the problems connected with the misuse of prescription pain medication.



Howard Weissman  
Executive Director

But opioids and heroin are far from the greatest threat to the public health. There is another drug out there that kills more Americans than all others combined. Each year around 2,200 of us overdose and die suddenly, accidentally and tragically from this drug, and nearly 90,000 more will die slowly from it – their careers, families and lives systematically destroyed by their addiction...

Among the top four causes of preventable death

...to alcohol.

Alcohol misuse is among the top four causes of preventable death in this country. Social costs associated with it are in the hundreds of billions of

dollars and, for an unlucky few, alcohol use will lead to incalculable harm.

Yet alcohol use is also an integral part of life. It’s the way we’re taught to celebrate happy occasions and the way we suffer through the unhappy ones. A sip of wine enables Catholics to taste the blood of Christ at mass, and tradition calls for four full glasses to help Jews commemorate the exodus from Egypt on Passover. It’s how we declare our independence from our parents and, years later, how we connect with them. It’s how we fortify ourselves before initiating a painful conversation, and it’s how we calm ourselves after being on the receiving end of one.

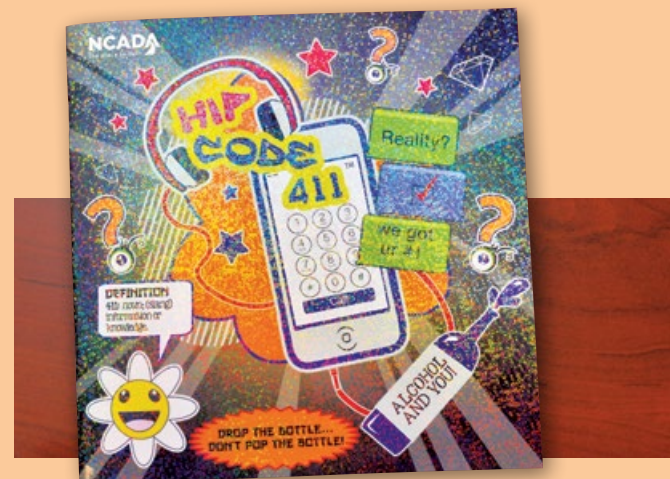
Due to its ubiquity and the degree to which it’s interwoven with the social fabric of life, alcohol use is not only normalized, it’s encouraged. A lot.

This is why many parents find it difficult to set rules about prohibiting alcohol use for their kids, and why they just throw in the towel before the battle has been joined on the misguided notion that their kids are going to drink anyway, so “why fight it?”

I have said before in this space that, when kids drink, they drink badly. They drink too much, too fast, and, as a consequence, they put themselves at risk and they damage their still-developing brains. An occasional hangover for an adult is an insignificant nuisance. But for a teenager, it’s a brain injury; a chemical concussion with lasting deleterious consequences.

Despite the risks of underage drinking, 11% of all alcohol in the United States is consumed by minors, and more than 90% of it is consumed during drinking binges. Incredibly, the average age for the first drink hovers around 12. That’s 6th or 7th grade.

Over a year ago we had a conversation with Dr. Mary Mason, SVP and Chief Medical Officer of Specialty Companies for Centene, about this very issue. Turned out, Dr. Mason and Centene were as worried by the early initiation of alcohol use as we were.



Centene provides health insurance solutions for the under insured and uninsured, as well as specialty services that align with a focus on whole health. Whenever possible, Centene puts a real emphasis on disease **prevention**. This isn’t all out of the kindness of their hearts; it’s a way of increasing their profitability, because they know that it is far less

expensive to prevent a disease—especially a chronic, incurable disease like a severe alcohol use disorder—than to treat it.

So when Centene, a multi-billion dollar corporation, wanted to reduce problems related to drug use, their medical director knew that the place to start was with the drug that kids start with: alcohol.

Dr. Mason approached NCADA and explained that while Centene had created a series of books for elementary-aged children and high schoolers on a variety of health topics such as nutrition, asthma, smoking, bullying, and stress, there were no books written for “twens” – 5th and 6th graders – and there were no books about the misuse of substances.

To right this wrong, Centene commissioned a talented writer and illustrator to prepare an age-appropriate book on the subject, but they needed to be sure the content would be accurate, persuasive and effective. And Centene—with access to experts from around the world — found a team of professional educators here in St. Louis who, as much as anyone else, anywhere else, understood how to postpone or prevent the initiation of drinking.

Centene, in other words, relied on NCADA for the content. Nichole Dawsey, our Director of Prevention Education, introduced Dr. Mason and the author, Michelle Bain, to NCADA’s own Joy Carter, Leah Maniaci, Debra Townsend and Kelly Wieser.

And, really, who better?

Nichole and her team of Prevention Educators spent well over a year editing, fact checking, shifting and adjusting emphases and helping Michelle and her creative team at Hired Ink decide what to add and what to leave out. It was a joint effort that resulted in the book that was launched at the St. Louis County Red Ribbon Week prevention celebration on September 8.

Centene and NCADA both know that we can’t wait until high school to broach this subject—we need to start talking to kids in these “tween” years. It’s a time when peers are their primary influencers; for some it’s time to push the limits, while others are starting to understand that altering consciousness is a way of coping with other problems, other deprivations, or other traumas.

Centene could have started the conversation about drugs anywhere. They could have written a compelling book about something much “sexier,” like heroin or bath salts or spice. In many ways, that would have been the easier approach. And Centene could have worked with anyone, from the World Health Organization to the National Institutes of Health, to the Hazelden Betty Ford Foundation.

So we appreciate that they knew to start where so many kids get their own start – alcohol. And we are flattered that they chose us: little NCADA here in St. Louis. Most of all, though, we feel privileged to have participated in a project that will influence so many kids, not just in eastern Missouri, but all across the country. ➡

hweissman@ncada-stl.org

## CALENDAR

For event information and registration visit [ncada-stl.org](http://ncada-stl.org), or contact Jeanne Cordingley at [jcordingley@ncada-stl.org](mailto:jcordingley@ncada-stl.org), or (314) 962-3456 (unless otherwise noted in the event listing).

### October 11-14: Substance Abuse Prevention Skills Training (SAPST)

8:30 a.m. – 12:00 p.m.; NCADA, 9355 Olive Blvd.

### November 4-5: Prevention Leadership Conference

3:30 p.m. (11/4) – 5:00 p.m. (11/5); Wildwood Hotel, 2801 Fountain Place, Wildwood, MO 63040

### November 7: LoRusso’s Awareness & Remembrance Dinner

6:00 p.m. – 8:00 p.m.; LoRusso’s Cucina, 3121 Watson Rd. 63139

### November 14-16: 2016 Prevention Conference – Lake of the Ozarks

Lodge of the Four Seasons

### November 17: Tobacco Training

9:30 a.m. – 12:00 p.m.; NCADA, 9355 Olive Blvd.

### December 8: Developmental Assets Training – A free workshop

9:00 a.m. – 12:00 p.m.; NCADA, 9355 Olive Blvd.

### December 9: Kendra Gives Back event

5:00 p.m. – 8:00 p.m.; Kendra Scott, Plaza Frontenac, 1701 S. Lindbergh Boulevard 63131

### December 13: Legislative Forum

9:00 a.m. – 12:00 p.m.; NCADA, 9355 Olive Blvd.



## St. Louis Coalition on Addictions

### UPCOMING PRESENTATIONS

**Oct. 12th – Clif Johnson:** The Importance of Documentation

**Nov. 9 – Dr. Susan Tebb:** Sobriety Maintenance with Yoga: Helping Older Adults with Addictions Cope

**Dec. 14 – Dr. David Patterson:** Using Brain Science to Inform Substance Use Disorder Treatment Care

The Coalition on Addictions (COA) meets the second Wednesday of each month from noon – 1:00 at NCADA, 9355 Olive Blvd. in Olivette. No RSVP is required. Lunch is provided free of charge; a CBU for one contact hour is \$5.00. COA is a service of NCADA and the Community Academic Partnership on Addictions. (CAPA is an affiliate organization of Brown School at Washington University in St. Louis.)



# Wrapped & roaming

**NCADA truck and Mobile Counseling Office are now at large in the St. Louis region.**

On September 6, NCADA held an “open trailer” in Arnold, to introduce our Mobile Counseling Office to Jefferson County parents, educators and elected officials.

The trailer was acquired, along with a RAM 2500 truck, through a generous grant from Jefferson Memorial Community Foundation and is part of our Transitional Counseling Program. TCP provides non-treatment services for kids, including tutoring and family-oriented information sessions.

The trailer will be parked at various JeffCo schools and health centers on a rotating basis. The interior includes a private counseling room, a waiting area, and a conference room.

The truck and trailer are decorated with vinyl “wraps.” NCADA graphic designer, Marlon Fields, says the mobile office wrap is simple and unobtrusive, to avoid drawing undue attention to the kids and families being served, whereas the RAM truck’s design – featuring nerve cells and synaptic firing – was inspired by Disney’s *Tron* films and projects an image of “badass science.”



*Top:* The 27' Mobile Counseling Office will provide convenient services to students and families in Jefferson County – a goal made possible by a generous grant from Jefferson Memorial Community Foundation. *Middle:* The waiting area includes snacks and a sofa.

*Below left:* The truck, driven by an NCADA counselor, will tow the mobile office to various JeffCo locations. *Below right:* The trailer features a retractable awning and staircase.



## The perfect fall accessory? A Deterra bag

Stacie Zellin

How do you spot NCADA employees? They'll be the ones at health fairs, networking events, or other professional gatherings showing off their go-to party trick: Deterra bags.



NCADA Public Awareness Specialist, Brandon Costerison, models his favorite accessory, a Mallinckrodt-sponsored Deterra bag.

If you have not yet experienced the pleasure of an NCADA employee demonstrating how to use a Deterra prescription disposal pouch, we'll fill you in. Designed to reduce the availability of opioids in communities, Deterra bags offer a safe way to dispose of unused or ex-

pired prescription medications. Simply open the bag, put the medication in, add water, and after about a minute the entire pouch can be thrown away—there is no further risk of anyone misusing the medication.

Thanks to Mallinckrodt Pharmaceuticals, a healthy supply of Deterra bags has been available for NCADA employees to distribute to the community for quite some time (you can also order them from us online at no cost). But like a bad infomercial, “Wait, there’s more!”

To support the DEA’s National Prescription Drug Take-Back Day on October 22nd, Mallinckrodt has asked NCADA to coordinate a one-time mass distribution of Deterra bags throughout the St. Louis region. Mallinckrodt seeks to raise awareness of the importance of properly disposing prescription medications – and for those who are unable to take their medications to a DEA take-back location, a Deterra bag is the next best option. The number of bags Mallinckrodt seeks to distribute

far exceeds NCADA’s storage capacity. So, we are reaching out to our partners who can effectively get these bags into the hands of those who need them: pharmacies, hospitals, dentists, community organizers...perhaps even movie theaters.

Come October, be on the lookout for these Deterra bags, and for the media buzz that we hope will augment the effort. Talk about medication disposal with your family, friends, and neighbors. We know that awareness of the heroin and opioid epidemic among St. Louis residents has increased. The next step is helping individuals to change their behavior. Deterra bags won’t solve the heroin and opioid crisis alone, but medication disposal is a crucial piece of the puzzle.

For a full list of year-round drug take-back locations, or to order a Deterra bag online, visit [ncada-stl.org](http://ncada-stl.org).

FRIDAY, NOV. 4 – SATURDAY, NOV. 5  
THE WILDWOOD HOTEL – WILDWOOD, MO

**WE ARE THE MAGIC**

THE 26TH ANNUAL  
**PREVENTION LEADERSHIP CONFERENCE**

For more information:  
Lori Krueger at [lkrueger@ncada-stl.org](mailto:lkrueger@ncada-stl.org), or visit [plcstl.com](http://plcstl.com)



# Seniors Count at NCADA


Stacie Zellin

Many of NCADA’s efforts to prevent the harms associated with alcohol and other drugs are directed at young people, because we know that prevention works. But we also understand that substance use can (and does) impact people of all ages. Which leads us to Seniors Count...

Seniors Count of Greater St. Louis is a local initiative supported by a coalition of community organizations and local agencies. Its mission is to bridge the growing gap between the needs of seniors and available resources. Seniors Count is promoting a small property tax increase (five cents per \$100 of assessed valuation) earmarked for senior services in St. Charles County, St. Louis County, and St. Louis City. If approved by voters, these additional dollars will improve the ability of the region’s three largest counties to help people “age in place” with good health care, and with access to food, housing and transportation.



Seniors face a unique set of risk factors related to substance use. Often, they receive prescriptions from several medical providers, who may not coordinate their care with each other. As a result, seniors are exposed to greater risks of adverse drug interactions. Limited mobility and isolation also create barriers to addressing substance use concerns.

We at NCADA want to see improved substance use outcomes for the entire St. Louis region. While we remain dedicated to our efforts with young people, we are active and enthusiastic supporters of the Seniors Count initiative. Our parents and grandparents deserve more and better services, and this will help them get it. For more information visit the Seniors Count website at [SeniorsCountSTL.com](http://SeniorsCountSTL.com). 



## Red Ribbon Training 2016

Lori Krueger hands out copies of the new Centene-NCADA alcohol booklet at the St. Louis County Red Ribbon Training, held September 8 at the United Hebrew Congregation. NCADA trainings for Red Ribbon Week were also held in Jefferson and Warren Counties.

For the background story on the Centene-NCADA alcohol booklet, please read the Director’s Commentary on page 2.

# Tributes and contributions

June 2016 – August 2016

## CORPORATIONS, FOUNDATIONS & ORGANIZATIONS

- A-Mrazek Moving Systems
- ACME Constructors, Inc.
- ACT Missouri
- Alkermes, Inc.
- AmazonSmile Foundation
- Anthem Blue Cross and Blue Shield
- Bridgeway Behavioral Health, Inc.
- Byrne & Jones Construction
- Clayco
- Crestwood-Sunset Hills Rotary Club
- DAS Acquisition Company, LLC
- Don C. Musick Construction
- Esse Health Foundation
- First Congregational Church of Webster Groves
- Franklin County Children & Families Community Resource Board
- Interstate Imaging
- J.A. Glynn
- Jefferson Memorial Community Foundation
- Kansas City Toyota Dealers Association
- Landco Construction
- The Law Offices of Brian Ira Tanenbaum, Ltd.
- Lawlor Corporation
- McCarthy Building Companies, Inc.
- Midwest BankCentre
- Missouri Department of Mental Health, Division of Behavioral Health
- Missouri Foundation for Health
- Nova Group, Inc.
- Paric Corporation
- Request Electric, Inc.
- Schnucks eScrip
- Seeger Toyota
- Smith Patrick LLC
- St. Louis County Children’s Service Fund
- State of Missouri
- Stifel Nicolaus
- The Aviary Recovery Center
- Toyota Dealer Match Program
- Toyota Financial Services
- United Way of Eastern Fairfield County
- United Way of Greater St. Louis
- Washington University

## GRANTS RECENTLY RECEIVED

- Esse Health Foundation  
*Prevention Leadership Conference*
- Franklin County Children & Families Community Resource Board  
*Franklin County Prevention Programming*
- Jefferson Memorial Community Foundation  
*Youth Leadership Programs*
- Missouri Foundation for Health  
*Curiosity + Heroin Public Health Campaign*

## MEMORIALS

- Sam Binz**  
Ramblers Rugby Club
- Rachel Bosaw**  
Ramblers Rugby Club
- Jerry Carey**  
Susan Carr Hinton
- Brett Hefe**  
Pete & Dodie Barnes
- John & Peg Bischof
- Robert Connors
- Sue & Gary Gianino
- Karen & Michael Gibbons
- Lynn & Sydney Rodway
- Richard & Rita Wagner
- Jimmy L**  
Maureen Farrell
- Archie E. Lamb**  
Ernest & Karen Coe
- Bill Denning
- Thom Erwin
- Kim Kitchell
- Stifel Nicolaus
- Steven C. Robinson**  
Dan & Victoria Enloe
- Martha & W.M. Hemmerling
- Karolyn Norris
- TRIBUTES**
- Joy Carter**  
Becky Shimony
- Leah Maniaci**  
Becky Shimony
- Andrew Partney**  
F.W. & J.P. Livingston

## INDIVIDUALS

- Alison Allman & Bob McCool
- Judy Anthon
- Lisa Bernstein
- Debbie Broms & Chip Miller
- Ben & Shannon Cahill
- Adele Carey
- Letah Carruthers
- David Christman
- Eric Christner
- Jordan Combs
- Mary T. & Pat Dolan
- Tom Elfrink
- Tom Erickson
- Glenn Guenther
- Leland Hahnel
- Tom & Anne Herrmann
- Linda Holliday
- Jim & Joyce Kaiser
- Christopher Kallaos
- Gayle Kirsten & Howard Potratz
- Vicky Krulic
- Ron & Susan Levy
- Terri Lott
- Stafford Manion
- Mary Ann McGrane
- Gladys Miller
- David & Elizabeth Mueller
- Tim Mueller
- Jim & Nancy Murphy
- Becky & Dave Nelson
- Tod & Theresa O’Donoghue
- Peter Perkins
- Guy Phillips
- Dr. & Mrs. Terry Piper
- Celeste Player
- Dale & Deborah Poslosky
- Tina Poston
- Mary Prehn
- Ray Robbins
- Ann & Steve Roberts
- Mark Roberts
- Donna Rogers
- Phil & Kay Roush
- Connie Schnuck
- Mark Schupp
- Phil Schwab
- Cheryl Shaughnessy
- Thomas & Sheila Shelby
- Ruth & Alvin Siteman
- Larry & Maureen Sobol
- Bard Stephens
- Ellen W. Svenson
- Carol Tochtrop
- Scott & Beth Tomasino
- Valerie Tripi & David Weber



NCADA Community Strategist, Whitney Robins, displays the perfect fall accessory, a Mallinckrodt-sponsored Deterra bag. (Story on page 5.)

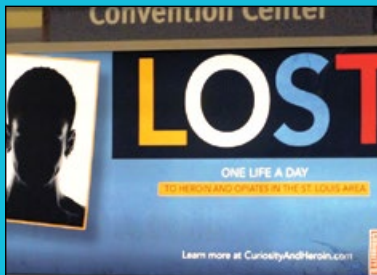
- |                              |                    |                    |
|------------------------------|--------------------|--------------------|
| Eutona Underwood             | Brad Yarbrough     | Barb Krafve        |
| Henry & Lynn Watkins         | <b>VOLUNTEERS</b>  | Sam Krakowski      |
| Peg Weathers                 | Heather Allaman    | Vinai Kumar        |
| Howard & Susan Weissman      | Rosalind Bland     | Mary Rose Lahrman  |
| Roy & Tiffany Whitley        | Brien Bledsoe      | Michelle Li        |
| Grant Williams, III          | Ben Brim           | Terri Lott         |
| Stephen & Terry Wintermann   | Billy Brooks       | Elaine Mallon      |
| Michael Zamora               | Miriah Bruns       | Anthony Palazzolo  |
| Bob Zangas                   | John Carriker      | Claire Quan        |
| <b>IN KIND</b>               | Amy Cooper         | Drew Quisenberry   |
| Broadway Oyster Bar          | Patricia Derosiers | Ann Roberts        |
| Dewey’s Pizza - DewMore      | Alison Droesch     | Steve Roberts      |
| Gladys Manion                | Adrienne Eagles    | Kilah Robinson     |
| Kendra Scott Jewelry         | Inez Epstein       | Phil Roush         |
| Lu Lochmann                  | Alicia Faerber     | Akash Sarkar       |
| Pretzel Boys                 | Betsy Ferdman      | Mark Schupp        |
| River City Rascals           | Judy Ferdman       | Andy Seeger        |
| Andy Seeger                  | Mike Ferdman       | Cheryl Shaughnessy |
| Cheryl Shaughnessy           | Thomas Ferdman     | Carys Shearer      |
| Six Flags of St. Louis       | Bryan Fitter       | Elese Shumate      |
| Soulard’s Restaurant and Bar | Joe Florlan        | Jackie Smith       |
| Square One Brewery           | Terry Flynn        | Val Snyder         |
|                              | Elizabeth Freeman  | Katie Spralding    |
|                              | Andy Goldkamp      | Jessica Spurgin    |
|                              | Andre Golliday     | Kayla Theberge     |
|                              | Laura Greiner      | Toni Underwood     |
|                              | Laura Gunnels      |                    |
|                              | Emily Hardin       |                    |
|                              | Jordan Hatfield    |                    |
|                              | Sue Huelsing       |                    |
|                              | Bianca Jones       |                    |
|                              | Ga’Nea Jones       |                    |



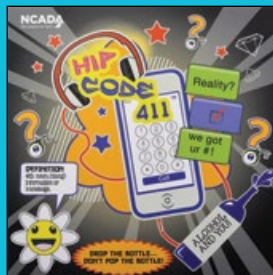
The 2016 NCADA Golf Tournament was graced with great weather and strong support, drawing 152 golfers to The Country Club of St. Albans on August 8.



Mass Transit LOST p. 1



Tween Drugs & Money p. 2



Wrapped & Roaming p. 4



Drug Disposal Bags p. 5

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