

## Super Bowl LI, NCADA III

### NCADA Public Service Announcement will debut during 2017 Super Bowl

For the third consecutive year, NCADA will use the Super Bowl as a vehicle to bring attention to the regional opioid epidemic. This year's ads will not mention heroin, but will instead focus on prescription pain medication and the importance of storing it safely.

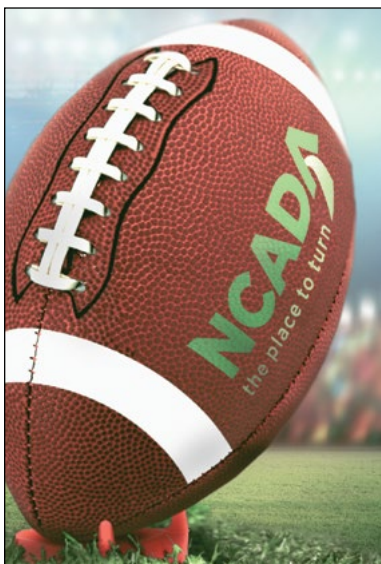
While the safe storage of pills may not sound like a compelling subject, we intend to deliver, once again, a powerful message that will do more than just shock or anger viewers: we believe the ads will incite people

to make a simple but effective change that will save lives.

This year, the DEA360 Strategy is purchasing the Super Bowl airtime for NCADA. The DEA's significant financial investment in and sponsorship of NCADA's efforts further demonstrate their commitment to raise awareness, engage the community, and do everything they can to reduce the demand for, and the misuse of, prescription opioids and heroin.

And for the third consecutive year, the team of Mark Schupp and Scott Ferguson will produce and direct the ads.

Watch for them. One, sometime late in the first quarter. The other, just after halftime. 



This year's Super Bowl PSA will focus on the dangers of prescription pain medicine.

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### Save the Date

2017 Spring  
Awards Luncheon,  
Friday, April 21

Including presentation of the

**Helen B. Madden**  
MEMORIAL AWARD

For outstanding work in the  
field of substance misuse.

Nomination information – p. 5

## First responders receive opioid overdose training

On November 28, NCADA hosted the first MO-HOPE training for first responders. The training included information on recognizing opioid overdose and instruction on using Narcan (naloxone), the opioid overdose reversal drug.

MO-HOPE (Missouri Opioid-Heroin Overdose Prevention & Education) is a collaboration between the Substance Abuse and Mental Health Services Administration, the Missouri Department of Mental Health, NCADA, and the Missouri Institute for Mental Health at the University of Missouri–St. Louis.



Above: Dr. David Tan (left) of the Washington University School of Medicine instructs on the use of Narcan nasal spray.

Right: NCADA's Nicole Browning discusses how opioid misuse affects the brain.



DIRECTOR'S  
COMMENTARY

# Grass, feed, and drugs

Less than a month after the terrorist attacks of Sept. 11, 2001, anonymous letters laced with deadly anthrax spores began arriving at media companies and congressional offices. Over the ensuing months, 22 people were infected by anthrax and five of them died.

The White House asked Congress to appropriate \$643 million for the purchase of Cipro, a powerful antibiotic effective in the treatment of anthrax exposure. The president wanted enough to treat 12 million people for 60 days in the event of a broader bioterrorism attack.

Of course, Cipro isn't just used to prevent death from anthrax. It's used to treat infections like prostatitis or sinusitis. It's a weapon against *Campylobacter*, a bacterium that causes food poisoning and can lead to chronic problems such as Guillain-Barre and reactive arthritis. *Campylobacter* infects 2.4 million Americans and, without antibacterial treatment, can be fatal.

Nearly  
70% of all  
antibiotics  
sold in the  
U.S. are used  
in livestock

Since 1996, an antibiotic quite similar to Cipro has been used in poultry to enable huge industrialized farms to produce chicken and turkey at the lowest possible prices. Similarly, cows receive antibiotics so that they can survive on a diet of corn (something cows were not designed to digest) while standing immobi-

lized shoulder to shoulder with thousands of other animals in a sea of their own waste.

Global sales of antibiotics exceed \$45 billion, and today, nearly 70% of all antibiotics sold in the U.S. are used in livestock. The market for continuing to give these drugs to animals is enormous and the biggest beneficiaries are not cows or chickens or the millions of Americans who eat them. The only winners here are the most dominant agricultural and pharmaceutical companies.

As the use of Cipro and other antibiotics has become more widespread in animal feed, bacteria have increasingly found ways of becoming

resistant to them. Death from antibiotic-resistant infections is becoming a public health crisis big enough to involve the CDC, the WHO and the presidents of a dozen Western countries. This man-made health crisis should sound familiar.

The explosion in the number of opioid prescriptions written by doctors followed the exact same basic pattern, with similarly disastrous results: Use led to overuse led to untoward consequences led to a public health emergency.

It is mystifying how we, as a country, can be so naïve that we repeatedly allow drug companies to kill or addict us. How we fail to recognize that, while they are generally full of decent, ethical, hard-working individuals, corporations become sociopathic in their insatiable need for profitability.

One of the worst examples is Purdue-Pharma. In the mid-1990s, Purdue apparently thought it insufficient that its then new and powerful opioid, OxyContin, proved helpful in end-stage cancer patients. The patients did not have long to live, so the risk of addiction was irrelevant. The drug improved the quality of patients' remaining days, but the marketplace was small. So Purdue turned OxyContin into a money-machine by finding new

**OxyContin Maker to Pay \$600 Mill**  
ABINGDON, Va., May 10 — The company that makes the narcotic painkiller OxyContin and three current and former executives pleaded guilty today in federal court here to criminal charges that they misled regulators, doctors and patients about the drug's risk of addiction and its potential to be abused.

markets...like arthritis suffers, and young athletes recovering from surgery or injury, and college kids getting their wisdom teeth extracted, and those with fibromyalgia, or migraines, or just about anything that made a person say "ouch."

But to widen the market, the company had to choke off the truth. The risk of addiction was disguised or denied. The upside was extolled and the downside never mentioned.

And then (oops), the unintended consequences kicked in. An epidemic of death and devastation. Other drug companies jumped on the pain bandwagon and now, every year, tens

of thousands die or lose everything to a drug they probably never should have been prescribed. And while communities across the country lay in waste due to the opioid crisis, big Pharma prospers.

The same big Pharma that brings narcotics to the masses has helped make beef, pork and poultry cheaper than ever by encouraging the overuse of antibiotics in animal feed. Unfortunately, the consequence of cheap food is (oops) the global threat of mass death due to antibiotic-resistant infections. Thanks to big Pharma and big Agriculture, the Cipro that was, in 2001, our last line of defense against a bioterrorist attack or a fairly common infection, won't save us today.

And in saying all of this, I have buried the lead.

There are those who believe that the war on drugs has failed. That it now makes sense to legalize everything (or at least marijuana) and introduce another legally marketed, legally purchased drug to the American economy.

Illegal drugs are a problem in this country; they ruin lives and come with terrible social costs. The war against them has terrible unintended consequences and has damaged almost as many lives as the illegal molecules themselves.

But make no mistake: it's the legal drugs, manufactured and marketed by huge corporations in epic quantities that destroy lives and put whole countries in peril.

If a national, legal marijuana marketplace enables corporations to sell us an endless amount of marijuana, grown on an industrial scale, we'll see lower prices, stronger and more addictive products that will be marketed aggressively, and, inevitably, we'll see a few unintended consequences. In other words, legalization of marijuana should not be the primary focus of our concerns. It is, rather, the *commercialization* of legal marijuana that will, invariably, lead to highly undesirable outcomes. It happened with pharmaceuticals, with tobacco, with beer and spirits, and even with sugar. And it'll happen with marijuana, because our free market takes no prisoners on the way to increasing profits and market share.

The battleground should not be over the legalization vs. the prohibition of marijuana. It should be, I believe, over the decriminalization vs. commercialization of it. The introduction of any potentially harmful, legal substance cannot come without paying heed to history. And history teaches that when corporations must choose between profitability and the public health...the public health loses every single time.

We either pay attention or, in a few years, we'll be saying "oops" again. ➡

hweissman@ncada-stl.org

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legal drugs,  
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risk

## 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).

**January 20: Youth Mental Health First Aid Training**  
8:30 a.m. – 5:00 p.m.; Calvary Church, 3998 Mid Rivers Mall Dr., St. Peters, MO 63376

**January 21: Youth Mental Health First Aid Training**  
8:30 a.m. – 5:00 p.m.; Foundations for Franklin Co., 3033 Highway A, Washington, MO 63090

**January 25: Prevention Day at the Capitol**  
Jefferson City – visit [actmissouri.org](http://actmissouri.org) for details

**February 17: Youth Mental Health First Aid Training**  
8:30 a.m. – 5:00 p.m.; Bookslick Regional Planning Commission, 111 Steinhagen, Warrenton, MO 63383

**February 22: Youth Mental Health First Aid Training**  
8:30 a.m. – 5:00 p.m.; NCADA, 9355 Olive Blvd.

**February 27: "Generation Found" – Documentary Screening & Panel Discussion**  
7:30 p.m. – 9:30 p.m.; Tivoli Theatre, 6350 Delmar Blvd. 63130

**March 7: Ethics – Black, White, & Shades of Gray**  
8:30 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.

**March 8: Speak Hard**  
Jefferson City – visit [actmissouri.org](http://actmissouri.org) for details

**March 18: NCADA Trivia Night**  
6:00 p.m. – 10:00 p.m.; Westminster Christian Academy, 800 Maryville Centre Dr. 63017

**March 24: Youth Mental Health First Aid Training**  
8:30 a.m. – 5:00 p.m.; NCADA, 9355 Olive Blvd.



## St. Louis Coalition on Addictions

### UPCOMING PRESENTATIONS

**Jan. 11 – Ladell Flowers:** Missouri Coalition of Recovery Support Providers: Organizational Overview and Member Benefits

**Feb. 8 – Darcy Glidewell:** The Next Step: Financial Support for Education Opportunities in the Recovery Community

**Mar. 8 – Richard Grucza:** Trends in Substance Use, Crime, and Other "Problem Behaviors" Among Adolescents

**Apr. 12 – Shaina Sowles:** Health Risk Behavior on Social Media: Marijuana

**May 10 – Michelle Roberts:** Applying Health Literacy Principles and Practices in a Substance Use and Treatment Context

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 CEU 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.)



## Once again, it's time to make New Year's resolutions.

For some, it's to eat healthier or lose weight, and for many of us THIS is the year to exercise regularly and get into shape. Well, NCADA can help jump-start your motivation, and get you to your New Year's goals!

NCADA is proud to be a charity partner in the 2017 GO! St. Louis Marathon and Family Fitness Weekend on April 8 & 9. When you participate with Team NCADA, you can raise funds and help us work toward a community free from the harms of substance use.

Why not start training for a half or full marathon (or maybe something a little shorter) and support a great cause at the same time? Members of Team NCADA receive:

- A link for easy online registration with a special code for a discounted registration fee!
- Team NCADA swag!
- A personal webpage for convenient online fundraising.
- Tools to help you reach your personal goal.

Register today at [gostlouis.org](http://gostlouis.org) and choose your challenge: Marathon, Half Marathon, Marathon Relay Team (four person), 7K, or 5K.

For more information about joining Team NCADA, or the Go! St. Louis Marathon, please contact Sarah Roberts at (314) 962-3456 x372 or [sroberts@ncada-stl.org](mailto:sroberts@ncada-stl.org).



MARATHON • HALF • MARATHON RELAY • 7K • 5K

**Come 2017, the SPIRIT program** will celebrate its 10th year in the Ritenour school district. SPIRIT – School-based Intervention and Resources Initiative – is a substance use prevention project sponsored by the Missouri Department of Mental Health's Division of Behavioral Health.

SPIRIT was launched to improve school performance by preventing the use of alcohol and other drugs, and reducing incidents of violence.

There are four SPIRIT sites in

Missouri; Ritenour – which includes six elementary schools, two middle schools and one high school – is the only one in the St. Louis area. An NCADA prevention educator is assigned to each Ritenour school, delivering the SPIRIT lessons and collaborating with the principals, counselors, and teachers throughout the year. Students in the Ritenour district begin SPIRIT in 3rd grade and continue the program through high school. The lessons build on the knowledge acquired by students in their previous years of SPIRIT.

Here's what students have to say about SPIRIT:

"The SPIRIT program has taught me how to stay away from harmful things like drugs. It's taught me how to handle peer pressure."

"SPIRIT made me stop smoking."

"It teaches me to be calmer and to live a healthy life."

"Think before you do and don't get caught up with people who don't benefit you in a good way."

With generous support from the Missouri Division of Behavioral Health and the Ritenour School District, we have been able to provide a comprehensive program that develops skills and promotes healthy behaviors. NCADA is proud of our 10-year partnership with Ritenour, and we look forward to working together for years to come.



A self-esteem handout, completed by a 5th grader at Marion Elementary.

## 2017 Helen B. Madden MEMORIAL AWARD

Do you know someone who  
deserves recognition for  
exemplary work in the field  
of substance use disorder?  
If so, let us know!

The Helen B. Madden Memorial Award is presented in April at NCADA's Spring Awards Luncheon. Helen was a pioneer in the local addiction field and worked for NCADA from 1965 until her death in 1976. Since 1977, the award has been presented to a local professional who has dedicated himself or herself to this field.

A nominee must be currently employed as an addiction practitioner, and be passionate, knowledgeable and dedicated to helping those who suffer from addiction disease.

Submit nominations online at  
[ncada-stl.org](http://ncada-stl.org).  
All nominations must be  
received by March 20, 2017.

## A big "Thank You" to two new partners



On November 7, we held our first annual Heroin Awareness & Remembrance Dinner, a "dine out" event created by Rich and Terri LoRusso of LoRusso's Cucina. Nearly 100 guests joined us, each bringing their own story about how our region's opioid crisis has affected their lives and the lives of those they love.

Though primarily an awareness-raising event and an opportunity to honor the memory of those lost to this epidemic, proceeds went towards supporting our ongoing Curiosity+Heroin campaign. Huge thanks to the LoRussos, and stay tuned for details on the 2017 Remembrance Dinner, set for November 6. Save the date!



Our friends at Kendra Scott, Plaza Frontenac, held a Kendra Gives Back event on December 9, with 20% of all evening sales donated to NCADA. The company was founded with the idea to give back to the community. Simply by buying their holiday gifts (or splurging on themselves), shoppers were also supporting NCADA programs and services.





# 2016 PLC: Magical For All Involved

Lori Krueger

Each year since 1990, NCADA has hosted a Prevention Leadership Conference (PLC) to give area students the opportunity to learn more about drug prevention, youth advocacy and the power of positive peer pressure.

This year, on November 4 and 5, more than 150 middle and high school teens, representing 23 St. Louis-region schools and organizations gathered at the Wildwood Hotel in Eureka. The theme was “We ARE the Magic.”

Students rolled up their sleeves and dove into interactive leadership and substance use prevention training, led by national experts in the prevention field.

Students and their adult advisors chose from a wide variety of breakout sessions where they learned the magic of turning ideas into practice. Through high-energy, engaging workshops and presentations, students received the knowledge, tools, and support to make positive changes in their lives, their schools and their communities.



At the 2016 Prevention Leadership Conference, students found that the true magic and power of prevention resides inside their hearts and minds.

Food pantry supplies were collected by PLC interns and attendees. The supplies also served as construction materials in a team-building exercise.



PLC interns assemble at the entrance of the Wildwood Hotel, ready to greet arriving students.



Presenter Danny Batimana warms up the crowd with some group dance moves.

## Tributes and contributions

Sept. 2016 – Nov. 2016

### CORPORATIONS, FOUNDATIONS & ORGANIZATIONS

AmazonSmile Foundation  
AT&T Employee Giving/Yourcause  
Bank of America Employee Giving Campaign  
GFI Digital Inc.  
Landco Construction  
Mallinckrodt Pharmaceuticals  
Mutual of America  
Optimist Club of Clayton  
Pfizer Foundation  
Saint Louis University  
Schnuck Markets Inc.  
Sunspire Health  
United Way of Eastern Fairfield County  
United Way of Greater Atlanta  
United Way of Greater St. Louis

### GRANTS RECENTLY RECEIVED

Peter G. Dodge Foundation  
*Ask A Counselor Screening and Referral*  
  
Employees Community Fund of Boeing St. Louis  
*Prevention First*  
  
Express Scripts Foundation  
*Rx- and Heroin-Specific Prevention Education*  
  
Mallinckrodt Pharmaceuticals  
*Medication Disposal Education and Prevention Leadership Conference*  
  
Russell Sabor Foundation  
*Prevention Leadership Conference*  
  
State of Missouri  
*Opioid Overdose Prevention*

### MEMORIALS

**Justin William Hubbs**  
John and Sue Ann Burke  
Charles Fisher  
Jack and Sue Hubbs  
Gordon Johnson  
David Kohring  
Ralph and Diana Powell  
Regional Merchandising and Non-Mainland  
Beth Spencer  
Thomas Vogt  
Eileen Wedel  
  
**Brandt Jordan**  
Margaret Bodner  
Rick and Sharon Casson  
CBC High School  
CEC Controls  
Billy and Sherri Crow  
Margaret Dressman  
Patrick Faye

Patricia Hemmer  
Kathleen Higgins  
John and Betty Hill  
Abigail Holt  
Michael Jordan  
Tim Jordan  
Dave and Marcia McElroy  
David and Lisa Mungenast  
Katie Mungenast  
Kim Pensabene  
Brandon Pesek  
Greg and Jane Schulte  
Mark Stulz  
David and Augusta Swengros

**Vinny LoRusso**  
Pamela Bonnot  
Tom Helbig

**Marilyn Mellovitz**  
FW and JP Livingston

**Ben Moran**  
Jeffrey Clark

### Elizabeth Marie Sneed

Baue Funeral Home Co.  
John and Julianna Desmuke  
James and Heather Huggett

### TRIBUTES

**Bobette Figler**  
Patrick and Daina Kinlen

### INDIVIDUALS

John and Janet Adkins  
Brooks Ball  
Mike and Kim Bauer  
Dan and Renee Bischoff  
Ronald and Traci Breakfield  
Marc and Katie Breneman  
Jeffrey and Mary Ann Buckner  
Robert and Mariellen Clark  
Kathy Conaway  
Mary T. and Pat Dolan  
Jennifer Duerfahrd  
Tom Etling  
Ellis and Patti Fitzwalter  
Barbara Flasch  
Tom and Cheryl Fox  
Tom and Trish Goldberg  
Lawrence and Natalie Goldman  
Neil and Cassandra Goodson  
Cameron Haegele  
  
Amanda Hampton  
Lee Haynes  
Thomas and Carmen Heard  
John and Tracy Heimos  
Sandy Herrmann  
Alison Howard  
Mike Hubbs  
Christopher Kallaos  
Steven and Julie Kauffmann  
Leilani Keller  
Karen Kohring  
Alan and Lynda Kraus  
Lori and Kevin Krueger  
Paul and Joan Kutz  
Christopher and Dana LaBarge  
James and MaryAnn Lemonds  
Jim and Emily Liebman  
Joe and Sharon LoRusso  
Vince and Nancy LoRusso  
Pamela Ludwinski  
Neil and Jenny Mandel

Stafford Manion  
Patricia McCloskey  
Charley and Ann Meyer  
John and Laverna Meyer  
Chip Miller and Debbie Broms  
Janet Miller  
Kevin and Lynda Moran  
Lisa Moran  
Donald and Mary Murphy  
Kelly O'Leary  
Scott and Laura Pacino  
Peter and Meredith Perkins  
Celeste and Steve Player  
Bill and Carole Renaud  
Daniel Renaud  
Phil and Kay Roush  
Connie Schnuck  
Valerie Snyder  
Anthony Torrente  
Norma Vavra Klein  
Vance and Gee Vigna  
Dick Weil

Bob and Dorothy Wells  
Rusty and Andrea White  
Brian Zielinski

### VOLUNTEERS

Tyler Bayne  
Hanna Bennet  
Mikayla Dierker  
Dylan Fitzgerald  
Joe Florlan  
Sydney Goehler  
Laura Greiner  
Grace Grzywa  
Xavier Hadley  
Michelle Li  
Drew Quisenberry  
Lauren Pacino  
Austin Pierce  
Ann Roberts  
Steve Roberts  
Sophie Roorda  
Evan Schneider  
Gerri Smith  
Katie Spradling



In December, NCADA hosted its 3rd annual legislative conversation. We were fortunate to be joined by Sen. Jamilah Nasheed, Rep. Cloria Brown, Rep. Courtney Curtis, Rep. Steve Lynch, Rep. Sue Meredith, Rep. Tracy McCreery, and Rep. Chrissy Sommer.

We want to thank all of the community members that joined us for the lively discussion.



SAVE THE DATE  
**MARCH 18**

For details visit [ncada-stl.org](http://ncada-stl.org)



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Grass, Feed & Drugs p. 2



PLC 2016 p. 6



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