

Super Bowl III

Howard Weissman

Though the championship game between the Patriots and the Falcons was, in fact, the 51st playing of the Super Bowl, it was the third year NCADA used the local broadcast of the game to air provocative opioid-themed commercials. (*Two* this year.) Though they were, in fact, announcements that provided a service to the public, they were not, in the technical sense, Public Service Announcements.

PSAs are aired for free; the station or network gives away commercial time to serve the greater good, not to sell things like Bud Light, Skittles or Chevrolets. Stations tend to give away unsold commercial time late at night, early in the morning or during local programming.

The Super Bowl is the most watched television program of the year. Nationally and locally, commercial time for the Super Bowl is at a premium and there is no such thing as a PSA run during the game. If you want to show your ad during the Super Bowl, you've got to pay for play.

As a small community health agency, NCADA did not have the resources to buy commercial time. To get it done, we needed help. A LOT of help. And this year, the commercial time was sponsored by the DEA and their DEA 360 Strategy.

Jim Shroba, the Special Agent in Charge of the DEA St. Louis office said, "There is an unprecedented prescription opioid epidemic in this nation. To combat this, the NCADA and DEA have joined forces to educate the community. When Howard called to tell me about the concept for the Super Bowl ads, I jumped at the chance to support NCADA on this effort. It was a great way to reach so many people—on the one night of the year they were actually watching TV for the commercials!"



The two ads address the importance of securing prescription drugs and discarding unneeded medications. You can view them on our website or at ThePlaceToTurn.com.

To understand why the Drug Enforcement Administration would partner with an agency like ours, it's important to understand the DEA 360 Strategy. In addition to interdiction and diversion control, it involves changing attitudes through community outreach and

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partnership with local organizations to "equip and empower communities with the tools to fight the heroin and prescription drug epidemic."

The response to the ads was immediate and, for the first time, almost unanimously positive.

For the third year in a row the ads were produced by Mark Schupp and directed by Scott Ferguson. And for the third year in a row, both men provided their talents pro bono. There were production costs, to be sure, so we are grateful for the support of those who helped fund the making of these ads—most especially, the Missouri Foundation for Health, a steady and quiet supporter for many years.

The ads did what they were designed to do: they made people lock up or destroy their medications. We received more requests for drug disposal pouches in the one day after the Super Bowl than we had during the previous 18 months. The ads were seen, they generated conversation and discussion and, most importantly, they incited change. 

Though we didn't receive much criticism for our Super Bowl ads,

DIRECTOR'S COMMENTARY

Inappropriate Advertising

we did receive a couple of comments like this one: "Great, now I've got to explain to my adopted seven-year-old why Sarah is dead. Thanks a lot. Very inappropriate."

Of course I, and most of the other 1.2 million viewers, felt differently. But it raises the question: What is appropriate to show our children? And what is an appropriate commercial to watch with a seven-year-old? The average American seven-year-old has seen around 200,000 commercials, and of those 200,000, how many were more appropriate than our provocative ads? What are the messages we want our kids to be receiving? What are the products or services we want marketed to our children? Of those 200,000 commercials, how many of them were appropriate in the sense of making children's lives better or urging them to make healthier choices?

The average seven-year-old has seen around 200,000 commercials

If you're a kid watching only kid shows, you're being bombarded with TV ads for Skittles, Coke, Doritos and McDonald's. Is that appropriate? Is it appropriate that, for kids, Ronald McDonald is the second-most recognizable fictional character (edged out only by Santa Claus), and that children can recognize McDonald's by the yellow arches long before they can read?

Last year, companies spent more than \$72 billion on TV advertising. It's a lot of money, but large corporations know that after watching the talking gecko a few dozen times, there's a pretty good chance you'll think of Geico when you're shopping for car insurance. And if you're searching for an affordable car, there's a pretty good chance you'll think of Chevrolet or Toyota if you see enough of them on TV. A truck? Probably Ford or Ram. A luxury car? The folks at Jaguar hope you'll think of them...and that you'll remember that the British pronounce it, "Jag-You-Are."



Howard Weissman
Executive Director

I suppose as adults, we're all fair game for advertisers. We live in a market-driven economy that encourages consumption and competition, and we're able to make free choices about how to spend our money or what to put in our bodies. But kids are not only more impressionable, they're more vulnerable to the overt and covert messages found in TV commercials, and one would hope we'd try to insulate them from some of the most legitimately inappropriate messaging.

In recognition of the power of advertising, certain products do have limits on when, where and how they can be marketed. Cigarettes and tobacco products are now banned from TV, and the beer and spirits industry is limited by a set of rules that was codified in the 1990s. Some of their limitations state that "beverage alcohol advertising and marketing materials should not depict a child or portray objects, images or cartoon figures that primarily appeal to persons below the legal purchase age."

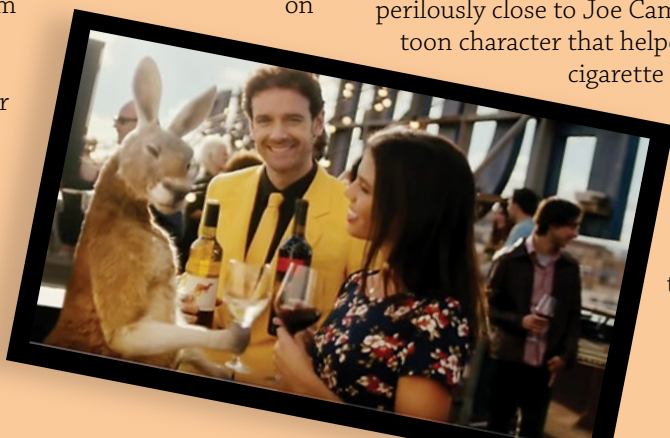
That makes sense. Unfortunately, in the alcohol industry, the people who sell the liquor write the rules; they're both self-imposed and voluntary. The beer and spirits industry, in other words, polices itself.

So returning to the unhappy mother who found our ad inappropriate: Was she okay with the ad for Bud Light that brought back the ghost of Spuds MacKenzie, an adorable bull terrier who helped build the Bud Light brand? Though Anheuser-Busch denied marketing beer to children, they didn't complain when, in the 1980s, store shelves were stocked with Spuds plush toys, Spuds lunchboxes, wristwatches, kiddie tennis shoes or, absurdly, Spuds-branded onesies.

And while that one unhappy mother didn't like our ad, was she okay with the ad from Yellow Tail wine that showed a friendly, anthropomorphized kangaroo flipping burgers on the grill or mingling at a party with a glass of buttery Chardonnay? Was THAT appropriate for her seven-year-old?

In the taxonomic hierarchy, kangaroos are not close to camels in terms of species, genus, family, order, class or phylum. But that Yellow Tail kangaroo was perilously close to Joe Camel, the now-banned cartoon character that helped hook countless kids on a cigarette brand.

THESE ads are not appropriate for children, and leaving an industry to police itself is, apparently, like leaving the fox to guard the henhouse.



But of all the ads that are, to use that unhappy mother's word again, inappropriate, the worst offenders—and the ads that most need to be banned—all include these three words:

"Ask your doctor."

These three words are found in ads for prescription drugs. Products you cannot buy, and products that, unless you went to medical school, completed a residency, and spent time treating patients, you are not qualified to evaluate. It is insanity that America remains one of only two countries on earth that permits drug companies to advertise prescription drugs directly to consumers.

The U.S. is less than 5% of the world's population, yet we consume nearly 80% of all drugs. This has not led to longer life expectancy (the U.S. ranks 43rd), but all day and all night we are bombarded with messages that a pill will cure what ails us. Drug companies have solutions to problems we don't even know we have. From restless leg syndrome to toenail fungus, there's a pill for it. Men can take pills for hardening arteries, softening penises, thickening blood or thinning hair. There are pills for an alphabet soup of conditions that we didn't even

realize existed until 20 years ago: IBS, COPD, LowT, ED. We are deluged with ads about drugs for plaque psoriasis, rheumatoid arthritis, diabetic nerve damage and a bunch of other conditions for which we, as patients, should NOT be treating ourselves.

America remains one of only two countries that advertise prescription drugs to consumers

Advertising prescription drugs normalizes and increases the use of pills as a first response to discomfort or dis-ease. Advertising prescription drugs helps inflate their efficacy and usefulness and, insidiously, it makes us more likely to demand prescription drugs from our doctors when over-the-counter medication will do just as well. This is, in part, why we come home from the dentist with Vicodin, when Tylenol will do just as well. This is, in other words, a partial explanation of how the opioid epidemic spread so far and so fast. The public believes that, if the doctor prescribes it,

it's safe, and it's not just effective it's MORE effective than the stuff that's been around for years and doesn't need a prescription.

How do we turn this around? In part, we need to have honest conversations. Between pharmaceutical companies and doctors. Between doctors and their patients. Between parents and their children. So, though the intention of our ads was not to anger people like the mother who contacted me, I commend her willingness to speak with her child, and not simply dismiss the opportunity we offered to her...and 1.2 million other viewers. Last year, NCADA educated over 76,000 children in schools, at leadership retreats, and through our counseling program. If you need a hand in speaking with your child about substances and the proper use of medications, we are, once again, the place to turn.

And if you want to remove the truly inappropriate commercials from TV, remove ads for prescription drugs. Please: stop forcing me to look at those two matching bathtubs. If you're bathing outside, you should be spending your money on indoor plumbing, not Cialis. 🇺🇸

hweissman@ncada-stl.org



CALENDAR

For event information and registration visit ncada-stl.org, or contact Jeanne Cordingley at jcordingley@ncada-stl.org, or (314) 962-3456 x304 (unless otherwise noted in the event listing).

March 24: Youth Mental Health First Aid Training

8:30 AM – 5:00 PM; NCADA, 9355 Olive Blvd.

March 31: SOS: Signs of Suicide Training
9:00 AM – 11:00 AM; NCADA, 9355 Olive Blvd.

April 7: Drug Impairment in Youth: Recognizing the Signs
9:00 AM – 11:30 AM; NCADA, 9355 Olive Blvd.

APRIL 8 & 9

NCADA is a charity partner for the 2017

GO! St. Louis – Marathon Weekend

MARATHON HALF MARATHON RELAY 7K 5K

Register at: GoStLouis.enmotive.com

To receive your special TEAM NCADA instructions and registration discount code, contact Sarah Roberts at sroberts@ncada-stl.org or (314) 962-3456, ext. 372.

April 14: Youth Mental Health First Aid Training

9:15 AM – 5:45 PM; Jefferson County Library, Arnold Branch, 1701 Missouri State Rd., Arnold, MO 63010

April 21: Spring Awards Luncheon

12:00 PM – 2:00 PM; Saint Louis University-Sinquefeld Stateroom, 221 N. Grand Blvd., 63103 (See story p. 4)

April 28: Addressing Opioid Overdose: Perspectives from the Field

8:00 AM – 5:00 PM; Clayton Plaza Hotel, 7750 Carondelet Ave., 63105

June 6-9: Teen Institute

Sojourn Retreat Center (See story, p. 5)

June 21: Ethics – A Matter of Perspective
8:30 AM – 12:00 PM; NCADA 9355 Olive Blvd.



St. Louis Coalition on Addictions

UPCOMING PRESENTATIONS

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

Jun. 14 – Kelly Schultz: The Impact of Parental Substance Use on Missouri Foster Care Children

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.)

NCADA Awards Luncheon— April 21 at Saint Louis University

Annual Event Honors Exemplary Service to the Field of Substance Use Disorders

This year's Awards Luncheon celebrates four colleagues – “unsung heroes” – for their important work in substance misuse prevention around our region. We also welcome as Keynote Speaker the accomplished stage, screen, and television actor, Richard Kind (see sidebar).

Our Community Service Award will be presented to St. Louis County Councilman Dr. Sam Page and St. Louis County Director of Public Health Dr. Faisal Khan for their innovation and leadership. Drs. Page and Khan worked to combat the gridlock in Jefferson City by creating and implementing the first municipal


Prescription Drug Monitoring Program (PDMP) in the United States.

Our Gateway Award will be presented to Jim Shroba, Special Agent in Charge of the DEA in St. Louis. Thanks to Jim, the DEA 360 Strategy partnered with NCADA in several significant ways, including purchasing the airtime for our two opioid-themed Super Bowl ads.

The Bronze Key goes to Marilyn Bader, who served NCADA as a classroom prevention educator and training coordinator for almost three decades until her retirement in 2016. Over this period, Marilyn helped thousands of students develop the knowl-

edge and personal resilience necessary to avoid substance use, while also training and mentoring dozens of NCADA prevention educators. She leaves an enduring legacy of excellence.

Finally, this year's Tasch-Kopolow Scholarship for Addiction Studies will be awarded to Josh Gibson, an outstanding scholar who will graduate in May from Washington University's Brown School of Social Work. Josh is an active duty veteran who used his practicum hours at Veterans Affairs to work with other vets impacted by substance use disorder. Passionate and dedicated, after graduation he plans to continue his efforts at the VA.

The Luncheon is open to the public. The cost is \$35 per person or \$245 for a table of eight. Seating is limited, so early reservations are strongly advised. For more information, call Angie Yarbrough at (314) 962-3456 x327. 



Keynote Speaker Richard Kind

Richard Kind may not be a household name, but the face and voice of this veteran character actor spark instant recognition.

Through a career of more than 30 years, his credits in film, television and theatre are extensive. On television, these include *Mad About You*, *Spin City*, *Gotham*, and *Curb Your Enthusiasm*.

Richard has starred on-stage in New York, Hollywood and London in such shows as *Dirty Rotten Scoundrels*, *The Producers*, and *Guys and Dolls*. He holds a Drama Desk Award and a Tony nomination for the hit Broadway play, *The Big Knife*.

Richard's film work includes *Argo*, *Hereafter*, and *A Serious Man*. His distinctive voice brought warmth and wit to *Inside Out*, *A Bug's Life*, *Cars*, *Toy Story 3*, and other animated features. He is an alumnus of Chicago's Second City theatre company.

LEGISLATIVE UPDATE

Brandon Costerison

There are several exciting, though possibly concerning, bills in the Missouri General Assembly that bear watching. Some special items to track:

Powdered Alcohol: HB 29 would bring powdered alcohol (palcohol) under the same controls as liquid alcohol. This is an important step in regulating one of the most misused drugs available.

Prescription Drug Monitoring Programs: There are currently at least five prescription drug monitoring program proposals in the Missouri General Assembly. Some are better than others, but this demonstrates a broad interest in working to eliminate doctor shopping, and bringing Missouri in line with the rest of the nation by implementing this common sense reform.



On Monday, Feb. 6, NCADA followed up its Super Bowl ads by hosting a press conference dealing with substance misuse. *From left:* County Exec. Steve Stenger, Rep. Cora Faith Walker, Tim Lohmar (Pros. Atty., St. Chas. Co.), Jim Shroba (DEA).

For an up-to-date list of NCADA's legislative priorities and to find out how to contact your elected officials, please visit www.ncada-stl.org. 

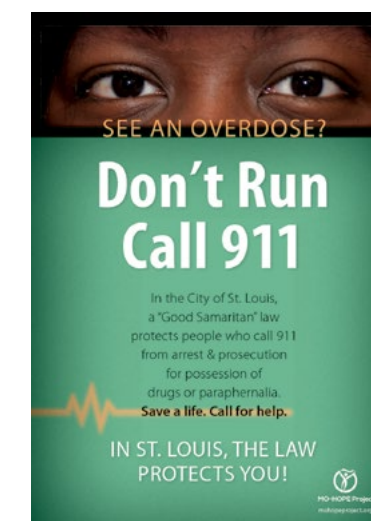
911 Good Samaritan Law: This bill would provide limited immunity for anyone who calls 911 in a medical emergency related to drugs or alcohol. This is an important step in addressing the opioid epidemic, but also helpful in reducing the worst harms of youthful binge drinking.

Marijuana: There are several bills that are various schemes for legalizing marijuana – and which definitely warrant concern. Some go so far as to allow for complete legalization and commercialization. These bills must be watched carefully.

New Mass Transit Advertisements

As part of the MO-HOPE collaboration with the Missouri Department of Mental Health, and the Missouri Institute for Mental Health at the University of Missouri–St. Louis, NCADA has developed a series of mass transit ads that can be seen throughout the City of St. Louis.

The goal is to encourage people to call 911 if they witness an overdose, and to let them know they won't be arrested or prosecuted for trying to save a life.



FIND YOUR VOICE



TEEN INSTITUTE

Kim Sherony


Let's face it: Teens get a bad rap. Their voices often get drowned out by news stories about the latest teenager who made a “bad” choice. But here at NCADA, we believe teenagers are pretty awesome. And we know that every teenager has a unique voice; some soft, some loud, some assertive, others gentle. Regardless of the tone

and style, every teen possesses the ability to influence those around them.

This year's Teen Institute – our 38th annual – challenges participants to Find Their Voice, and gives those teens who want to make a positive impact a chance to be heard.

This life-changing retreat takes place on June 6-9 in Dittmer, MO. Teens from across our seven-county region will come together to learn about the impact of alcohol, tobacco and other drugs and develop the skills to use this knowledge effectively in their schools.

Not only will teens learn something, but they'll have a blast doing it. Evening activities such as square dancing (way more fun than it probably sounds) and karaoke will keep teens engaged and help them forge new friendships. At the end of TI, participants will leave with skills needed to create powerful, lasting change for themselves, their schools, and their communities.

If you know a teen currently in 9th, 10th or 11th grade who is interested in Finding Their Voice, please visit stteeninstitute.org; or contact Joy Carter or Kim Sherony at 314.962.3456. Space is limited – applications are accepted on a first-come, first-served basis. 



When it comes to donating to worthy local causes, the St. Louis community is hard to beat. Each year, thousands of St. Louisans participate in Give STL Day to support their favorite charities, including NCADA. We are once again a charity partner of the St. Louis Community Foundation for this special online giving campaign, set for Thursday, May 11.

If you can't participate on May 11, the contributions site will be open for the prior two weeks – but all gifts made on the 11th qualify us for additional funding from the Community Foundation!

Please support our many worthwhile programs on Give STL Day. Visit givestlday.org, “Find a Nonprofit” to locate NCADA.

STAFF SPOTLIGHT

Kristin Bengtson

Manager of Community Strategy

After graduating from Missouri State with a degree in anthropology, and minors in sociology and linguistics, I started volunteering for the Rockwood Drug-Free Coalition. Part of my training included Substance Abuse Prevention Skills Training (SAPST). It was during that training when I discovered some profound connections between my educational background in anthropology and the field of prevention work. For example, both fields require a look beneath the surface to understand why people are engaging in (let alone how to prevent) their behaviors. When a position in community prevention opened at NCADA, I knew it would be a perfect fit.

What I love about working at NCADA is the same thing I loved about studying anthropology: it requires many different things from me. I provide knowledge and guidance regarding prevention science and best practices to community coalitions, and in turn, coalitions are better equipped to determine their own, tailored solutions to address the local conditions of their communities.



This means I've had to gain a working knowledge of all things related to alcohol and other drugs – from liquor laws and the quirks of Missouri enforcement procedures, to figuring out the legal way to host a community movie night (who knew there were so many blackout dates for showing Disney movies?!). I've been to countless trivia nights, town hall meetings, dances, community forums, and youth retreats. As a result, I have a personally preferred magician, print shop, billboard broker, and a hook-up for cookies.

As I celebrate my five-year anniversary with NCADA this month, I realize that rooted in all my duties and activities with NCADA is the same simple motivation that steered me towards anthropology: a desire to help people better understand each other and their environments. When you can accomplish this, change is not only possible, it's practically inevitable. 🍪

NCADA Golf Tournament

AUGUST 7 • THE COUNTRY CLUB OF ST. ALBANS

SAVE THE DATE



Tributes & Contributions

December 2016 – January 2017

CORPORATIONS, FOUNDATIONS & ORGANIZATIONS

American Direct Marketing Resources LLC
Asure Test Inc.
Fidelity Charitable Gift Fund
Frederick Pitzman Fund
G.H. Voss Co. Inc.
Kendra Scott Jewelry, Plaza Frontenac
United Way of Eastern Fairfield County

GRANTS RECENTLY RECEIVED

Clifford Willard Gaylord Foundation *Teen Institute*
The Siteman Family Foundation *Prevention First*
Tegna Foundation *Prevention First*

MEMORIALS

Keith Broome

The Cotton Family
Patti Dowd
Tina Hunt
Susan Johnson
Jeanette Lawrence
Susan Westerbeck

Jerry Carey

Adele Carey
Morgan Cass
Diane Lavin

Mary Eisenhauer

Thomas and Janet Hoff
Peter and Frances Levernez
Jim and Nancy Murphy

John C. Flanery

Kay Flanery

Brandt Jordan

Diane Hill
Tim and Jackie Jordan

Lauren Killian

Joan Dean
Jerrold and Barbara Jennings
Rita Mathon

Billy Kolen

Caryn Friedman
Curt and Lori Nerenberg

Joseph Middendorf

Dawn Badolato

Patricia Kelley O'Connor

Mary Heider
Robert and Lois Jobe

Chris Rizos

Marissun Wilds

Ellen Rose

David Weil

Zack Schoenberg

Jannette Helfrich

Leah Schweiss

Steve and Judy Merritt

Gabe Thone
Brian Sweeney

Fred and Eda Varney

Terry and Marilyn Bader

TRIBUTES

Terry and Marilyn Bader

Jason and Janet Popelka

Wesley Haubein

Anne Hale

Tom Herrmann

Brian and Kristen Hogan

Susan Huddart

Benjamin Sandler

Phil and Kay Roush

David and Jennifer Jones
Ken and Garie Perry

Bob and Lynne Piening
Mary Ellen Schukai

Bill Sunderman

Jenna Besserman

Henry Watkins

John and Diane Hefe

Howard Weissman

Barry and Darlene Bikshorn
Allen Shechtman

Susan Weissman

Jennifer Anania
Mark and Gina Golde

Oliver and Ana Wexler

Martin Wexler

Jane Young

Phil and Kay Roush

INDIVIDUALS

Leonard and Audrey Adreon
Veronica and Jeff Aldridge

Chris and Melissa Allen
Jenny and Dan Armbruster

Dick and Nancy Arnoldy

Terry and Marilyn Bader

James and Christina Baker

Kristin Bengtson

Lisa Bernstein

Jeanette Bessen

Nancy Birge

Libby and Steve Brim

Bart and Ellen Brnjac

Nicole Browning

Donna and Michael Bruner

Barbara Burton

Cheryl and Mark Carrier

Joy and Dennis Carter

Deb and Russell Cavitt

Cindy and Chris Connelly

Jeanne Cordingley

Brandon Costerison

Nichole Dawsey

Christia and Kenny DeShields

Tom and Tina Doherty

Lawrence Doyle

Richard and Judy Dubin

Dan Duncan and Dana Sebastian-Duncan

Tom Erickson

Dan and Eleanor Ferry

Bobette Figler

Winnetka Fitch

William Ford

Thomas and Cheryl Fox

Ronnie Fredman

Dick Goldberg

Mark and Gina Golde

Robert and Cathy Goldsticker

Catherine Green

Msgr. Edmund Griesedieck

Diann and Jim Gross

Candace and Stirling Harris

Tom and Anne Herrmann

Rick and Lynn Hill

Jaime and Chris Hoff

Linda Holliday

Julie and Fred Hook

Pam Hughes

Sandy Hughes

John and Susan Hussey

Jerry Kagan and Jill Golde

Christopher Kallaos

Howard and Elma Kanefield

Gayle Kirsten and Howard Potratz

James and Joyce Kesting

Richard Knight

Harriet and Jeff Kopolow

Ed Koslin and Fran Weintraub

Lori and Kevin Krueger

Dawn and Tony Lammert

Robert Libera

Roger Lowery

Joan Luning

Emily and Joe Mangi

Leah and Kevin Schaefer

Larry Manion

Stafford Manion

Brad and Meredith Marquardt

Chris and Terri Martin

Tom and Jenny Marx

John and Laura Meyer

Chip Miller and Debbie Broms

Gladys Miller

Robyn and Rick Morris

Martin Mraz

Jenny Mullen

Catie Myers

Becky and David Nelson

Perry and Sharon Newman

John and Janice Oexeman

Peter and Meredith Perkins

Georgia Pettus

Celeste and Steve Player

Beth and Mike Riegert

Jon and Cynthia Rill

Marge Ritchie

Shane Roach

Sarah Roberts

Steve and Ann Roberts

Whitney Robins

Andy and Stan Shanker

Bruce Shapiro and Elizabeth Guthrie

Kim and Rory Sherony

Becky and Joshua Shimony

Denis and Patricia Shine

Jill and Al Sloan

Mark Snowden

Donald Soffer

Danna and Jim Squires

Alison Stambaugh

NJ and Bob Sterneck

Bob and Val Taylor

Doug and Sheri Tollefsen

Debra Townsend

Shondrella Turner

William and Candice Voegtli

Gerry and Margie Voss

George and Mary Vournas

Peg Weathers

David Weber and Valerie Tripi

Howard and Susan Weissman

Karen West

Kelly Wieser

Christine and Jack Williams

Douglas Wood

Brett Woods

Angie and Brad Yarbrough

Jane and George Young

Terry and Kim Yuede

Larry and Lisa Zarin

Stacie Zellin and Jared Opsal

VOLUNTEERS

Laura Greinier

Frankie Isaac

Alida Theard

NCADA Certified as Breastfeeding Friendly

The Missouri Department of Health and Senior Services has designated NCADA as a Missouri Breastfeeding Friendly Worksite. NCADA joins a growing number of Missouri businesses that provide time, a private space and other benefits to support a new mother's decision to continue breastfeeding after a she returns to work.

The Pumping Station, as NCADA's private room is affectionately called, is decorated with soft watercolors, and is furnished with a comfortable chair, a table, and a small refrigerator. A lending library is also available for expecting parents.

The Pumping Station is not exclusively for employees. Women who attend trainings and community workshops at NCADA are welcome to use the room as well.



Erin O'Reilly from the St. Louis Breastfeeding Coalition presents the Gold Level "Breastfeeding Friendly Worksite Award" to NCADA. (From right: O'Reilly, Nichole Dawsey, Jane Young, Emily Mangi.)



Inappropriate Ads p. 2



Awards Luncheon p. 4



Mass Transit Ads p. 5

the
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