

STOMP  
OUT  
ADDICTION  
WALK

October 13

Faith Lutheran Church  
6101 Telegraph Road  
St. Louis 63129  
314.846.8612

All proceeds benefit NCADA

\$25 registration fee includes  
SOA Walk t-shirt and lunch.

8:45 am: Check-in begins  
9:30 am: Opening kickoff  
10 am: Two-mile walk begins

Deadline for registration including  
t-shirt: **Sept. 22.**  
Registration and more info:  
faithstl.org/stompoutaddiction

Sans Bar: Refilled

COMING NOVEMBER 2, 2019

Presented by NCADA's Wellness Council.  
For details visit thewellnesscouncil.org.

Our first Sans Bar was such a success; the sky is the  
limit for the upcoming pop-up in November. Well, at least 238 feet...

Sans Bar STL 8:00 pm - midnight,  
Vue 17, 1034 S. Brentwood Blvd. #1700, St. Louis, MO 63117





Music, mocktails, fortune  
tellers and more.



NCADA Heroin/Opioid  
Remembrance  
and RESOURCE  
Event  
Monday, Nov. 4, 2019

Catered by BARTOLINO'S

The Fourth Annual Heroin/Opioid Remembrance Event

SAVE THE EVENING

Details coming soon

NCADA  
the place to turn

9355 Olive Blvd. St. Louis, MO 63132

Proud member of  
United Way  
United Way  
of Greater St. Louis

DBH  
Division of Behavioral Health  
mhb  
Missouri Health  
Partnership  
Investing  
Improving

Missouri Foundation  
for Health  
A catalyst for change

St. Louis County  
Children's Service Fund  
Keeping Kids First

Franklin County  
United Family  
Resource  
Board

Jefferson  
Foundation

BBB  
ACCREDITED  
Business  
2018  
bbb.org

TOP  
WORK  
PLACES  
2018  
Better  
Business  
Bureau®

2018 TORCH  
Awards  
Winner,  
St. Louis  
Better  
Business  
Bureau®

Return service requested

Non-profit Org.  
U.S. POSTAGE  
PAID  
St. Louis, MO  
Permit No.1524

the  
key

NCADA – a New Name is in the Works • Legislative Update  
New Programs • Tributes & Contributions • Golf Tournament Message

CALENDAR

For event information and  
registration: ncada-stl.org/events  
Or email Jeanne at jcordingley@ncada-stl.org,  
or call (314) 962-3456 x304  
(unless otherwise noted in the event listing).

FOR STUDENTS

RED RIBBON TRAINING  
Red Ribbon Week is America's largest annual drug-  
awareness event. NCADA's free trainings help 6th, 7th  
and 8th graders prepare activities for their schools. For  
more information visit ncada-stl.org/redribbon  

Sept. 19: St. Louis County  
United Hebrew Congregation,  
3788 Conway Rd., 63141.

Sept. 27: St. Louis City  
Deaconess Center for Child Well-Being,  
1000 N. Vandeventer Ave., 63113.

FOR PROFESSIONALS

Dec. 6: Ethics Training – Ethic yoU  
8:30 am – 12:00 pm, NCADA, 9355 Olive Blvd. 63132.  
\$30; 3 contact hours approved by the Missouri Cre-  
dentialing Board and the State Committee for Social  
Workers. Registration is required by Dec. 3.  

TRAUMA & SUBSTANCE USE AWARENESS  
TRAINING FOR JUSTICE PROFESSIONALS  
Free. Provides law enforce-  
ment (particularly interview-  
ers and interrogators),  
attorneys, and guardians ad  
litem with the necessary education and tools to com-  
municate with children while minimizing trauma.  
Registration is required.

November 14: Kansas City  
9:00 am – 11:00 am  
KCPT, 125 E 31st St., Kansas City, MO 64108.

Feb. 20, 2020: Columbia  
2:00 pm – 4:00 pm, Activity & Recreation Center,  
1701 W Ash St., Columbia, MO 65203.

FOR EVERYONE

YOUTH MENTAL HEALTH FIRST AID  
Youth Mental Health First Aid is a free, one-  
day training that teaches participants how  
to provide initial help to young people  
experiencing mental health problems such  
as depression, anxiety disorders, psychosis  
and substance use disorders.  

September 12: Franklin County  
8:30 am – 5:00 pm, Foundations for Franklin Co.,  
3033 Highway A, Washington, MO 63090.

Oct. 11: St. Louis County  
8:30 am – 5:00 pm, NCADA, 9355 Olive Blvd. 63132.

Nov. 8: Lincoln County  
8:30 am – 5:00 pm, Lincoln County Health Dept.  
5 Health Department Dr., Troy, MO 63379.

Dec. 10: St. Louis County  
8:30 am – 5:00 pm, NCADA, 9355 Olive Blvd. 63132.

stance use prevention. Participants will need to com-  
plete an online course prior to the four days of train-  
ing. Meets the criteria for the Missouri  
Prevention Specialist credential requirement.

Nov. 2: Sans Bar STL  
See fold-over panel for details;  
8:00 pm - midnight.  
Vue 17, 1034 S. Brentwood Blvd.  
#1700, St. Louis, MO 63117

Nov. 4: Remembrance and  
Resource Event  
See fold-over panel for details.

Nov. 14: Kendra Scott Give Back Event  
Kendra Scott at Plaza Frontenac. A portion of sales  
benefit NCADA. 5:00 pm – 8:00 pm.

ST. LOUIS COALITION  
ON ADDICTIONS  
Noon – 1:00. Doors open at 11:30 am.  
No RSVP required.

Oct. 9: Advocacy for Public Health  
Brandon Costerison, NCADA

Nov. 13: Genomic Applications for  
Smoking Cessation and Smoking-  
Related Diseases  
Dr. Alex Ramsey, Washington University

Dec. 11: 'Holiday' Recipes for Success—  
Feats and Fails of 2019  
Multiple speakers  
The Coalition on Addictions (COA) meets the second  
Wednesday of each month at NCADA, 9355 Olive Blvd. in  
Olivette. Lunch is provided free of charge, courtesy of  
Alkermes, Inc. 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 the Brown School at Washington University in St. Louis.)

# What's in a name?

For the past 32 years, *National Council on Alcoholism and Drug Abuse* has been the identity of this organization. This name has always been a conundrum for us. It's been a tongue-twister, a misnomer, and, recently, a barrier to people-first language.

We tried living with it by adopting a fresh logo and color palette in 2015. and then by shortening it to NCADA in 2017. We felt like the name was synonymous with who we were, and to abandon it would somehow mean that we were abandoning our mission and our history. While none of that is true, of course, it somehow felt true.

But, alas, the proverbial final straw came this spring when our parent organization – NCADD – experienced significant financial difficulties and filed for Chapter 7 bankruptcy. Upon learning this news, our Board of Directors unanimously decided to disaffiliate from the national organization. And because we are no longer “National,” we found ourselves in an identity crisis.

And now, this organization is faced with a tremendous opportunity to rebrand. So, in preparation for our 55th birthday, we are revisiting our name, our reputation, and the way we “show up” in the community. This summer we engaged over 20 groups of stakeholders (funders, coalition members, legislators, treatment centers, etc.) in discussions about our mission and our image; we surveyed our staff and Board for their insight; and we organized a team to hone our core values and set naming parameters (No Acronyms!!).

## Teen Mental Health First Aid


NCADA was honored to be chosen as one of 35 pilot sites nationwide for the new **Teen Mental Health First Aid** (tMHFA) program. We will partner with Northwest High School in Jefferson County to launch the pilot program with the junior class. This training expands our menu of peer-education programs which empower young people to support each other. NCADA is continuing to offer Youth Mental Health First Aid for adults who work with adolescents (see the Events Calendar in this issue).

tMHFA, an in-person training for grades 10 to 12, teaches students about mental illnesses and how to identify and respond to a developing mental health or substance use problem among their peers. Similar to CPR, students learn a 5-step action plan to help friends who may be facing a mental health problem or impending crisis (such as suicide), and highlights the important step of involving a responsible and trusted adult. *Continued on next page*

the  
key

fall 2019

The newsletter of NCADA

Our next steps include hiring a marketing/advertising firm who “gets” us. Yes, we need a new name and a new tagline, but we also insist on maintaining the essence of who we are. We want to honor our past, and embrace the future. We want to double down on our youth prevention focus and validate the experiences of those in treatment and recovery. That is who we are. That is who we have always been. Stay tuned and watch this space.  ndawsey@ncada-stl.org

September 1987: The Key announces that the St. Louis affiliate of the National Council on Alcoholism will be changing its name to the “National Council on Alcoholism and Drug Abuse – St. Louis Area” (NCADA).

The Born This Way Foundation (founded by Lady Gaga and her mother Cynthia Germanotta) is a major sponsor of the Teen Mental Health First Aid Program. For additional information visit mhfa.org/teen.

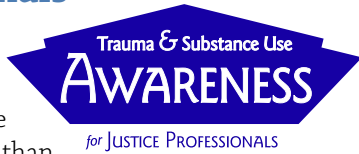


Continued from front page.

Addressing the mental health needs of teens is critically important. Half of all mental illnesses begin by age 14 and three-quarters by the mid-20s. Left unaddressed, mental health issues can lead to serious consequences for young people, including increased risk of dropping out of school or experiencing homelessness. Tragically, suicide is the second-leading cause of death for 15- to 24-year-olds. Recognizing the early signs of mental health and substance use disorders is necessary to build healthier communities. 📺

Introducing a new NCADA training  
Trauma & Substance Use Awareness  
for Justice Professionals

Shelley Stretch



The unfortunate reality is that Missouri youth experience more childhood adverse experiences than the national average. Helping Justice Professionals (including law enforcement, attorneys, and guardians ad litem) expand their knowledge of both trauma and substance use can benefit the youth and families they work with, which benefits the greater community.

When Justice Professionals understand affirmative ways to interact with children who have experienced abuse it can help those children be less vulnerable later in life.

**A simple shift in thinking can make a difference:** Instead of looking through a lens of judgment, challenge yourself to be more trauma aware. Change the automatic thought to ‘what happened to this child/person?’.

Sharing the knowledge I have gained as a clinician is an honor, and I’m looking forward to changing the perception of trauma and substance use across the state. 📺

RCORP Project for Franklin County

In our continuing effort to address opioid misuse, NCADA has secured funding for an RCORP (Rural Communities Opioid Response Planning) project from the U.S. Health Resources and Services Administration.

This project will focus on enhancing Franklin County’s response to opioids and opioid use disorder. Our proposal includes a one-year planning project to develop strategic and workforce plans to address gaps in the areas of prevention, treatment, and recovery service.

A consortium of community organizations will lead the planning efforts. The initial consortium members include NCADA, Mercy Healthcare, Foundations for Franklin County, Franklin County Health Department, and the New Haven Ambulance District.

We’ll be collaborating closely with our partners in order to develop solutions from all sides. 📺

Schrödinger’s Medical Program

Can Missouri’s Medical Marijuana Program be Two Things at Once?

LEGISLATIVE  
UPDATE

Brandon Costerison

In the 1930s, scientists learned that quantum particles can exist in several states at the same time and then collapse down to a single state when they

interact with other particles. Unable to understand this phenomenon, researchers drifted from science into philosophy, and declared that quantum particles only collapse to a single state when viewed by a conscious observer. In 1935, an Austrian physicist named Erwin Schrödinger devised a thought experiment to illustrate the problem with this interpretation.

In Schrödinger's imaginary experiment, a cat is placed in a sealed box (where it cannot be seen by any conscious observer) with a tiny bit of radioactive substance. When the radioactive substance decays, it causes a poison to be released that kills the cat. Because the radioactive substance follows the laws of quantum mechanics, it starts in a combined state of both "decaying" and "not decaying", and since there is no conscious observer present, the whole system remains a combination of the two possibilities.

The cat, according to quantum theory, ends up both dead and alive at the same time.

In 2019 we are in a comparable situation with Missouri’s new medical marijuana program. Just as we know the cat must either be alive or dead, embarking on this massive social experiment will either be a net gain or a net loss. It can’t be both.

There’s evidence that this program reduces some harms associated with marijuana use, while enabling those suffering from debilitating diseases to seek relief.

- The Missouri Department of Health and Senior Services has been able to outline rules that inhibit dispensaries and other industry entities from marketing to children or incentivizing recreational use.
- Sellers must have plans to address diversion, recognize the signs of cannabis dependence, and refer to local substance misuse organizations. NCADA has worked with many local health departments and municipal governments – discussing zoning laws and how to minimize the harm of normalizing marijuana use.

- Legislation has been introduced in the general assembly to prohibit certain forms of edibles and to ensure substantial penalties for diversion of medical marijuana products.

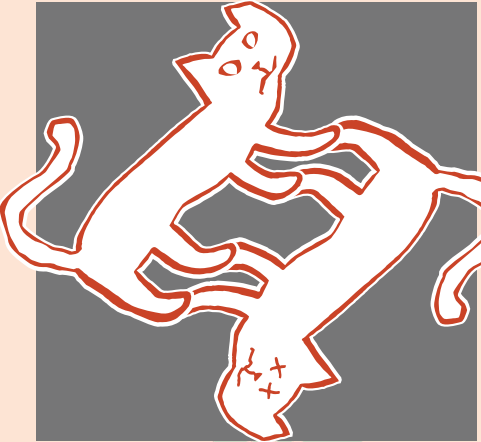
- Many medical providers are seeking education on what health benefits may or may not truly exist with marijuana and marijuana-derived products.

On the other hand, there’s evidence that some are trying to take advantage of the system.

- Some clinics are assuring people that almost anyone can receive a medical marijuana card.

- Providers and companies that are more interested in getting rich than helping those with legitimate medical conditions are arriving from other states.

- There are currently no controls on how providers can advertise. Social media ads, billboards, and even signs stapled to power poles promote the ease of access. Some of these providers are reminiscent of the opioid pill-mill clinics that dotted the regional landscape as recently as a year or two ago.



Without direct objective observation, we can’t know if medical marijuana is a good or a bad thing for Missouri. So far:

- Doctors have begun certifying patients.
- Patients can now grow their own marijuana.
- Regulations have been issued, and applications for cultivation, manufacturing, and dispensaries have been submitted, but dispensaries are not yet opening.

The results will most likely be somewhere in the middle, with some restrictions and regulations on business practices, but some unethical entities taking advantage of loopholes and targeting young people and those prone to substance use disorders, all in the name of turning a quick profit.

NCADA will continue to monitor events, and advocate for public health solutions that protect our youth and minimize the harms associated with legally available marijuana.

For more information, please contact Brandon Costerison at bcosterison@ncada-stl.org or (314) 962-3456. 📺

Tributes & Contributions

February 2019 – August 15, 2019

GRANTS

Adult Assessments

Episcopal Presbyterian Health Trust

School-Based Prevention

Bridgeton Landfill Community Fund  
Cuivre River Electric Community Trust  
Herman and Phenie Pott Foundation  
Jefferson Foundation  
Saigh Foundation  
St. Louis Community Foundation

Talk About It/ Red Ribbon

Dept. Of Justice-DEA

Teen Institute

Crestwood-Sunset Hills Rotary Club  
Kirkwood Optimist Club

MAJOR GIFTS

REVOLUTIONARY \$50,000+  
Moondance Foundation

CHAMPION \$10,000+  
Seeger Toyota

GAME CHANGER \$5,000+

Anonymous  
Jack and Ann Cahill  
Midwest BankCentre  
Tom and Missie Seeger

ADVOCATE \$1000+

Anonymous  
Argent Capital Management  
Aviary Recovery Center  
BG Services  
Boeing Company Gift Match Program  
CenterPointe Hospital  
Clayco  
Doug and Chelle Dohrmann  
Fifth Third Bank  
First Congregational Church  
Webster Groves  
Frederick Pitzman Fund  
Heartland Children’s Fund  
Hogan Transportation Companies

Patrick Kinlen and Daina Skujins-Kinlen  
Laborers’ Local 110  
Missouri Foundation for Health  
James and Nancy Murphy  
Mutual of America  
Nidec Commercial Motors  
Paric Corporation  
Guy and Kim Phillips  
Recovery St. Louis  
RedKey Realty Leaders  
Request Electric Inc.  
Steve and Ann Roberts  
Andy and Chelsea Seeger  
Paul and Karen Sinak  
Larry and Maureen Sobol  
USA Mortgage/DAS Acquisition Co  
Henry and Lynn Watkins  
Zurich American Insurance Co.

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MEMORY OF

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Robert and Mary Frenzel-Berra

Alec Van Stavern

Robert and Mary Frenzel-Berra

Kim Van Stavern

Neil and Sandra Hoffsten

Arlene Miller

TRIBUTES IN  
HONOR OF

Nichole Dawsey  
Becky and Josh Shimony

Gus Erpenbach  
Anonymous

Julie Zapor  
Jewish Federation of St. Louis

DONATIONS AND  
EVENT GIVING

Dustin Allison  
John and Kathy Anderson  
Nancy Bengtson  
Emma Birge-Osborne  
Ellen Bryan  
Lawrence Cannon  
Canon Solutions America  
Cape Girardeau Public Schools  
Charities Aid Foundation of America

School District of Clayton  
Brandon Connelly

John and Ev Corich  
Steve and Shary Creamer

Kathy de La Garza Ortals  
Mary T. and Patrick Dolan

John and Erika Drake  
Facebook Payments

Gateway Railroad Dismantling LLC  
Giveable

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Chip Miller and Debbie Broms  
Eric Mink  
Kevin Moran

MOSHE  
MSMF Wealth Management  
My Tribute Gift Foundation

Katie Otto  
Peter and Meredith Perkins

Georgia Pettus

A Word from our Golf Committee Chair

Henry Watkins

When I left the NCADA’s Board of Directors – on which I had the pleasure of serving for far too long – I knew I wanted to stay involved with the organization.

NCADA is important to me and the cause is a very personal one. While the philanthropic association has been invaluable, the folks at the agency have paid me back beyond anything I could give. They gave my brother nine sober years at the end of his life. They will forever be in my heart when I hear his grandchildren talk about ‘Big Daddy’, someone they would never have met without his sobriety.

For the past four years, I have volunteered to serve as the Golf Committee Chair.

NCADA’s golf tournament is our most successful fundraiser, and this year the Twenty-Fifth Annual NCADA Golf Tournament held true to that tradition.

Throughout the day we told players about the programs their donations support. They

met the real heroes – those that have been helped and continue to spread the good deeds, agency staff that have been the ‘helpers’ and folks that support the agency with their time and money.

It isn’t often you find so many people that intently make a difference in one gathering. We are all fortunate to be surrounded by folks that are directly doing good things. You can see how much good will come from your giving.

I’d like to thank the Board members that pledged sponsorships and players. Your support is what helps make this work for the agency. My most heartfelt and deepest appreciation for your giving.

Thanks to the volunteers and the committee for the hard work that got us to this point. There is always true grassroots support for all of our guests to witness.

Thanks to all – you are my real heroes. 📺

Leah Picker

Drs. Celeste and Stephen Player  
Sally Raftery  
Kathy Reimer-Pollard

Matthew Robinson  
Albert Rose

Walter Schmieder  
Joe and Kathy Schweizer

Michael and Kierstyn Smeeds  
Charles Stewart

Debbie and Micheal Strobl  
Ellen Svenson

Target Corporation  
The Merck Foundation

Scott and Beth Tomasino  
Kim Van Stavern

Peg Weathers  
David Weber and Val Tripi

Howard and Susan Weissman  
Cheryl Yost  
YourCause  
Kathy Zapor

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Mohaimen Al-Yuwalli  
Tina Le

Nick Becker  
Stephanie Benson

Kirti Madhu  
Garrett Boyer

Shawn Brumgard  
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Mingyu Choi  
Ev Corich  
Patty Desrosiers

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Vickie Foster

Karen Freels

Throgmorton

Elizabeth Freeman

Cindi Guller

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Emily Hasenjaeger  
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Emma Hukeljic  
Kelsey Johnson

Lisa Johnson  
Danielle Jones  
Tiffany Le

Tina Le  
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Toni Sebuyenzi

Andy Seeger

Jaymee Smollen  
Jill Tayon  
Lisa Wagner-Daegling  
Ashley Wallen

Samantha Wilkinson  
Julie Zapor  
Tim Zapor

Easter Seals Volunteers

Alyssa Brown  
Keura Lanston

Alexis Long  
Kendra Williams

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Tommy B.

Nick H.  
Caleb H.  
Ray J.

Eric J.  
Johnny L.  
Marilyn R.

Michael S.

Chris S.