

# “Talk About It” Grows Up

## NCADA’s *Talk About It* STL Expands to *Talk About It* MO

In 2018, during the local broadcast of the Super Bowl, NCADA introduced our *Talk About It* campaign. It encouraged parents to have conversations with their kids about drugs. For 2019 we’ve skipped the Super Bowl broadcast, but produced five different PSAs, and with the support of



The theme for our 2019 PSAs is “The **Other** Talk.”

parents and caregivers have age-appropriate conversations with the young people in their lives.

the DEA and the Missouri Division of Behavioral Health the campaign has expanded state-wide.

The new expanded campaign is *Talk About It* MO.

Research shows that when we talk to kids about substances early and often, we can cut their risk of substance use in half.

TalkAboutItMO.com offers free talking kits that help



When we aired our first Super Bowl PSA in 2015, our community and our country were in the throes of a heroin/opioid epidemic, but public dialog did not match the scope of the problem. We knew we had to send a jolting message that would jump start discussions in our families, schools, and neighborhoods. That’s what we did.

Since then the country has awoken, and the time for awareness raising has passed. Now we want to equip people with the knowledge and tools to address and prevent substance use.

We believe that this is the only way to reverse the tide, so instead of using the Super Bowl to make one huge splash, you’ll see our PSAs on local, digital, and social media across the state over the next several months. 📺



**talk about it MO.com**

## NCADA’s 2019 Legislative Priorities

NCADA has released its **Legislative Priorities for the first session of Missouri’s 100th General Assembly.**

### MARIJUANA

NCADA’s top legislative priority for 2019 is ensuring that Amendment 2, Missouri’s medical marijuana program, is implemented in a way that promotes transparency, legitimacy, and the public health. The General Assembly should, at the least, pass legislation regulating marketing, sales tracking, dispensary staff training, warnings, and types of edibles. More details are available at [ncada-stl.org/category/news](http://ncada-stl.org/category/news).

### OPIOID CRISIS

NCADA will advocate for state legislation that establishes the Narcotics Control Act, funding for treatment, and the establishment of evidence-based harm reduction strategies. We oppose legislation that promotes ineffective practices that increase the suffering from substance use disorders or inhibit treatment.

### PREVENTION

NCADA recognizes that the most effective way to address substance use disorder is to prevent it in the first place. Dedicated funding for school-based and community-based prevention is the most efficient way to stem the growing tide of substance use.

### TOBACCO/NICOTINE

NCADA supports legislation that decreases minors’ exposure to cigarette, cigar, and hookah smoke, as well as vapor from e-cigarettes and vaporizers. This includes a statewide version of Tobacco 21, an ordinance passed by many municipalities to limit the purchase of nicotine products to people 21 and older. Additionally, legislation that toughens penalties for selling or providing nicotine products to minors is a proven strategy for delaying the age of first use and reducing rates of addiction.

*Continued next page*

## NCADA Spring Awards Luncheon

APRIL 26 NORWOOD HILLS COUNTRY CLUB

# SAVE THE DATE!

Now Taking Nominations for the  
**Helen B. Madden Memorial Award**

Do you know someone who deserves recognition for exemplary work in the field of substance use disorder?

**Let us know at [ncada-stl.org/madden](http://ncada-stl.org/madden)**

## NICHOLE'S NOTES

# We Have a Three Year Plan

When I assumed the role of Executive Director last May, I inherited a talented staff, a committed Board of Directors, a passionate pool of volunteers, and a nearly outdated strategic plan.

So, on (practically) my first day in my new role, I contracted with The Leadership Effect and we began working – with our talented staff and dedicated partners – on a strategic plan for 2019-2021.



**Nichole Dawsey**  
Executive Director

We asked some tough questions. What do we do well? How can we continue to do this in a constantly changing world? What external circumstances can NCADA leverage for success? What should NCADA's future business look like? What's our plan of action, step by step and year by year? Who will be responsible for executing each part of the plan? What outcomes and measures will indicate that NCADA has achieved its aspirations?

Our plan, always a work in progress, answers some of these questions. We have four big goals – all with responsible parties pushing them forward and measurements tracking progress along the way:

1. NCADA will grow and diversify our unrestricted sources of individual and corporate funding.
2. NCADA's Transitional Counseling Program is a sustainable program with diverse referral sources and consistent outcomes.
3. NCADA will be the leading policy advisor in the Eastern Region of Missouri on public health issues related to alcohol and other drugs.
4. Through rigorous evaluation, NCADA programs are recognized as best practice.

I am dedicated to making our plan a living, breathing document that all of our staff, Board, volunteers, and supporters can articulate and rally behind. And in the months and years ahead, I will use this column to update you on our progress.

I'm so proud of the work we've already done. But the hard part is just beginning as we put our plan into action. Stay tuned! ➔

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

Legislative Priorities continued:

## ALCOHOL

NCADA supports policies that toughen penalties for sales and serving to minors, that deter parents from providing alcohol, and that ensure minors don't have access to easily concealed and misused products like powdered alcohol. NCADA also supports increased alcohol excise taxes. These measures are essential to fighting underage drinking. Early initial use is highly correlated to alcohol-related problems later in life, and NCADA supports efforts to reduce underage alcohol consumption.

For more information, please contact Brandon Costerison at [bcosterison@ncada-stl.org](mailto:bcosterison@ncada-stl.org) or (314) 962-3456. ➔

## Should The Key Turn... into something else?

In the Internet Age, print newsletters are an endangered species. There are printing costs, postage costs and a 10-day delay before news reaches your mailbox.

On the other hand, The Key puts NCADA's news and calendar directly into your hand, it's a nice thank-you for our supporters, and some of our favorite people avoid the internet and email.

### WE ARE ASKING FOR FEEDBACK.

- Do you open and look through The Key?
- Does it provide you with useful information?
- Do you have ANY suggestions for improvement?

We don't expect a big response, but any feedback we receive could be very influential.

You could send a letter or postcard to NCADA, attn: Nichole.

You could call Nichole at (314) 962-3456 x309 (You won't be grilled.)

You could email Nichole at [ndawsey@ncada-stl.org](mailto:ndawsey@ncada-stl.org).

Hoping to hear from you.

## INTRODUCING

# The Wellness Council

*I'm Annie O'Donoghue, the president of NCADA's Wellness Council. We're a group of young professionals, serving as ambassadors for NCADA and organizing wellness-related events.*

*You'll be seeing a lot of us on the news and social media, but we wanted to introduce ourselves to readers of The Key.*

*The Wellness Council is committed to balance – mind, body, & spirit – and to uniting people on their wellness journey.*

*One of our goals is to elevate the alcohol-free scene in St. Louis. We will be hosting events such as meet-ups, happy(ier) hours, speakers, professional workshops and more. Our goal is to create a world where no one has to feel out of place if they're not drinking.*

*We are inclusive – welcoming the sober curious, sober sometimes, those in recovery, and anyone who just doesn't feel like having a drink or having their social life revolve around it.*

*Let's toast to that!*

For the latest info on Wellness events, please visit [thewellnesscouncil.org](http://thewellnesscouncil.org)



## Tributes & Contributions

September 2018 – January 2019

### GRANTS

#### Adult Counseling

ARCHway Institute

#### Prevention First

Maritz Inc.

Tegna Foundation

#### Teen Institute

Clifford Willard Gaylord Foundation

#### Transitional Counseling Program

Dana Brown Charitable Trust

### MAJOR GIFTS

#### REVOLUTIONARY \$50,000+

Howard Potratz

#### TRAIL BLAZER \$25,000+

American Direct Marketing Resources

#### CHAMPION \$10,000+

Richard and Nancy Arnoldy  
Jeffrey and Mary Ann Buckner  
James and Nancy Murphy

#### GAME CHANGER \$5,000+

Scott and Emily Brown  
Sandra Herrmann  
Brady-Raeber Equity Financial Services Inc.  
Midwest Bank Centre  
Regional Business Council

#### ADVOCATE \$1000+

Clinical Collection Management  
Thomas and Anne Herrmann  
Jack and Ann Cahill  
Brian and Kristen Hogan  
Patrick Kinlen and Daina Skujins-Kinlen  
Stafford Manion  
John and Laverna Meyer  
Rebecca and David Nelson  
Peter and Meredith Perkins  
Celeste and Steven Player  
Philip and Kay Roush  
Thomas and Missie Seeger  
John and Mary Straub  
Dovetail

### TRIBUTES IN MEMORY OF

**Della Benham**  
Michael and Beverly Kinsolving

**Michael Cressey**  
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Thomas and Christina Ampleman

**Seth Edington**  
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First Assembly Church  
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Nancy Gorman  
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Ronald and Kim Oberlag  
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Steven and Susan Lange

**Tom Liverton**  
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Steve and Judy Merritt

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Oral and Delores McClure  
Ronald and Kim Oberlag  
Mr. and Mrs. Pena

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AmazonSmile Foundation  
Asure Test Inc.  
AT&T Employee Giving/yourcause  
William and Sarah Beaman

### TRIBUTES IN HONOR OF

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Paul Horlacher

**Harriet Kopolow**  
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**Howard Weissman**  
Becky Nelson

**Jane Young**  
Jason and Janet Popelka

**Robert Warner**  
Oak Brook Social Committee

### DONATIONS AND EVENT GIVING

Leonard and Audrey Adreon  
Dustin Allison  
AmazonSmile Foundation  
Asure Test Inc.  
AT&T Employee Giving/yourcause  
William and Sarah Beaman

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Lawrence Cannon  
Alvia Chambers  
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Thomas and Nancy Erickson  
Fred and Diane Euler  
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Thomas Grady  
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Albert Hamel  
Jannette Helfrich  
Rick and Lynn Hill  
Jeffrey and Susie Hochman

Christopher Kallaos  
Kendra Scott Jewely  
Libby Koerbel  
William and Sarah Kolling  
Gayle Kirsten  
Paul and Joan Kutz  
Stafford Manion  
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John and Laverna Meyer  
Chip Miller and Debbie Broms  
My Tribute Gift Foundation  
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Jon and Cynthia Rill  
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Schnucks Markets Inc.  
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Tom and Sharon Sharratt  
David and Brenda Skillman  
Michael and Kierstyn Smeeds  
Mark Snowden  
Michael and Debbie Strobl  
Ellen Svenson  
The Merck Foundation  
Anthony Torrente  
United Way of Greater Atlanta  
William and Candice Voegtli  
Peg Weathers  
David Weber and Valerie Tripi  
Karen West  
Marissun Wilds  
John R. Woods Foundation  
Lori Young  
YouthBridge Community Foundation  
Larry and Lisa Zarin



### LEGISLATIVE FORUM, FEB. 2019

Thank you to those who attended our recent forum to discuss substance use issues facing the Missouri Legislature. Answering questions and talking about their special concerns were (left to right) Rep. Ian Mackey, Rep. Tracy McCreery, Rep. Holly Rehder, Sen. Jill Schupp, and Sen. Brian Williams.

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# the key

2019 Legislative Priorities • The Wellness Council • Nichole's Notes  
Award Nominations • Tributes & Contributions • Golf • Survey

## CALENDAR

For event information and registration:  
[ncada-stl.org/events](http://ncada-stl.org/events).

Or email Jeanne Cordingley at [jcordingley@ncada-stl.org](mailto:jcordingley@ncada-stl.org), or call (314) 962-3456 x304 (unless otherwise noted in the event listing).

### FOR STUDENTS



March 14:

#### Speak Hard Youth Conference

Speak Hard, sponsored by ACT Missouri, is held annually in Jefferson City, MO and is a great introduction to real world advocacy. It's also an amazing bargain. NCADA's \$35 package includes round trip transportation, a one-night hotel stay, conference admission, advocacy training, event t-shirt, and a pizza party. For students grades 9-12. **Details at [ncada-stl.org/speakhard](http://ncada-stl.org/speakhard).**



June 2-6:

NCADA's 4-day retreat that teaches high school students how to prevent substance misuse among their peers. At Pallottine Renewal Center, an 80-acre retreat in North St. Louis County. **Details at [stlteeninstitute.org](http://stlteeninstitute.org).**

### FOR EVERYONE



May 11:

#### Trivia Night 2019

7:00 pm, Congregation Shaare Emeth 11645 Ladue Road, St. Louis, MO 63141. \$25 or \$250 for a table of 10. Doors open at 6:00 pm. Silent auction • Mini-games between trivia rounds • Prizes for best table decor • Snacks and beverages available, but players may bring their own (no alcohol permitted). **Register at [ncada-stl.org](http://ncada-stl.org) or contact Sarah Roberts at (314) 962.3456 x372.**



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.

March 8:

8:30 am – 5:00 pm, Calvary Church, 3998 Mid Rivers Mall Dr., St. Peters, MO 63376

April 16:

8:30 am – 5:00 pm, Jefferson County Health Dept–High Ridge, 5684 Missouri PP, High Ridge, MO 63049

May 9:

8:30 am – 5:00 pm, NCADA, 9355 Olive Blvd. 63132

May 17:

8:30 am – 5:00 pm, NCADA Franklin County, 3033 Highway A, Washington, MO 63090

April 26:

#### Spring Award Luncheon

Norwood Hills Country Club, 1 Norwood Hills Country Club Dr., St. Louis, MO 63121. Save the date, and watch for updates. Award nominations are now open (see p. 1).

### FOR PROFESSIONALS

March 5:

#### Ethics Training – Gray Matter

8:30 am – 3:30 pm, NCADA, 9355 Olive Blvd. 63132. \$30; 3 contact hours approved by the Missouri Credentialing Board and the State Committee for Social Workers.

June 21:

#### Ethics Training – Right Way? Wrong Way?

8:30 am – 3:30 pm, NCADA, 9355 Olive Blvd. 63132. \$30; 3 contact hours approved by the Missouri Credentialing Board and the State Committee for Social Workers.

### ST. LOUIS COALITION ON ADDICTIONS



Noon – 1:00. Doors open at 11:30 am. No RSVP required.

#### Mar. 13 – The Benefits of Dance/ Movement Therapy

Amanda Fondow, *The Center for Mindfulness and CBT*

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.)