



Annual Report 2017

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NCADA – The place to turn

FOR FAMILIES wanting information, support, counseling, and non-biased referral options for their loved ones.

FOR SCHOOLS seeking effective substance use prevention programming and leadership training for students, and assessments of teens who have substance-related issues.

FOR LOCAL MEDIA AND CORPORATIONS who wish to be aligned with an agency that offers answers to, and solutions for, substance-related issues.

FOR COMMUNITIES interested in building powerful coalitions to prevent and minimize the harms of alcohol and other drug use.

FOR AN ENTIRE REGION needing effective awareness-raising campaigns to combat emerging drug trends.

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Swimming Upstream

Howard Weissman
2017 Executive Director

To swim upstream is to oppose a prevailing or popularly held opinion or perspective; to embrace a position or act in a way that encounters resistance from the majority. To swim upstream is to swim against the current. It's hard.

But once you arrive upstream, the current becomes your friend. Travel becomes effortless and swift; swimming from upstream is easy.

With the opioid epidemic wreaking destruction throughout the region—and, for that matter, the country—NCADA has steadfastly retained a laser focus on the prevention of problems associated with alcohol and other drug use. To deliver effective prevention programming is to intervene much further upstream in a child's life, well before the current starts pulling them into dangerous waters.

But to get upstream, we've had to swim against a lack of understanding of how real prevention works, and an under-appreciation of how critically important it is, especially now. We strained against those who claimed that we couldn't focus on preventing addiction because too many were dying now. We kept swimming into a chorus of the uninformed who saw prevention as some sort of luxury. A luxury which, some felt, we could not afford.

It was as if the region was gripped by an epidemic of diabetes and the solution was limited to "insulin for everyone" because educating people about diet and exercise and helping them embrace healthier behaviors was seen as a waste of resources.

With public money in short supply and the majority of federal funding being directed towards treatment and harm reduction—not prevention—NCADA employed some creative and innovative partnerships to find support in unexpected places.

In 2017, we saw funding cuts in excess of 20% in school-based prevention. Despite attempts to fill these budget gaps, we were forced to reduce the number of students we were able to serve in St. Louis County by 15%. Fifteen percent may not seem like much, but when that translates into 10,000 students, it is a significant hit for our region.

We have been swimming upstream for some time and we know that the way to fight the current is to cut through it efficiently and economically. At NCADA, about 87 cents of every dollar goes towards programs and services. We've adapted, but we have remained lean.

We believe that maintaining the highest standards and generating class-leading outcomes will propel us forward, no matter the countervailing forces. We also know that getting upstream makes us stronger, and intervening upstream in the lives of children keeps them healthier.

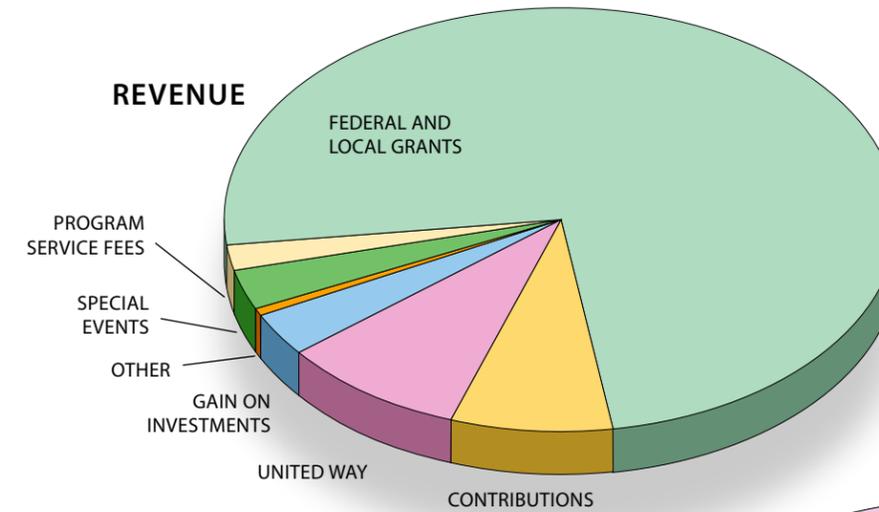
On a personal note, in May 2017, I announced to the staff and board that I would be retiring in mid-2018. By the time the year ended, a search process was underway, and the board's decision would be made and announced early in 2018. I'm utterly thrilled to report that, by the time you're reading this, Nichole Dawsey, our former Director of Prevention Education, will have succeeded me as executive director. So NCADA is in very good hands, and though many challenges lie ahead, its leadership is rock solid, its staff is without peer, its board is engaged, and its future is bright.



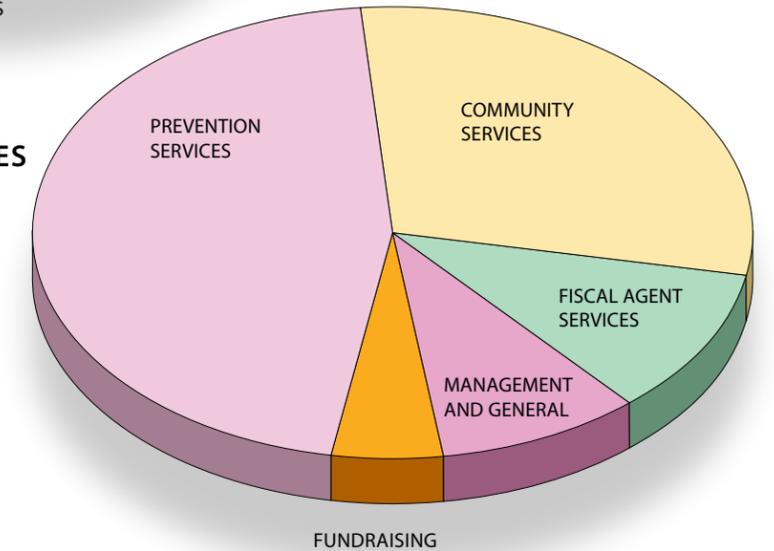
Howard Weissman



Nichole Dawsey



EXPENSES



REVENUE

United Way	\$451,663	9.1%
Contributions	379,544	7.6%
Federal and local grants	3,717,462	74.6%
Program service fees	93,074	1.9%
Special events	148,129	3.0%
Other	28,662	0.6%
Gain/(Loss) on investments	162,193	3.2%
Total Revenue	\$4,980,727	100.0%

EXPENSES

Prevention services	\$1,934,302	46.0%
Community services	1,235,628	29.4%
Fiscal agent services	452,161	10.7%
Management and general	375,831	8.9%
Fundraising	211,299	5.0%
Total Expenses	\$4,209,221	100.0%

Change in Net Assets
\$771,506

Net Assets, Beginning of Year
\$3,828,519

Net Assets, End of Year
\$4,600,025

Prevention

In 2017 the country, the state, and the St. Louis region faced the worst drug epidemic in modern history—which has continued expand. Law enforcement professionals know that we cannot “arrest our way out,” and healthcare professionals know we cannot “treat our way out.” It is abundantly clear that the way forward



Teen Institute

must include a greater emphasis on preventing addiction in the first place.

In 2017, NCADA delivered school-based prevention services to more than 73,000 K-12 students in almost 260 schools across the St. Louis region.

Our educators “get kids” and know how to positively change attitudes and beliefs. Our prevention programming has a proven track record of creating better learners, better students, and better citizens. This helps build healthier communities.

For our prevention educators, every school year culminates in a grand finale—NCADA’s annual Teen Institute for Prevention Leaders (TI). In 2017, TI was attended by 71 teens representing 34 area high schools (as well as homeschool). The theme was “Find Your Voice,” and

the students were encouraged to advocate against the damages created by the use of alcohol, tobacco, and other drugs.

In the fall, more than 130 teens, representing 20 school organizations in the St. Louis area, gathered for our 27th Prevention Leadership Conference (PLC), titled Expedition Prevention.

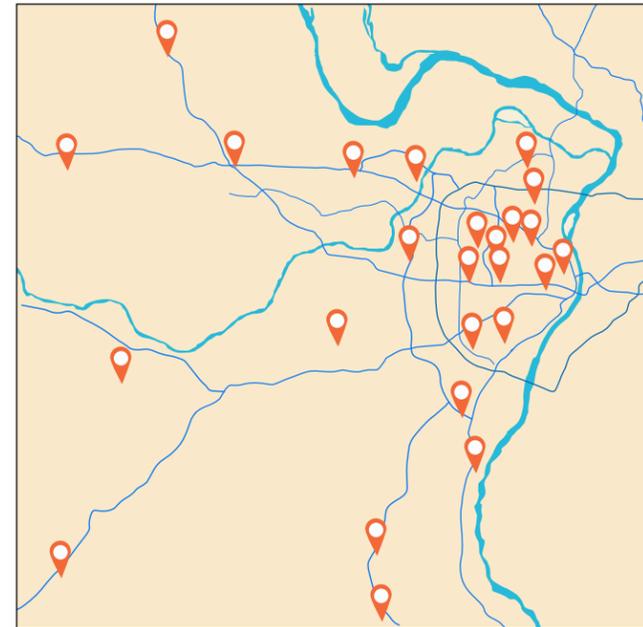
Each year since 1990, NCADA has hosted PLC to give students in grades 7-12, and their adult sponsors, the opportunity to learn more about drug and alcohol prevention, youth advocacy, and the power of positive peer pressure. The students then return to their schools and communities to help develop and implement their own unique, substance use prevention programs.



Prevention Leadership Conference



On the first day of Teen Institute, students are divided into teams and presented with a series of group challenges. These activities introduce attendees to new people, and also provide insight into effective (and ineffective) styles of cooperation and leadership.



NCADA’s Prevention Resource Center works with over 25 community coalitions in eastern Missouri.

Community Strategy

In this age of activism, many people believe that if they want to see change in their communities, they will have to become invested and involved themselves. But often, the people willing to make these efforts are unsure where to start or how to create change.

NCADA’s Prevention Resource Center (PRC) is the place to turn to build a new community prevention coalition or to connect with an existing one. PRC provides training and support services to over 25 community coalitions throughout the region. We work in tandem with these coalitions to identify the unique problems facing their communities, and develop tailored strategies to address those concerns.

NCADA acts as both advisor and strategist, providing updates on trending drug problems, advocacy alerts, and funding opportunities. When these coalitions are equipped and empowered, they become powerful agents of change within their individual regions.

Advocacy

A signal of progress in addressing the opioid epidemic was the growing involvement of state government. On June 18, barely 24 hours after signing an executive order for a statewide program to monitor unusual physician prescribing patterns, Governor Eric Greitens was at NCADA to talk about his commitment to addressing the opioid crisis.

Alongside NCADA staff, community partners, parents who’d lost children, and news media, the governor offered remarks about the importance of addressing this epidemic and—to the surprise of many—how he and his family had been personally affected. Just a few weeks later, the governor signed SB501, which contained Missouri’s Good Samaritan law. This law provides certain immunities for people who seek medical assistance during an emergency, increasing the likelihood that a bystander will call 911 and get help in the event of an overdose.

The governor also held nine Opioid Summits around the state; NCADA was asked to speak at all of them to voice the importance of primary, universal prevention.



Flanked by legislators and concerned citizens, Governor Eric Greitens signs an executive order making naloxone widely available to first responders.

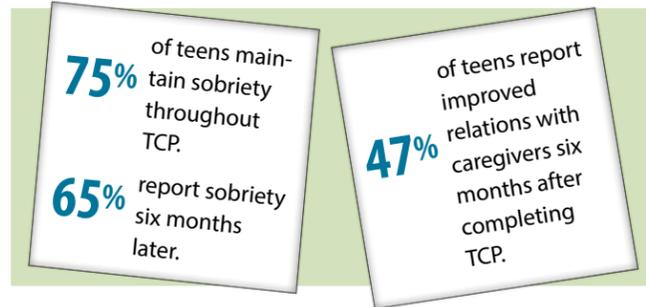


Nichole Dawsey speaks at the 2017 Missouri Opioid Summit – St. Louis, held December 5 at the Washington University School of Medicine.

Transitional Counseling Program

We created the Transitional Counseling Program (TCP) in 2014 for a simple reason: often, teens who find themselves in difficulty with alcohol or other drugs are not yet wrestling with a chemical dependence or addiction, but are merely trying to cope with a variety of life challenges—like social anxiety, attachment, toxic stress, peer pressure—and their substance use is a response to these kinds of life issues.

TCP's individual counseling and small-group workshop-based approach, paired with educational support for those suspended from or struggling in school, has a proven track record of helping teens choose healthier behaviors, improve academic engagement and performance, address the issues that might have led to initiating substance use, and improve family relationships.



All of this is augmented by NCADA's mobile counseling unit, which brings these services to those residing in Jefferson County, for whom travel to our Olivette office can be onerous.

We now have four years of data with remarkable outcomes. Every element of TCP is delivered at no cost, and area schools are referring their students to us in very large numbers. Not only were we able to continue to deliver the TCP in our Olivette office and (thanks to our mobile counseling unit) in Jefferson County, we also expanded the program to the St. Louis Public Schools, delivering TCP on-site, in the SLPS administration building.



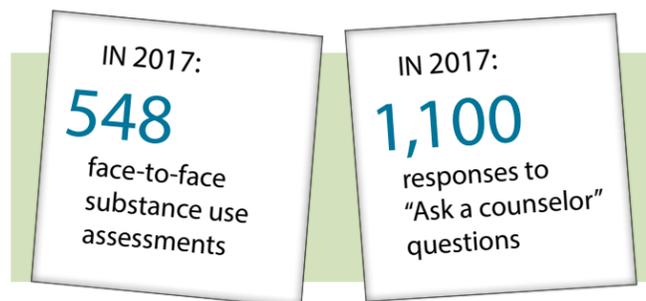
Counseling



NCADA's counseling department isn't huge, but provides a vital community service. Our counselors are truly what makes us "The Place To Turn".

They provide independent assessments and – when needed – referral to treatment. Assessments are free for teenagers, and offered at reduced, subsidized rates for adults.

Our counselors answer questions about alcohol and other drugs asked by telephone and through the NCADA website. They play an important role in almost all NCADA's programs, including the Transitional Counseling Program.



Super Bowl III

2017 was the third year NCADA used the local broadcast of the SuperBowl to air provocative opioid-themed commercials. And in the spirit of being compelled to out-do ourselves with the previous year's PSA, this year we were fortunate enough to show not one, but two PSAs.

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. This year, we were lucky enough to have the commercial time sponsored by the DEA and their DEA 360 Strategy.

"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!"

–Jim Shroba, Special Agent in Charge of the DEA St. Louis office

To understand why the Drug Enforcement Administration would partner with NCADA, it's important to understand the DEA 360 Strategy. In addition to interdiction and diversion control, DEA 360 is about



The 2017 ads addressed the importance of securing prescription drugs and discarding unneeded medications.

changing attitudes through community outreach and 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. 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 the 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.



Spring Awards Luncheon

NCADA's Awards Luncheon celebrates unsung heroes for their important work in substance misuse prevention. In 2017 we welcomed the accomplished stage, screen, and television actor, Richard Kind as our keynote speaker.



The MO-HOPE Project: ONE YEAR LATER (Sept. 2017)



In September of 2016, NCADA collaborated with the Missouri Department of Mental Health and the Missouri Institute of Mental

Health to create the MO-HOPE (Missouri Opioid-Heroin Overdose Prevention and Education) Project.

The goal of the MO-HOPE Project – funded through a SAMHSA grant – is to reduce opioid overdose deaths in Missouri through expanded access to prevention, public awareness, assessment, referral to treatment, overdose education and naloxone for those at risk of experiencing or witnessing an overdose event.

Ads in the *Post-Dispatch*, *St. Louis American*, and *Out in STL*, publicized overdose risk factors, and the availability of naloxone.

We are facing an opioid epidemic

IN THE ST. LOUIS REGION

Since 2007, the number of people dying from opioid overdose (heroin, prescription painkillers & fentanyl) has skyrocketed. We all know someone who's been affected.

Overdoses don't have to happen

KNOW THE RISK FACTORS

- A period of sobriety
- Mixing with alcohol or other drugs
- A respiratory illness
- Injecting

Overdoses don't have to be fatal

Naloxone (Narcan®) can reverse an overdose, and is available without prescription at many pharmacies— or for FREE through the MO-HOPE Project.

For more information on overdose risk factors, treatment options, or to get resources to reverse an overdose visit mohopeproject.org.

Or call NCADA at 314.962.3456.

MO-HOPE Project
Together We Can Save Lives



More than 50

partner organizations have received training, technical assistance, or naloxone.

26 trainings provided for professional first responders

544 professional first responders trained

14 trainings for community members

552 community members trained

If you suspect an overdose is occurring,
Call 911
Administer rescue breathing and naloxone (Narcan).

Signs Of Opioid Overdose

- Does not respond to voice or shaking
- Pin-point pupils
- Shallow breathing or gurgling sounds
- Lips or fingernails blue or gray — face pale or clammy

RISK FACTORS FOR OPIOID OVERDOSE

- RECENT OVERDOSE
- IV USE
- USING MORE THAN ONE DRUG
- USE AFTER A PERIOD OF ABSTINENCE

FOR INFORMATION ABOUT TREATMENT, NALOXONE, OR OTHER RESOURCES

NCADA (314) 962-3456; ncada-stl.org
MO-HOPE MOHOPEProject.org
OPPIOID STR MissouriOpioidSTR.org
UNITED WAY of GREATER ST. LOUIS
Dial 2-1-1 or 1-800-427-4636; 211stl.org
BEHAVIORAL HEALTH RESPONSE
24-Hr Crisis Line: (314) 469-6644 or (800) 811-4760; bhstl.org

35,000

Overdose Symptoms & Resources cards distributed to first responders across Missouri

Mass transit posters and Facebook ads publicized Good Samaritan legislation.

SEE AN OVERDOSE?

Don't Run Call 911

Missouri's "Good Samaritan" law protects people who call 911 from arrest & prosecution for possession of drugs or paraphernalia.

Save a life. Call for help.

MO-HOPE Project
MOHOPEProject.org

7,392 doses of naloxone distributed

NARCAN[®] (naloxone HCl) NASAL SPRAY 4 mg

Use NARCAN[®] Nasal Spray for known or suspected opioid overdose in adults and children.

Important: For use in the nose only. Do not remove or touch the NARCAN[®] Nasal Spray until ready to use.

This box contains two (2) 4 mg doses of naloxone HCl in 0.1 mL of nasal spray.

Two Pack

CHECK PRODUCT EXPIRATION DATE BEFORE USE.

Why support NCADA?

- ▶ Substance use disorder is the number one threat to public health. No other condition costs society more.
- ▶ It is much less costly to prevent addiction than to treat it once it has taken root, and no other agency devotes more of its resources to preventing addiction than NCADA. Prevention can't be done "on the cheap." When done right, it returns many times the dollars invested.
- ▶ NCADA is filled with uniquely trained, passionate prevention educators who serve more than 73,000 kids a year in over 260 schools. Our educators teach leadership; resiliency skills; and research-informed, best practices-based, multi-week prevention programs. Our educators change lives.
- ▶ NCADA is not a treatment center; we provide objective and non-biased referrals. Our counselors work to ensure that clients are matched with the appropriate level of care, from self-help and education, to residential or hospital-based inpatient programs.
- ▶ Eighty-seven cents of every dollar is invested back into NCADA and our mission of reducing and preventing the harms associated with the misuse, or underage use, of alcohol and other drugs.



The second annual LoRusso's Heroin Awareness & Remembrance Dinner welcomed 140 guests to the Rose of the Hill on November 6. The event honored the memory of loved ones lost to the opioid epidemic, and raised funds for NCADA's opioid education, intervention, and advocacy programs.

NCADA
the place to turn

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Proud member of



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Missouri Foundation
for Health

