

Spring Awards Luncheon Coming April 8

- **Algonquin Golf Club, 340 N. Berry Road, Webster Groves**
- **Doors open 11:30; lunch at noon**
- **For reservations visit ncada-stl.org**

Our Spring Awards Luncheon will feature a very special keynote speaker, U.S. Army Captain (ret.) Florent Groberg. Capt. Groberg's awards and decorations include:



The Bronze Star Medal with one
Bronze Oak Leaf Cluster
The Purple Heart
The Meritorious Service Medal
The Army Commendation Medal
The Army Achievement Medal with
one Bronze Oak Leaf Cluster
The Afghanistan Campaign Medal
with three Bronze Service Stars
The Global War on Terrorism Medal
The National Defense Service Medal
The Army Service Ribbon
The Overseas Service Ribbon
The NATO Medal
The Combat Infantryman Badge
The U.S. Army Parachutists Badge
The U.S. Army Ranger Tab
The Meritorious Unit Commendation

And the Medal of Honor.

The Medal of Honor is the U.S. military's highest honor for valor above and beyond the call of duty. President Obama presented this award to Florent Groberg on November 12, 2015 for his actions during his second tour in Afghanistan.

Despite his valor, Flo still lost four military brothers on what he has described as "the worst day of my life." And due to the injuries he sustained on that day Flo has undergone more than thirty operations on his left leg and spent three years of his life recovering at Walter Reed National Military Medical Center.

Once you hear about Flo's actions in Afghanistan—the lives he saved and the risk he took to save them—you will question the meaning of words you thought you could easily define. Words like courage, bravery and sacrifice. What might a Medal of Honor recipient have to say about addiction, substance use, treatment or recovery? Come to the luncheon and hear for yourself.

We will be giving a few awards of our own. Deserving recipients this year include:
Gee Vigna, Marv Danielski, Richard Cox and Oval Miller.

The Spring Awards Luncheon is open to the public. The cost is \$35 per person or \$300 for a table of ten. Reservations must be prepaid by April 1st. Seating is limited so early reservation is strongly advised. To register, please visit ncada-stl.org. For additional information call 314.962.3456. 

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Strike Down Heroin 2016

SAVE THE DATE

The fourth annual Strike Down Heroin – a family-friendly charity event – will be held June 4 at Tropicana Lanes from 4 to 6 p.m.

Good deeds don't get much simpler or more fun. Make a reservation, then pick up your t-shirt and bowl for an hour or two. Proceeds benefit NCADA's prevention programs in the St. Louis area.

Sponsors and volunteers are needed now – for details contact Angie at ayarbrough@ncada-stl.org.

Reservations can be made at ncada-stl.org.



"You only get one brain. The thing you want your kids to do most of all...

DIRECTOR'S COMMENTARY

Head Banging

is to succeed in life and be everything they can be. And if there's anything that...may limit that, I don't want my kids doing it."

Ann McKee, MD

Professor of Neurology & Pathology
Director, Neuropathology Core, Boston University

Dr. McKee is talking about football, and she is not alone. Most Americans are aware of a connection between football and long-term brain injury, and recent polls suggest that a significant percentage of parents would now discourage their children from taking up the sport.

Thanks to the work of Dr. McKee and others, we know that the cause of the brain damage isn't only from powerful, high-speed collisions. We now know that recurrent subtle head injuries—blows that don't even qualify as concussions and have no immediate symptoms—can lead to a host of problems, from short-term memory loss to Chronic Traumatic Encephalopathy (CTE), a devastating neurodegenerative disease. Which is why so many

When the risks are exposed, responsible parents change the rules

parents, upon learning that football can damage more than knees or shoulders, have forbidden their children from participating in the country's most popular sport.

When the risks are exposed, responsible parents change the rules. So in thousands of homes across the country, young boys with football dreams are fiercely complaining to intractable

parents. When we as caregivers put the welfare of our children first, we withstand the complaints. We make our decisions and our kids don't have to like them...at least that's what we tell ourselves in matters of health and safety.



Howard Weissman
Executive Director

So I find it curious, that many of the same parents, who are rethinking their child's participation in contact sports, are allowing their children to regularly engage in an activity that unequivocally results in an equally serious brain injury:

Binge drinking.

Parents should know that just one night of drinking often leads to more than just a hangover. Research clearly finds that brain damage (indicated by a particular protein) is present within just 24 hours of heavy drinking.

Though it feels bad all over the body, a hangover is primarily a brain injury. It's not a coincidence that a mild concussion has exactly the same symptoms: nausea, headache, memory loss, difficulty concentrating or tolerating noise, depression or anxiety.

Repeated hangovers do the same things to a young person's brain as repeated concussions. A hangover is, essentially, a fairly vicious whack on the skull with a broom handle. The insult to the brain is chemical rather than from blunt force,



but the consequences are the same. And let's face it: when teens drink, they often drink badly. They consume too much in too short a period of time. In other words, they binge drink and often make themselves sick. Binge drinking is loosely defined as four or more drinks at one time for women, five or more for men. And these are the numbers for adult women and men; teenagers' brains are still developing and much more vulnerable to damage.

If your son came home after a football game and reported that he "got his bell rung" and couldn't remember parts of the game, you'd probably be headed to the nearest hospital for an immediate neurological evaluation. And you'd be sure he stopped playing, at least for a while. But when the same child comes home with alcohol on his breath, vomit on his shirt, and the same kind

The football game on Saturday is fraught with risk... so is the party on Friday

of amnesia, the response is often quite a bit more casual. "It's just boys being boys; kids being kids."

So as a parent ask yourself, if you're willing to keep your child safe from the potential harms of playing a contact sport, would you also be willing to reinvigorate your commitment to keep your children away from the other activity that is equally likely to damage them?

Yes, the football game on Saturday is fraught with risk...but so too is the party on Friday night that precedes it.

And as we near the time for high school spring break, maybe re-think the importance of your child attending a class trip to sunny Mexico. For many young people, spring break trips to the Caribbean become week-long benders that result in little more than some lingering brain damage and a collection of hazy memories tinged with embarrassment and shame. Permitting this activity is the neurological equivalent of allowing your son or daughter to take up bare-knuckle boxing.

Underage drinking isn't just illegal, we now know that it's genuinely harmful. University of North Carolina professor, Fulton T. Crews sums it up when he says, "...a growing list of studies...suggest that even short-term binge drinking can have long-term effects."

If you'd like more information about how to talk with your teenager about drinking, give us a call.



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 (unless otherwise noted in the event listing).

March 22: Addiction & the Family Impact
8:00 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.

March 29: Ethics – Black, White & Shades of Gray
8:30 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.

March 30: Youth Mental Health First Aid Training
8:00 a.m. – 4:30 p.m.; NCADA, 9355 Olive Blvd.

April 5: Ethics – A Matter of Perspective
8:30 a.m. – 12 noon.; NCADA, 9355 Olive Blvd.

April 8: Spring Awards Luncheon
See story on page 1.

April 13: Speak Hard Youth Conference
Jefferson City, MO – Capitol Plaza Hotel; visit ncada-stl.org for details and registration, or contact Lori Krueger at (314) 962-3456.

April 15: Understanding & Explaining Addiction: Underage Drinking
9:30 a.m. – 11:30 a.m.; NCADA, 9355 Olive Blvd.

April 28: Youth Mental Health First Aid Training
9:30 a.m. – 5:30 p.m.; NCADA, 9355 Olive Blvd.

May 6: "Everyone's An Asset Builder"
NCADA, 9355 Olive Blvd.

June 4: Strike Down Heroin
See story on page 1.

June 7-10: Teen Institute
See story on page 5.

June 22: Ethics – Ethics yoU
8:30 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.



St. Louis Coalition on Addictions
UPCOMING PRESENTATIONS

Apr. 13 – Clif Johnson: The Importance of Documentation

May 11 – Ted Cicero: An Overview of Washington University's Addiction Research

June 8 – Lara Pennington/Trish Heiser: Treating Addicted Women

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.)

McCaskill, Slay, Stenger, Ehlmann visit NCADA to address heroin crisis

Brandon Costerison

During last month’s Super Bowl broadcast, 1.3 million people in the St. Louis area watched a commercial in which a young woman lost everything. In 60 harrowing seconds, she cast away her family, her friends, her education, and even her dog, as she spiraled into heroin addiction.

For any other Super Bowl ad, that’s where the story would end. Eyebrows – and then awareness – would be raised, but the troubling images would soon fade and nothing would be different. This year, NCADA had greater ambition. We wanted to go beyond merely dramatizing the problem; we wanted to incite action.



St. Louis Mayor Francis Slay speaks at the NCADA press conference held the day after the Super Bowl. Seated behind him are St. Louis County Executive Steve Stenger (left) and St. Charles County Executive Steve Ehlmann.

So the very next day NCADA hosted a press conference with St. Louis County Executive Steve Stenger, St. Charles County Executive Steve Ehlmann, and St. Louis Mayor Francis Slay. Our three local leaders described their concerns about the ongoing heroin and opiate epidemic, and all three offered bold ideas and insightful comments.

Executive Stenger began by sharing the story of his nephew, Mitch, who died from an overdose in 2014. Stenger talked about how insidious substance use disorders are and the need to take a leadership role in addressing this public health crisis. He informed the gathered crowd about St. Louis County’s efforts to equip all police officers with naloxone, a drug that reverses opiate overdoses, and an initiative to create a needle exchange program within the county.

Executive Ehlmann talked about effective outcomes in St. Charles County’s drug courts, and how stakeholders from around the county organized to fight heroin, including holding two successful teen drug summits.

Mayor Slay concluded the press conference by discussing the link between violent crime in the City of St. Louis and the ongoing heroin and opiate epidemic. He noted that addressing the misuse of heroin and opiates would decrease violent crime. He stressed the need for the city to institute a needle exchange program; Slay took a leadership role on the issue at the winter meeting of the U.S. Conference of Mayors, in Washington D.C.

Rep. Holly Rehder was also in attendance, and spoke on the necessity of a prescription drug monitoring program. A PDMP is a cornerstone of any comprehensive response to this crisis, but continues to face organized resistance in the Missouri Legislature.

But the momentum didn’t end with the press conference. Within a week, two amazing things happened.

St. Louis County Council Member Dr. Sam Page and Executive Stenger proposed a St. Louis County PDMP. This innovative approach seeks to bypass the logjam in Jefferson City and has the potential to provide massive benefits, especially as other regional municipalities join in this effort.

Secondly, U.S. Senator Claire McCaskill hosted a roundtable discussion at NCADA to discuss the heroin crisis and the need for a PDMP. The hour-long meeting included law enforcement, treatment providers, prevention experts, families who had lost loved ones to overdoses, and individuals in recovery. Sen. McCaskill showed knowledge and passion about the issue, and a strong commitment to treatment and prevention programming for communities.



Senator Claire McCaskill (right) with Nichole Dawsey, NCADA’s director of prevention services.

The jaded among us say that nothing good happens when politicians get together. Those naysayers have been proven wrong. Our community leaders have united in order to address a scourge that is killing one person a day in the region. Their level of commitment and shared purpose is unprecedented, and we take pride in knowing that one provocative and well-placed commercial played some role in moving all these different leaders to share common ground in the name of ending this epidemic.

Brandon Costerison is NCADA’s public awareness specialist. bcosterison@ncada-stl.org

The Social Scene

NCADA’s social media activities augment the agency’s programs and initiatives, and this was very much the case with the recent 2016 Super Bowl anti-heroin PSA.

NCADA is active on several social media platforms, including Facebook, Twitter, Instagram, LinkedIn, YouTube, and Periscope. Additionally, the *Curiosity+Heroin* campaign has its own Facebook page, designed specifically for people interested in the heroin and opioid crisis.

NCADA’s social media activities augment the agency’s programs and initiatives, and this was very much the case with the recent 2016 Super Bowl anti-heroin PSA. Accompanying the PSA was a special social media campaign on Instagram.

Instagram was selected because it’s one of the fastest growing social media platforms among young people. In the final seconds of the PSA, viewers were asked to share their stories with NCADA on Instagram using the hashtag *#heroin*. As individuals created their posts on Instagram, the use of *#heroin* allowed their content to be searchable and discoverable. This enabled us to share these stories to our own



“I never got the chance to meet my brother-in-law due to a heroin overdose.”
– A story shared with us, using *#heroin*



“Connor had his mind set on following in his father’s footsteps with a life in aviation. He graduated from high school, landed a job at the airport, and was on the career path of his dreams. But six weeks after starting his new job he tragically overdosed on heroin, leaving behind his career, his family, and the friends who loved him.”

Connor’s story was shared with NCADA as part of our Instagram campaign.

NCADA Instagram account, increasing awareness of the heroin crisis, and creating a conduit for people to learn more, get help, or take action.

In the ever-changing social media world, the challenge is selecting the proper channels and strategies to ensure that our messages are actually *received* by the intended audience, so Instagram was not the only social media platform employed.

In the run-up to the 2016 Super Bowl, dozens of our posts to Twitter and Facebook included throwbacks to last year’s PSA and “teasers” for the new one. As the new PSA began to go viral on the web, many people engaged with us on Facebook and via Twitter. After the Super Bowl we used Periscope to broadcast the press conference with Francis Slay, Steve Stenger and Steve Ehlmann (see story on page 4). To date, the YouTube version of the PSA has received more than 408,000 views, from people in all 50 states and in 180 countries around the world. So we know people are following and interacting with us.

Now, our challenge is to build upon the heightened awareness of the heroin and opiate problem by creating messages on social media that will translate into meaningful—and measurable—change in the St. Louis region.



Teen Institute 2016

Start Here. Start Now. Just start!

At this year’s 37th annual Teen Institute (TI) for Prevention Leaders, participants will hear the theme “Start Here” countless times. Every leader has to start somewhere, and for young leaders this summer, that “somewhere” is Teen Institute.

From June 7-10, teens from across the St. Louis region will come together to learn about the impact of alcohol, tobacco and other drugs, which, in turn, will establish them as credible sources of information and as role models for their fellow students. Not only will teens gain a wealth of knowledge, but they will have fun doing it. Evening activities such as yoga and karaoke will keep teens engaged and help them forge new friendships.

At the end of TI, they will leave with the motivation and skills to increase their peers’ awareness of the risks of substance use, to correct dangerous myths and misinformation about alcohol and other drugs, to encourage healthy choices, and to refute perceptions of non-drug users as boring and “un-cool.”

If you know a teen currently in 9th, 10th or 11th grade who is interested in attending, please visit stteeninstitute.org or contact Libby Brim at 314.962.3456 x320 or Joy Norful at x355.

NCADA: St. Louis’ Finest Tax Dodge

Howard Weissman

We’re happy to report that the Missouri Department of Economic Development (DED) has again awarded Youth Opportunity Program (YOP) tax credits to NCADA for our work with at-risk youth.

These are 50% tax credits and the benefits to our supporters are considerable. How else could a \$160* expense result in a \$1,000 contribution to NCADA? Only through the alchemy of tax credits.**

If you’ve been waiting to make a donation to NCADA your tax credit ship has come in. Donations greater than \$500 are eligible for YOP tax credits. Our allocation from DED should take us through the end of 2018.

Questions? Contact Cheryl Carrier. CCarrier@ncada-stl.org

* Net amount of \$1,000 donation after YOP credit and State and Federal deductions for charitable contributions, based on 28% Federal income tax bracket. Your actual net may be smaller or larger.

**I have a master’s degree in social work. You might want to check with your accountant or tax advisor.

Thank You to All Trivia Night Attendees, Volunteers and Sponsors

Trivia Night is not only a fundraising event, it’s a reunion of NCADA’s “extended family.” Friends, spouses and supporters come together in a relaxed setting to say hello and have fun. For some attendees it’s their first exposure to our agency and to its mission. We are grateful to everyone who helped make this year’s event a success, and offer a special thank you to the Andrew Eagles Foundation.



Volunteer “runners” (from left) Karli Keeling, Brittany Freeman and Sarah Rice.



Held February 13 at Congregation Shaare Emeth , Trivia Night 2016 featured questions about rom-coms and love songs.

Tributes & Contributions

November 2015 – January 2016

CORPORATIONS, FOUNDATIONS & ORGANIZATIONS

- AmazonSmile Foundation
- American Direct Marketing Resources LLC
- Ascension Health
- Asure Test, Inc.
- Bank of America Employee Giving Campaign
- Clifford Willard Gaylord Foundation
- DAS Acquisition Co., LLC
- Express Scripts Foundation
- First Congregational Church of Webster Groves
- Franklin County Children & Families Community Resource Board
- Gene-Del Printing, Inc.
- Harster Heating & Air Conditioning Co.
- International Brotherhood of Electrical Workers
- Jefferson Memorial Community Foundation
- Maritz
- Missouri Department of Mental Health, Division of Behavioral Health
- Missouri Foundation for Health
- The Peter G. Dodge Foundation
- Queen of Peace
- Russell Sabor Foundation
- Saint Louis University
- Schnucks eScrip
- St. Louis County Children’s Service Fund
- TKH, Inc.
- United Way of Greater St. Louis

GRANTS RECENTLY RECEIVED

- ACT Missouri
Speak Hard Youth Conference
- Jefferson County Community Foundation
Jefferson County Mobile Counseling Office
- Maritz, Inc.
Prevention First - City
- The Peter G. Dodge Foundation
Reduced-Cost Adult Assessments
- Russell Sabor Foundation
Prevention Leadership Conference
- Saigh Foundation
Prevention First – City

MEMORIALS

- Tyler Brummert**
Steve & Judy Merritt
- Arthur Bull**
Becky Shimony
- Jessica Clark**
Joyce Darling
Daniel & Vivian Sachs
- Alyssa Devoto**
Altisource
Susan Bleyer
John Cange
Elizabeth & Robert Crutsinger
Jessica Devoto
Barbara Hollis
Sarah Kirtley
Stephanie & Michael Koncki
Pat & Walter Obremski
Cathi Tennant
Julie Trausch-Azar
Amy Wahby

- Craig Fagan**
Sandra Boller
Regina Cleri
CRH
Transportation
Pat Dooley
The Fisher Family
Judith Jackman
Tracy & Bettina Skiles
Mary Wolk

- G.W. Flasch, III**
Barbara Flasch

- Jessica George**
Vance & Gee Vigna

- Larry & Marie Glynn**
John & Kathy Anderson

- Nick Gore**
Daniel Gore

- Cory Hecht**
Lou & Robyn Hecht

- Nathan Mickelson**
John & Lois Wind
- Billy Richardson**
Harvester Animal Clinic
- Ellen Rose**
David Weil
- Zach Schoenberg**
Jannette Helfrich
- Andrew Schreiber**
John & Diane Hefe
- Leah Schweiss**
Steve & Judy Merritt
- Helen & Bob Sharp**
Harry & Susan Hom
- Nicky Vigna**
Vance & Gee Vigna
Walking for Wellness: Stop Heroin
- Charles Meyer**
Cynthia & Jon Rill, M.D.
Peggy Shepley
- Chip Miller**
Terry & Judy Piper
- Jim & Nancy Murphy**
Elizabeth George
- Celeste Player**
Misha Hart
- Dale Poslosky**
Colton McArthur
Jeannie Moore
Laura Pemberton
Lacey York
- Howard Potratz**
Elizabeth George
- Phil & Kay Roush**
Bob & Lynne Piening
Mary Ellen Schukai
Cary & Jacque White
- Dawn Lammert**
Becky Shimony

WE ARE THE MAGIC

PLC 2016

Save the Date

THE 26TH ANNUAL PREVENTION LEADERSHIP CONFERENCE

November 4–5

The Wildwood Hotel – Wildwood, Missouri

For more information contact Lori Krueger at lkrueger@ncada-stl.org or visit ncada-stl.org

- Mitch Stern**
Lynda Alexander
Jordan Hart
Colton McArthur
Jeannie Moore
Lacey York
- Sue Stoddard**
Jenny Reck
- Howard Weissman**
Barry & Darlene Bikshorn
Caryn Friedman
Lois Soffer & Andy Kanefield
- INDIVIDUALS**
Leonard & Audrey Adreon
Allison Allman & Bob McCoolle
Don & Helen Bell
Wendy Bell
Patti & Michael Bitter
Denise & Kevin Brauer
Bart & Ellen Brnjac
Elizabeth Buneta
Charles Claggett
Machelle Cleaveland
Chris & Cindy Connelly
Richard & Judy Dubin
Dan & Betsy Ferdman
Doris Ferguson
Dan & Eleanor Ferry
Jerry Kagan & Jill Golde
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Diane Gross
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Eloise Haubein
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- Howard & Elma Kanefield
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Larry Manion
Chris & Theresa Martin
Thomas & Jenny Marx
Laverna & John Meyer, M.D.
Linda Meyers
Debbie Broms & Chip Miller
Pat Moore
Martin Mraz
Jack Mueller
Jim & Nancy Murphy
Becky & Dave Nelson
Curt & Lori Nerenberg
Arthur & Carol Oppenheim
Peter Perkins
Ken & Garie Perry
Georgia Pettus
Guy Phillips
Celeste Player
Gayle Kirsten & Howard Potratz
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- Charlene & Larry Taber
Doug & Sheri Tollefsen
Bill & Candace Voegtli
Henry & Lynn Watkins
Howard & Susan Weissman
Kyle Wootten
Larry & Lisa Zarin
- IN KIND**
Bentley Studio Ltd.
Beyond Storage
Big Shark Bicycle Company
Biggies Restaurant
Blanche M. Touhill
Performing Arts Center at the UMSL
Botanicals Design Studio
Center of Creative Arts (COCA)
Chipotle Mexican Grill
City of Bridgeton
Coffee Cartel
Craft Alliance
Drury Hotels
Gateway Arch Riverboats
Gulf Shores Restaurant & Grill
Gus’ Pretzel Shop
Harry S. Truman Library & Museum
Jazz St. Louis
JED Country Club Limousine
Kreis’ Restaurant
Lu Lochmann
Massage Envy
Missouri Botanical Garden
Moolah Theatre
Noodles & Company
The Pasta House Co.
- Plowsharing Crafts
Raging Rivers WaterPark
The Repertory Theatre of St. Louis
Rib City
St. Louis
Ronnoco Coffee
Saint Louis Symphony Orchestra
Shoji Tabuchi Theatre
Silver Dollar City
STAGES
St. Louis
Studio Branca Salonspa
Tower Tee
Family Golf Complex
Upper Limits
Indoor Rock Gym & Pro Shop
Veterans Memorial Museum
Vin de Set
Woodard Cleaning & Restoration Services
World Chess Hall of Fame
- VOLUNTEERS**
Thomas Ferdman
Laura Franz
Laura Greiner
Frances-Marie Isaac
Sherry Lennon
Sarah Rice
Ann Roberts
Allison Stauder



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