NCADA Substance Abuse Symposium Coming April 23

Hosted by SLU, event will feature national speakers projecting the future of prevention and treatment.

In commemoration of our 50th Anniversary, NCADA’s Spring Awards Luncheon will expand to become a day-long symposium: *Looking Toward the Future*. Nationally-known experts will explore breakthrough concepts in the field of substance abuse and addiction.

*Looking Toward the Future* takes place Thursday, April 23 at Saint Louis University (Saint Louis Room – Busch Student Center).

Speakers include David K. Mineta, deputy director of the Office of National Drug Control Policy; Mark Kleiman, professor of public policy, University of California; Jonathan Gibralter, president of Frostburg State University, and Matthew K. Johnson, associate professor of psychiatry at Johns Hopkins University School of Medicine. Each speaker will explain his work and its importance to the treatment of substance abuse and addiction.

The afternoon will be capped off with a presentation of the *Addiction Performance Project* by Outside the Wire. This innovative, socially-engaged theater troupe out of New York taps into the talent of a stable of performers that includes Jesse Eisenberg, Frances McDormand, Blythe Danner, Charles S. Dutton and Paul Giamatti. The presentation features dramatic readings from Eugene O’Neill’s *Long Day’s Journey into Night* and serves as a springboard for discussion on addiction issues. The names of the participating performers will be announced in early April.

This year’s Awards Luncheon honorees:
Mark Schupp & Scott Ferguson – Gateway Award
Chad Sebora – Community Service Award
Bill Tayon – Helen B. Madden Award

Participants can register either for the full-day symposium or for the luncheon.

Symposium cost: $100
(includes Awards Luncheon)

Awards Luncheon only: $30
(Luncheon-only attendance will be limited; early registration is strongly advised.)

Register at ncada-stl.org or by phone at (314) 962-3456 x307.

Saint Louis University
St. Louis Room – Busch Student Center
20 N. Grand Blvd.
St. Louis MO 63103

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3 Calendar
4 Opiate Press Conference
5 Teen Institute Commentary: Is It All About the Dopamine?
6 Strike Down Heroin 2015
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Anniversary Celebration Continues with Michael McDonald Concert in August

After our April Symposium, NCADA’s 50th Anniversary activities continue August 22 with a concert starring Michael McDonald at the Sheldon Concert Hall.

McDonald has won five Grammy awards and is an important friend of NCADA, performing at our 40th and 45th anniversary concerts. He is known for his success with the Doobie Brothers, his collaborations with Kenny Loggins and James Ingram, and his long-time association with Donald Fagen and Steely Dan.

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**Shark Hunting**

NCADA has always kept a low profile. Here in St. Louis, those who know who we are and what we do — schools, social service agencies, community coalitions, funders, treatment centers — know that we’re a solid organization that works exclusively in St. Louis and six surrounding counties. Outside of St. Louis, no one’s ever heard of us.

That all changed on February 1, 2015 when we aired a provocative public service announcement during the local broadcast of the highest rated Super Bowl in history.

On the one night of the year people were actually watching the commercials, over a million television sets in our region showed a suburban teenager succumb to a fatal heroin overdose while, on the accompanying soundtrack, a strangely “cheerful” song told how the young man had gone from naively experimenting with prescription painkillers, to heroin addiction, to a strangely “cheerful” song told how the young man had gone from naively experimenting with prescription painkillers, to heroin addiction, to heroin/opiate problem was outrunning our best efforts to get people talking about a loss they will carry with them for the rest of their lives, even disturbing, approach. But others — in particular, parents who have lost a child to a drug overdose and remain profoundly scarred by their tragedy — were furious about the "happy" sounding music. A few even accused NCADA of making a mockery of their child's death.

Because all of us at NCADA believed so strongly in the power of the ad, because more than 100 people—including parents who had lost children—had screened the video before we even considered airing it; and because we were so certain of our motives and what we hoped to accomplish, these reactions surprised us. "How," we thought, "could anyone misunderstand what we were trying to do?"

We knew we could not get people talking about heroin by taking a conventional approach, because we’ve taken that conventional approach for the last four years. We’ve led dozens of town hall meetings, delivered hundreds of presentations, gone to Jefferson City to speak with our legislators, published op-ed’s in the St. Louis Post Dispatch, created a heroin-specific website, and worn and distributed tens of thousands of red latex bracelets.

But despite our work, Missouri has failed to join the other 49 states in passing a prescription drug monitoring program. Most doctors did not change their prescribing patterns. And the stories kept coming about all kinds of kids from all kinds of families dying from overdoses. The heroin/opiate problem was outpacing our best efforts to curtail it.

So like the Roy Scheider character in the movie Jaws said when he first saw the killer shark, it seemed to us that, if we wanted to get people around here to finally do something about heroin, we were “gonna need a bigger boat.”

The PSA was our bigger boat. Produced pro bono by Mark Schupp and directed by Scott Ferguson, its mission was to grab our community by the lapels, put it up in its face and yell: Pay attention! Our children are dying! To that end, it succeeded.

From the moment we posted it to our websites, the ad went viral online and through social media. By Monday, the day after the Super Bowl, it had been viewed 150,000 times on YouTube; by Tuesday morning, 230,000. As I write this, our ad has been viewed on the web nearly half a million times by people in more than 25 countries on every continent on Earth except Antarctica. We have received messages of praise and support from leaders in Washington at the White House Office of National Drug Control Policy, the National Institute on Drug Abuse, and the Substance Abuse and Mental Health Services Administration.

None of which diminished the significance of the messages we got saying we had been disrespectful to people who had directly felt the consequences of this deadly epidemic. I sent personal notes to people who sent us angry e-mails from across the country, and additional back-and-forth communications followed. Eventually, most people — though not all — came to understand and even agree that our radical approach was necessary.

I know our ad caused some families to relive the anguish of a loss they will carry with them for the rest of their lives, and I am sorry for stirring that hurt. But I also know that combating this epidemic requires doing something that startles people. Not those who already have lost someone to it, but those who don’t know that there’s a problem in St. Louis or who don’t believe it could be in their own neighborhood, or their own house, or just up the stairs in their bathroom medicine cabinet or their child’s bedroom.

The morning after the Super Bowl, a father called NCADA and said, “My son’s using heroin. That kid in the commercial could be him. I know we need help.”

Within an hour the young man was admitted to a treatment program. For this one family, our 60-second PSA did what we hoped it would.

Our heroin ad was by no means perfect. For some, it simply missed the mark. For a few, it was deeply painful. But we got people talking and, in some cases, to take action.

We did not kill the shark, but we got people searching for fins in the water. It’s a start. 😊

tweetsman@ncada-stl.org

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**DIRECTOR’S COMMENTARY**

Robert Shaw

as Quint, in Jaws

**CALANDER**

**March 19:** Youth Mental Health First Aid Training
8:00 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.
For information visit ncada-stl.org or contact Marilyn Bader at mbader@ncada-stl.org or (314) 962-3456 x313.

**March 20:** Addiction & the Family Impact
8:00 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.
To register visit ncada-stl.org or contact Catie Myers at (314) 962-3456 x316. (Also offered June 16, August 4 and December 10)

**April 2:** Youth Advocacy Conference
Jefferson City – for details visit ncada-stl.org or contact Angie Yarbrough at ayarbrough@ncada-stl.org or (314) 962-3456 x352.

**April 13–16:** Substance Abuse Prevention Skills Training
NCADA, 9355 Olive Blvd. For information contact Jenny Armbruster at jarmbruster@ncada-stl.org or (314) 962-3456.

**April 23:** NCADA 50th Anniversary Symposium
At Saint Louis University. See story on page 1.

**June 2–5:** Teen Institute
See story on page 5.

**June 16:** Addiction & the Family Impact
8:00 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd.
To register visit ncada-stl.org or contact Catie Myers at (314) 962-3456 x316. (Also offered March 20, August 4 and December 10)

**June 24:** Ethocs you
8:30 a.m. – 3:30 p.m.; NCADA, 9355 Olive Blvd. For full details or to register, visit ncada-stl.org or contact Catie Myers at (314) 962-3456 x316.

**July 20 & 21:** Prevention Leadership Conference 2015
St. Charles Convention Center. For details visit ncada-stl.org or contact Lori Neuger at (314) 962-3456 x232.

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**Coalition on Addictions**

**Upcoming presentations of the St. Louis Coalition on Addictions**

Mar. 11 – Will Hassett: Experiential Therapy in Addictions

April 8 – John Colligan: Neuroscience & Addiction

May 13 – Ed Moses: Synthetic Drugs

June 10 – Marilyn Baday: Social Media the Plusses & Pitfalls

June 24 – Ed Moses: Experiential Therapy in Addictions

The St. Louis Coalition on Addictions is an NCADA program that brings together individuals concerned about addiction disease. It provides a forum for networking, for learning about the use and abuse of alcohol and other drugs, and for discussion of other addictions. Participation is open to anyone interested in the prevention and treatment of addictions.

The Coalition meets the second Wednesday of each month from 11:45 – 1:00 at NCADA, 9355 Olive Boulevard, one half mile west of I-70. Lunch is provided free of charge (courtesy of Alkermes, Inc.) and one contact hour certificate is available for $3.00.

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St. Charles Convention Center. For details visit ncada-stl.org or contact Lori Neuger at (314) 962-3456 x232.

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NCADA, police, legislators, and treatment professionals focus on goals and strategies

NCADA called a press conference on February 20 to announce its new awareness-raising collaboration with the St. Louis County Police and to describe a broader, multi-faceted initiative to help beat back the ongoing heroin epidemic. Held nearly three weeks after NCADA’s Super Bowl PSA restarted the community-wide conversation about heroin, the press conference was intended to push the issue past conversation and into coordinated action.

NCADA introduced an “Opiate Recovery Plan,” a combination of legislative advocacy, increased focus on prevention and family education, and a search for corporate or other funding partners to expand both prevention services and available substance abuse treatment. NCADA stressed the importance of responding to this public health crisis and the importance of community-wide support.

Emergency medicine physician, Michael Mullins, described the addiction-related horrors he sees in the Barnes-Jewish ER almost every day and the need for a change in doctor prescribing practices.

Press Conference Reveals Next Steps on Opiate Abuse

On the legislative front, State Representatives Steve Lynch (R-Waynesville) and Jeanne Kirkton (D-Webster Groves) were both present to describe bipartisan efforts to pass bills that would:
- Create a Prescription Drug Monitoring Program (to prevent “doctor shopping”)
- Allow for the broader availability of Narcan (a lifesaving opiate-overdose antidote)
- Grant limited immunity from illegal drug charges to people calling 911 for someone dying from a drug overdose (“911-Good Samaritan law”)

With support from the legislature, the medical and treatment communities, and a few concerned corporate partners, there is reason to be cautiously optimistic.

Is It All About the Dopamine?

And then there’s dopamine. Although it is only one of many neurotransmitters in the brain, it’s the one most often mentioned in connection with behavior and mental health. Do a little research on dopamine and you’ll find its implication in a variety of maladies including Parkinson’s Disease, ADHD, schizophrenia, and yes, the disease of addiction.

Although we obviously don’t know all we need to know about the nature of addiction, we are closing in on the dopamine-release avenues?

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Strike Down Heroin Needs Sponsors, Volunteers

Since its beginning in 2012, Strike Down Heroin has brought together a dedicated group of volunteers to combat the local epidemic of opiate abuse. Once again, we need people to step to the line, and keep this great tradition rolling.

To join our committee or for more information contact Angie Yarbrough at (314) 962.3456 x352 or ayarbrough@ncada-stl.org.

NCADA Celebrates Grand Opening of Billy Building

Open House draws 120 guests to 9355 Olive Boulevard

Sunlight and friends streamed into the lobby of the Billy Building on January 28, adding warmth to a brisk morning.

The open house was the kick-off of NCADA’s 50th Anniversary celebration and featured tours, snacks, a display of 1965 memorabilia, a ribbon-cutting ceremony, and a few (short) speeches.

If you were unable to attend, please plan to join us Wednesday, January 28, 2065 for our 100th Anniversary Open House. Details coming soon.

The Name Game. Lori Krueger mans the name tag table in the lobby. A Big Operation. Jaime Hoff (saluting) guides visitors through a display of 1965 birthday and artifacts - including Imo’s Pizza, the Spirograph, and the Gateway Arch. From left: Natalie Benjamin, Darrell Smith, Eric Lemoine.


Corporations, Foundations, & Organizations

Amamn Seed Foundation
American Direct Marketing Resources
Baruch Obama Elementary School
Charles Communications
Clifford Willard Gaylord Foundation
Concordia Seminary
Coventry Bank
Franklin County Children and Families Community Resource Board
Hogan Truck Leasing, Inc.
John Burroughs School
Landus Community
Lilly Chestney Rush Howard Charitable Foundation
Mansa Inc.
Moore’s Department of Mental Health, Division of Behavioral Health
Rotary Club of Webster Groves
The Sayers Foundation
Schmicks
er
Sioman Family Foundation
St. Louis County Children’s Service Fund
Tatnup Family Charitable Fund
United Way of Greater St. Louis
Walmart Foundation
Washington University

Grants recently received

Clifford Willard Gaylord Foundation
Gates Institute
John B. Goodall Charitable Trust
Tien Institute
Sioman Family Foundation
Preservation Post City
St. Louis Blues 14 Fund
Prevention Leadership Conference
Walmart Foundation
Preservation Leadership Conference

MEMORIALS

Danie Cora
Arlene Miller
Joyce Hasbain
David Hasbain
Dorothy & Edith Cooper
Rob & Virginia Faer
David Hasbain
Jeoff Kline
Jim & Jeanne McLaughlin
Lori & Jim Parker
Nancy Smithfield
Brenda Tupin
Gary & Mocha Wilson
John Hasbain
David Hasbain
William Keden
Lisa & Lori Howenberg
Patry McKinley
Pammy O’Toole
Jamie Meyer
Jeriannne Adams
Jeannie Rupp
Pammy O’Toole
Helen and Robert Sharp
Harry & Susan Horn
Daniel Spoelburg
Karen Edgington
Keith & Cynthia Lamar
Kay Wilson, Jr.
Jana Wilson

Tributes

Lisa Bernstein
Mary Alice & John Ryan
Joe Hasbain
Anne Hale
Tom Herrmann
Tom & Rich Stachelski
Brad Jansen
Doug & Chelle Dohrmann
David Johnson
Tom Timp
Harriet Koplow
Jean & Jason Popelka
Charley Meyer
Jen & Cynthia Bill
Chip Miller
Terry & Judy Piper
David Nelson
Jene & Steve Jenke
Kat Rose
Gary & Karen Perry
Mary Ellen Solution
Susan & Phil Robich
Gary & Jacie White
Bill Sonderman
Roy Adkins
Ed Tash
Jen & Jason Popelka
Howard Weissman
Diane Levine & Jim Jenkins

Individuals

Lennard & Audrey Adven
Wendy & Dustin Abate
Richard & Nancy Arlotti
Marion & Terry Bader
Bar & Ellen Brey
Debbie Brown & Chip Miller
Muuseon & Greg Breite
Barbara C. Burton
Ron Caull
Cheryl & Mark Carter
Zoe Cassin
Abia Chambers
Dr. Jack & Patty Crouse
Mary T. & Pat Tsukan
Tom Taliban
Lawrence Crowle
Richard & Judy Dalton
Tom Erickson
Dave Ferguson
Daniel & Eileen Perry
Robert Fitzgerald
Washington Fish
Paul & Suzanne Gooding
Roger Goldman
Bob & Cathy Goldfinger
Thomas & Carol Good
Bob Graham
Diane Grigg
Lee Gustine
Robert Halone
John & Diane Halton
Sandy Herrmann
H. Charles & Lisa Hart
William Johnson
Christopher Kalleen
Joe & Carol Kettle
Danny & Woody Lance
Howard & Elma Lancefield
Andy Lancefield & Lisa Soffer
Jim & Joyce Ketting
Richard & Debbie & Mike & Howard Potranca
Sarah Kelling
Brenda Kuntz
Ed Kranz & Fran Wasnab
Joel Kraze
Paul & Jean Kroz
Steve Masson
Chris & Teresa Martin
Tom & Jenny Marie
Jenna Mason
Lisa McKeeley
John & Lena Meyer
Charley & Ann Meyer
Martin Minna
Richard & Carol Mudder
Jack Mueller
Jim & Nancy Murphy
Mary Jo Huffer
Becky & Dave Nelson
Perry Nnoema
James & John Gia Like
Arthur & Carol Oppenhiem
Peter Perkins
Georgia Petrie
Bob & Lenna Pezn Re
Kathryn Pico
Robert Rapinbild
Margaret Richoke
Vanessa Rogers

Alburt Rice
Phil & Kay Reusch
Doug & Deb & Greg Weathers
Roger & Peggy Schepers
Crette Schmuck
Gerry Sheehan
Debra Sheehan
John & Diane Shikl
Buck & EDS Shinnery
Danny & Jim Squars
Richard Stinger
Wayne & Phyllis Swan
Doug & Sheri Telfer
Debra Treosse
Horatio Jones
Vera Klein
Bill & Carole Voegh
John Vollmer
George Vourakis
Gregg Wages
David Wold
Howard & Susan Wintern
Ms. W. Grant Williams III
Christine Williams
Stephen & Terry Whitmer
Nancy Woodleigh
Kyla Wycoest
Larry & Lisa Zarin

Volunteers

Cheri Agarva
Thomas Findley
Amy Garcia
Maggio & Dave Haldes
Beth Kraft
Shawn Larr
Liz Lohnman
Emily Meyers
Nicky Richmonds
Aaron Smith
Ben Smith
Jane Smith
Alison Stauder
Katy Doherty
Ashlee Zuvage
Tamika Wallace
Dawn Williams
Richard Wooten
Sami Yarbrough

Tributes & Contributions

December 2014–January 2015
