**Alphabet soup**

**Our largest grant ever demanded strong initial effort**

Howard Weissman

Stories by or about government agencies have a lot of acronyms. This story, I’m afraid, will be no exception, so before you get lost in all the unpronounceable capital letters I will give you the important point first:

Beginning on October 1 we will be working closely with two partners, the Missouri Department of Mental Health and the Missouri Institute of Mental Health, to help prevent prescription drug/opioid overdose deaths in the region. The new initiative is called the Missouri Heroin Overdose Prevention and Education project. It will dramatically broaden and deepen our public education campaign and get the lifesaving drug, naloxone, into the hands of thousands of Missourians.

In other words, NCADA and MIMH will be working under MO DMH on a SAMHSA PDO grant issued through USDHHS, entitled MO-HOPE. The project will include training EMTs, and area FDs and PDs, as well as working with the VASTLHCS on their OEND initiative, the DEA on their 360 initiative, and CRUSH on their own PDO efforts, while always adhering to CLAS standards.

Those were just a few of the mostly indecipherable acronyms found in the nearly 100-page grant application. While the meaning of many of the initials may be unclear, the importance, size and scope of this project is not. This grant was one of only 12 awarded nationwide. Missouri is one of only a dozen states receiving one of these five-year grants to help rein in the opioid epidemic. And when it came time to apply for the grant and to deliver the goods, Missouri turned to NCADA.

The grant is the largest in the history of this agency, and the project will last the next five years. It includes providing Narcan (a trade name for the opioid overdose antidote, naloxone) and the training to use it, to thousands of people across the state who might be in a position to save a life.

The project includes a significant public education piece so expect us to do even more to help educate the public and to deliver frequent and compelling information through coordinated advertising campaigns on social and conventional media.

More details to come but I’m proud to report that, once again, NCADA is taking a leading role here in the St. Louis region to address a drug threat that has been killing far too many of our kids for far too long.

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**LOST campaign lingers on buses and MetroLink**

During the summer of 2016, NCADA conducted a public awareness campaign on the region’s mass transit systems. The signs and banners featured young silhouetted faces and the text: **LOST – One life a day to heroin and opiates in the St. Louis area. Learn more at CuriosityAndHeroin.com.**

While the campaign has technically ended, you may still spot some signs that haven’t yet been replaced.

The mass transit LOST campaign included signs on buses and bus shelters, and MetroLink cars and stations. Above is an illuminated banner at the MetroLink’s Convention Center station.
improving health outcomes for un- and under-insured families, and you wanted to address the misuse of drugs, where would you start?

You might say, ‘I’d do something about heroin or prescription drugs,’ because, in today’s world, you can’t open a newspaper or channel surf without coming across a terrible story about the heroin/opioid epidemic. Based on the news coverage, both in quantity and tone, you’d likely believe that more people are dying from heroin or opioids than any other drug, and you’d want to start by addressing the problems connected with the misuse of prescription pain medication.

But opioids and heroin are far from the greatest threat to the public health. There is another drug out there that kills more Americans than all others combined. Each year around 2,200 deaths are attributed to this drug, and nearly 90,000 more than all others combined. Each year around 2,200 more Americans die from this drug, and nearly 90,000 more will die slowly from it — their careers, families and lives systematically destroyed by their addiction...

...to alcohol.

Alcohol misuse is among the top four causes of preventable death in this country. Social costs associated with it are in the hundreds of billions of dollars and, for an unlucky few, alcohol use will lead to incalculable harm.

Yet alcohol use is also an integral part of life. It’s the way we’re taught to celebrate happy occasions and the way we suffer through the unhappy ones. A sip of wine enables Catholics to taste the blood of Christ at mass, and tradition calls for four full glasses to help Jews commemorate the exodus from Egypt at Passover. It’s how we declare our independence from our parents and, years later, the exodus from Egypt on Passover. It’s how we declare that we taste the blood of Christ at mass, and tradition calls...
Wrapped & roaming

NCADA truck and Mobile Counseling Office are now at large in the St. Louis region.

On September 6, NCADA held an “open trailer” in Arnold, to introduce our Mobile Counseling Office to Jefferson County parents, educators and elected officials.

The trailer was acquired, along with a RAM 2500 truck, through a generous grant from Jefferson Memorial Community Foundation and is part of our Transitional Counseling Program. TCP provides non-treatment services for kids, including tutoring and family-oriented information sessions.

The trailer will be parked at various JeffCo schools and health centers on a rotating basis. The interior includes a private counseling room, a waiting area, and a conference room.

The truck and trailer are decorated with vinyl “wraps.” NCADA graphic designer, Marlon Fields, says the mobile office wrap is simple and unobtrusive, to avoid drawing undue attention to the kids and families being served, whereas the RAM truck’s design – featuring nerve cells and synaptic firing – was inspired by Disney’s Tron films and projects an image of “badass science.”

The perfect fall accessory?
A Deterra bag

Stacie Zellin

How do you spot NCADA employees? They’ll be the ones at health fairs, networking events, or other professional gatherings showing off their go-to party trick: Deterra bags.

If you have not yet experienced the pleasure of an NCADA employee demonstrating how to use a Deterra prescription disposal pouch, we’ll fill you in. Designed to reduce the availability of opioids in communities, Deterra bags offer a safe way to dispose of unused or expired prescription medications. Simply open the bag, put the medication in, add water, and after about a minute the entire pouch can be thrown away—there is no further risk of anyone misusing the medication.

Thanks to Mallinckrodt Pharmaceuticals, a healthy supply of Deterra bags has been available for NCADA employees to distribute to the community for quite some time (you can also order them from us online at no cost). But like a bad infomercial, “Wait, there’s more!”

To support the DEA’s National Prescription Drug Take-Back Day on October 22nd, Mallinckrodt has asked NCADA to coordinate a one-time mass distribution of Deterra bags throughout the St. Louis region. Mallinckrodt seeks to raise awareness of the importance of properly disposing prescription medications – and for those who are unable to take their medications to a DEA take-back location, a Deterra bag is the next best option. The number of bags Mallinckrodt seeks to distribute far exceeds NCADA’s storage capacity. So, we are reaching out to our partners who can effectively get these bags into the hands of those who need them: pharmacies, hospitals, dentists, community organizers...perhaps even movie theaters.

Come October, be on the lookout for these Deterra bags, and for the media buzz that we hope will augment the effort. Talk about medication disposal with your family, friends, and neighbors. We know that awareness of the heroin and opioid epidemic among St. Louis residents has increased. The next step is helping individuals to change their behavior. Deterra bags won’t solve the heroin and opioid crisis alone, but medication disposal is a crucial piece of the puzzle.

For a full list of year-round drug take-back locations, or to order a Deterra bag online, visit ncada-stl.org.

For more information:
Lori Krueger at lkrueger@ncada-stl.org, or visit plcstl.com
Seniors Count at NCADA

Stacie Zellin

Many of NCADA’s efforts to prevent the harms associated with alcohol and other drugs are directed at young people, because we know that prevention works. But we also understand that substance use can (and does) impact people of all ages. Which leads us to Seniors Count…

Seniors Count of Greater St. Louis is a local initiative supported by a coalition of community organizations and local agencies. Its mission is to bridge the growing gap between the needs of seniors and available resources. Seniors Count is promoting a small property tax increase (five cents per $100 of assessed valuation) earmarked for senior services in St. Charles County, St. Louis County, and St. Louis City. If approved by voters, these additional dollars will improve the ability of the region’s three largest counties to help people “age in place” with good health care, and with access to food, housing and transportation.

Seniors face a unique set of risk factors related to substance use. Often, they receive prescriptions from several medical providers, who may not coordinate their care with each other. As a result, seniors are exposed to greater risks of adverse drug interactions. Limited mobility and isolation also create barriers to their care with each other. As a result, seniors are exposed to greater risks of adverse drug interactions. Limited mobility and isolation also create barriers to their care with each other. For more information visit the Seniors Count website at SeniorsCountSTL.com.

The 2016 NCADA Golf Tournament was graced with great weather and strong support, drawing 152 golfers to The Country Club of St. Albans on August 8.

SeniorsCount

Tributes and contributions

June 2016 – August 2016

CORPORATIONS, FOUNDATIONS & ORGANIZATIONS

A-Masak Moving Systems
ACME Constructors, Inc.
ACT Missouri
Alkermes, Inc.
AmamosiCraft Foundation
Anthem Blue Cross and Blue Shield
Bridgewater Behavioral Health, Inc.
Byrne & Jones Construction
Clayco
Creweaud-Sunset Hills Rotary Club
DAS Acquisition Company, LLC
Den C. Mauck Construction
Baseball Foundation
First Congregational Church of Webster Groves
Franklin County Children & Families Community Resource Board
Interstate Imaging
J. & Glynn
Jefferson Memorial Community Foundation
Kansas City Toyota Dealers Association
Landro Construction
The Lake Office of Brian Ira Tannenbaum, Ltd.
Lawlor Corporation
McCarthy Building Companies, Inc.
Midwest BankCentre
Missouri Department of Mental Health, Division of Behavioral Health
Missouri Foundation for Health
Nova Group, Inc.
Parc Corporation
Request Electric, Inc.
Schmucke & Co.
Seger Toyota
Smith Patrick LLC
St. Louis County Children’s Service Fund
State of Missouri
Stifel Nicolaus
The Aviary Recovery Center
Toyota Dealer Match Program
Toyota Financial Services
United Way of Eastern Fairfield County
United Way of Greater St. Louis
University of Missouri
Washington University

GRAINS RECENTLY RECEIVED

Esso Health Foundation
Prevention Leadership Conference
Franklin County Children & Families Community Resource Board
Franklin County Prevention Programming
Jefferson Memorial Community Foundation
Youth Leadership Programs
Missouri Foundation for Health
Curiosity = Healthy Public Campaign

MEMORIALS

Sam Bina
Ramblers Rugby Club
Rachel Beasw
Ramblers Rugby Club
Jerry Carey
Susan Carr
Hinton
Brett Hefele
Pete & Dodie
Barnes
John & Peg
Buchof
Robert Connors
Sue & Gary
Gannino
Karen & Michael
Giboski
Lynn & Sydney
Rochaux
Richard & Rita
Wagner

INDIVIDUALS

Alison Allman
Bob McCoole
Judy Anthon
Lisa Bernstein
Debbie Brown
Chip Miller
Ben & Sharon
Cahill
Adie Casey
Letah Cauthers
David Christian
Eric Christner
Jordan Combs
Mary T. & Pat
Dolan
Tom Elfrink
Tom Erickson
Glenn Guenerth
Leland Halaba
Linda Holladay
Jim & Joyce
Kaiser
Christopher
Kallaas
Gayle Kirsten
Howard Potratz
Vicky Krulic
Ron & Susan
Lear
Terri Lott
Stafford Mansion
Mary Ann
McGrane
Gladya Miller
David A.
Elizabahud Miller
Tim Mueller

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SeniorsCount

Red Ribbon Training 2016

Lori Krueger hands out copies of the new Centene-NCADA alcohol booklet at the St. Louis County Red Ribbon Training, held September 8 at the United Way of Greater St. Louis. The event featured 16 education presentations and was followed by a networking reception. Check out our next Red Ribbon training, set for January 2017.

For the background story on the Centene-NCADA booklet, please read the Director’s Commentary on page 2.

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