



Prevention Works!

A member of



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January/February 2008

NCADD Concludes Another Active Year...

NCADD concluded another successful year in 2007 by touching more of the communities and individuals it services in Middlesex County than ever before.

Following are a few examples of the agency's outreach efforts last year:

- Over 28,500 individuals sought information from NCADD through phone calls, visits to the agency's facility in East Brunswick and through the NCADD website. This number marks an almost 14 percent increase over calendar year 2006.
- NCADD received 439 referral calls last year, a 15 percent increase over 2006. Additionally, almost 1,290 individuals used NCADD to obtain helpful information on combating alcohol, tobacco and other drug issues.
- Close to 33,000 pieces of literature were distributed at a variety of events and through mailings. NCADD staff members attended 97 community events.
- NCADD delivered 511 individual educational programs to over 11,300 students at various Middlesex County schools.

...Will Continue Efforts in 2008

NCADD is looking to continue its successful track record of offering a variety of preventative programs to the communities it serves. In case you are not aware of our offerings, here is a quick recap:

- Parent programs designed to educate, alert and inform parents about the dangers of underage drinking.
- Prevention/education sessions for youth utilizing pre-approved program curriculum materials produced by the Substance Abuse and Mental Health Services Administration.
- Presentations/workshops focusing on one or more of the following: Alcohol, tobacco, methamphetamine, heroin, marijuana, ecstasy, prescription, over-the-counter drugs and other drugs currently being abused.

NCADD also welcomes the opportunity to participate in a variety of community events including health fairs, community days, etc.

If you would like NCADD to make a presentation for your group or to participate in your event, just give us a call at 732-254-3344 or write to us at mail@ncadd-middlesex.org.

ONDCP Launches Major Effort to Educate Parents About Teen Prescription Drug Abuse

The White House Office of National Drug Control Policy (ONDCP) is launching its first major Federal effort to educate parents about teen prescription drug abuse. This national public awareness campaign will begin with advertising during this year's Super Bowl, and is ONDCP's first paid TV advertising targeting parents in nearly two years. The effort includes broadcast, print, and online advertising, community outreach, and new print and online resources to help parents and communities combat the troubling trend of teen prescription drug abuse.

Though overall teen drug use is down nationwide, more teens abuse prescription drugs than any other illicit drug, except marijuana; more than cocaine, heroin, and methamphetamine combined. Every day, 2,500 kids age 12-17 abuse a prescription painkiller for the first time. Drug treatment admissions for prescription painkillers increased more than 300 percent from 1995 to 2005. Teens are abusing prescription drugs because many believe the myth that these drugs provide a "safe" high. Especially troubling is that the majority of teens who abuse prescription drugs say they are easy to get and are often free.

Research shows many parents are not aware of teen prescription drug abuse and are not discussing the dangers with their teens. Only a third of parents (36%) have discussed the risks of prescription drugs with their teen, even though research shows that parental disapproval is a powerful way to keep teens away from using drugs.

This effort also includes the following advertising and non-advertising elements, which will unfold in the coming months and continue through May of this year, reaching over 90 percent of ONDCP's target parent audience:

- Two television ads, the first of which launches during primetime Super Bowl viewing.
- An Open Letter to parents in 43 national and regional newspapers.
- Two Open Letter ads targeting health and

school professionals in medical and educational publications running for 2 months;

- Two print ads targeting parents in 14 national magazines and running for 4 months;
- Online banner ads and search engine advertising for parents running for 4 months and driving to the Campaign's Web site for parents www.TheAntiDrug.com;
- Targeted messages on prescription information sheets for commonly abused substances in 15,000 pharmacies nationwide during February and March.
- Featured content on ONDCP's Web site for parents, www.TheAntiDrug.com, including a virtual house tour showing "danger zones" in the home, as well as tips on safeguarding and disposing of prescription and OTC drugs;
- A new, comprehensive brochure on teen prescription drug abuse for parents; and
- A tool kit to help community groups implement local prescription drug abuse prevention efforts.

ONDCP has released a report titled "Prescription for Danger: A Report on Prescription and Over-the-Counter Drug Abuse Among the Nation's Teens." The report is available by visiting http://theantidrug.com/pdfs/prescription_report.pdf and to view the ads visit www.TheAntiDrug.com.

Source: <http://www.whitehousedrugpolicy.gov/news/press08/012408.html>

NCADD Hires New KIV Facilitator

Padma Sonti Desai is NCADD's new facilitator for *Keys to Inner Visions* (KIV), a School Based program delivered in partnership with the Old Bridge Public School District.

As a Facilitator, Padma will deliver the KIV educational curriculum to students in grades six, seven, eight and nine. The KIV curriculum is about change, specifically changing beliefs and behaviors that help



students cope with life stressors. This program also includes goal setting, learning new ways of thinking, and

practicing new skills over time and in various situations.

Padma is currently enrolled in the Masters in Counseling program at Seton Hall University. She also holds a BA and an MA in Political Science and International Affairs from the University of California, Los Angeles (UCLA).

In addition to her work at NCADD, Padma conducts workshops at holistic healing centers in New Jersey for personal transformation and self-healing through energy healing modalities. Prior to joining NCADD, Padma worked in the commercial banking industry for almost ten years before transitioning to the human services sector.

Padma currently resides in Plainsboro with her husband who is a computer programmer and her two daughters ages 13 and 9. In her spare time, Padma enjoys hiking, music, travel, reading and listening to music.

Alcohol Awareness Month

Is your community or organization planning special activities for Alcohol Awareness Month this April? NCADD would love to help with materials, videos, technical assistance, speakers, and publicizing your event.

If you have events planned, please send details and/or request for assistance to Ezra at NCADD via email at ezra@ncadd-middlesex.org or fax information at 732-254-4224.

Thank you!

Busy Year for Middlesex County REBEL

The 2007-2008 school year has been a busy one for the Middlesex County REBEL School Based Chapters. REBEL (Reaching Everyone By Exposing Lies) is a statewide, youth-led anti-big tobacco movement where members educate their peers on the dangers of tobacco use and expose the manipulative tactics Big Tobacco companies use to target teens. There are currently ten school-based REBEL chapters and membership has grown to over 300 students.

We are proud of the many events held at area schools. Here are just a few of the events that have taken place so far:

Carteret High School Great American Smoke Out November 15th, 2007 “Gallery of Famous People”



Carteret High School REBEL Members created 100 tombstones of famous people who have died of a tobacco related illness. They also

created 50 blank tombstones for Carteret High School students to fill out during lunch periods in honor of someone they have lost to Big Tobacco. A REBEL table was set-up complete with information on how to join the organization and a monitor that continually played REBEL PSAs and music videos.

J.P. Stevens High School Great American Smoke Out November 15th, 2007 “350 Campaign”

In the US, 350 people die of a tobacco related illness during a school day. J.P. Stevens High



School REBEL members cut out 350 “bodies” and placed them around the school cafeteria. They held a contest for J.P. Stevens students to enter their guess on how many bodies they thought were around the cafeteria. The winner received a basket of REBEL gifts.

South Brunswick High School Great American Smoke Out November 15th, 2007

“We Pledge to Kick Ash”

For the Great American Smoke Out, South Brunswick REBEL members cut out mini-figures for their fellow students to fill out and pledge to be smoke free. The figures were hung in the cafeteria alcove under a “We Pledge to Kick Ash” banner.



Sayreville War Memorial High School “Smoking Kills: No Ifs, Ands or Butts”

Sayreville War Memorial High School REBEL members created a display case outside of the guidance



office to not only raise awareness about REBEL but to also educate their peers on the dangers of tobacco use. REBEL members created huge cigarettes and cigarette packs and wrote shocking tobacco facts on them. They also displayed photos of how smoking affects your body. The display case got many of the students talking and many of the

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students were seen taking pictures of it on their cell phone!

Old Bridge High School “31 Campaign”



Everyday in New Jersey, 31 people die of a tobacco related illness. Old Bridge High School REBEL members

decided to take this statistic to the streets. They created posters spelling out this statistic and stood in a line in front of the Grade 9 Center. As students came in to school that day many were shocked to learn this fact and even came back to read it again.

“How Do You Like These Butts?”

Shortly after their successful “31 Campaign”, Old Bridge High School REBEL members wanted to make a display for the 10th – 12th grade students. The students coordinated a cigarette butt clean up around their school and placed the butts they found in plastic baggies. The students then drew a large map of the school and placed the baggies on the map indicating all of the places they found the cigarettes. The display is in the school’s main building under a banner that states “How Do You Like These Butts?”

Linda Surks Celebrates 18th Anniversary with NCADD

Congratulations go to Linda Surks, who is celebrating her 18th anniversary at NCADD. Linda has worked for NCADD since 1990, holding several positions including office manager, public information coordinator, and coalition coordinator. Linda is the founder and coordinator of the Middlesex County Substance Abuse Coalition.



After experiencing a personal tragedy, Linda has dedicated her professional and personal life to preventing others from a similar experience. She chairs a statewide committee whose

mission is to educate and raise awareness of the dangers of prescription and over-the-counter drugs. Linda was a sponsor of the National Vigil for Lost Promise, an event hosted by the U.S. Drug Enforcement Administration. She is a founding member and Chairman of the Board of Families Changing America, Inc., a national organization whose mission is to save families from the devastation of substance abuse through education and advocacy.

Linda lives with her husband Mark in Kendall Park. Her daughter Meryl attends Penn State University.

The Middlesex County Substance Abuse Coalition will host its third annual Family Day for Prevention on Sunday, June 1, 2008

Families from all over Central New Jersey will take to the road to raise money for the Coalition, a community -based organization dedicated to decreasing substance abuse and improving the quality of services for individuals in need. The Coalition invites local business to participate in this exciting event as a sponsor or a provider of goods or services. If you are interesting in participating, please contact Linda Surks at 732-254-3344 or via email at linda@ncadd-middlesex.org.

Training @ NCADD

2008 Certified Prevention Specialist and Recertification Course Schedule

Below is a schedule of courses for *Certified Prevention Specialist (CPS) and Recertification*. All classes are held at NCADD, 152 Tices Lane, East Brunswick from 9am-4pm (except as noted.) Each course costs \$50 (except as noted below)

2. February 8, 2008 - P502 - Modeling Healthy Behaviors
3. March 14, 2008 - Recert - Sensitivity and Knowledge about Diversity
4. April 11, 2008 - P501 - Ethical and Legal Behaviors
5. May 9, 2008 - Recert - Humor in the Workplace
6. June 6, 13 and 20, 2008 (Must attend all 3 dates) - P203 - Identification and Intervention with Drug & Alcohol Problems - **\$150**
7. September 5, 2008 - P103 - Program Design
8. October 7, 2008 - P210 - Group Theory and Facilitation Skills
9. November 14, 2008 - P303 - Strategic Planning for Communities
10. December 9, 2008 - Recert - Substance Abuse Among Older Adults **\$30**. Class held 1-4pm.

To register, complete the registration form and fax to 732-254-4224.

Or register online at <http://www.ncadd-middlesex.org/training/cps-classes>.

Name: _____

Affiliation: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone #: _____ **Fax:** _____ **Email:** _____

Please register me for the following courses:

___#1 ___#2 ___#3 ___#4 ___#5 ___#6 ___#7 ___#8 ___#9 ___#10

Check or money order payable to: NCADD of Middlesex County, Inc., 152 Tices Lane, East Brunswick, NJ 08816

_____ VISA _____ MasterCard _____ American Express _____ Discover

Account # _____ Exp. Date _____

Security Code # _____ (3 or 4 Digit Number)

Name on Card _____

Cardholder's Billing Address: _____

Signature _____

Amount enclosed/charged: \$ _____

I am a member of the Middlesex County Substance Abuse Coalition

Scholarship Opportunities:

- I NCADD now has access to a limited number of scholarships which are available to individuals pursuing their CPS who earn under \$50,000 annually. If you are interested, please go to our website (<http://ncadd-middlesex.org/training/cps-classes/>) and download an application.
- II If you are a member of the Middlesex County Substance Abuse Coalition, you have free access to CPS, CADC and RECERT class taught by NCADD. If you are already a member of the Coalition, simply indicate so on your application. If you are not a member, go to our website and download a Coalition brochure and application.

Training @ NCADD

2008 Certified Alcohol and Drug Counselor Course Schedule

1. February 20, 2008 - C504 - Professional Growth
2. March 19, 2008 - C205 - Group Counseling
3. April 16, 2008 - C507 - Supervision
4. May 21, 2008 - C104 - Differential Diagnosis (DSM)
5. June 18, 2008 - C105 - Pharmacology and Physiology

Each course costs \$50 and will take place at
Catholic Charities, 319 Maple Street, Perth Amboy, NJ from 9am-4pm.

To register, complete the registration form and fax to 732-254-4224.
 Or, register online at www.ncadd-middlesex.org/training/cadc-classes.

Name: _____

Affiliation: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____ Fax: _____ Email: _____

Please register me for the following courses: ___C504 ___C205 ___C507 ___C104 ___C105

Check or money order payable to: NCADD of Middlesex County, Inc., 152 Tices Lane, East Brunswick, NJ 08816

_____ VISA _____ MasterCard _____ American Express _____ Discover

Account # _____ Exp. Date _____

Security Code # _____ (3 or 4 Digit Number)

Name on Card _____

Cardholder's Billing Address: _____

Signature _____

Amount enclosed/charged: \$ _____

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Scholarship Opportunities:

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NCADD of Middlesex County, Inc. is an approved provider for the Addictions Professionals Certification Board of New Jersey (APCBNJ) and the New Jersey Department of Education/Professional Development (Provider #1417).

