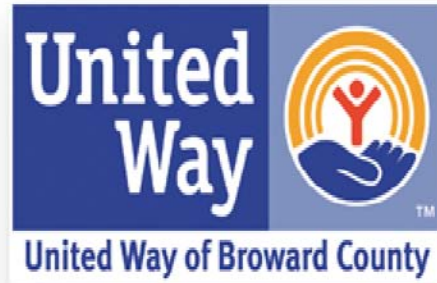




United Way of Broward County

Commission on Substance Abuse



Annual Report

2008 – 2009

Mission:

To empower our diverse community to live healthy and drug-free

Vision:

To be the nation's most influential, respected, and compassionate leader in addressing substance use and abuse issues.



“Believe more deeply. Hold your face up to the light, even though for the moment you do not see.”

- Bill Wilson, Co-founder/ Alcoholics Anonymous

Principles and Data That Guide Our Actions

- Alcohol and drug abuse is a pervasive issue in our society that impacts individuals, families, and communities.
- In order to affect change regarding substance use and abuse, there needs to be a multi-strategy, multi-sector approach.
- Prevention, Treatment, and Law Enforcement are three important sectors that need to work together to address substance use and abuse.
- Parents/ Caregivers are the #1 prevention tool regarding substance use/ abuse prevention for youth.
- The more we can delay the age of first use by youth, the less likely they will have a substance abuse problem in adulthood.
- The brain continues to develop into early adulthood.
- Substance use/ abuse does not occur in isolation from other issues – crime, violence, school problems, mental illness, other addictions, etc.
- Substance use/ abuse occurs across the lifespan and across cultures and it is important to understand these issues.
- Substance abuse and dependence are chronic problems and must be treated as such.
- In order to affect change, intervention strategies must occur at many levels, e.g. programmatic as well as population level.
- The Social Development model has conceptually guided our prevention services. We are in the process of expanding to a public health wellness model.



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2008 – 2009**

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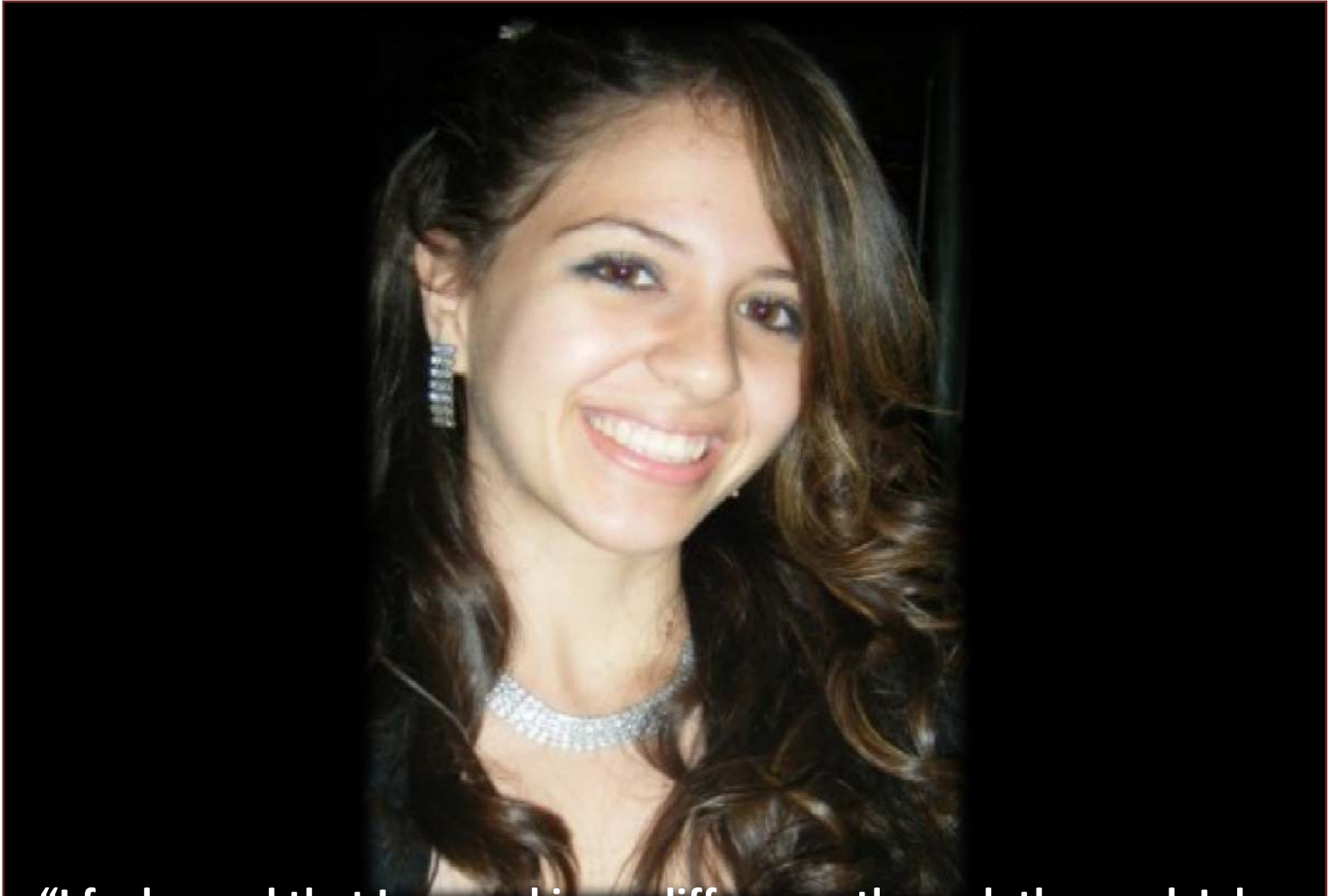


Joe Toliver
Director of
Community
Mobilization
& Grants
Administration



Angela Ventura
Substance Abuse
Response Guide
Coordinator /
Program Assistant

Meivys also was the youth volunteer of the year for United Way...



“I feel proud that I am making a difference through the work I do with the Broward Youth Coalition.”

Meivys Reyes is currently a senior at Hollywood Hills High School and is a member of the Broward Youth Coalition (BYC). Meivys writes: “In the past two years, I have had memorable experiences because of the positive impact we have made as Teen Leaders in Broward County. This program has broadened my views on the unfortunate things happening in my community and my peers as it relates to substance abuse and other related issues. It has also helped me be part of making a real difference through projects and events. BYC trains youth to become coalition leaders in their own neighborhoods. I feel proud that I am making a difference through the work I do with the Broward Youth Coalition.”



The Mission:

To Empower Our Diverse Community to Live Healthy and Drug-Free

20 years of convening the Broward County community regarding substance use/abuse issues

19 years of directing the Edward Byrne Memorial Grant funds for Broward County substance abuse prevention, treatment, and enforcement programs and services

18 years of providing a Youth Leadership Training Institute where youth gained leadership skills and substance abuse education in order to keep their schools and communities' safe and drug free

13 years of delivering a substance abuse prevention program called Drug Free Youth In Town (DFYIT)

11 years of providing drug epidemiological data to the community which became the model for the state of Florida

9 years of coordinating and overseeing a parenting program called Guiding Good Choices

6 years of mentoring neighborhood drug free coalitions



Major Substance Abuse Problems Impacting Broward County, Florida

2008-2009

- **The illegal, nonmedical abuse of prescription opioid pain medications (and particularly Oxycodone) has escalated** in Broward County and across Florida with related deaths and hospital emergencies ranking among the highest in the nation.
- **Broward County leads the nation in the amount of Oxycodone (e.g., Percocet, or OxyContin) directly dispensed** by local pill mills selling more than 6 ½ million tablets during the second half of 2008.
- There were **more reports for the two benzodiazepines, alprazolam (Xanax) and diazepam (Valium) detected among deceased persons** in Broward County during 2008 than in any other Florida county.
- Some abusers of prescription opioids **are also using heroin and its consequences are increasing** in South Florida and across the nation.
- **Marijuana remains the most frequently used illicit drug among Broward County residents and particularly youth** accounting for 88 percent of primary treatment admissions among those below the age of 18.
- **Current alcohol and other drug use within the past 30 days among Broward County high school students increased modestly** between 2006 and 2008, following declines from 2000 to 2006.
- **Underage Drinking is a persistent public health problem** that generates significant costs from alcohol related consequences such as criminal activity/delinquency, antisocial behavior, academic difficulties, risky sexual behavior, etc. **Underage drinking in Florida is costing taxpayers 3 billion dollars per year.**
- An American Lung Association study found that “teenagers ages 17 to 19 were more than three times as likely to smoke flavored cigarettes as smokers over the age of 25.” Thus, **flavored tobacco which has been developed to get children and youth hooked on nicotine, is a serious public health issue.**
- **Softening of youth attitudes** - Between 2006 and 2008, Broward County middle and high school students reported declining levels of disapproval about someone their age drinking alcohol regularly or smoking marijuana, and fewer students felt it would be wrong to use marijuana or that doing so was harmful.



United Way's Commission on Substance Abuse Services



Generates and focuses resources on key substance use/abuse problems:

UWBCCSA is the **lead agency** in Broward County for the Edward Byrne JAG Memorial grant funding. UWBCCSA on average **directs over 1 million dollars each year** into the Broward County community **for substance use/abuse prevention, treatment, and enforcement efforts.**

A portion of grant funding that UWBCCSA was awarded to address underage drinking, UWBCCSA **directs to community based providers** who provide services for youth to enable them to stay alcohol free.

The State Prevention Partnership Grants (PPG) were required to have grant proposals that were consistent with local approved Coalition Comprehensive Community Action Plans. The Commission **collaborates with DCF in directing grant funding in the Broward County community** to address underage drinking.

UWBCCSA **focuses the passion, energies, and talents of many volunteers** to address specific alcohol and drug issues in the Broward County and the South Florida community – e.g. currently three ad hoc task forces address underage drinking, prescription drug abuse, and emerging drug issues.

Is a catalyst for needed change:

UWBCCSA **educates and advocates for needed policy and legislation changes** in order reduce substance use/abuse – e.g. Oakland Park initiative, Over 21 county ordinance, PMDP bill, banning energy drinks in Broward Schools.

UWBCCSA is **involved at the state and national level for prevention and treatment of substance abuse** – e.g. The ED is a member of the state advisory prevention council and has had an active part in advocating for a state shift for prevention from a problem oriented model to a public health/wellness model.

UWBCCSA helps **establish and mentor neighborhood coalitions** in order to affect change regarding substance use/abuse at the local neighborhood level – e.g. North Coalition, Northwest Coalition, and South Coalition.

The Commission helps to **establish and encourage evidenced based and cutting edge programming to prevent substance use/abuse problems** - The Commission helped to establish the first Social Norms prevention program in the first high school in South Florida; Is working with PACE Center for Girls to develop a gender specific substance abuse prevention program; lead agency for Guiding Good Choices program in Broward County.

Fosters an ongoing community dialogue:

The Commission **stimulates community dialogue on important substance use/abuse issues** – e.g. At Board of Governors meetings and in the community - Medical marijuana; legalization of marijuana; Upcoming community blog on UWBCCSA website on these drug issues.

UWBCCSA effectively uses **a strategic health communication approach** to convey important messages regarding alcohol and drug abuse prevention – e.g. PSAs in local media market regarding preventing underage drinking; posters produced by the Commission to educate youth on the consequences of possession of non-prescribed prescription medications.

The Center for the Study and Prevention of Substance Abuse at NSU produces many products such as monthly Broward Briefings, Broward Barometer, and Indicator Reports to **promote information for action**.

The Commission effectively works with local media, e.g. news, radio, TV, and websites to **educate and advocate for important environmental changes** – e.g. news on pain clinic problem, news of energy drinks.

Ensures essential services and their quality:

UWBCCSA conducts a yearly **Youth Leadership Training Institute** where youth are trained in **leadership skills and change agent skills** in order to keep their communities and schools drug free.

UWBCCSA provides **ongoing educational presentations on current alcohol and drug abuse trends** as well as **compulsive gambling** in Broward County.

Training and educational opportunities are provided ongoing to professionals and the general community concerning substance use and abuse and associated issues – e.g. Annual Recovery and Resiliency Conference; workshops on topics such as the strategic prevention framework, asset development, recovery management, epidemiological trends, etc.

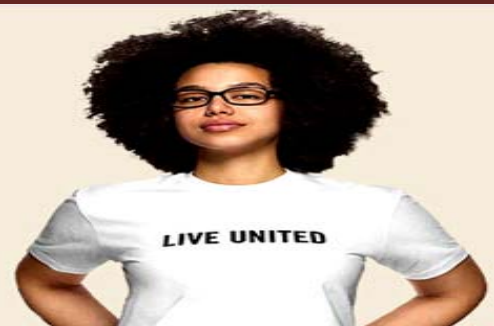
An **education and training program** has been developed for vendors who sell alcohol and tobacco products in the City of Oakland Park and is being purchased by other drug free coalitions around the state for use in their communities.



The following was accomplished:

- **80 youth received leadership and “change agent” skills training** at an annual summer institute focused on keeping their schools and communities drug free.
- Approximately **25 youth per month** received training on specific **skills to keep their schools and communities healthy and drug free**.
- Approximately **800 parents** received **education and training on parenting skills** and how to raise a child who is drug free due to funding overseen by UWBCCSA.
- Approximately **80 girls** received education and training on a new **gender specific substance abuse prevention curriculum** developed jointly by PACE Center for Girls and UWBCCSA.
- Approximately **4,000 people** received **educational presentations on current alcohol and drug abuse trends in Broward County**.
- Approximately **50,000 people** this year visited the Commission on Substance Abuse’s website (www.drugfreebroward.org) for **resource information on substance abuse**.
- Approximately **30,000 people** this year received information and/or a presentation on **compulsive gambling**.
- Approximately **800 youth and 1,000 adults** received **substance abuse services** due to a grant directed by UWBCCSA.
- Approximately **4,000 students** at Everglades H.S. received a **substance abuse prevention program**.
- A **prescription drug take back program** (for unused and expired medications) was provided in collaboration with Broward Sheriff’s Office multiple times this year for Broward county residents.
- A **vendor education and training program** was developed and will be provided in the City of Oakland Park to **reduce alcohol and tobacco being sold to those underage**. The same program is being used as a model program for other drug free coalitions around the state to purchase and utilize.
- Approximately **150 professionals** this year received opportunities for **continuing education in the area of substance use and abuse**.
- Three neighborhood coalitions were **mentored** in order to assist them with establishing strong coalitions for the development of safer, drug free communities.
- The Prescription Drug Abuse Task Force actively **advocated for** and succeeded in helping to pass legislation for a **Prescription Drug Monitoring Program (PDMP)**.
- The Task Force to Address Underage Drinking trained task force members in **media literacy** and developed a **health communication approach** to address underage drinking.

UNDERNEATH EVERYTHING WE ARE, UNDERNEATH EVERYTHING WE DO, WE ARE ALL PEOPLE. CONNECTED, INTERDEPENDENT, UNITED. AND WHEN WE REACH OUT A HAND TO ONE, **WE INFLUENCE THE CONDITION OF ALL.** THAT’S WHAT IT MEANS TO LIVE UNITED.

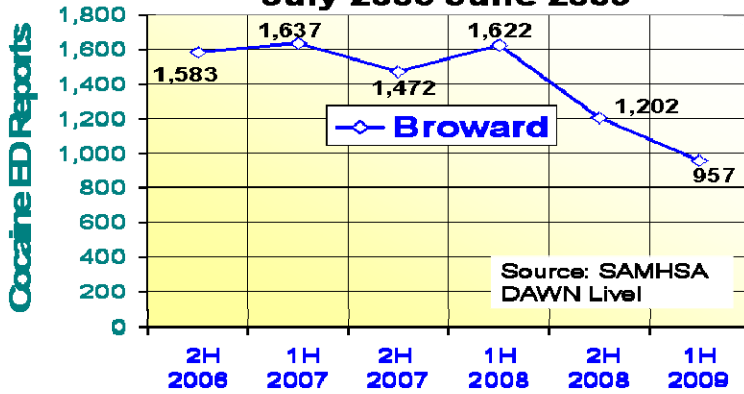


Community Progress Addressing Substance Abuse in Broward County

2008-2009

Cocaine-related deaths and hospital emergency department reports have been declining since the first half of 2008 in Broward County.

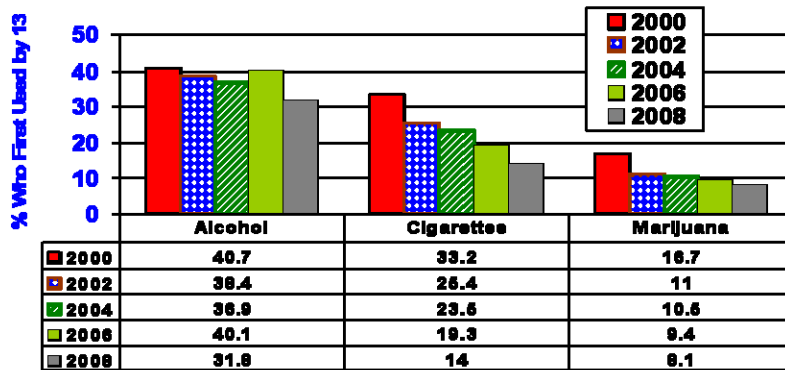
**Cocaine Emergency Department Reports
Broward County, Florida
July 2006 June 2009**



Cocaine-related deaths in Broward County decreased by 7% between 2007 and 2008 from 157 to 146 after rising since 2004.

The percent of Broward County high school students who reported having first used alcohol, cigarettes, and marijuana by age 13 or younger has steadily decreased since 2000. This is most important as early initiation of alcohol and drug use has been linked to life-long consequences including substance dependency and mental health problems.

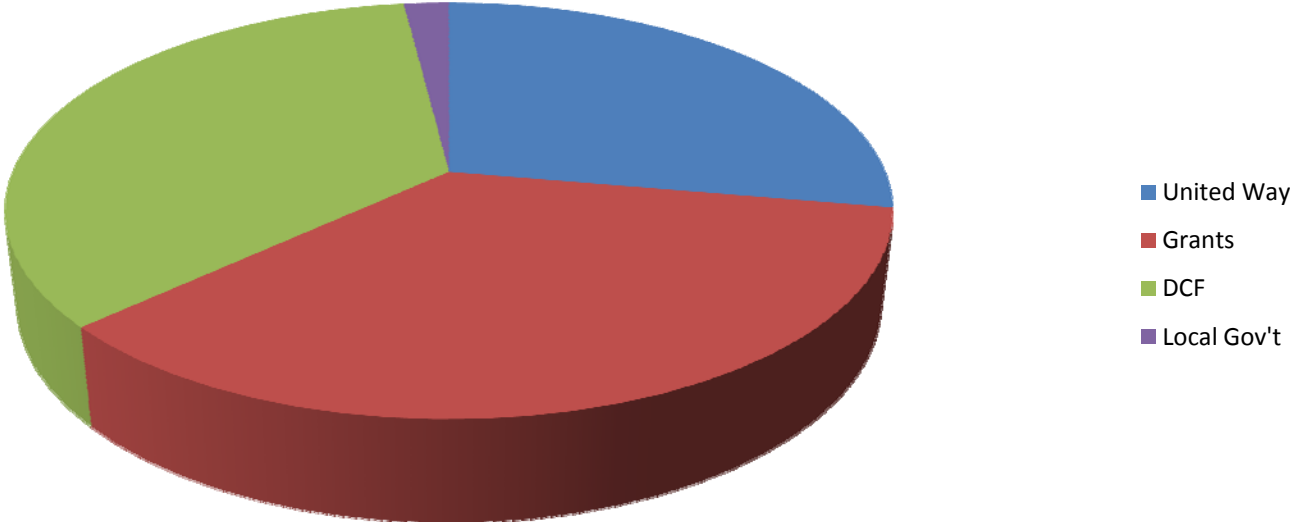
Percent of Broward County High School Students Who Reported Having First Use Selected Drugs by Age 13 or Younger 2000-2008



Source: Florida Youth Substance Abuse Surveys 2000-2008

The funds entrusted to us contribute to our success

Sources of Operating Revenue (08-09)



PROJECTED SOURCES OF OPERATING REVENUES (09-10)

