



THE POWER OF PREVENTION

ANNUAL REPORT
2024

 **CADCA**[®]
cadca.org

TABLE OF CONTENTS

A Message from Our CEO	2
Prevention In Action: This Year's Big Wins	3
Coalitions at the Core: Building Communities of Change	5
National Coalition Institute	6
Blue Ribbon Coalitions	7
Annual Survey of Coalitions	8
Prevention Without Borders: CADCA's Global Presence	9
Speaking Up: Prevention's Voice on the Hill	11
Moments that Mattered: A Year of Connections	13
Building a Movement: How We Tell the Story of Prevention	15
Bridging Gaps: The Path to Health for All	17
The Future is Now: Youth Leading Prevention	18
Stronger Together: The Power of Partnerships	20
Investing in Prevention: 2024 Financial Snapshot	21
Dedicated to Change: Our Board and Executive Team	22

A MESSAGE FROM OUR CEO

Reflecting on Our Progress and Future



As we reflect on 2024, it is with immense pride and gratitude that I share this year's annual report, aptly themed "The Power of Prevention." This year has once again highlighted the extraordinary role our collective efforts play in building safer, healthier, and stronger communities around the world. Prevention is more than just a strategy, it is a dynamic, ever-evolving movement. Together, we are driving meaningful change, empowering communities, and creating a legacy of hope and strength that will resonate for generations to come.

As the premier prevention association, CADCA is dedicated to equipping our coalitions with the training, advocacy, and support they need to realize our shared vision – a world where everyone can thrive, unencumbered by barriers to well-being. The remarkable achievements of 2024 underscore our role not only as trusted leaders but as steadfast partners.

One of the most notable milestones this year was the successful launch of CADCA's Opioid Coalition Academy. Among the 13 Arkansas coalitions that participated, 11 applied for Drug Free Community Grants, and seven secured funding from the prestigious Office of National Drug Control Policy program. This grant provides each coalition with \$125,000 annually for five years, totaling \$625,000 per coalition, with the potential to double if they qualify for a second term. This \$4.375 million investment underscores the significant impact well-supported and strategically executed prevention efforts can have on communities.

This collaborative achievement not only highlights the power of collective action but also sets a strong precedent for replicating success in other areas. The Opioid Coalition Academy serves as a beacon of what is possible when prevention initiatives are properly resourced and thoughtfully implemented.

As we celebrate the successes of 2024, we also recognize that our journey is far from complete. Prevention is not a one-time effort; it is an ongoing mission, a continuous crusade to touch more lives and strengthen more communities. There is always more to do, more challenges to address, and more opportunities to seize.

As we turn our gaze toward 2025, we do so with renewed vigor and a deep sense of purpose. Together, we will continue to champion prevention, forging ahead with innovation, collaboration, and unwavering dedication. To our coalitions, partners, and supporters across all sectors—thank you. Your commitment fuels our mission and magnifies our impact.

With great anticipation for what lies ahead, we reaffirm our promise to support and stand with you every step of the way. Together, we are a powerful force, transforming challenges into opportunities and paving the path toward a healthier, brighter future.

Sincerely,

Barry L. Price, Ph.D.

A handwritten signature in black ink that reads "Barry L. Price". The signature is written in a cursive, flowing style.

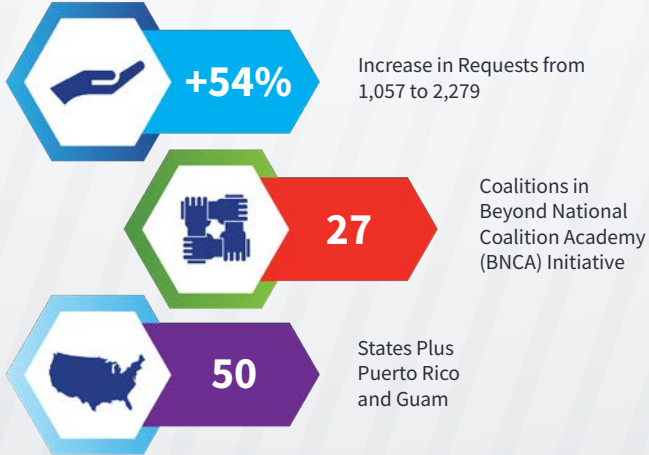
President and CEO
CADCA



PREVENTION IN ACTION: This Year's Big Wins

National Coalition Institute

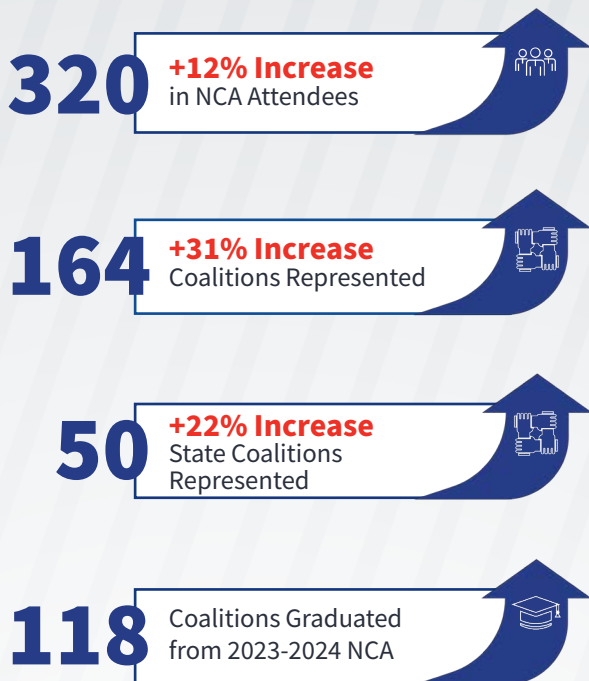
Coalition Development Support and Technical Assistance



Webinars



National Coalition Academy (NCA)



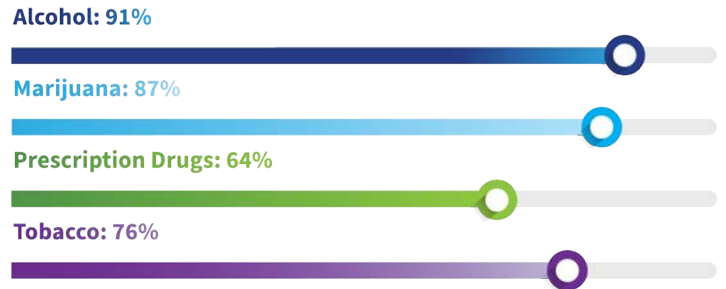
Blue Ribbon Coalition Outcomes



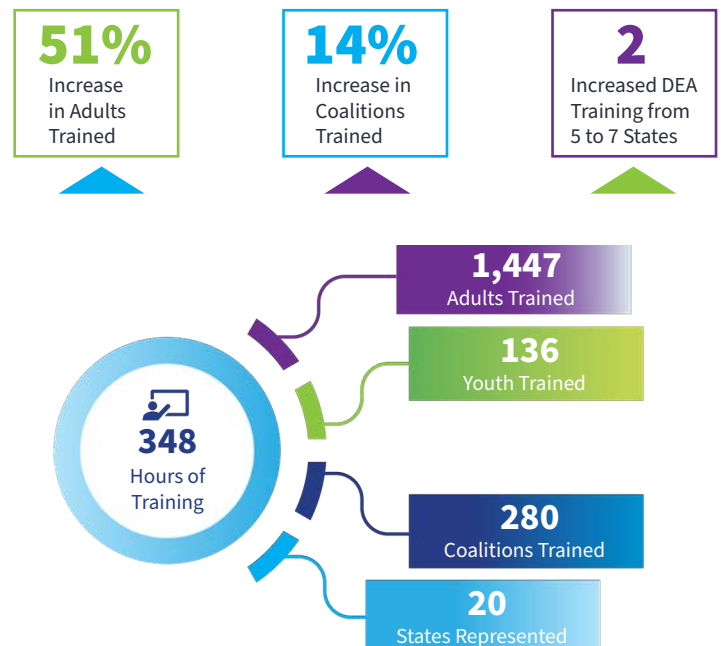
Coalitions' Focus



Topic Areas Coalitions Focus On



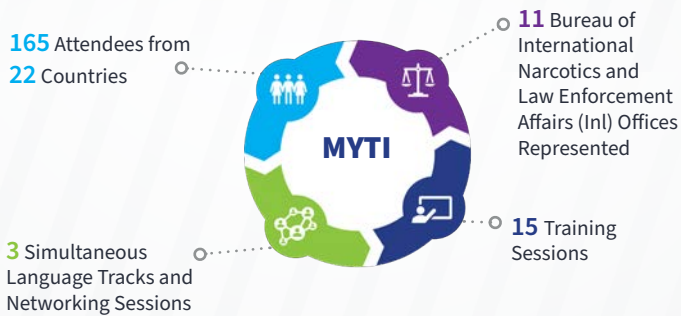
Customized Training Services



Global Coalition Development



International Presence at the Mid-Year Training Institute



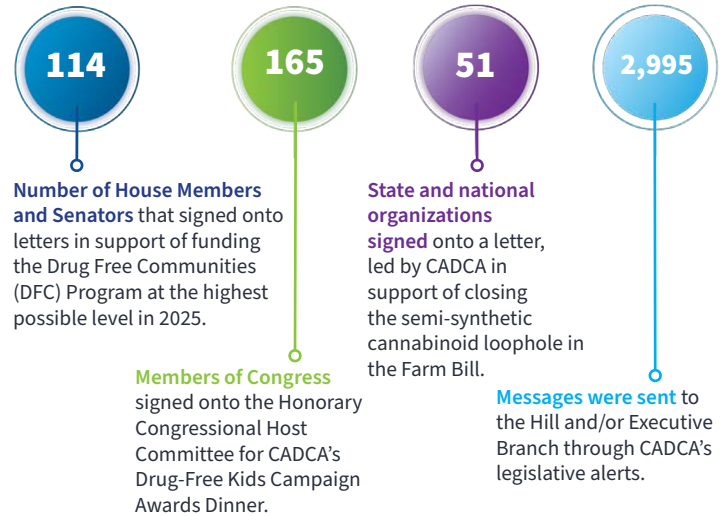
Public Health by the Numbers



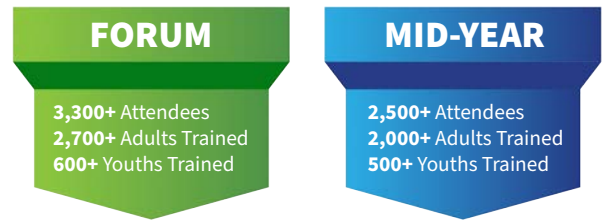
Thank you for sharing our story and providing invaluable support and education over the years!

Coalitions In Action, Facebook

Public Policy by the Numbers



Signature Events by the Numbers

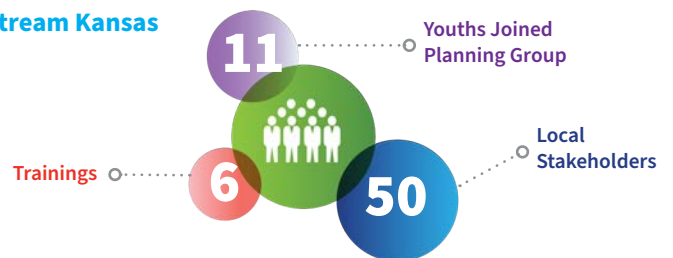


Youth by the Numbers

National Youth Action Council (NYAC)



Upstream Kansas



Take Back Your 10 Campaign (TB10)



COALITIONS AT THE CORE:

Building Communities of Change

Customized Training Services

CADCA's Customized Training Services continue to set the standard for tailored prevention training, equipping communities with the tools and strategies needed to create lasting change. Through innovative collaborations and expanded partnerships, this year marked significant growth and achievement.

A Growing Partnership with the DEA

Our work with the Drug Enforcement Administration (DEA) saw remarkable expansion in 2024, reflecting the success and demand for our expertise:



Grew our reach from 5 to 7 states.



Already signed 2025 contracts, securing future growth.



Launched the Problem Gambling Prevention Bootcamp

Designed to tackle problem gambling, this customized version of the National Coalition Academy focused on building the capacity of local teams to address gambling-related issues.

Opioid Coalition Academy

Through the groundbreaking **Opioid Coalition Academy**, CADCA helped several Arkansas coalitions secure the **Drug-Free Communities (DFC) Grant**.

7 out of 13 coalitions

that participated in the training received the grant. Over **\$4.3 million** in federal funding was brought to local communities.

Developed a New Statewide Learning Institute

This two-day, in-person training brought prevention professionals together to tackle relevant issues like Advocacy and Policy, Environmental Strategies, Cultural Competence, and share innovative strategies for lasting community change.

These milestones underscore CADCA's commitment to delivering customized, high-quality training that meets the unique needs of our partners. By strengthening coalitions and broadening our reach, we're building a future where prevention is prioritized, and communities are empowered.

DEA Family Summit on Fentanyl

On November 15, 2024, CADCA proudly partnered with DEA Headquarters to host the **DEA Family Summit on Fentanyl**.

- As the **facilitator and logistics partner**, CADCA delivered a seamless and impactful event, highlighting the importance of family engagement in prevention efforts.
- The summit brought together families, DEA leadership, and prevention experts to explore innovative approaches to fostering resilience and reducing substance use.

Problem Gambling Advisory Council (CAC-PG)

In response to the growing need for expertise in problem gambling prevention, CADCA established the **Advisory Committee on Problem Gambling (CAC-PG)** to guide its efforts.



The most engaging presenter I've ever engaged with.

DEA Los Angeles Capacity Building

Grant Success: NCPG Agility Grant

CADCA was honored to receive the **National Council on Problem Gambling (NCPG) Agility Grant**, enabling the development of a **Problem Gambling Prevention Toolkit** to support nationwide efforts.

National Coalition Institute

As CADCA’s flagship training vehicle for DFC-funded coalitions, the National Coalition Institute (NCI) continues to provide the tools and resources necessary for them to create meaningful change in their communities. In 2024, NCI expanded its offerings and enhanced its programs to meet the diverse needs of coalitions across the country.



Expanding Access and Customization

NCI developed new materials, enhanced existing trainings, and introduced tailored resources, including:

- Translating the **National Coalition Academy (NCA)** materials into Spanish, making vital resources more accessible.
- Customizing special population and youth-focused webinars to address unique coalition needs.
- Enhancing technical assistance webinars to ensure the completeness of NCA products.



Signature Trainings

NCI conducted **30 signature trainings**, including:

9 NCA Bootcamp Trainings

10 NCA Trainings



13 Coalition Launch Trainings for emerging coalitions, including the first **all-Spanish Coalition Launch Training**



Scaling Training Offerings

This year, NCI offered over **130 training and webinar options**, representing a **50% increase** from the prior year.

These opportunities strengthened coalitions’ prevention plans and helped drive positive results in their communities.



New Webinar Series

NCI introduced five new webinar series to meet the evolving needs of coalition members:

1. **New Prevention Employees**
2. **Building Coalitions for Success: Ask the Experts**
3. **Coalitions Helping Coalitions**
4. **BNCA Reinforcement Webinars** for DFC Years 8, 9, and 10 coalitions
5. **NCI Coalition Helpline Webinars** for both western and eastern time zones



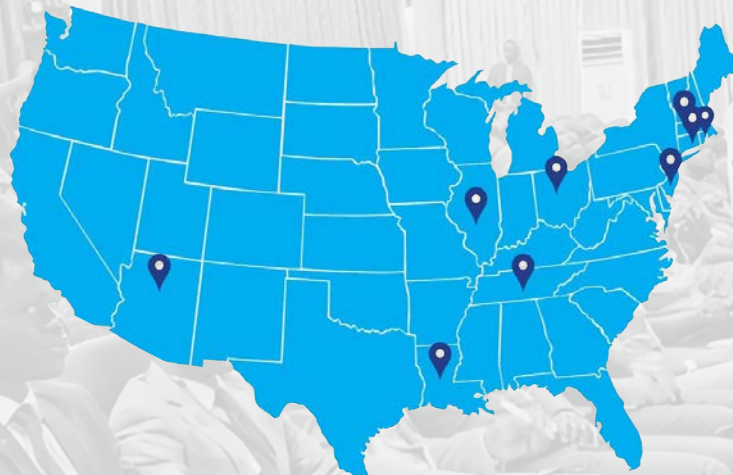
Special Population Support

NCI prioritized inclusivity and cultural competence with customized trainings for:

- **LGBTQIA+ Coalitions**
- **Spanish-Speaking Coalitions**
- **Indigenous Populations/Tribal Communities**
- **African American Coalitions**
- This included **Pre-NCA Training Webinars for Indigenous Populations/Tribal Communities** and new NCA Bootcamp trainings.

Through these expanded offerings, NCI reinforced its commitment to equipping coalitions with the knowledge and skills they need to succeed.

Blue Ribbon Coalitions



Blue Ribbon Awards

20

Blue Ribbon Award Applicants

11

Coalitions Awarded Blue Ribbon Credential

Copper Corridor Coalition
Superior, AZ

Drug Free Dickson Coalition
Dickson, TN

Encompass Coalition
Northborough, MA

Johnston Prevention Coalition
Johnston, RI

Montgomery County Prevention Coalition
Dayton, OH

One Voice of Hunterdon, Inc.
Flemington, NJ

The Collaborative
Brockton, MA

Stand Strong Coalition
Buffalo Grove, IL

Turning Point Coalition
Orrville, OH

Step Up Naugy
Naugatuck, CT

Washington Parish Coalition on Human Services
Bogalusa, LA

The IMPACT of POWERFUL and EFFECTIVE COALITIONS

Recognizing the outstanding achievements of Blue Ribbon Winners.

The Blue Ribbon Coalition (BRC) program is the first community credential awarded to coalitions that have produced positive community outcomes in substance misuse prevention. The BRC helps sustain the effectiveness of community coalitions and encourages continued use of the best practices they developed during the CADCA-provided National Coalition Academy training.

Notable Outcomes



28%

Decrease of Unused Rx Drugs

Achieved by providing safe Rx storage and disposal information during four national DEA Take-Back events, and via billboards, faith bulletins, commercials, and digital communications (social media posts, newsletter, website).



74%

Decrease in Youth Marijuana Use

Marijuana use in youth has decreased by 74% from 15.5% in 2016 to 4% in 2024 achieved through providing parent education, middle school and high school programs, and advocacy work to the community.



3%

Decrease in Youth Alcohol Use

Youth alcohol use has decreased by 3.1% in 2022 achieved by partnering with the department of liquor who wrote the policy for social host ordinance and also working on policies that limit the sales and advertising of alcohol.



Recognized by the White House Office of National Drug Control Policy



Recognized by state and local governments; ASAE Power of Associations Silver Award Winner

Blue Ribbon Coalition Award Winners



Coalition in Focus Award
One Voice of Hunterdon, Inc
Flemington, NJ

One Voice of Hunterdon is a community substance use prevention coalition serving central and southern regions of Hunterdon County, NJ. The mission of One Voice is to bring the community together to support and implement proven drug and alcohol prevention strategies that protect the youth. One Voice is focused specifically on the reduction of underage drinking, opioid misuse, and marijuana use among youth 18 and under. The coalition was established in 2012 as a small workgroup of prevention professionals, faith leaders, and law enforcement.

For the last 10 years, the coalition has established a unique outreach utilizing the power of the faith community to disseminate messages, information, and resources. Hunterdon County has many rural pockets; thus, places of worship are often where many people gather. Tying the protective factor of faith to prevention has been a unique perspective and a way to engage with faith leaders.

While originally intended to be primarily faith-based, the coalition has expanded to include all sectors of Hunterdon County including schools, businesses, healthcare, civic- and youth-serving organizations, media, and recovery, with the continued support from the Hunterdon County Prosecutor's Office. The coalition achieved positive measurable outcomes in reducing access to prescription (Rx) drugs: Hunterdon homes with unsecured Rx drugs decreased by 22% and homes with unused/expired Rx drugs decreased by 28%. These outcomes were a result of working with all sectors within the community, in both English and Spanish, to highlight prescription drop boxes, medicine disposal bags, and Rx home lock boxes.



Coalition of the Year Award
Johnston Prevention
Coalition Johnston, RI

The Johnston Prevention Coalition (JPC), coordinated by Tri-County Community Action Agency, was established in 2006 under the Rhode Island Substance Abuse Prevention Act, and has been a driving force in creating a healthier, safer community in Johnston, RI. The coalition has dedicated itself to reducing substance misuse across all ages, with a particular focus on youth. Early intervention has proven to be one of the most effective ways to prevent long-term substance use, and JPC has embraced this approach.

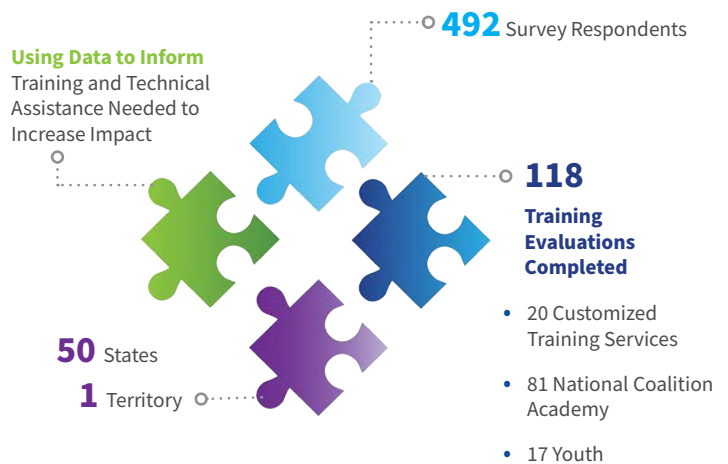
The coalition's efforts have already demonstrated measurable success. Recognizing the rapid rise of Electronic Nicotine Delivery Systems in 2018, the coalition increased its focus on addressing youth nicotine use. From 2018 to 2024, Johnston experienced an 11.6% reduction in lifetime nicotine use and a 6.8% decrease in past 30-day use among students in grades 7 through 11.

JPC also has a strong network of community partnerships and works collaboratively with local recreation centers, local government, healthcare providers, student assistance counselors, the Juvenile Justice Hearing Board, Above the Influence school groups, athletic teams, parent-teacher organizations, the Johnston School Department, and the Johnston Police Department, to ensure its efforts have a widespread impact. These collaborations have driven significant progress, including the adoption of a comprehensive town-wide tobacco policy. Initiatives such as the Escape the Vape escape room and evidence-based programs such as Media Ready have been introduced to middle school students, allowing them to make informed decisions.

Annual Survey of Coalitions A Key Resource for Shaping the Future of Substance Use Prevention

CADCA's Annual Survey of Coalitions brings together insights from coalitions across the country to shape the future of substance use prevention. Unique in its scope and its accessibility, the survey welcomes coalitions of all types, emerging or well-established, CADCA members or not.

The survey helps CADCA understand what's happening in communities nationwide, allowing us to provide better training opportunities, build stronger national partnerships that ultimately benefit coalitions, and support community-based research that contributes to substance misuse prevention. By participating, coalitions play a direct role in advancing the field of prevention.



PREVENTION WITHOUT BORDERS:

CADCA's Global Presence

In 2024, CADCA's commitment to fostering healthier, safer communities resonated across the globe. Rooted in the theme *The Power of Prevention*, this year's achievements highlight how CADCA's coalition model continues to transform lives and address substance use challenges in diverse cultural and geographic contexts. From Central Asia to Latin America, CADCA's work underscores the universal value of community-driven prevention efforts, positioning coalitions as a cornerstone of sustainable progress.



Inaugural Central Asia Coalition Forum

The inaugural Central Asia Community Coalition Forum in Almaty, Kazakhstan convened coalition leaders and government stakeholders from Kazakhstan, Kyrgyzstan, and Tajikistan, along with representatives from Uzbekistan and Turkmenistan. Co-sponsored by the Central Asia Drug Action Programme (CADAP), this historic forum catalyzed collaboration between civil society and government, advancing evidence-based prevention strategies.

Key Outcomes:

- Strengthened partnerships between government and coalitions.
- Drafted a region-wide resolution supporting coalition-based prevention.
- Positioned CADCA's model as a cornerstone for sustainable community impact.



DOMES Project in Risaralda, Colombia

CADCA is involved in the DOMES Project in Risaralda, Colombia, which aims to reduce psychoactive substance demand in Pereira and Dosquebradas. The project is sponsored by the U.S. Bureau of International Narcotics and Law Enforcement Affairs (INL) and involves collaboration with international and local organizations. It focuses on prevention, treatment, recovery, and alternatives to incarceration.



Indonesia Community Coalitions Forum

This first-ever Indonesian forum united coalition leaders from Jakarta and Surabaya. The event facilitated:

- Exchange of best practices and strategies for sustaining coalitions.
- Strengthened collaboration between coalition leaders and government stakeholders.

Training of Trainers (TOT) Initiative

Launched in 2024, CADCA's TOT program is **certifying 42 trainers from 19 countries**

over two years, equipping them to deliver coalition development training locally and expand prevention efforts worldwide.



Togo National Coalition Forum

In August 2024, Togo hosted its first National Coalition Forum, emphasizing grassroots citizen engagement to address drug use and related crime. Key government commitments included:

- Funding coalition activities from the Ministry of Security and Civil Protection.
- Budget allocations for coalitions by local governments, supported by the Ministry of Territorial Administration.

This forum also laid the groundwork for establishing the National Association of Community Coalitions in Togo, a body poised to enhance coalition coordination and amplify their impact nationwide.

GLOBAL RECOGNITION AT MYTI

During CADCA's 23rd Annual Mid-Year Training Institute (MYTI):

- The Association of Coalitions of Kazakhstan received the International Champion of the Year Award for institutionalizing coalition strategies in their national Comprehensive Plan to Combat Drug Addiction and Drug Trafficking.
- AADAC PHL (Philippines) earned an international leadership award for establishing 42 community coalitions nationwide and advancing national policies for substance use prevention.
- Brazil's Association of Anti-Drug Community Coalitions was named International Coalition of the Year, recognizing their grassroots movement spanning four states and achieving significant reductions in youth substance use.



International Coalition Expansion Panama:

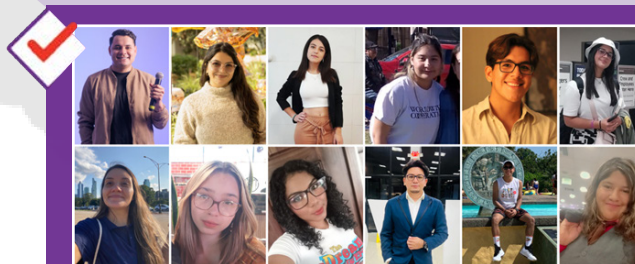
Initial visits in October 2024 set the stage for 10 new coalitions.



Global Advocacy: 67th UN Commission on Narcotic Drugs

CADCA's presence at the 67th Session included bilateral meetings with global stakeholders, hosting side events, and presenting at key dialogues. Highlights:

- Vice-chair election of Esteban Wood (Argentina) to the VNGOC Board.
- Events on topics like hemp legalization and community-based prevention scaling.



Youth Empowerment: International Youth Council for Community Wellbeing Modeled after CADCA's U.S.-based National Youth Advisory Council (NYAC), this council unites over 40 youth leaders from 10 Latin American countries

to address community challenges through leadership training and advocacy. Regional conferences in Costa Rica, Honduras, Paraguay, and Peru further empower young leaders.

SPEAKING UP:

Prevention's Voice on the Hill

Advocacy Efforts

CADCA continues to lead national efforts to ensure prevention remains a priority in federal policy. In 2024, our public policy team worked tirelessly to address critical issues, rally support for prevention programs, and drive impactful changes.

Addressing the Farm Bill Loophole

CADCA has been at the forefront of efforts to address the unintended consequences of hemp legalization in the 2018 Farm Bill. The legislation created a legal gray area that enabled the rapid proliferation of synthetic and semi-synthetic cannabinoids like delta-8 THC, delta-10 THC, THC-O, and HHC.

- CADCA led discussions with House and Senate Agriculture Committee members and staff to advocate for change.
- We spearheaded a coalition of 51 state and national organizations to support closing this loophole.
- Our team backed an amendment from Rep. Mary Miller (R-IL-15th) to redefine hemp and exclude semi-synthetic cannabinoids with delta-9 THC-like effects.



Standing Firm on Marijuana Rescheduling

In response to the Department of Health and Human Services' (HHS) proposal to reclassify marijuana from Schedule I to Schedule III of the Controlled Substances Act, CADCA took decisive action:

- We submitted formal opposition comments to the Drug Enforcement Administration (DEA).
- Mobilized CADCA members to submit over 1,000 comments to the Federal Register.
- CADCA Public Policy Consultant Sue Thau will testify at a DEA hearing in early 2025, reinforcing our stance on this critical issue.



Reauthorizing the Office of National Drug Control Policy

CADCA championed bipartisan, bicameral support for the reauthorization of the Office of National Drug Control Policy (ONDCP) and the Drug-Free Communities (DFC) program. A reauthorization bill with significant changes to the DFC program passed the House during the last Congress but did not have time to pass the Senate. ONDCP and the DFC program must be reauthorized this year with a bill that would:

1. **Extend DFC Funding:** Grantees would be able to apply for a third five-year cycle of funding, allowing up to 15 years of support.
2. **Increase Grant Amounts:** Annual awards would rise from \$125,000 to \$150,000 per year.
3. **Simplify Matching Requirements:** After year five, match requirements would be reduced to a dollar-for-dollar ratio.



Congressional Awards

Recognizing Champions of Prevention: The 2024 Congressional Leadership Awards

Each year, CADCA honors members of Congress who have demonstrated exceptional commitment to substance use prevention and advancing public health. These leaders play a pivotal role in shaping policies that support coalitions and strengthen communities across the nation.



In 2024, we proudly recognized the following individuals for their dedication to prevention:

Congressional Leadership Award Honorees

- **Rep. Brad Finstad (R-MN-1st)**
- **Rep. James Comer (R-KY-1st)**
- **Rep. Jamie Raskin (D-MD-8th)**
- **Rep. Linda Sánchez (D-CA-38th)**
- **Sen. Bernie Sanders (I-VT)**
- **Sen. Bill Hagerty (R-TN)**



Lifetime Achievement Awards

This year, we also honored distinguished individuals who have made a lasting impact on the field of prevention:

- **Sen. Joe Manchin (I-WV)**
- **Former Rep. Bill Johnson (R-OH-6th)**
- **Sen. Dianne Feinstein (D-CA)** (posthumous award)

Through their leadership and vision, these awardees have championed prevention initiatives that empower communities and save lives. CADCA remains grateful for their unwavering commitment to creating a healthier and drug-free future.

Capitol Hill Day

Hosted annually, CADCA's Capitol Hill Day unites coalition leaders, youth, and prevention advocates from across the nation to meet with their elected officials and advocate for the power of prevention. This cornerstone event provides a platform for community voices to shape federal policies, address pressing local issues, and champion effective solutions to substance use.



Over 2,100 participants registered for Capitol Hill Day

In 2024, Capitol Hill Day reached unprecedented heights, with over 2,100 participants registering for this dynamic day of advocacy—our largest turnout yet. The halls of Congress were filled with passionate coalition leaders, sharing firsthand the critical impact of prevention efforts in their communities.



Participants engaged in hundreds of meetings with members of Congress, staffers, and key policymakers, discussing the importance of programs like the Drug-Free Communities (DFC) grant, addressing emerging substance use trends, and advocating for sustained support for prevention initiatives.

- Coalition members shared powerful, data-driven success stories that demonstrated the life-changing impact of prevention programs.
- Youth leaders brought their unique perspectives to the forefront, inspiring lawmakers with their passion and commitment to creating a healthier future.

MOMENTS THAT MATTERED:

A Year of Connections

CADCA's signature events are unparalleled in their scope and impact, bringing together thousands of coalition leaders, advocates, and prevention professionals from around the world. These flagship programs not only showcase cutting-edge best practices but also reinforce CADCA's unmatched reach and influence in the prevention field.

National Leadership Forum

The National Leadership Forum is the premier training event for community leaders and prevention advocates. In 2024, over **3,000 attendees** from across the globe joined us in the Washington, DC area for **100+ workshops**, inspiring plenary sessions with renowned speakers, and countless opportunities for professional growth.

95% of participants rated the overall quality of CADCA's 2024 National Leadership Forum as **"good"** or **"very good."**

94% of participants rated the opportunities to learn something new at the 2024 National Leadership Forum as **"good"** or **"very good."**

97% of participants **"strongly agree"** or **"agree"** that they would recommend the Forum to others.

98% of participants **"strongly agree"** or **"agree"** that, given the opportunity, they would attend future Forums.



Mid-Year Training Institute

Four days of dynamic learning, collaboration, and inspiration awaited attendees at the Mid-Year Training Institute. In 2024, more than **2,500 attendees** joined us in Chicago, IL to hear riveting keynote addresses, participate in hands-on workshops, and network with industry leaders, CADCA trainers, and coalition members.



CADCA Mid-Year is really a place for youth to get educated and for youth to be empowered. For representatives from the whole country to get together and to collaborate and communicate with each other and kind of share ideas so that we can go back home and make a positive impact in our communities.

Sandalee Silva, HOSA: Future Health Professionals

Drug Free Kids Dinner

The Drug Free Kids Dinner is a celebration of progress and possibility, bringing together corporate supporters, federal partners, members of Congress, and coalition leaders to champion the fight against substance misuse. The evening highlights outstanding achievements, the dedication of our coalitions, and the inspiring leadership of our youth.

This event is the cornerstone of CADCA's Drug-Free Kids Campaign, which funds critical prevention initiatives and empowers communities to build drug-free futures for young people.



Award Winners

**Major General Arthur T. Dean
Humanitarian Award:**

**Advocacy in the
Arts Award:**



Indivior



**School of Rock
Alexandria**



Raiko Mendoza-Pagliarello Champion for Drug Free Kids: Smart Approaches to Marijuana

This year, we paid tribute to the memory of Raiko Mendoza-Pagliarello, CADCA's beloved Vice President of Business Development. Raiko was more than a teammate; she was a dear friend and a fierce advocate for building drug-free communities. Her passion and unwavering dedication to CADCA's mission were evident in everything she did, and her legacy continues to inspire us all. In her remembrance, we announced the creation of the Raiko Mendoza-Pagliarello Champion for Drug-Free Kids Award, which was presented for the very first time to Smart Approaches to Marijuana, an organization that embodies her spirit of advocacy and service.

thank you

TO OUR SPONSORS: Thank you for your generous support.

Presenting Sponsor

Verde Technologies
Indivior

Benefactor Sponsor

Ronald Rochon, Ph.D.
American Online Giving
Foundation

Premier Sponsor

Leidos

Kim & Jay Galeato
National Basketball
Association

Platinum Sponsor

Kenvue
Inspire
Cencora

Robert Whaley
Clara Adams-Ender
James & Christine
Borger

Gold Sponsor

The Ina Kay
Foundation

Anita Brikman
Harold Butler
Pat Castillo
Antonio Coleman
Major General (R) and
Mrs. Arthur T. Dean

Silver Sponsor

Gaylord National
Resort & Convention
Center

Norvell Dillard
Greg Fenner
Alonzo Fulgham
Give Lively Foundation
Michael Harrison, Sr.
Cynthia Jones
The Honorable Michael
& Mrs. Kramer

Consumer

Healthcare
Products
Association

Hilton Chicago

Bronze Sponsor

Community
Connections, Inc.

Penn Quarter
Partners

MG Barrye L.
Price (R)

Emergent

Faegre Drinker
Biddle & Reath LLP

National Alcohol
Beverage
Control Association

Richard and Julie
Landis

O'Kelley McWilliams

Mark Moore

Valentino and Terri

Murphy

R. Lynch Enterprise,
LLC

Bryan Roberts

Patrick Sargent

Ali Shueyb

Anita Spear

Dr. and Mrs. Albert

Terrillion

Thau Family Trust

Robert Whaley

Hubert Wyllie

BUILDING A MOVEMENT:

How We Tell the Story of Prevention

At CADCA, marketing is more than promotion—it’s about building awareness, engaging communities, and reinforcing our position as the trusted leader in the prevention field. Through innovative campaigns and strategic digital outreach, we ensure that the message of prevention reaches the audiences who need it most, while creating opportunities for our members, coalitions, and the communities they serve.

CONNECTION

How many people are connecting with CADCA on our social channels?



Our followers grew by **16.5%** on **LinkedIn**.



Increased our reach across all platforms, with record breaking **+8% follower growth**.



Our overall social media growth rate is approximately **12.83%**.

The average growth rate for social media ranges from **0.64% to 3%** per month. *Source: Nonprofit Tech for Good.*

Campaign Spotlights

Dose of Prevention Challenge

This year, CADCA’s Dose of Prevention Challenge saw unprecedented success, with a **520% increase** in participating coalitions. Promoted through a strategic mix of social media, email outreach, and a dedicated landing page, the campaign empowered coalitions to engage their communities in innovative prevention activities, amplifying the reach and impact of this vital initiative.

DOSE OF PREVENTION CHALLENGE

1 IN 31 TEENS HAS MISUSED OVER-THE-COUNTER COUGH MEDICINE TO GET HIGH.

STOP MEDICINE MISUSE

#DOSEOFPREVENTION



We have prioritized creating more engaging campaigns that amplify our prevention messages and foster partnerships.



Thank you CADCA for highlighting such an important initiative!

OTD, Facebook



Did You Know?
 Unused medications can pose a risk to pets and others in your household. Responsible disposal helps prevent misuse.

Over the Dose Campaign

New in 2024, CADCA partnered with Deterra to launch the Over the Dose campaign, raising public awareness about the importance of properly disposing of unused and unwanted medications. Through educational content and community engagement, the campaign highlighted how small actions—like proper disposal—can lead to big prevention wins.

Our coalition has worked hard educating our community that properly disposing of unused or expired medications is crucial for preventing misuse and protecting the environment. The **Over the Dose Campaign** has significantly raised awareness about utilizing Deterra Bags highlighting its role in safely neutralizing unused or expired medications.

Wendy Sidebottom
 Drug-Free Task Force of Hunterdon County

Over the Dose Reach and Conversions

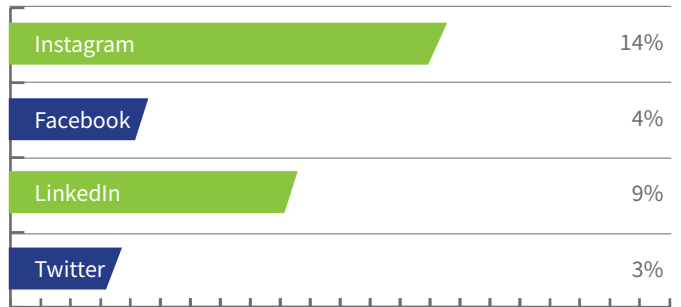
9,696

Website visits from the Over the Dose Campaign

12%

Conversion rate for the Over the Dose Campaign

Over the Dose Engagement Rates



Strengthening Our Brand, Serving Our Communities

Every marketing effort at CADCA is rooted in a commitment to prevention. By leveraging the power of storytelling, data, and innovation, we continue to spread the vital message of prevention while creating opportunities for coalitions and communities to take meaningful action.

ENGAGEMENT GROWTH RATES

What content did people interact with on our social media platforms?

17%

Average Engagement Rate Increase Across all Social Media Platforms

61%

Facebook and **Instagram** Saw the Strongest Increase in Engagement

36%

EMAIL CAMPAIGN SUCCESS

How did our coordinated email campaigns perform? Higher open and click-through rates, ensuring our messages resonate with members and partners alike.



234

Total Emails Sent

27%

Average Open Rate

+9M

Email Touch Points



Did a great job at making everyone feel comfortable and included.

BRIDGING GAPS:

The Path to Health for All

At CADCA, we recognize that the power of prevention is rooted in strong communities. Our Public Health Programs (PHP) are dedicated to empowering coalitions, providing critical resources, and driving initiatives that improve the physical, mental, and social wellbeing of residents, especially in rural areas where access to resources is limited. By reducing health stressors and implementing effective strategies, CADCA's public health team is supporting communities in achieving their highest state of wellbeing.



Geographic Health Alliance (GHA)

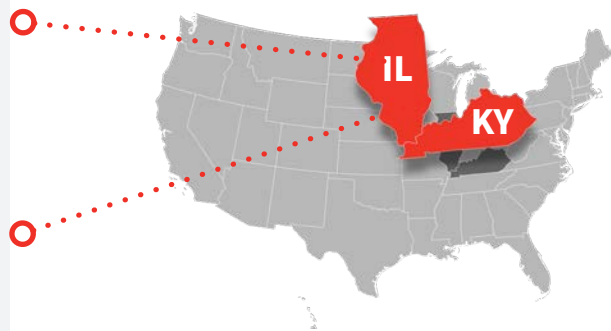
GHA empowers communities to address health disparities through targeted technical assistance and coalition building.

Major Initiatives:

- Tri-Network Cancer Prevention Community of Practice (Tri-CoP):
 - Supporting **seven** state and/or tribal programs in building statewide coalition capacity to address factors that impact cancer rates.
- **Local Tobacco Use Prevention Work:**
 - Partnered with the Southern Illinois Tobacco Disparities Partnership (SITDP) to reduce tobacco availability across a 16-county region in Southeastern Illinois. SITDP has established an action team focused on implementing strategies to address the tobacco retail environment and promote healthier communities.
 - In Casey County, KY, CADCA provided the local DFC coalition with training, technical assistance, and subject matter expertise on the harms of secondhand smoke and evidence-based strategies to prevent and reduce tobacco use. The coalition then educated the community on the harms of secondhand smoke which led to several wins, including a local restaurant, Lee's Chicken, recently adopting a voluntary smoke-free policy.

NP Co-Ag

CADCA is honored to receive funding through the CDC's National Partners Cooperative Agreement, a prestigious five-year award supporting public health infrastructure and workforce development nationwide. As one of 48 recipients selected for the 2024-2029 grant cycle, CADCA will leverage this funding to strengthen coalition capacity across the U.S., addressing critical public health challenges and reducing health disparities in communities. This award reinforces CADCA's role as a national leader in building safer, healthier, and stronger communities.



Building Communities for Better Health (BCBH)

BCBH is a two-year academy during which CADCA partners with Missouri's state and local tobacco control programs to train and support coalitions in implementing evidence-based strategies to reduce the harms of secondhand smoke. This year, two coalitions achieved significant milestones:

- Noel, MO: The city adopted a smoke-free parks ordinance, and a local bar implemented a voluntary smoke-free policy. The Noel CHANGE Team led community education on the positive impacts of smoke-free policies.
- Salem, MO: The city passed a smoke-free ordinance for government-owned buildings. The Healthy Dent County Prevention Coalition played a vital role in promoting evidence-based smoke-free practices.

GHA has been recognized for its technical assistance excellence in an upcoming journal article, "**Strengthening the Science and Practice of Implementation Support: Evaluating the Effectiveness of Training and Technical Assistance Centers.**" Coauthored by GHEA staff, this piece highlights the impactful strategies and best practices that position CADCA as a leader in effective public health implementation support.



THE FUTURE IS NOW: Youth Leading Prevention

Youth Leadership, a vital component of CADCA's Public Health Programs, champions a "Youth-Led, Adult-Guided" approach to empower coalitions in authentically engaging youth as partners in prevention. By offering national and state-level programs, dynamic training opportunities, and featuring youth voices prominently at CADCA's Signature Events, we ensure coalitions have access to cutting-edge strategies and proven practices for youth engagement and substance use prevention.



National Programs:

In 2024, CADCA was awarded the **National Partners Cooperative Agreement** Supplemental Funding to launch two innovative communities of practice:

- **National Youth Action Council (NYAC):** Brought together **27 youth leaders**, ages 15-18, from **15 states and Puerto Rico** in a year-long community of practice. These emerging leaders collaborate to develop impactful action projects, strengthening substance use prevention efforts for youth coalitions across the nation.
- **Partners in Prevention:** This 7-month community of practice for youth-serving adults unites leading practitioners in the field to advance best practices in youth engagement for substance use prevention. Selected from a competitive pool of over 150 applicants nationwide, only 10 practitioners earned a coveted spot in this prestigious program to collaborate and develop impactful resources to elevate the field.



Voices for Youth:

Now in its third year, the program funded by SAMHSA in partnership with HOSA Future Health Professionals, **welcomed a cohort of 10 new participants.**

Everybody always says let's leave a better world for our youth but how about we leave better youth for our world.

Mid-Year Participant

Youth Leadership

State-level Programs

Upstream Kansas: Launched in partnership with local agencies and funded by the Kansas Department of Aging and Disability Services (KDADS), Upstream Kansas empowers youth leadership in substance use prevention statewide. Now in its second year, the initiative has already made a significant impact:

- **Six free trainings held** in the first three months equipped youth leaders and youth-serving adults with essential prevention skills.
- **50 local stakeholders**, including youth and adults, collaborated on a comprehensive community needs assessment.
- **11 Kansas youth**, spanning high school and college, joined CADCA's Mid-Year Training Institute as the Kansas Youth Planning Group, contributing directly to the initiative's strategic development.



Our 'Youth-Led, Adult-Guided' model empowers youth to lead – locally and nationally.



Take Back Your 10 (TB10):

TB10 is a dynamic, youth-led, adult-guided tobacco prevention movement across Maryland, led by CADCA and sponsored by the Maryland Department of Health, Center for Tobacco Control and Prevention. In only its first year, TB10 has achieved several impactful milestones:

- **5 touchpoints** (4 virtual, 1 hybrid) educated youth on tobacco retail dynamics, including store proximity, density, and targeted youth marketing.
- **49 youth** from 9 counties participated in the annual Youth Summit, expanding the movement's reach and influence.
- Launched the **TB10 Youth Council**, a team of 6 members representing 5 counties, to further guide and shape the initiative.
- Delivered **2 technical assistance trainings** for TB10 adult advisors, strengthening the support network for youth-led projects.

CADCA ensures that youth are not only informed but also actively engaged in creating solutions.

Jasmine Figueroa

STRONGER TOGETHER: The Power of Partnerships

SPECIAL THANKS TO OUR SPONSORS

7

6+

States currently collaborating with CADCA through the National Prevention Network, with plans to expand further in 2025.

Years of partnership with Kenvue to promote OTC Medicine Safety, reaching communities across multiple states.

34

Thousands

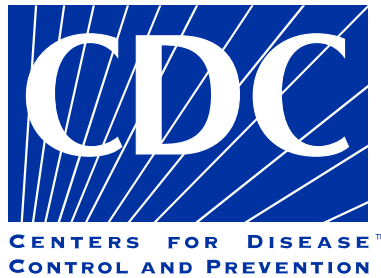
1

Events hosted with Walmart to educate communities on opioid overdose prevention and naloxone administration.

Of individuals reached through Walmart-sponsored virtual reality overdose prevention training and awareness campaigns.

Local partnership with the City of Alexandria and Verde Technologies to support Drug Take Back Day, showcasing scalable, community-based prevention efforts.

Partnership Level \$100K+

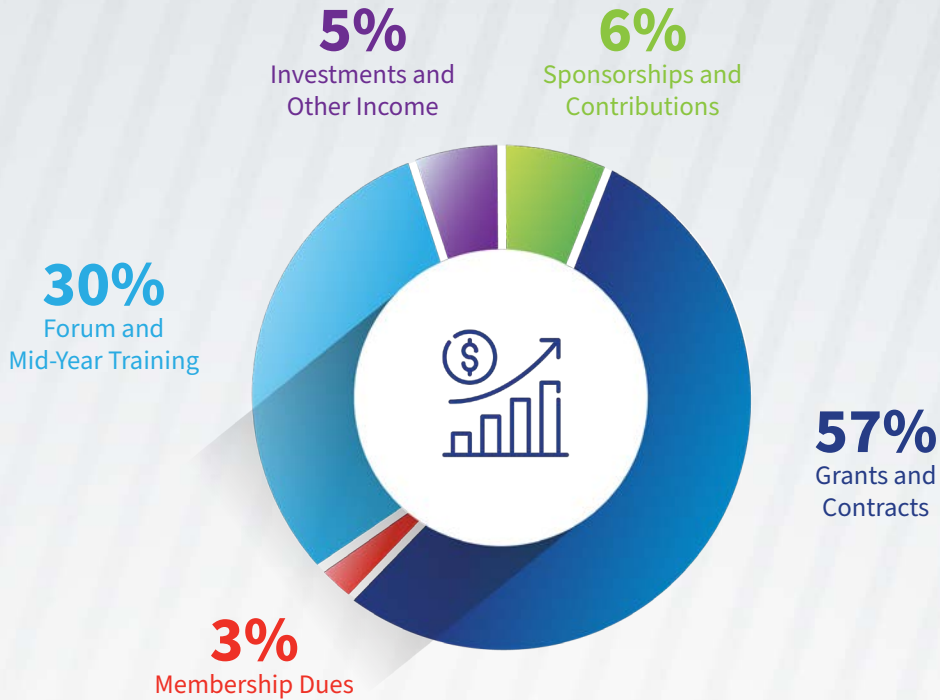


The mark "CDC" is owned by the US Dept. of Health and Human Services and is used with permission. Use of this logo is not an endorsement by HHS or CDC of any particular product, service, or enterprise

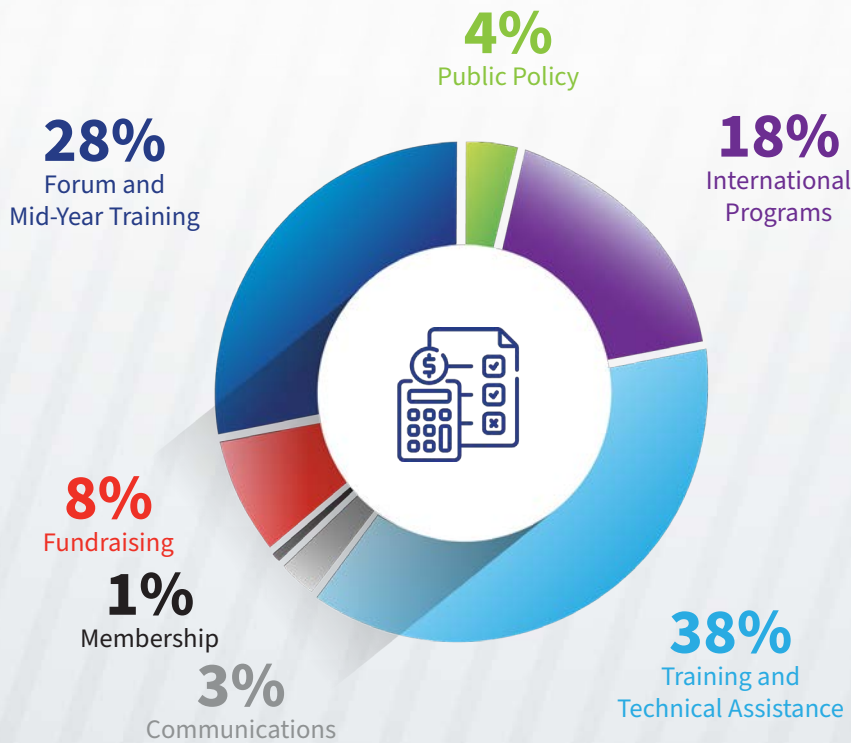
INVESTING IN PREVENTION: 2024 Financial Snapshot



Revenue



Expenses



DEDICATED TO CHANGE:

Our Board and Executive Team



Chairman:

Ronald S. Rochon, Ph.D.

President

Cal State Fullerton

Vice Chairman:

The Honorable Michael J. Kramer

*Judge, Noble Circuit Court,
33rd Judicial Circuit of Indiana
Chair, Drug-Free Noble County*

2nd Vice Chairman:

Brigitte Nettesheim

President, Nox Enterprise Business

Secretary:

Anita Brikman

President and CEO

Plasma Protein Therapeutics Association

Treasurer:

Rudolph Estrada

Chief Executive Officer

Estradagy Business Advisors, LLC

Current Members

Esther T. Benjamin

*Chief Executive Officer and Executive Director
World Education Services, Inc.*

Fran Flener

Former Arkansas Drug Director

Jeannie Hovland

Commissioner

National Indian Gaming Commission (NIGC)

Kirk R. Lane

Director

Arkansas Opioid Recovery Partnership

Juan Garcia

Managing Director

Deloitte

Aaron Williams

Senior Advisor-Emeritus

RTI International

Monty Burks, MCJ, PhD, CPRS

Deputy Director

Governor's Office of Faith Based and
Community Initiatives

Patrick D. Sargent

Major General, U.S. Army, Retired

SVP and GM,

Oracle Health Government Services

Michael Nozile, Sr.

President/CEO

Gang Alternative, Inc.

Laura Gordon

Owner

Laura Gordon Consulting, LLC

Dave Zook

Chair

Faegre Drinker Consulting

Bob Jansen

Founder

Zensights, LLC

Christopher M. Moore

Principal

Brooks Bawden Moore, LLC

Kevin Gray, M.D.

Professor

Department of Psychiatry and

Behavioral Sciences

Medical University of South Carolina

LaDarrick Smith

Student

Morehouse College

Carl V. Hill, Ph.D., MPH

Chief Diversity, Equity and Inclusion Officer

Alzheimer's Association

Emeritus Members

Arthur T. Dean

Major General, U.S. Army, Retired

Former Chairman and CEO, CADCA

Neil Austrian

Former Chairman and CEO,

Office Depot, Inc.

CADCA Executive Team

Barrye L. Price, Ph.D.

President & CEO

Valentino Murphy, MBA,

SHRM-SCP, SPHR

Chief Operating Officer

Pat Castillo, B.A., EMPA

Chief Strategy Officer

James Borger

Vice President, Finance, IT, and CFO

Johnnetta Davis-Joyce

Vice President of Training

Operations, Research and

Evaluation, and Director, National

Coalition Institute

Rich Landis

Vice President, Business

Development and Membership

Colleen Phalen

Vice President, Communications

and Meetings

Eric Siervo, M.ED.

Vice President, International

Sue Thau

Public Policy Consultant



**Excellent- informed,
informative,
encouraging,
professional-too
many to list.**

New Jersey NCA Week 2



**SAVE THE DATES
FOR 2025:**

**NATIONAL LEADERSHIP
FORUM**

MID-YEAR TRAINING

Let's Stay Connected!

-  **CADCA**
-  **CADCA**
-  **CADCAorg**
-  **CADCA**
-  **CADCAcoalitions**
-  **CADCAcoalitions**

For prevention information
visit cadca.org

SPECIAL THANKS TO OUR 2024-25 CAC MEMBERS

Amy Haskins
Administrator
Jackson County Health Department, WV

Beverly Johnson
Director of Prevention Services
AL Department of Mental Health, AL

Jordan Esser
Community Initiatives Coordinator
DuPage County Health Department, IL

Jose Pietri
Executive President
Sabana Grande Community
and Economic Development
Corporation, PR

Kevin McCloskey
*Director of Community-
Based Programs, Youth Services*
Los Angeles LGBT Center, CA

Merilee Fowler
Executive Director
MATFORCE, Community Counts, AZ

Sam Bradshaw
Prevention Supervisor
Cherokee Nation Behavioral
Health Prevention, OK

Shane Britt
Executive Director
Scottsville Faith Coalition, KT

Stephanie Rhinehart
Prevention Program Manager
Kansas Department for Aging
and Disability Services, KS

Virgil Boysaw
Community Coalition Director
Charting Careers, MD

Jamie Ross
CEO
PACT Coalition, NV

Tenesha Barnes
Deputy Director
Arkansas Opioid Recovery
Partnership, AR

Jessica Bickford
Coalition Coordinator
Healthy Lamoille Valley,
a program of the Lamoille
Family Center, VT

Kelly Juleson-Scopino
*Co-President and Chief
External Affairs Officer*
The Governor's Prevention
Partnership, CT