



# 2013 COALITION REPORT



[www.PBCSAC.org](http://www.PBCSAC.org)

# MESSAGE FROM...

Hello and thank you for taking the time to learn more about the Palm Beach County Substance Awareness Coalition. If you were given this package you must be a civic minded individual who cares about his or her community.

As you are aware, the problems associated with drug and alcohol abuse are far reaching and affect everyone in our community to some degree or another. You may also be aware that there are wonderful people working in the fields of drug and alcohol prevention, intervention and treatment right here in Palm Beach County. What you may not know is that the Palm Beach County Substance Awareness Coalition has been working in conjunction with these dedicated people for almost 30 years.

The creation of the Coalition came about in 1982 and has continued to evolve and adapt as the community's needs changed. Today we are proud to say that the Coalition is its own 501c3 and is well positioned to increase its presence and efforts in the community. We have helped lead the charge in the fight against drug and alcohol abuse and learned valuable lessons in the positive effects of prevention strategies. Today more than ever a strong Coalition is a necessity in the county. In fact, those communities without a strong coalition are often the communities whose problems run rampant and governmental support dries up.

So I invite you to learn more about the Palm Beach County Substance Awareness Coalition and hopefully take the next step of attending a meeting to see how you may be able to get involved with this great organization. These task forces meet monthly and are constantly working on different projects.

Please feel free to ask the person who gave you this package as to when the next meetings are or call me directly. You can also find a list of meeting dates and times, as well as some more information about the coalition on our web site.

Thank you again for your time and consideration,  
**Jeff Kadel**  
Executive Director  
Palm Beach County Substance Awareness Coalition

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*“Uniting Palm Beach County by strengthening children, families and neighborhoods in their resolve to reduce and prevent alcohol and drug use, creating a drug free community”.*

## **The Palm Beach County Substance Awareness Coalition’s vision statement is as follows:**

The Palm Beach County Substance Awareness Coalition is the premier substance awareness coalition in Palm Beach County comprised of members from private and public organizations and concerned citizens who work together to lead the community in reducing the use and abuse of alcohol, tobacco, and other drugs. Through the attainment of our goals, the Palm Beach County Substance Awareness Coalition has become and shall remain a financially viable partnership. The members work collaboratively to educate the community and raise awareness while preventing substance abuse and deviant behaviors in an effort to ensure children, families and whole communities live drug free.

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# BOARD MEMBERS



**Jan Cairnes**, plays a key role in educating families on the disease of addiction and prevention of substance abuse. As a widely recognized parent educator and motivational speaker, she has been tirelessly affecting the lives of parents and their children in the community for the past 25 years.



**Sharon Greene** is the Health Promotion and Education Program Director for the Florida Department of Health-Palm Beach County. Sharon has 30 years of public health experience and is a Certified Health Education Specialist. She enjoys working in a consultative role with a variety of community partnerships to develop strategies and action plans to address health issues and problems. Sharon loves teaching and training. She received her BS degree in Health Education from Florida State University and will complete her MBA degree in May 2014 from Northcentral University. Sharon enjoys spending time with her family, going to the beach, reading, and eating chocolate.



**Lynn Evans Guelzow**, Manager, Volunteer Services at OneBlood, Inc.

Credentials: BS in Education, University of Florida, Certified Prevention Professional-Florida, Certified Volunteer Management

Volunteer Positions: PBCSAC – Chair, Management Board, Passport to Peace, Inc. – Board Member, N.O.P.E. Task Force – Volunteer Speaker

Former Employees: Hanley Center, Director of Prevention & Education, American Lung Association, Director of Students Teach Students Program



**Rick Jenkins** currently serves as Police Chief in North Palm Beach, and is a 30 year leader in South Florida policing.

Chief Jenkins holds a Masters of Criminal Justice from Boston University and is a graduate of the FBI National Academy and the Senior Management Institute for Police Executive Research Forum Command Colleges.

Chief Jenkins is married with three children.



**Karen H. Perry** - Founder/Executive Director NOPE Task Force

Following the loss of her oldest son Richard, to a drug overdose, Mrs. Perry co-founded Narcotics Overdose Prevention and Education (NOPE) Task Force where. She has served as Executive Director since its inception in 2004. Mrs. Perry's major initiatives include the co-development and implementation of the NOPE Substance Abuse Prevention Programs, NOPE's Annual National Candle Light Vigil, NOPE Treatment Fund and the NOPE Support Group. Additionally, she has been a leading advocate for numerous legislative initiatives on the State and Federal levels in the area of substance abuse.



**Kim Cotton Williams**, an educator and a prevention specialist for 29 years, has led alcohol, tobacco and other (ATOD) drug use prevention, violence prevention, character education and ethics, homeless and foster care youth, mental health, teen parenting, health services and LGBTQ initiatives. Kim has managed federal and state grants that all had ATOD and violence prevention included in the projects. She served as the FL DOE State Safe and Drug Free Schools (SDFS) Chair. She has managed local district and statewide projects to train teachers in prevention and intervention projects that have had demonstrable results in changing teacher and student knowledge, attitude, and behaviors.

# TASKFORCES



Emerging Issues Task Force

**Ryan Wertepny**  
**Lead Substance Abuse Prevention Specialist -**  
**Hanley Center**  
**Chair, Emerging Issue Task Force**



Prescription Drug Task Force

**Susan Roy**  
**Former Public Relations Director for The Treatment**  
**Center of the Palm Beaches. Now the Director of**  
**Marketing with Futures of Palm Beach.**  
**Chair, Prescription Drug Task Force.**



Underage Drinking Task Force

**Det. CPL Joe DeRogatis**  
**Palm Springs Police Dept.**  
**Chair, underage Drinking Task Force.**



# STAFF

**Jeff Kadel,**  
**Executive Director**

**Alexa Lee,**  
**Program Coordinator**

**Micah Robbins,**  
**Director of Special Projects**

**Lavidah Johnson,**  
**Assistant Program Coordinator**

# UNDERAGE DRINKING PREVENTION

REPORT anyone BUYING, SELLING, or PROVIDING alcohol to those

**Keep our kids safe and sober.**

**under 21**



Call **1-877-MEANS 21** (1-877-632-6721)  
Operators are available 24/7 [www.PBCSAC.org](http://www.PBCSAC.org)



## 877-MEANS21



The coalition established a toll free tip line for community members to call and report those who sell to, buy for or provide alcohol to those under 21.

It is promoted through multiple media channels and we work with law enforcement to follow up on reports. In the last six months, we received over 78 calls.

Additionally, the Coalition was successful in establishing a county ordinance which requires all alcohol outlets to post point of purchase signage, which includes a reporting number.

The ad campaign was designed by Seminole Ridge High School graduate student, Jesse Pentz.



# UNDERAGE DRINKING PREVENTION

## School Bus Prevention Poster Contest

The third annual county wide underage drinking prevention poster contest was coordinated by the Coalition. This years theme was "What Can I be if I am Alcohol Free?"

The South Florida Fair showcased the semi-finalists and top posters from all entries at the Bink Glisson Museum in Yesteryear Village. The Contest involved students, teachers, parents, community partners and community members. Entries increased by 69% from 2012 to 2013 and it was covered by The Sun Sentinel, The Palm Beach Post, and other media outlets.



Pictured left to right: Alexa Lee, Erica Christiansen, Madison Sanders, Kyana Christian, Abigail Edwards, Spencer Rubin, and Richelle Thompson

**2013 ALCOHOL PREVENTION SCHOOL BUS CONTEST**

**WINNERS**

1,333 entries from 55 schools, 400 displayed at the South Florida Fair.  
2,100 replicas of the 6 winning posters displayed in nearly 1,000 PBCSD school buses.  
Positive messages for 60,000 students to read daily

Abigail Edwards Freedom Shores Elementary	Richelle Thompson Okeechelie Middle	Kyana Christian Roosevelt Middle
Spencer Rubin Monkami Elementary	Madison Sanders South Tech Academy	Erica Christiansen Boca Raton High

# MARIJUANA PREVENTION

## Grow House Reporting

Working with community partners such as Crime Stoppers, Realtors' Association of the Palm Beaches and law enforcement agencies, the Coalition trained officers on grow house identification and take down.

Trained and informed Realtors, other organizations and community members on grow house identification and reporting.

Promoted the reporting number through various media outlets.



PBC  
Marijuana grow house being taken down by Sheriffs Department

**STOP GROW HOUSES**

Remain anonymous  
Eligible for up to \$1,000 reward

**CRIME STOPPERS**  
OF PALM BEACH COUNTY, INC.

**1-800-458-TIPS (8477)**

In partnership with the Palm Beach County  
Substance Awareness Coalition



We also created an online manual for home owner associations and community members.



# RX DRUG PREVENTION

## Drop Box Program

In addition to supporting the multi-agencies task force for the reduction of pain clinics in Palm Beach County and advocating for the Prescription Drug Monitoring Program, the Coalition established the PBC drop box program.

Working with SWA and law enforcement agencies, we increased the number of Rx drop boxes in PBC from 13 to 21. With more drop boxes than any other county in the state, we constantly promote our [www.PBCDrop.org](http://www.PBCDrop.org) web site, where you can find your nearest drop box.

We continued to work with prevention partners on educating our community and sharing our message through multiple media streams.

## PILL DROP

DROP OFF YOUR UNWANTED PRESCRIPTION DRUGS!



Keep prescription medicine away from our children and out of our water supply!

The two most important things you can do to help are:

- **Lock up** your medication
- **Properly dispose** of unused or unwanted drugs

### Drop Box Locations

Sherriff Office: District 1  
3228 Gun Club Road  
West Palm Beach, FL 33406  
(561)688-3600

Sherriff Office: District 3  
8130 Jog Road  
West Palm Beach, FL 33412  
(561) 776-200

Sherriff Office: District 4  
345 S. Congress Ave 2nd Floor  
Delray Beach, FL 33445  
(561) 274-1075

Sherriff Office: District 5  
38840 State Road 80  
Belle Glade, FL 33430  
(561) 996-1670

Sherriff Office: District 6  
7894 South Jog Road  
Lake Worth, FL 333467  
(561) 357-7000

Sherriff Office: District 7  
17901 State Road 7  
Boca Raton, FL 33498  
(561) 558-2700

Sherriff Office: District 8  
14000 Greenbrier Blvd.  
Wellington, FL 33414  
(561) 688-5447

Sherriff Office: District 9  
11498 Okeechobee Blvd  
Royal Palm Beach, 33411  
(561) 790-5180

Sherriff Office: District 10  
700 6th Street  
Lake Park, FL 33403  
(561) 881-3326

Sherriff Office: District 14  
120 North G Street  
Lake Worth, FL 33460  
(561) 586-1611

Sherriff Office: District 10  
700 6th Street  
Lake Park, FL 33403  
(561) 881-3326

Sherriff Office: District 14  
120 North G Street  
Lake Worth, FL 33460  
(561) 586-1611

Boca Raton Police Dept.  
100 NW 2nd Ave.  
(Boca Raton Blvd.)  
Boca Raton, FL 33432  
(561) 338-1234

Delray Beach Police Dept.  
300 West Atlantic Avenue  
Delray Beach, FL 33444  
(561) 243-7800

Lake Clarke Shore Police Dept.  
1701 Barbados Road  
West Palm Beach, FL 33406  
(561) 964-1515

Manalapan Police Dept.  
600 S. Ocean Blvd  
Manalapan, FL 33462  
(561) 585-9477

North Palm Beach Police Dept.  
560 US Highway 1  
North Palm Beach, FL 33408  
(561) 882-1142

Ocean Ridge Police Dept.  
6450 N. Ocean Blvd  
Ocean Ridge, FL 33435  
(561) 738-6735

Palm Beach Police Dept.  
345 South County Road  
Palm Beach, FL 33480  
(561) 838-5454

Palm Beach Gardens Police Dep.  
10500 N Military Trail  
West Palm Beach, FL 33410  
(561) 799-4406

Palm Springs Police Dept.  
230 Cypress Lane  
Palm Springs, FL 33461  
(561) 968-8243

South Palm Beach Police Dept.  
3577 South Ocean Blvd  
South Palm Beach, FL 33480  
(561)588-8889

Village of Tequesta  
345 Tequesta Dr.  
Tequesta, FL 33469-0273  
(561)768-0700

# OTHER PREVENTION ACTIVITIES

## C.O.W.

The Coalition on Wheels was created to help with branding, building community relationships and educational information dissemination.



*Back to School Bash 2013 volunteers with the COW.*

Not to mention, it's a traveling billboard and transforms into a mobile processing unit for local law enforcement during undercover sting operations where minors caught drinking, along with their parents, are given resources from local volunteer counselors on site.

## Youth Summits



The Coalition has held two youth summits thus far where youth from around the county came together to engage in leadership building activities and begin building coordinated prevention efforts driven by their ideas. Over 150 youth engaged in the summits and more are planned for the future.



# OTHER PREVENTION ACTIVITIES

## Graduation

During Graduation, both parents and grads were exposed to prevention messaging. The students saw two nine foot banners with a strong, positive message to stay sober.



Over 20,000 high school seniors, along with their family and friends were exposed to the message below.



## Prom

In the age of computers and texting, getting a hand written letter is about as rare as finding a rotary dial phone.

For this reason, middle school students were asked to create small notecards by hand for a high school student. In the note, they drew messages that reminded their older peers to stay safe & sober before and after prom.

The personal touch leaves a lasting impression.





# ANNUAL GALA

The Coalition held its first annual gala on February 22nd, 2013 at the Colony Hotel on Palm Beach. The evening brought together community members, donors, Coalition members and supporting agencies for a great evening of fun. The "Rat Pack" provided the entertainment and the auction was a huge success. Everyone said it was the party of the year and they can't wait for next year's event. Best of all, the Coalition was able to raise awareness and money for the wonderful work being done in Palm Beach County.

Next year's event is already in the works and is set for February 21st, 2014, again at the Colony Hotel. This year's theme is "Rhythms of Life" and is sure to be another great evening. For information on this and other Coalition events, please visit [www.PBCSAC.org](http://www.PBCSAC.org)



Gala chairwoman, Marti Latour and Palm Beach County Sheriff Rick Bradshaw



Sammy and Frank



# SUPPORT

We all know the disastrous results substance use and addiction can have on our children, families and communities. This is an issue that has touched most of our lives and the places we live and work. Together, with your support, we can and will reduce the number of those engaging in these high risk behaviors.

The Palm Beach County Substance Awareness Coalition is an organization committed to keeping our community healthy, safe and drug-free. By bringing together business leaders, local educators, substance abuse professionals, law enforcement, prevention providers, parents and youth, we leverage our capacity to share information and organize public awareness campaigns to steer youth and adults away from harmful substances. Through these activities we have made real progress in a short period of time; for example, since 2010 nearly 6,000 more high school and middle school students in Palm Beach County are alcohol free.

With the consequences of underage drinking alone, costing Palm Beach County over \$260,000 a year, the financial impact is great. Far greater, however, is the emotional, physical and human toll that occurs. The good news, is that cost of the solution is very reasonable and the return on investment is outstanding. It is estimated that for every dollar spent on prevention, ten dollars are saved on consequences.

This is truly an investment in the future of Palm Beach County and its residents and it is your contributions that can make the difference!

We invite you to learn more about the Coalition and the good work being done. Then get involved or make a donation of time, money or talent. Together we can save lives.

Please visit [www.PBCSAC.org](http://www.PBCSAC.org) to make a donation or contact the Coalition by phone at 561-844-5952 or e-mail at [alexalee@pbcsac.org](mailto:alexalee@pbcsac.org) to see other ways to get involved.



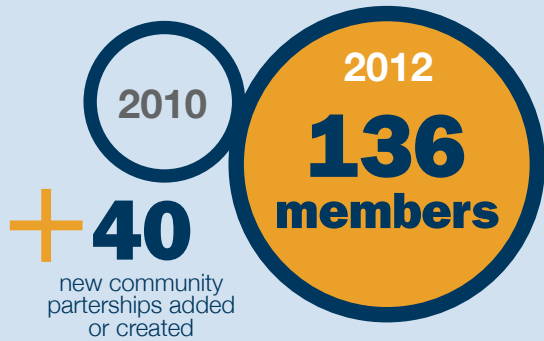
# PARTNERS

- 211 Palm Beach Treasure Coast
- Acme Ranches
- Acreage Loxahatchee Rotary Club
- Adobe Systems
- Behavioral Health of the Palm Beaches
- Big Brother Big Sisters of Palm Beach and Martin Counties
- Board of County Commissioners
- Boys Town
- CARE
- Caron Treatment Center
- Catholic Diocese of Palm Beach
- Children's Home Society of Florida
- Chrysalis Health
- Clear Channel Communications
- Comprehensive AIDS Program of Palm Beach County
- Cottage
- Crime Stoppers
- Department of Children and Families
- Division of Alcoholic Beverages And Tobacco
- Drug Abuse Foundation of Palm Beach County
- Drug Abuse Treatment Association
- Families First of Palm Beach County
- Family Behavior Services LLC
- G Star School of the Arts
- Grandparents Raising Grandchildren
- Hanley Center
- Into Action
- Jerome Golden Center for Behavioral Health
- Lake Clarke Shore Police Department

- Lantana Police Department
- Melissa Institute
- Mental Health Association
- Mothers Against Drunk Drivers
- National Guard
- New Beginnings Recovery Center
- NOPE Task Force
- North Palm Beach Police Department
- Nova Southeastern University
- Palm Beach Atlantic University
- Palm Beach County Board of Realtors
- Palm Beach County Health Department
- Palm Beach County Library
- Palm Beach County School District
- Palm Beach County Sheriff Office
- Palm Beach Gardens Police Department
- Palm Beach Police Department
- Palm Springs Police Department
- Parent Teacher Association of PBCSD
- PATH: Preserving, Archiving & Teaching Hip hop, Inc.
- Recovery Association of the Palm Beaches
- Rehab After Work
- Save our Society
- South Florida Behavioral Health Network
- South Florida Fair
- SRCA
- The Ganley Foundation
- The Treatment Center of the Palm Beaches

# COALITION SNAPSHOT

In two years,  
membership has doubled



**\$275,000** in community  
resources  
generated

**50,444,892**



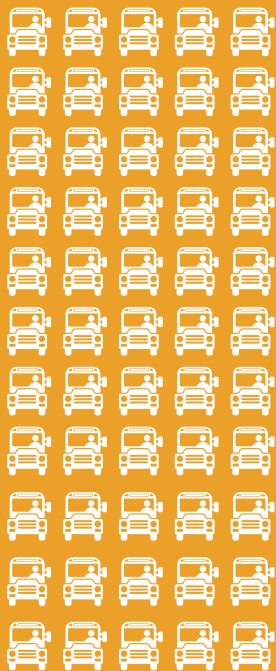
media impressions

**54,860**

community members reached  
with prevention services

These efforts plus valuable community partnerships helped create the results below.

## Palm Beach County, 2010 v. 2012



**2,750** more  
high school students  
are alcohol-free

one bus = 50 kids

**3,195** more  
middle school students  
are alcohol-free

**2,600** more high school  
and middle school students  
chose **not** to smoke marijuana

**6.7%** increase  
in risk perception for  
alcohol among middle  
school students

**15%** fewer  
prescription drug  
overdoses

Our continued success is dependent on community involvement.  
See how you can help at [www.PBCSAC.org](http://www.PBCSAC.org)

Special thanks to our 2013 Coalition  
sponsor



**Helping to create a Healthy, Happy,  
Drug Free Palm Beach County**



[www.PBCSAC.org](http://www.PBCSAC.org)