

www.PBCSAC.org

MESSAGE FROM...

The Palm Beach County Substance Awareness Coalition is proud to provide you with this information. Hopefully you will gain a new appreciation for the work being done to help keep Palm Beach County a Healthy, Happy, Drug Free Community.

This is a true community organization and the successes we have achieved are a direct reflection of the investment that the people and organizations in this community have made. However, there is still much to be done. As you may have noticed, some of the old models of prevention are becoming less effective and out of date and the environment in which our young people are currently living is ever changing. So, we must stay current and understand the complexity of the issues and create comprehensive action plans to implement coordinated efforts. While educating the community about the dangers of drug and alcohol use is important, without addressing the larger community issues, such as risk factors, social norming and access points, we will not see the full results of our efforts. Building resiliency in our children, increasing protective factors and celebrating our successes are important elements of our community plan as we move forward.

That is why continued community involvement is so critical. Community wide issues can only be addresses with community wide effort. We are very fortunate and thankful for the partners, sponsors and supporters of the Coalition, we look forward to working with all of you in the future while adding new passion and ideas through new involvement.

The more Palm Beach County stands together the more; healthy, vibrant community we will all be able to enjoy. I invite you to learn more and join our efforts as we move forward.

Thank you again for your time and consideration, **Jeff Kadel**Executive Director

Palm Beach County Substance Awareness Coalition

561-844-5952 jeffkadel@pbcsac.org www.pbcsac.org facebook.com/pbcdrugcoalition twitter.com/PBCDrugAbuse

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The Palm Beach County Substance Awareness Coalition's current mission statement is as follows:

"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



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Det. CPL Joe DeRogatis Underage Drinking Chair

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A Road to Recovery

Accurate Hospitality

Acme Ranches

Acreage Loxahatchee Rotary Club

Adobe Systems

Ambrosia Recovery

Angels Recovery

Behavioral Health of the Palm Beaches

Big Brother Big Sisters of Palm Beach and

Martin Counties

BMO Private Bank

Board of County Commissioners

Boca Raton PD

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

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

Elmore Family Foundation

Families First of Palm Beach County

Family Behavior Services LLC

Florida Association of Recovery Residences

FARR

Florida House Experience

G Star School of the Arts

Gang Alternatives

Grandparents Raising Grandchildren

Hanley Center

Harbor Medical

Harless and Associates

Hartman House

Hip hop, Inc.

Into Action

JBI7

Jerome Golden Center for Behavioral Health

K2 Realty

Lake Clarke Shore Police Department

Lantana Police Department

Lawrence of Florida

LEPC

Lifeskills of Delray

Lighthouse Institute

Living Right of the Palm Beaches

Marcus Coaching

Marti LaTour

Melissa Institute

Mental Health Association

Mothers Against Drunk Drivers

National Guard

New Beginnings Recovery Center

Non Violence Project

NOPE Task Force

North Palm Beach PD

North Palm Beach Police Department

Nova Southeastern University

Palm Beach Atlantic University

Palm Beach Board of County Commissioners

Palm Beach County Board of Realtors

Palm Beach County Health Department

Palm Beach County League of Cities

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

Recovery Association of the Palm Beaches

Rehab After Work

Save our Society

Solid Waste Authority

South East Behavioral Health Network SEFBHN

Southeast Florida Behavioral Health Network

South Florida Fair

SRCA

The Addicts Mom

The Ganley Foundation

The Teen Treatment Center

The Treatment Center of the Palm Beaches

Urban Partnership

West Palm Beach PD

UNDERAGE DRINKING PREVENTION



877-MEANS21

Recently, 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. 1-877 MEANS 21

It is promoted through multiple media channels and we work with law enforcement agencies to follow up on the calls. To date, we have received almost 1000 calls, with over 35 of them leading to youth party disbursement or compliance checks. Including open cases with ABT; and arrests for sales to underage persons.







Don't see this sign in your local store? Call us today 561-844-5952

Additionally, the Coalition helped create a county ordinance requiring all alcohol outlets to post signage. This ordinance has been adopted by a number of towns including Palm Springs and Greenacres. In an effort to support the outlets and keep them in compliance, the Coalition produced and mailed the above sign to over 2,900 alcohol outlets. These signs can now be seen throughout the county and serve not only as a deterrent but also as a great awareness piece.

UNDERAGE DRINKING PREVENTION

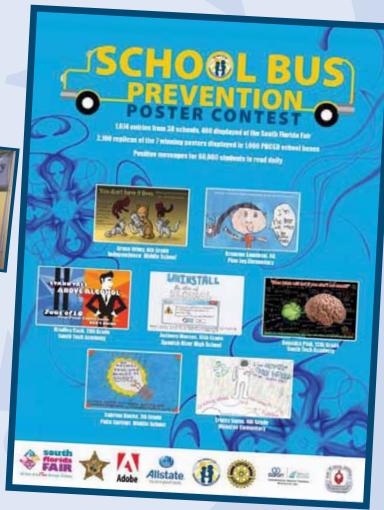
School Bus Prevention Poster Contest

The Coalition held its 4th Annual Alcohol Prevention Poster Contest. "I'm the Best Me When I'm Alcohol Free!" With over 1,100 students from 39 Palm Beach County schools participating. In addition, over 4,500 people voted online.



The top 300 entries were displayed at Yesteryear Village during the South Florida Fair. Hundreds of visitors came by to see the art and vote for the South Florida Fair winning poster.



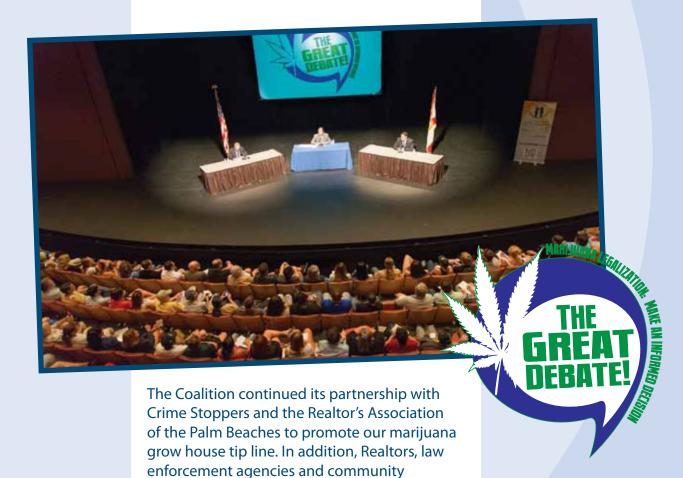


Thanks to the 80 plus volunteers from all over the county, over 2,000 of the winning posters are currently displayed in over 800 school buses. Now 60,000 students will be reminded every day to stay alcohol free.

Also, the PBC public library system has once again, graciously agreed to place our winners poster throughout all branches of the county, ensuring more awareness and positive messaging.

MARIJUANA PREVENTION

With Legalization coming to a vote in November, the Coalition felt it important for the people of Palm Beach County to be informed. A debate was held on the campus of Palm Beach State University with over 400 attendees and more than 250 online webcast viewers.



We also continue to educate and inform the community about the dangers of marijuana and the long term effect on the developing teen brain.

members were trained on grow house

identification.



RX DRUG PREVENTION

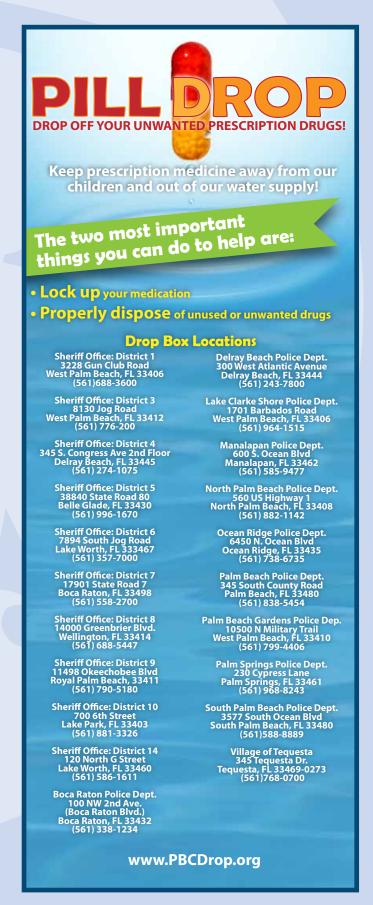
Drop Box Program

By working with our law enforcement partners and Solid Waste Authority we were able to increase the number of prescription drop boxes in PBC to 21, more than any other county in the state! In addition we created the web site www. PBCDrop.org where community members can easily locate their nearest drop off location.

Working with community partners such as Publix, Walgreens and the PBC Board of Pharmacists, we now display signage at a number of pharmacies throughout the county. Additional media coverage and bus wraps contributes to increased community awareness of the drop box program.

These efforts are paying off as early results look good:

- Over 4,300 unique visitors to the www.PBCDrop.org web site.
- Over 5,500lbs. of prescription drugs collected.
- Collections up over 200%.
- MOST IMPORTANTLY, prescription drug overdose deaths have dropped.



OTHER PREVENTION ACTIVITIES

C.O.W.Coalition On Wheels

The C.O.W. has a new addition! The Palm Beach County Sheriff's Office has graciously donated the use of a truck to the Coalition. This allows us to easily transport the trailer and increase our messaging, throughout the county.



Did you happen to see the C.O.W. this year?

We were at the county fair, in the Delray Beach Holiday Parade, Youth Leadership Summits and dozens of other happenings throughout the County. Coalition staff and volunteers disseminated over 10,000 pieces of information and spoke to thousands of community members about prevention.





Youth Summits

This year the Coalition hosted two Youth Summits.

In the fall, over 100 teens registered for "The Power in You", which focused on media literacy, teamwork, decision making and problem solving.





The spring summit, "Stand Tall for Your Future" was done in collaboration with PBSO, Urban League, City of West Palm Beach, Florida Attorney General, Palm Beach County School District, Department of Children and Families, Children's Home Society, and Planned Parenthood.





Hosted at Gaines Park, well over 350 students were in attendance where they learned about substance prevention, bullying, violence, and general health prevention. The day was full of activities (Project Adventure), youth performance, music, interactive games (Think Fast), prizes and giveaways.



OTHER PREVENTION ACTIVITIES

Congratulation Class of 2014

During graduation over 20,000 high school seniors, along with their family and friends, were exposed to prevention messaging. The students saw two nine foot banners with a strong, positive message to stay sober.



The parents were reminded of the consequences of allowing teens, even grads, to drink.



Prom

Middle school students from all over Palm Beach County designed hand written messages that were sent to high school prom attendees to remind them that they are influential role models and the importance of staying safe and sober. Messages were posted in high school hallways and prom goers received the cards with their prom tickets. Thank you to the staff at Drug Abuse Treatment Associates for organizing this positive project.



T-CIA

The TEEN COALITION IN ACTION really took off this year. Participating in a number of events and trainings. These young people are now ready to make a big impact on their community.



"Above the Influence" (ATI) youth march and rally, held by the United Way of Broward County Commission on Substance Abuse, Teens from all over the tri county area participated, including our own T-CIA members.



T-CIA member, Rocky Jimenez from South Tech High, drafted and designed the new Coalition member t-shirt.

Top 24 Under 24 Drug Mythbusters

T-CIA member, Alison McClimond, took first place in the nationwide contest, "Top 24 Under 24 Drug Mythbusters". She partnered with her school guidance counselor and principal to design and implement a full week of Red Ribbon Activities and volunteered over 100 hours to the Coalition, working the Alcohol Prevention Poster Contest, COW events, and others. Alison's story was shared on WPEC Channel 12 news' feature "Extraordinary People".



The vision of the T-CIA (Teen Coalition in Action) is to grow a group of dedicated and motivated teens ready to volunteer their time and inspire 100% of Palm Beach County teens to be alcohol and other drug free.

ANNUAL GALA

The Second Annual PBCSAC Gala Event "Rhythms of Life" was held on February 21st at the Colony Hotel on Palm Beach. The packed house danced through the decades from the 50's to to the hottest hits of today with Mishelle and Company. It was another huge success as thousands were raised to support the Coalitions mission.

A special thank you to our Honorary Chair, Marti LaTour and her wonderful committee that truly makes this event come alive. Our thanks also goes to the Elmore Family Foundation and the Palm Beach Sheriff's Office whose commitment to this event makes it better each year!

Join the fun in 2015!



AWARDS LUNCHEON



The Coalition knows how important community involvement is. With that in mind we held our first annual Coalition Champions Luncheon. It was a wonderful afternoon and we are so proud to have such dedicated volunteers.



IN THE NEWS

In addition to the prevention campaigns we run, the Coalition has received a lot of media coverage. These news outlets; including TV, Print, Radio, online and others have led to an increased awareness of the Coalition and our prevention messages. In the past year we have had over 50 million media impressions, 1 million Social media impressions and 50,000 unique visitors to our various web sites.

ABC

AOL Online

Aljazeera America

Beachcomber

Blog (Broward/Palm Beach)

Boynton Forum

CBS

Channel 12

CityandShore.com

Clear Channel Radio

Comcast Cable

Delray Beach Pineapple

Delray Forum

FOX

Huffington Post

Lady Queen of Royal Palm Beach State - Newsletter

New Times

Michigan Fox News

NBC

North Carolina Fox

Nova Southeastern - University Newsletter

Orlando Sentinel

Palm Beach Daily News

Palm Beach Post

Palm Beach Post.Com

School District

Sentinel Boynton Forum

Shiny Sheet

South Florida Times

Sun Sentinel

The Palm Beach Post

The Neighborhood Post

88.1 WAY-FM

WBZT_Talk Radio

Web Page

Wellington Town-Crier

Westside Gazette

WFLX

WJNO

WLRN-Radio

WPBF

WPEC

WPTV

WRMF/WIRK-Radio



COMING SOON!

As you can see, the Coalition and its members have done a great deal in the last year. The work however is never done. So, in the coming months, be on the lookout for our newest and most aggressive underage drinking prevention campaign yet.



As with everything we do, community involvement will be critical to our success. If you are already a member, please continue your support, if not, now is time to plug in and help us keep Palm Beach County Happy, Healthy and Drug Free!

For more information on how you can support, volunteer or become a member of the Coalition. Please call 561-844-5952 or e-mail us at info@pbcsac.org

Coordinating Palm Beach County's efforts to keep our communities healthy, safe and drug-free.

www.PBCSAC.org

