

2014 COALITION REPORT



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 As you may have noticed, some of the old models of prevention are becoming less effective and out of date and the environment in which our young people are currently living is ever changing.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

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www.pbcsac.org

facebook.com/pbcdrugcoalition

twitter.com/PBCDrugAbuse

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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



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Kim Williams
Vice Chair



Sharon Greene
Secretary



Karen Perry
Treasurer



Jan Cairnes
Community Liaison



Rick Jenkins
Law Enforcement
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Jeff Kadel
Executive Director



Alexa Lee
Director of Programs



Micah Robbins
Special Projects Director



Lavidah Johnson
Program Coordinator

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Rx/Emerging Issues Chair



Devin Fox
Relapse Prevention Chair



Det. CPL Joe DeRogatis
Underage Drinking Chair

PARTNERS

211 Palm Beach Treasure Coast
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
JBIZ
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

GET up to 60 DAYS in JAIL or a \$500 fine for buying alcohol for those **under 21**

WE ID. You must be 21 to purchase alcohol.

Report anyone who buys for or sells to those under 21

Call **1-877-MEANS 21** (1-877-632-6721)
Operator are available 24/7

www.PBCSAC.org

The sign features a QR code and a logo for the Palm Beach County Youth Awareness Coalition.

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.



The Coalition continued its partnership with Crime Stoppers and the Realtor's Association of the Palm Beaches to promote our marijuana grow house tip line. In addition, Realtors, law enforcement agencies and community members were trained on grow house identification.

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

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 

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.



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

www.PBCDrop.org

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.




We are proud to announce the 2013 Coalition Champions.

- Joseph Derogatis - Law Enforcement Partner
- Marti LaFour - Business Leader
- Dan Corcoran - Media Leader
- Tom Carreras - Civic Leader
- Mia Fielding - Youth in Action

We will also be recognizing Kim Williams for her time and dedication spent as the Past President of the Coalition Board of Directors.

We look forward to having everyone join us on Thursday, October 3rd as we honor these inspiring individuals. For more information, visit www.PBCchamps.com

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.



80% Of Teens Alcohol FREE by 2018
80by18FL.org

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

