

2015 COALITION REPORT



www.PBCSAC.org

MESSAGE FROM...

The Palm Beach County Substance Awareness Coalition is proud to provide you with this information as it represents a good part of the work we do every day to help keep Palm Beach County a Healthy, Happy Drug free community.

We say it all the time. This is a true community organization. The planning, development, and implementation of the strategies and programs we engage in are only possible with the support of the people and organizations in this community. Without the combined efforts of so many, we would not have been able to make the impact we have and certainly won't be able to do all of the great things we have planned for the future. So if for some strange reason you haven't heard me say it "THANK YOU"!

We have made some big strides as illicit drug use and prescription drug abuse is down and underage drinking is at the lowest point it has been in ten years. However, we need to stay vigilant as new threats are showing up all the time and trends could easily reverse if we rest on what we have done. This is why continued efforts and community involvement remains critical. We have learned much in the last five years. We are more effective and more efficient but community wide issues can only be addressed by community wide efforts. We look forward to our continued work with all of our current supporters, partners and volunteers and welcome new ideas and passion.

Palm Beach County is a great place to live and we want to keep it that way. Please take a look at some of the activities, projects and programs highlighted in this report and consider how you can join our efforts.

Thank you,

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

instagram.com/PBCSAC_TCIA

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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 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



Kim Cotton Williams
Chair



Jan Cairnes
Vice Chair



Sharon Greene
Secretary



Karen Perry
Treasurer



Chief Jeff Goldman
Law Enforcement
Liaison



Christopher Finley, Esq.
Community Liaison



June Eassa
School District Liaison



Mitch Thompson
Faith Based Liaison

STAFF



Jeff Kadel
Executive Director



Alexa Lee, M.S.
Director of Programs



Micah Robbins
Director of Special Projects



Lavidah Johnson, M.S.Ed.
Project Manager

TASKFORCES



Ryan Wertepny
Rx/Emerging Issues Chair



Kaiulani Winter
Recovery Awareness Partnership Chair



Officer Daniel Dillard
Underage Drinking Chair

PARTNERS

211 Palm Beach Treasure Coast
A Road to Recovery
Access Recovery Solutions
Accurate Hospitality Services
Acme Ranches
Adobe Systems
Ambrosia Recovery
Angels Recovery
Archstone Recovery Center
Atlantis Police Department
Behavioral Health of the Palm Beaches
Better PPC Management
Big Brother Big Sisters of Palm Beach and Martin Counties
Black Tie International Magazine
BMO Private Bank
Boca Raton Police Department
Boys Town
CARE
Catholic Diocese of Palm Beach
Children's Home Society of Florida
Children's Service Council of Palm Beach County
Choice to Change
Chrysalis Health
Clear Channel Communications
Comprehensive AIDS Program of Palm Beach County
Crime Stoppers
Department of Children and Families
Delray Beach Police Department
Delray Beach Drug Task Force
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
Fathering Forum
Federation of Family
Florida Association of Recovery Residences (FARR)
Florida House Experience
Floridian for Recovery (FFR)
Futures of Palm Beach
G-star School of Arts
Gang Alternatives
Grandparents Raising Grandchildren
Hanley Center Foundation
Harbor Medical
Harless Associates
Hartman House
Health Care District of Palm Beach County
Hip Hop, Inc.
Hope's Gate
Ian Mautner Foundation
Into Action
Internet Marketing and Management Group

JBIZ
Jerome Golden Center for Behavioral Health
Kain & Associates, LLC
K2 Realty
Lake Clarke Shore Police Department
Lawrence of Florida
PBC Law Enforcement Planning Council
Lifeskills Of Delray
Lighthouse Institute
Living right of the Palm Beaches
Marcus Coaching
Marti Latour
Manalapan Police Department
Melissa Institute
Mental Health Association
Mothers Against Drunk Drivers (MADD)
New Beginnings Recovery Center
Non Violence Project
NOPE Task Force
North Palm Beach Police Department
Nova Southeastern University
Ocean Ridge Police Department
Palm Beach Atlantic University
Palm Beach Board of County Commissioners
Palm Beach County Board of Realty
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 Hip hop, Inc.
Rank Lab
Recovery Association of the Palm Beaches
Rehab After Work
Rotary Club of Wellington
Save our Society
Sober Living Outpatient
Solid Waste Authority
Southeast Florida Behavioral Health Network (SEFBHN)
South Florida Fair
South Palm Beach Police Department
The Addict's Mom
The Ave Church
The Gorden's Rehab
The Law Office of Christopher Finely
The Teen Treatment Center
The Treatment Center of the Palm Beaches
Urban League of Palm Beach County
Village of Tequesta Police Department
West Palm Beach Police Department
Young People in Recovery (YPR)

UNDERAGE DRINKING PREVENTION

877 Means 21



One of the issues with underage drinking is that stores selling to minors and house parties with underage drinking often go unreported. The Coalition's answer was to establish the 877 MEANS21 tip line, where community members can do just that. In addition, the Coalition was able to pass a county ordinance, which has been adopted by some municipalities, requiring signage at alcohol outlets. The signs act as a reminder of the law. The signs require the displaying of the current legal age to purchase alcohol, a consequence of selling to or buying for those under 21, and a number to call and report those who do. The signs were distributed to over 2,900 alcohol outlets in Palm Beach County, of course had our 877 MEANS21 tip line as the number to call. The results have been outstanding so far, with community members reporting parties and stores selling minors. In fact, in the two years in which these strategies have been in place, we have seen another reduction in underage drinking and a 50% reduction in those reporting that they bought their alcohol at a store.

Coalition Gets Props

"It is MADD's privilege to recognize those who work diligently to keep our communities safe and work with us, side by side, on MADD's Mission of stopping drunk driving, supporting the victims of this violent crime and preventing underage drinking".

We were excited to be nominated with the 9 other agencies and extremely happy to be the winner of 2014 Florida Underage Drinking Prevention Agency awarded by Mothers Against Drunk Driving (MADD). We share this award with all our members and partners, especially our Underage Drinking Task Force members. We could not have won this award without you.



UNDERAGE DRINKING PREVENTION

School Bus Poster Contest

This year marked the 5th Anniversary of the Annual Alcohol Prevention Poster Contest. This project has moved from just an idea of a few middle school students into a movement where over 75,000 people are touched by this campaign yearly.

Students “Stand Tall Against Alcohol” as they once again sent in nearly 1,000 entries from dozens of Palm Beach County schools. Fifteen finalists are chosen from these entries. Winners are selected by guest judges and an online voting crowd that drew over 5,000 votes.

Partnering once again with the South Florida Fair, we displayed 300 of the top entries from the campaign. 1,500 people visited our display in Yesteryear Village.

In addition, nearly 100 volunteers spend hours placing 2,000 replicas of the posters in their final resting spot, 900 school buses of the Palm Beach County School District. The contest uses positive social norms to remind 60,000 students daily that 75% of their peers are alcohol free.

Additional awareness and positive messaging support is given through the Palm Beach County Library system who graciously agreed to once again to place the winners posters in each of their 17 libraries.

Our volunteers and sponsors made this project come to life- from marketing the contest, cutting posters, data entry, design, assistance at the South FL Fair, and of course putting the posters in the buses. They gave 189 hours of their time and \$3,473.28 of in kind donations.



SBIRT

PBCSAC recently received funding to implement SBIRT through community partners in Palm Beach County.

Screening, Brief Intervention, and Referral to Treatment (SBIRT) is an evidence-based practice used to identify, reduce, and



prevent problematic use, abuse, and dependence on alcohol and illicit drugs. SBIRT is an approach to the delivery of early intervention and treatment to people with substance use disorders and those at risk of developing these disorders.

We hosted a SBIRT Lunch and Learn with 23 community agencies present. Following the Lunch and Learn, we hosted an all-day SBIRT Core training for agencies interested in implementing SBIRT. From these two events, the Health Care District of Palm Beach County, Drug Abuse Treatment Association (DATA) and Kain and Associates P.L have agreed to implement SBIRT at their agencies. We look forward to reporting their results soon.



RX DRUG PREVENTION

Drop Box Program

By continuously working with our law enforcement partners and Solid Waste Authority, we were able to increase the number of prescription drop boxes in Palm Beach County to 23 locations.

Partnering with Publix, Walgreens and the PBC Board of Pharmacists, we continued to display signage at a number of pharmacies and community locations throughout the county.

Special thanks goes to Walgreens for purchasing 5,000 flyers for distribution in their stores and the community.

Our efforts are paying off and the results are outstanding:

- **Over 8,100 lbs. of prescription drugs collected**
- **Over 6,800 unique visitors to the www.pbcdrop.org website**
- **Collection up over 50%**

Community members are responding and doing what they can to get the meds out of their medicine cabinets.



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

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, FL 33412 (561) 776-2000	Palm Springs Police Dept. 230 Cypress Lane Palm Springs, FL 33461 (561) 968-8243
Sheriff Office: District 4 345 S. Congress Ave 2nd Floor Delray Beach, FL 33445 (561) 274-1075	Palm Beach Police Dept. 345 South County Road Palm Beach, FL 33480 (561) 838-5454
Sheriff Office: District 5 38840 State Road 80 Belle Glade, FL 33430 (561) 996-1670	Lake Clarke Shore Police Dept. 1701 Barbados Road West Palm Beach, FL 33406 (561) 964-1515
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) 732-8331
Sheriff Office: District 7 17901 State Road 7 Boca Raton, FL 33498 (561) 558-2700	North Palm Beach Police Dept. 560 US Highway 1 North Palm Beach, FL 33408 (561) 882-1142
Sheriff Office: District 8 14000 Greenbrier Blvd. Wellington, FL 33414 (561) 688-5447	South Palm Beach Police Dept. 3577 South Ocean Blvd South Palm Beach, FL 33480 (561) 588-8889
Sheriff Office: District 9 11498 Okeechobee Blvd Royal Palm Beach, 33411 (561) 790-5180	Manalapan Police Dept. 600 S. Ocean Blvd Manalapan, FL 33462 (561) 585-9477
Sheriff Office: District 10 700 6th Street Lake Park, FL 33403 (561) 881-3326	Palm Beach Gardens Police Dept. 10500 N Military Trail West Palm Beach, FL 33410 (561) 799-4406
Sheriff Office: District 14 120 North G Street Lake Worth, FL 33460 (561) 586-1611	West Palm Beach Police Dept. 600 Banyan Blvd., West Palm Beach, FL 33401 (561) 822-1852
Boca Raton Police Dept. 100 NW 2nd Ave. (Boca Raton Blvd) Boca Raton, FL 33432 (561) 338-1234	Atlantis Police Dept. 260 Orange Tree Dr. Atlantis, FL 33462. (561) 965-1700
	Village of Tequesta Police Dept. 345 Tequesta Dr. Tequesta, FL 33469 (561) 768-0700

www.PBCDrop.org

OTHER PREVENTION ACTIVITIES

C.O.W.

Here at PBCSAC, we warmly call our volunteers the C.O.W. Crew, or the Coalition on Wheels Crew. Our C.O.W. Crew are the people in our office and in our community moving strategies forward, so we may realize a drug free Palm Beach County. Without our volunteers, we would not be able to make positive community change.

With support from Palm Beach Sheriff's Office, our C.O.W. Crew took the truck and trailer to Lake Clarke Shores' Annual Town Picnic, Delray's Holiday Parade, The Doozy Festival, Mental Health Symposium 2.0, South Florida Fair, Race for the Arts and other community gatherings disseminating over 10,000 pieces of prevention material and talking to hundreds of community members.



OTHER PREVENTION ACTIVITIES

Youth Summits

Well over 500 middle and high school teens received drug prevention and leadership training at our Youth Summits.

The Teen Coalition in Action teens designed and led the fall summit, "Reach the Peak that You Seek". With guest speakers on marijuana and alcohol prevention classes, the teens guided their peers through the day from start to finish, as they led team building and problem solving activities.

Together with PBSO, Urban League, Florida Attorney General, Palm Beach County School District, Department of Children and Families, Children's Home Society, and Planned Parenthood, the "Weight of My Words and Actions" spring summit hosted 457 middle and high school students at Palm Beach Lakes High School. Topics included prevention of substance disorders, gang and bullying, along with training in goal setting.

All 457 students received training in the evidenced based program, Alcohol Literacy Challenge, thanks to the Hanley Center Foundation. This course studies the effects of alcohol on the brain and how media manipulates alcohol expectancies. Armed with this knowledge, teens are free to make healthy choices and help us reach our goal of 80 by 18 - 80% of Palm Beach County being alcohol free by 2018.

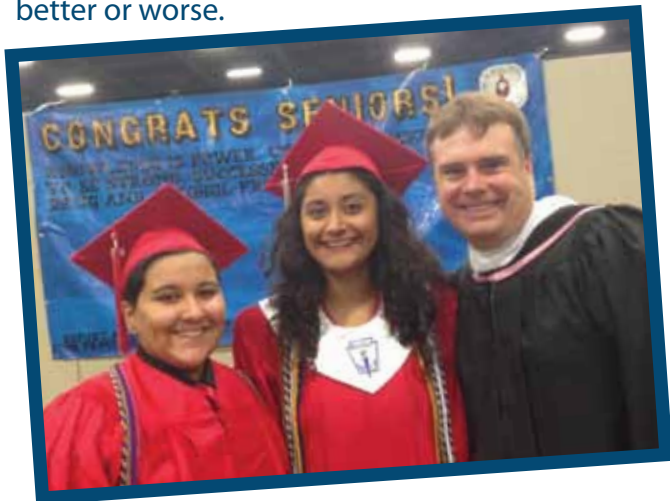


OTHER PREVENTION ACTIVITIES

Graduation Hats off to the Class of 2015!

This once in a life time event for the 2015 Seniors of Palm Beach County School District (PBCSD) draws over 20,000 people to celebrate their achievement. With support from PBCSD, the Coalition shared prevention messaging with the seniors, encouraging them to maintain a healthy, alcohol and other drug free life.

High school students tell us how special it is to receive this personal message, because it reminds them that their choices matter and can influence those younger than them for the better or worse.



Prom

The Drug Abuse Treatment Association (DATA), took the lead with the Coalition on our Prom Promise campaign.

This unique environmental strategy has middle school students sending their high school prom going cohorts a self-made, hand written message and drawing that tells them the importance of staying safe and sober. Cards are given to prom goers when they receive their prom ticket and displayed in prominent hallways for all to see. High school students tell us how special it is to receive this personal message because it reminds them that their choices matter and can influence those younger than them for the better or worse.



OTHER PREVENTION ACTIVITIES

Strengthening Families Dinner

“America’s drug problem is not going to be solved in courtrooms or legislative hearing rooms by judges and politicians. It will be solved in living rooms and dining rooms and across kitchen tables – by parents and families.”
- Joseph A. Califano, Jr., CASAColumbia Founder and Chairman Emeritus.

Family Day is a national movement to celebrate parental engagement as an effective tool to help keep America’s kids substance free. The Palm Beach County Substance Awareness Coalition is supporting this effort by engaging our community partners such as Our Lady Queen of Apostles, Mental Health Association, Family First, Del Prado Elementary PTA, Federation of Families, Meadow Park Elementary, Healthy Delray Beach and so many more to participated in our Annual Strengthening Family Dinners.

This year we had 5 Strengthening Dinners

- Over 50 Families Attended
- Over 250 Individuals
- Which is 80% more families than 2014 our pilot year.

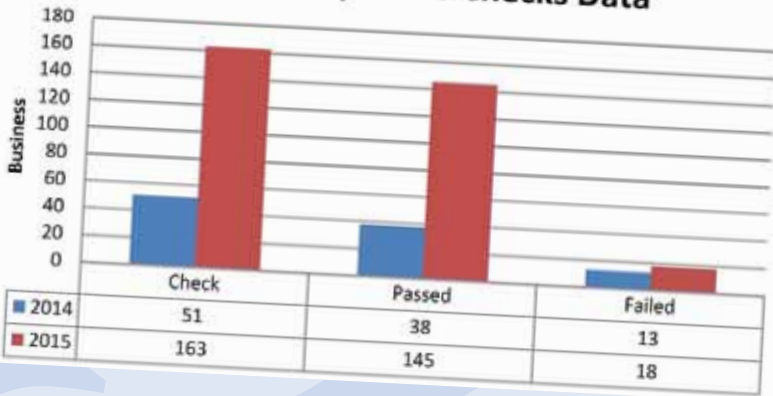
Attendees took a pledge to show the importance of family dinners and took home some great conversation starters.

For more information please visit www.PBCDinners.org



OTHER PREVENTION ACTIVITIES

PBCSAC Compliance Checks Data



Compliance Checks

In partnership with the North Palm Beach PD, West Palm Beach PD, and Palm Beach Sheriff's Office, 163 alcohol compliance checks were conducted in Fiscal Year 2015. These checks were conducted by law enforcement personnel trained by PBCSAC.

Overall, 89% of businesses were in compliance compared to the 47% of businesses in 2014. Combined with efforts to improve local liquor policy and responsible beverage server training, these efforts led to improvements in our local compliance rate.

Some of the establishments that were 100% Compliant were:

7 Eleven, A&M Discount Beverage, ABC Wine Country, Airport Liquors, Bar Louie, Blue Martini, BP, Brio Tuscan Grille, Camelot, Cheers Supermarket, Chevron, Circle K, Citgo, City Cellar Wine Bar & Grill, City Market, Copper Blue Rock Pub, Corner Store, Cumberland Farms, CVS, Duffy's Sports Grill, El Barrio Grocery, Flamingo Park Food Market, Food Plus, G Bas Inc., Grease Burger bar, K Beverage, K Food Store, Kwik Stop, Liquor Warehouse, Liquors, Longboards, Malik Food Store, Marathon, Mobil, Mojito, Neighbor Food Market, Northwood store, O'Shea's Irish Pub, Off the Hookah, Renegades, Respectable Street, Rocco's Tacos, Roxy's, Royal Discount Beverage, Seven-Eleven, Shell, Shop Mart, Speedway, Stop and Shop, Sunoco, Tequila Cowboy Bar & Grill, Texaco, The Majestic, Tina's Grocery, Valero, Walgreens, Wine Dive, World of Beer

Recovery Awareness Partnership

The Recovery Awareness Partnership, RAP continues to build strong community bridges with our friends in recovery and treatment. Reducing the stigma associated with addiction by sharing the positive recovery stories of fellow Palm Beach Residents is the driving force of this incredible group. Participation from FARR, YPR, The Addicts Mom, Stop Now, treatment and recovery centers, and municipal and law enforcement partners support RAP to increase education, generate advocacy and creates a positive treatment and recovery community.



T-CIA

Teen Coalition in Action's mission is to inspire and empower 100% of Palm Beach County teens to be alcohol and other drug free. Using an evidenced-based framework for solving problems in the community, the teens created a strategic plan to address several areas of concerns, including prevention of marijuana and alcohol use by their peers. They led and trained local teens in drug prevention at our Fall Youth Summit, marketed a marijuana prevention video created by member, Ali McClimond, and completed environmental scans for alcohol at a local festival.

Jonah Fisher took TCIA's message to multiple community events, sharing the social norm that most teens are alcohol and other drug free.

Lilly Putnam took action with her administration at Somerset Academy Canyons High School to initiate the inaugural week dedicated to drug prevention awareness. She also hosted interactive prevention activities during lunches.

TCIA Attends National Youth Leadership Institute

With the support and donations from Coalition members like you, Jonah Fisher, Ali McClimond and Brianna Payton attended CADCA's National Youth Leadership Institute in Orlando. There, over the span of an entire week, they received intensive training, learning proven strategies to address drug prevention for youth.

Ask us how you can sponsor a student to attend this summer's institute that will be held in Las Vegas in July 2016.



AWARDS LUNCHEON

Awards Luncheon 2014

PBCSAC was privileged to celebrate the incredible work our community partners and volunteers do every day at the second annual Awards Luncheon. The work of the coalition depends on the commitment of these leaders. Former NFL standout Randy Grimes gave a moving talk on the impact substances had on his life and how important it is to give back to the community. Thank you to all of our award winners, nominees, and everyone who makes a difference for the people of Palm Beach County.

Thank you to all of our award winners (Ali McClimond - Youth Champion, Ryan Wertepny, Hanley Center Foundation- Civic Leader Champion, Chief Deputy Mike Gauger, PBSO- Law Enforcement Champion, Walgreens- Business Champion, Jeff Skrzypek, Channel 5 - Media Champion, nominees, and everyone who makes a difference for the people of Palm Beach County.



ANNUAL GALA



All That Jazz Gala 2015

PBCSAC celebrated its third annual Gala Event "All That Jazz" in grand style featuring the sights and sounds of the Jazz Age!

Attendees and cast members in period costume helped the room really jump and jive. Others tested their luck and skill at the gaming tables. An endless parade of food, refreshments and auction items, made it a fun filled evening that helped bring awareness and support to the mission of the Coalition.

PBCSAC would like to thank its Honorary Event Chair Val Jackson for all of her support and dedication to the event. This event could also not be possible without the help of the Gala Committee and to all of our special sponsors. This was the largest event yet and we look forward to Gala 2016!

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 100 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
 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.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



Media Impressions (7/1/2014 to 06/30/2015)	
Media Campaign	85,560,140
News Article	10,549,289
Press Conference	4,400,964
Interviews	1,652,812
Press Release	68,500
Editorial	42,000

80 X 18

This year we initiated our 80 by 18 campaign. 80 by 18 is a comprehensive underage drinking prevention framework that is being implemented throughout southeast Florida.

A number of drug prevention coalitions and their partners have come together to support a common message: Most of our kids are choosing not to drink (over 75%)! And working together we believe more of our children will choose to make this positive, healthy choice.

We're aiming for: 80% by 2018...80x18!

It will take all of us to reach this goal.

80x18 will succeed because of you!

See how you can help by visiting 80by18FL.org



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. Be on the lookout for our newest Emerging Issues Campaign which informs and educates the community about the various synthetic and illegal drugs currently popping up in South Florida. DontBeAGuineaPig.com

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

