

Bulletin

The Bulletin of The Partnership for a Drug-Free America

www.drugfree.org

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Partnership Bids Farewell to Board Member Bill Beutel

Long-time news anchor and former Partnership board member William C. Beutel, Jr. passed away this March. He was a renowned WABC-TV television news anchor for over 30 years and the recipient of several Emmy awards and a Peabody award. Beutel served on the Partnership board from 2002 to 2004.

Study Finds Misuse of ADHD Medications is Rampant

About 1.6 million teens and young adults misused stimulants meant to treat attention-deficit hyperactivity disorder in one year, according to a recently released study. Nonprofit research group RTI International analyzed data from a 2002 national survey of 67,000 households conducted by the Substance Abuse and Mental Health Services Administration, a government agency. More than seven million Americans abused these drugs that year, driven by the desire to perform well academically and professionally. Yes, you are going to study better in the middle of the night if you take one of these medications. The problem is a certain percentage of people become addicted to them, and some have toxic effects, said Nora Volkow, director of the National Institute on Drug Abuse. Experts are worried about challenges that may arise, especially after the number prescriptions issued for these drugs have doubled every five years, according to Volkow. (Source: Washington Post)

On May 16, the Partnership will launch an innovative advertising and public relations campaign to help educate against the dangers of abuse of prescription and over-the-counter medications. *For more information on the Partnership's upcoming campaign, contact Josie Feliz at the Partnership at (212) 922-1560 or josie_feliz@drugfree.org.*

Latest Education Campaign Banks on Parents' Expectations

The Partnership's latest parent-education campaign stresses the importance of parents setting clear expectations to prevent their teens from using marijuana. New York-based advertising agency Grey Worldwide created TV, radio and print messages focusing on the strong influence parents have on their teens' decisions and that setting solid expectations about not using drugs are just as important as any other expectations parents have for their teens.

The campaign launched during NBC's primetime Winter Olympics telecast and is also running in major print publications, online and on highly-rated radio programs. The spots will run as part of the National Youth Anti-Drug Media Campaign, an effort coordinated by the Office of National Drug Control Policy. *For more information, contact Caryn Pace at the Partnership at (212) 922-1560 or caryn_pace@drugfree.org.*



Mom (Grey Worldwide, NY)

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More People Seek Meth Treatment

Drug treatment centers nationwide are seeing a sharp increase in people seeking treatment for methamphetamine abuse, a recently released report said. The admission rate for treatment of methamphetamine or amphetamine abuse rose from 28,000 in 1993 to nearly 136,000 in 2003, according to a review by the Substance Abuse and Mental Health Services Administration of the approximately 1.8 million patients admitted each year for substance abuse treatment. The review also found that treatment admissions parallel the trend of meth abuse, moving gradually from the West, where the drug first became popular, across to the South and East Coast. Experts believe the reason meth has become an epidemic in some states is that it is easy to make in illegal makeshift labs and cheaper than other drugs. *For more information, visit <http://www.oas.samhsa.gov>. For more information on the Partnership's meth campaigns, visit www.drugfree.org/meth.*

College Abuse Tied to Early Rx's

College students who were previously prescribed prescription pain medication were more likely to use these medications illicitly, according to a recent survey. A random web-based survey of undergraduate students attending a Midwestern university found those who were prescribed these medications at the earliest ages reported the highest rates of abuse. Of the students that were prescribed pain medication in elementary school, almost one-third reported illicit use. Meanwhile, 24 percent of those prescribed these medications in secondary school and eight to 10 percent of students who had never been prescribed them reported abuse. (Source: Center for Substance Abuse Research)

Vigil to Remember Loved Ones and Raise Awareness About Drugs



The Vigil for Lost Promise, supported by the Partnership, the Drug Enforcement Administration and the National Institute on Drug Abuse, will bring together eight families who have lost a loved one to drug abuse this summer in Washington, D.C. Partnership Parent Partners Ginger and Larry Katz, Kim and Marissa Manlove, Kate Patton and David Pease are among the families who will attend. The

event seeks to raise awareness about the toll that drugs have taken on families, friends and society. The vigil is scheduled for June 8 at the DEA Headquarters in Arlington, Va. *For more information, visit <http://www.nationalparentovigil.com>.*

Survey: Substance Abuse is Widespread in the Workplace

One in five workers in Pennsylvania claim to know someone who uses illegal drugs or alcohol on the job, according to a recent survey conducted by Drug-Free Pennsylvania, a Partnership alliance member. The results show that drug and alcohol abuse is a major threat for Pennsylvania businesses. The survey, funded through a grant from the Pennsylvania Department of Health and conducted by the Center for Opinion Research at Franklin & Marshall College, interviewed 502 working Pennsylvanians and 430 employers with a work force of less than 150. Study results show 58 percent of non-governmental employers have written drug-free workplace policies and 64 percent of managers are very concerned about drug and alcohol abuse among workers, with smaller companies being less likely to have drug-free workplace policies. *For more information, contact Liz Portelli at (717) 232-0300.*

Arizona Chapter Hosts Second Annual Golf Fundraiser

The Partnership's Arizona Chapter recently held its second annual golf tournament at Quintero Golf & Country Club in Peoria, Ariz. The tournament and silent auction raised more than \$139,000 to support the chapter and its programs. Sponsors of the tournament included gold sponsors APS and BlueCross BlueShield of Arizona and silver sponsor Taser International. Arizona Medical Imaging's foursome was awarded the first place Team Gross Award for the second consecutive year. Chicago White Sox's All-Star first baseman, Paul Konerko and his foursome took the second place Team Gross award. The 2006 Tournament is scheduled for November at the Quintero Golf & Country Club. *For more information on the tournament or the Arizona Chapter, please contact Leslie Bloom at (602) 436-5566 or leslie_bloom@drugfree.org.*

Partnership People

Michele Tomeo was promoted to vice president, director of human resources and office services. **Josie Feliz** was promoted to deputy director of public affairs...**Gina Samson**, formerly of Foote Cone & Belding, has joined the Partnership as vice president and controller. **Marcia Lee Taylor**, formerly a senior Senate staffer to the Judiciary Committee, became vice president of government affairs. **Debbie Kellogg**, formerly of Dress for Success, is the new director of corporate relations and alliances. **Jim Siegel**, formerly of Northlight Marketing, joined as program director. **Alina Diaz**, formerly of BBDO, is the new associate director of multi-cultural content development. **Shelly Mowrey**, formerly of the Maricopa County Attorney's office, became program & marketing director for the Partnership's Arizona Chapter. **Cathy Dunn**, formerly of B Clear, Inc., joined as California state regional manager. **Brooke Wagner**, formerly of Vitrorobertson, is the new advertising manager. **Jessica April**, recent graduate of Lafayette College, became web writer/content developer. **Beatrice Ruiz**, formerly of Jacobi Medical Center, joined the Partnership as receptionist and accounting clerk.



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