

prevent

intervene

get  
treatment

recover

# THE PARTNERSHIP™ AT DRUGFREE.ORG

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you are not alone

Eleven million teens and young adults in our country right now need treatment for substance abuse.

Our message to them, and to their parents and families:

## **You Are Not Alone.**

You have the support and the resources of The Partnership at Drugfree.org.

In 2011, we are enlisting the millions of Americans who have been directly affected by addiction—women and men who know what families are going through, how much is at stake and how much may be reclaimed if we can get our teens and young adults the help they need. Together, we are creating a movement to open up a new dialogue around addiction and to lower the barriers families face in getting help for a child struggling with drugs or alcohol.

We invite you to watch for the *You Are Not Alone* campaign—on YouTube, on Facebook, in our advertising messages and in our communications from partner organizations—and join us.

Be part of a cause whose time has come.

**PATRICIA F. RUSSO**  
Chairman



## 2010 ANNUAL REPORT

# Imagine having your own personal guide-book that cracks the code on getting your kids through their turbulent teen years.

Imagine having a direct line where you could talk with trained professionals if things were beyond your control or if you needed to make a plan to fix the issues you and your child were facing. Especially if you were the parent of one of the 11 million teens and young adults who need help with drug and alcohol problems.

Imagine being part of a supportive community—always there for you, 24 hours a day, seven days a week—where you and other families could tap into expert advice, science-based resources and the wisdom of parents who have been in the same situation you now face.

And finally, imagine sharing those helpful resources with other parents and families across the country, touching lives and helping solve problems that affect their local communities.

We imagined it, and we made it happen, thanks to you.

Over the course of our 25-year history, we've researched and listened carefully to parents. We've devoted ourselves to building the comprehensive tools that they've told us they need, and what we know they deserve to give their children a healthy future.

Together with our Parent Advisory Board and our partners in science, parents are discovering a "how-to" guide to help them navigate their way through the drug and alcohol landscape of the teen years—whether they are focused on prevention, intervention or treatment.

Our new, bilingual Parents Toll-Free Helpline, 1-855-DRUGFREE, is a direct service for one of the most destructive, yet most preventable health concerns in the United States: teen substance abuse.

The growing parent communities at [drugfree.org](http://drugfree.org) are helping to erase the feelings of isolation too often expressed by parents affected by this issue, and through our groundbreaking research, we are also addressing their most urgent issues, whether that's leading community education on the methamphetamine crisis or combating today's prescription drug abuse epidemic.

Best of all, parents have told us that it's working for them. Like this comment about our treatment resource, Time To Get Help: "...what you've created, it's the best start any parent could hope for."

We change people's lives for the better, even help save lives, by tapping into the volunteer spirit of individuals in all walks of life and by leveraging a small annual operating budget into more than 25 times its impact. And we do this not only through our important work, but by measuring all of our efforts and working toward effective outcomes.

At the new [drugfree.org](http://drugfree.org), millions of parents are finding the same kind of world-class resources that have been afforded to those who are managing other adolescent diseases. Now, they exist for parents who need help with the disease of teen addiction.

It's been a defining year for The Partnership at [Drugfree.org](http://Drugfree.org), and the opportunities are vast to make a true, lasting difference in the lives of America's families. We need your help to let them know: You are not alone. Please join us.

**STEPHEN J. PASIERB**  
President and CEO



# As we approached our 25th anniversary and stood on the edge of a significant announcement of a new name and advancement toward our mission, we paused to consider how far we've come in the last quarter century.

We have been at the forefront of public education campaigns that have changed public attitudes about drug use.

We have harnessed the power of the web to communicate and connect with parents and families.

In talking with and listening to parents, whether at drugfree.org, at one of our community education events, via our grassroots partners and parent advisors or in our national research, we have created resources to meet their needs—especially the need for a trustworthy, non-judgmental place for answers and support.

Whether your focus is on preventing use, stepping in if your child is experimenting or using, finding treatment for a child who needs help or supporting both your child and your family in recovery, we are here.

Amplified by the voice of our first-ever celebrity spokesperson, Melissa Gilbert, best known for her role in "Little House on the Prairie," we reintroduced ourselves in October 2010 as The Partnership at Drugfree.org. We also unveiled our new website, a completely redesigned, user-friendly gateway to all of our programs and resources.

Since then, parents have discovered an online public square where they can be empowered, informed and supported, as well as have free access to science-based resources to help them and their families.

With new insight and conversations happening daily, we encourage you to take a look and share what you find with others.

## WELCOME OUR CELEBRITY CHAMPION AND MOM, MELISSA GILBERT

Actor, author and mom Melissa Gilbert has joined our cause to reach and help parents. We are grateful to Melissa for sharing her story and her concern for families who may be dealing with drug or alcohol problems.

**"The most compelling reality is that all parents will move heaven and earth to protect their children's health because they love their kids.**

**Both as a mother and as a person who is living a life in recovery, I know firsthand what a struggle it is both for a teen in trouble and their parent who feels helpless and utterly alone. The Partnership at Drugfree.org is here for all parents, myself included, at whatever their stage of need—from prevention to recovery—and most importantly to reinforce that we are not alone."**

**MELISSA GILBERT  
and her son, MICHAEL**





**LEFT "Flip Book,"**  
Euro RSCG Worldwide (New York)

**BELOW LEFT "Telltale Signs,"**  
Euro RSCG Worldwide (New York)

**BELOW** The new home page of  
The Partnership at Drugfree.org



**INTRODUCING OUR NEW BRAND**

As part of our announcement in October, we launched a new campaign from Euro RSCG Worldwide. Public service announcements (PSAs) featured the new brand identity and positioned our organization as a partner to parents. These messages communicated to parents that "you are not alone" and drew a connection to the availability of resources at drugfree.org.

In "Flip Book," as the pages and tabs of a flip book turn, we see the many people involved in a child's life. Among them—a doctor, a coach, a music instructor, a scout leader and a grandmother—underscoring the message that parents rely on many partners to raise a child. The voiceover closes: "But when drugs and drinking enter the picture, who do you turn to? Well, there's hope for that too. The Partnership at Drugfree.org. You're not alone."

In the second PSA, "Telltale Signs," a woman is seen at various points in her day looking worried and exhausted. Led to believe that she has a substance abuse problem, the viewer discovers that she's not the one struggling with drugs and alcohol—it's her daughter. It ends with a voiceover: "If you're a parent looking for help, you're not alone. Look to The Partnership at Drugfree.org."

**"It's amazing to me that in the face of one of the biggest threats to our children's lives, health and well-being, The Partnership at Drugfree.org is the only 'go-to' resource and support network that's out there for parents."**

**GRAHAM TURNER,**  
Executive Creative Director,  
Euro RSCG Worldwide

# pre

**We've expanded our resources, now including the full spectrum of intervention and treatment tools for parents, but our commitment to prevention has not diminished. Drug abuse is a preventable behavior.**

#### **SWEET TALK TOOLS FOR FAMILIES**

The Hershey Company teamed with us, empowering parents to help their children make smart, healthy choices through "Sweet Talk Tools for Families," available on our Time To Talk® website at [TimeToTalk.org/SweetTalkTools](http://TimeToTalk.org/SweetTalkTools).

Baking can be a valuable family activity helping parents connect with their children, while providing an opportunity to help safeguard them from risky behaviors like drug and alcohol use through open, honest conversations.

With useful talk tips, teachable moments and simple Hershey recipes that parents and kids can enjoy creating together, "Sweet Talk Tools for Families" provides parents with guidance for starting a dialogue with their kids and maintaining those conversations over time.

#### **"HABLA CON TUS HIJOS" EXPANDS WITH "PADRES360"**

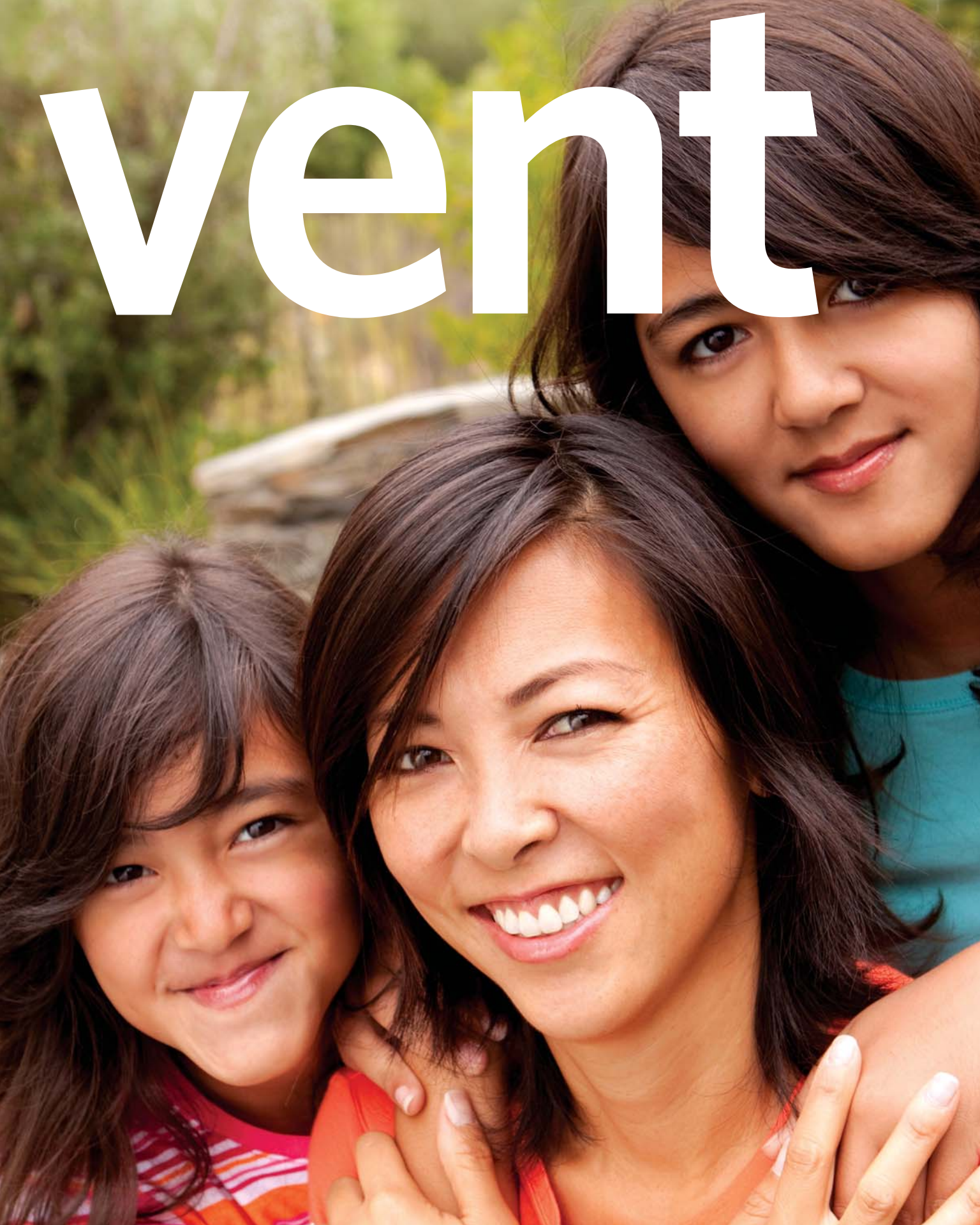
Building on the success of our "Habla Con Tus Hijos" ("Time To Talk") initiative, which encourages Hispanic families to have more frequent communication with their kids about the dangers of drug and alcohol use, we launched Padres360 (Padres: Ustedes Hacen la Diferencia!) to help Hispanic parents better understand and prevent substance abuse issues.

Housed within our Community Education platform, Padres360 is a multimedia presentation specifically designed to educate Hispanic parents of teens about why kids use. It also provides a "360-degree view" of what parents can do to protect their children and guides them on how to take immediate action if faced with an issue at home. All resources and tools can be found at [HablaConTusHijos.org/RecursosYConsejos](http://HablaConTusHijos.org/RecursosYConsejos).

**"Volunteering with The Partnership at Drugfree.org has been one of the most rewarding experiences I've had. I don't know if it's because I have kids and I believe in what the organization is trying to do, or if it's simply the response I got from friends and family when they found out what I was working on... Can't wait for the next opportunity."**

**JOE GODARD,  
Creative Director, Campbell Ewald**

# vent



## CONTEST HONORS COACH AND TEEN ATHLETE FOR LEADING OTHERS IN HEALTHY PLAY

Patty Sterner, a mother and youth track coach from Dassel-Cokato High School in Dassel, Minnesota, and Loureen Prudente, a teen athlete from Athens High School in Troy, Michigan, were presented with the first-ever Major League Baseball (MLB) Commissioner's Play Healthy Awards during our annual gala.



Timothy Brosnan, EVP, Business, MLB; Loureen Prudente; Steve Pasierb; and Patty Sterner

Judged by a panel of parents, coaches and industry professionals, Patty and Loureen were selected as part of a nationwide competition based on their commitment to fair and healthy play within their sport and their involvement in their community.

Patty has demonstrated her passion for educating young people and families on the dangers of underage drinking. Following the loss of her stepdaughter, Amanda, due to alcohol poisoning, she commits her work and personal life to teaching

her student athletes how to live positively and take pride in healthy competition.

Loureen is committed to a drug-free lifestyle on and off the playing field. Known for raising awareness among her cross-country teammates about ways to have fun and compete without the use of drugs, she is also deeply involved in a pledge program which obtains signatures from adults who promise not to serve alcohol to minors.

The Commissioner's Play Healthy Awards is a component of the combined national efforts of both The Partnership at Drugfree.org and MLB, including the Play Healthy website, [drugfree.org/playhealthy](http://drugfree.org/playhealthy).

**Play Healthy**  
Get the Facts about Health Risks from Steroids, Stimulants, and HGH

Home | **Play Healthy Awards** | Get the Facts | Coach's Corner | Links

**The Commissioner's Play Healthy Awards**

The Partnership at Drugfree.org in conjunction with Major League Baseball Charities invites you to nominate youth coaches and student athletes who are extraordinary in some way. Maybe they have inspired others to give it their all, made the team smile after a big defeat, or shown exemplary character and integrity both on and off the field. You tell us.

**Each winner — one coach and one student athlete — will receive an exciting trip for themselves and one special guest to New York City!\***

Each winner's complete gift package will include:

- A trip for 2 to New York City
- 2 tickets to The Partnership at Drugfree.org Gala at The Waldorf-Astoria on December 9, 2010, where the winners will be honored. Winners must attend or send a representative.
- \$1,000 gift card to a New York City store to be determined
- A plaque presented by Major League Baseball Charities
- The opportunity to be featured prominently on The

## WHAT DOES HEALTHY COMPETITION MEAN TO YOU?

In Spring 2010, we collaborated with the Major League Baseball Players Association and introduced a new online campaign, "Healthy Competition: A Resource for Parents," at [TimeToTalk.org/healthycompetition](http://TimeToTalk.org/healthycompetition).

Healthy Competition offers parents unique insight from Major League Baseball players on raising student athletes and advice to teens on overcoming obstacles. The players address what parents can do to help teens deal with life's challenges and pressures, in and out of sports.

**Healthy Competition Encouraging Young Athletes**  
TOOLS, TIPS & VIDEOS FROM MAJOR LEAGUE BASEBALL PLAYERS

How can parents encourage their young athletes to stay fit, eat right and lead a healthy life? The Partnership went straight to the Major Leagues to find out.

Sign up today to receive parenting tips and tools:  
enter your email:

Connect: [f](#) [t](#) [v](#) [fr](#)

Get Your Talk Kit

Healthy Competition Lineup

"I've been a Major League pitcher for more than 20 years, and to some people I'm considered a role model. But I strongly believe that the most important role models a child can have are his or her parents. Your children look up to you, and in times of need, they turn to you for guidance and support.

It's no easy task to be the parent of teenagers, but hopefully, Healthy Competition can help make your job just a little bit easier."

**JAMIE MOYER, Veteran Major League Baseball Player and Father**







## OUR PREVENTION MESSAGES

### TOP LEFT

**"Rap," Campbell Ewald (Detroit)**

Acting as a teacher in a classroom full of parents, a teen offers candid advice on how to talk (or not talk) with their kids about drugs.



### MIDDLE LEFT

**"Buen día, mal día" ("Good Day, Bad Day"), \*S,C,P,F... (Miami)**

In one unlucky day, a man stains his shirt, breaks his cell phone and has a flat tire. But, when his son rejects an offer to try drugs, a bad day becomes a good day.

### BOTTOM LEFT

**"El Hijo del Vecino" ("The Neighbor's Kid"), Adrenalina (Miami)**

In on-camera interviews, everyone from a concerned parent to the school principal point to the "neighbor's kid" as the source of local drug problems, without acknowledging that it could be his or her child who is using.



## THE SUPPORT OF MEDIA TO REACH FAMILIES

The Partnership at Drugfree.org is fortunate to have hundreds of national and local media partners who donate their valuable space and time to help make parents aware of the prevention, intervention and treatment resources available at drugfree.org. In 2010, these partners donated tens of millions of dollars in pro bono media support.

Television PSAs ran on more than 40 national cable networks and on two major broadcast networks (FOX and CBS) and also had continuous support across all 500+ Comcast cable systems. Radio PSAs ran on three national networks. Our print PSAs appeared in more than 100 magazines and ran in the national editions of *The New York Times*. Thanks to the ValueClick and 24/7 Real Media digital ad networks, our messages appeared on thousands of targeted websites.

A listing of our national and local partners can be found at [drugfree.org/about/our-partners](http://drugfree.org/about/our-partners).

## THANKS TO OUR 2010 SPONSORS AND STRATEGIC PARTNERS

We are grateful to the 2010 Time To Talk and "Habla Con Tus Hijos" sponsors and strategic partners for helping us reach families nationwide with valuable health messages and resources.

Sponsors for Time To Talk include A+E Networks, Comcast Corporation, Consumer Healthcare Products Association, The Hershey Company, King Pharmaceuticals, Inc., Major League Baseball Charities, Major League Baseball Players Association, Pfizer Consumer Healthcare and Yahoo!.

Strategic partners are American Medical Association Alliance, Generations United, Hispanicize, Military Child, National Association of Hispanic Nurses, National Association of Military Moms and Spouses, National Hispanic Medical Association, National Military Families Association, National School Nurses Association, The National At-Home Dad Network, TeenScreen National Center for Mental Health Checkups, Telemundo, Univision and the YMCA.

### BELOW

Our Facebook campaign: "Prevention of Drug & Alcohol Abuse is Important Because..." collected a gallery of photos and comments, as well as nearly 240 "Likes."



# inter

Discovering that a child is using drugs or alcohol can be a scary experience for parents. That's why our intervention resources offer step-by-step advice and sympathetic guidance from top substance abuse experts, family therapists, scientists and fellow caregivers to guide parents to step in and take immediate action.

## **NEW RESEARCH: TEEN DRUG AND ALCOHOL USE HEADED IN WRONG DIRECTION**

The 22nd annual Partnership Attitude Tracking Study (PATS), sponsored by MetLife Foundation, confirms a disturbing trend that has emerged among American teens since 2008. Following a decade of steady declines, the study found that teen drug use is headed in the wrong direction, with marked increases in teen use of marijuana and Ecstasy over the past three years.

The new data underscore alarming patterns in early adolescent alcohol use and found that teens view drinking alcohol—even heavy drinking—as less risky than using other substances. PATS also highlights that as underage drinking becomes more normalized among adolescents, parents feel unable to respond to the negative shifts in teen drug and alcohol use.

"These findings should serve as a call to action for parents. We encourage them to pay attention to the warning signs of teen drinking and other drug use, in order to intervene early and effectively," said Dennis White, President and CEO of MetLife Foundation. "If you suspect a problem, do not wait to get help for a child who is struggling with substance abuse or addiction."

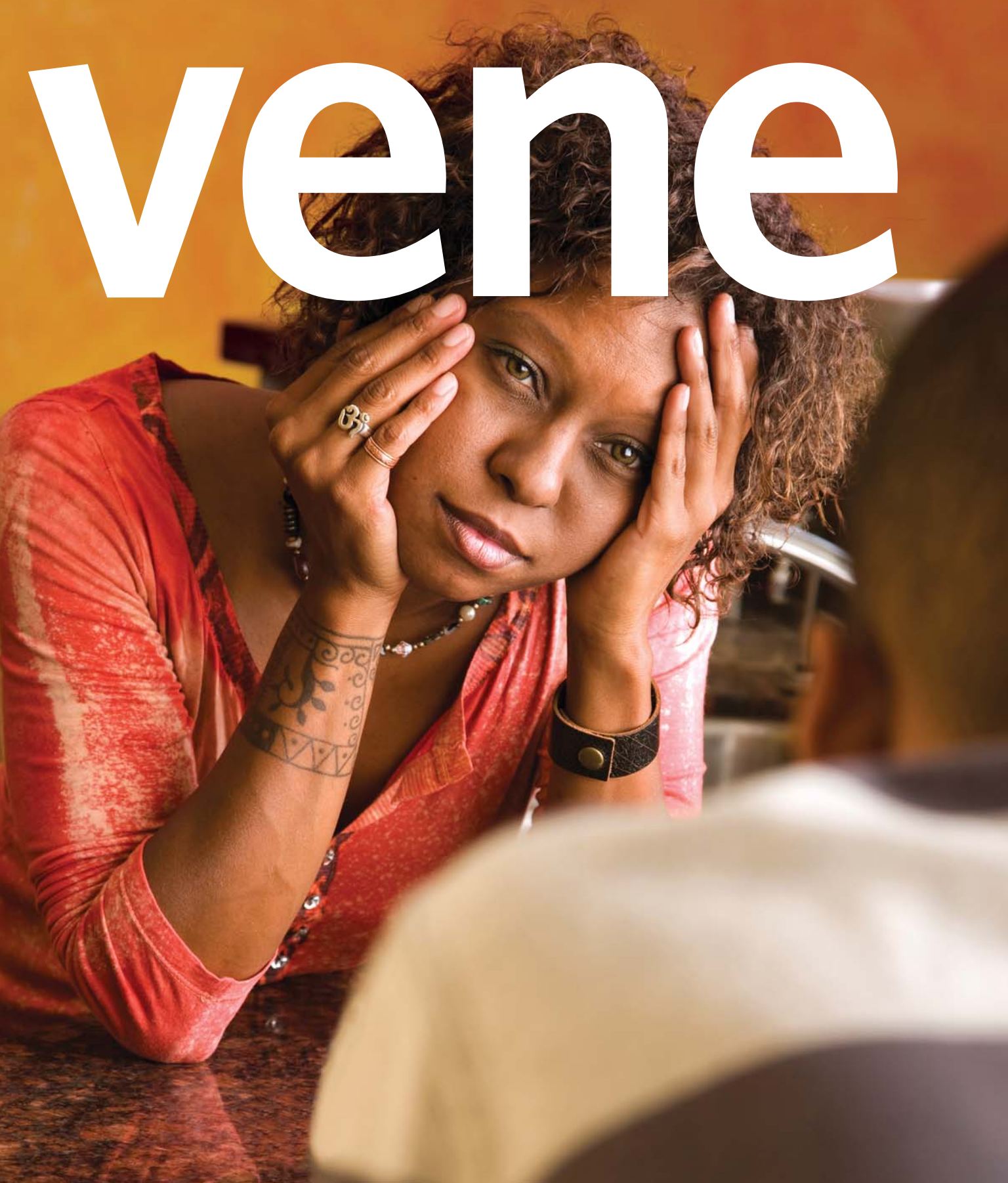
## **PARTNERSHIP ATTITUDE TRACKING STUDY**

The PATS research is The Partnership at Drugfree.org's unique contribution to the field of substance abuse prevention and addiction treatment. It is the longest-running national research study of parent/teen behaviors and attitudes about drug and alcohol use in the United States.

The teen sample is administered in private, public and parochial schools, and the parent sample is conducted through in-home interviews.

PATS keeps parents and caregivers informed about what substances pose a threat to kids and families, while serving as a beacon for parents and alerting them to new trends in teen substance abuse.

vene



“My life has been lost since my son’s addiction. This is the third summer of his addiction... I know I need help for myself... I am wandering in circles... harsh towards him at times... but loving most of the time... I’m hoping this site will give me the push I need to get help for myself because I know he needs me to be the best I can be...”

JAYNE  
(posted on [drugfree.org/intervene](http://drugfree.org/intervene))



#### **INTERVENTION AND TREATMENT E-BOOKS FOR PARENTS**

We created a set of e-books focused on teen and young adult intervention and treatment that guide parents to get help for a child in trouble with drugs or alcohol. The e-books lead to practical tools and consolidate the most current information at [drugfree.org](http://drugfree.org), saving parents from often fruitless searches for support and advice.

The Intervention e-book helps parents who think their child is using drugs or alcohol have productive conversations in order to change their child’s behavior. The importance of getting a professional assessment for a child’s substance abuse problem and asking the right questions of prospective treatment programs is stressed in the Treatment e-book, which aims to guide parents in getting the right help for their child.

**ENCOURAGING PARENTS  
TO TAKE ACTION**



**RIGHT** *"Smoking Phone,"*  
Bailey Lauerman (Omaha)

**"It's really hard to think of any advertising we have developed that is more important than the work we donated to The Partnership at Drugfree.org. Connecting with parents on an emotional and engaging level through messages of hope, guidance and support was an honor. There's no doubt that as parents ourselves we are thankful for the tireless work this organization does."**

**CARTER WEITZ,**  
President and Chief Creative Officer, Bailey Lauerman

Addiction is a disease that begins in adolescence. Yet unlike most other adolescent health issues, parents have not found a clear path to information and support for teen drug and alcohol addiction. Until now.

11 million American teens and young adults (between 12-29) need treatment for substance abuse. Nine million are between the ages of 12 and 25.

Of those nine million, two million are between the ages of 12 and 17.

Of the two million, ninety percent are not getting the help they need.

SOURCE: 2009 NATIONAL SURVEY ON DRUG USE AND HEALTH

get

treat



ment

## TIME TO GET HELP

With the launch of our new brand and new website, we also unveiled a first-of-its-kind resource and online community to help parents of teens and young adults understand and navigate adolescent drug and alcohol treatment: Time To Get Help at [drugfree.org/timetogethelp](http://drugfree.org/timetogethelp).

It was created with parents—and for parents—as one destination to find easy-to-use, non-judgmental and science-based information and support.

At Time To Get Help, parents and caregivers can find answers to questions such as:

- **How do I gain a better understanding of teen drug and alcohol abuse?**
- **Where can I get support from experts and other parents who have been there?**
- **How do I find the right help for me and my family?**

Our downloadable Treatment e-book also provides advice and guidance for parents when it appears their child may need treatment for a serious drug or alcohol problem, including the right questions to ask a prospective treatment program and tips on how to pay for treatment.

**“Too many treatment providers, as well as society at large, blame parents for the youth’s addiction or ignore them in the recognition, treatment and recovery process.**

**This is why Time To Get Help is so important. It not only gives parents access to the highest quality information about treatment for their children, but also underscores the important fact that they are not part of the problem, but a critical part of the solution.”**

**GAYLE A. DAKOF, PHD,  
Member of The Partnership at Drugfree.org  
Science Advisory Board and Research  
Associate Professor at The University of  
Miami Miller School of Medicine**



**“Years ago, I struggled to understand my daughter’s behavior. We didn’t understand how best to get an intervention or if one was even appropriate.**

**I wish we had been able to click on Time To Get Help to help navigate through the maze of information. The tools, conversation examples and guidance on the site help families understand the disease itself, prevention measures, intervention, treatment and recovery. It’s the best start any parent could hope for.”**

**PATRICIA GENEREUX, Parent**



### NEW PARENTS TOLL-FREE HELPLINE

The Partnership at Drugfree.org is introducing a new bilingual (English/Spanish) Parents Toll-Free Helpline, dedicated to helping parents who either do not have access to our web-based resources at drugfree.org, or who simply want to talk to a real human being about their child's drug or alcohol problem.

The Parents Toll-Free Helpline, 1-855-DRUGFREE, is staffed by licensed social workers with practical experience in substance abuse prevention and treatment. These specialists will help callers plan a course of action for their kids and direct them to appropriate resources or treatment facilities in their area.

We know from talking with parents, especially those on our Parent Advisory Board, how important it can be just to have someone to talk to when you're concerned about a child in trouble. This new capability takes us even farther in our evolution as a provider of real and meaningful services to the millions of parents and their kids who are struggling with drug or alcohol abuse.

The Helpline is made possible through the support of Purdue Pharma, the Bodman Foundation, an anonymous family foundation and a large number of generous contributions from individuals across the country.

**"My husband and I had an informal intervention with our son - we used the steps from this website, which were very helpful and it gave me some hope that we're headed in the right direction...**

**I can't help but feel desperate and alone at times, but my son needs me now more than ever. My trust in him has been broken, but my love for him remains. My prayers go out to all the moms and dads who are struggling through addiction, may we have love and perseverance to help our kids. I will keep pressing on."**

**JANN (posted on Time To Get Help)**

**"A new website, created by The Partnership at Drugfree.org, is the first major effort to offer guidance to parents of teens with drug problems that focuses on the right care, versus any care, and recognizes that the wrong care can do more harm. The new site, **Time To Get Help**, has a free e-book called 'Treatment,' which focuses specifically on finding the right care, as well as other resources to connect parents with one another for support... and also offers specific help in finding the best assessment."**

**TIME.COM (the official website of Time magazine)**

# rec

Addiction takes a devastating toll on families and individuals. But we know that our cause is not hopeless and that the parents and families we serve are not helpless. That's why whenever we can, we champion the fact that recovery is an attainable goal and should be celebrated and supported.

A team from The Partnership at Drugfree.org joined those who have made it through the darkest days and are currently living a life in recovery, participating in the third annual New York Recovery Rally at Randall's Island Park.

We were truly inspired to walk alongside so many who are living proof that treatment works. It renewed our commitment to not only be a powerful and informative resource for parents and families as they seek connection and support, but also to help families gain access to treatment for loved ones in trouble.

"By letting someone else in, you don't have to fight alone, and it's a great feeling to know that you don't have to be perfect and that's something I've learned. I don't hide my feelings anymore, and I now know I can still make mistakes, and it's ok."

**AIMEE** (posted on [drugfree.org/lifeafter](http://drugfree.org/lifeafter))

"My advice would be—don't be ashamed to ask for help. People are more understanding than you think, especially family. The shame of telling someone who loves you that you have a drug problem doesn't even compare to the shame you will have looking back at all the wasted years of your life that you will lose by doing drugs."

**DANIEL** (posted on [drugfree.org/lifeafter](http://drugfree.org/lifeafter))

**OPPOSITE PAGE**  
New York Recovery Rally  
at Randall's Island Park,  
September 2010.

# over

THE PARTNERSHIP™  
AT DRUGFREE.ORG



# Our Work in the Community

## OUR COMMUNITY EDUCATION PROGRAMS

As part of our grassroots efforts, staff of The Partnership at Drugfree.org travel across the country to educate and mobilize communities about the dangers of drugs and alcohol. Since our program began, we have reached over 33,000 people via our trainings, held in more than 30 states.

Collaborating with local experts—law enforcement officers, treatment and prevention professionals — “Team 360” conducts intensive trainings of our PACT360 programs. Funded by the U.S. Department of Justice, these programs offer a “360-degree view” of the issue, with insights about specific drug threats, risk factors and warning signs of use. Training sessions also include helpful tips for parents on talking and connecting with your children and steps to take if you suspect or know your child is using.

In an effort to supplement these in-person trainings, we launched a new website ([drugfree.org/pact360](http://drugfree.org/pact360)) with all five community education programs: Meth360®, Parents360, Youth360, Latino360 and Padres360. It features a community blog, giving parents the opportunity to ask hard-hitting questions of law enforcement officials and a forum for law enforcement to share their perspectives on prevention with parents and others who care about kids. Additional community education programs include Time To Act, funded by Purdue Pharma, which provides important resources and information for parents who suspect or know their child is using alcohol or other drugs, and MLB’s Play Healthy, which educates parents and teens about the dangers of using steroids and performance enhancing substances.

**“As a health educator working in substance abuse prevention, I routinely use your site for information and refer every parent I meet to your organization.”**

**MELISSA WAYNE, M.A., CHES, CASAC-T**  
Prevention Coordinator,  
Addiction Recovery Services

## OUR NATIONAL COMMUNITY ALLIANCES

Our Alliances are the foundation of our locally based media campaigns and education programs. They continue to find new and innovative ways to address drug abuse in their communities, enlist and involve others in our cause and connect the public with local resources.

Tapping into local drug use prevention, intervention and treatment expertise, they bring our campaigns to life in a way that we could not accomplish working alone.

Many of our Alliances go above and beyond to deliver exceptional programs in communities across the country. In 2010, we honored four partners with the Alliance Achievement Award for making a dramatic impact on drug and alcohol use in their communities.

- **Prevention First** ([www.prevention.org](http://www.prevention.org))
- **Drug-Free NC** ([www.drugfreenc.org](http://www.drugfreenc.org))
- **The Partnership for a Drug-Free New Jersey** ([www.drugfreenj.org](http://www.drugfreenj.org))
- **Massachusetts Interscholastic Athletic Association** ([www.miaa.net](http://www.miaa.net))

### DRUG-FREE NC

Working with sports teams and universities, Drug-Free NC has orchestrated various programs, including designated drive pledges promoting sportsmanship at football games, player and coach interaction with at-risk kids, prevention message features like the “Drug-Free Red Zone,” jersey design contests, local school visits and College Night promotions focusing on drinking and prescription drug use.

Drug-Free NC reached more than 250,000 fans with activities like the “Parent/Kid Challenge,” spurring parents and children to have valuable conversations about drug abuse prevention.

### WORKING FOR PARENTS IN WASHINGTON, DC

Because the abuse of prescription and over-the-counter medications among teens—legal substances of great benefit when used appropriately—is the single most troubling phenomenon on today’s drug abuse landscape, much of our work in Washington, DC, is focused on raising awareness among policymakers and informing the debate about ways to address this dangerous behavior.

Our 2010 meetings and presentations on medicine abuse in the nation’s capitol included:

- Expert testimony by our President and CEO, Steve Pasierb, to the Food and Drug Administration’s (FDA) Advisory Committee hearing on the abuse of dextromethorphan, the active ingredient in a number of over-the-counter cough medications.
- Close work with the FDA on their Safe Use Initiative, with The Partnership at Drugfree.org Director of Strategy, Sean Clarkin, serving as one of the experts helping them better understand the behavior of medicine abuse.
- Presentations to state attorneys general and state legislators at their annual meetings, helping them get their arms around the medicine abuse problem.
- Efforts with the Pain Care Forum, working on policies to educate doctors and other health care professionals about abuse of prescription medicines.
- Partnership with the Drug Enforcement Administration (DEA) to urge parents and other adults to properly dispose of their medications at the DEA’s first-ever “Prescription Drug Take-Back Day” in September 2010.
- Groundbreaking research with the Alliance for Safe Online Pharmacies on the number of Americans who illegally order prescription medications from rogue Internet drug sellers, where Sean Clarkin presented our findings at a meeting at the White House focused on shutting down illicit sites.

Finally, we continue our work with the White House Office of National Drug Control Policy and Director Gil Kerlikowske on the National Youth Anti-Drug Media Campaign and its teen-targeted effort, “Above the Influence.” Two recent studies by independent academic researchers, published in *Prevention Science* and the *American Journal of Public Health*, have demonstrated the campaign’s effectiveness in reducing marijuana use among younger teens.



### “Diner,” Vigilante (New York)

Developed for the White House Office of National Drug Control Policy’s National Youth Anti-Drug Media Campaign, this PSA demonstrates the benefits of being true to yourself and staying “above the influence” of drugs and alcohol. It opens with the owner of a diner noticing a table of teenagers. When one of the teens declines the offer to go “get twisted” with his friends, the owner acknowledges his actions by telling him they are “straight” with the bill.

### WORKING WITH PARENTS ACROSS THE COUNTRY

Our Parent Advisory Board is an independent, volunteer group of parents and caregivers who provide us with invaluable, first-hand perspectives on parenting, especially caring for a child who is struggling with addiction.

Working with us and our Science Advisory Board, they help establish and connect our world-class resources and support systems with parents who need help with their teen’s drug and alcohol problem.

They represent diversity in geography, personal experiences with a child’s drug and alcohol use and relationships with treatment and recovery. These advisors also reflect the understanding that parents need not only the tools and resources to help their kids, but also the support services to help themselves as parents.



## Families and Friends Rally to Make a Difference

Families and friends of loved ones who are affected by the disease of addiction are often those who bring the most powerful message of hope to others.

Two examples of grassroots events, led by individuals with a heartfelt dedication to our shared cause, are helping families in Massachusetts and Wisconsin safeguard their teens from the dangers of drug and alcohol abuse.

In 2010, the Burket family of Massachusetts held their second memorial fundraiser to honor their son, Thomas Burket, who lost his life to drug addiction.

**“Our yearly benefit honors and remembers the life of my brother, Thomas Burket, and also provides awareness with the help of The Partnership at Drugfree.org. This problem cannot be swept under the rug. With our combined efforts, we can save the lives of others, provide treatment to help those who are struggling and prevent the grief and loss for family and friends who love someone with an addiction.”**

**SARA BURKET, sister of Thomas Burket**



Thomas Burket

Timeless Farm, a hunter/jumper training and show facility in Wisconsin, held a charity event honoring Elizabeth Benkert. “Liz,” whose life was tragically lost to a heroin overdose, was a longtime student at the farm. The Timeless Farm Summer Series of Horse Shows kicked off with the “Elizabeth Benkert Memorial Jump for Charity,” which helped raise awareness about substance abuse and addiction.

**“Through proceeds generated through the 2010 season of horse shows, we are keeping Liz’s memory alive in the show ring she loved. Our hope is that we will help other families by promoting awareness and understanding of teen drug and alcohol addiction to prevent future tragedies.”**

**STEPHANIE HISTED, Timeless Farm**



Elizabeth Benkert

# Honoring Those Who Help Families



## RECOGNIZING OUTSTANDING SUPPORTERS

The Partnership at Drugfree.org gratefully recognized the significant contributions from individuals and corporations at an event at the home of Christine and George Stonbely in New York City.

Allen Rosenshine (above) was distinguished for his longstanding leadership and unparalleled support of our cause since the founding of our organization in 1986. Rosenshine currently serves as Chairman Emeritus, BBDO Worldwide Inc., and Vice Chairman and Executive Creative Director of The Partnership at Drugfree.org.

Purdue Pharma was honored with the Chairman's Circle Award presented to President and CEO, John Stewart, and King Pharmaceuticals was honored with the Circle of Excellence Award presented to Chairman, President and CEO, Brian Markison. Both were acknowledged for ongoing support in the development and success of Time To Talk and Time To Act, resources which help parents safeguard young people from substance abuse and addiction.

## THE 2010 ANNUAL GALA CELEBRATION

We held our 8th Annual Gala at The Waldorf=Astoria in New York City in December 2010, with \$2.2 million raised to not only support our online resources, but also to fund our new Parents Toll-Free Helpline.

Honored for their generous support of our organization's important work were: George Bodenheimer, Co-Chairman, Disney Media Networks and President, ESPN and ABC Sports; Fred Hassan, Chairman, Bausch+Lomb, Former Chairman and CEO, Schering-Plough Corporation; and Abbe Raven, President and CEO, A+E Networks.

A special tribute was paid to the Burke family and also to Roy J. Bostock, Chairman, Yahoo! Inc.; Vice Chairman, Delta Air Lines Inc.; and Chairman Emeritus, The Partnership at Drugfree.org, for his exceptional service and steadfast dedication as our Chairman from 2003-2010.

Along with Major League Baseball, we acknowledged outstanding coach, Patty Sterner, and exemplary student athlete, Loureen Prudente, who both embody the spirit of teamwork and healthy, drug-free competition, with the first annual Commissioner's Play Healthy Award.

**"If we in the media can't get the message out there of the dangers of drugs and alcohol, who can?"**

**DANIEL B. BURKE**  
Retired President & CEO, Capital Cities/ABC, Inc.

## DEDICATION, PERSISTENCE AND UNDERSTANDING

Since our founding 25 years ago, we have proven that prevention works and have evolved to serve parents and families seeking guidance and help about teen substance abuse. We do this with the support of many dedicated and steadfast organizations and friends who enable us to reach thousands of parents who need answers and resources.

One of those lifelong partners is a family whose compassion and commitment has helped touch and change the lives of countless American families. In 1986, Daniel Burke, the President of ABC Capital Cities, joined The Partnership at Drugfree.org, then known as the Partnership for a Drug-Free America. Dan and his colleagues helped build our nonprofit from the ground up.

To bolster his efforts, Dan recruited his brother James E. Burke, who became chairman in 1989. Having recently retired as Chairman and CEO of Johnson and Johnson, Jim accepted the challenge and led us in the largest single issue public service campaign in our nation's history. By 2003, Jim Burke introduced his nephew, Stephen B. Burke, to the cause. As COO of Comcast Corporation, Steve has supported Comcast's donation of media time and space worth tens of millions of dollars to run our messages.

We thank the Burke Family for its enduring legacy and commitment in helping millions of families understand that they are not alone when faced with teen substance abuse.



Daniel B. Burke



James E. Burke



Stephen B. Burke

## Corporate and Foundation Support

With the generous support of corporations and foundations that partner with us in our work to build healthier families, we are reaching millions of parents and kids with innovative resources for addressing drug and alcohol use and addiction — a disease we know to be both preventable and treatable. We gratefully acknowledge the following corporate and foundation donors who help make it possible.

**Purdue Pharma L.P.** made a two-year grant to ensure the start-up of our bilingual Parents Toll-Free Helpline, (1-855-DRUGFREE), where families can find help for a young person in trouble with drugs or alcohol.

**The Bodman Foundation** and an **anonymous family foundation** also gave leadership gifts to get the Helpline up and running in 2011.

**Major League Baseball** continued to support our work to educate young athletes, parents and coaches about the risks of steroids and other performance-enhancing substances and the benefits of healthy playing and living.

**MetLife Foundation** underwrote our Partnership Attitude Tracking Study, along with MetLife's annual radio campaign inspiring parents to use their profound influence to help their kids lead healthy lives.

**Abbott Laboratories, Cephalon, Consumer Healthcare Products Association, Endo Pharmaceuticals and Purdue Pharma** all continued their support of efforts to prevent and reduce the abuse of prescription and over-the-counter cough medicine.

**Daniels Fund** supported the Denver, CO-based implementation of the Time To Act Community Program, to help parents take action if they know or suspect a child is using drugs or alcohol.

**The Pacific Life Foundation** is funding an initiative in Orange County, CA, to educate kids, parents and seniors about the dangers of abusing prescription and over-the-counter medicine.

For their essential support of the full spectrum of our work, we are also deeply grateful to the **Joseph Drown Foundation, F.M. Kirby Foundation, Bristol-Myers Squibb Foundation, Xerox Foundation, Corning Incorporated Foundation, Chevron, Locker Brands, Inc., the Alliance for Safe Online Pharmacies, Cardinal Health Foundation** and **Cowles Charitable Trust**.

**"The Daniels Fund is honored to support The Partnership at Drugfree.org to help raise awareness of the impact drugs have on the teen brain, help families intervene early when a child starts using and find a path to recovery for young people in trouble. Through their programs, they have benefitted the lives of countless youth who have made the positive choice of saying no to drugs and alcohol, and helped numerous families effectively address substance use in their children."**

**LINDA CHILDEARS,**  
President and CEO, Daniels Fund



# Thanks to All Our Donors

## **\$500,000 +**

Merilee and Roy Bostock  
MetLife Foundation  
Major League Baseball  
Purdue Pharma L.P.  
U.S. Department of Justice,  
Office of Community  
Oriented Policing Services,  
Office of Justice Programs

## **\$250,000 to \$499,999**

Consumer Healthcare  
Products Association  
Allen Rosenshine  
Patricia F. Russo

## **\$100,000 to \$249,999**

Anonymous (1)  
A+E Networks  
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Cebrin Goodman Center  
King Pharmaceuticals, Inc.  
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Thomas S. Murphy  
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Healthcare

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Bausch + Lomb  
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Chadbourne & Parke LLP  
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Cravath, Swaine &  
Moore LLP  
The Daniels Fund  
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Department of Health  
& Human Services,  
Substance Abuse &  
Mental Health Services  
Joseph Drown Foundation  
Eastman Kodak Company  
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Fred Hassan  
HBO  
Health Foundation of  
Greater Cincinnati  
Hearst Corporation  
The Hershey Company  
Horizon Media, Inc.  
Johnson & Johnson  
Betty Wold Johnson  
Robert Wood  
Johnson Foundation  
J.P. Morgan  
F.M. Kirby Foundation, Inc.

## Legacy

Carla and Rob Matteucci  
Morgan Stanley  
National Basketball  
Association  
NBC Universal  
Adam Silver  
Sony Corporation of  
America  
Tishman Speyer  
Tyco International  
U.S. Department of  
Treasury  
Office of National  
Drug Control Policy  
Viacom  
Wachtell, Lipton,  
Rosen & Katz  
The Walt Disney Company  
Warburg Pincus  
David N. Watson  
Wieden + Kennedy  
Akiko Yamazaki  
and Jerry Yang

## **\$5,000 to \$24,999**

Anonymous (3)  
AbelsonTaylor, Inc.  
ACT Missouri  
adidas Basketball  
Alcoa Foundation  
Alliance for Safe  
Online Pharmacies  
American Electric Power  
Bay Area Alliance for  
Youth and Families  
BBDO Worldwide Inc.  
Bryan R. Beller  
Bristol-Myers Squibb  
Foundation, Inc.  
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Solutions, Inc.  
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Computer Recycling USA  
Corning Incorporated  
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& Drug Abuse, Dallas  
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Davis & Gilbert LLP  
Delta Air Lines  
Denver Office of  
Drug Strategy  
DIRECTV, Inc.  
Discovery  
Communications, LLC  
Donovan Data Systems  
Drafftcb  
DrugFreeAz.org  
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Foundation for Recovery  
General Electric Company  
Cyndi Glass  
Goldman, Sachs & Co.  
The Gottesman Fund

Myrna and  
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and James D. Zirin  
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Drug Control Policy  
Dorothy and Ralph Larsen  
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Locker Brands, Inc.  
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Foundation  
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Michigan Department of  
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National Collegiate  
Athletic Association  
National Football League  
New York State Office of  
Alcoholism and Substance  
Abuse Services  
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NOPE Task Force  
Ogilvy & Mather  
OMD  
P&G Gillette  
Pacific Life Foundation  
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Drug-Free Iowa  
Partnership for a  
Drug-Free NH  
Partnership for a  
Drug-Free NJ  
Partnership for a  
Drug-Free NC  
Partnership for a  
Drug-Free Ohio  
Partnership for a  
Drug-Free South Carolina  
Partnership for a Drug-Free  
America, Texas Alliance  
Partnership for a  
Drug-Free Washington  
Pepper Family Fund of  
The Greater Cincinnati  
Foundation  
Peter G. Peterson  
Pfizer Inc  
The Phillies  
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Prevention First

The Procter & Gamble  
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Crime Prevention  
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Motor Co., Inc.  
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Daryl and Frank H. Barker  
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Consumer Care  
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Buttine Insurance  
Byrnam Wood, LLC  
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and Patricia Rosenwald  
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TPG Planning  
& Design, LLC  
Triple i  
Dr. Mary and  
David S. Versfelt  
Diane and Jack Walcott  
John W. Waller, III  
M. Cabell Woodward

**Financials** The Partnership at Drugfree.org deeply values our donors' generosity and spends donor funds prudently and in accordance with program plans described in our fundraising appeals. More than 80 percent of our spending goes directly to programs that reach millions of parents and their families. We are able to leverage an \$8.5 million operating budget into more than 25 times its impact, underscoring our record of program effectiveness since our inception in 1986.

**MEASURING EFFECTIVENESS**

We regularly assess our effectiveness in achieving our mission and make a formal report to our board of directors annually. With the introduction of our comprehensive array of online resources at drugfree.org, we reached nearly seven million online visitors and parents in 2010, providing access to personal support, tools, resources and answers. We are also active in communities across the country and require participant evaluations of all of our training programs.

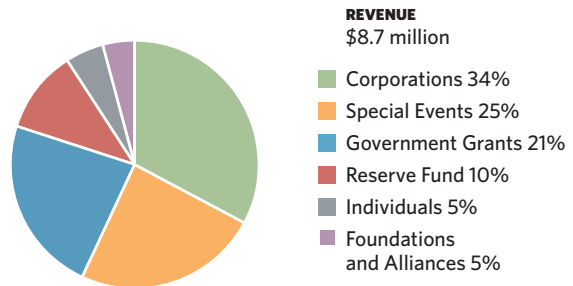


**GOVERNANCE AND OVERSIGHT**

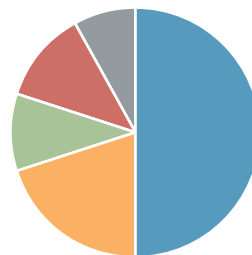
The organization adheres to charity management and fundraising standards and consistently receives high marks from charity monitoring and watchdog agencies like the Better Business Bureau's (BBB) Wise Giving Alliance and Charity Navigator. Our volunteer board of directors is active and independent, providing oversight of operations and staff.

**INDEPENDENT AUDIT**

The firm of KPMG LLP conducts an annual review of our financial statements in accordance with auditing standards generally accepted in the United States of America. A copy of audited statements and our annual 990 tax return, prepared by Grant Thornton LLP, can be viewed online at drugfree.org, or you can request a copy by calling 212-973-3503.



**REVENUE**  
\$8.7 million



**EXPENDITURES**  
\$8.5 million

**PROGRAM EXPENSES 80%**  
 Services for Parents and Teens 50%  
 Program Materials 20%  
 Research 10%

**NON-PROGRAM EXPENSES 20%**  
 Fundraising 12%  
 Administrative 8%

*Audited Financials as of  
December 31, 2010  
Net assets balance as of  
December 31, 2010 \$15.7 million*

# Board of Directors

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Executive Creative Director,  
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Interactive Advertising Bureau

### Jim Vail

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Capital Cities/ABC, Inc.

### James E. Burke

Chairman Emeritus,  
The Partnership for a Drug-Free America  
Chairman Emeritus,  
Johnson & Johnson

## COUNSEL

### David S. Versfelt, Esq.

Partner,  
K&L Gates LLP

**The Partnership at Drugfree.org  
helps parents prevent, intervene  
in and find treatment for drug and  
alcohol use by their children.**

THE PARTNERSHIP AT DRUGFREE.ORG  
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NEW YORK, NY 10010

[WWW.DRUGFREE.ORG](http://WWW.DRUGFREE.ORG)