

THE PARTNERSHIP[®]
AT DRUGFREE.ORG

2012 Highlights

New PACT360 Website, Parents360 Rx Action Toolkit

The [PACT360 Community Education website](http://drugfree.org/PACT360) – drugfree.org/PACT360 – underwent a makeover. Not only did the site get a new look, but we added features about the [people in a community](#) who can help kids stay healthy and safe.

The website, which is made possible by a grant from the Bureau of Justice Assistance, U.S. Department of Justice, provides visitors with information on how to bring the PACT360 program to their neighborhood and is a place where people can share stories on how they have united communities to help address and respond to substance abuse issues at the local level.

There's also information on how to download and implement [the Parents360 Rx Action Toolkit](#), a brand new program that allows parents and others to educate their communities about the dangers of prescription medicine abuse. The centerpiece of the kit is a short video that illustrates the impact of medicine abuse on real families, intended to stimulate discussion around this issue.

The image shows a screenshot of the PACT360 website and the Parents360 Rx Action Toolkit. The website header includes the PACT360 logo, navigation links for PACT360 PROGRAMS, GUIDES & TRAINING MATERIALS, BLOG, IT TAKES A COMMUNITY, YOUR STORIES, and LOCAL DRUG LANDSCAPE. Below the header are several featured articles and programs:

- Parents360**: Learn More About Parents360 >
- Youth360**: A youth-oriented substance abuse prevention education program that teaches teens about the realities and consequences of substance abuse. More >
- Meth360**: A program to educate local leaders, parents and concerned citizens about the risks of methamphetamine to the individual and the community. More >
- Padres360**: Brings Parents360 to Hispanic parents. More >
- Latino360**: Brings Meth360 to the Hispanic community. More >

The Parents360 Rx Action Toolkit section features a video titled "Chelsea's Story" and a description: "The Parents360 Rx Action Toolkit is a new community education resource that can be used by professionals from law enforcement, prevention and treatment, as well as by any concerned adults who want to share information about medicine abuse with their friends, family, neighbors and organizations to which they belong."

The "It Takes a Community" section includes a video and a grid of community members:

- Police Chief
- Sheriff
- Community Policing Officer
- School Resource Officer
- Teacher
- Coach
- School Nurse
- School Counselor
- Medical Professional
- Treatment Provider
- Community Coalition
- Active Parent

Inaugural All-Star Tasting Event



In June, more than 200 attendees joined us for our first-ever [All-Star Tasting](#) at the landmark Astor Center in New York City.

The event featured [stellar athletes](#) and [celebrity chefs](#) joining together to raise funds so that all young people will be able to live their lives free of drug and alcohol abuse.

Present at the tasting were International Tennis Hall-of-Famer Jim Courier, Former NBA star Darryl “Chocolate Thunder” Dawkins and basketball Hall-of-Famer Earl “The Pearl” Monroe.

Also in attendance were Chef Aarón Sanchez, Food Network star and Executive Chef/Co-Owner of Centrico & Mestizo; Chef Alain Allegretti of La Promenade des Anglais and Azure by Allegretti; Josh Capon, Executive Chef at Lure Fishbar and B&B Winepub; Patrick Connolly of Kitchen NYC; Ryan DePersio, Chef/Partner of Fascino; Bill Dorler, Chef de Cuisine at Osteria Morini; Chef Kyung Up Lim of Michael’s Restaurant and Chef Carey Yorio of Goya Foods, Inc.

Event sponsors included Delta Air Lines, Horizon Media, Major League Baseball, National Basketball Association, Scout Sports and Entertainment, The Connect Group, National Hockey League and Paramount Caviar.



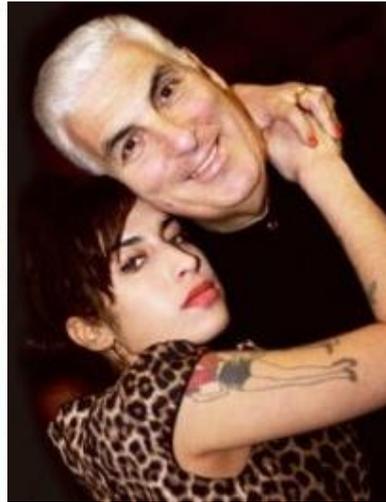
The Dionysus Project: Kentucky & California

We collaborated with social impact company [Outside The Wire](#) and local partners [Operation UNITE](#) and [Phoenix House](#) to present a series of dramatic readings and town hall discussions about the disease of addiction. Supported by a generous grant from the Stravos Niarchos Foundation, [“The Dionysus Project”](#) toured to three cities – Manchester and Hazard in [Kentucky](#) – where the performances yielded a large, “standing-room-only” crowd – and [Los Angeles, California](#).

Among participating cast members were Oscar-nominated actor Jesse Eisenberg (“The Social Network”), Adam Driver (HBO’s “Girls”), Tony Award-nominated actress Kathleen Chalfant, Broadway actor Peter Francis James, actor Keith David (“Requiem for a Dream,” “Crash”) and others. These individuals joined expert panelists to generate robust discussion around substance abuse, addiction and how communities can come together to address and respond to these problems.

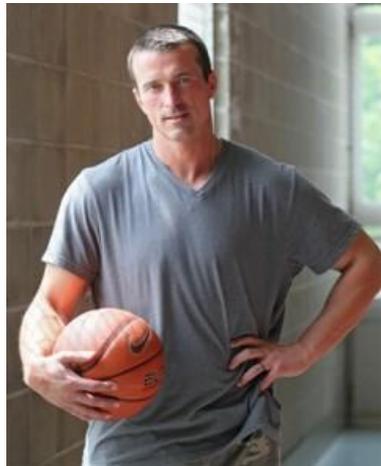


“Meet The Parents Hour” Facebook Chat Series



We continued our successful “Meet The Parents Hour,” an interactive online chat and Q&A session hosted on [our Facebook page](#). The real-time conversations aim to connect parents and those affected by drugs and alcohol, as well as with a featured host who’s had direct experience with substance abuse.

Notable hosts included award-winning TV personality, chef, food writer and father [Andrew Zimmern](#), former professional basketball player, father and motivational speaker [Chris Herren](#) and [Mitch Winehouse](#), father of the late Amy Winehouse. [Dr. Drew Pinsky and Amber Smith](#) (“Celebrity Rehab”) teamed up for a special event that took place during the launch week of [The Medicine Abuse Project](#).



In total, our 2012 Meet The Parents Hour chats directly yielded nearly **2,000** comments, **802** “Likes” and more than **20,239** visitors to our Facebook page.

Grandparents Guide

Grandparents play an important role in preventing their grandchildren from drinking and using drugs. Currently, there are 4.5 million grandparent-headed homes with children under 18, and another 6.1 million grandparents live with and share parental responsibilities for their grandchildren. In other words, grandparents are doing more “parenting” than ever.

That’s why we developed our comprehensive guide, [“The Power of Grandparents,”](#) to help grandparents better communicate with their teenage grandchild, learn about the latest drugs and discover how they can help keep their grandchildren healthy. The guide is available as part of our revamped [Parent Toolkit](#), which was made possible with major support from [MetLife Foundation](#).

The Power of Grandparents



Grandparents Play an Important Role in Preventing their Grandchildren from Drinking and Using Drugs

Launch of New Parent Toolkit

Parents want to know how to prevent their children from developing a problem with drugs and alcohol. So we pulled together the latest scientific research, talked with experts and parents alike, and then assembled a “toolkit” with all the nuts and bolts parents need to know to protect their kids.

Inside The Parent Toolkit you'll find:

- Practical tips for every stage of your child's life – from Pre-K to Young Adult
- How-To videos from family therapists and health experts
- Insights on how to better understand your children, connect with them and protect them
- What to do if you discover your child is experimenting with drugs or alcohol

The screenshot shows the top of the Parent Toolkit website. At the top, the title "THE PARENT TOOLKIT" is displayed in orange and blue, with the subtitle "A drug and alcohol prevention resource for parents." below it. A navigation bar contains the text "Be prepared to prevent your child from using drugs and alcohol." Below this is a large image of a diverse group of young people. To the right of the image is the heading "How to Prevent Drug Use at Every Age" and a short paragraph of text. Below the text is a "Learn more" link with a right-pointing arrow. A horizontal row of six numbered buttons (1-6) is positioned below the main content area. At the bottom, there are two orange-bordered boxes. The left box is titled "DRUG GUIDE FOR PARENTS" and features an image of pills with the text "Learn the facts to keep your teen safe. Download guide" and a right-pointing arrow. The right box is titled "GRANDPARENT'S GUIDE" and features an image of a young girl and an elderly woman with the text "Grandparents can help keep their grandkids healthy and drug-free. Learn more" and a right-pointing arrow.

THE PARENT TOOLKIT

A drug and alcohol prevention resource for parents.

Be prepared to prevent your child from using drugs and alcohol.

How to Prevent Drug Use at Every Age

Whether your child is toddling through preschool, meandering through middle school or cruising through his '20s -- here are tips to help guide him toward a healthy life at every age!

[Learn more ▶](#)

1 2 3 4 5 6

DRUG GUIDE FOR PARENTS

Learn the facts to keep your teen safe.
[Download guide ▶](#)

GRANDPARENT'S GUIDE

Grandparents can help keep their grandkids healthy and drug-free.
[Learn more ▶](#)

New Tools for Hispanic Families

HABLA CON TUS HIJOS

Un recurso para padres sobre drogas y alcohol.

Esté preparado para prevenir que su hijo use drogas o alcohol.



Cómo prevenir el uso de drogas a cualquier edad

Si su hijo está dando los primeros pasos a través de los años preescolares, se está enfrentando a los retos de la escuela secundaria, o se está mudando de la casa, ¡tenemos consejos de expertos para ayudarlo a que su hijo o hija crezca seguro y feliz!

[Aprenda más ▶](#)



GUÍA DE DROGAS PARA PADRES



Aprenda la información para mantener a su adolescente seguro. [Descargue la guía ▶](#)

EL PODER DE LOS ABUELOS



Los abuelos pueden ayudar a mantener a sus nietos saludables y libres de drogas. [Aprenda más ▶](#)

We launched “HablaConTusHijos” - a free, bilingual (Spanish/English) online resource to help Hispanic parents who are struggling to address drug and alcohol abuse by their children.

Recognizing the urgent need within the Latino community for these kinds of comprehensive tools, “[HablaConTusHijos](#)” provides effective, easy-to-use, science-based resources equipping Hispanic parents and grandparents to take action in preventing teen substance abuse.

The launch of “HablaConTusHijos” received significant media coverage, including a feature broadcast piece on TELEMUNDO and mentions on Yahoo!, Reuters, Bloomberg Business Week and others.

This new web resource was made possible with major support from [MetLife Foundation](#).

Partnership Study Finds Heavy Marijuana Use Up Among Teens

This spring, we released our most recent Partnership Attitude Tracking Study (PATS), which found that heavy use of marijuana among teens was up an alarming 80 percent since 2008 and that one in 10 teens reported using marijuana at least 20 times in a single month.

While the new PATS data did not show similar increases in teen abuse of medicines, prescription (Rx) and over-the-counter (OTC) drug abuse remain at unacceptably high levels among our nation's youth.

The Associated Press broke the story, which was also carried on hundreds of online news outlets and blogs. The release of the nationally projectable study garnered significant coverage on CBS Network Radio, National Public Radio, Associated Press Radio, Internet Radio Network and [FOX Radio](#). Network broadcast television coverage included ABC's Good Morning America and local coverage on [NBC, Los Angeles](#) and [Channel 3, Arizona](#).



Launch of The Medicine Abuse Project

In September, [The Medicine Abuse Project](#) – a multi-year unifying campaign that brings together families, communities, industry, health care professionals, educators, law enforcement and government officials – launched with the goal of **preventing 500,000 teens from abusing medicine over the next five years.**

The campaign kicked off with a series of launch week events, including a live [storytelling exhibit](#) in New York City's Grand Central Terminal, a special [webinar with A&E Networks](#) and more. The launch week culminated with a [DEA-facilitated National Prescription Take-Back Day](#), which resulted in the safe collection and disposal of over **488,300** pounds of prescription medicines.

The Medicine Abuse Project earned the support of 20 sponsors, seven federal partners and more than 60 strategic partners. [News](#) about the Project was picked up in major media outlets like [CNN](#), [USA Today](#), [CBS "Live From The Couch,"](#) [Access Hollywood](#), [Entertainment Tonight](#) and others.



Take the Pledge

As a Citizen I pledge to learn about teen medicine abuse, to safeguard my medicines and to talk to the teens I know about this issue.

5 2 0 9 people have signed the pledge

Dispose of Unused Medicines



Find a Take-Back Location >



More Americans die from

DRUG OVERDOSES

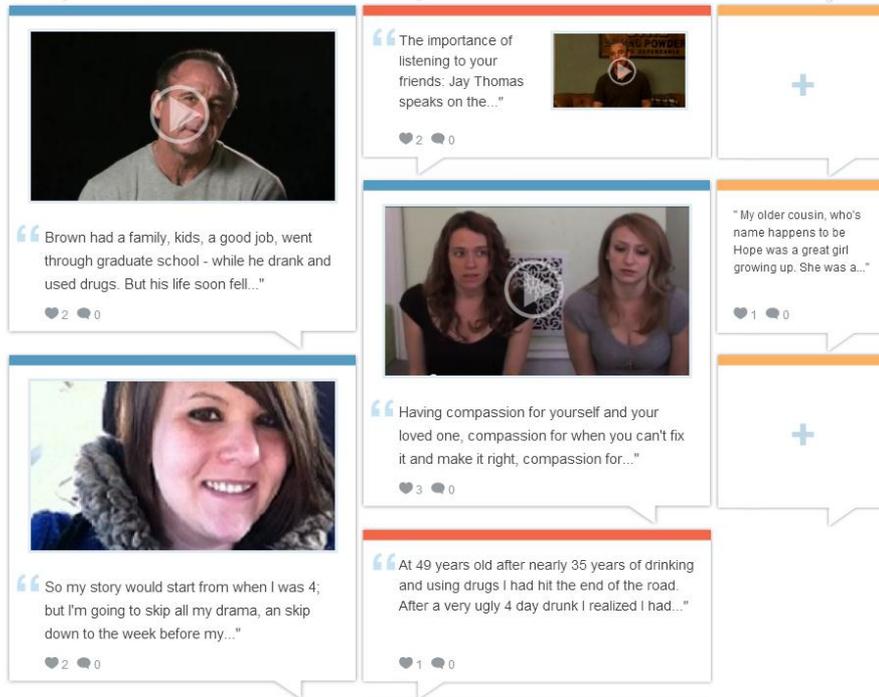
than in car crashes
and this increasing trend
is driven by Rx painkillers.



Launch of The Hope Share



People everywhere struggle with the disease of addiction; in fact, 85 million people in the U.S. have been affected directly by this issue.



November marked the launch of [The Hope Share](#), a new campaign targeting all those who have been affected by addiction – their own or a loved one’s – to [share their story](#) of hope while expressing their support for others. The driving force behind the initiative is the notion that “your story can change someone else’s.” By sharing a video or written story, those touched by this issue can help break the stigma and isolation surrounding addiction.

Winter Wish Gala

We ushered our 10th annual gala into a new decade by unveiling a new name – [The Winter Wish Gala](#) – and moving the event to Gotham Hall in New York City. In attendance at the gala, which allowed us to show gratitude to those who support our important work and help us reach families in need, were more than **500** distinguished guests and friends, and **\$2 million** was raised for our cause.

The Winter Wish Gala was hosted by [Maria Bartiromo of CNBC](#). Gala [honorees](#) included JPMorgan Chase & Co. Vice Chairman James B. Lee, Jr.; National Basketball Association, represented by Commissioner David Stern and Deputy Commissioner Adam Silver; and Sir Martin Sorrell, Chief Executive of WPP. A special tribute was awarded to MusiCares, and the winners of the [MLB Commissioner's Play Healthy Awards](#) were recognized by CJ Wilson, All-Star pitcher for the Los Angeles Angels of Anaheim.

