

# ACT MISSOURI

*Taking ACTION to Build a Healthy Missouri*

25TH ANNIVERSARY EDITION

## ANNUAL REPORT 2016



*Special thanks to the Division of Behavioral Health for their support.*





# ANNUAL REPORT 2016

*Greetings Friends of Prevention!*

ACT Missouri has had another successful year, AND we are also celebrating our 25th year as the Missouri substance use prevention resource. For the last 25 years we have provided substance use prevention education, training, advocacy and resources to Missouri communities and the Regional Support Centers that serve them.

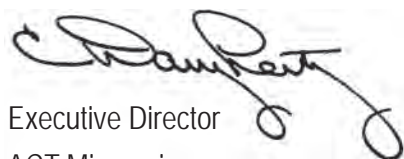
ACT Missouri and substance use prevention have come a long way in 25 years. In the 1990's the field of substance use prevention was just beginning to be defined. We were moving from reactive prevention programming that depended on scare tactics to proactive science and researched based curriculum designed to educate our communities about the facts around the use of substances.

ACT Missouri has been an active participant and leader in the evolution, growth and professionalization of substance use prevention in Missouri and the nation since its founding in 1991. The Community Organization Committee of the Metropolitan Task Force envisioned a state-wide organization to work with communities across the state. From that vision Missouri Association of Community Task Forces (MOACT) was created. It was in 1996 that we became ACT Missouri.

Today, we continue to work with Missouri communities through the 10 Regional Support Centers located across the state and the Missouri Substance Use Prevention Network.

ACT Missouri staff also works closely with other national, statewide and local prevention providers to affect substance use prevention in the United States. ACT Missouri continues to provide support and leadership to Missouri and the nation to remain a front runner in substance use prevention.

Throughout this report we have tried to give you a look back at the beginning of many of our successful programs and how they have grown and where they are now. We are proud of how far we have come in making our vision, Healthy individuals – Healthy communities – Healthy Missouri, a reality. And we plan on continuing for the next 25 or 50 or 100 years!



Executive Director  
ACT Missouri

# MISSION/VISION

## **ACT MISSOURI'S MISSION:**

*To serve as the statewide prevention catalyst, empowering individuals and fostering partnerships to promote safe, healthy, and drug-free communities.*

## **ACT MISSOURI'S VISION:**

*Healthy individuals...Healthy communities...Healthy Missouri!*

# TURNING VISION INTO ACTION



The Missouri Association of Community Task Forces originated as a shared vision of members from the Metropolitan Kansas City Task Force on Alcohol and Drug Abuse. As Community/School Task Forces were being formed in the Greater Kansas City area in 1987, the Community Organization Committee decided an association would be the most suitable context to sustain community involvement and support for alcohol and drug use prevention and treatment.

Simultaneously, the Missouri Department of Mental Health, Division of Alcohol and Drug Abuse (the Division), began its own initiative, the Missouri 100 program; using Community/School Team Training as its focal point. In August 1987, leaders from 16 communities convened at Central Missouri State University for the first Community/School Team Training.

To sustain momentum, the Division held Community/School Team Reunions in 1989, 1990, and 1991 for groups to network, share information, and rejuvenate prevention efforts. Attendees acknowledged the effectiveness and importance of these collaborations, so the Division's Advisory Council, Education and Prevention Committee, encouraged developing a statewide association of task forces to align Alcohol and Drug Use, Department of Elementary and Secondary Education's Drug-Free School and Communities, and community members' efforts.

In 1990 the Metropolitan Kansas City Task Force's Community Organization Committee discussed the formation of a not-for-profit association. On October 24, 1990, representatives of task forces, the Ewing Marion Kauffman Foundation, and ADA endorsed the plan. At the 1991 reunion, the first Board of Directors of the Missouri Association of Community Task Forces (MoACT!) was established. Officers were elected June 4, 1991 and MoACT! was incorporated as a private, not-for-profit association on August 16, 1991.

On February 1, 1992, the Board of Directors hired an Executive Director. MoACT! held its first annual meeting on July 6, 1993, and its initial funding was provided by the Kauffman Foundation and ADA. By 1993, 146 task forces were using this highly successful model and implementing action plans to address their own alcohol and other drug use problems with unique, positive, and comprehensive community-wide strategies.

Follow along in the rest of the report to see ACT Missouri's history and accomplishments throughout the years.



# ANNUAL RED RIBBON ART/PSA CONTEST

In October 2002, to coincide with Red Ribbon Week, Missouri's Youth/Adult Alliance launched its new public awareness campaign entitled, *12 mirrors 21: What image do you want your child to see?* The message was aimed at adult caregivers and was meant to raise awareness about the early age of first alcohol use and the detrimental effects on a child who uses alcohol at an early age. By implementing the "12 mirrors 21" campaign community groups were part of a statewide movement to make all Missourians aware that 12-year-olds should not be drinking alcohol and that alcohol is an adult drink with adult consequences.

In celebration of the 2003 Red Ribbon Week, First Lady Lori Hauser Holden spoke at an assembly of 250 elementary students at East School in Jefferson City. She also presented a copy of *The Red Ribbon, A Story of Hope* to the school's librarian. ACT Missouri was responsible for developing the event and coordinating all logistical aspects.

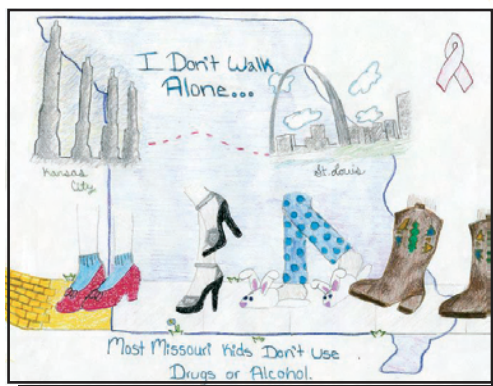
In the fall of 2008, Missouri's Youth/Adult Alliance continued the plan to celebrate Red Ribbon Week by launching the annual Red Ribbon Poster Contest for Missouri youth. Missouri's Youth/Adult Alliance Coalition chose winners from each grade level and printed calendars to display the winning entries.

The calendar became an annual project, with a new theme chosen each year and incorporated into the artwork. The theme has changed as prevention has changed, moving from a group mentality to a more individual mentality. In the beginning, youth could choose from a variety of topics, however now one theme is chosen. This allows for more consistent messaging throughout the state.

The contest is held in the fall, with top winners for each grade and one grand prize winner now being chosen by three judges, including prevention and art/design professionals. While the program was initially run through schools, now individuals can enter on their own. From 2013-2014, a video contest was also established, where youth could create a PSA revolving around that year's theme.

This project serves as a vehicle for communities and individuals to take a stand against underage drinking and prescription misuse by making a commitment to live alcohol and drug free lives. It encourages people across the state to not only participate in Red Ribbon Week, but to incorporate underage drinking prevention into their daily lives.

Red Ribbon calendars are distributed to approximately 500 people across the state each year.



Grand prize winner: Miranda R., Kearney, MO

## 2009:

I have better things to do than drink or use drugs.  
Real friends don't need alcohol or drugs to have fun together.  
Most Missouri youth don't drink or use drugs because...  
I don't walk alone... Most Missouri kids don't use drugs or alcohol.  
My hero doesn't use alcohol or drugs.  
Keep your head in the game, not in a bottle/cloud of smoke.  
(pick one!)  
I've got bragging rights because I'm alcohol and drug free!  
Missouri youth make good choices. That's why we don't use alcohol and drugs!  
It matters who you hang out with. That's why I choose friends who don't use.

## 2010:

I have better things to do than drink or use drugs.  
Most Missouri youth don't drink or use drugs because...  
I don't walk alone... Most Missouri kids don't use drugs or alcohol.  
I've got bragging rights because I'm alcohol and drug free!  
Missouri youth make good choices. That's why we don't use alcohol and drugs!



Grand prize winner: Rebecca H., Lawson, MO

## 2011:

I'm me! Drug and Alcohol Free  
Kids in Missouri have better things to do than drink or do drugs!  
I don't walk alone....Most Missouri kids don't use drugs or alcohol.



Grand prize winner: Amy W., Poplar Bluff, MO

## 2012:

Play Hard. Play Smart. Play Sober.  
Sport the Right Choice  
Not In My House



Grand prize winner: Mercedes A., St. Charles, MO

## 2013:

The Best Me is Drug Free



Grand prize winner: Amber W., Webb City, MO



**2014:**

A Healthy Me is Drug Free



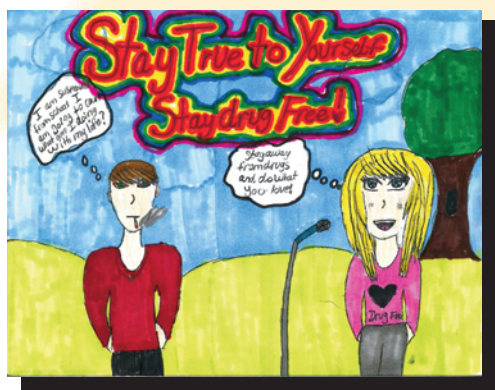
Grand prize winner: Olivia G., Lawson, MO



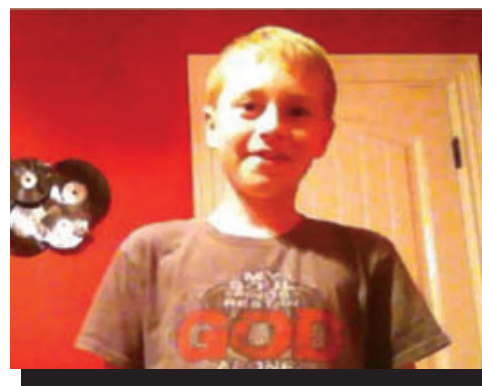
PSA grand prize winner: Lawson Middle School Character Club, Lawson, MO

**2015:**

Stay True to Yourself, Stay Drug Free



Grand prize winner: Shatilly R., Ellsinore, MO



PSA grand prize winner: Isaac B., Mt. Vernon, MO

**2016:**

Your Actions Matter



Grand prize art winner: Carla B., Fair Play, MO

# PROFESSIONAL TRAINING

ACT Missouri offers continuing education contact hours to assist prevention professionals in meeting their annual training requirements. Contact hours are awarded for attending trainings in-person and our online webinars. Training and webinars focus on areas that are important to building the prevention workforce in Missouri, including those topics required to obtain and maintain the statewide prevention credential. Webinars typically cover trends and developing topics and issues pertinent to Missouri prevention providers. ACT Missouri provides training opportunities to assure that prevention services are available across the entire state.

These training opportunities include the required six hour ethics course developed by the *Prevention Think Tank* and solely dedicated to the dilemmas encountered by prevention providers.

Until 2015 ACT Missouri provided the Substance Abuse Prevention Specialist training (SAPST) two times a year in Jefferson City. When the Center for Substance Abuse Prevention (CSAP) modified the SAPST curriculum ACT Missouri assumed the role of only providing SAPST *Train the Trainer* workshops to Regional Support Center staff across the state. In 2016 ACT Missouri partnered with the Southwest Regional Expert Team and trained eight skilled and experienced prevention providers in the 4-day Substance Abuse Prevention Skills Training (SAPST) curriculum.

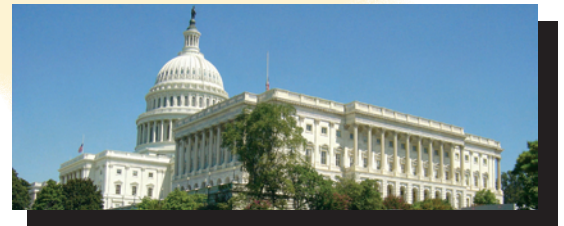
As the statewide training resource center, ACT Missouri provides innovative training opportunities for professionals to expand their knowledge in the field. In 2012, ACT Missouri and BJC School Outreach and Development developed the Ed Moses Education Series. This educational series took the top five most abused and trending substance topics; marijuana, alcohol, synthetic drugs, tobacco and drug endangered children, and an entire day long workshop. Each topic was addressed by national, state and local experts. Additionally this was a "traveling" series. ACT Missouri partnered with Regional Support Centers in five areas of the state; St. Louis, Columbia, Kansas City, Springfield and Farmington, to provide a leg of the training.

In 2013, ACT Missouri hosted a three-day workshop "Science Based Drug Education" in partnership with the Midwest Counterdrug Training Center. This nationally recognized training was taught by Ed Moses, retired Missouri State Highway Patrol, and John Duncan, Midwest Counterdrug Training Center.


In FY2016, 1,495 people received training from ACT Missouri. ACT Missouri awarded 4,223 contact hours to prevention professionals that attended our trainings, an increase of 800 contact hours from FY2015.

# LEGISLATION AND ADVOCACY

ACT Missouri has been a vocal advocate of legislation important to the prevention and recovery community for 25 years. In 1998, Missouri's Youth/Adult Alliance began statewide policy work and involvement by helping close legal loopholes in the state's zero-tolerance legislation. A keg registration bill was introduced for the first time (not to pass until 2003) and support was given to ongoing legislative efforts to increase excise taxes on alcoholic beverages.



In 2001, Missouri's Youth/Adult Alliance created a concept paper titled, *Reducing Alcohol Use by Children and Youth*, in the interest of health, safety and well-being for the purposes of introducing legislators, the media,



and the grassroots population to the idea that increasing fees on alcohol in Missouri, the state would have a long-term, sustainable source of revenue to fund a comprehensive plan to reduce alcohol use and abuse, thus decreasing societal costs of alcohol abuse and increasing the health of Missouri citizens.

In 2002, the Missouri Recovery Network was instrumental in addressing the lack of parity in mental health and addiction recovery services. This legislation would help end discriminatory practices that deny the same benefits for mental health and addiction care as they do for other physical conditions.

In 2003, ACT Missouri moved to a new office building just down the street from the Capitol building. This allowed the staff to be more involved with legislative session and continue to build relationships with the legislators and their staff.

In 2005, Missouri's Youth/Adult Alliance formed an ad-hoc group, the Missouri Alcohol Impact Coalition, that functioned as a coalition to raise the alcohol excise fee in Missouri. This group raised funds to conduct telephone polling in Missouri to gauge the public's opinion about raising the excise fee, held a press event, and passed out facts sheets to each legislator each day during session. A comprehensive bill aimed at reducing underage access to alcohol also passed thanks to the support of Missouri's Youth/Adult Alliance.

In 2006, the Missouri Recovery Network released the *Capitol Report* twice a month during legislative session. These reports provided an in-depth analysis of what was going on at the Capitol, including summaries of speeches, a budget summary and detail, and specifics on bills that were important to the recovery and prevention community. It also covered any initiative petition campaigns that would be of interest, including the Tobacco Tax Proposal.

In 2009, the Alcohol Without Liquid (AWOL) vaporizers ban passed in Missouri thanks to the support of Missouri's Youth/Adult Alliance. ACT Missouri, with the assistance of Missouri's Youth/Adult Alliance, the Missouri Recovery Network, and the Partnership for Drug-Free Kids (formerly Partnership for A Drug-Free America) also worked together to publish the *Speak Up, Speak Out, Speak Hard* primer. This booklet was created to assist coalition members and other members of the prevention community in developing relationship with their senators and representatives. Effective advocacy calls for the establishment of a working relationship with elected officials; one that not only benefits the legislator but also the coalition and substance use prevention, treatment, and research field as a whole.

In 2015, ACT Missouri partnered with Missouri Foundation for Health to bring The Link Project to Regional Support Centers. This workshop provided an overview of Missouri state government and appropriate ways to engage policymakers. Participants learned the legislative process, participated in a mock hearing, and discussed how to effectively build relationships with lawmakers.

Currently, ACT Missouri tracks and reports the status of legislation in Missouri dealing with substance use, treatment, recovery, mental health, and children's issues. During legislative session, a weekly report is generated outlining the progress of legislation important to the field. In 2016, 81 bills were tracked, as well as any initiative petitions that affected the prevention community. At times, ACT Missouri sent other notices when hearings or other topics would arise throughout the session. The GroupMe messaging system for prevention in Missouri was utilized again this year which allows "real-time" communications regarding legislation and other important topics that are time sensitive. Our partners can choose to opt-in to this mobile app service.

ACT Missouri and the Missouri Substance Use Prevention Network provided facts sheets three times a week to each legislator during session on prescription drug abuse, the heroin epidemic, and prescription drug monitoring programs. The Prevention Network and ACT Missouri developed the messaging, sharing facts about the topic. ACT Missouri staff and Network members delivered the fact sheets to the Capitol.



# COMMUNITY TOOLBOX

As the statewide training and resource center, ACT Missouri has a history of creating tool boxes for Regional Support Centers, coalitions, and communities to use to implement programs and change in their community. These projects create a how-to guide for communities who want to address substance use.

In 2003, Missouri's Youth/Adult Alliance created, in partnership with the Missouri Division of Highway Safety, *The Missouri's Youth/Adult Alliance Community Tool Kit* for communities and/or groups who wanted to address issues of underage drinking but were not quite sure how to begin. The tools in the kit assisted individuals and groups in building a strong foundation for their community's unique and creative ideas and programs. The *Tool Kit* is packaged in a three-ring binder with subject tabs and includes a custom CD containing an electronic copy of the entire text of the kit. All of the files are provided in PDF so users can see and print documents as they were originally designed.



In 2006, Missouri's Youth/Adult Alliance created the *Debunking the Disguise: An Alcopops Awareness Tool Kit*. This *Tool Kit* was created to assist people with a vested interest in youth in addressing alcopops. Because of extreme popularity with youth, Missouri's Youth/Adult Alliance felt that it is critical to raise awareness in communities about alcopops and their contribution to underage drinking.

In FY2016, at the annual Substance Use Prevention Conference in an effort to promote the conference theme "BUILDING A HEALTHY MISSOURI" ACT Missouri gave each of the 10 Regional Support Centers a "Community Toolbox" filled with information about the Center for Substance Abuse Prevention (CSAP) strategies. Each of the handouts in the tool box included information regarding the strategies; Education, Information Dissemination, Alternative Activities, Problem Identification and Referral, Community-Based Process, and Environmental Strategies. Additionally, ACT Missouri offered resources for further information regarding the strategies. This project was made possible by a donation of 10 tool boxes from Waterloo Industries in Sedalia, MO.

# FISCAL ADMINISTRATION

ACT Missouri provides fiscal and administrative support to the projects located within our agency: Missouri's Youth/Adult Alliance, The Partnership for Drug-Free Kids, Students Against Destructive Decisions, and Statewide Training and Resource Center. The fiscal department processes payments for Training, Technical Assistance and Regional Development Fund requests, and disseminates mini-grant funding to the communities throughout Missouri that are Division of Behavioral Health registered coalitions. The fiscal department also provides fiscal administration to the Missouri Substance Use Prevention Network, Partnership for Success grant, Best Practices Implementation/Consultants, Tobacco Treatment Specialist Training, Prevention Conference, Synar, and the St Louis ARC FAS Prevention Project. In addition, ACT Missouri currently provides fiscal administration to the following programs/projects:

- Midwest Conference on Problem Gambling & Substance Abuse
- Division of Developmental Disabilities Autism Symposium
- Division of Developmental Disabilities Regional Workshops
- Kids' Beat Program
- MO Alliance for Drug Endangered Children
- Northland Coalition's SAMHSA STOP ACT Grant
- Liberty Alliance for Youth's Drug Free Communities Grant

ACT Missouri has provided fiscal administration for several groups and organizations over the last 25 years. These groups contract with ACT Missouri to provide fiscal services for their various programs, grants, and conferences. These groups include:

DFCSP Grant Support for Northland Coalition, Excelsior Springs

Robert Wood Johnson Grant

MO Foundation for Health Cessation Initiative Grant  
Support for Cole County Partners for Clean Air

MYAA SPF SIG Grant support

Ray County SPF SIG Grant support

Missouri Department of Mental Health's Youth Suicide Prevention Project

Spring Training Institute Conference support

MADCP Conference

Missouri Chapter of the American Academy of Pediatricians Meth Grant

Missouri Department of Public Safety Juvenile Justice Program

Department of Mental Health's Public Affairs

Community Asset Builders. Inc.

Mid-America ATTC Training-of-the-Trainer Project

Mental Health Transformation Project

Missouri Marijuana Prevention Tour

Missouri Department of Transportation's "It Only Takes One" Campaign

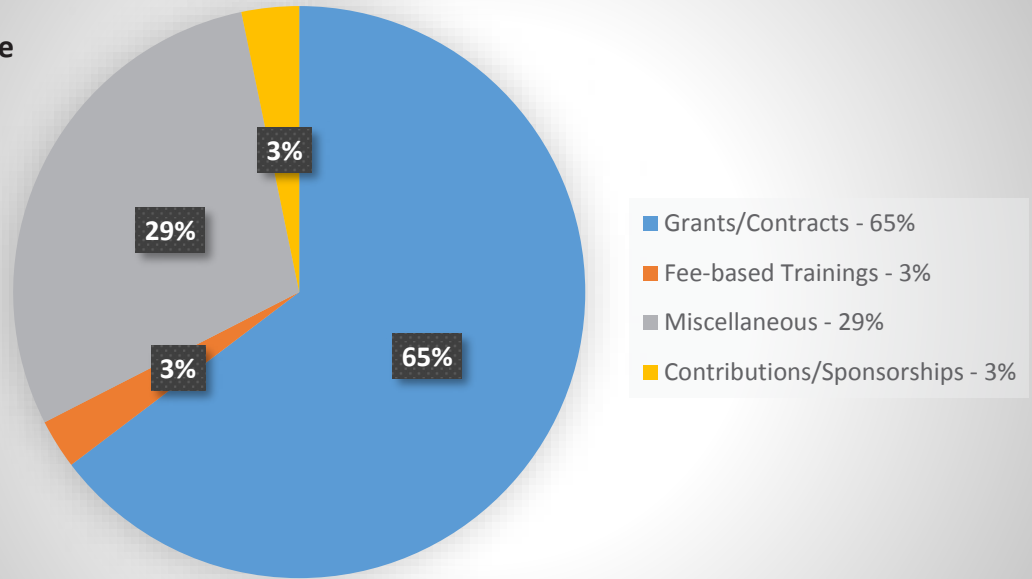
"ACT Missouri's CFO is meticulous in both her accounting abilities as well as her reporting to outside entities. I have run several federal grants through ACT Missouri, as the fiscal agent, knowing that the budget would be proficiently managed and that budget reports would be expertly developed and submitted on time!"

*-Vicky Ward, Manager of Prevention Services, Tri-County Mental Health Services*

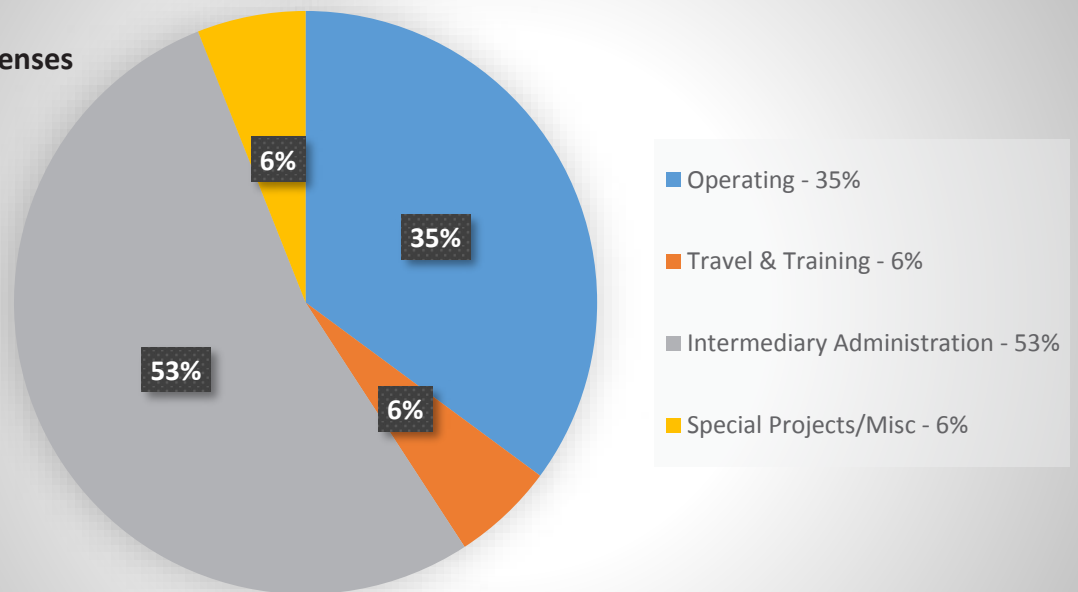


## Fiscal Year 2016

### Income



### Expenses



# SPEAK HARD YOUTH CONFERENCE



Speak Hard was started to educate youth about advocacy, media literacy and environmental policy related to underage drinking. The groundwork is laid through a one-day training in Jefferson City. Youth and their sponsors are provided with tools and information to take back to their communities and enhance their local efforts in educating the public, their local officials, and raising underage drinking awareness among their peers. Since 2005, 3,101 people have been trained at this event.

The first Speak Hard was held in 2005 in Jefferson City, MO. Youth from all across the state attended to learn about media literacy and advocacy. Approximately 120 were in attendance. Kevin Wanzer, a motivational comedian, provided the keynote. Youth from each area represented addressed the group at the rally with their messages regarding underage drinking issues in their respective areas. Following the rally at the Capitol, the youth met with their legislators. Collaborative partners for this event included: Learfield Communications, the Missouri National Guard – Drug Demand Reduction, Mountain Valley Spring Water, Wal-Mart, Department of Mental Health-Division of Behavioral Health, Regional Support Centers, coalition leaders, parents, and members of the Missouri legislature.



Each year a new theme is chosen for the conference. This theme is developed around trends occurring around the state. Local and national experts present at various sessions throughout the day and cover relevant topics that teens are facing in their communities. Attendees have varying levels of advocacy training; some have established relationships with their elected officials, and others may use Speak Hard as a springboard to develop those relationships. For many youth, this event is a unique opportunity to meet with their elected officials while in Jefferson City during the legislative session and share valuable information regarding the underage drinking problems they face in their local communities.



The 2016 Speak Hard was held on April 13<sup>th</sup> at the Capitol Plaza Hotel with an attendance of 355 participants. EPIC Assemblies, the keynote, is a professional touring group of 12 elite and diverse young artists who bring a powerful message to youth from coast to coast. They blend their personal life stories with artistic expressions like dance, drama, original music, spoken word poetry, video and inspirational speaking. They cut straight to the

heart of the issues young people are dealing with today such as bullying, drugs, sex, self-image issues, suicide, cutting and self-harm, abusive relationships, and violence; challenging the norm and offering hope through positive alternatives.

2008 was the first year of the Outstanding Youth Prevention Awards. From 2008 until 2016, 78 youth have been awarded. In FY2016, 14 youth were selected to receive the Outstanding Youth Prevention Award at the closing awards ceremony. Nominations are based on integrity as demonstrated by the student's involvement in school, extra-curricular, and community activities relating to substance use prevention efforts. Each award recipient is given a plaque and resolution from their senator.

# **PRESCRIPTION DRUG AND MEDICATION COLLECTION**

ACT Missouri has recognized the need for safe prescription disposal options for many years and has provided various methods to communities to assist in this endeavor. In 2008, Missouri's Youth/Adult Alliance secured funding to provide prescription drop boxes to communities around Missouri. Over a period of three years, nineteen drop boxes were established through this funding.



Missouri continues to lead the Midwest in collection totals, collecting 84,525 pounds of medication in FY2016. These counts are from the Drug Enforcement Agency's National Take-Back totals, as well as the permanent drop boxes.

Responding to the need for more prescription drug disposal options, ACT Missouri developed a partnership with Verde Technologies to bring their disposal pouches to Missouri. In order to deactivate medication, you simply open the bag, add water and the pills, then seal and throw away. In 2015, the Substance Use Prevention Network and ACT Missouri provided 3,520 extra-large pouches to communities across Missouri. Each pouch holds 450 pills.



ACT Missouri partnered with Mallinckrodt Pharmaceuticals to provide Deterra Drug Deactivation Systems again this year. Mallinckrodt donated 250,000 pouches to Missouri. Each pouch holds 10-15 pills. ACT Missouri coordinated this distribution to 10 Regional Support Centers and created educational flyers to explain the need for the pouches. Because ACT Missouri knows how important it is to track data to determine progress, a survey was created to collect data on the program. The total in-kind donation amount of this was \$447,500.



In addition to providing tools to aid in prescription drug misuse prevention, ACT Missouri is also committed to developing new partnerships throughout the state. To do this, ACT Missouri and Whaley's Pharmacy partnered together in a pilot program to educate on prescription drug misuse and the proper way to dispose of medications. Whaley's received a shipment of the Deterra Drug Deactivation System pouches to distribute to customers who received a narcotic prescription. Whaley's ran tv and radio commercials advertising the pouches and the partnership. The total in-kind donation amount of the marketing was \$5,878. ACT Missouri provided a variety of educational materials to Whaley's to share with their customers. Additionally, ACT Missouri established dialogue with pharmacists and pharmacy employees on how to educate customers on proper disposal.

"The RX disposal pouches have been an invaluable tool in our rural communities. The system has also allowed us to more effectively share the message of safe disposal by being able to offer immediate solutions of safe disposal. We believe the pouches are not only ensuring proper disposal but also opening the eyes of rural Southeast Missouri to the growing RX drug misuse epidemic."

*-Jessica Howard, Prevention Program Director, FCC Behavioral Health*



# YOUR ACTIONS MATTER CAMPAIGN



The *Your Actions Matter* underage drinking awareness campaign was launched at the January 27, 2016 Prevention Day with a press event. Missouri Senator Ryan Silvey and Representative Nick King shared why they believe their actions matter and how this is an important campaign to benefit Missouri youth.

The campaign was originally developed by the Illinois Liquor Control Commission and a group of Illinois teenagers developed the logo and slogan. ACT Missouri saw how well this campaign worked in Illinois in changing the behavior of adults providing alcohol to minors that we wanted to implement the campaign in Missouri.

Posters, window clings and grocery-style bags (each promoting Your Actions Matter! Preventing underage drinking is EVERYONE'S responsibility) were distributed to each of the ten Regional Support Centers so they could give them to local stores and alcohol outlets in their area. *Your Actions Matter* is a campaign that will be used in Missouri for many years to come.

## PREVENTION DAY

Each year since 2010, ACT Missouri has hosted Prevention Day at the state capitol. Prevention day is designed to provide an opportunity for substance use prevention professionals to network with other professionals across the state about best practices in prevention, local successes, and what is trending in other communities. Additionally, Regional Support Centers, community prevention providers, and civic groups (such as BJC School outreach and the Missouri Elks) have an opportunity to exhibit what is happening in their agencies and the efforts being made to prevent substance use in Missouri.



The day begins with Missouri's Youth/Adult Alliance Youth Ambassadors hosting a community breakfast and talking to their legislators about issues important to the youth of Missouri.

Throughout the day, legislators receive information packets that highlight the significant accomplishments in each region of the state. In FY 2016, Missouri Substance Use Prevention Network members delivered 197 packets to all the legislative staff offices.

# YOUTH AMBASSADOR PROGRAM

The Youth Ambassador program began in 2011 for youth that understood the need for substance use prevention in their schools and communities and had the desire to step up and work to make their communities better. Originally the Youth Ambassador program was part of Missouri's Youth/Adult Alliance (MYAA) program. Besides learning prevention skills, Youth Ambassadors also learn grass roots advocacy, leadership, and public speaking skills. Participation in the Youth Ambassador program gives these youth the skills and confidence to implement changes in their home communities.



The Youth Ambassador program focuses primarily on underage drinking prevention, but it also addresses other issues detrimental to youth in their communities.

Youth Ambassador members have been an integral part of Speak Hard, the annual youth conference in the spring, providing both planning and presenting original workshops.



a returning leader Chris has become a real asset to the Youth Ambassador program and ACT Missouri.

In 2015, Missouri's Youth/Adult Alliance restructured. In an effort to maintain this strong statewide youth leadership component, ACT Missouri asked Chris Dzurick to direct the Youth Ambassador Program. Chris, a former youth leader in the Missouri's Youth/Adult Alliance program, also works full time for the Missouri Department of Elementary and Secondary Education and has BSBA in Marketing Management. As

"I have chosen to continue my experience with Missouri's Youth/Adult Alliance because it has taught me leadership and friendship. As an ambassador, I have learned to build close relationships with my fellow ambassadors and the many legislators that have joined the movement to prevent alcohol and drug use."

– Gunner Smith, 2016 and 2017 Youth Ambassador

# PREVENTION SERVICES FUNDING

ACT Missouri receives funding through the Department of Mental Health, Division of Behavioral Health to distribute prevention services to communities in Missouri. This funding allows coalitions to address various prevention issues locally. Funding can be used for ongoing projects, media campaigns, trainings and conferences, town halls, educational publications, and more. In order to receive the funding, applicants fill out an application. It is then reviewed and applicants are notified of their award amount. Reporting is done during the project, and final reports are submitted so that progress and outcomes can be documented. Missouri sees a strong return on investment from these funds.

## MINI-GRANTS

**49 Grants Awarded**

**\$228,607.00**

## TECHNICAL ASSISTANCE

**65 Awarded**

**\$29,799.99**

## REGIONAL DEVELOPMENT

**50 Awarded**

**\$33,532.21**

Mini-Grant Funding – funding for programs that are part of a comprehensive and long-lasting approach to prevent alcohol use, drug use and risky behaviors in youth ages 10-24.

Technical Assistance – funding for ongoing programming to prevent alcohol use, drug use and risky behaviors in youth ages 10-24.


Regional Development Funds – funding for one-time events to prevent alcohol use, drug use and risky behaviors in youth ages 10-24.

# INFORMATION DISTRIBUTED

As the statewide training and resource center, ACT Missouri works as a clearing house for prevention education and resources. ACT Missouri has a resource library located on site where Regional Support Centers, coalitions, schools, School Resource Officers, law enforcement, city and county Government, and community centers can access cutting edge resources and educational materials. Additionally, downloadable resources are available on the ACT Missouri website. ACT Missouri added this feature to the website in FY2016 to aid in the ability to track the information being downloaded.

ACT Missouri prides itself on creating new and original resources to aid communities throughout the state.

In 2009, Missouri's Youth/Adult Alliance created *Game Show in a Box* to educate communities on underage drinking. This *Tool Kit* provided everything a group needed to host an interactive, high-energy, live event. Most



of the questions are general trivia, however a few of the questions deal with stats about underage drinking in Missouri. Embedding our message in a fun, family friendly event not only got these important facts out, but served as conversation starters for families.

In 2009, ACT Missouri released a new campaign, *Who Knew Grandma Kept a Stash!*, in partnership with RxOTC Task Force, Missouri's Youth/Adult Alliance, and the Northland Coalition. This campaign aimed to educate on how to talk to kids about prescription drug misuse.

In 2011, ACT Missouri partnered with the Jefferson City Parks and Recreation Department and several Regional Support Centers to create a Storybook Trail. The Trail portrayed the book, "Stand Tall, Molly Lou Melon" – a story about a girl who gets picked on because she's different and how she learns to deal with the playground bully. ACT Missouri placed the signs along the trail for families to walk through.

The final sign on the trail explained the importance of children having a network of people to talk. It provided ACT Missouri's contact information and contained a smartphone QR code that lead to a page on the ACT Missouri website where parents could get more information, conversation starters, and a copy of the Taking ACTION handbook.

In FY 2016, ACT Missouri created *Don't Roll the Dice with your Future*. This interactive activity allows middle and high school students an opportunity to play a fun game, learn about the physiological, emotional, mental, and social implications of marijuana use, and dispel some of the myths they may have heard from their peers about marijuana.

ACT Missouri distributed over 16,784 pieces of information in FY2016 in the form of booklets, brochures and fact sheets. ACT Missouri created many new fact sheets throughout the year and put them on the ACT Missouri website.

New resources available through ACT Missouri in FY2016 include:

- Updated "Where Does Missouri Rank in Substance Abuse"
- Family Check-Up
- Drugs and Your Body
- Shatter the Myths
- Human Trafficking brochures and DVD
- "The Other Side of Cannabis" documentary
- "Today's Alcohol Demands a Closer Look" from National Alcohol Beverage Control Association
- Educational flyer for prescription drug disposal bags
- Partnership for Drug Free Kid's posters – RX Danger Zones
- Search Institute's "Essentials of Asset Building"
- RX Drug Abuse in Missouri Fact Sheets
- Missouri Petition Fact Sheet



"Although I am a CRPS (Certified Reciprocal Prevention Specialist), I currently work in a treatment center in a position that works more on treatment engagement and creating plans for people to enter treatment. We have very little funding for primary prevention. Because of this, I'm especially grateful for the knowledge and skill ACT Missouri continues to offer me that enhances and keeps me current on what the best practices are in prevention of substance use disorders. I'm repeatedly contacted by the media about certain trends in substance use with our youth. I'm confident when I give the reporter the contact information for the staff at ACT Missouri they will be able to provide the news media with data and an understanding not just of what are the trends of use in our area but what are the effective ways our communities can respond. Because of the training and continued support and encouragement of the ACT Missouri staff I have finally been able to relate to professionals all over the state how prevention, treatment and recovery relate to each other. I also appreciate the advocacy arm of the agency to keep us abreast of policy developments in our state that directly affect youth access to alcohol, tobacco and other drugs. Yes, I'm a big fan. They are class ACT!"

*-Heather Harlan, CRPS, Prevention and Treatment Engagement Specialist, Phoenix Health Programs*

## PREVENTION CONFERENCE

In 2008, ACT Missouri realized that there needed to be a statewide training opportunity for prevention professionals. With this in mind, the Substance Use Prevention Conference was created. The goal of the first conference, *Unwrapping the Gifts of Prevention*, was to provide learning opportunities to advance the field of substance use prevention. 149 participants attended this first conference that was designed to provide members of Missouri's prevention workforce with the most current, practical information from ACT Missouri's national partners such as Community Anti-Drug Coalitions of America, the Southwest Center for the Application of Prevention Technologies; Community Systems Group, the Partnership for a Drug-Free America as well as state level experts. Conference sessions provided support not only for the development of basic prevention knowledge, skills, and abilities for newer practitioners, but also for the professional growth of more experienced practitioners.

During the keynote address, Dr. Dennis Embry, President/CEO of the Paxos Institute, discussed current trends facing kids and families and showed participants how to "bust these silos" by using the science of syndemics. He looked at how neurology, nurturing, nutrition, and behaviors interact and how communities can do prevention better, implementing "simple gifts"-- practical, low-cost, pro-social kernels of prevention--from early childhood on.

Registrants had the opportunity to attend practical workshops and trainings on a variety of prevention topics including: Rx/OTC Drug Use, Underage Drinking, Advocacy/Policy, Social Marketing, Meth Awareness, Faith in Prevention, Violence Prevention, Model Programs, Use of the Media and Evaluation. Reference and resource materials were provided on all workshops and trainings.

A new theme is developed each year for the Prevention Conference, highlighting current trends in the field. Originally the conference was intended to be held bi-annually, however after the 2010 conference, members of the prevention community clamored for an annual event. The prevention professionals in Missouri saw the value of an annual opportunity to learn and network.

### 2008: UNWRAPPING THE GIFTS OF PREVENTION



**2010:  
PLAYING THE LEAD IN  
MISSOURI PREVENTION**



**2011:  
SPREAD THE MESSAGE**



**2012:  
MISSOURI CHAMPIONS  
OF PREVENTION**



**2013:  
IN TUNE WITH  
PREVENTION**



**2014:  
MISSION POSSIBLE**



**2015:  
BUILDING A  
HEALTHY MISSOURI**



ACT Missouri strives to bring both national and local experts to the Prevention Conference. While strengthening partnerships, it also gives Missourians the opportunity to compare national, statewide, and local initiatives. This gives them the best information to combat substance use in their communities.

## 2016 PREVENTION CONFERENCE

The 7th annual conference boasted an attendance of 220. Nationally acclaimed speaker Milton Creagh kicked off the conference as our pre-conference speaker. His first presentation was "Preventing Juvenile Drug Dealing" and his afternoon session was "Power Speak for Survival". That evening after dinner, Steve Miller, Prevention Specialist, Substance Abuse & Violence Prevention Division from Community Partnership of the Ozarks presented, "Music: Does it Move our Choices?"

Tuesday night, Jody Belsher, the writer/director/producer of "The Other Side of Cannabis" hosted the documentary and took questions after participants watched the film. "The Other Side of Cannabis" is an independent film created by ordinary citizens with no political or economic affiliations or interests, other than bringing attention to the negative effects of marijuana on our youth--adolescents, teenagers and young adults whose brains are still developing.

ACT Missouri decided that the agency needed a way to recognize individuals who have dedicated their careers to prevention in Missouri. The Prevention Emeritus Award was developed and awarded to Gary Hillebrand and Linda Frost for their longtime service to prevention in Missouri.

Representative Holly Rehder was presented with the Outstanding Advocate for Prevention Award. This award is given to individuals who have demonstrated exemplary advocacy for substance use prevention in Missouri. Rehder has been an outspoken advocate for prevention in Missouri through her legislation to establish a Prescription Drug Monitoring Program.

Perry County Coalition and Youth With Vision received the Coalition of the Year award. The Coalition of the Year award celebrates a coalition's sustained level of excellence, and both Perry County Coalition and Youth With Vision exemplify this excellence.

Council for Drug Free Youth received the Milestone Award. The Milestone Award celebrates a coalition's specific success in the year awarded in the area of outreach, advocacy, media, education, or training.

The Champion of Change for Prevention Award went to Raeanne Presley with the Taney County Alcohol and Drug Abuse Prevention Team. This award is given to someone who supports community efforts to address substance abuse prevention, increase education and outreach, and integrate primary and behavioral health.

Shirley Morgan, Oregon Citizens for Public Safety, Quality of Life, Property Values was the closing speaker at lunch the last day of the conference. She encouraged our participants to be tireless advocates. Oregonian's Against Legalization of Marijuana is a grassroots community group that was successful in November of 2004 and 2010 defeating measures that would have required local government agencies to open pot dispensaries, and then again in November of 2012 defeating a measure that would have legalized marijuana.

ACT Missouri created a *Keeping Kids Safe* flash drive for each coalition. This flash drive contained marijuana information to use in community work including an introductory letter that explains the contents and purpose of the information, a list of stakeholders, a sample invitation, a sample letter to legislator, sample advertisement, updated statistics from Missouri and nation, a sample letter to the mayor to have them sign a

proclamation, sample proclamation, sample event planning template and agenda. This ensured that all communities had up-to-date, uniform information and resources to educate their communities.

At the request of the Drug Free Community (DFC) awardees in Missouri, a DFC Networking Group breakfast was offered for those attending the conference. ACT Missouri staff member Katrina Wieberg hosted the event, and Dexter Pritchett, Senior Public Health Advisor, SAMHSA/CSAP was available to answer questions from grantees. Attendees appreciated the ability to network with other award winners and discuss best practices for facilitating the funding in their communities.

In total, 20.75 contact hours were offered. ACT Missouri was able to offer 28 workshops, as well a lunch presentation and a closing key note. Fifteen exhibitors displayed prevention, treatment, mental health and wellness information.

## NATIONAL PARTNERSHIPS

### THE PARTNERSHIP FOR DRUG-FREE KIDS

ACT Missouri has been the Missouri alliance member for The Partnership for Drug-Free Kids (formerly known as The Partnership for a Drug-Free America) since 2000. The Partnership translates the science of teen drug use and addiction for families, providing parents with direct support to prevent and cope with teen drug and alcohol use.



Throughout the years, ACT Missouri has distributed a variety of campaigns from the Partnership including:

- **Meth360:** this program challenges concerned citizens to educate themselves about the dangers of methamphetamine and help stop the spread of this damaging and dangerous drug in their communities.
- **The Medicine Abuse Project:** this project is a five-year action campaign that aims to prevent half a million teens from abusing medicine by the year 2017. The campaign provides comprehensive resources for parents and caregivers, law enforcement officials, health care providers, educators and others so that everyone can take a stand and help end medicine misuse.
- **Parent360:** is a toolkit 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 misuse with their friends, family, neighbors and organizations.
- **Intervention eBook:** what to do if your child is drinking or using drugs.
- **Treatment eBook:** a resource guide to find the right help for your child with a drug or alcohol problem.
- **How to Talk to Your Teen About Marijuana:** this kit will help you have meaningful, productive conversations with your teen about marijuana.

Another component of the relationship with the Partnership is the media campaigns and technical support. ACT Missouri and the Partnership met regularly to make personal visits to distribute both radio and TV spots to the two biggest markets in Missouri-Kansas City and St. Louis. In 2011, between the two markets, nine television stations aired 1,272 spots totaling an estimated \$337,942 in advertising. In FY2016, the Partnership and ACT Missouri coordinated media visits with the DEA360 program, local Regional Support Centers, and coalitions to discuss the rising heroin epidemic and how the media can partner to address the issue.



In 2011, ACT Missouri received the Alliance Achievement Award from the Partnership. This award recognizes a program that has made a dramatic impact on substance use awareness in the community through efforts with schools, parent groups, sports teams, and cause-related marketing.

## **SADD**

ACT Missouri has housed the State SADD Coordinator in Missouri since 2009. Students Against Destructive Decisions (SADD) is a peer-to-peer education, prevention, and activism organization dedicated to preventing destructive decisions, particularly underage drinking, other drug use, risky and impaired driving, teen violence, and teen suicide. There are over 80 SADD chapters in Missouri. Missouri SADD reaches out to and works with students and adults to offer prevention materials and resources concerning teen traffic safety, underage drinking and other destructive decisions. SADD focuses on potentially life threatening consequences of destructive decisions such as not wearing a seat belt, aggressive and distracted driving, and underage drinking.



## **CADCA**

ACT Missouri has been the State Level Organization with the Community Anti-Drug Coalitions of America (CADCA) since 1997. CADCA is a membership organization representing coalitions working to make communities safe, healthy, and drug-free both in the United States and abroad.



In 2007, ACT Missouri coordinated a statewide training with CADCA's National Coalition Institute for the coalitions of Missouri. The training on *Being An Effective Coalition Using the Strategic Prevention Framework* provided coalitions a best practices framework to be an effective force in their communities.

CADCA returned in 2012 to provide the Pre-Conference training at the annual Prevention Conference. This training, *Community Mobilizing and Organizing for Coalitions*, provided participants with step-by-step information on mobilizing neighborhoods and practical tips and tools to communicate effectively about their campaigns. Participants left this session equipped with the tools and knowledge to gain support from many sectors of their communities.

Members of ACT Missouri's staff attend the CADCA Leadership Forum and Mid-Year Institute annually. In FY2016, Executive Director Chuck Daugherty presented at the Leadership Forum his "A Man Walks Into a Marijuana Dispensary" presentation. ACT Missouri coordinates the legislative visits for the Missouri attendees and trains during the statewide advocacy meeting.

In FY2016, ACT Missouri provided logistical support for the CADCA Summit: *A Comprehensive Approach to Addressing the Pills to Heroin Epidemic*. The summit, hosted by CADCA (Community Anti-Drug Coalitions of America) and in partnership with the Drug Enforcement Administration (DEA), provided substance use prevention specialists with an overview of the national and local prescription drug and heroin use problem and explored the associated public health issues of overdose. The focus of the hands-on summit was for attendees to develop effective strategies to address the epidemic in their communities utilizing tactics aimed at changing or influencing community conditions, standards and regulations, and institutions and policies.

## **NIDA**

The National Institute on Drug Abuse's mission is to advance science on the causes and consequences of drug use and addiction and to apply that knowledge to improve individual and public health.

ACT Missouri has partnered with NIDA for National Drug and Alcohol Facts Week (NDAFW) since 2015. NDAFW is a national health observance for teens to promote local events that use NIDA science to *Shatter the Myths* about drugs. ACT Missouri promoted the campaign on social media channels, through newsletters, and the blog. Regional Support Centers and coalitions also planned their own events to coincide with NDAFW. ACT Missouri worked with schools and educators to give them the opportunity to participate in National Chat Day.



Missouri's Prevention Day at the Capitol falls during NDAFW, which provides an excellent opportunity for ACT Missouri to promote this campaign. Members of the prevention community shared NDAFW fact sheets with legislators and staff, and a banner is hung commemorating the event. Additionally, ACT Missouri hosts a variety of webinars during the week on topics important to Missouri communities. In 2015, Dr. Jennifer Lowry presented on *The Science of Addiction* and discussed how substances affect the brain. In 2016, University of Missouri medical student Nathan Nolan presented *PDMP: A Medical Professional's Perspective* where he discussed the importance of Missouri implementing a Prescription Drug Monitoring Program from the medical perspective, and ACT Missouri staff member Alicia Ozenberger presented the *Your Actions Matter* webinar where communities could learn about the new statewide campaign, what resources are available, and how to share it in their community.

## **SAMHSA**

The Substance Abuse and Mental Health Services Administration (SAMHSA) is the agency within the U.S. Department of Health and Human Services that leads public health efforts to advance the behavioral health of the nation. SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

ACT Missouri attends SAMHSA's Annual Prevention Day each year in Washington D.C. This exciting one-day event features dynamic speakers and informative training sessions for prevention practitioners, community leaders, researchers, and consumers in the behavioral health field sharing SAMHSA's prevention priorities for the coming year and providing participants with the necessary training, technical assistance, and resources to successfully address prevention issues.

Throughout the years, ACT Missouri has distributed a variety of campaigns, programs, and resources from SAMHSA, including:

- Talk They Hear You
- Suicide Safe
- KnowBullying
- National Suicide Prevention LifeLine
- Recovery Month
- Too Smart to Start

## **NATIONAL DRUG ENDANGERED CHILDREN**

The mission of the National Alliance for Drug Endangered Children (National DEC) is to break the cycle of abuse and neglect by empowering practitioners who work to transform the lives of children and families living in drug environments. They provide training and technical assistance to state DEC alliances and all those in the community who assist and care for drug endangered children. ACT Missouri has housed Missouri Drug Endangered Children since 2010.



In 2014, ACT Missouri coordinated a Core DEC training with National DEC. The Core DEC Training Curriculum is a tool that encourages collaborative partnerships between law enforcement, child protective services, and other practitioners and agencies to ensure the safety of children who may be found in a drug endangered environment. It increases community awareness about the risks faced by drug endangered children and highlights opportunities to intervene on their behalf.

ACT Missouri's Executive Director, Chuck Daugherty, is active with National DEC and has provided various trainings for them at their National Conference.



# REGIONAL AND STATE PARTNERSHIPS

## **PARTNERS IN PREVENTION**

Partners in Prevention is Missouri's higher education substance use consortium dedicated to creating healthy and safe college campuses. ACT Missouri collaborates with PIP to ensure the continuum of prevention from early childhood to adulthood. ACT Missouri staff member Angela Bonine presented at Partners in Prevention's annual Meeting of the Minds Conference on Current Drug Trends.

## **CHILDREN'S TRUST FUND**

ACT Missouri partners with Children's Trust Fund each year at the Missouri State Fair. This provides an excellent opportunity for ACT Missouri to share substance use resources with parents.

## **MISSOURI DEPARTMENT OF TRANSPORTATION/HIGHWAY SAFETY DIVISION**

ACT Missouri partners with Missouri Department of Transportation on a variety of campaigns, including "It Only Takes One." ACT Missouri developed this campaign, and then transitioned it to MODOT after two years. The campaign has had continued success, and many communities continue to benefit from it.

## **MISSOURI PREVENTION PARTNERS**

The Missouri Prevention Partners is organized for the charitable and educational purpose of providing statewide leadership to prevent and reduce child abuse and neglect by strengthening families and communities. It is a program of Missouri Kid's First. ACT Missouri provides resources to Missouri Prevention Partners and its members.

## **BJC SCHOOL OUTREACH AND YOUTH DEVELOPMENT**

ACT Missouri provides resources to the BJC School Outreach and Youth Development program. Executive Director Chuck Daugherty also presents at the annual School Nurse Survival Training. In 2014, BJC partnered with ACT Missouri to establish the Ed Moses Educational series.

## **MISSOURI JUVENILE JUSTICE ASSOCIATION**

The Missouri Juvenile Justice Association brings together juvenile justice system professionals and agencies, interested organizations, private corporations and individuals who are committed to improving the Missouri juvenile justice system for the sake of the children in need of a future. ACT Missouri provides resources to Missouri Juvenile Justice Association and exhibits at their annual conference. In 2012, ACT Missouri developed a prevention track for Missouri Juvenile Justice Association's annual conference.

## **MISSOURI SCHOOL RESOURCE OFFICER ASSOCIATION**

ACT Missouri provides the Missouri School Resource Officers with educational materials and resources for their schools. Executive Director Chuck Daugherty presented at their annual conference in FY2016, and ACT Missouri sponsors a portion of the conference.

## **PDMP NOW**

Missouri Prescription Drug Monitoring Program NOW is a bipartisan coalition of individuals, groups, associations and agencies that have come together to support passage of legislation to implement a statewide prescription drug monitoring program, or Missouri Prescription Drug Monitoring Program. ACT Missouri provides educational resources and media support to the coalition.

## **PHOENIX HEALTH PROGRAMS**

In 2016, ACT Missouri coordinated the *We're the Same, Only Different* training with Heather Harlan from Phoenix Health Programs. This training helped prevention and mental health focused community members and experts better understand what happens when a person seeks treatment for substance use situations.



# MISSOURI'S YOUTH/ADULT ALLIANCE



Missouri's Youth/Adult Alliance (MYAA) was established in 1997 with a grant from the Robert Wood Johnson Foundation. The mission of Missouri's Youth/Adult Alliance is to provide leadership and resources for the prevention of alcohol use by children and youth. One of the first events was when coalition members, famous athletes and local celebrities flew in a helicopter around the state landing on local high school football fields and doing events to get youth involved in the project. This was then followed up with a presentation on the Capitol steps to the Lieutenant Governor Roger B. Wilson of a cut-out of the state of Missouri with thousands of signatures of teens who support the efforts of the coalition and the need to fight underage drinking. MYAA facilitated a variety of programs, including the Youth Ambassador Program, Red Ribbon Week, Speak Hard, advocacy days, and trainings.



In 1999, using the MYAA slogan of "Impact Your World," youth created a traveling banner, "Impact Your World in 2000", with the goal of receiving 2000 signatures on the banner by the year 2000. They set up booths at shopping malls and high school sporting events. The youth asked people to support alcohol-free youth and to sign the banner in support of reducing underage drinking in the year 2000. The goal was achieved and the banner was unveiled during a media event in early 2000.

A Statewide Youth Summit was held in Kansas City in 2000 that created the promising approaches and

summary report: "100 Youth—100 Days: Reducing Underage Drinking in Missouri Through Policy Change"

The Campaign to Reduce Alcohol Use by Children and Youth began in earnest in 2001. During the fiscal year, more than 40 campaign-related articles, op-eds and letters-to-editors appeared in Missouri daily newspapers. In addition, the Campaign and its mission was the topic of numerous radio and television call-in and interview shows. Also, the Campaign was featured in the Missouri Family Health Council newsletter.

An offshoot of the above campaign is *12 Mirrors 21*, a public awareness campaign designed to bring attention to Missouri's age of first use of alcohol (12.7). The St. Louis Post-Dispatch published a pro-bono ad stating in part, "The Partnership for Drug Free Communities supports the Missouri Coalition to Reduce Alcohol Use by Children and Youth" in its Community Matters supplements.

In 2012, the first virtual town hall on underage drinking in Missouri was held. Missouri's Youth/Adult Alliance collected questions via text, voicemail, email, and facebook from youth and adults across the state. A panel was assembled that consisted of a policeman, prosecutor, counselor, recovery advocate, and youth. The five-member panel was recorded in Jefferson City with a live feed going out over the website, chattospace.com, making it available to be viewed live from anywhere, as well as checked out via DVD from our office after the live event.



# MISSOURI RECOVERY NETWORK

The Missouri Recovery Network (MRN) was established in 1999 with a grant from the Missouri Department of Mental Health. The mission of MRN is to promote awareness of substance use disorders and strengthen recovery. Since the beginning, MRN has been mobilizing those in recovery and in the recovery community to speak out in order to help shape public attitudes, policies, and opportunities for those in recovery and/or seeking recovery from a substance use disorder.



In 2006, the Missouri Recovery Network held the first Recovery Rally. This event provided an opportunity to celebrate healthy lifestyles from drug and alcohol addiction. It was funded by the Missouri Department of Mental Health and included a program of noted public officials and other recovery advocates who spoke and performed musically.

In 2008, the Missouri Recovery Network implemented the first MRN Advocacy Day at the Capitol. There were 30 people in attendance from across the state. Recovery advocates made appointments and visited with 13 state representatives and three state senators and voiced concerns regarding key recovery issues. Personal recovery stories were shared with policy makers to help them better understand recovery, the recovery process, and the need for such support.



In 2008, the Missouri Recovery Network was chosen by Faces and Voices of Recovery, the national recovery organization, to participate in a *Recovery Voices Count 10* state project. This project is a nonpartisan civic engagement and consists of three main parts: voter registration, voter education, and participation. It was an opportunity for recovery communities and advocates to let their voice be heard and take advantage of the 2008 elections. MRN started educating individuals and groups throughout the state on this national campaign;

trying to register those who were not currently registered to vote and get the word out about key recovery issues people should be paying attention to and talk to their legislators about. MRN mailed out a letter of intent to each candidate asking for their response to key recovery questions and a candidate pledge, developed by Faces and Voices of Recovery, to over 150+ federal and state candidates running for leadership positions (i.e. Governor, Lt. Governor, etc.). This was to educate the candidates on the key issues concerning recovery advocates. MRN staff participated in bi-monthly conference calls regarding this national campaign to heighten awareness that the recovery community has a voice and needs to use it. This campaign continued into 2009, and in August another mailing was done to all state candidates who won the Primary election. Once pledges were received, the data were compiled and sent out to MRN member and advocates. One database was set up for all candidates and another for those individuals who were registered and educated about the campaign and the importance of letting your voice be heard at the local, state, and federal level.

In 2009, MRN assisted with planning, coordinating, marketing and implementing the *Hands across the Bridge* event held during National Alcohol and Drug Addiction Recovery Month through direct MRN mailings, email distribution lists, and via the MRN website. This event was chosen by Faces and Voices of Recovery, the national recovery organization, as the National Recovery HUB event. MRN was responsible for securing volunteers for the advocacy tent at the event. There were over







1,300 people in attendance. MRN exhibited at this event and distributed educational materials. Senator Rita Heard-Days spoke on advocacy efforts, at the request of MRN, and stressed the importance of speaking up to help shape public policy by being involved in the election process and visiting with your candidates and elected officials.

During the event, MRN and Faces and Voices of Recovery asked participants to sign a pledge to endorse the new Recovery Bill of Rights. MRN had a poster of the Bill of Rights on display that participants signed declaring their recovery date and/or support of others in recovery or trying to achieve recovery.

After 11 years, MRN now operates independently as a 501(c)3 not-for-profit organization.

## MISSOURI SUBSTANCE USE PREVENTION NETWORK

The Missouri Substance Use Prevention Network was established in 2010 as a way to provide a network for prevention professionals to identify and take action on common issues. ACT Missouri facilitates the Network and provides support. The Network's mission is to create a statewide climate where communities are empowered to address substance use issues. The Network works to demonstrate to key stakeholders that substance use prevention needs to be a statewide public health priority. It also provides an avenue for dissemination of current research, best practices, publications, and resources. The Network champions healthy choices across Missouri. Whether working to reduce underage drinking, encouraging proper medication disposal, or spreading the word about drug trends and prevention successes; this collection of professionals, volunteers, and youth make it a top priority to keep Missourians safe from the adverse affects of drugs and alcohol.

### Missouri Substance Use PREVENTION NETWORK

- ★ Advocacy
- ★ Innovation
- ★ Prevention



# BOARD OF DIRECTORS

## **DIANA WILHOLD, PRESIDENT**

Director, School Outreach and Youth Development, BJC HealthCare

## **ED MOSES, VICE PRESIDENT**

Retired MSHP Lt.

## **DONNA DANIELS**

Sr. Manager, Field Human Resources, CKE Restaurants, Inc.

## **PAUL EVENSEN**

Senior Vice President, Strategic Initiatives, Wyman Center

## **TAL HENDERSON**

Claims Representative, Shelter Mutual Insurance Company

## **DARRELL MOORE**

Attorney

## **CHELLY PFEIFER**

Retired Captain, Kansas City Police Department

## **DR. KEVIN ROME**

President, Lincoln University

## **FRANK SCARPINO**

Retired Intl. Locomotive Sales Manager

## **CYNDY SCHNIEDERS**

Vice President of Private Banking, Central Bank

## **VICKY WARD**

Manager of Prevention Services, Tri-County Mental Health Services

# STAFF

## **CHUCK DAUGHERTY, MHD, MPS**

Executive Director

## **ALICIA OZENBERGER, MEd, LPC, MAPS**

Deputy Director

## **KATRINA WIEBERG**

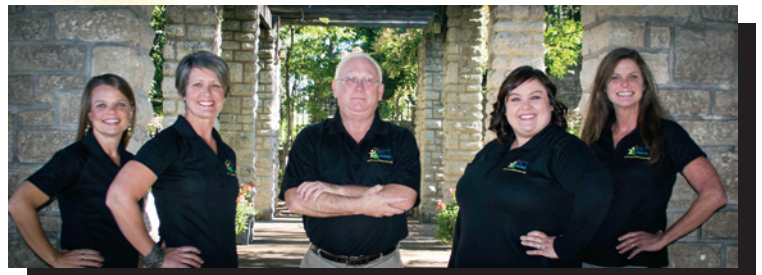
Director, Finance & Operations

## **ANGELA BONINE, MAPS**

Training Coordinator/Legislative Advocate

## **NATALIE NEWVILLE**

Public Information Officer



Katrina, Alicia, Chuck, Natalie, and Angela







## **ACT MISSOURI**

**428 E. Capitol Ave., 2nd Floor  
Jefferson City, Missouri 65101**

**573-635-6669  
877-669-2280**

[actmissouri.org](http://actmissouri.org)