Sharing Our Knowledge, Resources and Experience.

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Drug Free America Foundation, Inc.

2006 Annual Report

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Dear Friends and Supporters,

Another amazing year has passed, and I am overwhelmed by the accomplishments of Drug Free America Foundation. We have been working worldwide to strengthen drug policy and disseminate our anti-drug messages. It brings me great pleasure to report to you our successful endeavors.

Now that we have been granted Special consultative status with the Economic and Social Council of the United Nations, we have been working collaboratively with other non-governmental organizations (NGOs) from around the world to support the United Nations in its efforts to sustain sound drug policy.

Throughout our homeland we have launched a comprehensive drug awareness campaign that included the production and airing of dynamic public service announcements. These hard-hitting ads inform the public about the dangerous impact that drug use has on society.

Our commitment to all of you is that we will continue to do our very best to keep our communities, our nation and our world educated on the harmful effects of drugs. Thank you for your continued support. Together, we are making a difference!

Sincerely,

Betty S. Sembler

Betty S. Sembler Founder and Chair

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Mission Statement

Drug Free America Foundation, Inc. is a drug prevention and policy organization committed to developing, promoting and sustaining global strategies, policies and laws that will reduce illegal drug use, drug addiction, drug-related injury and death.



Dear Friends and Colleagues,

This year we have made many great strides in drug policy and prevention. My hope is that you will take a moment to peruse our newly designed annual report and discover our recent activities and their successful outcomes.

Utilizing our divisions, we have connected with many diverse groups around the world who have a mission similar to ours. We have expanded our international reach and are working with other countries to facilitate unified sound drug policies globally. We continue to expand our training throughout Latin America and have forged many partnerships with Latin American Universities and grassroots organizations to further this effort.

Here at home we have launched two very significant anti-drug campaigns to target audiences of various ages. Our *True Compassion* campaign consists of three award-winning public service announcements highlighting the societal consequences of drug abuse and a correlating website that reveals true stories, facts and statistics.

The other campaign was developed by our student-led movement, STAND, and was created to appeal to the college-aged population. This campaign consisted of two themes that highlighted personal choices and the physical effects of drugs. Drug educational resources were distributed to college campuses across the nation, and the website acted as another tool to provide in-depth information to interested individuals.

Additionally, we have expanded our organization by accumulating two new divisions. The National Drug-Free Workplace Alliance (NDWA) and the Drug Prevention Network of the Americans (DPNA), are enabling us the opportunity for future growth and development.

I could go on and on about all of our wonderful achievements, however, that is the purpose of this report. Please review the following information to learn more about what else Drug Free America Foundation has done. After all, we could not have done so much without your help! Thank you.

Sincerely,

Calina L'ay

Calvina L. Fay Executive Director

Founders

Ambassador Mel Sembler Betty S. Sembler

Executive Director Calvina L. Fay

Board of Directors

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Director Alejandro Vassilaqui

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Goodwill Ambassador

Venice Maki National Recording Artist

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Honorable Brad Owen Lt. Governor State of Washington Olympia, WA

Steven Raymund Chairman of the Board Tech Data Corporation Clearwater, FL

Darryl Ervin Rouson, Esq. Former President NAACP St. Petersburg, FL

Kevin Sabet Drug Prevention Policy Expert Oxford, England

Karen P. Tandy Administrator Drug Enforcement Administration Washington, DC

Andrew P. Thomas, Esq. County Attorney Maricopa County, AZ

Ronald Weaver, Esq. Community Anti-Drug Advocate Tampa, FL

Clayton M. Wilcox, Ph.D. Superintendent Pinellas County Schools Largo, FL

Our Divisions

International Task Force on Strategic Drug Policy is a network of professionals and community leaders who support and promote drug demand reduction principles, develop community coalitions and strive to advance communication and cooperation among non-governmental organizations (NGOs) who are working to stem illicit drugs and promote sound drug policy around the world.

Drug Prevention Network of the Americas (DPNA) is a coalition of non-governmental organizations (NGOs) from North, Central and South America dedicated to the promotion of effective demand reduction programs and policies in the Americas through the exchange of information and the development of alliances among NGOs working toward the same goals.

International Scientific and Medical Forum on Drug Abuse –This division, chaired by David Gross, M.D., DFAPA, is a brain trust of scientists and doctors whose commitment is to review current articles and published research and to provide scientific knowledge about narcotics in a form the public can understand. This group also dispels misinformation related to current drug issues in the media.

Institute on Global Drug Policy – This division, chaired by Eric Voth, M.D., FACP, is an alliance of physicians, scientists, attorneys and drug specialists advocating public policies that curtail the abuse of alcohol and illicit drugs.

Students Taking Action Not Drugs (STAND) - This division is a growing, student-led movement to disseminate accurate, science-based drug information on college campuses to promote awareness among students.

National Drug-Free Workplace Alliance (NDWA) – This division is a national network dedicated to the prevention of substance abuse in the workplace. NDWA has a two-fold mission - to directly assist small businesses in the state of Florida in establishing comprehensive drug free workplace programs and to support a national coalition of drug free workplace service providers.



Our Projects

Drug Free America Foundation's Website, Library & Newsletter

As the premier organization in drug policy and prevention, Drug Free America Foundation utilizes its libraries in a web-based approach for sharing our knowledge, resources and experience in this field. To better serve communities nationwide, we have streamlined our website so that visitors will receive immediate up-to-date information and fast service for their requests.



Our website is updated continuously with current news articles, studies and drug legis-

lation. This year we are proud to have launched our student section which provides our young visitors facts about drugs, healthy alternatives and suggestions on how to maintain a healthy, drug-free lifestyle. This year alone we have received more than **3,888,845** hits to our site and have sent out more than **8,025** drug education publications, posters, DVDs and CD-ROMs.

Our "ask the librarian" function provides feedback to visitors on research questions within twenty-four



to forty-eight hours upon receiving the request. This year alone we have assisted more than **120** visitors with their inquiries. We are able to provide this service because of our extensive in-house library and electronic library. We have a librarian on staff and have added **more than 20** books to *The Otto Moulton Memorial Library*, our in-house physical library, and **764** articles to our e-library this year alone.



The newest web

based tool for information dissemination is our electronic newsletter. *The Drug Free America Report* is a well-received, very popular addition to our educational efforts. This bi-weekly newsletter summarizes several national and international current events within the drug policy and prevention arena. Since its inception, the newsletter has given us the ability to develop a global database of vested individuals. The first edition this year was sent to approximately **100** people. The last edition this year was sent to more than **1300** people. What phenomenal progress! Next year **3,000** more names or bust.

Even you can sign up and receive our newsletter via email. Please visit www.dfaf.org.

understanding underlying issues in order to find a genuine solution to help those in need

This campaign is an expression that reflects the ideal response that individuals should have to drug addiction and abuse. Through this campaign, we are seeking to raise awareness of the societal consequences of drug use.

Using public service announcements, a website and other web-based tools such as MySpace and YouTube, *True Compassion* is a call for the public to understand the broader implications of personal choices.

Drug Free America Foundation released three powerful public service announcements (PSAs) in late October of 2006. Our public service announcements tackle some very important societal issues directly related to drug abuse. By December of 2006, one of the PSAs aired in Colorado, South Dakota and Nevada nearly **500** times and **900-950** times on cable outlets such as ESPN, USA and CNN.

These PSAs raise awareness about issues such as children who are victims of abuse at the hands of drugusing guardians and how innocent bystanders are harmed and even killed by others abusing drugs. Drug use affects everyone, and it is vital that the public understand how they are impacted each and every day by this growing epidemic.

With taglines such as "It's not just alcohol anymore," "Still think drug abuse is somebody else's problem?" and "Now that the smoke has cleared," viewers can "discover the truth" by going to the *True Compassion* website connected with the campaign. They will also be able to view different versions of the public service announcements at **www.truecompassion.org**.

To kick off this campaign, Drug Free America Foundation hosted a concert starring Venice Maki. Venice is a national recording artist whose remarkable, self-taught musical gifts and personal commitment to a healthy, drug free lifestyle inspire listeners in concerts on U.S. college campuses and on radio stations worldwide. The *"Taking Time"* track from his 2006 release *Which Way is Out?* is featured in the *True Compassion* campaign's public service announcement "High Driver." Drug Free America Foundation is proud to name Venice Maki as our Goodwill Ambassador.



A sneak peek into the future would inform you that in early 2007 our public service announcements and the corresponding website have all won prestigious awards, have aired more than **6,000** times to an audience of more than **69,750,000** and are ranked within the **top 10** according to Nielsen ratings.





The Journal of Global Drug Policy and Practice was established in 2006 and launched in January 2007. This journal is a joint effort of the Institute on Global Drug Policy and the International Scientific and Medical Forum on Drug Abuse.

It is a peer-reviewed, scientific, free online publication enabling public and private entities, clinicians and non-clinicians, professionals and consumers to participate in the exchange of valuable information about drug policy and practice while sharing different cultural attitudes and perspectives on this global challenge.

Calendar year 2006 was filled with intense preparation for the January 2007 launch of *The Journal of Global Drug Policy and Practice*. Co-editors Dr. Eric A. Voth and Dr. David Gross of the Institute on Global Drug Policy and the International Scientific and Medical Forum on Drug Abuse, respectively, consulted with staff about the foundational documents necessary for starting a scientific journal and conferred with our web designer about the desired web capabilities for a top caliber journal in this field.

We enlisted the support of an Advisory Board compiled of prestigious, international professionals, medical and policy experts. We determined our first year's topical foci and issue coordinators. By the end of 2006, the peer-reviewed articles for the first issue examining the medical excuse marijuana controversy were completed and ready for publication.

www.globaldrugpolicy.org

In the future, we forecast that our journal will make headlines!







Drug Free America Foundation convenes annual meetings of the members of The International Task Force on Strategic Drug Policy (ITFSDP), the International Scientific and Medical Forum on Drug Abuse, the Institute on Global Drug Policy and the Drug Prevention Network of the Americas (DPNA) to continuously train global leaders on drug policy issues. The training reinforces effective demand reduction principles and programs and is a well-established forum for exchange of ideas and practices between policy makers, scientists, doctors

and other highly respected individuals in the field. It enables the attendees to mobilize their communities to push back against substance abuse and efforts to legalize drugs in their communities.

The Task Force, formed in 2001 by Drug Free America Foundation, is composed of members from more than **20** countries, which include Argentina, Australia, Italy, Jamaica, Mexico, Switzerland, and the United Kingdom. The key individuals being trained are decision makers who advise governments, intellectuals, researchers, doctors and other community leaders and who are willing to commit to the following:

- To train in their own communities.
- Utilize what they learn and share it through various ways such as writing papers and articles, presenting at local, regional, national and international conferences and meetings, and participating in media appearances.



This year our annual task force meeting was held in London, England in conjunction with the conference entitled *"THE FUTURE OF DRUG POLICIES GLOBALLY - UNGASS 2008 and BEYOND: Reconciling Research with Reality, Rights with Responsibilities."* The conference hosted approximately 120 guests from around the globe and was sponsored by: European Cities Against Drugs, Institute on Global Drug Policy, International Scientific

and Medical Forum on Drug Abuse, London Drug Policy Forum, International Narcotics and Law Enforcement Affairs, U.S. Department of State and MOTGIFT International and was supported by Drug Free America Foundation, the ITFSDP and DPNA. The main focus of this event was to examine effective drug policy to reinforce the vital need for protecting the United Nations Drug Conventions. The full conference report is available on the task force website **www.itfsdp.org** under the events section.



Drug Free America Foundation is a non-govermental organization (NGO) awarded with Special Consultative Status with the Economic and Social Council of the United Nations this year and will be able to effect even further positive changes in the arena of drug policy and prevention because of this prestigious designation.

UPDATE

In 2007, The Universidad del Salvador (USAL) will recognize two ITFSDP members for their invaluable contributions in the arena of drug prevention with a most prestigious designation - the prominent title of honorary professor.

Funded by a subcontract from the U.S. Department of State, International Narcotic and Law Enforcement, via Conwal Division of Axiom Resource Management, Inc.



Drug Prevention Network of the Americas (DPNA)



DPNA/RIPRED is a catalyst and sponsor for conferences and initiatives focusing on drug prevention education, the establishment of drug prevention networks and community anti-drug coalitions, and the promotion of positive, healthy, drug-free norms and attitudes in society.

As a standard-bearer against drug legalization, DPNA believes that, along with anti-drug laws, policies, and media messages, national and international drug prevention networks and strong community drug prevention coalitions are the answer to changing public attitudes and reducing the availability of harmful, illicit drugs.

We accomplish this goal through a campaign entitled *Forjando Liderazgo (Forging Leadership)*. Over **40** training programs under this campaign were conducted in numerous cities during the period of September 2002 through 2006. These trainings impacted **thousands** of participants and their communities and were made possible through utilization of the services of our task force members and were led by our International Program Coordinator, Professor Mina Seinfeld de Carakushansky. In 2006, **17** training seminars were conducted in Argentina, Brazil, Chile, Columbia, Ecuador, Peru and Venezuela.

www.dpna.org

Funded by a subcontract from the U.S. Department of State, International Narcotic and Law Enforcement, via Conwal Division of Axiom Resource Management, Inc.

National Drug-Free Workplace Alliance (NDWA)



With the challenge of recruiting qualified workers becoming more difficult all over the nation, the last thing



American businesses can afford is to have major portions of its existing workforce abusing drugs - on or off the job. During 2006, Drug Free America Foundation continued to expand its national presence by absorbing the National Drug-Free Workplace Alliance (NDWA) and merging it with the Drug-Free Workplaces of Tampa Bay project. This merger provided a new level of prestige for NDWA along with a national infrastructure including headquarters and staff. The union provided Drug Free America Foundation the opportunity to support and promote drug-free workplaces nationally.

Drug Free America Foundation was awarded one of five, two-year grants through the U.S. Small Business Administration (SBA) to provide technical assistance and education to small businesses who wish to implement a drug free workplace program. This grant covers the period of October 1, 2006 through September 30, 2008.

Next year, the website and web portal will receive a redesign along with a Spanish translation.

www.ndfwa.org

Funded by U.S. Small Business Administration Paul D. Coverdell Drug Free Workplace Program, Grant No. SBAHQ-06-B-0015.

Communications Bureau



Drug Free America Foundation's communications bureau is comprised of a network of colleagues who refute misinformation in the media regarding current drug issues as well as educate the public on the harms of drugs through debates, interviews, editorials, letters to the editor, press releases and seminars, lectures and conferences.

This year our executive director and other colleagues have participated in different capacities at several conferences around the world including:

- Conservative Political Action Conference
- Forum for Africa
- National Elks Annual Conference on drug policy issues
- Substance Abuse Administrators Association's Annual Conference
- International DARE Conference
- "THE FUTURE OF DRUG POLICIES GLOBALLY UNGASS 2008 and BEYOND: Reconciling Research with Reality, Rights with Responsibilities"

Throughout 2006 we have disseminated our anti-drug message via many media outlets. We have submitted letters to editors and opinion editorials to newspapers worldwide. We have distributed press releases, which have prompted several media interviews on radio stations such as *NPR* and talk news television such as *The O'Reilly Factor, Geraldo Rivera, Court TV, MSNBC* and a *VH1* exclusive four-part series entitled *The Drug Years* that also aired on the *Sundance Channel*. The topics we have covered include marijuana drug policy, so-called medical marijuana, the cultivation of marijuana, random student drug testing and drugged driving. We have conducted interviews on more than **35** major news networks nationwide and have potentially reached an audience of nearly **800,000** viewers.



The Moxie Award was established and designed by Drug Free America Foundation, Inc. to honor individuals and organizations that make a stand to protect their communities from the harms of illicit drugs and abuse of legal drugs. The 2006 awardees are as follows:



Governor Donald Carcieri Rhode Island (with Calvina L. Fay DFAF Executive Director)



State Representative Toni Boucher Assistant Minority Leader Connecticut



State Representative James A. Amann Speaker of the House Connecticut



Students Taking Action Not Drugs or STAND was re-launched in March 2006 with a new web site, a cutting edge web-based national college drug prevention marketing campaign and a four-day tour visiting **7** Florida campuses including the University of Florida, Santa Fe Community College, the University of Central Florida, Saint Leo University, the University of South Florida, St. Petersburg College and Eckerd College.

The first campaign capitalized on the popularity of TV reality shows and ultimately pointed out that the students lived in "reality" every day with the choices they made regarding drug use.

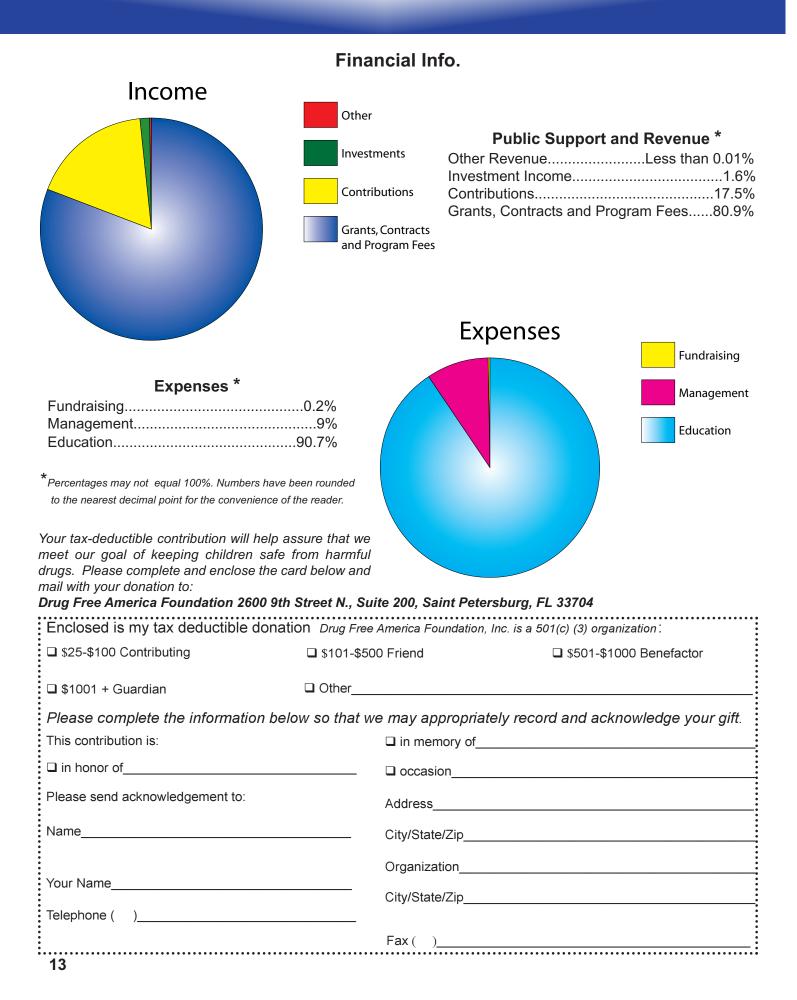
The second campaign launched in August 2006, was titled "Hot or Not" and was a spin off of a popular web site where people post pictures of themselves to be "rated" from 1 -10. That campaign added many visual images of the harms of drug abuse, including PET scan brain imaging from the National Institute of Drug Abuse (NIDA). By year end, STAND conducted campaigns on nearly **20** campuses.

Looking ahead in 2007 you can count on STAND promoting two new campus campaigns. There is also potential for STAND to receive a small grant – a conference could be coming...

www.studentstakingaction.org



Funded by U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention, Order Number HHSP233200500 and supported by RICO Grant from Maricopa County Attorney's Office.



Collaborators

Drug Free America Foundation, Inc. is well respected by professionals in law enforcement, education, the electorate and commerce. In addition, our organization is highly regarded by the medical field and is supported by many organizations, nationally and internationally. Some of these organizations are listed below.

National, state and local collaborators include:

American Council for Drug Education American Society of Addiction Medicine (ASAM) Army National Guard Association for Psychological Medicine California Department of Justice Center Against Substance Abuse (CASA) Center for Drug-Free Living **Christian Drug Education Center** Community Anti-Drug Coalitions of America (CADCA) Committees of Correspondence Courage to Speak Foundation **Concerned Citizens for Drug Prevention** Drug Abuse Resistance Education (D.A.R.E.) America Drug Free Kids: America's Challenge Family Research Council **Fayette Companies** Florida Alcohol and Drug Abuse Association (FADAA) Florida Department of Law Enforcement (FDLE) Florida National Guard Florida Office of Drug Control Policy Florida Office of the Governor Greater Miami Urban League Harlem Hospital Center Informed Families Institute for Behavioral Health Institute on Global Drug Policy Kentucky National Guard Legal Foundation Against Illicit Drugs Maricopa County (AZ) Attorney's Office Medical College of Georgia Michigan Office of the Governor Momstell Multijurisdictional Counterdrug Task Force Training (MCTFT) National Association for the Advancement of Colored People (NAACP), St. Petersburg Branch National Alliance for Model State Drug Laws National Black Alcoholism and Addictions Council National Center on Addiction and Substance Abuse National Drug Free Workplace Alliance National Families in Action National Jewish Federation National Prevention Network National Student Drug Testing Committee New York University Medical Center Office of National Drug Control Policy (ONDCP)

Ohio Office of the Governor

Parental Awareness and Responsibility (PAR), Inc. Parent Resource Institute for Drug Education (PRIDE) Partnership For a Drug-Free America Safe and Drug Free Schools Coalition San Diego Prevention Coalition Save Our Society From Drugs (SOS) Stewart Marchman Center for Chemical Dependency Tennessee National Guard Texas Commission on Alcohol and Drug Abuse U.S. Chamber of Commerce and local chapters U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services (SAMHSA) U.S. Department of Justice, Office of Juvenile Justice and Delinguency Prevention

- U.S. House of Representatives
- U.S. Senate
- U.S. Department of State
- U.S. Drug Enforcement Administration
- U.S. Small Business Administration
- Washington Drug-Free Business

International collaborators include:

Amor Exgente (Brazil) Brazilian Humanitarians in Action (BRAHA) (Brazil) CEDRO (Peru) Centern (Sweden) Drug Abuse Resistance Education (D.A.R.E.) International Drug Prevention Network of Canada Drug Prevention Network of the Americas Drug Watch Australia **Drug Watch International** Elks Clubs International **European Cities Against Drugs** Grampian Police (Scotland) International Drug Education and Awareness Strategies (IDEAS) (Canada) Jenkins Drug Awareness Strategies (Canada) Lembranca Da Guarda Municipal Da Cidade Do Rio De Janeiro (Brazil) Lambton Families in Action for Drug Education (Canada) MOTGIFT (Sweden) Munic of City Rio De Janeiro (Brazil) National Drug Prevention Alliance (England) Nature (Switzerland) Odd Squad Production Society (Canada) OPCION (Peru) Police Federation of England and Wales Prevention Resource Centers (Australia) PRYDE in New Zealand **Royal Canadian Mounted Police** Swiss Physicians Against Drugs (Switzerland) Together Against Drugs (Ireland) United Nations Drug Control Programme Universidad del Salvador (Argentina) Vlaams Platform Tegen Drugs (Belgium)



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