

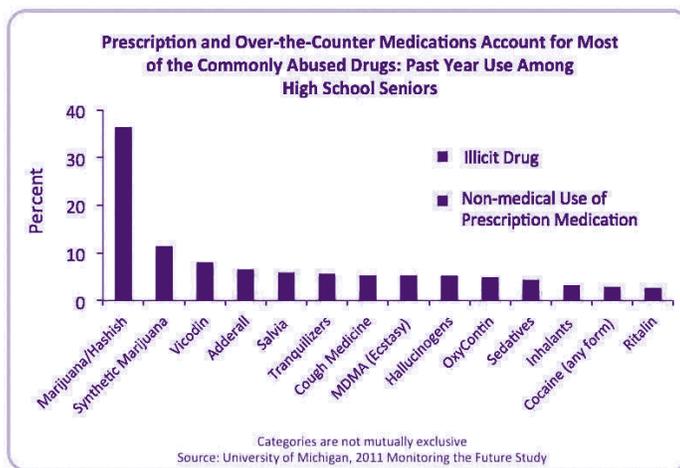
Highlights from the NIDA 2011 MTF Survey

by Jennifer Faringer, Director of DePaul's NCADD-RA

The 2011 National Institute on Drug Abuse (NIDA) Monitoring the Future (MTF) survey shows historic lows in the areas of both cigarette and alcohol trends, but an area of concern remains with marijuana useage data demonstrating significant increases among high school seniors, with marijuana use now surpassing cigarette use. The 2011 data shows that 22.6 percent of high school seniors used marijuana in the past 30 days compared with 18.7 percent who smoked cigarettes. Prevention education efforts around drugs of abuse and perceptions of risk among the grades surveyed remain a priority as the trending data shows a decline in perceived risk of harm associated with marijuana use. The decreasing perception of risk around marijuana use by young people is impacted by the increase in the number of states that have opted to “medicalize” marijuana use. The 2011 National Household Survey on Drug Abuse shows that marijuana use in the past year increased to an estimated 29.2 million (up from 25.8 million) among U.S. residents ages 12 and older.

For the first time, the 2011 MTF survey captured the use of synthetic marijuana, known as K2, K3 or “Spice.” Survey data shows that nearly one in nine or 11.4 percent of high school seniors reported using synthetic marijuana in the past year. These products are marketed as “incense” with the words “not intended for human consumption” included on the packaging. Widely available in area smoke shops, they join the increasing number of synthetic analogue variations, such as “bath salts,” that continue to fly just below the legal radar by slightly altering their chemical composition.

Survey data also highlighted that abuse of prescription and over-the-counter medications follow closely behind that of marijuana and



Monitoring the Future Survey 2011

synthetic marijuana. Although the misuse/abuse of Vicodin declined among tenth graders and stayed the same among twelfth graders, it still remains unacceptably high at 8.1 percent. In 2011, Oxycontin use remained another area of concern as its nonmedical use held steady for all three grades surveyed. In 2011, the Centers for Disease Control and Prevention (CDC) National Vital Statistics Report revealed prescription painkiller overdoses have more than tripled in the past decade. Over 40 people die

every day from overdoses involving narcotic pain relievers such as Vicodin and Oxycontin, with death rates highest among persons 35-54 years. Overdoses that resulted in loss of life were comparable to motor vehicle crashes and much higher than years of potential life lost due to homicide.

Save the Date

“Bath Salts, Synthetic Marijuana, and Other Emerging Analogues”

June 15, 2012

Full-day conference featuring local physicians, toxicologists and criminal justice professionals

Co-sponsored by NCADD-RA and the University of Rochester Medical Center Department of Emergency Medicine and Poison Control/SUNY Upstate

Contact Jennifer Faringer at jfaringer@depaul.org or Elaine Alvarado at ealvarado@depaul.org for more information.

Learn more about these drugs by visiting our website at www.ncadd-ra.org to view the 13 WHAM special, “A Dangerous New High,” that aired in the fall of 2011. Many thanks to 13 WHAM and reporter Evan Dawson for generously allowing NCADD-RA to distribute copies to Monroe County schools, further extending the educational reach of this powerful video.

Staff and Program Recognition

by Jennifer Faringer,
Director of DePaul's NCADD-RA

YSQC recognizes NCADD-RA

The Youth Services Quality Council (YSQC) recognized NCADD-RA with an "Organization Quality Award" at their annual breakfast in December 2011 "for their active involvement with the work of the YSQC and their commitment of staff time and organizational resources to promote quality services for youth and families."



Congratulations Milly!

Milagros Rodriguez was presented with the Julio A. Martinez Scholarship Award in November 2011. Given by the Alcoholism & Substance Abuse Providers of New York State (ASAP), this award seeks to further the recipient's education in chemical dependency prevention and treatment. Milly will continue her studies at SUNY – Empire State College this spring and is grateful for the assistance offered by this award!



Congratulations Jerry!

In September 2011, Jerry Bennett was presented with an American Red Cross Volunteer Appreciation and Recognition Award at the Strong Museum of Play honoring his 45 years of service. Jerry began as a Red Cross volunteer while at Saint John Fisher College and was a member of the chapter's college Advisory Council and assistant youth director at their national

headquarters in Washington, D.C.

Jerry's many positions have included youth director for the Rochester region, international services coordinator, disaster volunteer, regional youth trainer, public relations volunteer, and both instructor and instructor trainer.

NCADD-RA Services...

- Total Approach Family Program
- Hispanic Prevention/ Education Program
- Community Education and Advocacy
- Problem Gambling Prevention Program
- Addictions Counselor Credential Training
- Resources and Referrals
- Finger Lakes Prevention Resource Center



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Front row: Aracelis Ramos, Ross Amico and Bridget DeRollo.
Back row: Elaine Alvarado, David Young, Jennifer Faringer, Milagros Rodriguez-Vazquez, Rob Levy, Barb Christensen, and Jerry Bennett.

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Electronic Cigarettes...The Story Behind the Mist

By Ross Amico, Education Coordinator

Electronic cigarettes, or E-cigs, are electronic devices that resemble a cigarette in size and appearance, however they work quite differently. They contain a small reservoir of liquid nicotine in a replaceable cartridge which is heated, vaporized into a mist and inhaled. Sometimes referred to as "vaping," this theoretically seeks to prevent the ingestion of over 4,000 harmful chemicals found in cigarette smoke.

The vapor's content varies depending on the manufacturer. In most cases, there are various amounts of liquid nicotine, small amounts of propylene glycol (a chemical found in anti-freeze), glycerol, water and "other flavorings" such as bubble-gum, almond, grape, banana split, cinnamon, strawberry, chocolate, raspberry and more. There is growing local and national concern that use among teenagers is on the rise and they are sometimes bringing them to school. There are currently no age restrictions on buying E-cigs in New York State, however there is pending legislation (BILL NUMBER: S2926) aimed at addressing that.

Electronic cigarettes were introduced by a Chinese pharmacist by the name of Hon Lik in 2003. The vast majority of E-cigs are still manufactured in China and are available online, in many convenience stores and even mall kiosks. The market has grown substantially since their introduction, as have the number of manufacturers. A person can also buy electronic cigars and pipes.

Between 2008 and 2010, the Food and Drug Administration (FDA) led an effort to include electronic cigarettes as a drug in their regulations but it was rejected in court. "The court held that e-cigarettes and other products made or derived from tobacco can be regulated as tobacco products under the act and are not drugs/devices unless they are marketed for therapeutic purposes."* Thus they can still be sold and do not have to undergo extensive testing. There is cause for concern regarding their safety, the inhalation of chemicals, and the implications of short- and long-term use.

According to Action on Smoking and Health (ASH), "Virtually all the major national and well-respected medical and anti-smoking organizations have also voiced strong concerns about the risks posed by e-cigarettes and urged restrictions on their sales."



These agencies include the American Cancer Society, American Heart Association, Campaign for Tobacco-Free Kids, Americans for Non-Smoker Rights and the Association for the Treatment of Tobacco Use and Dependence. The FDA "is concerned that electronic cigarettes, cigars or pipes may introduce young people to nicotine use which may lead to an increase in the use of conventional tobacco products with well-known, adverse, health consequences." Nicotine is a poison. If the liquid contents of the cartridge got into the hands of small children or pets, the results could be deadly.

Not all scientists and researchers are in agreement. Scientists at the University of California Berkeley who have studied the device said it had great potential in reducing the harm of smoking. In another recent study conducted in Greece, headed by researcher Constantine I. Vardavas of the Center for Global Tobacco Control and funded by the American Cancer Society in Greece, it was discovered that using even one electronic cigarette could lead to airway constriction and inflammation. The long-term effects are not yet known and there have not been extensive studies done at this point. Also, a number of countries including Australia, Canada, Israel and others have either banned E-cigs outright or put restrictions on their sale.

In addition, some electronic cigarette users indicated they used this device to either cut down their tobacco use or quit tobacco altogether. Some chemical dependency professionals are concerned the liquid cartridges could be tampered with or bought with illegal chemicals added and subsequently inhaled by teens. There is already talk by some users of "vaping" other drugs. Teen use of electronic cigarettes, and the possible misuse and abuse of these products, suggest taking a wait-and-see approach.

Tobacco cessation products researched, studied and approved by the FDA are recommended. Those proven to work include nicotine patches, gum and prescription medications like Zyban, Chantix and counseling. Contact the New York Smokers Quitline at <http://www.nysmokefree.com> to get help.

* www.fda.gov/newsevents/publichealthfocus/ucmzsz360.htm

Finger Lakes Prevention Resource Center

News and Updates

By Barb Christensen, FLPRC Project Coordinator

NCADD-RA's Finger Lakes Prevention Resource Center (FLPRC) recently celebrated its second anniversary and a year filled with many accomplishments. In February 2011, NCADD-RA provided five coalitions with stipends to send two people to the annual Community Anti-Drug Coalitions of America (CADCA) Forum in Washington, D.C. Over 1,000 prevention coalition representatives from around the country attend this conference where they learn what research demonstrates best practices in alcohol and other drug prevention for local communities. For the upcoming 2012 CADCA Forum, seven regional coalitions will receive stipends to send two representatives to Washington, D.C. in 2012.

I will co-present at the 2012 CADCA Forum with Mary Ann DiChristopher, Acting Associate Commissioner of the New York State Office of Alcoholism and Substance Abuse Services (OASAS), and Rachel Truckenmiller, coalition leader from ASAPP's Promise. Our workshop, "Weaving Training and Technical Assistance throughout the Prevention System to Promote Sustainability of Coalitions and their Partners," will highlight how prevention providers, coalitions and grant recipients in New York State collaborate to effectively utilize state and local resources.

In March 2011, the FLPRC and OASAS collaborated to host the Pacific Institute for Research and Evaluation (PIRE) "Party Patrol and Controlled Dispersal" training attended by more than 70 law enforcement personnel and community coalition representatives from throughout the Finger Lakes region. This training highlighted proven intervention strategies for dealing with parties and events where underage drinking occurs.

The FLPRC provided training and curriculum on three Evidence-Based Programs (EBP) to assist regional providers who are working

to increase the number of EBPs in their communities. The series included "Brief Intervention with Drug Abusing Adolescents: Clinical Applications of Teen Intervene," "LifeSkills Training: Elementary, Middle and High School," and "Project SUCCESS: An Evidence-Based Approach to Substance Abuse Prevention."

The FLPRC provided scholarships for over 20 coalition representatives to attend the New York Alcohol Policy Summit, held by the New York Alcohol Policy Alliance (NYAPA) in Syracuse. This day-long conference offered presentations by nationally-recognized speakers on several key alcohol policy issues as well as workshops on related topics.

The FLPRC also hosted two prevention networking sessions offering both training and networking opportunities for coalitions and providers in the Finger Lakes region. The first session included representatives from several local colleges and universities who shared their insights on campus prevention efforts and the potential roles of community coalitions and providers. The next session included a presentation by Robert Pezzolesi, Founder/Director of the NYAPA who shared information and updates on state alcohol policy issues. The FLPRC also worked with several coalitions on organizational changes, conducting focus groups, and establishing two new community coalitions in the Finger Lakes region.

For more information on how the FLPRC can offer assistance to your community coalition or if you would like help starting a coalition in your community, please contact Barb Christensen at (585) 719-3482 or bchristensen@depaul.org, Jerry Bennett at (585) 719-3487 or jbennett@depaul.org, or Rob Levy at (585) 719-3488 or rlevy@depaul.org.

New ACCT Class Begins in September

Applications are currently being accepted for NCADD-RA's seventeenth Addictions Counselor Credential Training (ACCT) program that begins in September 2012. ACCT students have the opportunity to receive all 350 of the educational hours required by New York State Office of Alcohol and Substance Abuse Services

(OASAS) for the Credentialed Alcohol and Substance Abuse Counselor (CASAC).

For further information or to request an application packet, contact Ross Amico, Education Coordinator, at (585) 719-3489 or ramico@depaul.org.



“TURNING ON A DIME”

By Adele M. Fico, Art Center Director
School of the Arts

On September 28, 2011, the National Council on Alcoholism and Drug Dependence – Rochester Area hosted their annual “Celebrating Recovery Event” at the Rochester City School of the Arts. We have worked with NCADD-RA before providing theater space for more traditional events involving speakers and films. This year, NCADD-RA hosted the ROCKSTAR SUPERSTAR PROJECT Rockin’ Recovery Tour – a concert that brings the message of recovery to its audience using rock music and theatrical dialogue. I’ll admit to being doubtful about how rock music could be used to celebrate sobriety and reach its audience.

When the audience arrived that evening, I became really skeptical. More than 150 newly-sober, young adults walked through our doors with a “show me” attitude written all over their faces. As they assembled, the atmosphere in the theater became somewhat loud. When the show began, everything immediately changed.



Marc Kancler (L) and Kris Kancler (R) of the ROCKSTAR SUPERSTAR PROJECT with Jennifer Faringer, Director, NCADD-RA.

ROCKSTAR SUPERSTAR took the stage and the audience’s attitude changed in a matter of moments. The audience “turned on a dime” and became thoroughly engaged in this incredibly moving, touching, heartfelt, highly entertaining and professional production. As a seasoned arts management professional, I have rarely seen such a dramatic shift in the demeanor of an audience. It was nothing short of amazing.

The evening was a major success. ROCKSTAR SUPERSTAR’S power to transform was palpable. Their ability to tell a story was

inspiring. The audience became immediate fans. The ROCKSTAR SUPERSTAR PROJECT used the universal language of music and power of performance to move its audience and drive home NCADD-RA’s mission to celebrate recovery. What a great night for those of us lucky enough to share in the experience. Bravo ROCKSTAR SUPERSTAR PROJECT!

HPEP News and Updates

The Hispanic Prevention Education Program (HPEP), a program of NCADD-RA, provides increased awareness about alcoholism and chemical dependency and its impact on the Hispanic community. Community presentations are available for adults and youth along with printed resources in both Spanish and English.

Last year, the evidence-based Project Alert program was presented at a faith-based partner to one of the largest youth groups yet. Project Alert targets middle school youth, focusing on how to recognize and resist peer pressure, and reinforcing the importance and benefits of being/staying drug-free.

Vida en La Comunidad Para Todos is a program specifically designed for the Hispanic community focusing on strengthening and empowering parents with tools and information to keep their families healthy and drug-free. In 2011, all ten program sessions were presented to the Bilingual Parent Group at the Ibero-American Action League in partnership with the Hillside Family of Agencies.

HPEP continues to facilitate a dynamic and energetic task force where members share community resources and services specific

to the Hispanic community regarding substance-abuse prevention, education, treatment and community resources. The group also works to identify gaps in services. This past year, we welcomed Dave McCleary from LaVoz, Rosa Edwards from MetLife Insurance, Lillian Colon from the Ibero-American Action League, and Venus Santiago from the Monroe Plan.

This year, HPEP will work with bilingual students in the Rochester City School District to introduce the evidence-based program, LifeSkills, in Spanish. LifeSkills is a program geared to youth in grades three through nine. The program focuses on personal self-management skills, general social skills, and drug and violence resistance skills. Topics include self-esteem, decision making, advertising, dealing with stress, communication skills, social skills and assertiveness.

For more information on HPEP, or to schedule a presentation or program for your school or community group, contact Milagros Rodriguez-Vazquez at (585) 719-3486 or mrodriguez@depaul.org.

Portrait of an Alcoholic Family:

Forgotten Children; Right Next Door?

By Tian Dayton, MA, PhD,TEP

One in four children in the United States are exposed to alcoholism or drug addiction in the family. This means that in your apartment building, your neighborhood or among your children's friends, one in four might be hiding their embarrassment, confusion, hurt or shame about what's going on at home. Forget that kids who are affected by alcohol and drug abuse are at an increased risk for behavior problems, physical illness, emotional problems and lower education performance according to the U.S. Department of Health and Human Services. Or that they face a significantly increased risk of becoming alcoholics themselves when they grow up and try to find a way to cope with their sadness, anger and delayed grief. This kid is your neighbor, she is your niece, he is your child's best friend. You can do more to make this child's life better than you might imagine. Here's how:

- Let them hang out at your house where they feel safe and welcome
- Include them in a family dinner or outing
- When you see a sad cloud across their face tell them something you like about them
- Talk to them a little extra now and then
- Mostly just let them share your peaceful, predictable, loving home

Children who live with alcoholism or drug addiction need models of what a happy home looks and feels like so they will have something to look forward to as possible for them. They need to spend time not worrying about their parents and what might be going on in their houses that is going to hurt, blow up or disintegrate. They need to be around peaceful rhythms and routines.

Walk in the Front Door.....

Visit the living room of the average family that is "living with," or should I say "drowning in," addiction, and you are likely to find a family that is functioning in emotional extremes. Where feelings can explode and get very big, very fast or implode and disappear into "nowhere," with equal velocity. Where what doesn't matter can get unusual focus while what does matter can be routinely swept under the rug. A family in which small, fairly insignificant behaviors can be blown way out of proportion while outrageous or even abusive ones can go entirely ignored and unidentified. Where things don't really get talked about but instead become shelved, circumvented or downright denied. Situations that turn our sense of "normal" on its head, put us regularly on emotional overload, and cause us unusual fear and stress, can be traumatizing. Living with addiction, let's face it, falls into this category. For starters, it's disturbing to our sense of an orderly and predictable life. Normal routines get thrown off, feelings get hurt, doors get slammed, hearts get broken and families get torn apart. Family members are all too often left staring,

dazed and disillusioned, as they witness the lives of those they love, in spite of their best efforts to avert catastrophe, fall apart at the seams. Mistrust grows, "normal" feels out of reach, and the fabric of faith in an orderly and predictable world becomes frayed and worn.

The Cost of "No Talk" Rules

Because alcoholic family systems are often steeped in defenses such as denial and minimization, they may actively resist talking about the fear and anxiety they are experiencing. Instead intense emotions explode into the container of the family and get acted out rather than talked out. Though acting out brings temporary relief, it does not lead to any real resolution or understanding, so nothing really gets fixed, mended or amended. Walls go up and battle lines get drawn as family members silently collude to keep their ever widening well of pain from surfacing, blaming it on anything but what's really going on. They avoid talking about their worries, thinking that if they don't get discussed, they aren't really all that bad or might just disappear on their own. Perhaps they worry that talking is a tacit "call to action" that they don't feel ready to take. But by avoiding discussing what is going on and how they feel about it, they lose one of their most valuable and available routes for processing and relieving pain; namely using their thinking minds to translate powerful feelings into words so that they can be made conscious and brought into balance through insight and understanding. Because they don't have healthy ways of finding emotional middle ground, they tend to achieve balance by swinging from one end of the pendulum to the other. When cloying closeness becomes too claustrophobic, for example, they disengage for space and breathing room because regulating intimacy is tough for them. When emotional chaos gets too overwhelming they shut it down with rules and regulations that seem to appear out of nowhere because modulating feelings of anger, hurt or sadness makes them feel too vulnerable and out of control. Their emotions and behaviors seesaw back and forth from 0-10 and 10-0 with no speed bumps in between. They have trouble self-regulating and living within a range of 4, 5 and 6.

Excerpt of article reprinted with permission of the National Association for Children of Alcoholics. (To view the article in its entirety, visit the NACoA website at www.nacoa.org). Author Tian Dayton, MA, PhD,TEP, is a clinical psychologist, a member of NACoA's Advisory Board, and the author of 13 books addressing addiction and child and family trauma. She is the director of The New York Psychodrama Training Institute.

NCADD-RA's Total Approach Family Program offers educational groups to help youth and adults affected by a loved one's addiction begin the process of their own healing. For more information, contact Bridget DeRollo at 585.719.3483 or bderollo@depaul.org.

New Study Documents Joe Camel-like Tactics to Transform Youth Drinking Behavior

By James F. Mosher, J.D.

Underage drinkers have made a dramatic shift in the last decade. Beer, once the beverage of choice for young people, is being replaced by distilled spirits, particularly “white” drinks including vodka, tequila and rum. Why did this shift occur and what implications does it have for public health and safety? The January 2012 American Journal of Public Health has published a new study – “Joe Camel in a Bottle: Diageo, the Smirnoff Brand, and the Transformation of the Youth Alcohol Market” – addressing these questions. It focuses specifically on the successful marketing tactics of Diageo, a British company and the world’s largest distilled spirits producer.

The British multinational had daunting obstacles to overcome in reversing the steady decline of distilled spirits among young people in the U.S. Beer producers have three key regulatory advantages over distilled spirits domestically: lower taxes, easier availability and access to electronic media advertising. These advantages had contributed to a steady decline in distilled spirits popularity, particularly among younger generations.

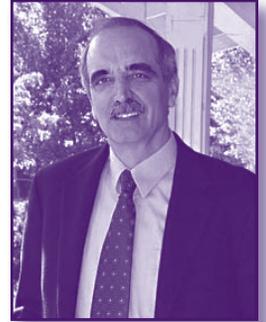
At first step, Diageo introduced Smirnoff Ice, an alcopop treated as a beer for regulatory purposes. Gaining “beer” status was key to the strategy and appears to violate most state laws because a product that contains both distilled spirits and beer is usually classified as a distilled spirit. Alcopops contain distilled alcohol, and

their beer base is transformed through a chemical process so they lack any beer characteristics.

Diageo coordinated its Smirnoff Ice and Smirnoff Vodka marketing strategies (using similar sweet flavors, containers and marketing strategies), and the buzz created with Smirnoff Ice energized Smirnoff Vodka, resulting in a dramatic increase in its sales. Diageo launched a sophisticated public relations campaign that coincided with the introduction of Smirnoff Ice to convince regulators, policy makers and the public that it was committed to the prevention of underage drinking. Their tactics were designed to shield the company from criticism and investigation.

The Joe Camel youth brand studies of the 1980s provided an important impetus for more focused studies on tobacco marketing and for significant changes in tobacco control. A similar focus on youth brand preferences, alcohol marketing and alcohol policy reform should be top priorities for the public health field.

[Excerpt reprinted by permission of James F. Mosher, J.D., Alcohol Policy Consultant]



A Pregnant Woman Never Drinks Alone

by Jennifer Faringer, Director of DePaul's NCADD-RA



NCADD-RA will launch a spring community awareness campaign utilizing a variety of media venues in a continued effort to raise awareness of the risks of drinking during pregnancy. “A Pregnant Woman Never Drinks Alone” messaging will debut soon on nearly 40 local theater screens.

A study soon to be published in the Journal on

Alcoholism: Clinical and Experimental Research suggests the most significant alcohol-related damage to fetuses occurs during the seventh through twelfth week of pregnancy. Researchers emphasize their findings do not indicate it is safe to drink at any time during pregnancy. “Clinicians should continue to follow the recommendations

to encourage women who are planning a pregnancy or have the potential to become pregnant to avoid alcohol, and to advise women who become pregnant to stop alcohol consumption,” said University of California researcher Hanna Sawada Feldman.

NCADD-RA will present a full-day conference on Fetal Alcoholism Spectrum Disorder (FASD) on April 20, 2012. “Fetal Alcohol Spectrum Disorder: Importance of Diagnosis, Research Updates and Advances” will be held at Mario’s Italian Steakhouse, with registration beginning at 8:30 a.m. The program runs from 9:00 a.m. until 3:00 p.m. A continental breakfast and buffet lunch are included in the conference fee of \$35. Keynote speakers include Drs. Mary DeJoseph and Susan Smith. Pre-registration is required. For more information, contact Elaine Alvarado at ealvarado@depaul.org or (585) 719-3481.

To learn more about the FASD Parent Networking and Support group and/or to schedule a presentation for your school or community group on FASD, please contact Jennifer Faringer at jfaringer@depaul.org or (585) 719-3480.



DePaul
National Council on Alcoholism
and Drug Dependence – Rochester Area
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Save the Date

DePaul's National Council on Alcoholism and Drug Dependence – Rochester Area **Annual Luncheon**



Key Note Speaker:
Kevin T. McCauley, M.D.
Co-founder –
Institute for Addiction Study
Co-director –
LeMont Michel

When _____
Friday, May 4, 2012
 11:30 a.m. – 2:00 p.m.

Where _____
Mario's Italian Steakhouse
 2740 Monroe Ave., Rochester, NY 14618

For more information contact Elaine Alvarado
 at **(585) 719-3481** or ealvarado@depaul.org.

Community Presentations Available Upon Request...

NCADD-RA provides community presentations on a wide variety of substance abuse-related topics upon request. Presentations are customized to fit individual needs, interests and timeframes, and are available to school/university faculty, PTA/PTSA or school groups, classrooms, outreach and clinical staff, youth and adult faith groups, or workplace organizations.

Topics include:

- Fetal Alcohol Spectrum Disorders
- Signs, Symptoms and Current Trends of Substance Abuse
- Impact of Addiction on the Family
- Consequences of Teen Smoking
- Media Literacy
- Underage Drinking
- Problem Gambling: Impact on Youth and Families
- Methamphetamine: Individual and Community Impact
- Over-the-Counter/ Prescription Drug Abuse
- Inhalants/Herbals
- Marijuana



For further information or to schedule a customized presentation with one of our staff, please contact Ross Amico, NCADD-RA's Community Education Coordinator at ramico@depaul.org or (585) 719-3489.