



Community Report



Coalition for a Drug-Free Greater Cincinnati



Coalition for a Drug-Free Greater Cincinnati
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COALITION FOR A
DRUG-FREE
GREATER CINCINNATI®

2007

Dear Friends,

On behalf of the Coalition for a Drug-Free Greater Cincinnati's Board Trustees, volunteers and staff, thank you for your support and commitment to raising happy, healthy and drug-free children in our region.

The continued success of the Coalition in 2008 depends on the support of the entire community—schools, parents, media, businesses, policymakers, people of faith, and many others. The Coalition for a Drug-Free Greater Cincinnati is grateful for its many partners across the community who work with us to ensure youth have the opportunity to grow up healthy, and drug-free

Sincerely,

Holly J. Molony, MPA
President/Executive Director



A handwritten signature in black ink that reads "Holly J. Molony".

Holly J Molony, MPA *President & Executive Director*

A large, faint, stylized watermark of the signature "Holly J. Molony" is visible across the bottom half of the page.

Vision

Every child in our community grows up in an environment that is purposefully drug-free



The Coalition for a Drug-Free Greater Cincinnati promotes drug-free environments for youth by

"I am proud to know that the Coalition for a Drug-Free Greater Cincinnati serves as a model for the promotion of drug-free communities nationwide."

Rob Portman

Coalition Founder

Former U.S. Congressman, Ohio's Second District

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enhancing partnerships to educate, advocate and support locally-based community mobilization.

History

The Coalition for a Drug-Free Greater Cincinnati was founded in 1996 by former Congressman Rob Portman and other community leaders in response to rising adolescent drug use rates. This effort is a serious long-term initiative to bring together community activists, key business leaders, religious leaders, the media, parents/caregivers, youth, law enforcement officials and others. The aim is to develop and implement comprehensive, community-based strategies to reduce drug abuse in our region.

Coalition Strategies



The Coalition for a Drug-Free Greater Cincinnati's biannual Student Drug Use Survey data findings drive its strategies to prevent and reduce adolescent alcohol, tobacco and other drug use. These strategies translate into programs, which target parents and caregivers, faith leaders, coaches, employers, youth and the community at large.

Spreading The Word

Coalition-Building: Establishing and supporting local, neighborhood anti-drug efforts across the region. Currently, the organization partners with and provides technical assistance to more than 30 local coalitions and community organizations to create drug-free environments for youth.

Coalition Academy: An annual day-long conference designed to support local neighborhoods in starting and sustaining highly effective anti-drug coalitions. Past academies have taught attendants about emerging drug trends, the science of drug prevention, ways to empower youth to be drug-free, and the business of coalitions. In 2007, the Coalition Academy was held at Great Wolf Lodge in Mason.

Many Sectors, One Message

Parents & Caregivers

Kids whose parents talk to them about drugs, as well as set and enforce clear and consistent rules around them, are up to 55 percent less likely to use alcohol, tobacco and other drugs. The Coalition has several strategies aimed at encouraging the parents and caregivers sector.

Strong Voices, Smart Choices: A parent education campaign aimed at helping parents and caregivers start conversations with kids about alcohol, tobacco and other drugs. The Coalition recently published its second edition of the Parents' Guide to Talking with Kids about Drugs, which offers tips on how to start these important but often uncomfortable conversations with kids.

Too Smart To Start: An underage alcohol use prevention initiative aimed at parents, caregivers, and their 9-to-13-year-old children. Too Smart to Start has three objectives:

1. To increase the number of conversations that parents/caregivers and their 9-to-13-year olds have about the harms of alcohol use
2. To increase the percentage of 9-to-13-year olds and their parents/caregivers who see underage alcohol use as harmful
3. To increase public disapproval of underage alcohol use

Parents Who Host Lose The Most: A campaign to educate adults about the risks-both legal and physical-involved in allowing teens to drink, specifically during the spring prom and graduation season.

Schools

The Coalition for a Drug-Free Greater Cincinnati works closely with school partners to reach youth in the Greater Cincinnati area.

Safe & Drug Free Schools - Alcohol & Drug Policies: Provides assistance to schools in establishing comprehensive, enforceable policies around alcohol and drugs. Coalition staff provide custom data presentations and ongoing technical assistance to school personnel upon request.

Coaches, Kids & Chemicals: This annual conference engages and supports coaches and athletes in their role of addressing substance use/abuse among student athletes.



PARENTS WHO HOST LOSE THE MOST



Strong Voices. Smart Choices.
Talk with kids about drugs.

The Media

There is a 19 percent decrease in alcohol, tobacco, marijuana and other drug use among tri-state seventh-through twelfth graders who have heard or seen anti-drug messages.

Anti-Drug Media Campaign: Local print, television, radio and outdoor media regularly run anti-drug public service announcements to educate the community about the dangers of drug use. The Coalition partners with local media outlets to facilitate the placement of anti-drug messages. In 2007, local media donated over \$396,000 in anti-drug messaging.

Youth

The Coalition supports the involvement of youth in preventing substance abuse among their peers.

Student Congress: Ninth-through-twelfth grade students from communities across the region-organize around substance abuse issues at Student Congress. Students return to their own neighborhoods and schools to implement environmental prevention strategies designed to bring about change in community norms, attitudes and standards of conduct.

Faith Community

Research shows that youth who are involved in faith-based activities are 55% less likely to use alcohol, tobacco or other drugs.

Reviving The Human Spirit: An ongoing, region-wide collaborative effort involving prevention leaders and faith community leaders to engage and support people of faith seeking to address substance use/abuse in their congregations and organizations.

Measuring Outcomes

The Pride Student Drug Use Survey, sponsored by the Coalition for a Drug-Free Greater Cincinnati, is conducted every two years among approximately 60,000 students from school districts across the region. The survey measures youth use rates, attitudes, and perceptions. The results are used by the Coalition, schools, local coalitions, and other community partners to measure the impact of substance abuse prevention work in the region and drive further initiatives.



This regional survey has been implemented five times in the Greater Cincinnati area and is viewed across the region as the most current and reliable source of validated information on youth substance abuse. The Coalition can benchmark its survey results against both state and national findings over the past ten years.

The Coalition's work over the past decade has made a significant difference in the greater Cincinnati quality of life as it has consistently contributed to lowering the incidence of drug use through proven prevention strategies.

“One of the things that impresses me the most about the Coalition is research that shows a direct correlation between higher numbers of drug-prevention messages and a lower incidence of drug use by teens.”

Bill Fee

Vice President
& General
Manager
WCPO-TV

Inve

Funders will be pleased to know that an investment in the Coalition's drug-prevention work is also an investment in the other human services organizations in our community. Through prevention, the Coalition strengthens the impact of treatment, law enforcement, emergency assistance, and healthcare providers, all of whom are hard pressed to keep the pace.

Richard N. Aft, Ph D.

Retired President
United Way of Greater Cincinnati

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2007-2008 Investors

Federal Drug Free Communities Grant - Substance Abuse and Mental Health Services Administration (SAMHSA)

Federal Drug Free Communities Mentoring Grant - SAMHSA

Ohio Department of Alcohol and Drug Addiction Services

Center for Substance Abuse Prevention - SAMHSA

City of Cincinnati

Ohio Resource Network Training Affiliate

Carl H. & Edyth B. Lindner Foundation

Toyota Motor Manufacturing North America, Inc.

Greater Cincinnati Health Foundation

Greater Cincinnati Foundation

The Charles H. Dater Foundation

U.S. Bank

Drug-Free Action Alliance

Macy's Inc.



2007-2008 Board of Trustees

“If we could measure the overall cost of drug use to our community, we would see how inexpensive prevention strategies truly are...especially when we know they work.”

James W. Sowar
Chairman of the Board

Coalition for a Drug-Free
Greater Cincinnati

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Fmr. Rep. Rob Portman

Dr. Robert C. Schiff, Jr.

David Stelzer

April Stimson

Shiloh Turner

Larry Williams



Coalitions

Local

Butler County Drug-Free Schools and Community Coalition
Citizens Against Substance Abuse (CASA) of Dearborn County
Clermont County Safe Communities
Coalition for a Drug-Free Clermont County
Coalition for a Drug-Free Lower Price Hill
Coalition for a Safe and Drug-Free Brown County
Coalition for a Safe and Drug-Free Fairfield
Commission on Alcohol and Other Drug Education
Greater Cincinnati Health Coalition
Hamilton County Safe Communities
Hamilton County Tobacco-Free Partnership
Madiera Community Drug Task Force
Madisonville Weed & Seed
Mason Partners In Prevention
Substance Abuse Greater Anderson (SAGA) Coalition
Southern Campbell County Coalition
Stayin' Alive, Franklin County
Tobacco Prevention Coalition of Northern Kentucky
Winton Woods Community Coalition

The Coalition for a Drug-Free Greater Cincinnati has established relationships with local grassroots coalitions and community-based groups within its 10-county service region.

Financial Statements, FY 2007



Statements of Financial Position *June 30, 2007 and 2006*

	2007	2006
Assets		
Cash and cash equivalents	\$ 13,525	\$ 40,996
Investments	136,539	73,176
Accounts receivable	11,868	1,064
Government grants receivable	-	20,000
Contributions receivable	130,000	100,000
Prepaid expenses	5,769	6,007
Total assets	<u>\$ 297,701</u>	<u>\$ 241,243</u>
Liabilities and Net Assets		
Liabilities		
Accounts payable	\$ 15,021	\$ 31,921
Accrued liabilities	26,131	12,790
Total liabilities	<u>41,152</u>	<u>44,711</u>
Net Assets		
Unrestricted	196,549	96,532
Temporarily restricted	60,000	100,000
Total net assets	<u>256,549</u>	<u>196,532</u>
Total liabilities and net assets	<u>\$ 297,701</u>	<u>\$ 241,243</u>

Statement of Functional Expenses

Year Ended June 30, 2007

	Program	Management and General	Fundraising	Total
Direct program costs				
Survey	\$ 50,000	\$ -	\$ -	\$ 50,000
Media campaign	484	-	-	484
Parent education	34,439	-	-	34,439
Local coalition development	5,000	-	-	5,000
Youth	623	-	-	623
Workplace initiative/professional development	16,880	-	-	16,880
Faith based initiatives	1,310	-	-	1,310
Total direct program costs	108,736	-	-	108,736
Salaries and related	311,713	52,884	30,066	394,663
Professional services	26,583	3,068	1,744	31,395
Occupancy	29,781	5,053	2,873	37,707
Meetings and facilities	10,357	723	34	11,114
Supplies and printing	19,831	3,603	1,228	24,662
Training and travel	30,699	5,208	2,961	38,868
Special events	-	-	10,392	10,392
Miscellaneous	1,845	313	178	2,336
Total expenses	\$ 539,545	\$ 70,852	\$ 49,476	\$ 659,873

Total Income: \$719,890

Coalition for a Drug-Free Greater Cincinnati



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