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Annual Letter from the President

Dear Friend,

Each year thousands of youngsters in our region enter their teens and are faced with the temptation of drugs and alcohol. The Coalition for a Drug-Free Greater Cincinnati's local research shows the average age of first-time use of drugs and alcohol among youth in our region is 13.2 years. Alcohol is the most widely abused substance among youth in greater Cincinnati, with 20% of youth reporting that they've used it at least once in the past thirty days. Tobacco and marijuana are the second and third most used substance, respectively.

Underage drinking has severe immediate and long-term consequences for the drinker, their friends, family and community. The Coalition for a Drug-Free Greater Cincinnati is working hard to ensure that our youth don't run into the trouble that can follow underage drinking. For example, with the tremendous support of the greater Cincinnati media partners, the "Nothing Cute" campaign was launched last year. Using attention grabbing images of young teens ordering drinks at a bar, the ad lays out the potential harm and consequences to underage drinkers.

The Coalition has also partnered to advocate for responsible beverage service training for festival workers. This summer, we will launch a recognition program for those festivals found to be using best practices in ensuring young people cannot get alcohol at their events. These are just two of many initiatives taking place in our area to reduce underage alcohol use. This year, we will begin to implement strategies to prevent and reduce youth marijuana use. We look forward to sharing our work and results with you next year.

Thank you, as always, for your support of the Coalition for a Drug-Free Greater Cincinnati, its partners, and our work to reduce youth drug and alcohol use. You are a vital part of this effort and we could not do it without your support!

Sincerely,

**President/Executive Director
Coalition for a Drug-Free Greater Cincinnati**

Our Strategic Goals

The Coalition for a Drug-Free Greater Cincinnati aligns its work around three strategic goals: data-driven decision making, local coalition development, and evidence-based substance abuse prevention.

Data-driven decision making: Every two years, the CDFGC fields the Student Drug Use Survey. Over 50,000 students across the region answer questions on a wide range of alcohol and drug related behaviors, attitudes, and perceptions. The survey responses, in combination with a wide range of other public data, drive the work of the CDFGC.

Evidence-based substance abuse prevention: The CDFGC works to prevent youth substance use and abuse at an environmental level. CDFGC strategies focus on changing the environment (policies, structures, attitudes, and relationships) around alcohol and other drugs, creating a safer greater Cincinnati for youth.

Local Coalition Development: The CDFGC partners with a network of local coalitions to create community change at a neighborhood level. The CDFGC can create sustainable results when the work of community coalitions is Combined with our regional environmental efforts and advocacy.



The average age that a child in Greater Cincinnati takes their first drink is shortly after turning 13. The consequences associated with the early use of alcohol are both immediate and long-term for the child, the family and our community.

This staggering statistic from the Coalition's Student Drug Use Survey was the inspiration for the "There's Nothing Cute About Underage Drinking" campaign. Set in a bar, the visual images of 13 year-olds behaving as typical bar patrons provides a striking vision of just how young 13 is. The campaign makes it difficult for parents and the community to ignore the important issue of underage drinking.

To see and hear the campaign materials, as well as learn about the statistics driving this important message, please visit: <http://www.drugfreecincinnati.org>.



Youth and coaches from all over the region attended the day-long session at the Lindner Athletic Center on the campus of the University of Cincinnati. Youth heard from UC's baseball coach, Brian Cleary, and a panel of student athletes from UC about the importance of remaining drug and alcohol free as an athlete. There were also presentations on asset building, media literacy, drug testing and other topics.

The workshop, designed for anyone involved with youth sports, equipped participants with tools and resources they can use to prevent youth substance abuse. Coaches learned how to address the subject with students and how to develop effective anti-drug policies. Youth learned about ways to manage their time and how to maximize athletic performance with healthy choices.

The 2008 Student Drug Use Survey shows that youth who participate in sports are 54% less likely to use drugs or alcohol. To encourage Coaches to have conversations with their student athletes about the dangers of drugs and alcohol, the Coalition produced the *Coaches' Playbook to Talking with Athletes About Drugs*. Contact the Coalition today to find out about how you can order copies for your team!



To find out more about the Coalition's ongoing programs, campaigns and strategies, please visit our website.

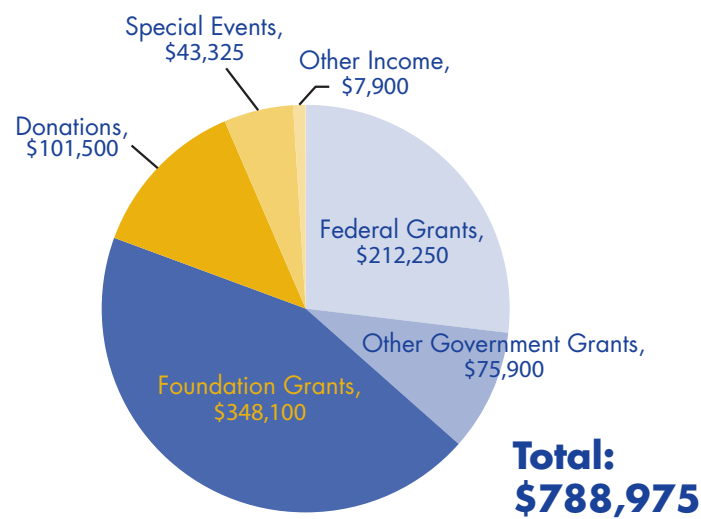
Fiscal Responsibility

The Coalition for a Drug-Free Greater Cincinnati receives generous funding from government agencies, private foundations, and, most importantly, private donors. Without the support of the entire community, the important work of the Coalition would not be possible.

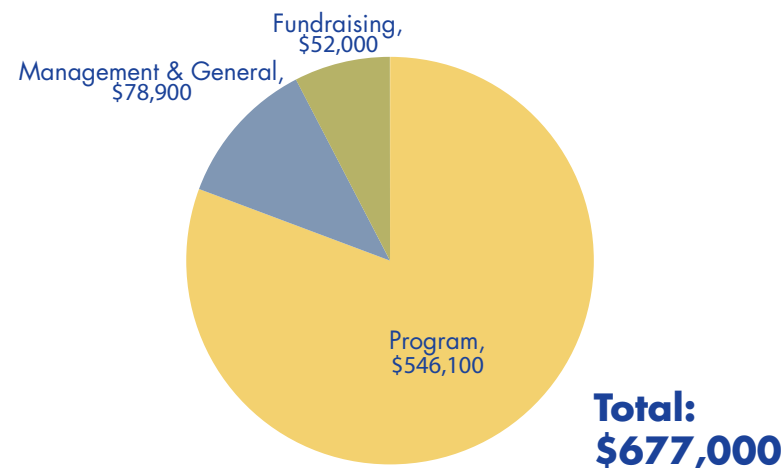
Over the fourteen years that the Coalition has worked in the greater Cincinnati community, the generosity of individuals and foundations has fueled the progress towards our vision of a purposefully drug and alcohol free environment for youth.

As the work of the Coalition evolves, economies change, and government support shifts, the continued financial contributions from individuals in the community is essential to continuing the positive trends the last decade has witnessed.

Revenue and Other Support



Expenses



Total Net Assets: \$298,400

Local Coalition Development

One of the strategic goals of the Coalition for a Drug-Free Greater Cincinnati is local coalition development. Local coalitions provide an important network of neighborhood prevention efforts that can specifically tailor prevention efforts to the unique, individual needs of a community. In 2009, the Coalition for a Drug-Free Greater Cincinnati partnered with 24 member coalitions.

Member coalitions receive technical assistance, training, staff support, mentoring, and financial assistance from the CDFGC. The 24 coalitions are in different stages of development, ranging from the very early stages of concerned community members just forming a coalition, to developed coalitions functioning at a high-level to influence local policy to create a safe environment for youth.

In 2009, the Coalition assisted the following new community coalitions:

- Partners for a Drug Free Milford-Miami Township
- Coalition for a Healthy Middletown
- Coalition for a Drug-Free Warren County
- Butler County Coalition
- Coalition for a Drug-Free Colerain Township

The Coalition remains committed to growing community involvement across the region. If you are interested in learning more about the efforts in your area, or forming a new coalition, visit: <http://www.drugfreecincinnati.org>



Our Mission

The Coalition for a Drug-Free Greater Cincinnati promotes drug-free environments for youth by enhancing partnerships to educate, advocate and support locally-based community mobilization.

Our Vision

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

Coalition for a Drug-Free Greater Cincinnati

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