

**The Partnership for a Drug Free New Jersey receives nearly seven dollars of in-kind support for every dollar spent.**

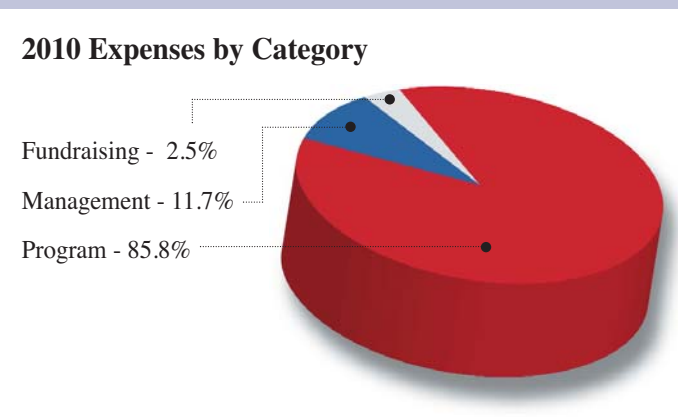
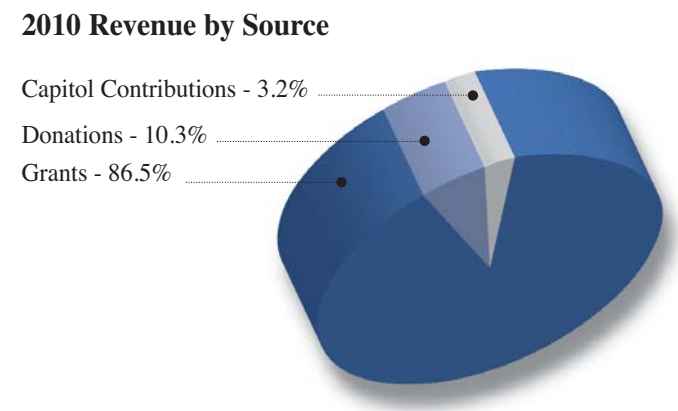
**2010 Granters & Corporate Supporters**

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PDFNJ Would Like to Thank the Following Organizations and their members for their 2010 In-Kind Support

Ad Vantage Media  
 C.A. Media  
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 Drug Enforcement Administration - New Jersey Division  
 FastTrack Media  
 Fresh Air Flicks  
 Infinity Broadcasting  
 Hammerhead Advertising  
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 New Jersey Advertising Club  
 New Jersey Broadcasters Association  
 New Jersey Cable Telecommunications Association  
 New Jersey Press Association  
 New Jersey Transit Corporation  
 New Jersey Turnpike Authority  
 Port Authority of New York & New Jersey  
 Titan Outdoor



# 2010

Partnership for a Drug-Free New Jersey

**ANNUAL REPORT**



**NJ Leads National Public Health Response to Prescription Drug Abuse Epidemic**





Joseph P. Miele  
Chairman Emeritus



Angelo M. Valente  
Executive Director



Joseph A. Miele  
Chairman

# 2010

## Partnership for a Drug-Free New Jersey

### ANNUAL REPORT



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Michelle Vernuccio, *Media Coordinator*

Dear Friends,

2010 was a record year at the Partnership for a Drug Free New Jersey!  
The year began with recognition by the White House Office of National Drug Control Policy for the  
2009 efforts of the PDFNJ's Operation Medicine Cabinet New Jersey.

This recognition led to the creation of the American Medicine Chest Challenge, the nation's largest  
privately funded public health initiative addressing the issue of prescription drug abuse and disposal.  
Held on November 13, 2010, AMCC assisted community coalitions and local law enforcement in over  
37 states raise awareness about the dangers of prescription drugs, and coordinate days of disposal in their  
communities. Over 10 tons of unused, unwanted, and expired medicine were collected during AMCC.

With Spring came our bi-annual Angel of Hope Gala where we honored McCarter and English, our  
longtime supporters. McCarter and English has provided pro-bono legal services to the Partnership since  
its inception. Special congratulations to Steve Vajtay, PDFNJ Board of Trustees Member on his recent  
appointment to Managing Partner at McCarter and English.

Soon after, the New Jersey Shout Down Drugs competition kicked-off in May and with it, a new  
program dedicated website which allowed for online voting of the contestants. Over 150,000 voters  
participated - from New Jersey, all 50 states and 113 countries all over the world.

All of this occurred while PDFNJ continued to serve as the state's largest and longest running public  
service campaign generating an unprecedented \$10 million in in-kind advertising.

2010 was a wonderful year for the Partnership for a Drug-Free New Jersey but it was only possible with  
the support of so many of you.

As we look forward to 2011, I thank you for all of your support and good wishes.

Sincerely,

Joseph A. Miele  
Chairman

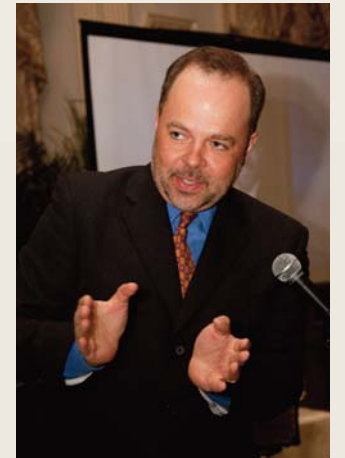
# 2010

Partnership for a Drug-Free New Jersey  
ANNUAL REPORT

## Angel of Hope Gala

### Celebrates McCarter and English's Statewide Leadership in Pro-Bono Service

The 2010 Angel of Hope Gala brought over 300 corporate, government and non-profit leaders to recognize the evening's Angel of Hope Award recipient, McCarter and English and celebrate the Partnership for a Drug-Free New Jersey as the largest continuous public service campaign in New Jersey history. Ralph LaRossa, President of PSE&G, served as chairman of the event.





# National American Medicine Chest Challenge

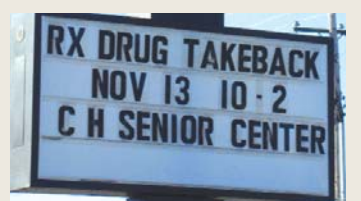
The American Medicine Chest Challenge, with the leadership and support of PhRMA, the American College of Emergency Physicians, the Partnership at Drugfree.org, the Generic Pharmaceutical Association, and the Consumer Healthcare Products Association has become the largest non-governmental public health response to the epidemic of prescription drug abuse.

A community-based program, AMCC provides, free of charge, all of the tools and technical support necessary for local coalitions to coordinate a multi-media and multi-lingual public education campaign to their community. Over \$10 million of in-kind media support was provided to AMCC community and law enforcement partners throughout the country, resulting in over 240 million media impressions. AMCC also empowers community-based organizations to partner with local law enforcement to host a day of disposal of unused, unwanted, and expired medicine.

The 2010 Inaugural American Medicine Chest Challenge reached and surpassed its goals of establishing a national public health initiative. With coalitions and law enforcement partnerships in 37 states, by all accounts, AMCC was a great success with over 500 community based partners coordinating hundreds of community-based collection sites and an estimated 50,000 American families utilizing an AMCC collection site, disposing of over 10 tons of unused, unwanted, and expired medicine in one day. A significant number of new community-based partners have joined the 2011 American Medicine Chest Challenge scheduled for Saturday, November 12, 2011.



The American  
**MEDICINE CHEST**  
CHALLENGE



## New Jersey American Medicine Chest Challenge

On November 13, 2010, a historic and lifesaving event – The American Medicine Chest Challenge (AMCC) – a public health initiative to raise awareness about the dangers of prescription drug abuse and a statewide day of disposal of unused, unwanted, and expired medicine was held in 100 communities throughout New Jersey, and resulted in thousands of residents disposing of over a ton of unused, unwanted, and expired medicine.

The event was held through the coordination of the Partnership for a Drug-Free New Jersey (PDFNJ) and the Sheriffs' Association of New Jersey (SANJ), Drug Enforcement Administration New Jersey Division (DEA-NJ) and local police departments.

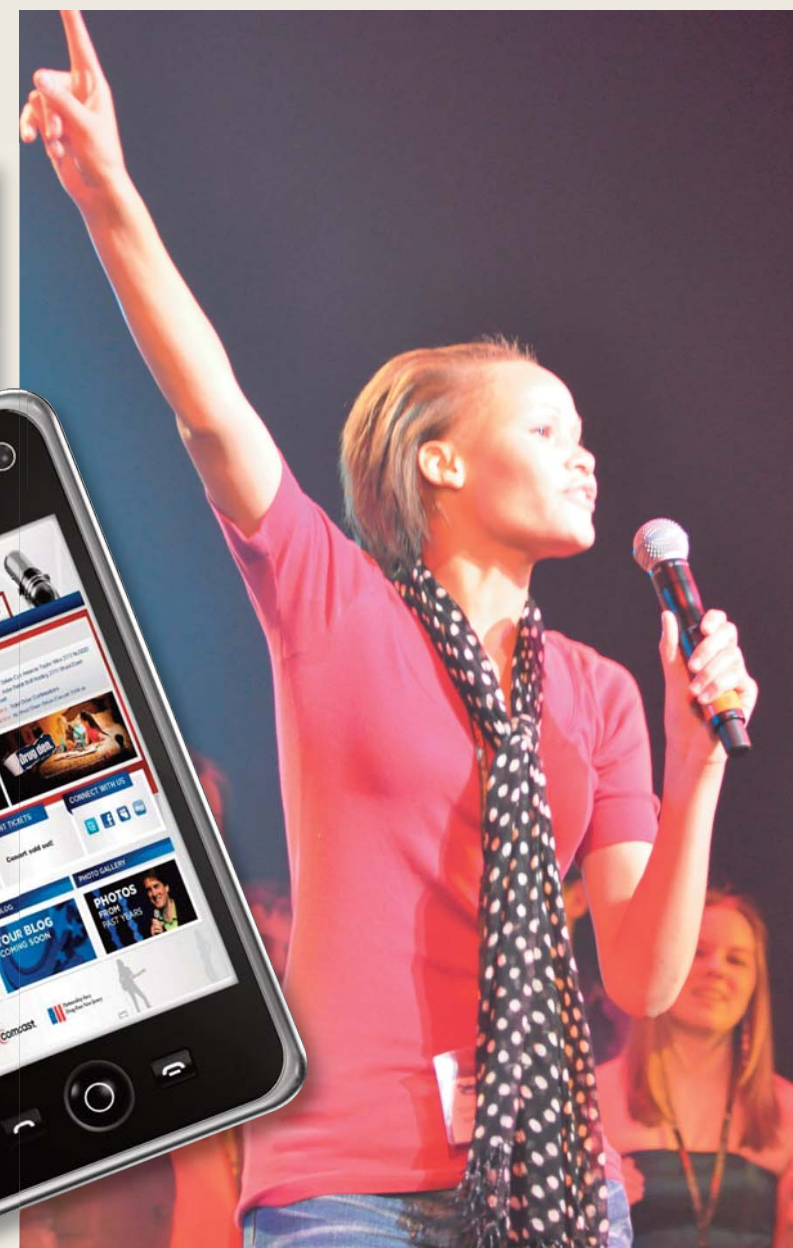
AMCC was created to help New Jersey families see their medicine cabinets through new eyes – as an access point for potential misuse and abuse of over-the-counter and prescription medicine by young people and to provide an opportunity to properly dispose of unused, unwanted, and expired medicines and encourage families to take the five step American Medicine Chest Challenge.



## New Jersey Shout Down Drugs Goes Viral



In 2010 New Jersey Shouts Down Drugs instituted an online judging of the finalists in the NJSSDD music competition. Over 150,000 voters from all 50 states and over 100 countries worldwide cast their votes, for their favorite performer and prevention song. When all the votes were tallied, Amanda Taylor from Salem County was named the first place winner. Michael Hardy, Middlesex County and Brian Beckford, Union County were named second and third place winners, respectively. The winners delivered their prevention messages at venues throughout the state, including the Atlantic City Convention Center, Campbell Field, and Princeton University.



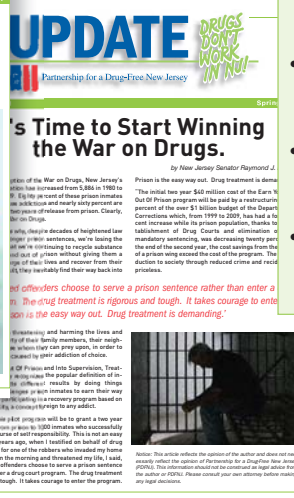
## Drugs Don't Work in NJ!

A free program which helps small and mid-sized businesses establish and maintain drug-free workplace policies. In 2010, DDW welcomed nationally recognized Employment Law Attorneys Nancy Delogu, and Stephen E. Trimboli to New Jersey.

DRUGS DON'T WORK IN NJ!

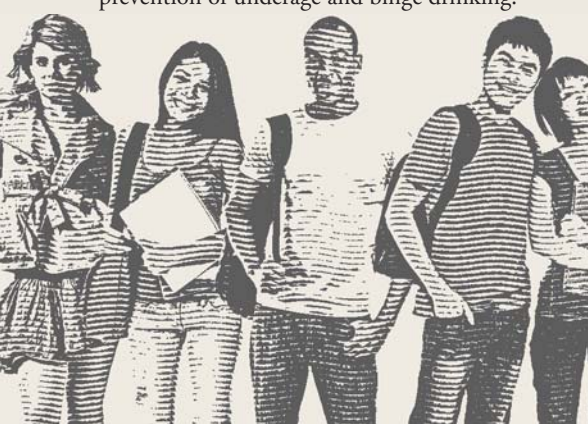
### DDW 2010 Stats:

- 150 New Member Businesses representing all 21 New Jersey counties and over 19,000 employees.
- 21 Educational exchange visits to various New Jersey business and non-profit forums throughout the state.
- 12,058 pieces of educational material mailed to various New Jersey Businesses.
- Total DDW member Businesses and organizations to date: 2520
- Total of employees employed by member businesses: over 850,000



## ParentCheckNJ.Com

The Partnership for a Drug-Free New Jersey and the New Jersey Prevention Network, as part of the Social Marketing Collaborative, in 2010 released a multi-media public service campaign targeting binge and underage drinking in New Jersey's 18-25 year old population. The campaign is designed to let the parents of New Jersey college-aged students know that they still have influence over their children when it comes to their misuse of alcohol and remind them that as parents, they still have a key role in prevention – even to this age group. The multi-media campaign, distributed in cooperation with the New Jersey Broadcasters Association, drives parents to the website ParentCheckNJ.Com, where they can take an interactive quiz to test their knowledge on the effects of alcohol on their children, and learn about the new research on brain development, legal ramifications, alcohol policies of all New Jersey schools and colleges, and their role in the prevention of underage and binge drinking.



**Is this what you're paying for?**  
Talk to your college kids about the dangers of binge drinking.  
[parentchecknj.com](http://parentchecknj.com)

**It's Time to Start Winning the War on Drugs.**  
Prison is the easy way out. Drug treatment is demanding. It takes courage to enter the program. The cost of the program will be to grant a two year reprieve from prison to 100 offenders who successfully complete the course of such responsibility. This is not an easy way out. Two years ago, when I visited an island of drug court diversion for one of the robbers who invaded my home or risked it in the morning and threatened my life. I had seen additional offenders chosen to serve a prison sentence rather than enter a drug court program. The drug treatment is rigorous and tough. It takes courage to enter the program.

**3rd Grade Contract for a Healthy Life** Third Grade students pledge to stay away from drugs, and their parents and school promise to support this choice. Contracts are distributed to all students to sign with their parent(s) and school representative. Each classroom will receive a poster size contract for students to sign and display in the classroom.

**Design a Fourth Grade Folder Contest** Fourth Grade students are invited to create images answering the question "Fun Things to do Instead of Doing Drug." Two images will be chosen from those submitted and printed on a PDFNJ folder that will be distributed to every school in the State in September 2007.

**5th Grade Parent Alert** Participating schools receive substance abuse prevention guides for the parents of each of their fifth grade students. This program is sponsored in part by the Horizon Foundation.abuse prevention.

**Annual Middle School PSA Challenge** Middle school students are invited to create a script for a 30 second Public Service Announcement with a peer-to-peer substance abuse prevention message. The winning script will be filmed, starring the students who wrote it at their school.

**"Dangers of Underage Drinking: How Alcohol Affects Middle School Students"** **Billboard/Calendar Competition** Students in the 5th through 8th grades in New Jersey are invited to create original images and slogans answering the question "How Alcohol Affects Middle School Students." A grand prize winner will be chosen to be featured on billboards throughout New Jersey and 12 finalists will be featured on a calendar that is distributed to every school in NJ.

**Listen Up to the Dangers of Underage Drinking** All the 5th through 8th grade students are invited to create a 30 second radio Public Service Announcement script with the theme of children explaining to their parents about why they should be preventing underage drinking. Scripts will be accepted in both Spanish and English. The winning scripts will be professionally recorded and heard on radio stations throughout New Jersey.

**Hudson County Shouts Down Drugs** Hudson County Shouts Down Drugs is music and song writing contest sponsored by the United Way of Hudson County, which asks high school aged participants, in Hudson County, to write original music and lyrics with substance abuse prevention messages.

**15 Minute Child Break** The 15 Minute Child Break is a one-hour, interactive, multimedia presentation that informs, encourages and empowers parents to effectively communicate with their children about the dangers of drugs and alcohol. PDFNJ will provide a speaker to travel to any community to present the 15 Minute Child Break. Evening presentations are available in Spanish.

**fun things to do instead of drugs**  
FINALISTS OF THE 2010-2011 Partnership for a Drug-Free New Jersey/Verizon Fourth Grade Folder Contest

**Hey NJ Middle School Students!** **CHOOSE A BRIGHT FUTURE. YOUR FUTURE. AVOID ALCOHOL.**

**The 15 Minute Child Break**