




**2011**  
 Partnership for a  
 Drug-Free New Jersey

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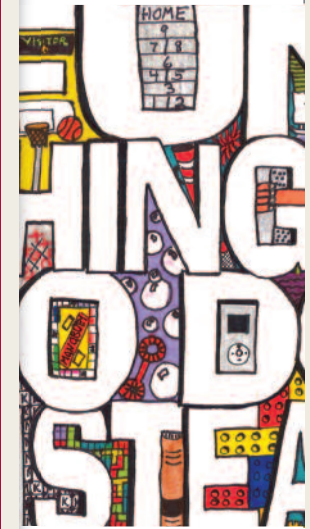
**ANNUAL REPORT**

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PDFNJ Goes Viral!



Partnership for a Drug-Free New Jersey  
 In Cooperation with the Governor's Council on Alcoholism & Drug Abuse  
 and the NJ Department of Human Services





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## ANNUAL REPORT

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*Dear Friends,*

*What a great year 2011 was for the Partnership for a Drug-Free New Jersey!*

*This past year we saw the growth of our online social media presence through the expansion of our Facebook, Twitter, and You Tube activities. As we shared our resources, news items and success stories on these sites, residents and community partners were better able to track and participate in Partnership for a Drug-Free New Jersey prevention initiatives.*

*Our partnerships expanded this year as well as we utilized technology and new media to reach more and more resident of New Jersey. Our 15-Minute Child Break program became available as a webinar, our Shout Down Drugs online voting system grew, and we collaborated with A&E Networks on a televised town-hall meeting on prescription drug abuse.*

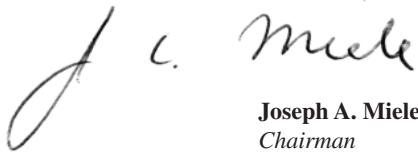
*The Partnership also continued to rely on tradition means to get the message out to residents about dangerous trends, including the abuse of synthetic marijuana, the increased purity of heroin, and the epidemic levels of prescription drug abuse.*

*The American Medicine Chest Challenge introduced a new groundbreaking campaign targeting parents in New Jersey and across the country – all made available to partners through media toolkits on our websites.*

*2011 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 2012, I thank you for all of your support and good wishes.*

*Sincerely,*



**Joseph A. Miele**  
 Chairman



New Jersey Broadcasters Association awarded Edison Leadership Award for Excellence in Public Service by PDFNJ.



*PDFNJ Executive Director Angelo M. Valente presents the Thomas Edison Leadership Award for Excellence in Public Service to Paul S. Rotella, Esq., President and Chief Executive Officer of the New Jersey Broadcasters Association and Robert Dunphy, Chairman of the New Jersey Broadcasters Association.*



# The American Medicine Chest Challenge

The American Medicine Chest Challenge and American Medicine Chest Challenge-New Jersey's media campaign got a new look this year. And depending on where you live – it might look different. Adding to the longtime success and popularity of the Grandma Rose Campaign, the “Drug Dealing Families” campaign was introduced in 2011. The 18-piece campaign is designed to match the demographics of the community utilizing it, so residents realize, prescription drug abuse knows no boundaries.

**You might not think of yourself as a typical drug dealer... but your kids know better!**  
 On November 12th, put yourself out of business.  
 AmericanMedicineChest.com

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**You might not think of yourself as a typical drug dealer... but your kids know better!**  
 Kids who are abusing prescription drugs get them from the medicine cabinets of their family and friends.  
 On November 12th, put yourself out of business.  
 Find out how at AmericanMedicineChest.com

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# Intervention

The Partnership for a Drug-Free New Jersey and A&E Television Networks, LLC, hosted a live Town Hall Meeting on prescription drug addiction featuring Interventionist Donna Chavous and local experts, at the Billy Johnson Theatre in the Newark Museum on Tuesday, December 6, 2011. All attendees took part in a screening on the groundbreaking series of A&E's Emmy Award-Winning Series, Intervention and had the opportunity to ask questions.



Joining Angelo M. Valente, Executive Director, PDFNJ (Center) from left to right: John L. Hulick, Acting Executive Director, Governor's Council on Alcoholism and Drug Abuse; Diane Litterer, Executive Director, New Jersey Prevention Network; Steve Pasierb, President & CEO, The Partnership at Drugfree.org; and Honorary Lawrence Cooper, Board of Trustee Member, PDFNJ.

# 2011 Public Service Campaigns

Throughout 2011, the Partnership for a Drug-Free New Jersey released new public service campaigns to address the drug abuse trends facing our State. The year began with the release of the first in the nation campaign addressing the abuse of synthetic marijuana, such as K2-Spice. Summer 2011 brought the release of the “**Everything Goes Up**” Campaign, designed to educate residents about the increased purity of heroin available in New Jersey. In the fall of 2011, the Centers for Disease Control and Prevention labeled prescription drug abuse an epidemic, and the Partnership for a Drug-Free New Jersey responded by creating the 5-4-1 campaign. The campaign was created to let parents know that 40 Americans a day die of this epidemic, 5,500 Americans begin abusing prescription drugs each year; However, just one conversation a day with their children can help to prevent their abuse of these substances.

**Everything's gone up since the 70's**

- regular gas was 36 cents
- a new car \$3,900
- a new house \$23,400
- the purity of heroin was about 6%

**Today, the purity of heroin is about 60%.**

**Talk to your kids about the dangers of drug abuse.**

[www.drugfreenj.org](http://www.drugfreenj.org)

Partnership for a Drug-Free New Jersey  
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**5500** Americans misuse prescription painkillers everyday.

**40** Americans die everyday from overdose of prescription painkillers.

**1** The life you can save today by talking to your child.

[drugfreenj.org](http://drugfreenj.org)

Clear Channel OUTDOOR

Partnership for a Drug-Free New Jersey  
Cooperating in cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services

# New Jersey Shout Down Drugs

Shout Down Drugs winners were invited back to perform at the annual HISPA youth conference for New Jersey's Hispanic/Latino 8th graders—an event aimed at inspiring them to “take action and realize their dreams.” The performers were welcomed by Dr. Ivonne Diaz-Claisse, HISPA President, and judge at this year's Prevention Concert. Aryan Mahyar performed his winning song, Make a Stand; and Morgan Evans & Taylor Willis sang their winning song, Join Me. The 8th graders enjoyed interacting with the Shout Down Drugs winners during a fun and inspiring Q&A session.



**Aryan** performed his 2011 Winning Song "Take a Stand" at the New Jersey Broadcasters Association Conference, in June. He is pictured with Paul Rotella, President and CEO of the NJBA.



**Middletwo**, the 2011 NJSDD 2nd Place Winners from Monmouth County performed their song across the state, including at a Camden CAN sponsored Riversharks Game in July.



# PDFNJ Program Overviews



## “Dangers of Underage Drinking: How Alcohol Affects Middle School Students”

**Billboard/Calendar Competition** The Partnership for a Drug-Free New Jersey’s “Dangers of Underage Drinking” Billboard/Calendar Competition is designed to encourage middle school students and their parents to work together to create billboard/calendar messages with the theme “Dangers of Underage Drinking.”

Thirteen winning messages will be featured on a calendar to be distributed to middle schools at the start of the 2012 calendar year. One message will be featured each month, and the grand-prize winning message will be displayed on the calendar’s front cover. Additionally, the grand-prize winning message will be reproduced on highway billboards throughout the state.

Angelo Valente, PDFNJ Executive Director, Attorney General Paula Dow and Jerry Fisher, the Director of the Division of Alcoholic Beverage Control are pictured with the 2011 Finalists:

Grand Prize: Melissa Gonzalez of Perth Amboy.

Finalists: Sarina Rodriguez, Melissa Ayllon, and Xavier Messado, all of Perth Amboy; Veronica Behman, Gabriella Carnevale, Melina Mejia, and Sofia Molina, all of Carteret; Olivia Carlino and Brianna Limongello of Belford, Teagan Monaco of Summit, Paolo Matti of Union and Michelle Xu of Mount Laurel.



**15 Minute Child Break** 2011 brought the introduction of the 15-Minute Child Break webinar. Parents across the State can now participate and learn life-saving prevention information from the comfort of their own home.

## Drugs Don't Work in New Jersey Conducts Research of NJ Businesses in 2011

Maintaining a drug free workplace policy enables New Jersey businesses to be more productive and more successful, according to a study conducted by the Partnership for a Drug-Free New Jersey. The survey was conducted by Fairleigh Dickinson University’s PublicMind™ Poll of 300 New Jersey businesses, in December 2011. Finding Included:

Nearly 8 in 10 New Jersey companies (78%) have a written drug-free policy and 60% of businesses reported utilizing PDFNJ resources to create such policies.

Nearly 4 in 5 (79%) of New Jersey companies say their written drug-free policy has been very or somewhat effective in reducing accidents, and 71% of companies reported it is effective in reducing worker compensation claims.

Most companies, more than 9 in 10 (92%), are either “Very Concerned” (85%) or “Somewhat Concerned” (7%) about worker safety.

Illegal drug use and alcohol abuse are a top concern for New Jersey businesses, with seven in 10 (70%) companies surveyed reporting alcohol abuse is a problem and 65% reporting that illegal drug abuse is a somewhat or very serious problem for most New Jersey businesses. New Jersey businesses are also aware of current trends in substance abuse, particularly prescription drug abuse, with nearly 2 in 3 (65%) reporting over the counter and prescription drug abuse as a serious problem for most New Jersey companies; however, the majority, 60% say they are “not very knowledgeable” about the new medical marijuana law known as the “New Jersey Compassionate Use Medical Marijuana Act” that went into effect in January 2010.

**Design a Fourth Grade Folder Contest** Winners of the 4th Grade “Fun Things to do Instead of Drugs” initiative, supported by Verizon, were recognized at an Award Ceremony at the Newark Museum.



**5th Grade Parent Alert** PDFNJ recognized the participation of a family from Old Bridge Township Public Schools who participated in the 5th Grade Parent Alert, supported by the Horizon Foundation of New Jersey.



DRUGS DON'T WORK IN NJ

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

## 2011 Granters & Corporate Supporters

State of New Jersey - Department of Human Services

Governor's Council on Alcoholism & Drug Abuse

Arseneault, Whipple, Fassett & Azzarello, LLP

Brushfire, Inc.

Comcast

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Hope For Children Foundation NJ

Horizon Blue Cross Blue Shield of New Jersey

Laborers' International Union of North America

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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

CBS Outdoor

Comcast

Drug Enforcement Administration - New Jersey Division

FastTrack Media

Fresh Air Flicks

Infinity Broadcasting

Hammerhead Advertising

McCarter and English

OOH Vision Networks

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

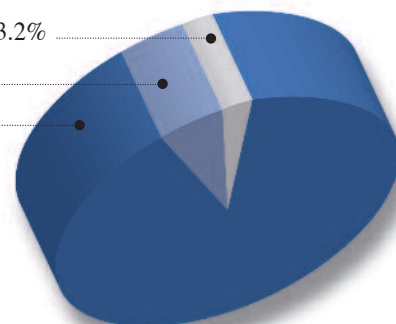
Titan Outdoor

### 2011 Revenue by Source

Capitol Contributions - 3.2%

Donations - 10.3%

Grants - 86.5%

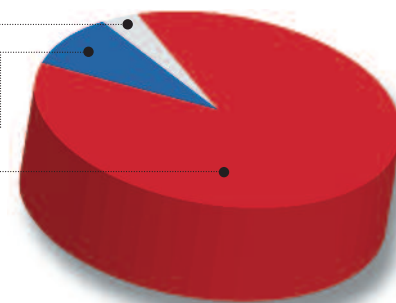


### 2011 Expenses by Category

Fundraising - 2.5%

Management - 11.7%

Program - 85.8%



# 2011

## ANNUAL REPORT

*The Partnership for a Drug-Free New Jersey is a private 501(c)(3) not-for-profit organization. We are proud to receive support from both the Governor's Council on Alcoholism & Drug Abuse and the New Jersey Department of Human Services, through the State of New Jersey's Drug Enforcement Demand Reduction Fund, as well as from a broad range of corporations and foundations. All Partnership for a Drug-Free New Jersey programs, projects and services are offered to New Jersey's residents and businesses free of charge.*