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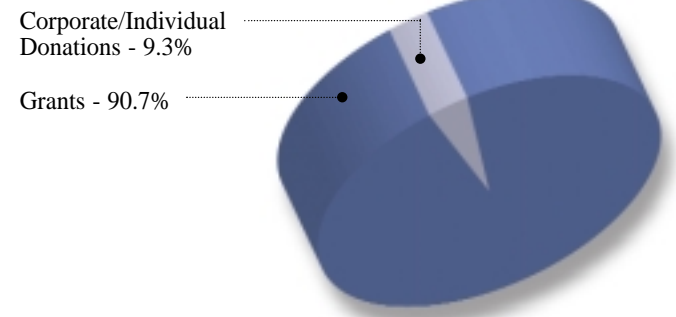
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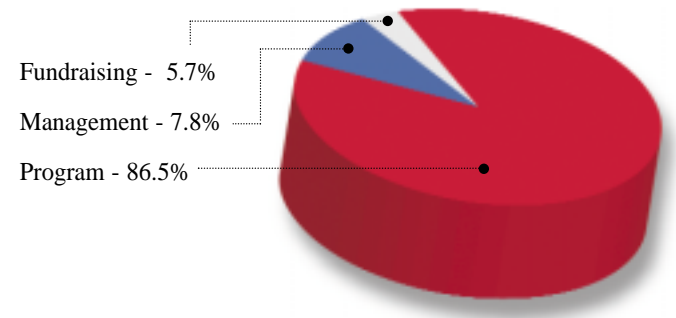
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2006 Revenue by Source



2006 Expenses by Category



PARTNERSHIP FOR A DRUG-FREE NEW JERSEY

2006

ANNUAL REPORT



2006 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.



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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Dear Friends,

In focusing on the mission of the Partnership for a Drug-Free New Jersey "to unseal drugs and alcohol abuse to the people of New Jersey – especially our youth" during 2006, I am proud to report ... Mission Accomplished!

In the next several pages you will read the stories of individuals who have been directly impacted by the Partnership's programs. These individuals represent hundreds of thousands of school children, parents, employers and citizens of New Jersey who have been touched the Partnership's message of prevention, treatment, education and most importantly hope for the future.

The Partnership for a Drug-Free New Jersey experience is truly trailblazing in its research based campaigns that have become national role models over the last fifteen years. National campaigns such as The White House Office of National Drug Control Policy's "Parent - The Anti-Drug" and The National Center on Addiction and Substance Abuse at Columbia University's (CASA) "Family Day: A Day to Have Dinner With Your Family" have their origins with the Partnership for a Drug-Free New Jersey's research and initiatives. Throughout this annual report you will find highlights of recent research initiatives sponsored by the Partnership for a Drug-Free New Jersey's Center For Prevention Research (NJCPR).

The success of the Partnership for a Drug-Free New Jersey is directly attributed to its dynamic staff, a dedicated Board of Directors, Executive and Steering Committee, New Jersey's media, corporate and foundation leaders, The Governor's Council on Alcoholism and Drug Abuse and the New Jersey Department of Human Services, all of whom provide support to the Partnership in both resources and spirit.

The Partnership realizes that as we have accomplished much, there is much more to accomplish. Everyday a child in New Jersey will celebrate their 12th birthday, the age of first approach, it is the Partnership for a Drug-Free New Jersey's commitment to do everything it can to guarantee that every child will have the resources, knowledge and support to say no to drugs and alcohol.

Joseph P. Miele
Chairman & Founder

One Child at a Time

Unfortunately times are changing and children are being approached to experiment with drugs and alcohol at a younger and younger age. In response to this alarming trend the Partnership for a Drug-Free New Jersey has implemented programs for children from the third grade through high school.

Daniel Graham, a 3rd grade student of Hazel Avenue School in West Orange, is one of the nearly 30,000 New Jersey students who benefited from participating in one of the Partnership's school based programs. Through participation in the PSE&G sponsored *"Third Grade Contract for a Healthy Life"* Program, Daniel, along with his classmates, learned about the dangers of drug and alcohol use and abuse. He along with his teacher and parents signed a PDFNJ "contract" to remain free of drug and alcohol abuse, but most importantly, Daniel and the other 15,562 students who signed the contract this year began a conversation with their parents about the staying away from drugs and alcohol. As Daniel explained, "I talked a lot with my parents this year about drugs after we signed the contracts. Being drug free can keep you [healthy]."

"I talked a lot with my parents this year about drugs after we signed the contracts. Being drug free can keep you [healthy]." - **Daniel Graham**

The need for substance abuse prevention does not end there and neither does PDFNJ programs.

In the fourth grade, New Jersey students are asked to create peer-to-peer driven prevention messages in the annual *"Fourth Grade Book Cover Competition"*. The messages created by students are distributed to every school with fourth grade students in New Jersey.



Middle School students, according to PDFNJ research, begin to value the opinion of their peers more and more. The PDFNJ initiatives geared towards middle school students all include peer-to-peer substance abuse prevention messaging. Participants in the New Jersey Division of Alcohol Beverage control sponsored *Dangers of Underage Drinking Billboard Calendar Competition* and the annual *Middle School PSA Challenge* create PSAs for billboards



and television, respectively. As **Deanna De Vito** and **Dana Carubba**, middle school students at Pequannock Valley



NJCPR - NEW JERSEY CENTER FOR PREVENTION RESEARCH

The Partnership's NJCPR has two exciting new studies to be released in January 2007! The first is a statewide survey of New Jersey Middle School Principals, which will examine drug-prevention related issues and trends in our schools.

FINDINGS IN FOCUS

According to recently collected data on our 3rd Grade Contract School Based Program, 97% of teachers who responded said that they plan on participating again next year. See Figure 1 below.

School in Pequannock and winners of this year's annual Middle School PSA Challenge said, "We hope that our PSA idea helps to keep kids away from drugs."

"We hope that our PSA idea helps to keep kids away from drugs."

- **Deanna De Vito** and **Dana Carubba**

"Say no to drugs ... because drugs can control you and ruin your life" was the message

Darius Jackson and **Gabriel Terrell** wanted to spread to their peers when they entered the *New Jersey Shouts Down Drugs* competition. New Jersey Shouts Down Drugs is based on the Hudson County Shouts Down Drugs program which has been sponsored by the United Way of Hudson County for the past five years.

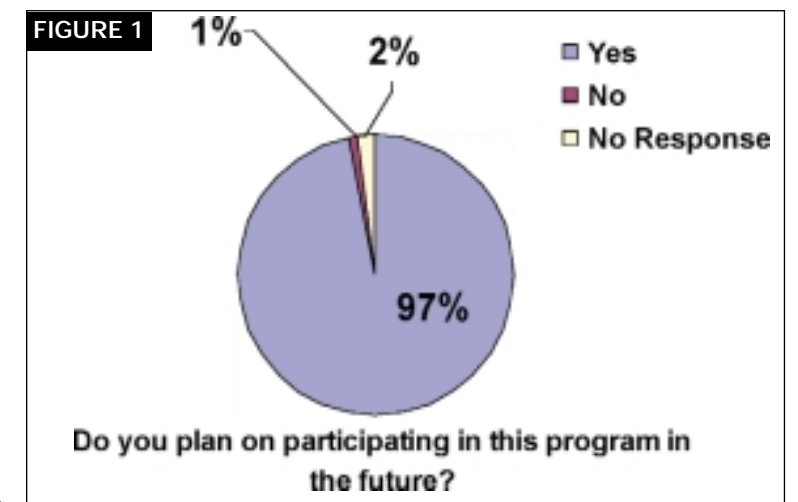


New Jersey Shouts Down Drugs invites all of New Jersey's High School students to create music and lyrics with substance abuse prevention messages and cumulates with a concert sponsored by Comcast. In 2006 the concert was held at Kean University in Union.

While the competition was outstanding, Darius and Gabriel, both residents of Lumberton, Burlington county, took home the first place honor in the New Jersey Shouts Down Drugs concert, which included high school students from almost every county in the state. As the first place

"Say no to drugs ... because drugs can control you and ruin your life"

- **Darius Jackson** and **Gabriel Terrell**



winners, Darius and Gabriel were professionally recorded and travel the state sharing their substance abuse prevention song at many venues. Second place winner **Daniel Burdman** from Wyckoff, Bergen County and third place winner **Gina Caradonna**, from Voorhees, Camden County, were also professionally recorded and perform their songs by request throughout the state.

Like all PDFNJ school based initiatives, Darius and Gabriel hoped the program they participated in would reach once person at a time and "be persuasive enough for others [to get the message] not to use drugs."



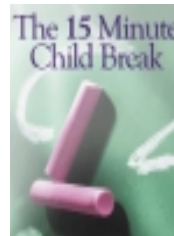
One Family at a Time

Substance abuse prevention is a topic that affects every family in New Jersey and **Karen Perry** a mother of two from Rumson, Monmouth County, New Jersey is no exception. She was looking for the best information she can find on how to protect and educate her family and found that information by attending a 15-Minute Child Break presentation.

"The Presentation reminded us all that a simple conversation can make all the difference," explained Perry.

Perry is one of over 2,780 parents who attended a childbreak presentation this year and her children are two out of 37,559 impacted by this Partnership for a Drug-Free New Jersey's 15-Minute Child Break program.

tion message out through media messages has worked well in her community, bringing the 15-Minute Child Break into her community was a "powerful reinforcement that parents can make a difference and that it is not that hard to talk to your kids."



Anne Funk, Municipal Alliance Coordinator for New Hanover Township, Burlington County, also uses the Partnership for a Drug-Free New Jersey to strengthen families --- both her own and those in her community.

The mother of two has found that while partnering with PDFNJ to get the substance abuse preven-

PDFNJ supports and participates in many state organizations and events. As a parent and a municipal leader Funk is impacted and has access to all of the community groups and events the Partnership for a Drug-Free New Jersey works with and promotes including the **Governor's Council on Alcoholism and Drug Abuse, the New Jersey Higher Education Consortium, the Childhood Drinking Coalition, SafeHomes New Jersey, and The Friends of Addiction Recovery New Jersey Recovery Walk.**



"The Presentation reminded us all that a simple conversation can make all the difference,"

— Karen Perry

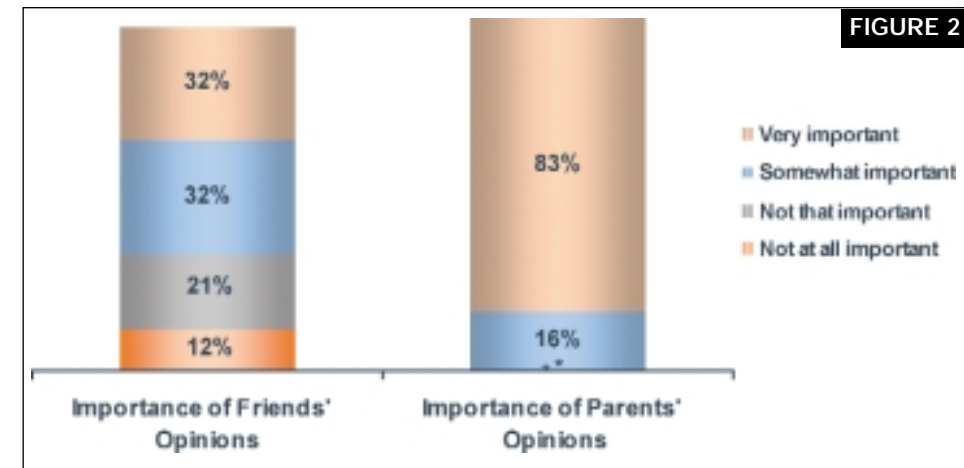


NJCPR - NEW JERSEY CENTER FOR PREVENTION RESEARCH

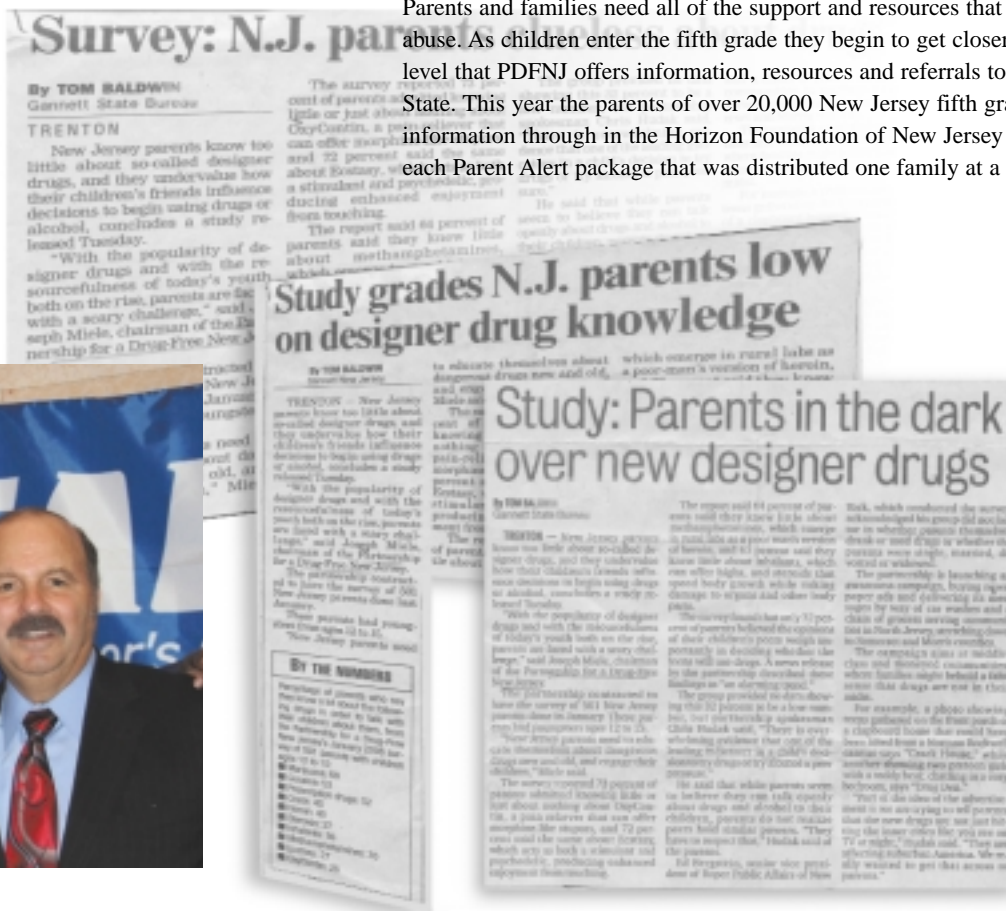
This year, the Partnership's NJCPR conducted a statewide tracking study on NJ parent's attitudes and behaviors toward drug prevention as a follow up to a study conducted in 2004. Parents and families are a very important audience for our prevention efforts.

FINDINGS IN FOCUS

NJ parents may be underestimating the importance of their children's friends' opinions when it comes to their child's decisions about whether or not to use drugs. See Figure 2 below.



Parents and families need all of the support and resources that they can get in their fight against substance abuse. As children enter the fifth grade they begin to get closer to the age of first approach and it is at this level that PDFNJ offers information, resources and referrals to all of the parents of fifth grade students in the State. This year the parents of over 20,000 New Jersey fifth grade students received important substance abuse information through in the Horizon Foundation of New Jersey sponsored, "5th Grade Parent Alert." With each Parent Alert package that was distributed one family at a time was strengthened by its message.

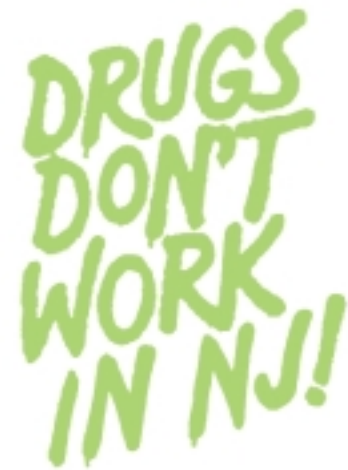


Recovery Walk 2006
Over 2000 individuals from all parts of New Jersey came to celebrate treatment and hope as part of Recovery Walk 2006.

One Workplace at a Time

When Jim Zee came to Joule Staffing Services in 1982, his top priority was not substance abuse in his workplace. Times change and so did Zee's opinion on substance abuse prevention in his company. When Zee knew there was a major problem and he needed help, he turned to the Partnership for a Drug-Free New Jersey. With a program in place, Zee used the aid of PDFNJ to enhance the program to new heights.

In April of this year, Zee's Joule Staffing Services became the 2,000th member of *Drugs Don't Work in New Jersey!* (DDW). Vice President **Judy Bryant** saw PDFNJ's program at a Small Business Expo and immediately thought to herself "What a great concept." We have very talented employees that, unfortunately, struggle with drug addiction", says Bryant. "I have a firm belief that addiction is as much an illness as say Diabetes or Alzheimer's. We can help and hold onto valuable staff and get their lives going again."



"I've seen the change in people's lives. I've witnessed people get back on track in their lives."

— Jim Zee



NJCPR - NEW JERSEY CENTER FOR PREVENTION RESEARCH

The second of NJCPR's current projects is a survey of New Jersey Young Adults, aged 21-30. This study will look at the impact of drug prevention efforts on the next generation of NJ's leaders and professionals.

FINDINGS IN FOCUS

Results from evaluation surveys administered to attendees at 5 Drugs Don't Work in New Jersey Seminars held throughout the year demonstrate that 93% of respondents thought that the information presented was very relevant to their needs. See Figure 3 below.

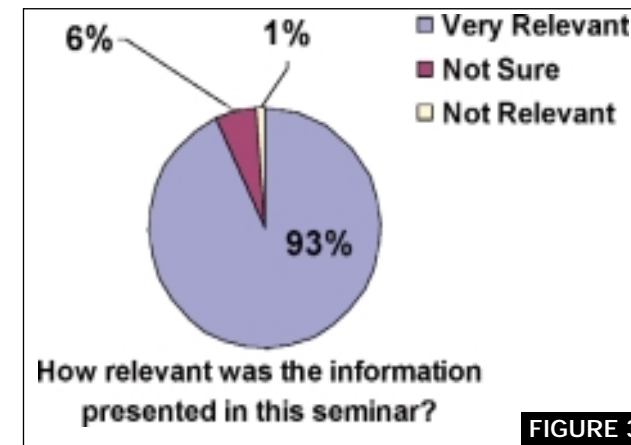


FIGURE 3

Since implementing the free PDFNJ program Zee explained, "I've seen the change in people's lives. I've witnessed people get back on track in their lives."

Zee, like the 156 other managers and business owners who signed their companies up for the DDW program this year, receives quarterly updates on the latest trends as well as training sessions throughout the year. Over 68,000 New Jersey Employees were impacted by these programs. For this past winter 2006, PDFNJ's quarterly update was an article by Mark A. De Bernardo, Executive Director of the Institute for a Drug-Free Workplace, entitled "Appeals Court Rejects Medical Marijuana Defense to Drug-Test Positive." The spring quarterly update was done by the Research Institute on Addictions at the State University of New York- Buffalo. The update was entitled "15 Percent of U.S Work Force under the Influence of Alcohol." The summer update was "Why Implement a Drug-Free Workplace Policy?" by Bob Stegman, Plant Manager for the Guest Packaging, Inc. Finally the fall update was entitled "Steroid Drug Use and Employment" by David G. Evans, Esq.

"Seeing the change in people's lives motivates me everyday."

— Jim Zee

Besides the quarterly updates and training sessions, DDW holds many conferences throughout the year. Some of these conferences are also in conjunction with the New Jersey Department of Labor and the Occupational Safety and Health Administration (OSHA). This year's conferences were held at Newark, North Branch, Blackwood, Edison and Rutgers University in Piscataway.

Being a part of an organization that is the leader in working specifically with Substance Abuse prevention in the workplace is something Zee appreciates. Zee added, "Seeing the change in people's lives motivates me everyday."



One Message at a Time

A parent, excited about the weekend starts it off by doing the normal routine of going to the local Kings supermarket. As she's walking around, looking at the list of things to get, she's thinking of her teenage kids; of how proud she is of their grades, of them being on the soccer and basketball teams, of them being presidents of their respective clubs. Nothing could make her happier.

She walks down the dairy section to get a carton of milk. As she is looking at which carton to get, she looks up and notices a small poster sticking out from the milk shelf reading, "You look at expiration dates carefully. How carefully are you looking after your kids?" The parent said to herself "wow" and continued to ponder that thought in her mind. She goes to grab a carton of eggs and notices a similar sign sticking out that shelf reading, "Just a reminder that your child's brain is fragile, too."

As she exits the store, she is now worried and thinks, "Do I really know my kids as much as I think I do?" "What do my kids really do at these parties that they go to? How much are their friends influencing them?"

When it comes to talking to kids about drugs, New Jersey parents feel they do and are proud of it. In a recent study done by PDFNJ's Center for Prevention research, 96 percent of parents say they talk to their kids about drugs. However, very few of them acknowledge knowing much about Ecstasy, Methamphetamines, Steroids, and inhalants; all popular drugs that are easily accessible to our teens today.

In response to these concerns, PDFNJ along with Hammerhead Advertising implemented a campaign called "GetSmartNJ.com". Public Service Announcements was created to tell parents to "get smart" about designer drugs. This all culminated with the launch of GetsmartNJ.com, a website for New Jersey parents that educates them with resources, information and prevention tips on these drugs.

As she exits the store, she is now worried and thinks, "Do I really know my kids as much as I think I do?" "What do my kids really do at these parties that they go to? How much are their friends influencing them?"



NJCPR - NEW JERSEY CENTER FOR PREVENTION RESEARCH

One area of research that NJCPR will be moving into in the future is random drug testing programs in middle schools. NJ already implements random drug testing in high schools, but these policies are relatively new to middle schools, and their effects are still unknown.

FINDINGS IN FOCUS

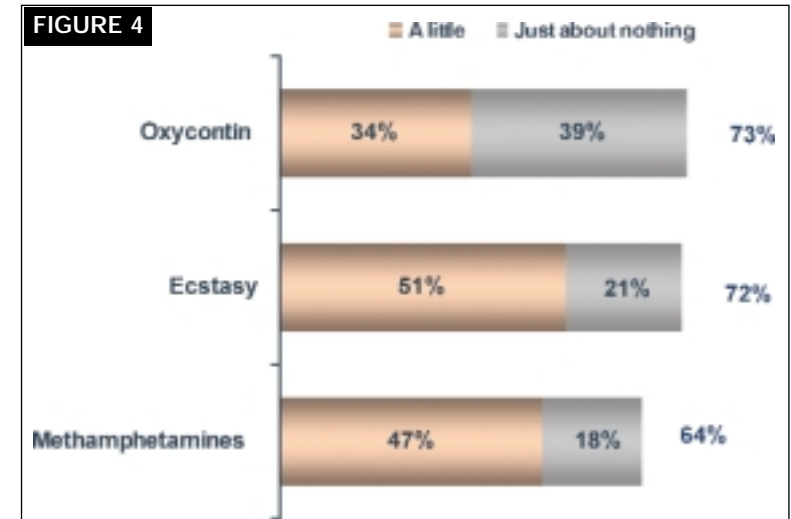
Many New Jersey parents reported that they know a little or almost nothing about Oxycontin, Ecstasy, and Methamphetamines. See Figure 4 below.

Parents were not the only targets of PDFNJ media messages throughout 2006.

Sadly, 22 million Americans were in need of drug and alcohol treatment, yet only 3 million received any form of help. Currently, 683,003 residents of New Jersey need treatment for alcoholism, drug use or drug dependence. The fact of the matter is that drug addiction is a disease, just like how Cancer, AIDS, Brain Tumors etc. are all diseases. To highlight this message PDFNJ was the third state in the country to implement the national *Hope, Help & Healing* campaign.

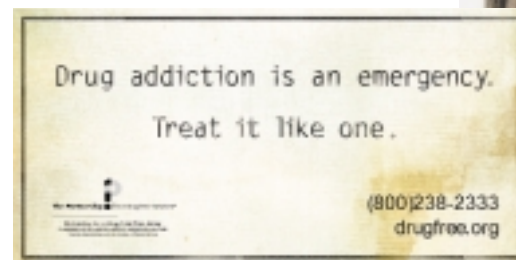
Through this effort, PDFNJ is focused on reaching people with alcohol and drug problems and their families through television, radio, newspapers, and billboard Public

FIGURE 4

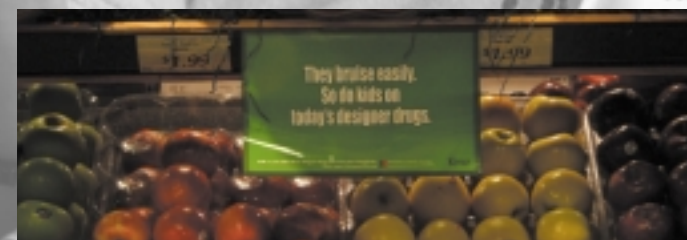


Service Announcements.

A New Jersey specific toll-free hotline and a website were developed to provide immediate assistance and referrals. Regardless of where you are in the State a Partnership for a Drug-Free New Jersey Public Service Announcement message is waiting for you.



More than just saying no
Unique anti-drug abuse campaign
launched locally



John Sullivan
for senior staff writer

On Oct. 5, the Partnership for a Drug-Free New Jersey launched a new series of advertisements against drug abuse, but will soon appear in unusual places as on the Hudson Bergen Light Rail and at the vegetable and other food at Kings supermarkets.

The campaign, which has been developed by Hammerhead Advertising in Hoboken, is an attempt to deal not so much with the concept of street drugs, but to avoid perhaps the greater danger of drugs being closer to home that parents think.

outlets and some very unexpected places such as the local supermarket. Surveys taken show that parents do see messages about drug abuse and are willing to talk to their kids. But often, the new drugs are a mystery to parents, who have an outmoded vision of what they are and how kids get them. "By placing different ads in locations in store such as in produce or the dairy case, we hoped to get the attention of the parents, and teach them what they don't know about today's drugs," said John Perla of Hammerhead. The campaign is to the point, designed to show that even kids 12 to 15 are at risk, and to break down the stereotype that drug use is only an urban problem, when it is also a problem in places where parents might not otherwise suspect. One scene, for instance, shows the front