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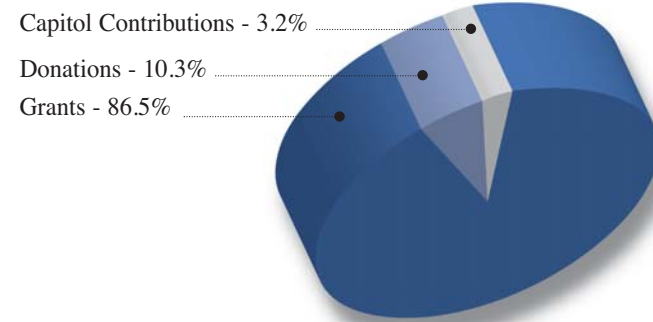
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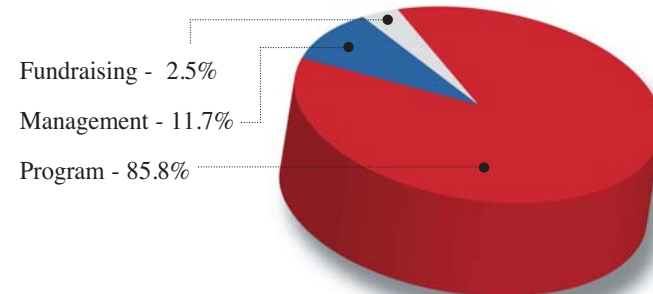
PDFNJ Would Like to Thank the Following Organizations and their members for their 2008 In-Kind Support

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2008 Revenue by Source



2008 Expenses by Category



Maximizing Every Dollar Through Collaboration and Innovation





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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 2008, I am proud to report that we are providing the residents of New Jersey with life saving prevention information.

This year, as a result of our annual Parent's Tracking Study, we launched our award winning Grandma's Stash Campaign. We tackled the important issue of prescription and over-the-counter drug abuse in our state by partnering with federal, state, and local and government community organizations with the same goal.

In the next several pages you will read about how the Partnership for a Drug-Free New Jersey has maximized every dollar and message through cooperation and collaboration.

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 government, 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 11th 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 A. Miele
Chairman

Partnership in the Media

Prescription Drug-Abuse Prevention was the centerpiece of the Partnership for a Drug-Free New Jersey's Public Service Media Campaign.



The Partnership for a Drug-Free New Jersey, through its Center for Prevention Research (NJPCR) conducted several statewide studies that confirmed national studies conclusions that prescription drug abuse was climbing at alarming levels. What the research also pointed out was that most young people who were abusing prescription drugs were easily accessing them from family and friends.

In response to this important trend PDFNJ's Board of Directors, in December 2007, directed the Partnership's 2008 media campaign to focus on prescription drug abuse. The campaign garnered the support of the Drug Enforcement Administration (DEA) - New Jersey Division, the New Jersey Department of Human Services, the Governor's Council on Alcoholism and Drug Abuse (GCADA), New Jersey Prevention Network (NJPN) and Jason's Message, all of whom appear on the campaign.

Newspapers and web banners were made available to all 563 New Jersey Mayors, Police Chiefs and Boards of Education. Two 30-second radio PSAs were also created and distributed to every radio station in New Jersey.

In August of 2008 in commemoration of National Medicine Abuse Awareness Month, PDFNJ collaborated with the New Jersey Pharmacists Association to distribute the "Grandma's Stash" message on over three quarters of a million pharmacy bags that were distributed with the cooperation of over 700 local pharmacies in all 21 counties in New Jersey. A statewide press conference was held to promote this public private partnership.

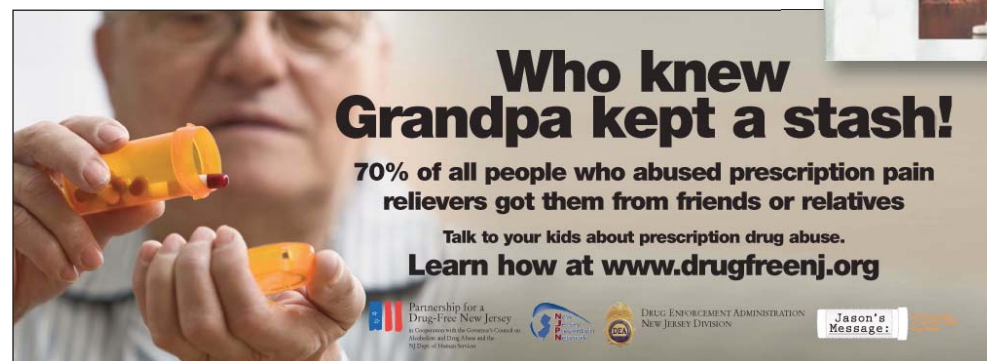


\$1 in prevention saves \$15 in societal costs



Following the creative process to develop the "Grandma's Stash" campaign, PDFNJ collaborated with Clear Channel Outdoors to secure electronic billboard messages. The campaign continued with interior bus and train plackets that were placed on over 1200 New Jersey Transit Buses and over 300 PATH Trains. PDFNJ also secured over 50 Bus Shelter locations throughout New Jersey to promote this message.

The "Grandma's Stash" campaign was also distributed to over 300 Daily and Weekly New Jersey



PDFNJ partnered with over 700 New Jersey Pharmacies, where thousands of volunteer hours were donated toward delivering prescription drug abuse prevention messages.



Partnership in the News

Students excel in poster contest

This past school year, nearly 4,000 students statewide participated in the Partnership for a Drug-Free New Jersey's (PDFNJ) Design a Fourth Grade Folder Contest.

On March 5, Natalie Chiumento and Cecelia Dailey, both students attending Holy Saviour Regional School in Westmont, were statewide finalists honored and recognized for their outstanding artwork. The finalists' artwork was on display at the Statehouse Annex in Trenton, for public viewing from March 3-5.

"The Partnership for a Drug-Free New Jersey has consistently believed that early prevention

programs like the Fourth Grade Folder Contest, are effective ways to actively engage new Jersey's young people in selecting and maintaining a drug free, healthy lifestyle," said Angelo M. Valente, executive director, PDFNJ.

The contest was open to fourth grade students throughout the state. Students were challenged to create anti-drug artwork relating to the theme of the contest: "Fun Things To Do Instead of Doing Drugs."

The winning artwork will be made into a folder and will be available to every school in New Jersey.

The Partnership for a Drug-

Free New Jersey (PDFNJ) was created in 1992 with a mission to reduce the incidence of substance abuse throughout New Jersey. PDFNJ continues to serve as an anti-drug alliance to localize, strengthen and deepen drug and alcohol abuse prevention media efforts in the state.

PDFNJ also offers school-based programs, drug-free workplace assistance, and parent education training. PDFNJ works in cooperation with the Governor's Council on Alcoholism & Drug Abuse at the NJ Department of Human Services. All PDFNJ programs are available free of charge to the residents of New Jersey.

PDFNJ received over one-million dollars in donated advertising space in 2008 – enough to cover the length of Giant's Stadium.

Litter bags to be given out at state toll booths

This year the Partnership for a Drug-Free New Jersey (PDFNJ) and the New Jersey Turnpike Authority are "giving back" to New Jersey Motorists a prevention drug abuse theme litter bag.

The litter bag is not just any litter bag used to throw empty coffee cups

bag which will keep New Jersey alert of the dangers of today's most current designer drug, prescription medicine.

The prescription drug abuse theme litter bags will be given to motorists at all toll booths during the holiday season on the New Jersey Turnpike.

CABAL: 21 TO BOOZE

TRENTON — The debate over lowering the drinking age has come to New Jersey, with several state agencies coming together to support keeping it at 21, while some college presidents think the law should be reconsidered.

Officials announced yesterday the formation of the NJ21 Coalition, which is being spearheaded by the state Division of Highway Traffic Safety, the Division of Alcoholic Beverage Control and the Partnership for a Drug-Free New Jersey.

"Since the drinking age was raised to 21 in New Jersey in the 1980s, we have seen nearly a 75 percent decrease in the number of young people ages 18 to 20 who have been killed in drunk driving crashes," Attorney General Anne Milgram said in a statement.

"These numbers alone tell us without any doubt, the drinking age must be maintained."

The New Jersey coalition was put together in response to the Amethyst Initiative, a movement calling on lawmakers to consider lowering the drinking age to 18. The idea has received support from the presidents of some of the nation's best-known universities, including three in New Jersey.

"Drinking alcohol is illegal for students under the age of 21, and yet, despite the imposition of policies and disciplinary procedures, it is evident that alcohol and alcohol-related injuries, binge drinking, and alcohol abuse is a fact of life on college campuses across the nation," Montclair State University President Susan A. Cole said in a statement posted on the school's Web site.

Cole said she is in favor of a "rigorous, data-informed public discussion" on the drinking age and its relationship to alcohol consumption among 18- to 21-year-olds, but added that she is not necessarily a proponent of lowering the drinking age.

The drinking age debate comes to New Jersey fresh on the heels of at least two high-profiled college drinking incidents.

In 2006, the body of 19-year-old John Puccio Jr., a freshman at The College of New Jersey, was found in a local landfill after he went missing during a night of binge drinking. Authorities have ruled the death a likely accident, stating that an intoxicated Puccio may have attempted to crawl inside a dormitory trash chute while playing hide and seek.

Then in 2007, another college freshman, 18-year-old Gary DeVercilly, died at Rider University after slipping into an alcohol-induced coma while drinking at an event organized by the fraternity he was pledging to join.

Stevens Institute of Technology President Harold J. Reveche and Drew University President Robert Weisbach also signed the Amethyst Initiative, according to the group's Web site.

New Jersey Senate President Richard J. Codey believes the drinking age should remain at 21 and issued a strongly worded statement this week opposing any attempt to change it.

"This is nothing more than college presidents passing the buck instead of thinking of more constructive ways to crack down on underage drinking," he said.

"Furthermore, it opens up the floodgates to allow alcohol into the hands of high school students who are 18."

Codey sent a letter to New Jersey's congressional delegation, asking them to block any movement to lower the drinking age at the national level.

"The feds control the reins in terms of what incentives are offered to state to keep their drinking age at 21," he said. "But ultimately, any changes in New Jersey's legal drinking age would have to be done at the state level. I can promise you this, as long as I am Senate president, our drinking age will remain at 21."



ABOVE: Cecelia Dailey (mother), Angelo Valente, executive director of PDFNJ, the younger Dailey and Sr. Bianca of Holy Saviour School pose for a picture. BELOW: Natalie Chiumento and her parents stand with Valente and Sr. Bianca.

Group: Keep drinking age 21

TRENTON (AP) — The debate over lowering the drinking age has come to New Jersey, with several state agencies coming together to support keeping it at 21, while some college presidents think the law should be reconsidered.

Officials announced on Thursday the formation of the NJ21 Coalition, which is being spearheaded by the state Division of Highway Traffic Safety, the Division of Alcoholic Beverage Control and the Partnership for a Drug-Free New Jersey.

"Since the drinking age was raised to 21 in New Jersey in the 1980s, we have seen nearly a 78

percent decrease in the number of young people ages 18 to 20 who have been killed in drunk driving crashes," Attorney General Anne Milgram said in a statement.

"These numbers alone tell us without any doubt, the drinking age must be maintained."

The New Jersey coalition was put together in response to the Amethyst Initiative, a movement calling on lawmakers to consider lowering the drinking age to 18. The idea has received support from the presidents of some of the nation's best-known universities, including three in New Jersey.

"Drinking alcohol is illegal for

students under the age of 21, and yet, despite the imposition of policies and disciplinary procedures, it is evident that alcohol and alcohol-related injuries, binge drinking, and alcohol abuse is a fact of life on college campuses across

PEQUANNOCK

Communicate better with your kids

The Partnership for a Drug-Free New Jersey (PDFNJ) is bringing its successful parenting program, "The 15-Minute Child Break," to Pompton Plains.

The one-hour program is designed to empower and assist parents in building better communication with their kids. North Boulevard Elementary School is hosting the program.

The "15-Minute Child Break" presentation is scheduled for

North Boulevard Elementary School, 363 Boulevard, Pompton Plains, on Thursday, Nov. 13 at 7 p.m. A brief question and answer period will follow. Local resource materials and information will also be provided.

The "15-Minute Child Break" was developed based on research from PDFNJ's 2000 Middle School Study on Substance Use, which found that kids who have consistent communication with a parent or caregiver every day are 67 percent less likely to engage in substance abuse.

The program's popularity has been expressed throughout New Jersey by companies that have hosted the program for their employees and by PTAs and parenting groups in every county in New Jersey. The "15-Minute Child Break" encourages audience participation and also features a screening of national award-winning public service announcements.

Building Dedication

The Partnership for a Drug-Free New Jersey statewide headquarters, officially became the "Joseph P. Miele Center for Substance Abuse Prevention" at a ceremony held on July 15, 2008.

The newly dedicated "Joseph P. Miele Center for Substance Abuse Prevention" is named in honor of Joseph "JP" Miele who has and continues to dedicate his life to keeping New Jersey children drug-free. With the founding of the Partnership for a Drug-Free New Jersey, Miele has touched the lives of millions of New Jersey's families with messages of drug and alcohol abuse education, prevention and hope.

It is through his unwavering commitment and unmatched dedication that the Partnership for a Drug-Free New Jersey has become a national leader in the fight against alcohol and drug abuse and that the establishment of this Center is possible.



Stephen J. Pasierb, President and CEO of the Partnership for a Drug-Free America, (above), attended the event and lauded the Partnership for a Drug-Free New Jersey as a national leader.



Partnership in the Schools

PSE&G 3rd Grade Contract for a Healthy Life Communication between parents and their children is key to substance abuse prevention, as study after study shows. Getting this information out to New Jersey parents is the goal of the Partnership for a Drug-Free New Jersey--- and getting this information out to parents is possible thanks to the support of PSE&G.



The Third Grade Contract for a Healthy Life program serves as a communication tool for parents and teachers to discuss the issue of substance abuse with the third grade child in their life. 94% of participants said that this program is equally or more effective than other substance abuse prevention initiatives and 100% of participants plan on participating in this initiative again.



Verizon 4th Grade Folder Initiative Fourth Grade students have the opportunity to create peer-to-peer substance abuse prevention messages with the support the Partnership for a Drug-Free New Jersey receives from Verizon for the 4th Grade Folder Competition. Over 3,000 students created peer-to-peer prevention images answering the question, "Fun things to do instead of drugs." Two winning images were chosen and placed on folders that were distributed to over 30,000 students in New Jersey schools. 100% of students said they enjoyed participating in this program, and 82% stated that they learned more about the dangers of substance abuse because of it.



Horizon Foundation for New Jersey 5th Grade Parent Alert Over 35,000 parents of 5th Grade Students received important substance abuse prevention information, thanks to the support of the Horizon Foundation of New Jersey's 5th Grade Parent Alert. This Partnership for a Drug-Free New Jersey initiative provides parents with information on current research and trends in substance abuse, as well as tips and tools on how they can prevent substance abuse in their homes. 90% of participants became more aware of the risks of using drugs and alcohol through participation in this program, while 88% learned more information about substance abuse prevention.



Middle School Public Service Announcement Challenge



The Middle School Public Service Announcement Challenge invites middle school students to write scripts for a 30-second television peer-to-peer prevention message. Students from Leap Academy, Camden, Camden County who created the winning scripts also produced and starred in their PSA entitled "Drugs are no child's game." This initiative is supported by New Jersey Natural Gas.



New Jersey Shouts Down Drugs



New Jersey Shouts Down Drugs is the partnership's substance abuse prevention program for high school students. All New Jersey high school students are invited to submit music and lyrics to songs with substance abuse prevention messages. County representatives are chosen from all of the submissions. The 2008 concert was held at Rutgers University in New Brunswick. This concert is supported by Comcast, who records the presentation and broadcasts it on-demand for all of their subscribers. 100% of participants agreed that using music as a prevention tool has a strong impact on kids their age, and 80% reported that participation in this program helped them decide not to abuse drugs and alcohol.



Over 90,000 children participated in Partnership for a Drug-Free New Jersey prevention initiatives in 2008, at a cost of \$.09 a child - PRICELESS!

Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Center for Addiction, Drug Abuse and the New Jersey Department of Human Services

Horizon
The Horizon Foundation for New Jersey

An alarming number of New Jersey's youth are intentionally abusing prescription medicines to get high.

According to the National Institute of Drug Abuse (NIDA), upwards of 9 million people use prescription medication for non-medical uses.

The 2007 Partnership for a Drug-Free New Jersey (PDFNJ) Principals Survey found that half of the principals surveyed said that prescription drugs are abused more than twice that of ecstasy and cocaine by New Jersey Middle School students.

44% of New Jersey parents of Middle School Students said they know a little or just about nothing about prescription drug abuse, according to the 2007 PDFNJ Parents Tracking Survey.

The PDFNJ 2007 Drug Testing in Schools Study found that 30% of Middle School students in New Jersey said that using prescription drugs not prescribed to you "does not have any real health consequences or have only mild health consequences, but they're not serious or too long lasting."

Keeping Kids Drug-Free: Information for Parents

Partnership in the Community

NJ 21 Coalition

Lowering the drinking age to 18 is not a popular idea among New Jersey residents. According to an October survey sponsored by the Partnership for a Drug-Free New Jersey and conducted by Fairleigh Dickinson University's PublicMind. The study found that just 18 percent of New Jerseyans support the idea of lowering the drinking age to 18, while 76 percent favor leaving the legal age at 21. The survey was undertaken in response to the recently rekindled debate over the legal drinking age.

The controversy started when a number of university presidents around the country put forward a petition known as the Amethyst Initiative, calling for "dispassionate public debate over the effects of the 21 year-old drinking age."

Few differences emerged in demographic groups: men and women, liberals and conservatives, registered and unregistered voters and north and south Jerseyans all agreed by similar margins. Even younger respondents were not significantly more likely to favor lowering the drinking age than older residents. Nor were parents with children in school or in college significantly different than others in their preference to leave the drinking age at 21. However, parents with children in elementary school were most supportive of main-

taining the current legal drinking age of 21 (83%-9%) while parents of college students were least supportive (67%-30%).

The question was asked the same way of all respondents. But, at random, respondents were given one of three different introductions. One group was told that university presidents suggested lowering the drinking age. Another group was told that some prevention organizations, like the Partnership for a Drug-Free New Jersey, oppose any change. A third group was simply told that there is a current debate. There were no differences among the groups in their answers to the question, no matter which introduction they received.

Together with the New Jersey Division of Highway Traffic Safety (HTS) and the New Jersey Division of Alcoholic Beverage Control, PDFNJ organized the NJ21 Coalition in response to the Amethyst Initiative. The coalition comprises state government, law enforcement and nonprofit agencies opposed to lowering the drinking age.

On behalf of the NJ21 Coalition, the PDFNJ has created a print and transit campaign to get the message out about the dangers of lowering the drinking age. The campaign is scheduled to be distributed in early 2009.

Reasons to Keep the Drinking Age at 21

Since the drinking age in NJ was raised to 21, the number of young people killed in drunk-driving crashes has dropped nearly 78%.

Need we say more...

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

MADD NJ21 Coalition

Time to Talk NJ

Meeting the needs of more and more parents, in all environments is a top priority and through a collaboration between the Partnership for a Drug-Free New Jersey, Yahoo Groups and the Partnership for a Drug Free America New Jersey parents can come together from their home computers and talk about how to keep their children from abusing drugs. This online chat group is designed specifically for New Jersey parents to come together and discuss substance abuse issues they are facing. Whether looking for prevention tips, information on local issues or strategies that have worked, Time To Talk New Jersey is a place every parent can go.



Drugs Don't Work in NJ!



The Partnership for a Drug-Free New Jersey, through its Drugs Don't Work in NJ! program, offers free assistance in drug-free workplace policy development and implementation.

There are currently over 2,200 New Jersey businesses who have utilized the drug-free workplace services assisting and affecting over 837,267 employees.



15 Minute Child Break

Reaching parents and caregivers is the top goal of the Partnership for a Drug-Free New Jersey. This year, close to 150 multi-media 15-Minute Child Break presentations were held for PTA and PTOs, as well as for business lunch and learn programs, impacting almost 110,000 children in the state.

The 15 Minute Child Break



"The program was informative and interesting and the feedback we received from attendees was excellent."

Nancy Verga, Chairperson,
Borough of Morris Plains Municipal Alliance

"The Presentation was tremendously informative and well received by all who attended."

Liz Knodel-Gordon, Substance Awareness Coordinator,
Scotch Plains-Fanwood High School.

In the fall of 2008, PDFNJ conducted a study of New Jersey Businesses and found:

- New Jersey employers were concerned about a variety of safety sensitive issues regarding their employees with 87 percent indicating that they were "very/somewhat" concerned about the issues of drugs and alcohol in the workforce.
- Over half of the companies surveyed indicated that the abuse of prescription drugs and alcohol, by employees, at most New Jersey companies, is a "very/somewhat" serious concern. Fifty eight percent of these same employers responded that the use of illegal drugs such as marijuana, cocaine or heroin, by employees in most New Jersey companies, is also a serious problem.



- New Jersey companies use various sources to gain information regarding drug-free workplace programs. Information provided by PDFNJ, especially the Drugs Don't Work in NJ! program, was the second highest rated source of information for small companies and among the top tier of information sources for all companies, with 60 percent of employers saying that they would utilize the organization's services.

- Over 60 percent of New Jersey companies who have established drug-free workplace policies have found them to be "very effective" in reducing accidents, absenteeism and the number of workplace compensation claims filed. The policy also helped increase productivity and employee morale.