

I can't make a difference.  
*huge*



*prevention*

~~There is no~~ effective solution to our alcohol and drug problem.

*the only*

# Seven ~~Accepted~~ <sup>blawed</sup> Beliefs

If you're like most people, you probably share some of these widely accepted beliefs about our alcohol and drug problem. You may be surprised to learn that we need to edit our thinking to get at the truth:

## 1. The War on Drugs is <sup>not</sup> working.

Despite good intentions, the \$290 billion spent by the federal government since 1980 hasn't made a dent in the drug trade. Instead, drug dealers respond by being more tenacious and creative – after all, the profits are enormous and the drug supply is endless. The only way we can interrupt the cycle of supply-and-demand is to focus on demand. Which means focusing on PREVENTION.

## 2. Drug abuse ~~doesn't~~ affect ~~my~~ world directly so it's ~~not~~ my problem.

From the inner city, where we typically imagine drug problems, to suburbs, college campuses and rural communities – alcohol and drug abuse is literally everywhere. Aside from the quality of life issues, the monetary costs are tremendous. What do you think would happen to crime rates, tax rates and insurance rates if drugs suddenly disappeared tomorrow?

## 3. It's ~~easy~~ <sup>tough</sup> to always spot a drug user or dealer when you see one.

People usually get drugs from their friends. Or from their siblings, classmates, neighbors, co-workers or their parents' medicine cabinets. Not from back-alley strangers like on TV. No one wants to mistrust friends or think our kids are lying to us, but most users and dealers look just like us.

## 4. Experimenting with alcohol and drugs is a <sup>dangerous</sup> ~~harmless~~ rite of passage.

Pot today is up to 20 times stronger than it was in the '70s. That's hard to get your head around if you ever experimented yourself. But the drug scene today is very different than it was a couple of decades ago, just like technology is very different. "Experimentation" now – and trends like binge drinking – can lead to far more dire consequences.

## 5. I smoke cigarettes or cigars and/or drink sometimes, so I ~~can't~~ <sup>must</sup> comfortably be part of this conversation.

Adults behaving legally and responsibly is not the same as kids using substances or people shooting up. This conversation is not about shame or blame, and certainly not prohibition. It's about being educated about addiction and its consequences.

## 6. If my child starts drinking or using drugs, I ~~will~~ <sup>may not</sup> be able to stop it.

It's much easier to prevent young people – or anyone – from getting involved with substances than getting them to stop once they've started. The percentage of "A" students in early intervention programs is shocking. And the kids in private schools often have worse problems because they have more money to spend. When we give kids the tools they need to make good choices, guess what? They usually do.

## 7. ~~There's nothing that~~ I, as one person, can do <sup>something powerful</sup> about our country's enormous drug problem.

You can make an incredible impact as a parent, role model, co-worker or employer. You can also make a difference by helping to bring award-winning prevention programs directly to people who need them.

# Seven Smart Solutions:

One person (you) makes a difference.

1. Participate in the solution: **PREVENTION**
2. Understand that being **AWARE** is half the battle—now you're aware, so you're halfway there!
3. Understand taking **ACTION** is the second half of the battle
4. Rely on the **FACTS** about what works (and what doesn't)
5. **TALK** to your kids and the young people you know
6. Encourage your **FRIENDS** to talk about it, too
7. **SUPPORT** The Council on Alcohol and Drugs

**Rural/urban, boy/girl, rich/poor,  
all races... substance abuse  
knows no boundaries.**

Since 1969, the Council has been applying the science of what's actually working to customizable education, prevention and early-intervention programs. We bring these programs directly to our schools, workplaces, courthouses, community centers and churches—places we can reach the most people and make the greatest impact.

"The Council's facilitators are highly skilled and knowledgeable, and its programs do an exceptional job assisting families in identifying triggers, understanding how drugs and alcohol fuel conflict, and providing avenues to pursue creative attempts for resolution. We truly appreciate our partnership with the Council."

**Grants and Programs Manager  
DeKalb County Juvenile Court**

"My child has learned a great deal in the Council's after-school program and has a lot of very good questions. I am happy that we are talking about drugs and alcohol."

**Kimberly McCullough, parent  
Rabun Youth Participant**

"I have witnessed first-hand how the 'Drugs Don't Work' program's impact is far-reaching, having a positive affect not only on the individual, but also on their family and the community as a whole."

**Amanda Crocker,  
Human Resource Director  
Crawford Electric**



# The Council on Alcohol and Drugs:

Science-based, “real-life” prevention programs that work.

On any given day, The Council on Alcohol and Drugs has 20 different sessions taking place across Georgia. Our 60 facilitators work out of nearly three dozen sites, bringing together all aspects of the community to combat substance abuse.

Thanks to the State of Georgia, United Way, the Georgia Chamber of Commerce and concerned citizens who support our programs, we’ve helped thousands of kids remain alcohol- and drug-free.

**The big picture: Making complex issues easy to understand.**

In the past, prevention programs introduced information in isolation, showing drugs in a display and talking about their effects. But studies proved drug abuse went up afterward, not down.

**Alcohol is the #1 drug of choice among our nation’s youth**

The Council understands human beings are complex, and alcohol and drug abuse does *not* exist in isolation. There are almost always other factors involved, like low self-esteem or poor communication at home. Our programs address the reality that substances can seem like a magic bullet, making kids feel good, fit in with a crowd and have a sense of belonging that they might not have had before. These are very powerful emotions.

We teach people how to deal with these emotions and resist peer pressure and other triggers.

**Award-winning programs: Research-based while “keeping it real.”**

The Council has been on the cutting edge since 1979 when we received our first federal grant. In 1992 and 2000 we received national recognition for our “SUPER” programs with **Exemplary and Promising Program Awards** from the U.S. Center for Substance Abuse

Prevention within the Department of Health and Human Services.

Shortly thereafter, our “Drugs Don’t Work” drug-free workplace program won the National 2002 **Exemplary Substance Abuse Prevention Program Award** from the Center for Substance Abuse Prevention.

**About 1/3 of all crimes are committed by people who are high**

We continually track our programs’ success, using complex evaluation techniques. We also pay close attention to what’s going on in the field nationally and internationally. All of our programs reflect the best, most relevant science available—which is why they’re in such high demand.

**Today’s alarming situation: Younger onset and funding cuts.**

No one wants to see 10- or 11-year-old meth addicts or 12-year-old alcoholics—their brains are still forming. But kids are abusing substances even before they get to middle school. What’s worse, kids of all ages are committing crimes, including murder, as a result of their addictions.

Yet, each year the federal government continues to spend more money fighting drug production overseas and less money funding drug prevention here at home.

We are truly in a crisis situation.

We must do everything we can, right now, to pull together as individuals and get good information out to as many kids, families and communities as we can... as fast as we can.

**History proves the only way we’re going to get a handle on our alcohol and drug problem is to prevent people from getting addicted in the first place.**

## I was an undercover narcotics officer.

Now I'm the CEO of The Council on Alcohol and Drugs.

Quite a career change. But 11 years of hanging out with addicts taught me the answer to the drug problem is not going to come from law enforcement.

The answer is going to come from us.


You and me, and our friends, neighbors and co-workers. Regular people who understand the enormous toll alcohol and drug abuse takes on our families and communities.

I spend most of my waking hours talking to people about our growing substance abuse problem. It's amazing to watch the change that comes over people once they "get it." Once they understand we CAN change directions if we apply what works and stop kidding ourselves about what doesn't, it's like a light goes on—I see it in their faces.

That's what keeps me talking day after day. Knowing that the Council's education, prevention and early intervention programs work. That our drug-free workplace program works. And that people like you—once you "get it"—will work with us.

It's been a few years since I've spent the night on an addict's roach-infested carpet while working undercover, but I clearly remember the sadness of those wasted lives. And in case I ever start to forget, I have my tattoos to remind me.

Sincerely,



Chuck Wade

CEO, The Council on Alcohol and Drugs

## Programs that work:

The Council's nationally recognized prevention strategies

**MAPP** (Middle After-School Prevention Program)

**PPLY** (Prevention Programming for Latino Youth)

**SUPER** (Substance Use Prevention and Education Resource)

**SUPER Stop** (Violence and Substance Abuse Early Intervention/Prevention Program)

**UAD** (Georgia Underage Drinking Prevention Initiative)

**Drugs Don't Work** (Drug Free Workplace)

Our **after-school prevention programs**, MAPP and PPLY, target kids ages 11-18 and their families, engaging them through interactive, fun activities in an intentionally casual atmosphere. The kids learn how to stay or become drug-free, practice social skills, go on field trips, do community service projects and also get help with their homework.

**Mandated early-intervention programs**, SUPER and SUPER Stop, help kids who have been suspended, placed in alternative schools or put on probation. Some have also been involved in violent behavior associated with their substance abuse. Parents are required to attend because support at home is critical to making sure these kids don't advance from being abusers to being addicts.

Our **alcohol-abuse prevention** initiative, UAD, which we implement for the State of Georgia and spearhead for other agencies, includes town-hall meetings, public service announcements, and workshops for alcohol-licensed establishments in college communities. The workshops teach employees how to prevent sales to underage or intoxicated patrons.

Our **drug-free workplace program**, Drugs Don't Work, accomplishes two important goals: we help companies complete the five-step process to becoming a certified drug-free workplace, which provides a safer, more productive and cost-efficient work environment, and it allows us to reach parents through our education seminars, training and monthly newsletters.

For complete information about our programs, please visit our website at [www.livedrugfree.org](http://www.livedrugfree.org).

# The Council on Alcohol and Drugs

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Imagine two kids who live next door to each other.  
Same age, same basic family situations.

*One is educated, from when she was little, about the consequences of using alcohol and drugs, and about making good choices despite peer pressure. This child is given a "road map," so to speak, to help her navigate her way around the drug culture.*

*Her next-door neighbor isn't given this information. Love from her parents, yes. But no specific road map.*

*Which child has a better chance of remaining alcohol- and drug-free?*

The answer is obvious.

And that's why we're asking for your help.

**Will you help us get our education, prevention and early intervention programs out to kids and communities who need them?**

A lot of agencies want to start using our programs right now—every week we get calls from Boys & Girls Clubs, schools, churches


and family and community cooperatives. But we have to tell them that unless they have their own funding source, we don't have the resources to help them. And our funding for programs already in place is in jeopardy because of federal budget cuts.

**Your contribution to The Council on Alcohol and Drugs is 100% tax-deductible.**

You can send a one-time gift, or choose to donate to our programs monthly, quarterly or annually. We'll send you email updates during the year as news develops, and an end-of-year "List of Accomplishments" so you can see how your contribution is helping adults make good choices and kids stay alcohol- and drug-free.

Please take a moment to complete the enclosed form and return it to us in the envelope provided, or fax it to us at 404-223-2481. You can also donate online at [www.livedrugfree.com](http://www.livedrugfree.com) or call the Council at 404-223-2480.

**Thank you for being part of prevention programs that work!**



My donation ~~can't~~ will make a difference!  
world of

**Substance abusers:**

- **Have 300% higher medical costs and benefits**
- **Are 2½ times more likely to miss eight or more days of work**
- **Are 1/3 less productive**

“We have seen children who seemed bored with the world come alive! We have seen acts of honesty, bravery, giving and cooperation within the group from children whom you would never have expected in the beginning. A few really struggle with personal issues, but they work on them in order to remain part of our club.”

**Colleen Crawford**  
MAPP Facilitator

“You get to be with your friends and make new friends and learn so many ways to say no to drugs.”

**Concepcion Barcenas, age 13**  
Rabun Youth Participant

**The Council on Alcohol and Drugs, Inc.**

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