



# ANNUAL REPORT 2017





## With the 2017 year

coming to a close, the staff and executives of Drug Free America Foundation would like to express gratitude and appreciation to our supporters. We have had a productive and successful year and look forward to carrying the momentum into our future endeavors. As an established

## “Center of Excellence,”

we will continue providing the resources needed in communities across the country through the education of parents, community leaders, elected officials and the public, positively affecting domestic and international drug policy, and by bringing together coalitions of like-minded individuals and organizations to sustain and increase our influence.

## Our mission

could not have become a reality without the highest level of dedication and commitment from our partners. Our 2017 Annual Report highlights the contributions made by these amazing collaborators.

## Thank you for your loyal and generous support!

We are looking forward to continuing to be your voice as we push back against substance abuse.

James W. Holton, Esq.  
Board Chair

Calvin Fay  
Executive Director



## MISSION STATEMENT

## Drug Free America Foundation, Inc.

is a drug prevention and policy organization committed to developing, promoting, and sustaining national and international policies and laws that will reduce illegal drug use and drug addiction.



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Venice Maki

## Executive Director:

Calvina Fay



# OUR DIVISIONS

## The Institute on Global Drug Policy

is an alliance of physicians, scientists, attorneys and drug specialists advocating public policies that curtail the use of illicit drugs and alcohol. These experts collaborate with members of the International Scientific and Medical Forum on Drug Abuse to produce and publish the Journal of Global Drug Policy and Practice.



## International Scientific and Medical Forum

ON DRUG ABUSE

## The International Scientific and Medical Forum on Drug Abuse

is a brain trust of the world's leading researchers involved in drug-related research and physicians concerned about the drug abuse problem. This group helps to dispel misinformation related to current drug issues in the media.

## The International Task Force on Strategic Drug Policy ([www.ITFSDP.org](http://www.ITFSDP.org))

is a network of professionals and community leaders who support and promote drug demand reduction principles, develop community coalitions and strive to advance communication and cooperation among non-governmental organizations who are working to stem illicit drugs and promote sound drug policy around the world.







## National Drug-Free Workplace Alliance

## National Drug-Free Workplace Alliance ([www.NDWA.org](http://www.NDWA.org))

is a national network dedicated to the prevention of substance abuse in the workplace. NDWA has a twofold mission – to directly assist small businesses in the state of Florida in establishing comprehensive drug free workplace programs and to support a national coalition of drug free workplace service providers.

## Students for Healthy Drug Policy

is a student-led collegiate group committed to developing, promoting and sustaining national and international policies and laws that will reduce illegal drug use and drug addiction.





# ANNUAL GALA

## “LET’S GET SOCIAL”

The Drug Free America Foundation Annual Gala took a new direction in 2017 encouraging our supporters, donors and volunteers to be active advocates for substance abuse prevention by utilizing social media during and after the event. DFAF staff were at the ready to assist attendees in using their cell phones to find us on Facebook, Twitter and Instagram.

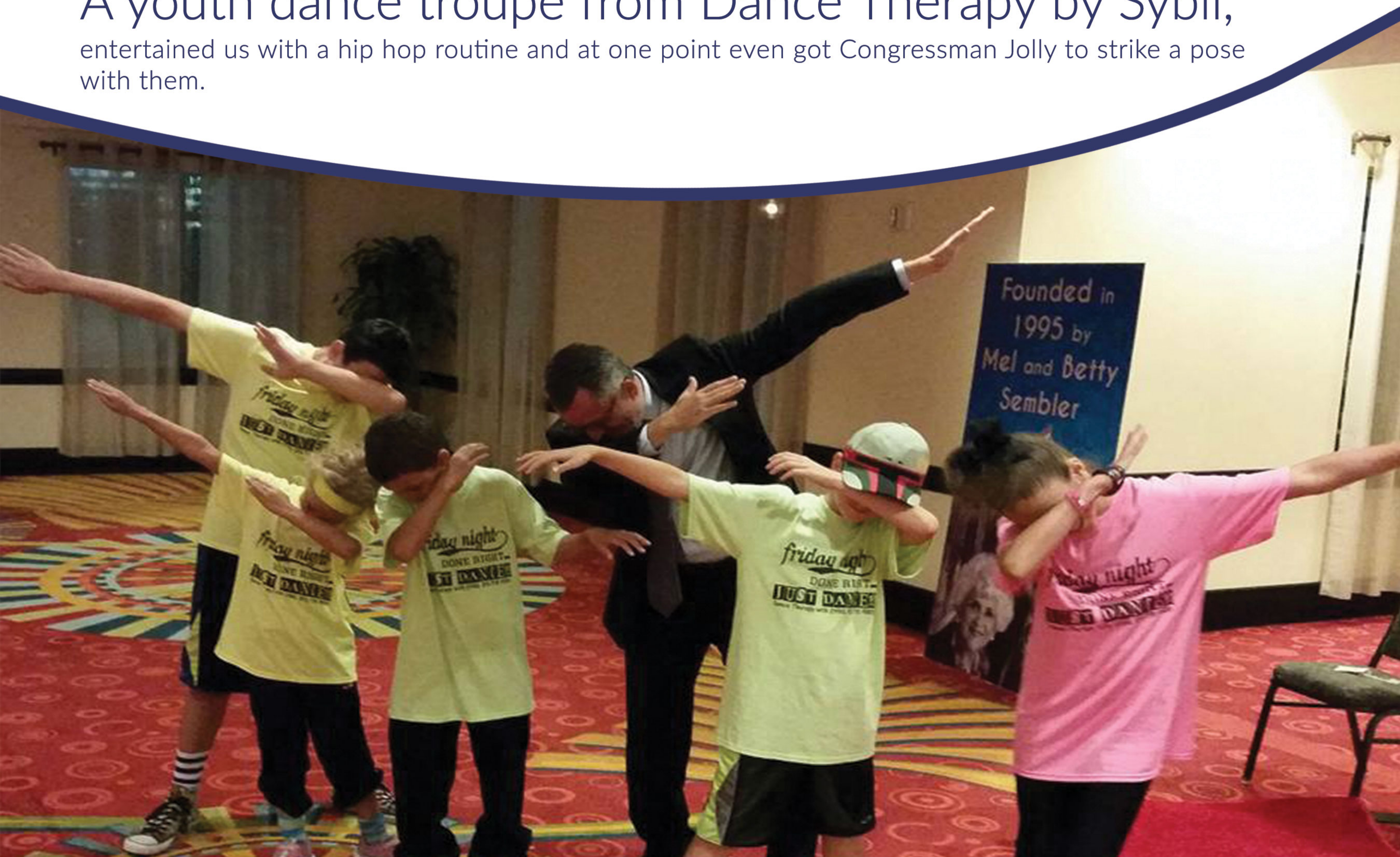
The incredible event was emceed by Laura Moody,

Anchor, Fox 13’s Good Day Tampa Bay. She is a remarkable storyteller of life in the Greater Tampa Bay area and as such, was a great spokesperson for our Gala!

Our Keynote Speaker and Lifetime Achievement Recipient, Congressman David Jolly,

gave a passionate “call to action” reminding us that everyone has a role in drug prevention and by working together and leading by example we can encourage youth to be drug free.

A youth dance troupe from Dance Therapy by Sybil, entertained us with a hip hop routine and at one point even got Congressman Jolly to strike a pose with them.







# FEATURED SPEAKERS



## Mariah Larocque,

our newest Drug Free America Foundation Goodwill Ambassador is the reigning Miss Greater Derry, a top ten finalist in the Miss New Hampshire USA competition, and an active antidrug advocate. Ms. Larocque shared about her volunteer work and the antidrug message she promotes in her community.



## Jon R. Thogmartin,

M.D. Chief Medical Examiner, Pasco and Pinellas Counties shared information regarding the troubling rise in overdose deaths in “Autopsy of an Overdose.”

## Moxie Award Recipients:

Judge Shawn Crane  
Reta Newman  
Lynn Posyton

Dick Crippen  
Dr. Jessica Spencer

Deputy Larry Morrell  
Representative Chris  
Sprowls



# NATIONAL DRUG-FREE WORKPLACE ALLIANCE

Exciting new things happened in 2017 with Drug Free America Foundation's workplace division, the National Drug-Free Workplace Alliance!

## WE PROUDLY LAUNCHED A BRAND NEW NDWA WEBSITE!

The new site located at NDWA.org, features the latest look and functionality. We are especially delighted that visitors will be able to request membership and training passes, make donations, and make information inquiries directly from the website. The new site also features articles and news content geared toward employers regarding drug-free workplace issues.



We are now featuring the best of our long-standing, excellent workplace programs with affordable fees and a great added value. Employers may choose a full-benefit membership allowing them to reinforce and publicize their drug-free workplace, or a-la-carte training passes to acquire certifications they may need for the U.S. Department of Transportation or state workers' compensation insurance discounts.

Some of the many benefits of membership include a written drug-free workplace policy, discounted drug-testing set-up, online training and program consultation and referral.





# PUBLISHED-NEWLY MARIJUANA AND THE WORKPLACE: A GUIDE FOR EMPLOYERS

As the use of marijuana escalates across the country and legalization efforts gain traction, its effect touches every part of our society. The workplace is not immune to these consequences. Employers must be diligent and proactive in understanding how the use of marijuana affects individuals, the overall influence to the business, and the level of financial liability that is acceptable. An evaluation should be based upon legitimate science, the safety-sensitive nature of your business, and risk analysis as opposed to perception and emotion.

## Marijuana and the Workplace

A Guide for Employers



## MEDICAL MARIJUANA IN THE WORKPLACE: WHAT EMPLOYERS NEED TO KNOW BREAKFAST EVENT

In collaboration with the Manatee Chamber of Commerce and Drug Free Manatee, NDWA hosted this special presentation and panel discussion to share the realities of Florida's Amendment 2 that allowed for medical marijuana and its affect on employers. A press release was issued and there was local media coverage.





# THE YEAR IN REVIEW

## The National Drug-Free Workplace Alliance

During 2017,

NDWA implemented 320 new programs directly affecting more than 1,200 employees and supervisors.

Since its inception in 2008,

NDWA's online training attracted students from across the country with 5,735 individuals completing the courses. These online courses are vitally important to businesses that are transportation related, including aviation, bus lines, commuter and scenic rail and trucks. The supervisors of these DOT drivers/operators are mandated to receive drug-free workplace training.

NDWA is the proud sponsor of  
National Drug-Free Work Week,

now in its 10th year, providing employers with an opportunity to emphasize the importance of working drug free. The campaign slogan, "Working drug free works" is promulgated through a variety of posters, table cards, articles, social media memes, and suggestions for implementing the campaign in the workplace.

Finally,

NDWA participated in an outreach event for the Pinellas County Economic Development office's annual "Reverse Trade Show." This event brings together small and large businesses and organizations to share services, products, or opportunities. Through this, NDWA educates business owners on the importance of a drug-free workplace and how employers can use such a program to improve their operations and protect their assets.



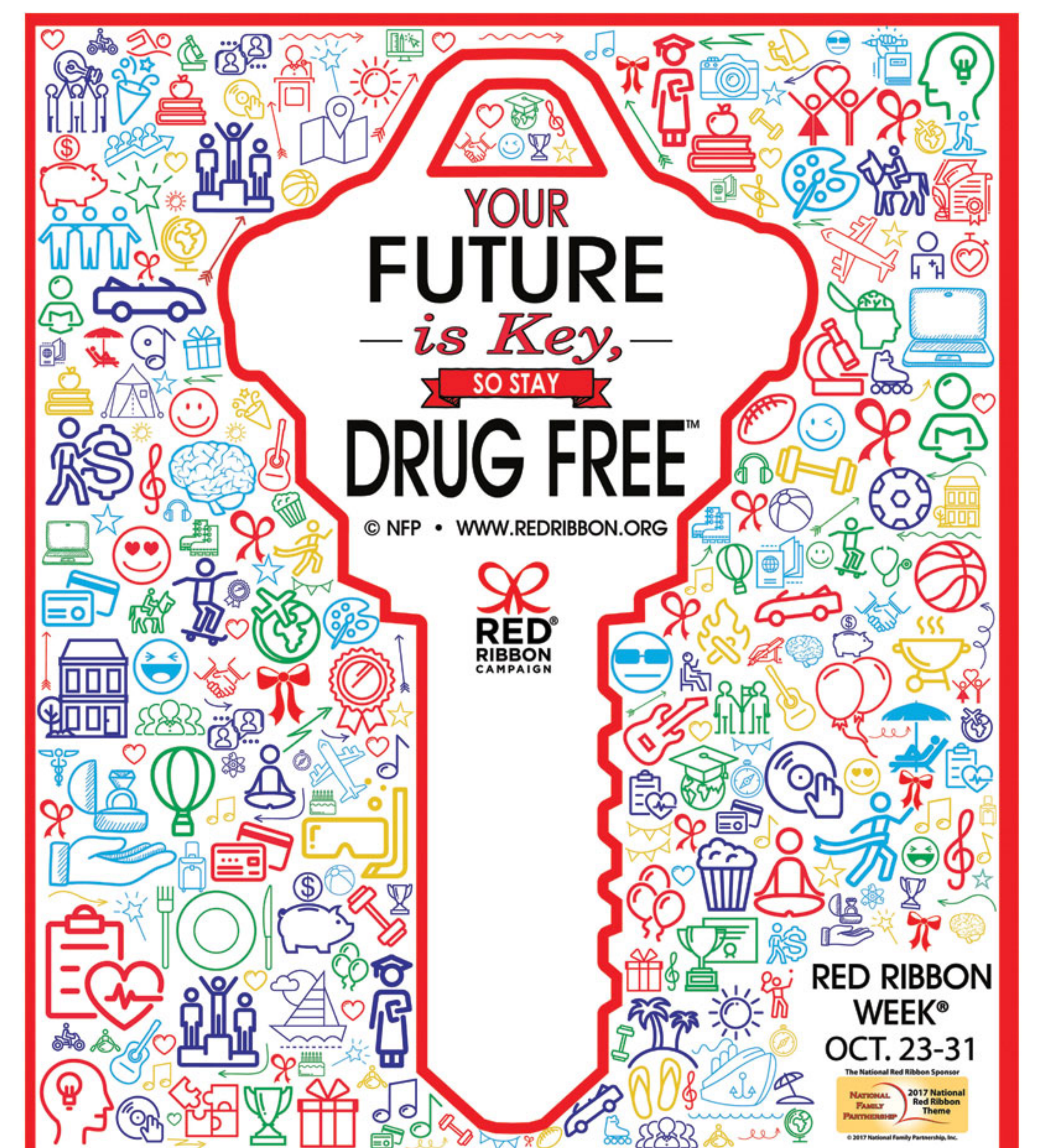


# RED RIBBON WEEK

Drug education begins at an early age and Drug Free America Foundation is committed to the goal of helping instill healthy values in our children.

## Drug Free America Foundation celebrated Red Ribbon Week 2017

by teaming up with More2Life to deliver a powerful, interactive message about the dangers of drugs to elementary school youth in Pinellas County. The program focuses on teaching kids what do to when approached by someone asking them to do drugs and highlights the benefits of being drug free. Students pledged to be drug free by signing a school banner. Each day that week ended with a Red Ribbon run and the youth received a bracelet and sticker to commemorate the day.



Thanks to our generous sponsors  
Betty Sembler, Jim Sewell, and  
Donna Smith,

we were able to interact with over 1,600 students at Azalea,  
Southern Oak, and Pinellas Park Elementary schools!





# CONFERENCES AND PRESENTATIONS

As leaders in drug policy and prevention efforts, Drug Free America hosts, participates in and presents at conferences across the nation. In 2017, we had the opportunity to co-host a statewide conference, host training workshops, and make presentations at three national conferences.

## FLORIDA

### DFAF partnered with the Hillsborough County Anti-Drug Alliance

to co-host our 5th annual two and one-half day drug prevention summit in Tampa, Florida that was attended by approximately 300 stakeholders. Attendees heard from national experts on different drug topics from marijuana to prescription drugs.

### In addition to the summit in Tampa,

DFAF conducted trainings and did presentations throughout the state for organizations such as the Young Republicans, the Hernando and Manatee Chambers of Commerce, University of South Florida, St. Petersburg College, Florida Tax Watch, Pinellas County Christian Coalition, Drug Free World and the Florida Coalition Alliance.



# NATIONAL

## At the national level

DFAF participated in the Community Anti-Drug Coalition of America's (CADCA) 27th Annual National Leadership Forum and their 16th Mid-Year Training Institute. At the Leadership Forum, DFAF partnered with our Special Advisor attorney David Evans to present on Understanding the Marijuana Policy Landscape and at the Mid-Year event we partnered with Merilee Fowler from MATFORCE and Mr. Evans to conduct an advanced training workshop titled Marijuana: Making an Impact by Reading Between the Policy Lines.

## In August,

DFAF presented at the National Drug Endangered Children's Conference in Green Bay, Wisconsin. Our presentation was on the community response to changing marijuana laws and how those laws impact youth.





# MEDIA

Drug Free America Foundation's communication bureau was active in 2017 by creating and maintaining a sustained drumbeat throughout the year advocating for sound drug policy and providing information on keeping people safe from dangerous and illicit drugs.

## Throughout the year,

our organization produced and distributed news releases to national, state, and local media outlets throughout the country. This strategy was implemented to insure the organization's important issues and positions remain in the forefront and that DFAF continued to provide a vision and create an environment where citizens can live free of illicit drugs.

DFAF and its members of the communications bureau were interviewed on a host of issues and by a variety of media outlets listed below:

- US News & World Report
- CNN
- Associated Press
- Seattle Times
- Houston Chronicle
- San Antonio Express
- San Francisco Chronicle
- Seattle Union Bulletin
- Times Union
- Huron Daily Times
- Plainview Herald
- Westport News
- Fort Bend Herald
- Herald Whig
- Winnipeg Free Press
- FM News Talk St. Louis 97.1
- Bristol VA Herald Courier
- BedTimes Magazine
- Metro News, Virginia
- The Daily Tar Heel
- WCTV-TV, Tallahassee
- WEAR-TV, Pensacola
- WTSP-TV, Tampa.
- WFLA-TV, Tampa
- WIOD Radio, Miami
- Bradenton Herald
- Capitol News Service
- Florida Politics
- St. Petersburg
- Miami Herald
- Florida Times-Union
- Florida Politics
- Sunshine State News
- Orlando Weekly
- Politico Florida Playbook



# SOCIAL MEDIA

2017 was a year of growth and new reach for Drug Free America Foundation's social media platforms. Traffic to the main Facebook page increased by leaps and bounds as we doubled our page likes, receiving over 47,108 new likes this past year.

On average,

we were able to reach over 2400 people per post. We accomplished this by posting relevant new research, informative news articles, and over 95 educational memes and infographics.

Much of the information from our Facebook page is also shared to the DFAF Twitter page, expanding our reach to hundreds of additional people every day.



30%  
reach increase  
since 2016!



Find us on Facebook  
[DrugFreeAmericaFndn](#)



Find us on Instagram  
[drug\\_free\\_america\\_fndn](#)



Find us on Twitter  
[drugfreeamerica](#)

In 2016

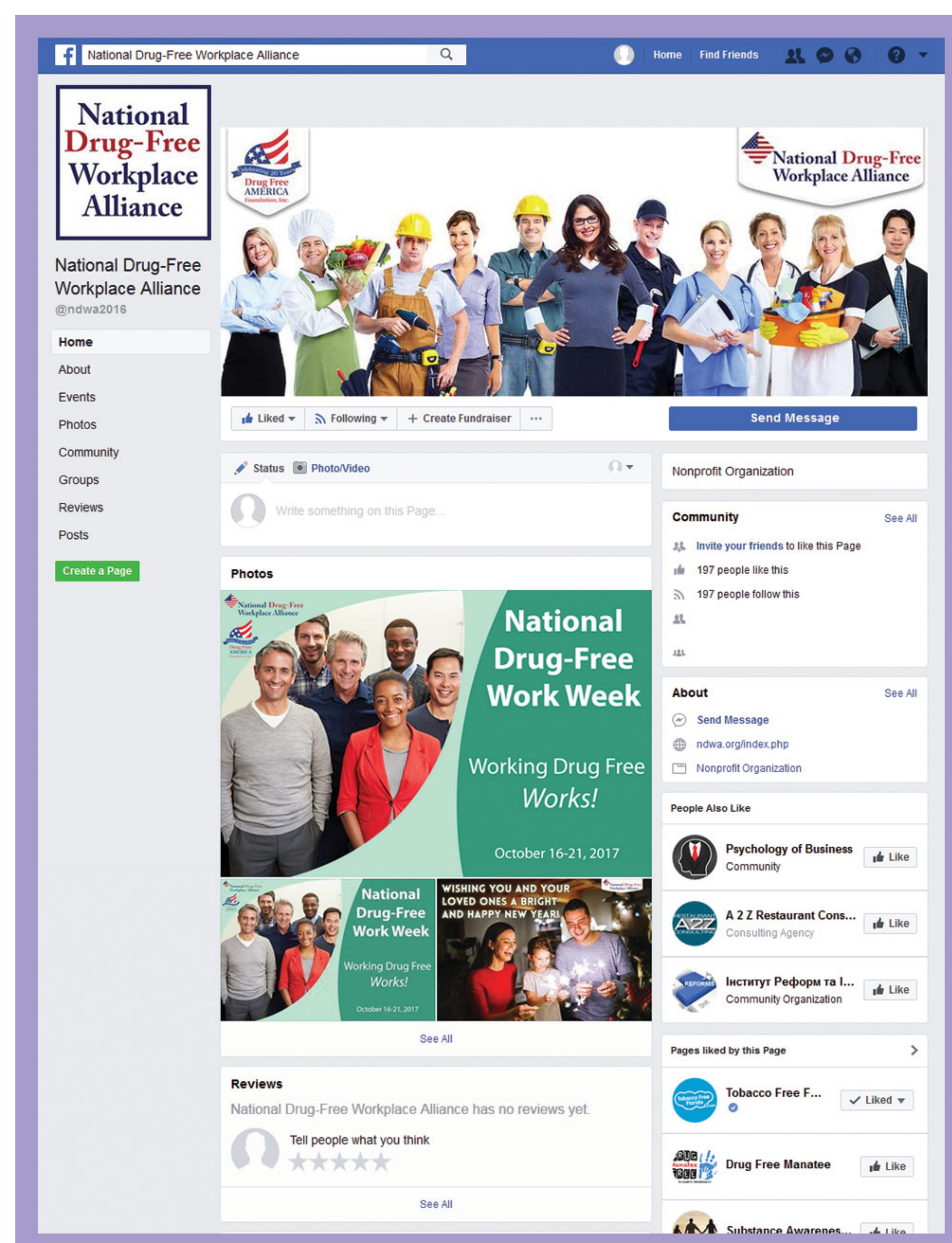
we launched the official Facebook page for our National Drug-Free Workplace Alliance division of DFAF, and into 2017 the page has continued to grow and provide relevant information for employers, employees, and the general public.

Over the course of the last year

the NDWA Facebook page shared over 42 news stories, 26 memes and infographics, and other relevant resources.



Find us on Facebook  
[ndwa2016](#)







# THE JOURNAL OF GLOBAL DRUG POLICY AND PRACTICE

## THE JOURNAL OF GLOBAL DRUG POLICY AND PRACTICE

[WWW.GLOBALDRUGPOLICY.ORG](http://WWW.GLOBALDRUGPOLICY.ORG)

For over ten years,

the Journal of Global Drug Policy and Practice has served as a free, readily accessible and searchable online archive of information.

It continues to provide reliable resources for responsible approaches to drug policy. Throughout each year, the Journal receives numerous manuscripts for consideration from scholars and prevention stakeholders who address hard topics such as drug abuse, policy, and prevention. The publication is intended to encourage discussion and the spread of knowledge, broader cultural attitudes, and perspectives regarding the global issue of drug abuse, scientific research, and policy implications.

The Journal is a joint effort

of the Institute on Global Drug Policy and the International Scientific and Medical Forum on Drug Abuse, two dynamic divisions of Drug Free America Foundation.



# SPECIAL FOCUS

## The Opioid Epidemic

### The current opioid epidemic in the United States

has been universally recognized as one of the most important public health issues to date. Among the more than 64,000 drug overdose deaths estimated in 2016, the sharpest increase occurred among deaths related to fentanyl and fentanyl analogs (synthetic opioids) with over 20,000 overdose deaths.

### Drug Free America Foundation Inc. has made efforts

throughout the year to provide solutions, tools, and resources for the community so that we are able to tackle the epidemic head on.

### In 2017

we produced an Opioid Toolkit that was cobranded by organizations in several states for distribution and by almost all of the anti-drug coalitions in Florida. The toolkit was also adopted by the Pinellas County Opioid Task Force under the direction of the Department of Health. DFAF chaired a work-group of the task force and created several infographics for community education outreach.



### Opioid Prevention Toolkit

to know more about preventing opioid deaths



### In September,

DFAF partnered with the St. Petersburg College to host a forum on the opioid epidemic. Titled, How Opioids Became a Death Machine, the forum featured a panel of experts made up of representatives from the Pinellas County Sheriff's Office, Medical Examiner's Office, local treatment agency Operation Par and DFAF.



# IN RECOGNITION

## STUDENTS MAKING A DIFFERENCE

### Students Marc Shoji and Brandon Boehm

of the Bergen County School District in Teterboro, New Jersey, organized an “Alternative Music Night” as part of their student activity. Due to concerns about the nation’s growing drug problem, the students selected Drug Free America Foundation to receive funds that were raised during this event.



### These thoughtful students

wanted to make a difference and were excited to support our efforts to protect public health and public safety. The media is always quick to report bad things that young people do but, seldom do they recognize the great contributions that responsible youth such as these 2 students make.

We commend them for their leadership among their peers.



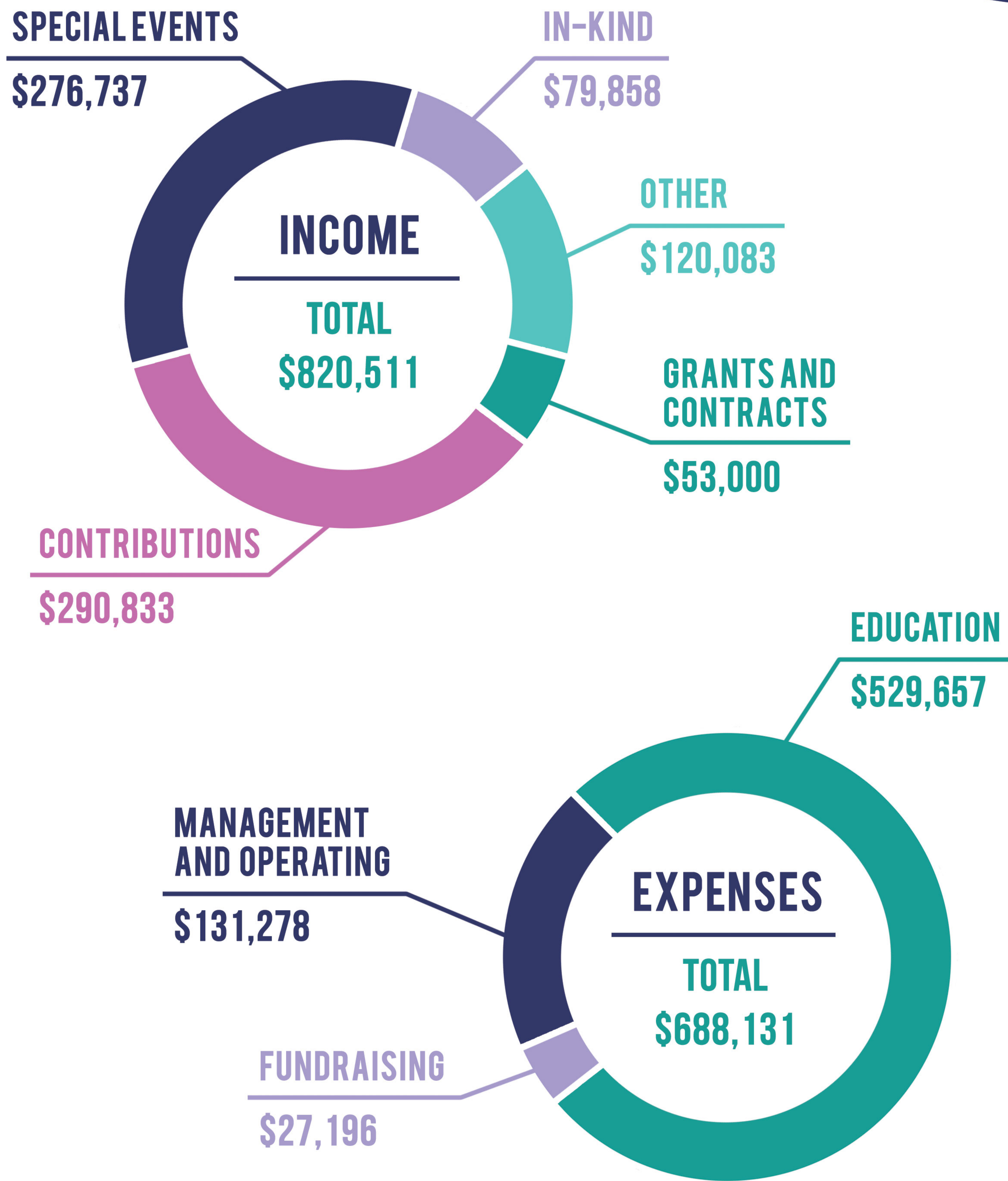
## MARIAH LAROCQUE

### The newest Ambassador to Drug Free America Foundation

is Mariah Larocque. She is currently a student at the University of Maine and the reigning Miss Greater Derry. Mariah’s volunteer work has focused on carrying our message about the dangers of drugs into local schools in her community to help prevent the loss of one more young person to our nation’s opioid epidemic.



# OUR FINANCES







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