

# Annual Report 2016



**Drug Free**  
**AMERICA**  
Foundation, Inc.





# 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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## Dear Friend,

As we close 2016, the executive board and staff of Drug Free America Foundation wish to express our sincere gratitude to our most gracious and steadfast supporters. While some things did not emerge as we had hoped, others far exceeded our expectations. As we look to the future, we know that our important work will continue in battles, small and large, fought in communities across the country; through the education of parents, community leaders, elected officials and the public; by positively affecting domestic and international drug policy; and by bringing together coalitions of like-minded individuals and organizations to sustain and exponentially increase our influence.

Our mission could not have become a reality without the highest level of dedication and commitment of our many partners. Our 2016 annual report highlights the contributions by these amazing collaborators.

Thank you for your loyal and always generous support! We look forward to continuing to be your voice as we push back against substance abuse.

*Thank you for making a difference!*

Sincerely,

James W. Holton, Esq.  
Board Chair

Calvina Fay  
Executive Director

# Board and Advisors

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Ambassador Mel Sembler

## ***President Emeritus***

Walter P. Loebenberg

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Michael W. Schmidt, Vice Chair  
Susan Latvala-Powers, Secretary  
Mary Anne Reilly, Treasurer  
Betty S. Sembler, Chair Emeritus/Director  
Ronald E. Brooks, Director  
Herb Goldstein, PhD, ABPP, Director  
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Kevin P. Kauffman, Director  
Judge Irene H. Sullivan (ret.), Director  
Speaker Will Weatherford, Director  
Daniel Zsido, Director

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Robert L. Dupont, M.D.  
Mary Evertz  
Joseph Garcia, Esq.  
James Gills, M.D.  
Alfred Hoffman, Jr.  
Jason Holloway  
William S. Jacobs, Jr., M.D.  
Stuart Lasher  
Michele M. Leonhart  
Ambassador Melvyn Levitsky  
David M. Martin, Ph.D.

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Bill Montgomery, Esq.  
Ana Navarro  
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J. Tyler Payne, Esq.  
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Darryl Ervin Rouson, Esq.  
D. Jay Snyder, Esq.  
Ronald Weaver, Esq.  
Khorl Whittaker

## ***Special Advisors:***

Ernest Aeschbach, M.D.  
David G. Evans, Esq.  
David A. Gross, M.D., FAPA  
Bertha K. Madras, Ph.D.  
Eric Voth, M.D., FACP

## ***Goodwill Ambassadors:***

Sheila Raye Charles  
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 ([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.



# 20 Year Anniversary Gala



In May 2016, supporters, donors, volunteers and staff of Drug Free America Foundation gathered in St. Petersburg to celebrate 20 years of operation and honor the legacy created by Ambassador Mel Sembler and Betty Sembler in 1995.

A keynote address was given by the former director of the Central Intelligence Agency, R. James Woolsey, now Chancellor of the Institute of World Politics.



Also, joining us for performances to entertain and celebrate our milestone anniversary were our Goodwill Ambassadors, national recording artist and film producer Venice Maki, and American singer-songwriter and daughter of the legendary Ray Charles, Sheila Raye Charles.





# *Celebrating 20 Years*

Community leaders were awarded our Moxie Award for their efforts against drugs. Recipients included:

- Bertha K. Madras, Ph.D.
- David Evans, Esq.
- Ellen Snelling
- Teresa McAndrew Miller
- Cabell Vildibill
- Nancy Hamilton
- Michael Dyer
- Mark and Laurie Serra
- Representative Darryl Ervin Rouson
- Eileen LaHaie
- Senator Jack Latvala
- Pat and Laura Clouden
- Julie Schauer
- Shirley Morgan
- Eric Voth, M.D., FACP
- Lieutenant Dan Zsido
- Rocky Mountain High Intensity Drug Trafficking Area team



# National Drug-Free Workplace Alliance

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



**As the workplace division of DFAF, The National Drug-Free Workplace Alliance (NDWA) provides employers with drug-free workplace services at low or no cost.**

The program includes: a written drug-free workplace policy; supervisor, employee and parent training; one-on-one consultation; continuing education through our electronic newsletters, and access to discounted drug testing and EAP services.

During 2016 NDWA implemented 415 new programs that affected nearly 2,500 employees and supervisors. Since its inception in 2008, our free online training attracted students from across the country with 5,052 completing the courses. These courses are vitally important to businesses that employ transportation workers. These DOT regulated industries are mandated to provide drug-free workplace training.

NDWA continued to promote drug-free workplace program services to coalitions and industry associations as a best-practice, community-wide prevention strategy.

**Drug-free workplace programs in 2016 were promoted in collaboration with the following:**

- Pinellas County Economic Development
  - Reverse Trade Show
- 2016 Florida Assisted Living Association's annual conference
- National Drug-Free Work Week
  - promoted as an online national campaign.

## **NATIONAL DRUG-FREE WORK WEEK**



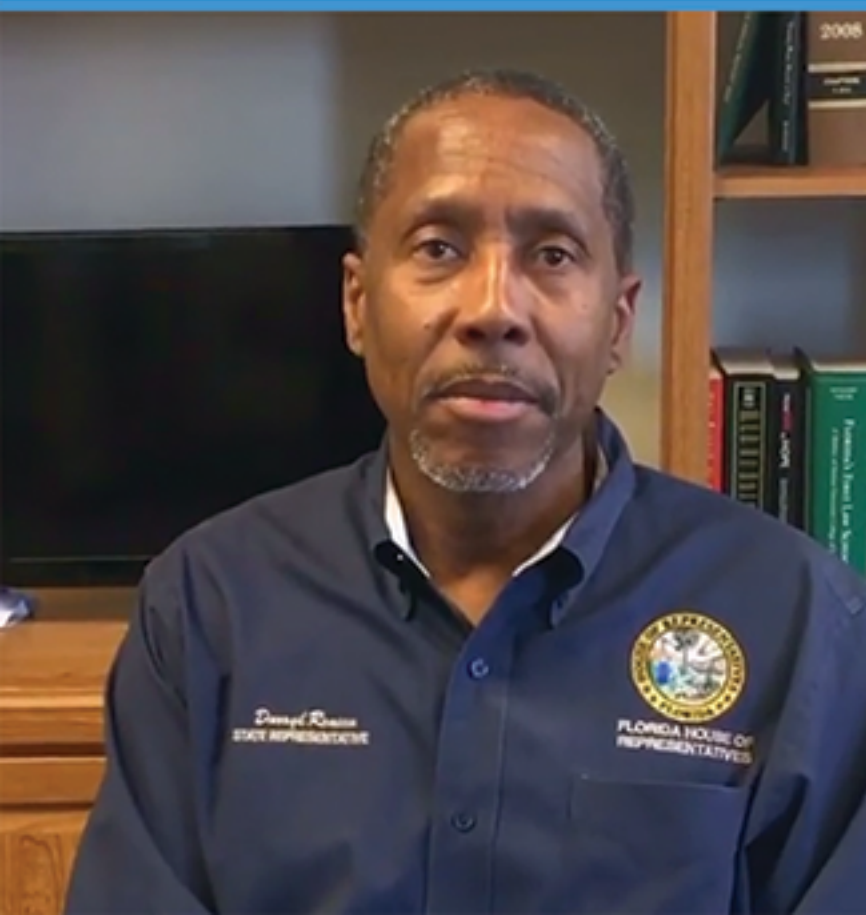
**October 10-15, 2016**



## Don't Let Florida Go to Pot

is a state-wide grassroots campaign and coalition that was created in 2014 when Florida first faced Amendment 2, a constitutional amendment to legalize “medical” marijuana. We continued our efforts to educate Floridians on the impacts of marijuana use throughout 2015 and 2016.

The campaign was especially active because Amendment 2 again qualified for the ballot. Throughout the year, DFAF coordinated coalition partners to attend and participate in community forums and town hall meetings and to make presentations to clubs and meetings of organizations. DFAF hosted bi-monthly coalition calls and arranged for guest speakers to highlight the impact of similar laws in other states.



Don't Let Florida Go to Pot's social media presence played a crucial role in educating the community on the dangers of the legalization of marijuana under the guise of medicine. During 2016 the DLFGTP Facebook page increased its reach by over 11,000 new page likes and increased its page traffic by 100 percent. DLFGTP also launched a video campaign featuring Florida House Representative Darryl Rouson (D) openly speaking out about his Amendment 2 concerns. The video was viewed online over 44,000 times.



**We went live on Facebook during the DLFGTP Halloween press conference for the first time in DFAF and DLFGTP's social media history.**

Facebook Live is a mobile app feature that allows the user to stream live video directly to their page. Over 4,000 people watched the press conference live from their smart phones, tablets and computers thanks to this cutting edge social media feature.

DFAF also worked to include Florida's youth in other DLFGTP efforts. In September, the campaign sponsored *Friday Night Done Right*, a monthly event at the Hillsborough County Anti-Drug Alliance headquarters in Tampa. The event was free for elementary, middle and high school students. The kids were treated to a pizza party, hip hop dance instruction and a photo booth. Our Deputy Director opened the night by delivering an educational presentation on the dangers of marijuana. In addition to dancing, the youth participated in hands-on activities including poster making and videos that carried anti-drug messages.





# RED RIBBON WEEK

## During Red Ribbon Week in October

we educated several thousand elementary school children in Pinellas County about the dangers of drugs. Sponsored by Alpha Pro Solution, DFAF teamed up with the iconic Tampa Bay Buccaneers Super Fan "The Big Nasty" to deliver a powerful, interactive message about how to say no to drugs. We spent the day at four elementary schools, working directly with students and staff to deliver our message. While at one of the schools we went live on the DFAF Facebook page and were able to share the program with 400 online viewers throughout the country.





## Elementary Schools We Attended:

- Curlew Creek Elementary School, Palm Harbor, FL
- Woodlawn Elementary School, St. Petersburg, FL
- Southern Oak Elementary School, Largo, FL
- Pinellas Park Elementary School, Pinellas Park, FL

# 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 2016, we had the opportunity to co-host two statewide conferences, host training workshops in Kentucky, and make presentations at two national conferences.



## Florida

DFAF partnered with the Hillsborough County Anti-Drug Alliance to co-host our 4th annual two-day drug prevention summit in Tampa that was attended by more than 300 stakeholders. Attendees heard from national experts on different drug topics from marijuana to prescription drugs. By popular demand, we added an additional half day to focus on coalition implementation strategies. Adding to the excitement of the summit, DFAF's Goodwill Ambassador, Shelia Raye Charles, took the stage and told her story of addiction and recovery, treating the audience to a special musical performance of original songs and crowd favorites of her father, the legendary Ray Charles.



## Kentucky

DFAF supported the Kentucky Marijuana Prevention Strategies conference where we conducted three all-day training sessions in different cities on national marijuana trends, the impacts of marijuana use, replicating Florida's 2014 success story, community mobilization, effective messaging, and building relationships with lawmakers.



## Oregon

In Oregon, DFAF served as fiscal agent and co-hosted a marijuana summit attended by more than 125 community stakeholders representing 15 states. DFAF also co-presented with Florida's Sheriff Grady Judd on building a successful grassroots coalition. While in Oregon, we presented our Moxie Award to Shirley Morgan for her tireless efforts in pushing back against the marijuana industry in her state and empowering community members to make positive change.



## Community Anti-Drug Coalition of America (CADCA)

DFAF participated in CADCA's National Leadership Conference and their 15th Mid-Year Training Institute. At the Leadership Conference, we partnered with DFAF's special advisor, attorney David Evans, to present on Advocacy and Legislative Analysis. At CADCA's Mid-Year event, we again partnered with Mr. Evans in a training workshop titled Understanding the Marijuana Landscape.

Drug Free America Foundation hosted a dinner cruise for business leaders where experts highlighted the drug crisis in our nation and called upon these influential individuals to help find solutions. The panel consisted of DFAF's executive director, drug court Judge Dee Anna Farnell, Agriculture Commissioner Adam Putnam, and General John F. Kelly, a retired U.S. Marine Corps General and the former Commander of United States Southern Command. General Kelly discussed the connection of drugs and terrorism both internationally and domestically.



# Students for Healthy Drug Policy

## Students for Healthy Drug Policy (SHDP)

is a student organization and the latest addition to DFAF's student division. The first chapter was created at Florida State University (FSU) with the goal to engage members in healthy drug policy, education, prevention, and advocacy. SHDP is committed to developing, promoting and sustaining national and international policies and laws that will reduce illegal drug use and drug addiction.





Founded at FSU in 2015, it was formally recognized by the university as a student organization in November of that year. Since then, SHDP has been busy recruiting new members and getting their voice heard on campus.

In the spring of 2016, SHDP participated in the Involvement Fair on campus where they recruited new members and created a strong following. The club's president worked directly with campus groups such as the College Republicans to recruit new members. 2016 was very busy for SHDP with members debating against the pro-drug group Students for Sensible Drug Policy at the College Republicans meeting.

Several SHDP members attended the Don't Let Florida Go to Pot press conference at the Florida Capitol where they met with legislators and expressed their concerns about the dangers posed by Amendment 2. Club president Ellen Waidner also served as SHDP representative on the FSU Alcohol and Other Drugs Committee of the Healthy Campus Program.

# Media

Drug Free America Foundation's communication bureau was very busy in 2016 with extensive media coverage due to marijuana appearing on ballots in nine states. DFAF brought attention to these issues by participating in media interviews with news networks and publications on both the national and state levels. DFAF published over 20 press releases that landed on news desks across the country.



DFAF and its members of the communications bureau were interviewed by several major media outlets and publications including:

- Fox News
- New York Post
- Washington Post
- New York Daily News
- National Public Radio
- Washington Times
- US News & World Report
- The Global Dispatch

DFAF was also interviewed on local issues of concern and appeared in both print and broadcast media outlets including:

- Florida News Network
- News Service of Florida
- WFSU Florida Public Radio
- Capital News Service
- Naples Daily News
- The Daily Beast
- NACS Magazine
- Orlando Sentinel
- Palm Beach Post
- Los Angeles Daily News
- WESH – NBC 2 Orlando
- Bay News 9 Common Ground series



## In October, DFAF partnered with the Florida Sheriffs Association (FSA) and Florida Poison Control Centers to hold a press conference on behalf of the Don't Let Florida Go to Pot Coalition.

The press conference educated parents about the potential dangers of marijuana edibles and how those edibles could look identical to Halloween candy. The press conference was held at the Children's Safety Village in Orlando and was attended by media outlets from across the state. Representing FSA was its president, Orange County Sheriff Jerry Demmings. Also speaking was Dr. Alfred Aleguas, managing director of the Florida Poison Control Center in Tampa. Coverage was broadcast on news stations throughout the state.



# Public Service Announcements



Choices Matter  
DFAF.ORG

## Sheila Raye Charles,

the daughter of legendary recording artist Ray Charles and a talented singer/song writer herself, partnered with DFAF as a Goodwill Ambassador and outspoken advocate. In February, she performed at our Drug Summit where she told her personal story about overcoming her drug addiction. In May she took her advocacy work with DFAF even further by recording a public service announcement. The PSA, titled 'Dad' was debuted at our 20th Anniversary gala and then released nationally. Because of its strong anti-marijuana message, the PSA also played a key role in the Don't Let Florida Go to Pot Campaign.

The PSA was very successful and ranked in the 60th percentile and was viewed by over 1,258,000 people.

# Social Media

Throughout 2016 Drug Free America Foundation revitalized our social media pages.

This year we increased traffic to the main Facebook page of DFAF by 100 percent and received over 30,000 new likes. We were able to reach over 2,000 people a day throughout the nation and world by posting research, informative news articles and over 50 original educational memes. All of the information that is shared on our Facebook page is also shared to the DFAF Twitter page expanding our reach to hundreds of additional people every day.

DFAF Facebook

[www.facebook.com/DrugFreeAmericaFndn](http://www.facebook.com/DrugFreeAmericaFndn)

DFAF Twitter

[www.twitter.com/drugfreeamerica](http://www.twitter.com/drugfreeamerica)



This year we became active on Instagram by launching a DFAF page where we shared our memes and provided links to research. We also launched a Facebook page for our National Drug-Free Workplace Alliance division and we are working to increase its reach.

DFAF Instagram

[drug\\_free\\_america\\_fndn](https://www.instagram.com/drug_free_america_fndn)

NDWA Facebook

[www.facebook.com/ndwa2016](http://www.facebook.com/ndwa2016)



# THE JOURNAL OF GLOBAL DRUG POLICY AND PRACTICE

WWW.GLOBALDRUGPOLICY.ORG

## Celebrating 10 Years



*The Journal of Global Drug Policy and Practice*, established by DFAF in 2006 and launched in 2007, continues to serve as a free, readily accessible and searchable archive of information. The Journal is a joint effort of the Institute on Global Drug Policy and the International Scientific and Medical Forum on Drug Abuse.

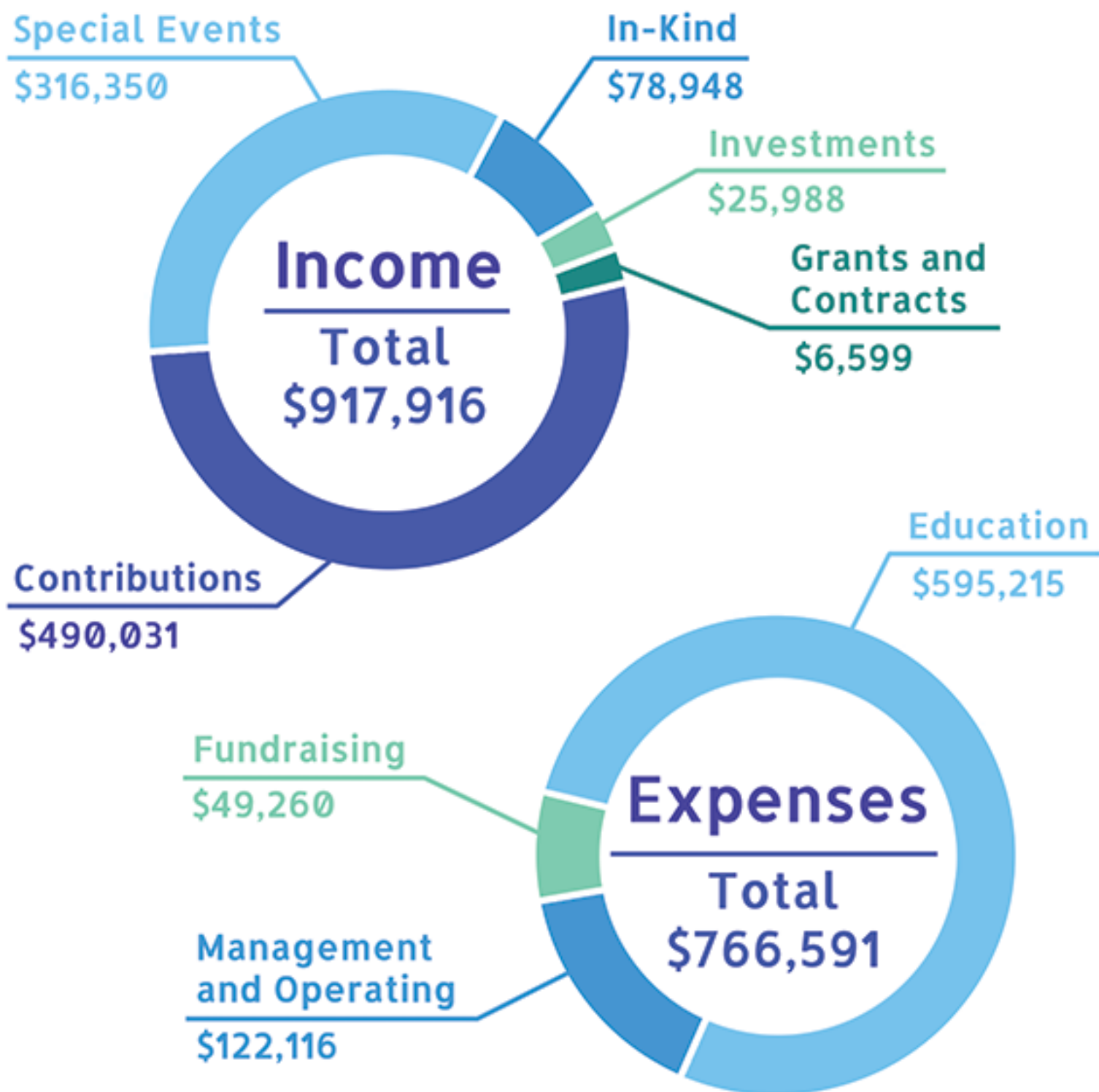
In 2016, the Journal celebrated its tenth year in publication; and serves as a resource for responsible approaches to drug policy.

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.



# Our Finances

Fiscal Year October 1, 2015 – September 30, 2016





# Looking Forward

Drug Free America Foundation will continue to be a leader in drug policy and prevention efforts in 2017 and work to preserve the public health and safety of all individuals both nationally and internationally.

## Drug Free America Foundation will:

- Push for the enforcement of U.S. drug laws and international treaties and provide the new Presidential Administration with prevention strategies.
- Provide expert guidance to Florida officials at the state and local levels to push for a cautious and reasonable implementation of Amendment 2 so as to preserve the quality of life for all Floridians.
- Work in states that have legalized marijuana to tighten regulations and lessen program abuses and diversion to youth.
- Promote anti-drug activism on college campuses by growing our student-led division, Students for Healthy Drug Policy.





- Continue to grow our National Drug-Free Workplace Alliance by updating the website and expanding services and resources for employers and employees.
- Support national conferences and conduct local and statewide trainings to educate on current drug use trends and newly published research.
- Engage youth via social media campaigns that emphasize healthy behaviors and provide science-based information on the harms and impacts of drug use.
- Expand our Red Ribbon activities in elementary and middle schools by forging new partnerships and updating the program curriculum.
- Develop innovative approaches to reduce the heroin and opioid crisis in our country.
- Continue our international participation as a member of the World Federation Against Drugs and provide resources to push back against efforts that seek to normalize and accommodate drug use.
- Provide drug policy input internationally through work at the United Nations.
- Continue to lead on drug policy issues with our International Task Force on Strategic Drug Policy.
- Deliver science-based research findings to national and international audiences through our *Journal of Global Drug Policy and Practice*.



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