



2020 Annual Report



Letter from the Chair & Executive Director

Dear Friend:

What a year this has been! Never has our mission been more important than in 2020, as the highest number of overdose deaths ever recorded in a 12-month period was documented and vulnerable people, isolated due to the pandemic, have succumbed to new or exacerbated substance use.

It was fortunate that several of our biggest and most important events took place prior to the pandemic, such as our Advocacy Day in Tallahassee educating Florida legislators; our 8th Annual Drug Summit in Tampa featuring keynote speaker Vice Admiral Jerome M. Adams, Surgeon General of the United States; and our annual trip to Vienna, Austria for the 63rd Session of the United Nations Commission on Narcotic Drugs where we held a five-day global training.

Nonetheless, Drug Free America Foundation met the Covid-19 crisis head-on, leaning into the challenge with highly creative approaches, delivering programs and meeting the needs of those suffering the most during the pandemic.

For our staff, we closed our office and began working virtually. This was easily facilitated by the strategic transition of our IT operation to the cloud that took place the previous year. That single act kept our staff highly productive throughout the year, even while complying to our state's safer-at-home orders.

We initiated a new video series that reached millions worldwide. We also expanded and enhanced our educational programs, utilizing presentations, webinars, short videos, and resources like infographics and one-pagers. The age of Zoom and Webex allowed our staff to facilitate and participate in multiple events daily, while operating virtually. Additionally, our social media strategy utilizing platforms like Facebook, Twitter, Instagram, and YouTube increased our reach while engaging with new partners and fresh audiences.

Please take a few minutes to peruse this report which provides a more detailed view of Drug Free America Foundation's accomplishments for 2020. We offer you, our faithful partners in prevention, our sincere gratitude for your contributions that make our mission achievable. Without your dedication and commitment to our mission and vision, none of this would be possible. Thank you!

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Holton".

Jim Holton
Board Chairman

A handwritten signature in black ink, appearing to read "Amy Ronshausen".

Amy Ronshausen
Executive Director

Board, Advisory Board, Staff

Chairman Emeritus

Ambassador Mel Sembler

Board of Directors

James W. Holton, Esq., Chair
Michael W. Schmidt, President / Vice Chair
Donna R. Smith, Ph.D., Treasurer
Susan Latvala-Powers, Secretary
Betty S. Sembler, Chair Emerita
Jeremy D. Bailie, Esq., Legal Counsel
Ronald E. Brooks, Director
Kevin P. Kauffman, Director
Wendy Danicourt, Director
Judge Irene H. Sullivan (Ret.), Director
Daniel Zsido, Director
Jason Holloway, Director
J. Tyler Payne, Esq., Director

Special Advisors

David G. Evans, Esq.
David A. Gross, M.D., FAPA
Eric Voth, M.D., FACP

Advisory Board

Lana Beck, MPA, Chair
John Arnett
Richard M. Baker, Esq.
Malcolm K. Beyer, Jr.
Theodore L. Caputi
Robert L. DuPont, M.D.
Joseph Garcia, Esq.
Jozef Gherman
James Gills, M.D.
Alfred Hoffman, Jr.
William S. Jacobs, Jr., M.D.
Michele M. Leonhart
Ambassador Melvyn Levitsky
David M. Martin, Ph.D.
Christy McCampbell
H. Lee Moffitt, Esq.
William Montgomery, Esq.
Ana Navarro

Advisory Board (cont.)

Senator Patrick K. Neal
Reta Newman
Steven A. Raymund
Senator Darryl Ervin Rouson
James D. Sewell, Ph.D.
D. Jay Snyder, Esq.
Will Weatherford
Ronald Weaver, Esq.
Khorl Whittaker

Goodwill Ambassadors

Mariah Larocque
Venice Maki

DFAF Staff

Amy Ronshausen, Executive Director
Karen Belanger, Program Director
Sharif Mohr, Ph.D., Epidemiologist
Chantel Lincoln, MPH, CPH, Program Manager
Erica Solivan, Bookkeeper

Our Vision & Mission

Drug Free America Foundation, Inc. is a drug prevention and policy organization committed to developing strategies that prevent drug use and promote sustained recovery.

The Drug Free America Foundation, Inc. vision is a world where all people live free from the burden of drug abuse.



Red Ribbon Virtual Fundraiser Event

With the uncertainty of the global pandemic, Drug Free America Foundation rolled with the punches and creatively engineered an alternative, socially-distant fundraising event, honoring the spirit of the Red Ribbon Campaign to help keep kids drug free. What had traditionally been an in person event was transformed to an online Zoom celebration recognizing the important achievements of DFAF and honor Pinellas County Judge Dee Anna Farnell, a pioneer of women's and veterans' drug courts in Florida.

Throughout the festive online meeting, guests were apprised of the significant work that DFAF has accomplished to achieve its

mission. DFAF Advisory Board Member, Florida Senator Darryl Rouson, joined the gathering via video to share his words of support and appreciation for what has been achieved.



While fundraising has been a challenge during the pandemic, we are happy to report our first foray into virtual fundraising was a financial success, raising \$200,000 of much needed funds.

2020 Lifetime Achievement Award Honor

The highlight of the event was paying tribute to the Honorable Judge Dee Anna Farnell with the 2020 Lifetime Achievement Award. Judge Farnell retired in July 2020 after serving twenty-five years on the bench in Pinellas County, Florida, the last fourteen years as the Adult Drug Court Judge. Those who crossed her path knew her as a tireless innovator and advocate for positive change, dedicated to saving lives. She remains a role model for all who follow her.

In drug court, she saw the need to address women battling substance use disorders and also started a court for veterans, offering evidence-based assessments to determine the appropriate intervention, including substance abuse treatment and other programs to those who served our country.



Ralph Waldo Emerson once said, "The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well." Judge Farnell has truly lived her life by this edict.

Throughout her career, she was dedicated to identifying and providing assistance to people from all walks of life. It is for this reason that DFAF honored her breadth of compassionate service to those suffering from addiction.

Red Ribbon Activities

In 2020, DFAF continued our international Red Ribbon Week efforts by providing resources to the Slum Child Foundation who hosted a Red Ribbon holiday party for 200 children in Nairobi's Korogocho slums. Because of COVID restrictions the party was not an all-day celebration like in the past but resources allowed families to receive a food donation and a small gift for the children. At the party, George, the Executive Director and past recipient of the Calvina Fay Moxie Award, talked to the kids about the importance of remaining drug free and staying healthy during the pandemic. The party also provided a safe place for the kids to play, sing, and dance, a much needed break.



Advocacy

With more than 20 years of experience, Drug Free America Foundation continues to be a leading voice in all matters related to drug abuse prevention. We have accomplished this by advancing the conversation on key drug policy issues through advocacy, education, and community outreach.

Due to the pandemic, DFAF quickly adapted its strategy moving to virtual meetings, presentations, and panel discussions, providing the expertise to guide government and coalition leaders to navigate changing drug policies. We focused efforts on addressing the opioid abuse crisis, vaping, exposing the tactics of big marijuana, and funding for primary prevention.

Our staff communicated virtually with lawmakers at the local, state, and national level to provide current research and data on drug

trends and to advocate for policies that encompass community wellness.

Additionally, DFAF compiled research, talking points, best practices, and resources to address the profound effects that Covid-19 induced isolation has had on substance abuse including relapse and overdose.



Preventing drug abuse, increasing access to treatment, and promoting recovery are the core principals of all of our advocacy work.

Community Outreach

DFAF is frequently asked to participate in various community events to share information and educational materials, such as with Tampa Bay Faith Community Nurses' Opioid Conference where we presented substance abuse prevention education resources to over 300 nurses who perform daily outreach to their faith communities.

Other faith-based activities that DFAF played a part in this year included the Pinellas Substance Use and Mental Health Action Forum (200 + participants), the Hillsborough Forum- Lost Connections: Revolutionary Views on Drug Abuse and Mental Health (125+ attendees), and the North Greenwood neighborhood of Clearwater, FL Community Town Hall with faith leaders and mental health professionals (educated 60 persons).

Following the "safer-at-home" orders of our state in response to the Covid-19 pandemic, the Greater Tampa Bay faith leaders advisory group quickly established a weekly Lifeline Teleconference geared to support faith and mental health professionals. DFAF is a proud sponsor and participant of this group.

Additionally, DFAF continued to be a member and supporter of the programs and initiatives of the Pinellas County LiveFree! Coalition and the Hillsborough County Anti-Drug Alliance Coalition.

Community Leadership

DFAF provides leadership and perspective to local organizations by volunteering to chair initiatives such as the Hillsborough County Anti-Drug Alliance (HCADA) marijuana task force that provides strategic community planning to counter the legalization of marijuana and planning of the annual prevention summit.

Some of the additional activities we are involved in at the local level include:

- Active participant in the Pinellas County Opioid Task Force
- Leadership roles in both the Hillsborough and Pinellas faith Community Action Forums on Substance Use and Mental Health and participated in strategic planning initiatives hosted by Humana
- Initiated an ethical review of Moms+Marijuana Study from HHS Secretary Michael Azar
- Collaborated with the University of South Florida for a prospective Marijuana Policy and Outcomes Research Grant





Education

Annual Prevention Summit

Celebrating its 8th year, the 2020 Prevention Summit was honored to welcome the U.S. Surgeon General, Vice Admiral Jerome M. Adams, M.D., MPH, who provided the keynote address to the 243 prevention and treatment professionals in attendance. Additionally, Florida Attorney General Ashley Moody addressed attendees virtually. The Summit, which was co-hosted by the Hillsborough County Anti-Drug Alliance, offered 22 different educational sessions in 2 learning tracks and featured 12 sponsors and 26 vendors during the two-day event that attracted participants from across the Southeast and Florida.

Education

As a leader in producing curriculum and providing training focused on reducing the use



and dependence on drugs, DFAF embraced the challenges presented by the pandemic by increasing usage of virtual meetings and online webinars. In fact, by leaning into this new reality DFAF was able to expand our visibility and enhance our capacity to share research and information to a greater world audience.

For example, DFAF utilized meeting platforms such as Zoom to deliver our workplace webinar series that included topics such as *Intoxication, Impairment, & Under the Influence: The Effects on the Workplace*, presented by our DFAF board member, Dr. Donna Smith. DFAF's Executive Director Amy Ronshausen delivered a keynote presentation on marijuana policy and strategies at the Let's Be Clear Policy Summit. DFAF also collaborated with other international organizations to produce several webinars including *Global Impacts of COVID-19* and *Global Dialogue on the Prevention of Substance Use Disorders During COVID-19*.

Additionally, DFAF sponsored Tampa public television, WEDU's Town Hall on Alcohol and Kids, reaching viewers in the major market areas of west central and southwest Florida.

National Drug-Free Workplace Alliance

As the workplace division of DFAF, the National Drug-Free Workplace Alliance (NDWA) provides valuable, low-cost benefits to employers.

Businesses can receive services that include: a written drug free workplace policy; access to discounted drug testing and EAP services; supervisor, employee, and parent training; one-on-one consultation; news updates; and much more.

During 2020, NDWA implemented 167 new programs that affect over 802 employees and supervisors. Our online training programs attracted students from across the country with nearly 400 participants completing the courses this year. Since its inception in 2008, nearly 6,400 people have participated. The online courses are vitally important to businesses that are regulated by the transportation industry such as aviation or trucking. Supervisors of drivers/operators regulated by the U.S. Department of Transportation are mandated to receive specific drug-free workplace training. For owner/operators and small family-run businesses, the quality of our training content and nominal cost makes it invaluable.

Keeping true to the mission of educating workplace stakeholders, DFAF through its NDWA division hosted a 6-installment Workplace Webinar Series during 2020. Topics included: marijuana and opioids in the workplace, identifying intoxication and impairment, substance use prevention in the workplace, drug testing, recovery in the workplace, and addressing the effects of stigma. Nearly 500 participants attended webinars from countries in North America, Asia, Europe, Africa, and South America.

Also, through its workplace division, DFAF hosts a Workplace Prevention virtual workgroup on the website of the International Society of Substance Use Professionals (ISSUP) Virtual Workgroup. Since 2019, more than 60 pieces of content have been posted to the workgroup.



Research

The DFAF staff are regular blog contributors to our DFAF and NDWA websites, adding more than 60 pieces of content last year. DFAF's Epidemiologist, Dr. Sharif Mohr, published numerous articles on Dr. Mohr's Research Blog that highlighted and further explained some of the most impactful medical and public health research on marijuana and other drugs available today.

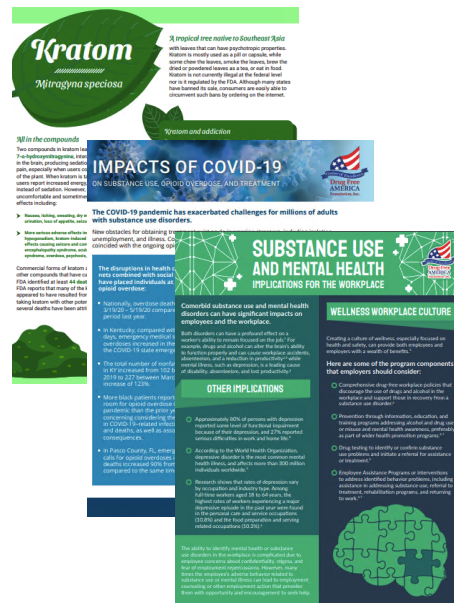
Regardless of complexity, Dr. Mohr has a gift of presenting these studies to laypeople in a way that makes them easily accessible and understood.

Past Dr. Mohr's Research Blog post topics include highlighting research identifying marijuana trends, the harms of marijuana on pregnancy and future offspring, PTSD, mood and anxiety disorders, as well as the effects of

COVID-19 on substance abuse, treatment, and recovery.

Resources

Creating, compiling, interpreting, and disseminating new research is fundamental to the mission of DFAF. In 2020 alone, DFAF developed and published 13 original branded resources to educate the public on specific novel substances such as CBD, Fentanyl, and Kratom, and others that examine the effects of substance abuse.



Some of these resources, such as *The Environmental Impact of Drugs* or *Preventing an Opioid Related Death*, often accompany a larger media campaign providing the public with a take-away document to share. Other resources highlight a collaborative partnership with an organization such as The National Drug Endangered Children Alliance where we produced and co-branded a teacher resource on how to identify at-risk children.



International

DFAF continued to be a leader in the international domain in 2020 despite the impacts of the global pandemic.

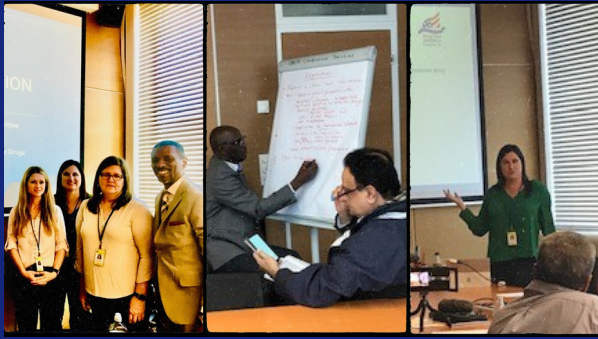
Early in 2020, DFAF unveiled our branded publication for global policy makers, a document that examined 13 different world drug policy issues and provided talking points based on science and data to support evidence-based strategies and programs.



63rd Session of the United Nations Commission on Narcotic Drugs

In March, we attended the 63rd session of the United Nations Office on Drugs and Crime's Commission on Narcotic Drugs (CND) meeting in Vienna, Austria. The CND is important to our international goals and positions DFAF to fully participate in global drug demand reduction through meeting, networking, and forming partnerships with diverse international colleagues. During the CND this year, we hosted or co-hosted three side events on drug-free workplace programs and our international work was attended by nearly 150 organizations and official delegation participants.





Concurrent with the CND, DFAP conducted a five-day Global Participation Training to educate and orient global partners from Africa, Asia, and South America on how to participate in the CND meeting events and the Vienna Non-Governmental Organization Committee (VNGOC) meeting. Our work at the global level ensures that the voice of prevention is heard at the CND.



During the CND week, DFAP's Executive Director, Amy Ronshausen, participated in the VNGOC as the Chairman of the elections committee, conducting the elections process and certifying the results.



Amy Ronshausen Elected President of World Federation Against Drugs

While in Vienna, DFAP's delegation attended the World Federation Against Drugs (WFAD) World Forum and Annual Congress where DFAP's Executive Director Amy Ronshausen was elected to a two-year term as President.



The WFAD is a multilateral community of non-governmental organizations and individuals. Founded in 2009, the aim of WFAD is to work for a drug-free world. Drug Free America Foundation is a founding member of WFAD. The members of WFAD share a common concern that illicit drug use is undercutting traditional values and threatening the existence of stable families, communities, and government institutions throughout the world.



As president, Ronshausen, the first American to serve as the WFAD's president, is committed to initiating a series of regional forums throughout the world to address the dangers of illegal and illicit drugs as well as focusing on the needs of vulnerable populations like women and children.

International Projects

Drug Free America Foundation conducted a number of important international projects supporting our global mission. Some of the projects included:

- Creating a six-part international workplace webinar series educating more than 500 attendees on topics including: recognizing the signs of impairment; the role of the drug free workplace in the community; drug and alcohol testing; and recovery and stigma in the workplace.
- Producing four short animated videos in both English and Spanish, including: *The Impact of Drugs on the Environment*, *The Impact of Drugs on the Workplace*, *Building Protective Factors*, and *Alternatives to Incarceration*.
- Hosting an interactive workplace-based prevention workgroup on the website of the International Society for Substance Use Professionals and posted nearly 70 articles and resources thus far.



Global Outreach

As a global leader, DFAF provides resources and information, as well as our expertise and experience on drug prevention topics impacting the U.S. and the world.

This year, we delivered a number of webinars including *Global Impacts of COVID-19*, *Global Dialogue on the Prevention of Substance Use Disorders During COVID-19*, and our workplace webinar series.



We also provide context and feedback to documents produced by world organizations such as the United Nations' World Drug Report or through participating in a virtual panel discussion at the Inter-American Drug Abuse Control Meeting for the Organization of American States educating 50 global policymakers.

Additionally, DFAF provided technical support, consulting, and editing services to our partners who endeavor to share their point of view to the global conversation.





Media

National Campaign Participation

Throughout the year, DFAF conducted numerous educational campaigns spotlighting both national and international awareness day recognitions related to substance use. These campaigns featured collaborations with many national and international organizations. They included: National Drug and Alcohol Facts Week, National Public Health Week, National Prevention Week, International Overdose Awareness Day, and World Drug Day, among many others. Within each of these campaigns, DFAF incorporated our branded material, such as resources and videos, relevant to the specific theme.



DFAF Video Series

This year, DFAF initiated a new video series that built off of our successful “Know the Truth” campaign developed in 2018. The four high-quality videos were marketed in the United States and in targeted countries worldwide. Collectively, the videos garnered millions of impressions worldwide and drove over 100 thousand viewers to DFAF’s website through the utilization of cross-platform digital marketing strategies.

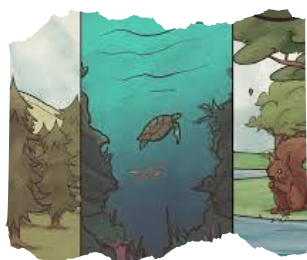
The videos, originally produced in English, were also translated into Spanish to reach a broader international audience. The video series, which were accompanied with static resources, focused on the following topics:

The Environmental Impacts of Drugs

Due to the illegal drug trade, the global environment faces serious challenges and degradation on a scale never before seen in

human history. Illicit drug crop cultivation, drug production, drug trafficking, and drug use all contribute to the destruction of natural habitats and creating pollution.

The Environmental Impact of Drugs...Know the Truth campaign was designed to educate the public about this critical issue and was introduced in time for Earth Day on April 22, 2020.



A cross-digital marketing campaign, delivered in English and Spanish, was implemented in the United States and Columbia. The campaign garnered over 1.9 million impressions and drove over 18,000 viewers to DFAF's website.

Impacts of Drugs to the Workplace

The most effective way to prevent drug and alcohol related consequences, reduce the stigma, and support recovery in the workplace is through a comprehensive, drug-free workplace program. The new video educated viewers on the impacts of drugs in the workplace and the steps a business may take to implement a complete program through DFAF's workplace division, the National Drug-Free Workplace Alliance (NDWA).

The cross-digital marketing campaign was implemented in Kenya and Nigeria. The campaign garnered over 1.6 million impressions and drove over 2000 viewers to the NDWA website.

Protective Factors

Substance use prevention begins prior to birth and continues throughout the life course.

Understanding protective factors and how to build strong, healthy children and families can help prevent kids from experiencing adverse childhood incidents and initiating substance use. The new video and resources raised awareness on prevention and provided tips on fostering drug-free youth and families.

The cross-digital marketing campaign was implemented in Uganda, Kenya, and Nigeria. The campaign garnered over 4.1 million impressions and drove over 33,000 viewers to DFAF's website.



Alternatives to Incarceration

Policies that allow for alternatives to incarceration are a way to link individuals with substance use disorders to supportive treatment and social services. DFAF's Alternative to Incarceration video informs viewers that this proven approach can increase the number of people in long-term recovery and keep families together, while reducing crime and recidivism.

The cross-digital marketing campaign, delivered in English and Spanish, was implemented in Uganda, Viet Nam, Argentina, and Chili. The campaign garnered over 6.2 million impressions and drove over 72,000 viewers to DFAF's website.



Social Media

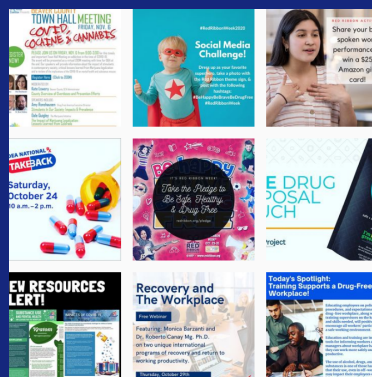
As the COVID-19 pandemic abruptly disrupted our everyday lives, the global drug prevention community connected virtually like never before. DFAF effectively seized the momentum and expanded its presence across all of our social media platforms (Facebook, Instagram, Twitter, and YouTube). Social media was a critical component when conducting most of our collaborative campaigns. Our social media platforms were utilized when promoting new blog articles and drug trend alerts, relevant news articles, new prevention resources, memes, webinar invitations, and the video releases.

Overall, DFAF has an impressive social media following with 79,146 followers on Facebook, 2,590 followers on Twitter, 352 followers on Instagram, and 176 subscribers to our YouTube channel.

Social media is measured by the number of impressions (Twitter and YouTube) and post

reach (Facebook), defined as the number of times social media browsers were shown the content and the number of people who viewed the post, respectively.

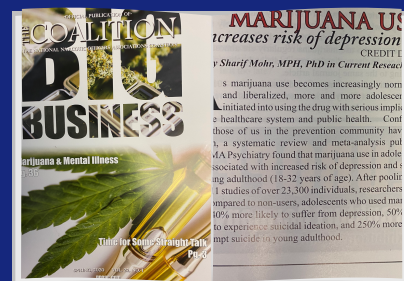
In 2020, DFAF had 147,040 impressions on Twitter; 281,212 reached on Facebook; and 38,683 impressions on YouTube. With just under 1,100 new social media posts, they generated 9,237 engagements and our videos were viewed 10,337 times on YouTube.



Published Articles

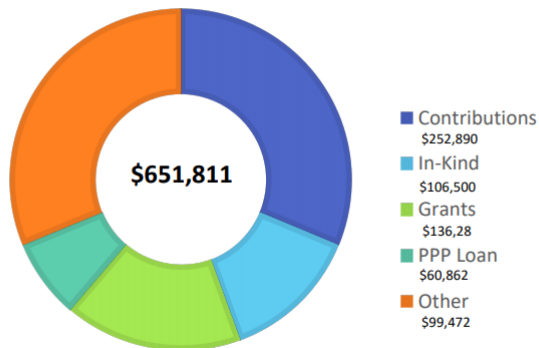
DFAF has a long-standing partnership with the National Narcotics Officers Association Coalition (NNOAC), an organization that represents its member associations by monitoring all relevant drug-related crime issues affecting Federal legislation and policy. This year, we had two articles published in their association magazine including, *"The Changing Drug-Free Workplace: It's Complicated,"* and *"Marijuana Use in Adolescence Increases Risk of Depression and Suicidality in Young Adulthood,"*

reaching an audience of approximately 55,000 NNOAC members.

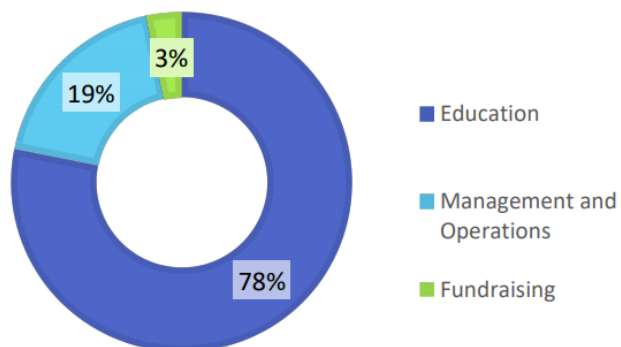


Finances

REVENUE



EXPENSES



Our Divisions



Drug Free America Foundation, Inc.

5999 Central Avenue, Suite 301
St. Petersburg, FL, 33710

Phone: 727.828.0211

Fax: 727.828.0212

www.dfaf.org



DrugFreeAmericaFndn



DrugFreeAmerica



DrugFreeAmericaFoundation

