



Partnership For a
Drug Free New Jersey

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A Message That Makes a Difference

PARTNERSHIP FOR A DRUG-FREE NEW JERSEY

2005

ANNUAL
REPORT

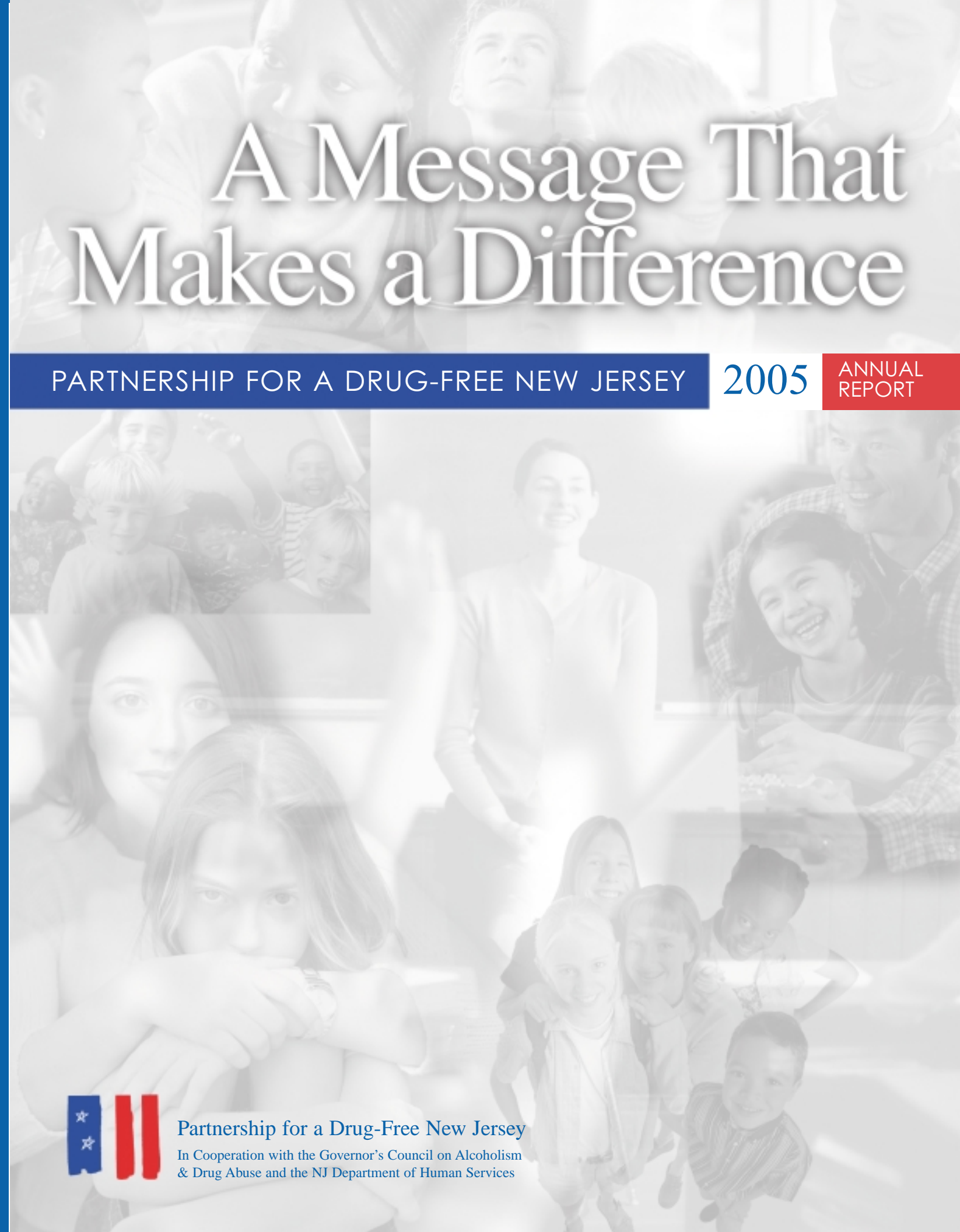
2005 ANNUAL
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The Partnership for a Drug-Free New Jersey is a private 501(c)(3) not-for-profit organization. We are proud to receive support from both the Governor's Council on Alcoholism & Drug Abuse and the New Jersey Department of Human Services, through the State of New Jersey's Drug Enforcement Demand Reduction Fund, as well as from a broad range of corporations and foundations. All Partnership for a Drug-Free New Jersey programs, projects and services are offered to New Jersey's residents and businesses free of charge.



Partnership for a Drug-Free New Jersey

In Cooperation with the Governor's Council on Alcoholism
& Drug Abuse and the NJ Department of Human Services





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**PARTNERSHIP FOR A
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Gerard Marini, Drugs Don't Work in NJ!

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Sandra Mahoney, Administrative Assistant

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Dennis Lobaina, Child Break Presenter

Kyran Killian, Child Break Presenter

Bill Lillis, Child Break Presenter

David Julian, Child Break Presenter

Erin Burke Cirelli, Child Break Presenter

Judy Johnson-Hadnett, Child Break Presenter

2005 Granters & Corporate Supporters

State of New Jersey - Department of Human Services
Governor's Council on Alcoholism & Drug Abuse

New Jersey Division of
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United Way of Hudson County

Horizon Foundation for New Jersey

New Jersey Turnpike Authority

Amerada Hess Corporation

Horizon Blue Cross Blue Shield of NJ

Public Service Electric & Gas

Neighbors Helping Neighbors

Comcast

Drug Enforcement Administration –
New Jersey Division

Roche Molecular Systems, Inc.

Panasonic

**PDFNJ Would Like to Thank the
Following Organizations and their mem-
bers for their 2005 In-Kind Support**

New Jersey Cable
Telecommunications Association

New Jersey Press Association

New Jersey Advertising Club

New Jersey Broadcasters Association

UPN9 WWORTV

Infinity Broadcasting

New Jersey Transit Corporation

Port Authority of New York & New Jersey

Viacom Outdoor

Titan Outdoor

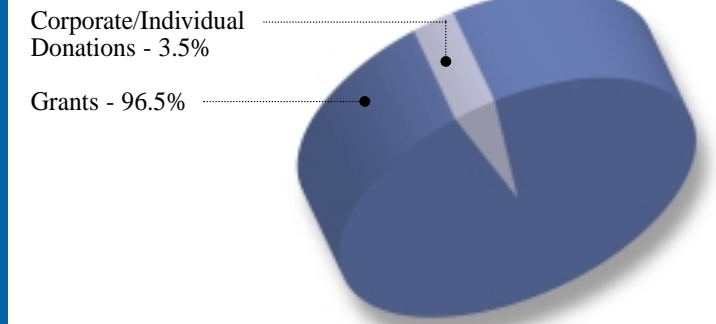
FastTrack Media

OOH Vision Networks

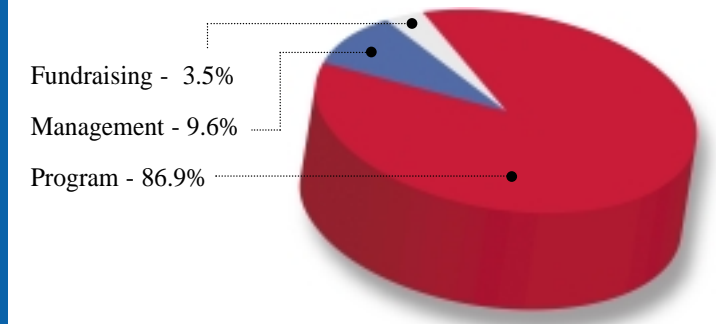
Fresh Air Flicks

Ad Vantage Media

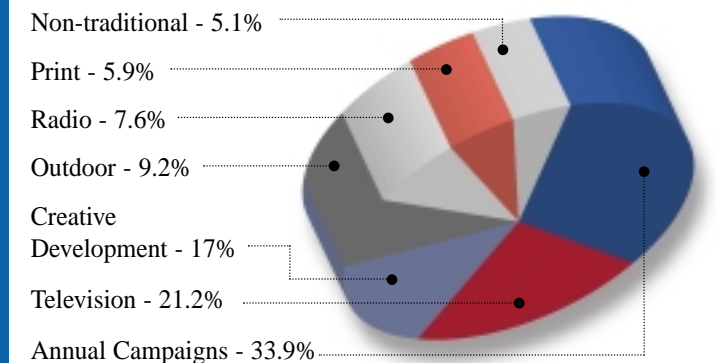
2005 Revenue by Source



2005 Expenses by Category



2005 In-Kind Support



The Partnership for a Drug-Free New Jersey receives nearly six dollars in in-kind support for every dollar spent.

Our Mission, Principles & Background

The mission of the Partnership for a Drug-Free New Jersey is simply to "unsell" drug use and alcohol abuse to the people of New Jersey – especially our youth.

In the late 1980's, our nation's advertising and media community took on the issue of drug abuse in the United States. Using the skills and talents of the country's top advertising professionals, the Partnership for a Drug-Free America was established to develop and run the largest pro-bono media campaign in our nation's history.

In 1992, the Partnership for a Drug-Free New Jersey was started as a state anti-drug alliance to localize, strengthen and deepen drug and alcohol abuse prevention media efforts. Strong support of New Jersey's media, leaders from government, the business community and countless volunteers have made the Partnership one of the top alliances in the nation. Since our founding, New Jersey's print, billboard, radio and television media outlets have donated more than \$70 million



in pro-bono services for the Partnership for a Drug-Free New Jersey's anti-drug messages, making the Partnership the largest continuous Public Service Campaign in our state's history.

Partnership for a Drug-Free New Jersey messages go far beyond "traditional" media. Our anti-drug messages can be found everywhere from billboards to PATH trains and NJ Transit buses, on pizza boxes and grocery bags, and even in New Jersey Motor Vehicle Commission license and registration renewals. Moreover, the Partnership conducts annual research to determine the effectiveness of our efforts, and disseminates drug prevention information to the public and community organizations through our toll-free number, 1-800-675-1127.

The Partnership for a Drug-Free New Jersey continues to strive towards succeeding in our goal that whether in the workplace, at school, at home, or in the community, the people of New Jersey are never far from an anti-drug message.

Your interest in this effort is deeply appreciated.

Drug-Free Workplace Initiative

PDFNJ provides small and mid-sized businesses assistance in establishing comprehensive drug-free workplace policies. Since 1992, 1923 businesses have joined Drugs Don't Work in NJ!, PDFNJ's drug-free workplace initiative, impacting over a half million New Jersey employees. In 2005, PDFNJ welcomed 143 new members, representing a 198% increase in membership since 1998.



2005 Conferences

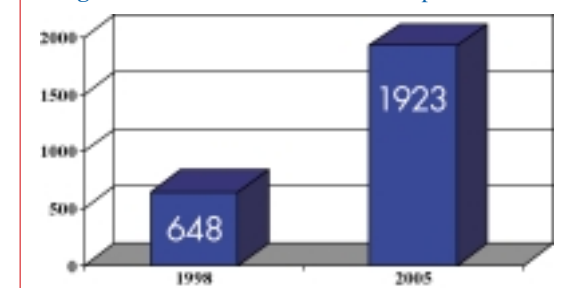
- 5/10/05 "Substance Abuse in the Workplace" Burlington County (NJDOJ)
- 6/22/05 "2005 Drug-Free Workplace Law Update" Middlesex County (Statewide Members Seminar)
- 10/14/05 "Substance Abuse in the Workplace" Morris County (NJDOJ)
- 10/26/05 "Substance Abuse in the Workplace- The Legal Issues of Drug Testing" Somerset County
- 11/16/05 "Substance Abuse in the Workplace" Mercer County (NJDOJ)

Throughout the year, Drugs Don't Work in NJ! works with the New Jersey Department of Labor (NJDOJ) and Occupational Safety and Health Administration (OSHA) to conduct seminars and promote drug-free workplaces throughout the state. Additionally, Drugs Don't Work in NJ! sends a quarterly update to all its members so that they are informed on important legal and legislative developments and other current issues useful for maintaining a drug-free workplace.

2005 Updates:

- Winter:** "New and Proposed Standards for Federal Workplace and Federally-Mandated Drug Testing Programs" by R. H. Barry Sample, Ph.D., Quest Diagnostics Incorporated
- Spring:** "Heroin use in New Jersey – DEA's Two Prong Attack: Enforcement for the Supply and Education for the Demand" by Michael Pasterchick, Jr., DEA-New Jersey, Special Agent in Charge
- Summer:** "Methamphetamine – the New Threat to the Workplace" by David G. Evans, Esq.
- Fall:** "Responding to Prescription Drug Abuse" by Nancy N. Delogu, Esq.

Drug's Don't Work in NJ! Membership Since 1998



School Based Programs

The Partnership for a Drug-Free New Jersey offers school based programs that are available to all New Jersey schools at no charge. PDFNJ programs range from the third grade through high school, and provide unique opportunities to supplement a school's drug-prevention and health curriculums with fun yet powerful programs that bring the serious message of drug prevention into the classroom.

In 2005, over 180,000 New Jersey students participated in PDFNJ school based programs. PDFNJ also reached another milestone with the launch of its newest drug prevention initiative and first statewide program exclusively targeting high school students, **New Jersey Shouts Down Drugs**. This program was successfully piloted in Hudson County and due to its success, was launched statewide in 2005.

2005 PDFNJ School Based Programs

- **Third Grade Contract for a Healthy Life**
- **Fourth Grade Book Cover Contest**
- **Fifth Grade Parent Alert**
- **Middle School PSA Challenge**
- **Middle School "Dangers of Alcohol" Calendar/Billboard Competition**
- **Hudson County Shouts Down Drugs**
- **New Jersey Shouts Down Drugs**

2005 PDFNJ SCHOOL BASED PROGRAMS - PARTICIPATION AT A GLANCE

	Atlantic	Burlington	Cape May	Essex	Hudson	Mercer	Monmouth	Ocean	Salem	Sussex	Warren
Schools	106	119	100	162	135	110	145	121	101	105	97
Classes	200	187	108	329	207	189	240	196	124	159	105
Students	8,861	8,659	6,870	12,113	8,929	8,705	9,631	9,044	7,354	8,187	6,782
	Bergen	Camden	Cumberland	Gloucester	Hunterdon	Middlesex	Morris	Passaic	Somerset	Union	TOTAL
Schools	172	125	108	103	96	143	131	151	103	121	2,554
Classes	266	181	125	134	116	224	191	263	162	169	3,875
Students	10,624	8,645	7,366	7,549	7,075	9,194	8,674	10,536	8,132	8,261	181,191

Community

The Partnership for a Drug-Free New Jersey works with community groups, government agencies and over 500 Municipal Alliances throughout the state. PDFNJ also offers media training for community groups and prevention professionals.

In 2005, New Jersey substance abuse prevention organizations from throughout the state, including PDFNJ, formed the **Childhood Drinking Coalition**. The mission of the CD Coalition is to reduce and/or delay the onset of underage drinking among New Jersey youth. In October, PDFNJ was part of a delegation representing Acting Governor Richard J. Codey at the National Summit on



Underage Drinking in Washington, D.C.

With the support of bowling centers of Atlantic, Burlington, Camden, Gloucester, and Salem Counties, PDFNJ continued to help families come together through the **"Bowl Down Drugs"** program. At participating bowling centers, when an adult and a child bowl together, the child will bowl for free.

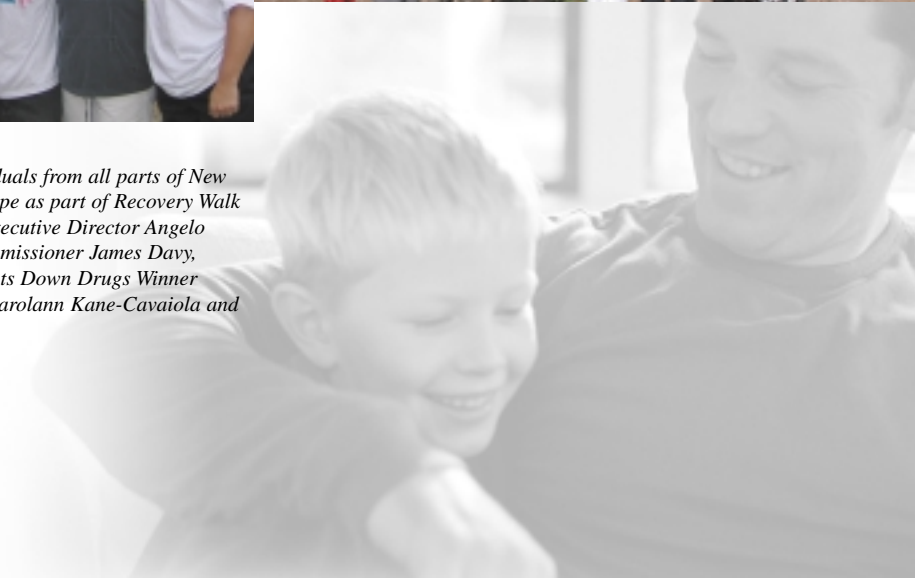


In 2005, PDFNJ provided support to the **Friends of Addiction Recovery New Jersey 4th Annual Recovery Walk**. PDFNJ dedicated its third quarter media transit distribution and secured billboards throughout New Jersey to promote this event. In spring 2006, PDFNJ will again work with the treatment community to launch the **Hope, Health & Healing** public service campaign, promoting treatment and recovery throughout New Jersey.



Recovery Walk 2005

On September 25, 2005, over 2000 individuals from all parts of New Jersey came to celebrate treatment and hope as part of Recovery Walk 2005. Pictured at the event are PDFNJ Executive Director Angelo Valente, NJ Dept. of Human Services Commissioner James Davy, keynote speaker Steve Ford, 2005 NJ Shouts Down Drugs Winner Kevin Orsino, Asst. DHS Commissioner Carolann Kane-Cavaiola and PDFNJ Deputy Director Marina Maier.



Parent Education

Even in our ever complex society, parents are still the strongest influence in their children's lives. Parents who talk to their children an average of 15 minutes a day have children who are 67% less likely to be involved in substance abuse than children who have less regular communication.

That is the main idea behind the PDFNJ's highly successful **15 Minute Child Break** program. A one-hour, interactive, multimedia presentation, the 15-Minute Child Break program informs and encourages parents to communicate more effectively with their children about the dangers of drugs and alcohol. Since 2000, PDFNJ has presented over 600 15-Minute Child Breaks to groups throughout the state, affecting the lives of nearly 30,000 children.



This free program was updated in 2005 and will cover topics such as:

- Talking to Your Kids about Drugs and Alcohol
- Influence of Media and Pop Culture
- Effects of Specific Drugs
- Keeping Your Kids Drug-Free
- Strengthening Parenting Skills
- Utilizing Teachable Moments

The presentation is available in English & Spanish for PTAs, churches, community organizations and local businesses.

2005 15 Minute Child Break - Participation at a Glance

Number of Presentations:	137
Number of Parents Attending:	1,354
Number of Children Impacted:	4,441

Participants receive age specific information and communication skills concerning substance abuse to empower them with the knowledge that they are still the strongest influence in their children's lives.



Highlights

January

PDFNJ announces newest statewide drug prevention initiative and first program exclusively targeting high school students, **New Jersey Shouts Down Drugs**.

Results of PDFNJ's **2004 Survey of Parents' Attitudes & Behaviors Toward Drug Prevention** are announced, key findings include the impact of Public Service Announcements, parental knowledge of drugs and alcohol, prevalence of no tolerance policies, and parental perception of peer influence.

March

New Jersey substance abuse prevention organizations from throughout the state, including PDFNJ, form **Childhood Drinking Coalition**. The mission of the CD Coalition is to reduce and/or delay the onset of underage drinking among New Jersey youth.

PDFNJ launches new radio anti-drinking and driving Public Service Announcement featuring Acting Governor Richard J. Codey.

May

PDFNJ receives top honors at the New Jersey Advertising Club Awards for the **"2005 Dangers of Alcohol Calendar"**. **"Fill in the Blanks"** television Public Service Announcement featuring New Jersey Attorney General Peter C. Harvey receives honorable mention.

Prevention Concert '05, the culmination of the first **New Jersey Shouts Down Drugs** competition, is held at the Count Basie Theater in Red Bank. Student musicians throughout New Jersey perform their drug-free songs to an enthusiastic crowd over 700 strong.

June

Drug-prevention artwork from New Jersey 4th grade students is on display at the Statehouse as part of PDFNJ's annual book cover/artwork initiative.

PDFNJ conducts annual **Drugs Don't Work in NJ!** members seminar in New Brunswick. Topics include an update on New Jersey drug-free workplace policies and legal issues, as well as other current trends of drug use in New Jersey.

Attorney General Peter C. Harvey announces the winners of the **"Dangers of Alcohol"** calendar/billboard competition, a cooperative effort between the Division of Alcoholic Beverage Control and the Partnership for a Drug-Free New Jersey.

July

PDFNJ and the New Jersey Division of the Drug Enforcement Administration (DEA) unveil a new Public Service Campaign focusing on heroin entitled **"Heroin - An Equal Opportunity Killer"**.

August

PDFNJ announces that the popular **15-Minute Child Break** program has been newly revised and updated for 2005.

October

Chairman Joseph P. Miele testifies before Acting Governor Richard J. Codey's Task Force on Steroid Use and unveils new PDFNJ anti-steroids public service campaign.

Announcement of PDFNJ's **2005 Survey of Substance Abuse Among New Jersey Senior Citizens**, results to be released in Spring 2006.

November

PDFNJ is among a delegation representing Acting Governor Richard J. Codey at the National Summit on Underage Drinking in Washington, D.C.

PDFNJ announces partnership with Hammerhead Advertising and Gianettino & Meredith to develop public service campaign focusing on educating parents about new drug trends, as well as the importance of peer influence.



Media

The core of our efforts continues to be the dissemination of public service announcements to media outlets throughout New Jersey. To date, over \$70 million dollars in broadcast time and print have been donated to PDFNJ, making it the largest continuous pro-bono media campaign in New Jersey's history. At the center of our success has been a willingness to utilize any and all forms of non-traditional media formats.

PDFNJ campaigns have won awards for their creativity and marketing effectiveness, including honors from the Partnership for a Drug-Free America, the Office of National Drug Control Policy, the New Jersey Advertising Club, Jersey Shore Public Relations Society and the New Jersey Chapter of the Public Relations Society of America.

In 2005, PDFNJ launched several new public service initiatives including:

- A new radio anti-drinking and driving public service announcement featuring Acting Governor Richard J. Codey.
- A joint effort between PDFNJ and the New Jersey Division of the Drug Enforcement Administration focusing on heroin entitled "Heroin – An Equal Opportunity Killer".
- A new anti-steroids public service campaign.



Since our inception, it has been the mandate of the Partnership for a Drug-Free New Jersey to provide information that was not only influential, but based on reliable, independent research. In January 2005, PDFNJ announced the results of the **2004 Survey of Parents' Attitudes & Behaviors Toward Drug Prevention**, which included key findings on parental knowledge of drugs and alcohol, as well as the parental perception of peer influence. In direct response to those findings, PDFNJ has announced a partnership with New Jersey advertising agencies Hammerhead Advertising and Gianettino & Meredith, to develop a public service campaign focusing on those issues.

In 2006, PDFNJ will announce results from the **2005 Survey of Substance Abuse Among New Jersey Senior Citizens**, which was conducted in November 2005 and the **2006 Survey of Parents' Attitudes & Behaviors Toward Drug Prevention**.

In 1992, we were approached by representatives of the Partnership for a Drug-Free America. At that time, the national Partnership was surging, well on its way to becoming the most widely recognized public service campaign ever, and they wanted New Jersey to be among the first states to organize a local chapter.

We immediately said yes, and for one simple reason: The message worked.

It was a daunting challenge, given the complexities of operating between the two toughest media markets in the country. However, our resources were far from limited as we had the commitment and support of New Jersey's governmental, business and media leaders.

Since the Partnership for a Drug-Free New Jersey's inception, we have sought to convey the drug-free message not only through the media, but also through schools, the community and businesses. Drug use and underage drinking are remarkably complex social ills, but prevention is possible and "the message" is proving to be effective.

Does the message make a difference — not simply in raising awareness about the dangers of substance abuse, but in changing behavior? To support this idea, there is mounting evidence that makes it clear that the Partnership's efforts are indeed effective in changing drug-related attitudes and influencing behavior.

Judge for yourself:

- *Trial and usage of marijuana, inhalants and other drugs by New Jersey 7th and 8th grade students is less than half the national average and continues to decline.*
- *Two-thirds of New Jersey parents report seeing or hearing public service announcements about the risks of drugs or alcohol more than once a week. Of those parents, 78% said these public service announcements encouraged them to talk to their child about the risks of using drugs and alcohol.*

The success of this organization is a great source of pride for us, and we are proud to offer this report on our activities in 2005. These achievements would not have been possible without the support of our Board, the Partnership's dedicated staff, and leaders of our state's government, business, and media communities.

The Partnership for a Drug-Free New Jersey is a leader in preventing substance abuse among New Jersey families. Everyday we are identifying new areas of concern and new opportunities to convey the message that drug use and underage drinking ruins lives.

Joseph P. Miele
Chairman & Founder

