



A YEAR OF ADJUSTMENT AND GROWTH

PDFNJ Board of Trustees Meeting

April 28, 2025



SINCE WE LAST MET...



Partnership for a Drug-Free New Jersey

ANGEL of HOPE Gala

A NIGHT IN TUSCANY

Honoring
WWOR-TV/MY9
ANGEL OF HOPE AWARD
For leadership in addressing New Jersey's opioid epidemic
—and—
PAUL S. ROTELLA, ESQ.
JOSEPH (J.P.) MIELE LIFETIME ACHIEVEMENT AWARD
For his commitment to the mission of the Partnership for a Drug-Free NJ

Gala Chairs
ELAINE and
STEVEN J. POZYCKI

Wednesday,
May 15, 2024
Liberty House Restaurant
76 Audrey Zapp Drive, Jersey City, New Jersey
5:00 pm to 9:30 pm
Business Attire • Silent Auction • Valet Parking



FDU Poll finds NJ Voters Favor Social Media Warning Labels



Partnership for a Drug-Free New Jersey

For Immediate Release

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NJ Voters Favor Social Media Warning Labels

Broad agreement that social media is bad for kids, but only half of parents monitor usage

Fairleigh Dickinson University, Madison, NJ, November 18, 2024 – According to the latest results

<https://www.njspotlightnews.org/video/nfl-veteran-warns-high-school-athletes-about-dangers-of-opioids/>



ANGEL OF HOPE
GALA

PARTNERSHIP FOR A DRUG-FREE NEW JERSEY



GALA CHAIRS
ELAINE AND STEVEN J. POZYCKI

HONORING

PSE&G AND THE PSEG FOUNDATION
ANGEL OF HOPE AWARD
For their leadership in educating and protecting
New Jersey's children, families and communities

RAY LUCAS
FORMER NFL QUARTERBACK
JOSEPH (J.P.) MIELE LIFETIME
ACHIEVEMENT AWARD
For his commitment to the mission of the
Partnership for a Drug-Free NJ

WEDNESDAY, MAY 14, 2025
5:00 — 9:00 PM
LIBERTY HOUSE
76 AUDREY ZAPP DRIVE
JERSEY CITY, NJ

SPECIAL PERFORMANCE BY
THE DOO WOP PROJECT

SILENT AUCTION • BUSINESS ATTIRE • VALET PARKING
FOR SPONSOR & TICKET INFORMATION,
PLEASE CALL 973•275•7985
OR VISIT: WWW.DRUGFREEJ.ORG/GALA/



Drug Abuse Education is Fun and Games in New Jersey's Third Grade Classrooms

September 2024 | Volume 17 | Issue 9

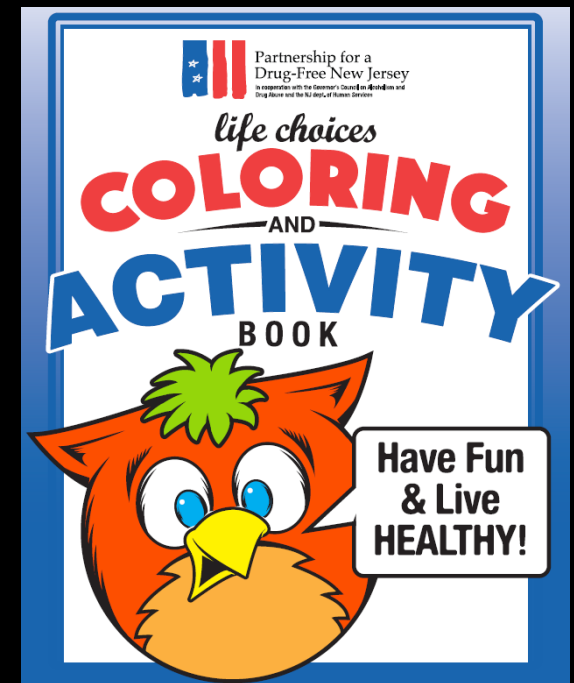
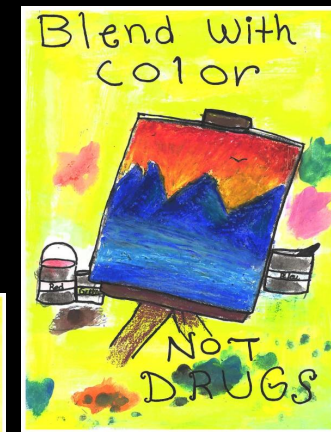
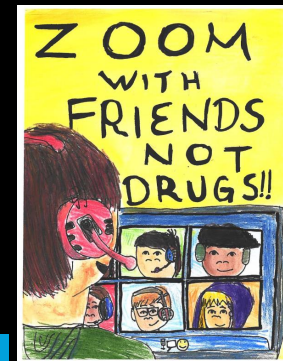
According to Angelo Valente, Executive Director of the [Partnership for a Drug-Free New Jersey](#) (PDFNJ), research shows that kids as young as 5th and 6th grade are being offered drugs and tobacco.

"Hearing that 10- and 11-year-olds were being approached, we realized that prevention needed to start early," he said. "And looking for an age-appropriate program led us to the development of the Third Grade Life Choices Coloring and Activity Book."

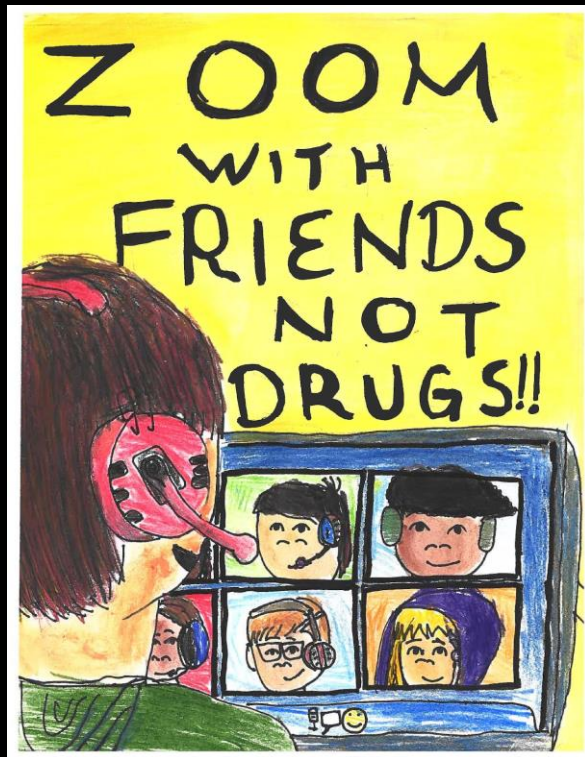
As part of one of several PDFNJ programs designed to supplement drug-prevention and health curricula in New Jersey schools, these books are a fun and engaging way for young children to not only learn about making healthy choices but also pledge to avoid drugs, alcohol, and tobacco.

In addition to pages for coloring, a crossword puzzle, and other games related to diet, exercise, and drug avoidance, the books include a contract to be signed by the students in which they promise to make healthy life choices.

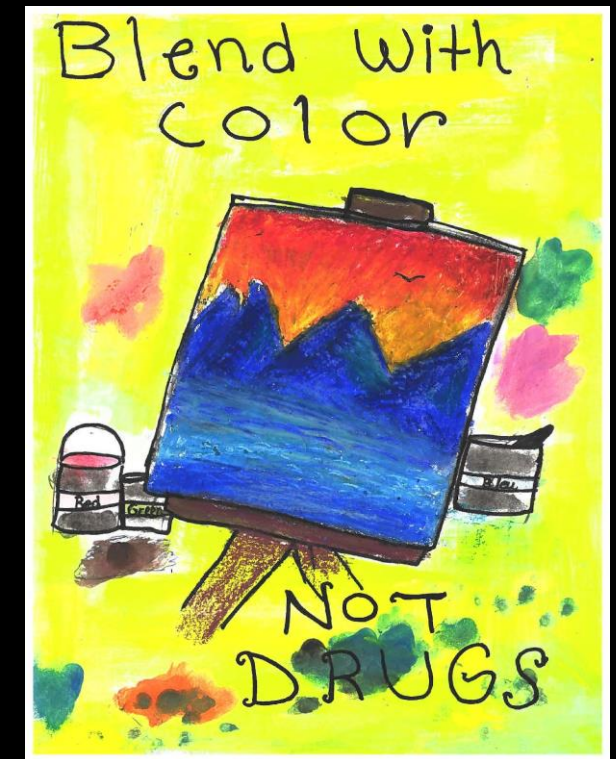
PARTICIPATION CONTINUES TO INCREASE ACROSS PROGRAMS



COST SAVING CHANGE: FUN THINGS TO DO INSTEAD OF DRUGS

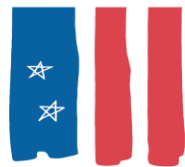


Adapting the Fun
Things to Do Instead
of Drugs Initiative
from Folders to
Bookmarks



KN**UCK** OUT OPIOID ABUSE

brought to you by



Partnership for a
Drug-Free New Jersey



**Eight years of
collaborating to
protect New Jersey
residents from the
opioid crisis**

**Phase 1 (2017-19):
County Town Halls**

**Phase 2 (2019-20):
Community Town Halls**

**Phase 3 (2022-23):
Student Athlete Outreach**

**Phase 4 (2024-25):
Student Athlete Outreach**



50

**Knock Out Opioid Abuse
Town Halls and Webinars
Held Since 2017**

25,000

**New Jerseyans Attended
These Events**

275

**Community Partners and
Government Leaders
Engaged in Events**

98%

of Students Impacted by KOOA

Ray Lucas helped me understand
how decisions I make regarding
opioids can lead to dependency
and addiction

86%

of KOOA Town Hall Attendees

Said they would talk to others
about what can be done to prevent
addiction

85%

of KOOA Town Hall Attendees

Felt better prepared to ask questions
when a doctor prescribes opioids

The Knock Out Opioid Abuse Initiative Today

Continuing to schedule and meet the demand of the numerous school districts requesting this program and updating the microsite with resources



A truly remarkable event! I am happy that I was able to witness how remarkable these young men are and how remarkable Ray Lucas was in delivering his personal experience of LIFE!

- Don Bosco Prep Parent



Determining the best path to have our athletes understand the potential adverse impact of opioids is a challenge. Ray Lucas' presentation was simply one of the best decisions I have made pertaining to educating athletes about drug risks. His openness, frankness, and detail engaged the students and provided them a tangible example of the dangers of opioid abuse.

- School Administrator

The kids were talking about Ray and what he said all day after the event. He made an impact on them, and his message resonated.

- High School Vice Principal

I've seen many speakers, and few have been able to keep kids' attention the way Ray did.

- High School Principal

Ray was really relaxed with the students. His story is relatable and in sharing it I think he will help save lives of our students.

- High School Coach

I've seen many speakers, and few have been able to keep kids' attention the way Ray did.

- High School Principal

It was a great program and I thought Ray was awesome in the way he presented and kept everything real.

- Athletic Director

That's so cool that he shared this with us. I didn't know about all that he's been through.

- Howell High School Student

It was a great program and I thought Ray was awesome in the way he presented and kept everything real.

- Athletic Director



AWARENESS MESSAGING: THE CORNERSTONE OF PDFNJ



Don't Jeopardize Your Future

Teen Marijuana Use Impacts Concentration, Coordination & Reaction Time

drugfreenj.org

Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services

The opioid crisis impacts every community in New Jersey.
Learn how to be part of the solution.

KNOCK OUT OPIOID ABUSE

Partnership for a Drug-Free New Jersey
Horizontal Center for Prevention

KnockOutOpioidAbuse.DrugFreeNJ.org



Have a phone-free dinner with your kids tonight.

Parents Matter NOW MORE THAN EVER

ParentsMatterNJ.com

Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services



Tell your kids you love them today and every day!

Parents Matter NOW MORE THAN EVER

ParentsMatterNJ.com

Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services



Hug your kids today and every day.

Parents Matter NOW MORE THAN EVER

ParentsMatterNJ.com

Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services



Missing the Final Shot Always Matters

Teen Marijuana Use Impacts Coordination, Reaction Time & Concentration

drugfreenj.org

Partnership for a Drug-Free New Jersey
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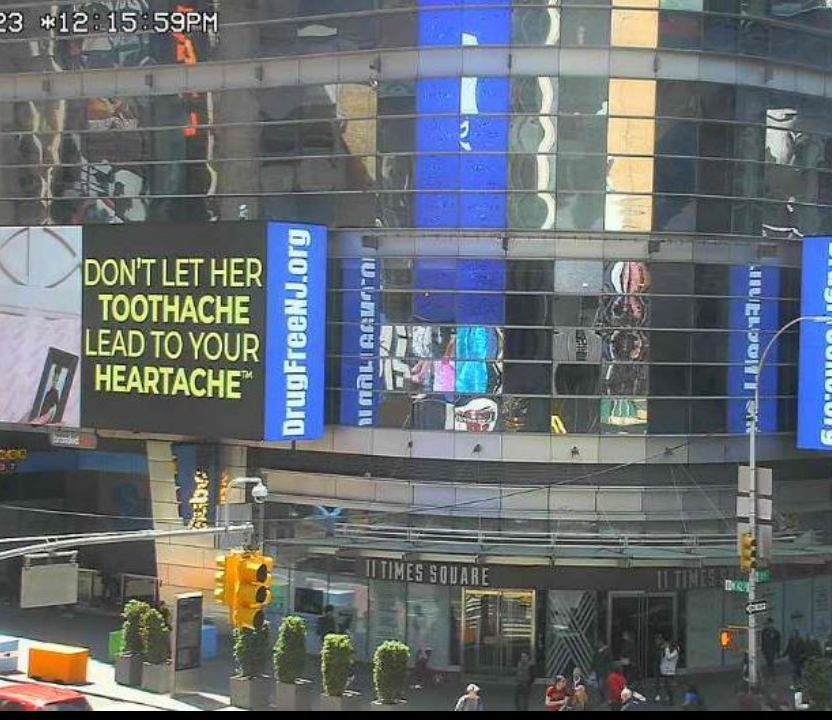


Make popcorn and watch a family movie with your kids tonight.

Parents Matter NOW MORE THAN EVER

ParentsMatterNJ.com

Partnership for a Drug-Free New Jersey
In Cooperation with the Governor's Council on Alcoholism and Drug Abuse and the NJ Dept. of Human Services





Knock Out Opioid Abuse Day aims to improve understanding of the opioid crisis through a mobilization effort with a dual focus: educating prescribers and raising awareness among New Jersey citizens and families. Through collaboration with the Community Coalition for a Safe and Healthy Morris, the New Jersey Governor's Council on Alcoholism and Drug Abuse (GCADA) and the New Jersey Division of Mental Health and Addiction Services (DMHAS), the Partnership for a Drug-Free New Jersey coordinates 10,000 participants across the state to share opioid prevention, education and awareness messages and materials.



The program's reach is augmented by securing legislative support from the New Jersey General Assembly and Senate through the passage of a resolution designating October 6 as Knock Out Opioid Abuse Day in New Jersey.

LEARNING SERIES

The success of Knock Out Opioid Abuse Day has created new opportunities to share information with the public on a variety of opioid-related topics through the **Knock Out Opioid Abuse Day Learning Series**, held in collaboration with the New Jersey Office of the Attorney General.

Distinguished Speakers

The 2022 Learning Series featured many prominent speakers and representatives from organizations and agencies crucial to the fight against the opioid epidemic, including:

- Former New Jersey Governor James McGreevey
- Special Agent in Charge Susan Gibson, DEA—New Jersey Division
- Dr. Andrew Kolodny, Medical Director of Opioid Policy Research, Heller School for Social Policy and Management, Brandeis University
- Dr. Dara Kass, U.S. Department of Health & Human Services, Regional Director
- Commander Karina D. Aguilar, DrPH, MSW, CPH, United States Public Health Service
- Emily Einstein, Ph.D., Chief of Science Policy, National Institute on Drug Abuse
- Award-winning author Sam Quinones
- Howard Pine, Esq., Deputy Director, Division of NJ Consumer Affairs
- Representatives from the New Jersey State Police

Attendance

The 2022 Learning Series achieved significant growth, drawing participants from many important positions and organizations key to fighting the opioid crisis, from New Jersey and beyond. Attendees included:

- Residents from 49 of 50 states, District of Columbia, Puerto Rico and Guam
- Representatives from 82 of New Jersey's 112 hospitals
- Employees from nearly 90 school districts in New Jersey
- Employees from 9 New Jersey governmental departments (Health, Office of the Attorney General, Children & Families, Corrections, Education, Human Services, Labor, Military & Veterans Affairs, Transportation)
- Government employees from at least 20 states and territories
- Representatives from several federal agencies (Drug Enforcement Administration; Veterans Affairs; Food and Drug Administration; Centers for Disease Control and Prevention; United States Court; Bureau of Alcohol, Tobacco, Firearms and Explosives; High Intensity Drug Trafficking Area)

Educational Impact

The 2022 Knock Out Opioid Abuse Day Learning Series provided several opportunities for professionals to earn state-mandated education credits on the topic of opioids. Credits were earned by more than:

- 650 social workers
- 150 public health professionals
- 350 pharmacists
- 225 doctors, dentists and nurses



Community

In the U.S. Surgeon General's Spotlight on Opioids, he wrote that "the best way to address the opioid crisis is to work towards achieving better health through better partnerships. Health advocates must involve businesses and law enforcement organizations — they have witnessed the negative effects of opioids and have a strong interest in helping end the epidemic."

Knock Out Opioid Abuse Day helps to get these and other community stakeholders involved in addressing the crisis. Messaging and materials are available for use by all attendees who wish to replicate the initiative in their community.



Messaging

Knock Out Opioid Abuse Day leverages community and cross-system collaboration to outreach to New Jersey's 21 counties with information on the potential for dependency of the opioids prescribed and the link to heroin and fentanyl deaths in the state. The initiative also focuses on encouraging conversations between prescribers and patients regarding the potency of prescribed opioids.

It is vital to incorporate a range of message options, from digital toolkits to paper materials, that engage all potential advocates. Participants are eager to get involved but odds of successful outreach are higher when they are offered advocacy options with which they are comfortable.



Social Media

Social media has helped to extend the reach of the program, especially during the COVID-19 pandemic. Participants have amplified their in-person outreach efforts or got involved in the program for the first time by sharing via social email and other virtual methods.



PLANNING AHEAD FOR 2026

01

How to keep programs within our budget?

02

Finding Program Sponsors for 4th Grade Initiative, Parent Education, Learning Series and Drugs Don't Work

03

Focusing on Family and Opioid Access on Social Media in 2027 Campaign