

August 2010

## September is National Alcohol & Drug Addiction Recovery Month

Recovery Month highlights the societal benefits of substance abuse treatment, lauds the contributions of treatment providers and promotes the message that recovery from substance abuse in all its forms is possible.

It also encourages citizens to take action to help expand and improve the availability of effective substance abuse treatment for those in need. This event provides a platform to celebrate people in recovery and those who serve them.

Recovery Month also serves to educate the public on substance abuse as a national health crisis, that addiction is a treatable disease, and that recovery is possible. It highlights the benefits of treatment for not only the affected individual, but for their family, friends, workplace, and society as a whole.

Educating the public reduces the stigma associated with addiction and treatment. Accurate knowledge of the disease helps people to understand the importance of supporting treatment programs, those who work within the treatment field, and those in need of treatment.

Each year in September, NCADD celebrates National Recovery Month by dedicating the "Tree of Hope" to an organization that promotes recovery from addiction. Additional information regarding this event can be found on page 3 of this issue of *NCADD TODAY*.

To help celebrate Recovery Month, the 2010 "Rally for Recovery" event will take place on September 25, 2010 at Penn's Landing in downtown Philadelphia. Thousands will walk from the Delaware River waterfront past the icons of our nation's Independence.

Participants will show their support for individuals and their families in need of treatment for alcohol and drug addiction, celebrate those in recovery and honor organizations providing prevention, treatment, and recovery support services. Proceeds from the event are used to support community activities, educate the public and media, raise awareness, fight stigma, provide individual recovery support, and advocate at the state, federal and local levels.



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For more information on this event please check out [www.recoverymonth.gov](http://www.recoverymonth.gov). Individuals who wish to celebrate recovery in the New York City area can join Celebrate Recovery New York! For the third annual Recovery Rally at Icahn Stadium in Randalls Island, New York City. More information is available at <http://www.recoverymonth.gov/Community-Events/2010/Celebrate-Recovery-New-York!-1441.aspx>



Images from the 2009 Recovery Walk held in downtown New York City. Thousands of participants crossed the Brooklyn Bridge including Rutgers University's Recovery House (below.)



## Upcoming Health Observances

### September 2010

- **September 25, 2010**

#### *Operation Take Back New Jersey*

Operation Take Back NJ will provide a safe and legal method for the citizens of New Jersey to dispose their unwanted, unused, and expired medicines. [www.operationtakebacknj.com/index.html](http://www.operationtakebacknj.com/index.html)

### October 2010

- *Talk About Prescriptions Month*

National Council on Patient Information and Education

This national awareness and educational campaign focuses attention on the role that high-quality medicine communication can play in promoting safe and appropriate medicine use. [www.talkaboutrx.org](http://www.talkaboutrx.org)

- October 4 – 10

#### *Mental Illness Awareness Week*

National Alliance on Mental Illness

In 1990, the U.S. Congress established the first week of October as Mental Illness Awareness Week (MIAW) in recognition of NAMI's efforts to raise mental illness awareness. Since 1990, mental health advocates across the country have joined together during the first full week of October to celebrate. [www.nami.org](http://www.nami.org)

- October 18 – 24

#### *National Drug-Free Work Week*

Working Partners for an Alcohol- and Drug-Free Workplace

This event is a dedicated time each year to highlight the benefits that drug-free workplace programs bring to employers, workers and communities. [www.dol.gov/drugfreeworkweek](http://www.dol.gov/drugfreeworkweek)

- October 23 – 31

#### *Red Ribbon Week*

National Family Partnership

Red Ribbon Week is the nation's oldest and largest drug prevention program in the nation reaching millions of Americans during the last week of October every year. By wearing red ribbons and participating in community anti-drug events, young people pledge to live a drug-free life and pay tribute to DEA Special Agent Enrique "Kiki" Camarena.

[www.nfp.org](http://www.nfp.org)

## **2010 TREE OF HOPE CEREMONY SCHEDULED FOR SEPTEMBER 20TH AT ELIJAH'S PROMISE**

To recognize Elijah's Promise, this year's recipient of the 2010 Tree of Hope, a live fruit tree will be planted outside of the organization's Culinary School located at 211 Livingston Ave in New Brunswick.

The ceremony will take place on Monday September 20, 2010 from 5pm - 7pm.

The Tree of Hope is awarded annually to an organization that promotes recovery from addiction. Elijah's Promise is being honored for the work they do in Middlesex County to enable individuals to continue their recovery while preventing relapse.

"We chose Elijah's Promise as our 2010 Tree of Hope recipient because of their impact on the community they serve every day," said NCADD CEO and Executive Director Steven G. Liga. "Many people know that Elijah's Promise serves an average of 80,000 meals each year to low-income and homeless individuals and families in central New Jersey, many of whom also suffer from addiction. But their impact goes beyond food. They offer case management, health screening, information and referral and job counseling to give people not only hope, but also a real opportunity for recovery."

The organization also provides The Promise Jobs Culinary Arts Job Training Program, which provides disadvantaged adults with the opportunity to learn culinary arts and prepare for entry level jobs in the food service industry.

Finally, Elijah's Promise also offers Promise Catering, a catering company that provides students on-the-job-training and financial income.

The organization features a Micro-enterprise program which helps low and moderate income individuals start their own small and home-based businesses.

NCADD's ninth annual Tree of Hope campaign is designed to raise the consciousness of our neighbors in Middlesex County to the fact that addiction is an illness from which many do recover, and to celebrate those recoveries.

The annual Tree of Hope event is one of NCADD's primary fundraising vehicles and supports our confidential information and referral Helpline, which helps over 800 individuals and families begin their journey of recovery each year.

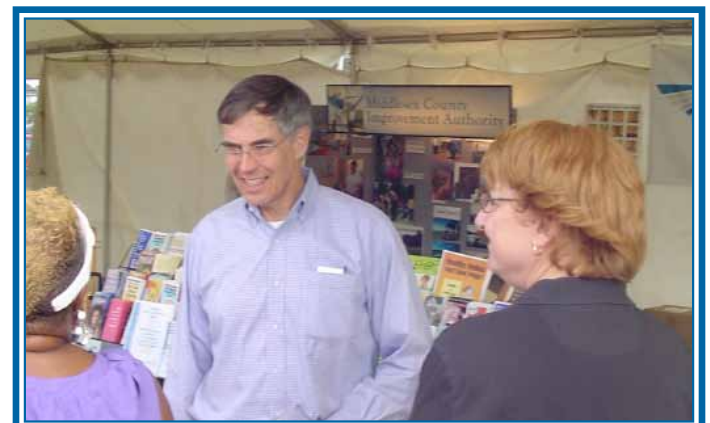
Commemorative ornaments to decorate the tree for celebration will be offered for sale at \$5 each, and special engraved crystal ornaments are available at \$100 each. Ornaments for the tree can be personalized, as requested, to commemorate the recovery of a loved one, in the hope of recovery for a friend or family member, or to memorialize someone who did not experience recovery. Ornaments may also remain anonymous.

For more information please call NCADD at 732-254-3344 or check out our website at [www.ncadd-middlesex.org](http://www.ncadd-middlesex.org).



# NCADD Celebrates At 2010 Middlesex County Fair

Water from an afternoon shower pooled on the ground and gray clouds covered the sky. The heat, at times, was oppressive. But none of that dampened the enthusiasm of thousands of folks who attended the 2010 Middlesex County Fair in East Brunswick. Returning for its 72nd year, the Fair offered attendees food, music, rides and the usual attractions, as well as brand new shows and featured guests. Attendees to the Fair also visited displays setup by NCADD of Middlesex County, Inc. and the Coalition for Healthy Communities. Visitors to the organizations' booths took advantage of the hundreds of brochures that provided information on the dangers of alcohol, drug and tobacco abuse; how to properly dispose of prescription drugs; recovery and much more. NCADD's 30th Anniversary was celebrated by the Coalition with special child-friendly activities and giveaways.



**Images from the 2010 Middlesex County Fair:** Pictured on right are (top) Al-Karim Campbell, NCADD Preventionist, providing information to youth attending the fair; (second from top) NCADD Executive Director and CEO Steve Liga (on right) and Coalition for Healthy Communities member Sharyn Bonfonti (back to camera on left) speaking with a fair attendee; (second from bottom) Rep. Rush Holt (12th District) and Coalition Coordinator Linda Surks greet a visitor to the NCADD booth; (bottom) NCADD Preventionist Jason Victor

attending to booth visitors at the NCADD display as Mrs. Surks (back) and Coalition Member Gabrielle Pall (far right) cover the Coalition display. (Left) Winner of the Coalition's Bike Giveaway was Dawn Markulin of Aberdeen, pictured with Coalition Coordinator Linda Surks.



## ***Presentations Available for Older Adults...***

NCADD of Middlesex County, Inc. is pleased to offer a variety of programs designed specifically for older adults. We provide presentations in Community Senior Centers throughout Middlesex County as well as retirement communities and senior housing. Following is a list of our offerings.



NCADD Preventionist Al-Karim Campbell (foreground) with senior adults from the Martin Gerber Apartments in North Brunswick where *Senior Jeopardy* was presented this month.

***Senior Jeopardy***—Just like the game show! This presentation increases knowledge while having fun at the same time! Categories include questions regarding nutrition, substance abuse, healthy aging, depression, and stress management. For this presentation, audience members can form teams to increase the competition—and the excitement!

### ***Substance Abuse Among Older Adults***—

Here is a presentation that provides up-to-date statistics and information related to substance abuse and older adults. We discuss signs and symptoms of substance abuse among older adults and provide information on resources available to this important group.

***Older Adults and Depression***—Did you know that about 58% of people aged 65 and older believe that it is “normal” for people to get depressed as they grow older? Well, it is NOT normal! This presentation addresses the signs, symptoms, and myths about depression among older adults. Attendees learn how to get treatment for depression, and how to distinguish depression from grief and the occasional blues.

***Conflict Resolution***— We all experience conflicts. This presentation is designed to teach how conflicts can be resolved more effectively by

practicing the steps of the “Win- Win” method. Attendees learn ways to alleviate defensiveness, increase understanding, and reduce tension.

***Grief and Loss***—People may experience grief either through the loss of a loved one, loss of health status, and/or loss of independence. This presentation covers the many ways that seniors can experience grief, as well as exploring the difference between depression and grief.

All of the above presentations are interactive and informative, last approximately an hour, and can accommodate groups of up to 30 individuals.

NCADD also offers the ***Wellness Initiative for Senior Education*** - WISE is presented in six two-hour sessions designed to help older adults celebrate healthy aging, make healthy lifestyle choices and avoid substance abuse. Independent Evaluation by Rutgers University demonstrated:

- Increases in health and healthcare empowerment
- Increases in medication management behavior
- More than 84% of participants made a behavior change within six weeks of beginning the program to promote a healthier lifestyle.
- Respondents who had initiated a behavior change, on average, reported changing seven different behaviors to improve their health.

WISE has been identified by the New Jersey Division of Addiction Services as an evidence-based program and has been accepted for review by the National Registry of Effective Programs and Practices (NREPP). WISE also won the 2009 National Association of State Alcohol and Drug Abuse Directors, Inc. (NASADAD) Prevention Award.

For more information or to schedule a presentation at your facility, call Dara Jarosz at 732-254-3344.

## ...And Presentations for the Community

NCADD of Middlesex County, Inc. also offers a variety of programs designed for audiences ranging from Kindergartners to Middle schoolers to adults. Following is a list of our offerings.

**FOOTPRINTS FOR LIFE™** - Six-week program that helps young children build a strong foundation of life skills rooted in key social competencies. *Footprints* is for youth in grades 2-3 and is delivered in a classroom or small group setting. The program has been evaluated independently by Rutgers University demonstrating significant behavioral change related to all five social competencies on both the individual and classroom level. *Footprints* has been identified by the New Jersey Division of Addiction Services as an evidence-based program and it has also been accepted for review by the National Registry of Effective Programs and Practices (NREPP).

**FOREST FRIENDS** - Six-week conflict resolution & anger management program incorporating age-appropriate Alcohol, Tobacco and Other Drug (ATOD) information. *Forest Friends* is for youth in grades Kindergarten to first grade and is delivered in a in a classroom or small group setting.

**KEYS TO INNERVISIONS** – KIV is an 8- or 15-session program that teaches youth how to change their beliefs and their behaviors. KIV is targeted to youth in grades 6-9. It helps students cope with life stressors. Lessons involve goal setting, new ways of thinking, and new skills to use in stressful situations. Evaluated independently by Rutgers University demonstrating significant knowledge, attitude and behavioral change on the individual level. Identified by the New Jersey Division of Addiction Services as an evidence-based program.

**TAKE CONTROL OF YOUR HEALTH** - A six lesson self-management program created by Stanford University designed to address the

comprehensive health care needs of those living with a chronic health condition. The program uses peer-led education to help individuals and caregivers cope with symptoms, manage medications, make behavioral lifestyle changes, and communicate more effectively with health care providers and loved ones. While *Take Control* is designed to assist older people make lifestyle and behavioral changes that result in positive health outcomes, it has been adapted to focus on addiction by NCADD. This program is recognized by the New Jersey Department of Health and Senior Services as an evidence-based program.

**ACTS OF PREVENTION** - Our troupe of young actors provides an alternative to traditional prevention activities. It includes a thirty-minute dramatic presentation followed by a thirty-minute interactive dialog with the audience as actors stay in character. Programming can assist by developing resiliency and increasing emotional, behavioral, cognitive and cultural competencies while providing options, challenges, and effective means for promoting growth and change. Six one-act plays are available based on topics such as drug and alcohol addiction, bullying, dropping out of school, driving and drinking, and more.

**STRENGTHENING FAMILIES** - Seven weekly group sessions that feature parent, youth, and family sessions. The program is specifically targeted to youth ages 10-14 and their parents or guardians. It is designed to help families improve the relationship between parents and youth and decreases the level of family conflict. Listed on the National Registry of Effective Programs and Practices (NREPP) for documented changes in youth drug use and family management issues.

For more information or to schedule a program, please call NCADD today at 732-254-3344.



Since 2003, the mission of the Middlesex County Coalition for Healthy Communities has been to reduce substance abuse, especially among youth. Individuals from many disciplines come together at Coalition meetings to network, share ideas and experiences, and collaborate on events for the benefit of the community at large. The coalition is always looking for new members, and there are many benefits of joining. At this time, the Coalition is seeking new members to join the Underage Drinking Committee.

Underage drinking is a serious public health issue, which is often minimized by the media, youth, and even parents. Often dismissed with statements such as, "It's just a beer," or "At least he/she isn't doing drugs," the truth is that alcohol is a drug—the drug of choice among children and adolescents. In fact, the average age of first use in New Jersey is 11 years old. Furthermore, nearly half (48.1%) of Middlesex County middle school students have used alcohol sometime in their lifetimes, according to the Coalition's own survey of middle and high school students in Middlesex County. Additionally, many underage drinkers obtain alcohol easily, usually from their parents, in their homes, or from other adults.

By joining the Coalition, you can help spotlight this problem and help to change community norms regarding its acceptance. Your efforts can help to educate parents about how to talk to their children about alcohol use; to persuade local municipalities to pass ordinances which deter underage drinking; to work with local businesses to decrease marketing strategies to attract those under age 21; and to help promote friendly, alcohol-free places where teens can gather.

Remember, even a little time, coupled with a passion for prevention, can effect big change. For more information or to join, please contact Al-Karim Campbell, Preventionist I at NCADD at 732-254-3344 or via email [al-karim@ncadd-middlesex.org](mailto:al-karim@ncadd-middlesex.org).

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