Family matters
when it comes to keeping kids drug free.
Our Mission: **Inform** Americans of the economic and social costs of substance abuse and its impact on their lives. **Assess** what works in prevention, treatment and law enforcement. **Encourage** every individual and institution to take responsibility to combat substance abuse and addiction. **Provide** those on the front lines with the tools they need to succeed. **Remove** the stigma of substance abuse and replace shame and despair with hope.

“*I applaud CASA’s exemplary role in building communities free from the devastation of alcohol and drug abuse. Your compassionate service empowers people and gives them the hope and purpose they need to succeed.*”

— President Barack Obama

**CASA Advisory Board**

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Chancellor of The Jewish Theological Seminary of America

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Dean of the Mailman School of Public Health, Columbia University

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*The National Center on Addiction and Substance Abuse at Columbia University is neither affiliated with, nor sponsored by, the National Court Appointed Special Advocate Association (also known as "CASA") or any of its member organizations, or any other organization with the name of "CASA." The National Center on Addiction and Substance Abuse at Columbia University is a 501(c)(3) corporation and depends on contributions to support its work. All contributions are tax deductible and can be sent to CASA in the envelope enclosed in this report. ©The National Center on Addiction and Substance Abuse at Columbia University 2010. All rights reserved.
Parents have the greatest influence on whether their kids will use tobacco, alcohol or drugs.

2009 was a busy and exciting year.

This Annual Report chronicles the wide array of CASA activities—the cutting edge research of Jon Morgenstern and his team of health, prevention and treatment specialists to help needy families with troubled adolescents, get Medicaid patients with substance-abuse problems into treatment in order to help them and reduce health care costs, and test the efficacy of brief interventions in treatment in order to help them and reduce health care problems.

This year we released ShovelUp II: The Impact of Substance Abuse on Federal, State and Local Budgets, the first study to measure the costs of tobacco, alcohol and illegal and prescription drug abuse to federal, state and local governments. The 287-page report set those costs in 2005 at $467 billion. Most troubling, 96 cents of each dollar went to shovel up the wreckage caused by substance abuse and addiction; less than two cents went to prevention and treatment.

In August, Simon & Schuster’s Touchstone/Fireside division published our book How to Raise a Drug-Free Kid: The Straight Dope for Parents. Authored by me, the book is based on almost 20 years of CASA research identifying the factors that increase or decrease the risk of teen substance use. The book is prompted by our findings that a child who gets through age 21 without smoking, using illegal drugs or abusing alcohol is virtually certain never to do so; and that parents have the greatest influence on whether their kids will use tobacco, alcohol or other drugs. The book provides straightforward, useable, reader-friendly advice to help parents raise healthy, drug-free kids.

Today, The Early Show, The View, Morning Joe and The O’Reilly Factor have discussed the book. Experts in the field have endorsed it. The book is published as an original paperback so that any parent can afford it. All royalties go to CASA. I am traveling across the country to speak to thousands of parents, share insights into their children’s world and provide them with tools and tips on raising drug-free kids. To book a parent talk, visit straightdopeforparents.org.

August marked the release of our 14th annual National Survey of American Attitudes on Substance Abuse XIV: Teens and Parents. This year’s survey revealed that if a teen is drinking, the odds are that teen is getting drunk, and that almost nine million teens can get prescription drugs to get high within a day—nearly five million within an hour.

CASA’s Family Day—A Day to Eat Dinner with Your Children™ is celebrated on the fourth Monday of September to remind parents that frequent family dinners reduce the likelihood that their children will smoke, drink or use drugs. President Obama, 49 governors and more than 1,000 mayors and county executives proclaimed and supported Family Day. Stouffer’s became the first Title Sponsor and The Coca-Cola Company served as the Presenting Sponsor. First ladies in 12 states spearheaded celebrations. Ten Major League Baseball teams promoted the day at their stadiums. Hundreds of corporations, religious groups and community organizations joined the celebration.

CASA has an extraordinary board of directors. Sadly, this year we lost Michael A. Wiener, who is remembered on page 22 of this report.

This year we welcomed Clyde C. Turnage, senior vice president of Global Public Affairs and Communications at The Coca-Cola Company. His energy and dedication to help children grow up drug free will greatly strengthen CASA’s board.

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Substance abuse and addiction is America’s public enemy number one.

It is not simply the nation’s top health and crime problem—but a disease that touches every family and circle of friends in America, and causes and aggravates the nation’s most wrenching social problems. CASA’s work focuses on prevention and protecting our nation’s most valuable resource—our children—from the scourge of this illness.

The scope of our work touches all Americans, from policymakers to parents.

CASA’s groundbreaking policy reports, pioneering demonstration programs and treatment research capture headlines across the nation and around the world.

Shoveling Up II: The Impact of Substance Abuse on Federal, State and Local Budgets (May 2009) Shoveling Up II, an update of the landmark 2001 report, found that substance abuse and addiction cost federal, state and local governments at least $407.7 billion in 2005. The report found that of the $373.9 billion in federal and state spending, 95.6 percent went to shovel up the consequences and human wreckage of substance abuse and addiction; and only 1.4 percent to research, 0.4 percent to taxation and regulation, and 0.7 percent to interdiction.

Funded by CASA core funding with support from The Starr Foundation and Primerica Financial Services.

National Survey of American Attitudes on Substance Abuse XIV: Teens and Parents (August 2009) CASA’s 14th annual teen survey revealed that, compared to teens who have not seen their parent(s) drunk, those who have are more than twice as likely to get drunk in a typical month, and three times likelier to use marijuana and smoke cigarettes. For the first time, the survey asked 12- to 17-year-olds how fast they can get prescription drugs to get high. More than one-third of teens (8.7 million) can get prescription drugs to get high within a day; nearly one in five teens (4.7 million) can get them within an hour.

Funded by CASA core funding with support from The Diana, Princess of Wales Memorial Fund; the New York Community Trust; and the Adrian and Jesse Archbold Charitable Trust.

The Importance of Family Dinners V (September 2009) This White Paper released in conjunction with Family Day—A Day to Eat Dinner with Your Children™, found that compared to teens who have frequent family dinners (five or more per week), those who have infrequent family dinners (fewer than three per week) are twice as likely to use tobacco or marijuana, more than one-and-a-half times likelier to use alcohol, and twice as likely to expect to try drugs in the future.

Funded by PriCara, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.; Staten Island Economic Development Co.; Liberation Programs, Inc.; and CASA core funding.

Reports in Progress

Behind Bars II: Substance Abuse and America’s Prison Population (February 2010) This report will reveal the number of people in our nation’s prisons and jails who meet the medical criteria for substance abuse and addiction, and the proportion of inmates who are behind bars for other alcohol- or drug-related reasons. This report is the first comprehensive analysis undertaken of the extent to which alcohol and other drugs are implicated in the crimes and incarceration of America’s prison population since CASA released its first report on this subject more than a decade ago. It will expose the extent to which alcohol and other drugs are involved in violent, property and other crimes, the co-occurring health and mental health problems of inmates, and their need for and access to addiction treatment. Recommendations will include cost-effective options for intervention, treatment and aftercare.

Funded by CASA core funding with support from the National Institute of Justice in the U.S. Department of Justice.

National Survey of American Attitudes on Substance Abuse XV: Teens and Parents (August 2010) CASA’s 15th annual teen survey revealed that the co-occurring health and mental health problems of inmates, and their need for and access to addiction treatment. Recommendations will include cost-effective options for intervention, treatment and aftercare.

Funded by CASA core funding with support from the National Institute of Justice in the U.S. Department of Justice.

Examining the National Treatment System (2010) CASA is conducting a comprehensive examination of addiction treatment in the U.S. The study will look at how addiction and treatment are defined and viewed by health care professionals, researchers, policymakers and the general public; a review of the literature of the science of addiction and the efficacy of various forms of treatment; the required qualifications and standards of treatment providers; the characteristics of those in need of treatment and of those who receive it; and the cost of addiction treatment, the financial systems that support it and the cost of our failure to treat it. This study will include recommendations for what it will take to build a sound infrastructure for treatment in the U.S.

Funded by the Annenberg Foundation; the Franklin Mint; The Diana, Princess of Wales Memorial Fund; the New York Community Trust; and the Adrian and Jesse Archbold Charitable Trust.

Licensing for Co-Occurring Treatment Disorders (2010) This White Paper will examine state and federal laws that impact the ability of treatment facilities to hold licenses for treating both substance use and mental health disorders.

Funded by Brookhaven Retreat, Dewey & LeBoeuf LLP is providing pro bono legal services for this project.

Substance Use Among America’s High School Students (2010) CASA researchers are working on a comprehensive assessment of the problem of substance use and dependence among America’s high school-age youth and recommendations for action. This study will build on the science of addiction as a developmental disorder and will include extensive analyses of the culture in which high school students live, focusing on their use of addictive substances and other risky behaviors; factors contributing to or driving their behavior; attitudes, perceptions and behavior of parents, teachers and other school personnel, and other adults significant in students’ lives; and the consequences of these behaviors, including student academic achievement and the ability of teachers to teach. The study also will address the efficacy of current prevention and intervention strategies and review what can be done to make a real difference in reducing student substance use in order to help ensure the health, academic success and employment opportunities of current and future generations of teenagers.

Funded by the Conrad N. Hilton Foundation, Carnegie Corporation of New York, and Legacy.
CASA’s efforts to convert our research findings and policy recommendations into large-scale institutional change are well under way, and we have a number of ongoing projects in four distinct areas.

**Juvenile Justice Bill of Rights**

In consultation with over 100 experts nationwide, CASA has developed a Model Bill of Rights for Children in Juvenile Justice Systems that provides for, among other things, early screening and intervention for substance use and related problems.

CASA is now working with legislators and policymakers in several states to advance the adoption of the Model Bill of Rights. Since the launch of this project in 2007, CASA has been active in 20 states and the District of Columbia. In 2009, legislation based on CASA’s Model Bill of Rights was introduced in four states: California, Connecticut, Massachusetts and New York.

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**Families**

In addition to the nine-year-old Family Day — A Day to Eat Dinner with Your Children initiative, CASA has developed a presentation for parents to educate them about the dangers of teen substance use, the situations and circumstances that put teens at greater risk for use, and what parents can do to reduce those risks based on How to Raise a Drug-Free Kid. The Straight Dope for Parents. CASA is working to develop a multimedia package designed for communities to come together to address the issue of raising healthy, drug-free kids.

**Women**

With continued support from the Bristol-Myers Squibb Foundation, CASA is working to implement many of the recommendations from its Women under the Influence book to reduce alcohol, tobacco, prescription and illegal drug misuse among girls and women. CASA is seeking funding to start a Women’s Center focused exclusively on the special issues related to substance use and dependence among girls and women, the key points of intervention for prevention and treatment and the roads to recovery.

**Controlled Prescription Drug Abuse and Diversion**

CASA submitted a Citizen Petition to the Food and Drug Administration (FDA) in May 2009. In the petition, CASA requested that the FDA require Risk Evaluation and Mitigation Strategies (REMS) for all opioid drugs. The petition was submitted in the interest of reducing the potential diversion and abuse of these drugs, while preserving their efficacy for legitimate treatment use. The recommendations in the petition are based upon the findings of CASA’s 2005 report, Under the Counter: The Diversion and Abuse of Controlled Prescription Drugs in the U.S.

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“I am grateful to you and everyone at CASA for your contributions to the fight against this national epidemic, and for your efforts in helping all Americans lead safe and healthy lives.”

— New York City Mayor Michael R. Bloomberg

“Thank you for your continued efforts to increase families’ awareness on substance abuse and addiction.”

— Former Florida Gov. Jeb Bush

“I so appreciate all your work to support keeping children alcohol and drug free!”

— Nancy Freudenthal, First Lady of Wyoming

“I greatly admire the great work you and your organization have done on this important subject. I applaud your efforts.”

— Senator Orrin G. Hatch, R-UT
Demonstration Programs and Treatment Research

CASA scientists and researchers work with states to develop and evaluate programs that better address the chronic care needs of addicted individuals, and partner with the National Institutes of Health and other experts to test and conduct studies to determine what substance-abuse treatment works best for individuals and saves taxpayer money.

CASACARETM (Chronic Care Approaches to Recovery) is a joint program with the New York State Office of Alcoholism and Substance Abuse Services (OASAS) that will use a disease management approach to treat high-cost clients of the Medicaid population who are chronic substance abusers. The program will be tested in New York State’s Albany and Nassau counties where CASA researchers will evaluate the effectiveness of the disease management program in stabilizing these individuals’ lives as well as saving taxpayer dollars.

CASAHOPESM (Housing Opportunities Program Evaluation) is a cutting-edge evaluation of a program that provides stable housing to homeless drug and alcohol users without first requiring them to have six months of sobriety. The goal of CASAHOPESM is to determine whether New York State/New York City’s Housing First Program can effectively house substance abusers, move them into recovery, and, in the process save taxpayer dollars by reducing health care, criminal justice and other social welfare costs. Funded by the Conrad N. Hilton Foundation.

CASALEAPSTM (Learning Effective Approaches to Prevention) is a study whose goal is to learn about the strengths, problems and service needs of substance-involved teenagers and their families in New York City in order to improve the quality of youth social programs, school guidance and community treatment services. Funded by the National Institute on Drug Abuse.

CASASARDSTM II (Substance Abuse Research Demonstration) Hemming from CASAs original CASASARDSTM treatment model in New Jersey which has been implemented statewide, CASA experts are conducting two separate analyses of the program.

The first is an economic evaluation of the model that will examine the cost benefits associated with an intensive case management program approach for substance-dependent women in New Jersey receiving welfare, and test whether it leads to reductions in costly government services and potentially pays for itself. This study will focus on the cost benefits of the CASASARDSTM program as developed by CASA researchers as well as the clinical benefits of how the state modified the program for the real world. Funded by the National Institute on Drug Abuse.

The second is a comprehensive economic analysis of the real-world implementation of the same state-run case management program for families with children on welfare. This analysis will focus on the economic effects statewide of providing this case management in welfare offices in New Jersey and will look at the potential taxpayer benefits of these programs that derive from the reduced drain on publicly financed services. Funded by The John D. and Catherine T. MacArthur Foundation.

CASASTARTSTM (Striving Together to Achieve Rewarding Tomorrows) CASASTARTSTM is a neighborhood-based, school-centered program aimed at preventing substance abuse and delinquency and improving school grades, attendance and behaviors among high-risk 8- to 13-year-olds, while also reducing drug sales and related crime in their neighborhoods. The program, which started in 1992, brings together schools, health and social service agencies, and law enforcement for the common purpose of helping these youth succeed in school and stay free of drugs and violence. State report cards of CASASTARTSTM schools show that when seven percent of a school population is in the program for a year or more, standardized test scores rise and disciplinary problems decline for the school as a whole.

In May, the CASASTARTSTM program received a $400,000 grant from the Verizon Foundation, the philanthropic arm of Verizon, to support a new CASASTARTSTM program and an anti-violence curriculum for students over the next three years at “Elden Middle School in Philadelphia.

Since its inception, CASASTARTSTM has been implemented in 284 schools/sites in 73 cities and counties, 27 states plus Washington, DC, and two Native American Tribal reservations. CASASTARTSTM is currently in 119 schools, 45 cities and counties, 21 states, and one Native American Tribal reservation, and in 2007 the program added a total of six new schools/sites.

CASASTARTSTM has been named a model program by the U.S. Department of Justice, the U.S. Department of Health and Human Services, The National Dropout Prevention Center and as an Exemplary Safe, Disciplined and Drug-Free Schools Program by the U.S. Department of Education.

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Healthy parental engagement is the most powerful antidote to a child’s temptation to smoke, drink or use drugs.

In August 2009, CASA Chairman and President and former U.S. Secretary of Health, Education, and Welfare, Joseph A. Califano, Jr. released his 12th book, How to Raise a Drug-Free Kid: The Straight Dope for Parents. The book has been lauded on ABC’s The View, NBC’s Today, CBS’s The Early Show, MSNBC’s Morning Joe and FOX News’ The O’Reilly Factor, and in The Washington Times. The State of Wyoming purchased a copy of the book for every public library in the state.

Based on nearly two decades of research, the book—published by the Touchstone/Fireside Division of Simon & Schuster—expands on two of CASA’s most important findings: a child who gets through age 21 without smoking, using illegal drugs or abusing alcohol is virtually certain never to do so; and parents are the greatest influence on their children.

There are no silver bullets, but healthy parental engagement is the most powerful antidote to a child’s temptation to smoke, drink or use drugs. Parents who are actively involved in their children’s lives, who eat dinner as a family on a regular basis, set a good example, talk often and listen to their teens and regularly attend religious services are far less likely to have kids who use tobacco, alcohol and other drugs.

Since its release, we have sold more than 15,000 units and are in our sixth printing. Califano has been bringing the book to communities across the country on a national speaking tour that serves as an educational forum for parents, and has received an outstanding reception by substance abuse professionals, teachers, guidance counselors and, most importantly, parents. In his talks, Califano tells parents that they have the power to keep their kids drug free, and that it’s up to them to give their children the will and skills they need to choose not to use. In a five-month period from August through December, Califano spoke to hundreds of parents and professionals at 11 events.

To date, there are 18 events on the schedule for 2010, with requests coming in weekly.

The book’s popularity is enormous, and in response, CASA is creating additional resources for parents like a Facebook fan and group page, and a discussion guide.

“In this day and age, with social networking sites, the availability of prescription drugs on the internet, and Hollywood’s glamorization of substance use and abuse, today’s parents have so much more that they need to monitor and be aware of,” said Kathleen Ferrigno, CASA’s Director of Marketing. “We’re trying to get the book in the hands of every parent in America.”

For a list of upcoming speaking events, to buy the book or to find great tools and resources for parents, go to straightdopeforparents.org, or contact CASA’s Director of Marketing, Kathleen Ferrigno at 212-841-5252 or kferrigno@casacolumbia.org.
CASA places a high priority on media coverage as it helps assure that our findings reach the American people and ensure a safer future for our nation’s children.

At the heart of CASA’s goals is its mission to provide all Americans—from parents, school and government officials to substance abuse and medical professionals and researchers—with the groundbreaking information on the economic and social costs of substance abuse and addiction and its impact on their lives. CASA places a high priority on media coverage as it helps assure that our findings reach the American people and ensure a safer future for our nation’s children.

CASA’s website is home to a wealth of information, including over 70 CASA reports and White Papers, press releases, newsletters, bios of CASA experts, and news and registration opportunities about upcoming CASA CONFERENCES™.

To connect with people across the nation and globally, CASA has expanded its Web outreach by creating microsites that focus on some of our landmark programs and initiatives like CASA’SARD™ (www.casasard.org) and, most recently, How to Raise a Drug-Free Kid: The Straight Dope for Parents (www.straightdopeforparents.org). In 2009, findings from the release of four CASA reports, one book, photos from our annual dinner and a multitude of other CASA research appeared in more than 200 websites.


To coincide with Family Day 2009 in September, CASA released The Importance of Family Dinners V. CASA’s Vice President and Director of Special Projects Elizabeth Planet discussed the report’s findings on Sirius XM’s Doctor Radio. The report was also covered by Wake Up with John Tesh, The New York Times, the Los Angeles Times, The Washington Times and the Miami Herald.

Press coverage for the report and Family Day 2009 resulted in more than 85 radio hits, more than 263 television hits and 85 original print stories. Reprints of The Importance of Family Dinners V press release ran on more than 200 websites.

“Are more mothers drinking or is the tradition of secrecy, more pronounced among women in general and mothers specifically, eroding? Hard to gauge. Susan E. Foster, research director at the National Center on Addiction and Substance Abuse at Columbia University, said research shows that better-educated women are more likely to drink than less-educated ones; so are women employed outside the home versus those who stay at home. Married women have the lowest rates of heavy drinking.”

— The New York Times, August 14, 2009

“Most of the taxpayer money devoted to combating alcohol and drug abuse goes to cleaning up its consequences, while only about 2 percent of the funding is used for prevention, says a report from the National Center on Addiction and Substance Abuse (CASA) at Columbia University.”

— USA Today, May 27, 2009

Newsday and all of Davler Media Group’s parenting magazines. Book mentions have appeared in more than 100 press outlets to date. To promote the book, Mr. Califano appeared on TV programs like ABC’s The View, NBC’s Today, FOX News’ The O’Reilly Factor, CBS’s The Early Show, MSNBC’s Morning Joe, New York Nightly News with Chuck Scarborough, and NY1’s Close Up with Sam Roberts and Parenting with Shelly Goldberg. The book continues to receive enormous press coverage.


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To coincide with Family Day 2009 in September, CASA released The Importance of Family Dinners V. CASA’s Vice President and Director of Special Projects Elizabeth Planet discussed the report’s findings on Sirius XM’s Doctor Radio. The report was also covered by Wake Up with John Tesh, The New York Times, the Los Angeles Times, The Washington Times and the Miami Herald.

Press coverage for the report and Family Day 2009 resulted in more than 85 radio hits, more than 263 television hits and 85 original print stories. Reprints of The Importance of Family Dinners V press release ran on more than 200 websites.

“Are more mothers drinking or is the tradition of secrecy, more pronounced among women in general and mothers specifically, eroding? Hard to gauge. Susan E. Foster, research director at the National Center on Addiction and Substance Abuse at Columbia University, said research shows that better-educated women are more likely to drink than less-educated ones; so are women employed outside the home versus those who stay at home. Married women have the lowest rates of heavy drinking.”

— The New York Times, August 14, 2009

“Most of the taxpayer money devoted to combating alcohol and drug abuse goes to cleaning up its consequences, while only about 2 percent of the funding is used for prevention, says a report from the National Center on Addiction and Substance Abuse (CASA) at Columbia University.”

— USA Today, May 27, 2009

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Now in their 12th year, CASACONFERENCES™ are part of CASA’s ongoing education and professional development effort to provide educational credit for substance abuse professionals while raising awareness about how substance abuse affects every sector of American society.

CASACONFERENCES™ have attracted national attention, drawing 4,300 people from 49 states, as well as Canada, England, France, Ireland and Trinidad. Conferences feature nationally renowned keynote speakers, are moderated by leading television and print journalists and feature dynamic and interactive panel discussions designed to elicit spirited debate.

Wounds of War: Substance Abuse, Veterans and Active Duty Military was held in May and brought together a distinguished panel of veterans and family members, journalists, psychiatrists, chaplains, judges, professors and researchers to discuss solutions to make sure our brave men and women receive all the support they need to re-establish their lives when they return home.

Funded by The Bodman Foundation; The McCormick Foundation; The Department of Army; Milbank Foundation for Rehabilitation; Automatic Data Processing, Inc.; Joyce and Donald Rumfield Foundation; The Harold and Colleen Brown Family Foundation; Frank C. Carlucci; Togo D. West, Jr., Esq.; Robert S. McNamara; Paul R. Ignatius; John W. Warner, IV Foundation; and William S. Cohen.

How to Raise a Drug-Free Kid: The Straight Dope CASACONFERENCES™ was held in November to help parents and professionals who work with teens and their families on a daily basis learn and understand what it takes in this day and age to raise a healthy, drug-free kid.

Funded by the U.S. Drug Enforcement Administration; Annie E. Casey Foundation; MetLife Foundation; and CASA core funding.

“Probably the best conference I’ve ever attended. Spectacular panelists.”
— Deborah Harig, Outreach Coordinator, South Kingston Partnership for Prevention

“Any one of the panels could have been a day (or much more) in itself. Lots to think about and bring back for discussion in my district. Outstanding day!”
— Joseph V. Rela, EdD, Deputy Superintendent, Comsewogue School District

“Thank you—quality presenters, educated perspectives and thought-provoking dialogue.”
— Jillian Kurka, High School Regional Coordinator, Program for the Development of Human Potential, Diocese of Brooklyn

“CASA has surpassed its own gold standard. Thank you once again for an outstanding conference.”
— Barbara Kurian, Director, Adolescent Substance Abuse Track, Four Winds Hospital

— James R. McDonough, former Director, Florida Office of Drug Control

1. Stephen J. Pasierb, MEd, Linda Morgan, Cynthia McFadden, Cynthia Kuhn, PhD, Ross B. Brown, MD.
2. Jackie Jubil, Enrique A. Carranza, Irma Camacho, LMFT.
3. Nora D. Walsh, MD.
4. Hon. Robert T. Russell, Jr., Angela Paezchol, Jeffrey Toobin, Mark S. Kaplan, DrPH, Carol Davidson, LCSW, CASAC.
5. (l. to r.): Hon. Robert T. Russell, Jr., Angela Paezchol, Jeffrey Toobin, Mark S. Kaplan, DrPH, Carol Davidson, LCSW, CASAC.
CASA research has consistently found that children who have frequent family dinners are less likely to smoke, drink and use drugs.

Each year since its inception in 2001, CASA’s Family Day—A Day to Eat Dinner with Your Children™ has brought more and more families together at the dinner table.

“America’s drug problem is not going to be solved in courtrooms or legislative hearing rooms by judges and politicians. It will be solved in living rooms and dining rooms and across kitchen tables by parents and families,” says Joseph A. Califano, Jr., CASA’s Chairman and President.

Celebrated annually on the fourth Monday in September, Family Day celebrations have grown to not only include families, but the community as a whole. The President, 49 governors and more than 1,000 mayors and county executives proclaimed and supported Family Day 2009. Family Day’s Title Sponsor, Stouffer’s, and Presenting Sponsor, The Coca-Cola Company, along with 10 Major League Baseball teams, 12 state First Ladies, and scores of religious organizations and nonprofits nationwide all helped to celebrate and promote the day.

More information on this initiative can be found at www.casafamilyday.org.

“Coming together and eating dinner as a family is one of the simplest ways to establish a positive connection with your kids, and regularly spending quality time with them helps lead to better communication and stronger relationships.”
— Gov. Arnold Schwarzenegger, R-CA
CASA raised $1.3 million to support its mission to help our children grow up drug free at its 17th Anniversary Awards Dinner.

The event, held on April 7th at The Pierre hotel in New York City, was hosted by CBS’s Julie Chen and Academy Award-winner Michael Douglas, and honored Kirk and Anne Douglas and Muhtar Kent, president and CEO of The Coca-Cola Company.

All three award recipients have worked tirelessly to educate others about substance abuse and protect the potential of all children, as well as improve the quality of life for all Americans through various philanthropic efforts.

The legendary Hollywood couple received CASA’s inaugural Inspiration Award, and Kent accepted CASA’s Distinguished Service Award.

“The pain doesn’t go away,” said Kirk Douglas, who wrote of his son Eric’s death from a prescription pill overdose in his book, Let’s Face It: 90 Years of Living, Loving, and Learning. “It remains a sad part of your life. The only way to ease the pain is to help others.”

The dinner also spotlighted CASA’s landmark CASASTARTSM program through the story of Johanna Morales, who became the first person in her family to attend college. Morales was one of the first students at the CASASTARTSM Bridgeport, CT site—one of the initial five pilot sites in 1992.
Joseph A. Califano, Jr., LLB
Chairman and President, served as President Johnson’s Assistant for Domestic Affairs from 1965 to 1969 and as Secretary of Health, Education, and Welfare from 1977 to 1979. He practiced law in Washington, DC and New York until 1992, when he founded CASA. He is the author of twelve books and a member of the National Academy of Sciences’ Institute of Medicine. His most recent book, *How to Raise a Drug-Free Kid: The Straight Dope for Parents*, offers practical, user-friendly advice and information to parents.

Vice President and Director of Finance and Administration, and Secretary-Treasurer, was Director of Administration for the Washington office of the law firms of Dewey Ballantine for nine years prior to joining CASA. She has also been Director of Administration for the law firms of Cahill, Ross & Heimeman and Cohen and Urevet.

Susan P. Brown
Vice President and Director of Policy Research and Analysis, advised state and local governments, private agencies and foundations as co-founder of the consulting firm Brizius & Foster and partner of U.S. Data on Demand, Inc. She served as Deputy Undersecretary for Intergovernmental Affairs at the U.S. Department of Health, Education, and Welfare, and as assistant to the Governor and Chief of State Planning in Illinois. She is the author of numerous books and articles in the field of public policy.

Jon Morgenstern, PhD
Vice President and Director of Youth Programs, is responsible for the development, dissemination and adaptation of the CASAStart substance abuse and violence prevention program. He earned his master’s degree in social work from Hunter College. Prior to joining CASA in 1996, he was the Urban Hub Director of the Washington Business Group on Health and Associate Commissioner for the New York State Office of Mental Health. From 1987–1993, he was the Assistant Commissioner for Community Based Services for the Department of Juvenile Justice of the City of New York.

Lawrence F. Murray, MSW
Vice President and Director of Health and Treatment Research and Analysis, is professor of Clinical Psychology in Psychiatry at Columbia University College of Physicians and Surgeons and Director, Substance Abuse Treatment, New York Presbyterian Hospital. He has published numerous scientific articles and serves as a consultant to the National Institute of Alcohol Abuse and Alcoholism and the National Institute of Drug Abuse.

Elizabeth Planet
Vice President and Director of Special Projects, manages CASA’s efforts to convert the organization’s research findings and policy recommendations into large-scale, institutional change, with a special focus on children and teens, women, schools, religious institutions, and juvenile justice systems. She was formerly a practicing attorney at the New York law firm Simpson, Thacher & Bartlett. She earned her J.D. degree from Columbia University in 1989 and her B.A. from Yale University in 1986.

Michael A. Wiener (Board Member: 1997–2009)

During more than 12 years of service on the CASA board, Michael Wiener was no shrinking violet. He was a moving force in having us buy our own space to be free of the vagaries of New York City rents. He insisted that we find ways to make our research accessible not only to professionals in the field and in government, but to families and ordinary individuals.

Michael Wiener was in large part responsible for the creation of the book *How to Raise a Drug-Free Kid: The Straight Dope for Parents.*

He gave CASA a major gift to construct a state-of-the-art conference center, which opened in 2001. Since then, at The Zena and Michael A. Wiener Conference Center, we have held numerous conferences on a wide range of topics that have attracted thousands of participants from 49 states and six foreign countries.

The Board of Directors, officers and entire staff at CASA express their appreciation to Michael Wiener for his extraordinary service and dedication to building CASA into the premier think/action tank to research and combat substance abuse in our nation.
Government Funding

United States Department of Health and Human Services/ National Institutes of Health/ National Institute on Drug Abuse
United States Army Medical Research and Materiel Command/Military Operational Medicine Research Program (MOMRP)
U.S. Drug Enforcement Administration
Sanford Public Schools, Sanford, Maine
Commonwealth of Massachusetts, Department of Youth Services, Boston, Massachusetts
The City of Philadelphia—Department of Human Services, Philadelphia, Pennsylvania
City of Roanoke, Virginia—Roanoke Parks and Recreation
Kanabec County Public Health, Mora, Minnesota
Department of Children and Family Services, Turtle Creek Valley, Homestead, Pennsylvania
Uniondale Union Free School District, Uniondale, New York

Program Funding

Acosta Sales and Marketing Company
Alkermes, Inc.
American Express Company
Automatic Data Processing, Inc.
The Bank of America Foundation
Brookhaven Retreat Comprehensive Recovery for Women
Hilary and Joseph A. Califano, Jr.
CBS
Peter R. Dolan
CBS
Heard Corporation
Conrad N. Hilton Foundation
The Robert Wood Johnson Foundation
Legacy
The John D. and Catherine T. MacArthur Foundation
New York State Health Foundation
Joe Plumeri Foundation
Lynda and Stewart Resnick
Wilson Families in Action, Inc.
Xerox Corporation

Multi-Year Funding

American Express Foundation
Automatic Data Processing, Inc.
CBS
Peter R. Dolan
Heard Corporation
Conrad N. Hilton Foundation
Interpublic Group
The Robert Wood Johnson Foundation
Legacy
The John D. and Catherine T. MacArthur Foundation
Mental Health, Addiction and Retardation Organizations of America
Morgan Stanley
New York State Health Foundation
Wilson Families in Action, Inc.
Xerox Corporation

$100,000 Plus

American Express Company
The Carson Family Charitable Trust
The Coca-Cola Company
Dewey & LeBoeuf LLP
Heard Corporation
Conrad N. Hilton Foundation
Interpublic Group
The Robert Wood Johnson Foundation
Legacy
The John D. and Catherine T. MacArthur Foundation
New York State Health Foundation
Joe Plumeri Foundation
Lynda and Stewart Resnick
Jack Rudin
May and Samuel Rudin Family Foundation, Inc.
Viacom
Vital Projects Fund, Inc.

$50,000–$99,999

Allen & Company
American Express Foundation
Automatic Data Processing, Inc.
Hilary and Joseph A. Califano, Jr.
CBS
JPMorgan Chase & Co.
Pat and John Rosenwald
Jeanne and Herb Siegel
Universal Music Group/ Doug Morris
Viacom
Vital Projects Fund, Inc.

*Deceased

Financial Statement


Assets 2009  2008
Cash and cash equivalents $1,099,690 $698,787
Grants and Contributions receivable 8,001,934 8,449,412
Prepaid expenses and other assets 179,756 232,988
Investments 47,642,928 41,868,645
Property and equipment, net 10,943,285 11,301,643
TOTAL ASSETS $67,867,593 $62,541,475

Liabilities
Accounts payable and accrued expenses $2,317,083 $1,933,036
Deferred revenue 496,568 276,272
Bonds payable 14,000,000 14,000,000
TOTAL LIABILITIES $16,813,651 $16,209,308

TOTAL NET ASSETS $51,053,942 $46,332,167

Detail of Net Assets Unrestricted Temporarily Restricted 2009  2008
Operating funds:
Available for operations $6,261,411 $6,261,411 $4,610,703
Program services 5,511,262 5,511,262 5,577,714
Future periods 3,181,396 3,181,396 4,165,226
Program Concentration Fund 36,099,873 36,099,873 31,978,524
TOTAL NET ASSETS $42,361,284 $8,692,658 $51,053,942 $46,332,167
CASA Publications

Essential reading in the fight against substance abuse.

All CASA publications are available on our Web site, www.casacolumbia.org.

For more information, call (212) 841-5227, or fax (212) 956-8020.

- The Importance of Family Dinners V. 2009.
- Shoveling Up II: The Impact of Substance Abuse on Federal, State and Local Budgets. 2009.
- Non-Medical Marijuana III: Rite of Passage or Russian Roulette? 2008.
- Wasting the Best and the Brightest: Substance Abuse at America’s Colleges and Universities. 2007.
- Under the Counter: The Diversion and Abuse of Controlled Prescription Drugs in the U.S. 2005.
- Non-Medical Marijuana II: Rite of Passage or Russian Roulette? 2004.
- Malignant Neglect: Substance Abuse and America’s Schools. 2001.
- CASASTART™ Field Guide: A Proven Youth Development Model that Prevents Substance Abuse and Builds Communities. 2001.
- Shoveling Up: The Impact of Substance Abuse on State Budgets. 2001.
- No Place to Hide: Substance Abuse in Mid-Size Cities and Rural America. 2000.

For a complete list of CASA publications, visit www.casacolumbia.org.
Our Mission: **Inform** Americans of the economic and social costs of substance abuse and its impact on their lives. **Assess** what works in prevention, treatment and law enforcement. **Encourage** every individual and institution to take responsibility to combat substance abuse and addiction. **Provide** those on the front lines with the tools they need to succeed. **Remove** the stigma of substance abuse and replace shame and despair with hope.

“I applaud CASA’s exemplary role in building communities free from the devastation of alcohol and drug abuse. Your compassionate service empowers people and gives them the hope and purpose they need to succeed.”

— President Barack Obama
Family matters
when it comes to keeping kids drug free.
To arrange for a gift of securities, please contact us at (212) 841-5219 for assistance. For information on how to arrange for a bequest to support CASA's work or about other planned gifts, including charitable gift annuities, please call (212) 841-5219. For information on becoming a CASA member, just e-mail us at membership@casacolumbia.org or call (212) 841-5307.
YES. I want to support CASA
and help keep our children drug free.

Matching Gift Program

Many companies sponsor programs that will match any charitable contributions made by their employees, if your company has such a program, please mail matching gift form and end it, complete and signed, with your gift. We will do the rest. The impact of your gift to CASA may be doubled or possibly tripled! Some companies match gifts made by retirees and/or spouses as well.

☐ I have enclosed my/my spouse's matching gift form.
☐ I will send a matching form separately.

Name of Employee: ____________________________
Name of Company: ____________________________
Company Address: ____________________________
City, State and Zip Code: ______________________
Phone: ____________________________

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