

## 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.

**A**t 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 CASACONFERENCES<sup>SM</sup>.

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 CASASTART<sup>SM</sup> ([www.casastart.org](http://www.casastart.org)), *Family Day—A Day to Eat Dinner with Your Children*<sup>TM</sup> ([www.casafamilyday.org](http://www.casafamilyday.org)) and, most recently, *How to Raise a Drug-Free Kid: The Straight Dope for Parents* ([www.straightdopeforparents.org](http://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 scores of media outlets, from television, to print, to radio and the Web.

The CASA report CASASARD<sup>SM</sup>: *Intensive Case Management for Substance-Dependent Women Receiving Temporary Assistance for Needy Families* was covered by WCBS-AM, and a series of stories ran in New Jersey's largest newspaper, *The Star-Ledger*. The study's findings were also documented in a corresponding article published in the February 2009 issue of the *American Journal of Public Health*.

*Shoveling Up II: The Impact of Substance Abuse on Federal, State and Local Budgets* was released in May at a Washington, DC press conference and broadcast on C-SPAN. *The New York Times*, *USA Today*, *The Pioneer Press*, CNN, and the Associated Press all covered the release, and more than 50 mentions of the report's findings appeared in various media outlets throughout the year.

The publication of *How to Raise a Drug-Free Kid: The Straight Dope for Parents* in early August garnered immediate media attention and press coverage. Book reviews were published in *The Washington Times*, *The Connecticut Post*,

*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.

The August release of the *National Survey of American Attitudes on Substance Abuse XIV: Teens and Parents* at a Washington, DC press conference was prominently featured on C-SPAN, and subsequent press coverage included CNN, CBS Radio, Sirius XM, WebMD, *The New York Times* and *The Connecticut Post*. Press coverage resulted in 32 radio hits, 129 television hits and 24 original print stories. The report's press release appeared on more than 75 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 around 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

