

Message from the Executive Director and Assistant Director:

On behalf of our Board of Directors, staff, volunteers and those we serve, it is with pleasure that we present our 2012 Annual Report. Within these pages we will summarize the positive impact of our work, both from an individual and population-level perspective. We are proud of the degree to which individuals, both youth and adults, have changed their attitudes and behaviors as a result of participation in our programs. We are also proud of the population-level change we have achieved through enactment of new policies and procedures designed to promote healthy, safe, and prosperous lifestyle choices, as seen by the following examples:



- Through our work with pharmacists from Sussex, Warren and Passaic counties, policies have been put in place that reduce access to prescription drugs by those seeking to abuse them
- Through collaboration with local police departments and the NJ State Police, permanent prescription drug disposal boxes were installed in Newton, Augusta, Sparta, and Hopatcong
- Parents Who Host Lose the Most and Sticker Shock campaigns, which reduce underage access to alcohol, have been successfully implemented countywide
- Responsible Server Beverage Training, which changes policies and practices in liquor-selling establishments to reduce underage use, was provided in Sussex and Warren counties
- Through collaboration with NJ GASP and the Chronic Disease Coalition, policies designed to eliminate smoking in county parks were adopted in Sussex, Passaic, and Essex counties
- Our work to reduce all forms of bullying and promote positive behaviors in schools through the Youth Summit Initiative and support of HIB Specialists has yielded excellent outcomes
- The Circles initiative has helped families and individuals evolve from poverty to prosperity through innovative partnerships with United Way of Northern NJ, NORWESCAP, and others

Our goal for the past decade has been to become known throughout Sussex County as *THE* place to turn for help with a problem related to alcohol or other drugs. Based on the increase in 'help' calls we have experienced over the years and feedback from the public, we have succeeded. That's the good news! The downside to this achievement is that, although our work has evolved over time to now include services that are not directly related to drug abuse prevention, such as youth leadership, financial stability initiatives and the strengthening families program, the stigma attached to addiction keeps some people from accessing these services. We pledge over the next decade to increase our efforts to reduce this stigma, while also increasing the work being done by our staff of 32 professionals that helps youth, parents and adults to make life choices that enhance their health and well-being.

As we enter 2013, we mark our 40th year, which is truly a milestone in our development and cause for great celebration! Our agency has humble beginnings, having been started by a woman in recovery who wanted to help other alcoholics. This was 1973. A year later we were incorporated as the Sussex Council on Alcohol. In 2001, after several name changes, we became the Center for Prevention and Counseling. During the course of this year, we will be mobilizing a task force of dedicated individuals who will help us decide how to rebrand our agency so that we become known to the public as not only addiction professionals but also as the people to turn to for help moving from poverty to prosperity, creating healthy youth, building strong families, and reducing bullying of all kinds. Check our website frequently to learn more about this process and how you can be involved. On behalf of those we serve, we thank you for your continued support!

Barbara Adolphe, Executive Director, and Becky Carlson, Assistant Director

OUR MISSION...

To promote hope, health and recovery among all people by fostering a community in which individuals and families thrive.

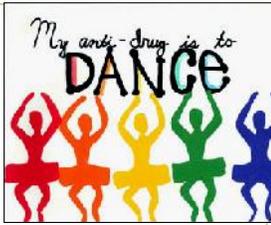
WHO WE ARE...

The Center for Prevention and Counseling is a 501(c)(3) nonprofit agency that has provided advocacy, education, counseling and referrals since 1973.

What's Your Anti-Drug Poster Contest

There are so many things that keep kids away from alcohol and other drugs...singing, sports, scouts, drawing and more! We asked

The WYAD message is well known throughout the county and is a positive and proactive prevention message from the youth.



students to tell us about their anti-drug.

There were **1,020** entries representing **26** schools. **58** winners were published in the NJ Herald Supplement. A total of **6,000** copies were distributed to schools with an additional **12,000** distributed to NJ Herald readers. The NJ Herald prints an eight-



page supplement every year and continues to print at least five other entries weekly throughout the year.



Project Alert Drug Trend Updates

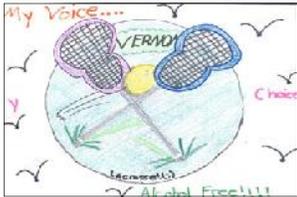
16 Project Alert Drug Trend Updates were held, reaching **383** community members.



88% of the attendees said, "My knowledge of possible consequences of underage drinking has been increased as a result of this presentation."

Annual Public Service Announcement Contest

300 entries were received! **8** posters were chosen to be printed in the New Jersey Herald throughout the month of April and **3** written PSAs were chosen to be recorded and aired on WSUS 102.3FM. Winners were honored at Town Hall Meetings and given awards by NJ State Senator Steve Oroho.



Asset Building Workshops

reached **415** teachers and community members in **12** workshops. There are **40** assets—among them are: positive values, responsibility, self-esteem, support, positive reinforcement and cultural competence.

96.6% said that the Asset Building Presentation was a positive learning experience.

"I learned that however small I can do something that would help a child." "We are all responsible for increasing our student's assets."

Bullying Prevention Summit '12

850 middle school youth along with **176** high school mentors, **80**



98% of surveyed students stated that after participating in the summit, they are committed to stop bullying and **94%** stated they learned new ways to stop bullying in their school.

advisors and volunteers attended the Coalition's eleventh annual **Positive School Climate Summit**. Adult and youth presenters armed students with anti-bullying information, activities for students and teachers to implement, asset building booklets and cyber-bullying information.

Pathways to Prosperity

is a campaign to end poverty.

Since Sussex Circles started, there has been an increase of earned income totaling **\$272,491**.



There were **54** adult participants and **57** children who completed **20** weeks of education culminating in a personalized action plan. Following graduation, each participant is matched with community volunteers or mentors who befriend the family and support them on their bridge to success.

19 participants secured employment and/or improved their employment situation.

Mentoring Plus Community Based Program

had **22** matches. Among the youth who were matched with mentors, **95%** of the mentees are free from adjudication with the juvenile justice



system and **100%** of the mentees remained living in their homes with a parent/guardian. **91%** of the mentees regularly attended school.

"I just like hanging out with my mentor and feeling like one of the guys. I am just so happy that I have somewhere to fit in."



OUR OBJECTIVES

- **Help people of all ages** attain and maintain their recovery
- **Help children** from alcoholic or drug addicted families to learn the skills necessary to overcome their adversities and thrive
- **Provide support for teens** desiring a drug-free lifestyle by offering drug-free activities
- **Empower parents** to raise healthy kids
- **Work with seniors** to manage medications, develop healthy coping skills and deal with isolation and loss
- **Work with incarcerated teens and adults** to address their drug use while incarcerated so they can maintain a drug-free lifestyle when they return to the community
- **Increase financial capability among adults and youth** by providing education and skill-building activities
- **Foster and encourage** community **collaborations** in order to strengthen our prevention and recovery efforts

SUCCESSSES IN NUMBERS:

- **91,000** "hits" to our website
- **62,624** handouts and newsletters were distributed
- **11,240** information gathering visits to our website
- **6,552** adults were served by CFPC's prevention and educational programs
- **5,200** meeting lists distributed
- **2,112** "help" calls handled
- **1,918 pounds** of unwanted prescription and over-the-counter drugs were collected
- **1,803** information calls to CFPC
- **1,200** hours counseling hours for adults and youth
- **536** college students attended 11 Straight Talk presentations this year
- **149** tax refunds were processed by VITA (Volunteer Income Tax Assistance), 71 for individuals under age 60 and 78 for those over 60. Refunds totaled **\$150,877**

"Thank you so much for this wonderful opportunity for my son." This child was very shy and his parents were divorced. Shortly thereafter, his father died. His mother shared, "I am impressed at how much my son has grown, gained confidence and learned better ways to communicate at the Teen Institute Leadership Camp."

COLLABORATIVE EFFORTS:

- Anti-Bullying Specialist Group
- Circles Guiding Coalition
- Coalition for Financial Education
- Coalition for Healthy and Safe Communities
- Community-based Street Gang Prevention Task Force
- Pioneering Healthy Communities
- Prescription Drug Task Force
- Regional Coalition
- SPF-SIG Coalition
- Sussex County CHIP
- Underage Drinking Task Force
- Vernon Coalition

13,759 youth were reached through the Center's prevention programs

- Building Bridges Program
- Bullying Prevention Summit
- Circles
- Coalition for Healthy and Safe Families
- Community Trials Intervention Project
- Coordinated School Health Program
- Financial Stability Project
- Girls Circle
- Life Skills for Adolescents
- Mentoring Plus
- PSA Contest
- Straight Talk
- Strategic Prevention Framework
- Strengthening Families-Family Night Out
- Tobacco-Diabetes Project
- Vernon Coalition
- What's Your Anti-Drug Contest

Of the 5,680 youth that received skill-building education, 85% reported improvement in an essential life skill that will positively affect their lives.

More Sussex County Students are choosing to be alcohol-free! Results of our fourth biennial countywide survey show:

- The percentage of high school students who tried alcohol is the lowest since surveying began in 2006
- Past 30-day use (a good measure of current use) of alcohol by students in grades 9-12 is at its lowest level since we began countywide surveying
- Decreases in past year use of alcohol in grades 9, 10 and 12
- 72.3% of 9th-12th graders have never drank alcoholic drinks regularly, that is, at least once or twice a month
- Over 22% of 12th graders have not tried alcohol
- 27% had not used alcohol in the past year and
- 48% had not used in the past 30 days

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"I noticed a positive change in my son's overall attitude after working with his counselor in this program. He really connected with my son, which is not easy to do. After my first visit on family night, I was very pleased with the program. The counselor is a great asset to your center and truly helped my son get on the right track. I believe it is the counselors that make all the difference and they are what make this program a success. Not only did she connect with my son, but she connected with everyone in the program. My son and I were very fortunate to have her in our lives. I will personally miss seeing her each week.

My overall experience was very positive as a parent. I think it's a great program you have for people in need and [who are] lost. I base my observation and great experience to the warm and caring counselors who really want to make a difference."

(Testimonial from the parent of a child in one of The Center for Prevention and Counseling's programs)

Donate

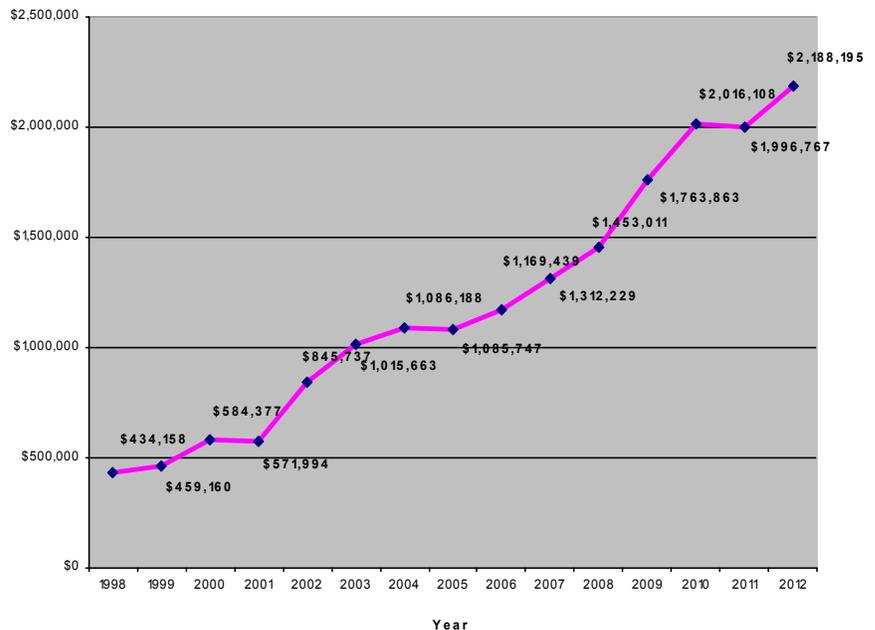
We gratefully accept donations! Credit cards are accepted and a donation form can be accessed at www.centerforprevention.org
We TRULY appreciate your support!

CFPC operates utilizing a diversified funding base, details of which are available on our website.

MAKE A TAX-DEDUCTIBLE DONATION TO US BECAUSE...

- We are **good stewards** of money given to us...with a \$2.19 million budget and a low administrative cost of **2.8%**.
- We **serve diverse populations** and high risk groups of individuals, assisting people of all ages and backgrounds to attain and maintain recovery.
- We **collaborate and cooperate** with other agencies and organizations in the county to avoid duplication of services.
- We have a **sense of urgency**, recognizing our need to make a difference everyday, **using teamwork** to leverage our individual talents to produce positive results.
- Our **programs get results!** We document increased skills and positive changes in behavior among those participating in our programs.
- Through the exercise of **fiscal responsibility** we have shown steady, sustainable growth over the last ten years, as seen in the graph.

The Center's Growth Over the Past 14 Years..
See How We've Grown!



Our Building Bridges Program was held at Vernon Senior Center and Hopatcong Senior Center. **41** seniors and **30** middle school students participated in the Intergenerational Asset Building Program.

"I will focus on being kind to others and respect others."
"I will focus on being open to meet new people."

Lunch 'n Learns provided training to **87** people during **6** free presentations on such topics as "The Blame Game is the Same Game", "Inhalants: Communication is Prevention" and "Addiction: New knowledge, new hope."

"90% of participants reported that the material presented deepened my insight and expanded my knowledge."

87% of participants reported that the objectives were presented and explained clearly.

Community Trials Intervention to Reduce High Risk Drinking: **25** Hopatcong community members participated in CTI's planning committee. The Youth Advisory Board consisted of **24** Hopatcong High School and Middle School youth. CTI

7 CTI Youth received the "You make a difference" award from Mayor Petillo in Hopatcong for their efforts in reducing substance abuse within the community.

conducted **3** Sticker Shock Campaigns in Hopatcong and Byram and **2500** stickers were strategically placed on alcohol beverages. **2** Responsible Beverage Server Trainings (TIPS) were held and **32** servers were trained, with at total of **91** servers in Sussex County trained through CTI.



Students with Mayor Petillo

WISE (Wellness Initiative for Senior Education) celebrates healthy aging and educates older adults on a variety of topics. A total of **65** seniors participated in the six week program.

Seniors reported that "the WISE program is very informative and provides a place to meet and discuss medications and social events."

Counseling Services

We provided **1,200** hours of counseling for adults. **59** adolescents were served through Life Skills program. **43** co-dependency support groups were held for **290** family and loved ones affected by addiction. We completed **192** adolescent intakes, **225** adolescent information and referrals, **462** adult intakes and **500** adult information and referrals. **453** individual clients, **139** group clients and **455** evaluation clients were served.

Tobacco-Diabetes Project

serves Sussex, Passaic, Morris, Bergen, Essex and Warren counties. Approximately **1,000** adults and **2,000** children attended presentations at Birth Haven, Montclair University Drug Coalition, High Point Regional High School, Bergen County Drug Coalition, Passaic County Drug Coalition, Straight and Narrow Family Resource Center, Drug Court and Head Start.

"The highlight for 2012 was adopting **14** smoke free parks policies."



There are approximately **600,000** people living in the **14** municipalities where **smoke free parks policies** were passed who will benefit from the legislation.

Financial Stability Project

provides intergenerational financial capacity building programs regarding budgeting, savings, tax preparation, credit reports, needs vs. wants, credit, spending plans, investment, estate planning, banking basics, income, setting financial goals, fiscal priority planning, improving credit scores and interest. **479** adults and **49** youth attended **27** workshops.



"This program helped me develop a plan to deal with debts. I must work on accumulating disposable income to assist in meeting my obligations to creditors."

89% of participants reported that their overall ability to manage their financial life improved as a result of participating.

Prevention Education for Incarcerated Adults and People on Probation

A licensed counselor provided weekly prevention education for **93 men** and **72 women** who choose to attend the groups at the Keogh-Dwyer Correctional Facility and **86** mandated probation clients as well.

The average age the inmates started using was **9** years old and it appears that they started drinking and using drugs with a parent or sibling.

Strengthening Families Program Family Night Out

is a **14** -week program for the whole family that focuses on connecting family members through fun activities and games. **Three cycles** were held this year serving **33** families, **42** parents and **70** youth. In addition, **8** booster sessions and **4** parent task force meetings were held.

"I am more confident and I know how to handle situations."
"I learned that you should always be an up-stander."

There were **11,420** information gathering visitors who viewed **52,244** pages.

CFPC's Website: In 2012 our website had over **26,000** unique visitors who viewed **372** unique web pages over **91,000** times. This year we added a site search function to make it easier to find topics of interest. We continue to see more visitors using mobile devices, so we are working to create a mobile friendly version of the website that will be easier to use on smaller screens.

Vernon Coalition participated in more than **40** events this year, serving approximately **2,287** adults and **1,262** youth. Activities included: speaking to clergy members and high school students and speaking at 5 SCA meetings. A sample of the events the Vernon Coalition participated in: health fairs, Earth Fest, Town Hall Meetings, Vernon Day, Youth Advocacy Event, National Night Out, Back to School Nights, Pochuck Valley Farm 100th Anniversary, TIPS Training, Rx Drug Take-Back Day, Girls World Expo, Above the Influence Red Ribbon Run, and monthly Coalition Meetings.

WMBC-TV's Melissa Estock interviewed Vernon Coalition coordinator, youth coordinator and member, reporting on The Vernon Coalition. This aired twice during August, reaching 6.8 million TV households in the Tri-State area.

Vernon Coalition Youth were busy this year! A total of **472** Vernon Youth participated in various activities throughout the year. We held **4** Sticker Shock events. Glen Meadow School Middle School Builders Club signed up for our Above the Influence youth group. Our first Above the Influence Tag it event was held in Vernon—**19** students shared with their classmates what they believe can be viewed as a negative influence.

Liquor store owners had positive feedback and requested more events in the future.

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20 youth participated in our first Above the Influence picnic. Many youth joined and are now active members.

Pre and posttests showed an increase of knowledge regarding the Above the Influence campaign.

Girls Circle is a program geared towards adolescent and teenage girls that fosters self-esteem, helps girls maintain authentic connection with peers and adult women in their community. **25** girls participated in the program.

"I liked getting to know some of the girls I didn't know and realizing that they are just like me." "I learned about myself and my impact on other people according to my actions."

There are **400** members of the **Coalition for Healthy and Safe Communities**, with **15** new members joining our efforts this year. The Coalition distributed **10,000** Coalition/Parent Newsletters, **10,000** Power in Youth Newsletters and **10,000** Kids2Kids newsletters. Kids2Kids newsletters reinforces and supplements the information learned during the Bullying Prevention Summit and also highlights the work schools are doing to address bullying and school climate. In addition to the Bullying Prevention Summit, a PSA contest, What's Your Anti-Drug Contest, Prescription Drug Task Force were held as well as many other speaking workshops.

Prescription Drug Task Force (a Coalition program) sponsored Countywide Disposal Dates. **40** bags of medications weighing **885** pounds, were collected in just four hours during the April 28th Prescription Drug Disposal Day. **630** lbs. of unwanted prescription and over-the-counter medications were turned in on September 29th. The Coalition collaborated with Chief Richards and the NJ Division of Consumer Affairs to bring the first permanent Prescription Drug Drop Box to the Newton Police Department. Over **250** lbs. of medication have already been collected.

Strategic Prevention Framework

grant has a **37** member Advisory Panel focused on reducing the consequences of substance abuse among 18-25 year olds. Through their work, **173** students attended **13** Reality Check presentations and **150** students made use of e-CHUG as a self-screening tool is now part of the freshman curriculum.

"The facilitator was very knowledgeable and personable. and helped me understand more about the effects of alcohol"

Coordinated School Health Program served **6,477** youth and **525** adults in Union City and Sussex County. This program provides funding to eight schools, (4 in Union City and 4 in Sussex County) for the purpose of building a strong Wellness Committee,

"Merriam had 70 students and parents participate in the 'National Walk to School Day' which they called the Walking School Bus."

"Flight Club at Jose Marti Freshman Academy provides physical activity and teaches social responsibility to 60 freshmen boys"

Youth advisory Council and programs and projects to staff and students at the schools.



School of Health & Addiction Studies

held **33** renewal classes for **1,650** students. With both initial CADC (offered by NJPN) and renewal classes held at CFPC, people interested in becoming Certified Alcohol and Drug Counselors and counselors already certified can have their educational needs met. We also offer Certified Prevention Specialist classes.

We piloted classes at Integrity House in Newark to provide CADC renewal for people who could not travel to Newton.