

# 2015 ANNUAL REPORT

**THE CENTER**  
FOR PREVENTION & COUNSELING

**FOR MORE THAN 40 YEARS DEDICATED TO  
BUILDING HEALTHY FAMILIES AND COMMUNITIES**

## THE BEST OF 2015



### **The Center 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©(3) nonprofit agency that has provided advocacy, education, counseling and referrals since 1973.

**The Center for Prevention and Counseling**  
**61 Spring Street, 3rd Floor, Newton NJ 07860**  
**Phone: 973-383-4787**  
**Website: [www.centerforprevention.org](http://www.centerforprevention.org)**  
**Email: [info@centerforprevention.org](mailto:info@centerforprevention.org)**

## Message from the Executive Director:



Dear Friends,

We are excited to share our 2015 Annual Report showing yet another remarkable year for our agency as we marked our 41<sup>st</sup> year of service in Sussex County. Our dedicated staff has done an incredible job of expanding our counseling and prevention outreach while strengthening our many programs and services.

Our outcomes speak volumes in regards to our growth this past year and can be seen in the following pages of our report. Some of the exciting highlights from this year include the following:

- Recipient of two prevention grants that brought evidenced-based programs to three municipalities, consisting of Botvin's Life Skills Training for youth, Olweus Bullying Prevention Program, Strengthening Families, WISE Wellness Initiative for Senior Education and WNBI 2.0, We're Not Buying It for teens;
- Recipient of County of Sussex's Chapter 51 Recovery Support grant bringing programs to assist the recovery community that featured community events, a DEA sponsored heroin addiction art exhibit, *Our Stories Have Power* workshops and Narcan trainings for community and family members;
- Graduation of our first teen Entrepreneurship group where using the REAL, an evidence-based curriculum, 14 teens completed business plans for their microbusinesses and seven students received seed capital to launch their new businesses;
- Collaboration with the Sussex County Drug Court to offer workshops and classes for its participants;
- Recipient of a wellness grant to support recovery amongst our Intensive Outpatient clients by encouraging and including nutrition and fitness into their treatment plan;
- Opening of an adolescent Intensive Outpatient program;
- Collaboration with law enforcement, key stakeholders and volunteers for C.L.E.A.R. (Community Law Enforcement Addiction Recovery initiative) to assist with helping individuals looking to find recovery support via the use of trained recovery coaches;
- And introduced *Changing the Face of Addiction*, a recovery walk that featured over 275 people who walked to address the stigma surrounding substance use disorders.

This past year was one of growth and achievement as the Center for Prevention and Counseling's prevention, treatment and recovery support services reached over 15,000 individuals and families utilizing our many services and programs. The work we do would not be possible without the generous support and commitment of our Board of Trustees, donors, community partners and staff as we work together to provide hope, health and recovery to those we serve. We thank each of them for all they do to support our agency and the work being done in Sussex County and the northern region of New Jersey.

A handwritten signature in black ink that reads "Becky Carlson". The signature is fluid and cursive, with the first name "Becky" being more prominent than the last name "Carlson".

Becky Carlson, Executive Director

## **2015 Board Members:**

### **Dolores Blackburn**

*Board Vice President*

Retired Sussex County Prosecutor

### **Becky Carlson**

*Ex-Officio*

Executive Director, CFPC

### **Wendy Cooney**

*Board President*

College Professor and Retired NJ State Trooper

### **Chris Dexter**

General Manager, Mendham Audi

### **Jonathan McMeen**

Attorney

### **Margie Morville**

*Board Secretary*

Realtor

### **Vance Mulholland**

Public Relations

### **Jennifer Reynolds**

Instructional Coach

### **Jaime Sella**

Addiction Counselor Intern

### **Julie Shotwell**

*Board Treasurer*

Retired Teacher & Business Owner

### **Shain Steffens**

Financial Advisor/Planner

### **Shawn Steffens**

Financial Advisor/Planner



**2015 Staff:**

Ed Blevins, LPC  
 Ayla Bower  
 Jennifer Boyle  
 Elaine Catanzaro  
 Rebecca Dorney  
 Elizabeth Hill, LCADC  
 Deborah Kopko-Vitale, LPC  
 Ava LaMorte, CADC  
 Louie Lavin  
 Ashley LeBelle  
 Gia Leo, MSW  
 Michele Leonard, CSW  
 Jane Lupo, CADC  
 Brianne Meade, MSW  
 Cindy Meakem, CHES  
 Dianna Morrison, CSW, FSW, CEPF  
 Ellen Pagano  
 Pam Pastorino, MPH  
 Patrice Reilly  
 Jose Rosario, CADC  
 Gemma Chalkley-Saum  
 Annmarie Shafer, CPS  
 Rich Stabb, CADC  
 Mary Ann St. John, CPA  
 Shelley Stuart, CHES  
 Kristina Thompson  
 Tina Thompson, CHES, CPS  
 Victoria Tummillio, CADC  
 Rachel Wallace, LCSW, LCADC  
 Natalie Yanoff-Smith, CADC



Congratulations to...

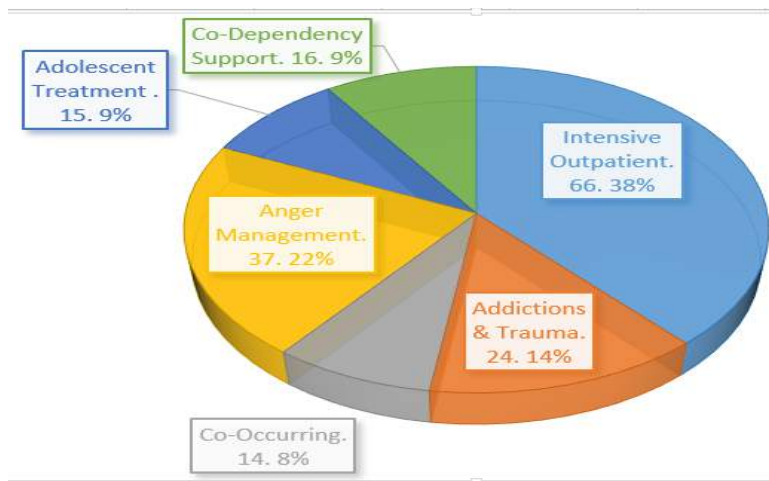
- ★ Ed Blevins and Deborah Kopko-Vitale for becoming LPC's.
- ★ Ayla Bower and Patrice Reilly for graduating from their respective programs.
- ★ Rachel Wallace and Natalie Yanoff-Smith for being interviewed for a documentary produced by local veterans.
- ★ Becky Carlson for receiving the Business Woman of the Year Award presented by the Sussex County Chamber.
- ★ The Altitude program for receiving the David C. Herzenberg Award presented by the Sussex County Chamber.
- ★ Becky Carlson for winning Advocate of the Year Award from Community Anti-Drug Coalitions of America (CADCA).
- ★ Annmarie Shafer for becoming a trainer for the *Our Stories Have Power* recovery messaging training.
- ★ Ed Blevins and Deborah Kopko-Vitale for becoming grandparents.
- ★ Tina Aue and Patrice Reilly for attending a national conference on "*Positive Discipline in the Classroom.*"

## Counseling:

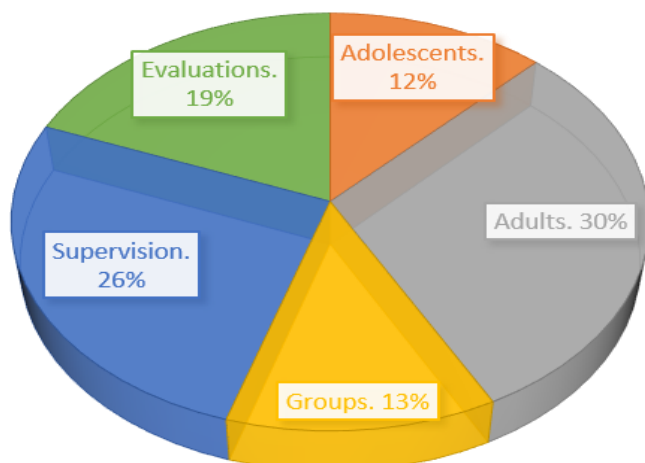
Our clinical team is dedicated to ensuring best practices in treatment of substance abuse, mental health and co-occurring disorders. All of our committed team members are trained in a variety of treatment interventions including Cognitive Behavioral Therapy, Motivational Interviewing, Motivational Enhancement Therapy, 12 Step Facilitation Therapy and Family Systems Therapy. Our team meets regularly each week to ensure all of our clients needs are being met to the best of our ability.

Through a contract with the Sussex County Intoxicated Drivers Resource Center (IDRC), three counselors facilitate a weekend program once each month for people mandated to receive 12 hours of education as a result of receiving a DUI. These classes address the use of alcohol and other drugs, risky behavior, decision making and assists participants in exploring if they need to change their use of substances of abuse.

### Intensive Outpatient & Specialty Groups



### Counseling Hours



**4,873** counseling hours for adults and youth in 2015.

### Testaments:

*"I love coming, it is very helpful and I am thankful for the opportunity to be a patient here."*

*"It was my very first visit, I felt comfortable, listened to and my needs are being met. The Center is a very good program."*

*"I am so grateful for this team of people because they have taught me so much about my addiction and myself. Very understanding, smart and I feel very confident talking to my counselor about anything."*

*"The counselors are very helpful and respectful. The counselors are very understanding and willing to work with us."*

100% of clients felt that their counselor respected them.

98% felt they are better able to deal with their alcohol/drug problem after receiving counseling services at The Center.

100% felt their counselor spent enough time with them.



### Coalition for Healthy and Safe Communities:

- ★ **596** total members
- ★ **40** Servers TIPS certified
- ★ 90% of participants report their knowledge of intoxication rate factors increased
- ★ **2,250** pounds of Prescription drugs were collected and properly disposed of
- ★ Educated Newton Town Council and Planning Boards to restrict “Vape stores” from opening

**7** Sticker Shock events were completed  
**3,982** Stickers were placed



### Anti-Bullying Specialist Meetings:

**7** meetings were held with **26** school districts represented.

- ★ *“Thank you for another excellent meeting!”*

**2** School Safety Team Trainings for **125** school teachers and counselors

- ★ *“Thank you for an informative and practical full day workshop that will help me engage my staff members in positive school climate strategies.”*



### “Taking Flight to Change” Summit:

Over **1,000** Middle School and High School Mentors attended.

Surveys indicated:

- ★ 95% of high school leaders said that their public speaking and advocacy skills were increased.
- ★ 97% of middle school students said that the Summit prepared them to be an effective student leader.
- ★ 100% of advisors said the event helped their students understand the value of having a positive school climate.

*“Learned how being confident and positive can cause others to be confident and positive.”*

*“The Summit has finally broken me out of my shell.”*



### Hidden In Plain Sight:

7 Exhibits held

450 People in attendance

- ★ 97% of participants surveyed report their knowledge of the signs and symptoms of substance abuse was increased.

*"I am a Registered Nurse working in a pediatric office, my children are grown but I attended to see what is new in the neighborhood. It was a real eye opener and I took a lot of information to the office with me."*



### "What's Your Anti-Drug?" Poster Contest:

1,100 Entries submitted

31 Schools represented

11, 700 NJ Herald supplements distributed

55 Winners highlighted



### Project Alerts:

11 Presentations held

300 People in attendance

- ★ 95% of participants surveyed report that they learned new strategies to help prevent youth from using alcohol and other drugs.

*"As a parent in the community, I did not realize that heroin was so cheap and prevalent. I learned so much about drug trends in Sussex County."*



### Asset Building at Rainbows of Learning

- ★ 100% of Rainbows of Learning board members were supportive of the asset building philosophy and now include asset building materials into new student orientation packets.

Rainbows of Learning concluded a two-year Asset Building pilot program in December 2015. Quarterly asset building trainings and quarterly parent workshops were provided during the two-year program. The Center for Prevention and Counseling staff provided weekly asset-building lessons for 40 pre-school children. Funded by United Way of Northern New Jersey.



### Vernon Coalition:

**1,996** Adults Served

**13** New Members Joined the Coalition

**10** Focus Groups Held

**158** Programs Held

#### 2015 Successes:

- ★ Secured the donation of office space in the Vernon Board of Education building
- ★ Completed the PRIDE Survey with 717 Vernon participants
- ★ Held our Annual Town Hall Event with 190 people in attendance
- ★ Presented a Drug Trend Update for Mountain Creek's leadership staff, AdvoCare Pediatrics and Vernon Urgent Care
- ★ Held a Parents Who Host Lose the Most Assembly for Juniors and Seniors before prom with Chief Mills and George Morville
- ★ Participated in 41 meetings with key community stakeholders



### Vernon Coalition Youth:

**2,565** Youth Served

#### 2015 Successes:

- ★ 26 Above the Influence (ATI) meetings were held
- ★ 4 Vernon youth attended Lindsey Meyer Teen Institute Leadership Conference
  - ★ 2 High School students were chosen as YAK's (Youth Counselors) for this conference
- ★ Students have said:
  - ★ *"Above the Influence has changed my life for the better."*
  - ★ *"ATI has taught me to be a leader."*
- ★ Held 2 events at Art Academy for youth group members



## Prevention Programs:

### Girl's Circle & Boy's Council:

7 Programs held

90 Students participated

- ★ 90% of boys stated that they are comfortable telling their friends how they feel after Boy's Council
- ★ 75% of girls reported that they now treat girls who are not their friends with respect

*"Thank you for this group. It helped me a lot!"*

### Strengthening Families:

19 Families served

692 Newsletters distributed

- ★ 88% of parents reported that they utilize healthy communication skills when conflict arises

*"We find this a great way to put our lives aside for a day and focus on being a family."*

*"This 90 minute weekly program is amazing and it brings the family closer."*

### WISE Wellness Initiative for Senior Education:

7 Programs held

105 Adults served

- ★ 93% of older adults report that they understand how lifestyle choices and behaviors impact overall health

### 7 Habits of Highly Effective Teens:

7 Programs held

185 Students participated

- ★ 90% of students felt the training will be a useful tool that they can apply to their life to change their attitude or behavior in a positive way

### Reality Check & Too Smart to Start:

21 Presentations held

1,092 Students served

- ★ 91% of students strongly agree that underage drinking is "not a rite of passage"

*"I learned that you may have to say no more than once in the same situation."*

*"Have a message or code you can text to your parents to get out of a place."*



### WNBI 2.0 We're Not Buying It:

4 Programs held

230 Students served

- ★ 97% of students can compare the difference between movie portrayal of underage drinking and real life consequences of underage drinking
- ★ 91% of students can identify a tricky marketing technique used by advertisers

### OLWEUS Bullying Prevention Program:

Implemented in 2 School Districts

- Byram Intermediate School
- Sussex-Wantage School

### Botvin's Life Skills Training:

14 Programs held

177 Students served

## Coordinated School Health:

### 2015 Successes:

- ★ **10** schools were funded through this year's grant cycle
- ★ Through the funding these schools were able to:
  - ★ Update physical education equipment
  - ★ Incorporate technology into the Physical Education program
  - ★ Improve the schools culture and climate
  - ★ Install water filtration systems to promote healthy drinking choices and decrease plastic water bottle use
- ★ Funded 12 students to attend the Lindsay Meyer Teen Institute camp in Hardwick
- ★ Held the 4th Youth Leadership weekend in Branchville for **55** students



## Pathways 2 Prosperity

### ENDING POVERTY BY CREATING SUSTAINABLE SELF RELIANCE AND RESILIENCY

Phase  
1



**CAREER AND LIFE PLANNING CURRICULUM**

Phase  
2



**MENTORING AND GOAL ACHIEVEMENT**

Phase  
3



**JOINING THE LEADERSHIP TEAM**

### WHAT'S THE IMPACT?



↑ \$465,128

INCREASE IN EARNED INCOME



↑ \$51,813

INCREASE IN SAVINGS



↓ \$97,782

REDUCTION IN DEBT

STRENGTHENING LIVES



↓ \$35,098

REDUCED RELIANCE ON SOCIAL SERVICES AND UNEMPLOYMENT



SMALL BUSINESS START UP



ASSET ACQUISITION

STRENGTHENING COMMUNITIES

## Tobacco Project:

- ★ Served Sussex, Warren, Passaic, Somerset, Morris, Essex and Hudson Counties
- ★ Essex County parks became tobacco/smoke free
- ★ Paterson City raised the age of sale for tobacco from 19 to 21



**6,000** Youth and adults served  
**200** Presentations held

### SUCCESSES IN NUMBERS:

- **81,270** handouts and newsletters were distributed
- **996** "help" calls handled
- **12,005** youth were reached through The Center's prevention programs
- **94,139** "hits" to our website
- **12,891** visits to the 12- step meeting listing on our website
- **460** college students attended 20 Reality Check presentations this year

### OUR OBJECTIVES

- **Help children** to learn the skills necessary to overcome their adversities and thrive
- **Support teens** by providing skill-building education and creating environments that help them to make healthy choices.
- **Empower parents** to raise healthy kids
- **Work with senior citizens** to manage medications, develop healthy coping skills and deal with isolation and loss
- **Work with incarcerated teens and adults** to address their drug use and other issues while incarcerated so they can be successful when they return to the community
- **Increase financial capability among adults and youth** by providing education and skill-building activities
- **Foster community collaborations** in order to strengthen our prevention efforts
- **Help people of all ages** attain and maintain their recovery

## Recovery Support:

### 2015 Successes:

- ★ 1st Annual "Changing the Face of Addiction" Walk with over **275** walkers
- ★ Recovery Advocacy/Support brochure created
- ★ DEA/Partnership for a Drug-Free New Jersey *Heroin Addiction Art Exhibit*
- ★ **40** people trained through "Our Stories Have Power"
- ★ **10** Sussex County Drug Court clients participated in the Money Fit program



## Our Values

Faith

Integrity

Resourcefulness

Sense of Urgency

Teamwork



Client Focus

Helpful Attitude

Open Communication

Innovative Thinking

Cooperative Spirit

Exceptional Personal



## Donate

We gratefully accept donations. Credit cards are accepted. A donation form can be accessed at [www.centerforprevention.org](http://www.centerforprevention.org).

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

We TRULY appreciate your support! **Make a Tax-Deductible Donation to Us Because...**

- ★ We **are good stewards** of money given to us with a budget of \$ 2,033,193 million and a low administrative cost of **4.6%**.
- ★ 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**, thus recognizing our need to make a difference everyday, **by 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.