



2022 Annual Report



Letter from the Chair & Executive Director

Dear Friend:

We are grateful to report that Drug Free America Foundation, Inc. (DFAF) enjoyed a highly productive year in 2022, underscored with many successes. Before we share our highlight reel with you, we can't help but think about the huge loss our organization experienced this year when Mrs. Betty Sembler, our founder and guiding light, passed away.

As you know, Mrs. Sembler was a trailblazer in drug prevention with a life-long, unwavering commitment to advocating for drug prevention and treatment. Her passing leaves a huge void, both personally and professionally, but her legacy remains as a guiding light for all of us who continue her life's work. With that thought in mind, let us all rededicate ourselves to taking up Mrs. Sembler's charge.

We honored the legacy of our beloved founder by unveiling the Betty Sembler Heart of a Hero Award at DFAF's Annual Gala in St. Petersburg, Florida in October. Moving forward, the award will be bestowed to an individual that shares the qualities that made Mrs. Sembler and her stewardship so unique: vision, leadership, advocacy, partnership, and friendship.

The inaugural Heart of a Hero Award was presented to Randy Grimes, former NFL center for the Tampa Bay Buccaneers, and founder of Pro Athletes in Recovery. Randy has dedicated his life to sharing his story of addiction and his journey to recovery. He is committed to being a positive role model for those suffering from and battling addiction.

In 2022, DFAF leveraged its reputation and relationships to initiate and conduct a series of meetings, webinars, and panel discussions featuring some of the most distinguished colleagues in the field. Additionally, our experience allowed us to continue to inform and influence government and key stakeholders that make policy regarding marijuana legalization, the opioid use crisis, and access to treatment and recovery services. With the pandemic in our rearview mirror, DFAF held its annual Prevention, Treatment and Recovery Day in Tallahassee, sponsored its 10th Annual Drug Summit in Florida, as well as hosted the first Illinois Marijuana Prevention, Education and Advocacy Summit in Chicago.

The Illinois Marijuana Prevention, Education and Advocacy Summit was part of a new initiative called Marijuana Know the Truth, designed to provide fact-based information on the dangers of marijuana, to residents in Illinois. A second initiative, called the Marijuana and Pregnancy Project, started late this year in Florida. The Marijuana Pregnancy Project is focused on reducing the number of women using marijuana while pregnant and breastfeeding. Both initiatives are supported by robust, cross-platform digital advertising campaigns that combined have garnered over 1.5 million impressions and generated 40,000 clicks to our website.

This year, our staff was also regularly engaged with youth in Pinellas and Hillsborough counties through a variety of drug education, prevention and mentoring programs. We produced and published our podcast, posted monthly interviews on our blog, and created educational materials that interpreted and disseminated new research important to our mission. DFAF's National Drug-Free Workplace Alliance implemented new programs, affecting over 1,000 employees and supervisors.

DFAF continued to be a leader on the international front. Amy Ronshausen was elected to a second two-year term as President of the World Federation Against Drugs (WFAD). This year's activities included conducting virtual webinars, attending global conferences, and building capacity through our Global Task Force. DFAF's special distinction as a Non-Governmental Organization (NGO) in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC) allowed DFAF to have a voice in global drug policy. As an NGO with ECOSOC Consultative Status, DFAF organized, hosted, and participated in side events during the United Nations Office on Drugs and Crime (UNODC) Commission on Narcotic Drugs (CND).

Please take a few moments to peruse this annual report which provides a more detailed overview of Drug Free America Foundation's accomplishments for 2022. In the meantime, please accept our gratitude for everything you have done to make these achievements possible. Without you and the dedication and commitment of our many partners and contributors, none of this would be possible. Thank you!

Sincerely,




J. Tyler Payne, Esq.
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Amy Ronshausen
Executive Director

Board, Advisory Board, Staff

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Ambassador Mel Sembler

Chair Emerita

Betty S. Sembler (1931 - 2022)

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Vision & Mission

Drug Free America Foundation, Inc. is committed to developing strategies and educational programs that prevent drug abuse and promote sustained recovery.

The Drug Free America Foundation, Inc. vision is a world where all people live free from the burden of drug abuse.



Advocacy

In 2022, DFAF worked to be a leading voice on key drug policy issues by promoting a strong advocacy platform accomplished through leadership, education, and community outreach. DFAF continued its leadership in advocacy in Florida, nationwide, and across the globe. This leadership included providing our knowledge and resources to both governmental and non-governmental entities. Through collaborations with these partner organizations, DFAF expanded its capacity to spread its message by reaching new audiences.

Through collaborative efforts, DFAF has harnessed the expertise of distinguished colleagues to the public through a variety of meetings, webinars, and panel discussions. Additionally, our experience has allowed us to continue to inform and influence government and coalition leaders addressing evolving drug policies including those on marijuana, the opioid use crisis, the effects drug use has on mental health, and recovery.





This past January, DFAF held its annual Prevention, Treatment, and Recovery Advocacy Day in Tallahassee with over 75 adults and youth from across Florida. Advocates met with over 70 legislators and provided them with educational packets with information about the impacts of legalization, behavioral health equity, and marijuana use during pregnancy.

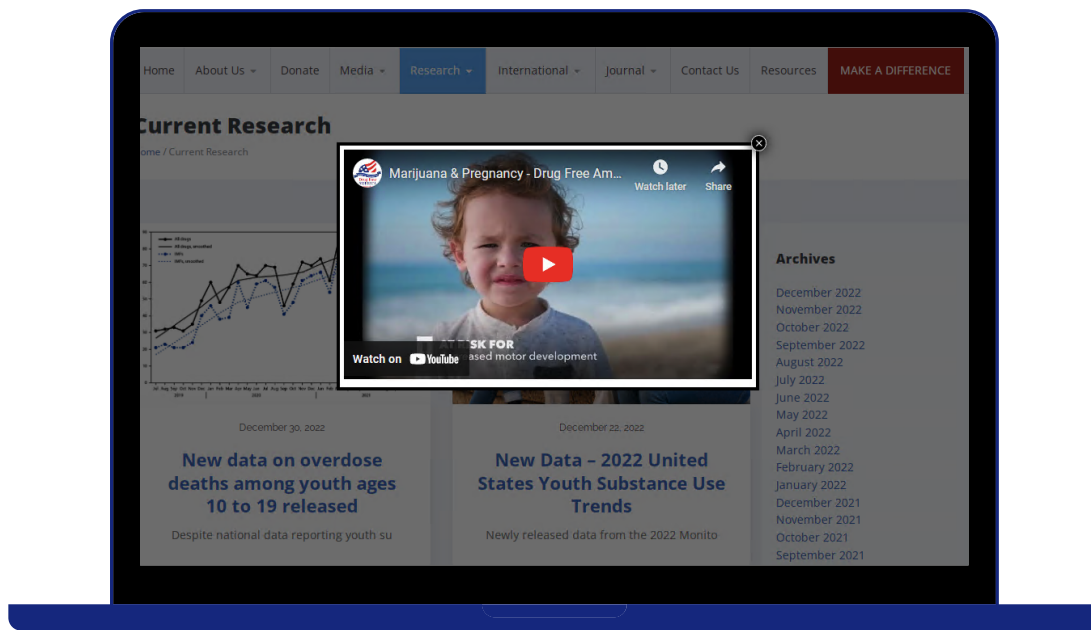


DFAF also met with Doug Simon the new head of the Florida Office of Drug Control to begin building a relationship and discuss pending legislation.



Additionally, our staff continued to communicate with lawmakers and grassroots activists at the local, state, national, and international level to provide current research and data on drug trends and advocate for policies that help communities enact change. Participating in events such as Advocacy Day in Florida, the Bureau of International Narcotics and Law Enforcement Affairs meeting in Washington D.C., the World Federation Against Drugs World Forum in Sweden, and the Planet Youth Conference in Reykjavik, Iceland, allowed DFAF to speak on the importance of drug prevention, access to treatment, and recovery.





Research and Education

Creating, compiling, interpreting, and disseminating new research is fundamental to the mission of DFAC. Our staff regularly reviews the literature for new medical and public health research related to marijuana and other drugs. We then use this information to develop new resources, magazine articles, blogs, educational campaigns, social media content, public health alerts, and more.

During 2022, over 40 blogs were published on the DFAC and the National Drug-Free Workplace Alliance (NDWA) websites, covering diverse topics such as youth and kratom use, marijuana use in adults linked with rise in heart attacks, medical marijuana cards and marijuana use disorder, skyrocketing adolescent drug overdoses, heightened risk of

substance use disorders among female youths who attempt suicide, rise in prenatal marijuana use and associated adverse health effects on the child, marijuana legalization and the opioid crisis, stigma, workplace, and many others.

DFAC also commissioned two nationwide studies in 2022. The first study titled, A Panel Study of the Effect of Cannabis Use on Mental Health, Depression, and Suicide in the 50 States, was commissioned by DFAC through a generous donation and Johnny's Ambassadors. The study revealed a link between high-potency marijuana and the mental health impact on young people, in states that have legalized the drug. To promote the study, DFAC produced an educational video and one pager that was marketed through a cross-platform digital campaign. The second nationwide study, related to marijuana impaired driving, is underway and will be released in early 2023.

DFAF also published six new resource documents including one-pagers on vaping, impacts of marijuana legalization, behavioral health equity, apps parents and caregivers should know about, substance use recovery in the workplace, and stigma of substance use recovery in the workplace.

Apps Every Parent/Caregiver Should Know

Attention Parents and Caregivers: What do you know about these popular apps? These apps are designed for a variety of uses including social networking, dating, posting videos and photos, and more. The problem for parents is that these apps are not inclusive for kids. Reports confirm that youth have been bombarded by explicit content from potential predators on the danger. Learn more about the most popular apps.

Most Popular Apps

- WhatsApp:** Used to send text messages as well as photos and videos through the app.
- TikTok:** Used to create content to watch later.
- Instagram:** Used to post photos and videos through the app.

Secret Apps Used For

- Telegram:** This app appears to be used by teens to communicate with each other.
- Signal:** Appears like a calculator, but is used to communicate with each other.

Marijuana: Know the Truth Impacts of Legalization

Marijuana Potency

- Marijuana potency has risen from 4% in 2013. By 2017, marijuana strains from Colorado dispensaries had THC content between 17% to 28%.
- New methods of processing marijuana have yielded extremely concentrated high-potency extracts called wax, shatter, dabs, butane hash oil (BHO), also known as honey oil, with THC levels up to 95%.

Substance Use Recovery in the Workplace

RECOVERY BENEFITS ALL STAKEHOLDERS

Workplaces that support employees' recovery from substance use disorders can reap benefits and contribute to the health of all of their workers. Benefits include increased productivity, improved morale, safer workplace, greater employee retention, and a more positive working environment.

WHAT IS A SUBSTANCE USE DISORDER?

- A substance use disorder (SUD) is the unrelenting use of alcohol and/or drugs causing significant impairment such as health problems and/or the inability to meet daily responsibilities at work, school, and home.
- The American Psychiatric Association defines addiction to drugs as a disease because it causes changes in the way the brain functions.
- Substance use disorders affect entire communities through impacts to workplace, criminal justice system, and healthcare.
- According to the National Survey of Drug Use and Health (NSDUH), 30.4 million people ages 12 and over experienced SUDs and more than 13 million also have a mental illness. As a result, SUDs impose a \$45 billion burden to businesses due to lost workdays with prescription opioid misuse accounting for nearly \$8 million of that number.
- Co-occurring substance use disorders and mental illness are common and often a symptom of adverse experiences or trauma.

WHAT IS RECOVERY?

- Recovery is the process of change where individuals with a substance use disorder voluntarily use treatment and long-term support to return themselves to good health, achieve wellness, live autonomous lives, and endeavor to become their best selves.
- Recovery is achievable but it is challenging process.
- Having a mix of internal and external resources to augment one's recovery known as "recovery capital." Examples of "Recovery Capital" may be having a supportive, stable housing, and/or a job.
- Employment is one of the highest priorities for a person in recovery and an indicator of positive outcomes.
- Some of the positive effects include:
 - Lower recidivism
 - Higher abstinence
 - Cessation of unlawful activity
 - Less parole violations
 - Enhanced quality of life
 - Successful transition to productivity
- Workplaces that support recovery achieve a significant return on investment through increased productivity, retention, morale, a health culture and decreased absenteeism and insurance costs.

STIGMA OF SUBSTANCE USE RECOVERY IN THE WORKPLACE

SUBSTANCE USE DISORDER

- 1 in 14 Americans reports SUD
- SUDs develop when someone or home problems
- The repeated use of drugs can be the ability to resist the craving of addiction
- Addiction is a treatable medical condition that can be managed successfully
- Treatment for addiction is available and effective
- Treatment is specific to each individual and may include medication, counseling, and support groups

STIGMA OF SUBSTANCE USE

- Stigma is a negative or unfair based upon a particular characteristic of a person or group of people
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Vaping and Youth

- Approximately 2.6 million youths were using e-cigarettes in 2019
- The most commonly used device in 2019 was the JUUL
- Youth who use e-cigarettes are 3.5 times more likely to use tobacco
- Studies show an increase in vaping CBD by the US Food and Drug Administration (FDA) in 2019
- Exposure to high levels of nicotine and tar can impact learning, memory, attention, and brain development

Increases in Vaping Marijuana

- Increases in the prevalence of vaping marijuana
- Studies indicate that there is a strong up-tick in the use of vaping marijuana
- Studies show an increase in vaping CBD by the US Food and Drug Administration (FDA) in 2019
- Exposure to high levels of nicotine and tar can impact learning, memory, attention, and brain development

In partnership with the Pinellas County Opioid Task Force, the 2022-2023 Opioid Use Prevention Toolkit was released and will serve as a great resource for understanding and addressing the opioid epidemic in the community.



2022-23 Opioid Use Prevention Toolkit

Empowerment Through Education

DFAF continued its long-standing partnership with the National Narcotics Officers Association Coalition (NNOAC), an umbrella organization representing 40 state narcotic associations. The NNOAC focuses on relevant Federal legislation and domestic and international drug-related crime issues. Though the partnership, DFAF often authors articles for their magazine called The Coalition. This past Spring, The Coalition published DFAF's article titled "DFAF Innovates Prevention Messaging for the 21st Century Global Audience," which was seen by 600 thousand readers in the U.S. and included an international audience in Canada, Australia, Sweden, Norway, and Ireland.



THE COALITION
NATIONAL NARCOTICS OFFICERS ASSOCIATION COALITION

DFAF Innovates Prevention Messaging for the 21st Century Global Audience

By Drug Free America Foundation

DFAF's latest contribution to the magazine is the new look by utilizing online strategies to reach audiences through digital marketing. The new look was created by DFAF and was a result of a recent project, DFAF developed a new look for the magazine. The new look was created by DFAF and was a result of a recent project, DFAF developed a new look for the magazine. The new look was created by DFAF and was a result of a recent project, DFAF developed a new look for the magazine.



Special Highlight

Marijuana and Pregnancy Educational Project

Towards the end of 2022, DFAF kicked off our Marijuana and Pregnancy project in the state of Florida. The project was funded through the Florida Department of Health and championed through legislation introduced by Representative Chris Latvala and Senator Gayle Harrell and signed by Governor DeSantis. The project is special to us, as it was a one that was born out of conversations with our late founder, Mrs. Betty Semler. Mrs. Sembler was very concerned over the growing number of women in Florida using marijuana during pregnancy and postpartum.

The project is focused on reducing the number of women using marijuana while pregnant and breastfeeding through educating communities at regional town hall meetings, developing an educational media campaign, designing an online training course for prevention and treatment professionals, creating and disseminating educational resources, and establishing a statewide taskforce.

The project will run through 2023 and is already in full swing through the creation of a Neonatal Marijuana Exposure Task Force, which meets virtually monthly, and the development of a dedicated webpage and several new educational resources for pregnant women, breastfeeding women, and women of childbearing age. The first of several webinars was conducted titled "Fetal and Neonatal Exposure: Speaking for Those Unable to Speak for Themselves," featuring Neonatal Nurse Practitioner Leeann Blaskowsky, and the first of six regional town hall meetings was done in

December. DFAF partnered with Hillsborough County Anti Drug Alliance and Drug Free World to host a lunch and learn where leaders from across the SunCoast region met for an educational session featuring Dr. Jason Fields, a specialist in addiction medicine at Baycare Behavioral Health, followed by a strategic planning session.



The project also includes a 32-week cross platform digital advertising campaign that kicked off in November. By the end of the year, the campaign already generated 600,000 impressions and delivered more than 15,000 clicks to our website, where viewers can find addition resources on the subject.

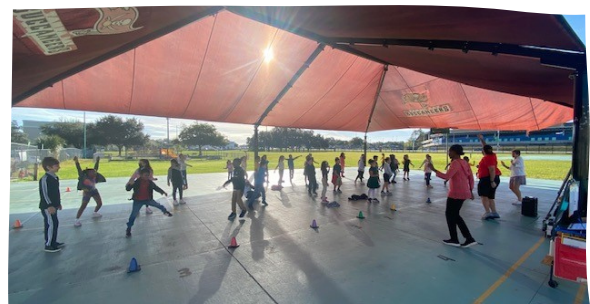
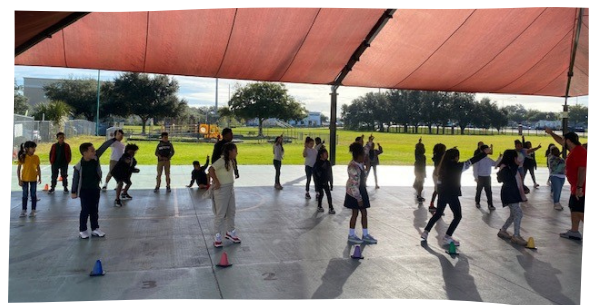




Youth

Drug Free America Foundation is committed to the healthy and safe development of youth, both at the local and global level, as part of our mission to prevent substance use and abuse. Throughout 2022, DFAF educated children and youth on various substance and health related topics, empowering them with the knowledge necessary to make healthy choices for proper growth and development. This knowledge aids in the prevention of substance use and other risky behaviors.

During National Substance Use Prevention Month, DFAF partnered with More 2 Life and celebrated the Red Ribbon Week prevention campaign with students at Pizzo K-8 Elementary School. We conducted interactive sessions where the students learned about the importance of making health-based choices



and strategies to overcome peer pressure. At the end of each session, students took a Drug-Free pledge and earned Red Ribbon themed swag like bracelets, stickers, pencils, and a coloring page diploma. We incorporated this year's theme, Celebrate Life. Live Drug Free.™, as we danced to music and celebrated Red Ribbon Week. As an ambassador of the One Choice initiative, developed by the Institute for Behavior and Health, DFAF introduced the students to the One Choice prevention message. They had a blast raising their finger in the air and shouting "NO!" to drugs as they proclaimed to make the One Choice to be drug-free.

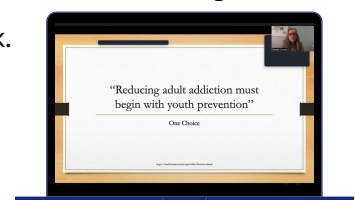
Throughout the school year, DFAF educated youth involved in drug diversion programs in both Hillsborough and Pinellas Counties in Florida. DFAF staff taught a vaping course to students in Hillsborough County who were caught in possession of or using a vaping device. Through the course, students learned the health implications of vaping and were provided with resources to help them quit. Staff also presented the Dangers of Synthetics Education (DOSE) class and shared information about the dangers of synthetic drugs to middle and high school students through the Pinellas County juvenile drug court.

Through DFAF's partnership with the Lunch Pals program in Pinellas County, DFAF staff served as mentor for the Take Stock in Children (TSIC) program at East Lake High school. TSIC provides students with hope for a better life by offering college scholarships and a caring volunteer

mentor who meets with students to provide guidance and conduct enrichment activities throughout their middle and high school years. DFAF staff also presented at group sessions where students throughout Pinellas County were educated on various substance related topics.

DFAF continues to partner with Dr. Robert DuPont and his team at the Institute of Behavior and Health to develop a social media presence for their One Choice drug and alcohol abstinence health message, for youth under age 21. DFAF is proud to be part of the One Choice Community, which is a collection of prevention organizations, coalitions, and individual leaders that aim to expand the data-driven, youth-led One Choice prevention message while amplifying youth voices in prevention.

Other highlights from this year include Chantel Lincoln delivering a virtual presentation as a guest speaker for a bioethics course at James Madison University discussing the importance of substance use prevention for youth and the effects of marijuana legalization, our participation of youth in Advocacy Day at the Florida State Capitol in Tallahassee, hosting a regional youth forum that coincided with the Children Matter Conference in Kerala, India, and conducting various social media campaigns targeting youth such as National Drug and Alcohol Facts Week.





Professional Training

Sponsoring, hosting, and presenting impactful training events and conferences allows DFAF to educate and influence broad domestic and international audiences, with expert content from prominent individuals. Partnering with global organizations allows others to gain knowledge, network, and build the capacity of all who participate.

DFAF hosted our first Marijuana Prevention, Education, and Advocacy Summit in Rosemont, Illinois. The Summit featured national drug demand reduction experts who discussed the impact of current marijuana laws and presented strategies for advocating for policies that protect public health and safety. The two-day Summit featured keynote speaker Laura Stack, founder and CEO of Johnny's

Ambassadors and the mother of 19-year-old Johnny, who died by suicide from paranoid delusion after using high-potency marijuana.



Other speakers represented a broad cross section marijuana prevention experts including Andy Duran, Carlton Hall, Andrea Barthwell, Jennifer Bash, Corinne LaMarca, Heidi Heilman, LaTisha Bader, Aaron Weiner, Teresa Haley,

Rachel O'Bryan, Jordan Esser, Barbara de Nekker, Heidi Rochon, Riley Cleary, Jake Levinson, and Dennis Trask.

The Illinois Summit was the first step for DFAF to build on its existing partnerships with the Illinois Prevention Alliance, who we will host an advocacy day with in 2023.

For the second year, DFAF was proud to collaborate with Carlton Hall, of Carlton Hall Consulting to conduct the Kentucky Adult Leadership Conference, hosted by RiverValley Behavioral Health. Together, we presented a two-day training session delivering information on drug trends, advocacy, and transformational leadership.



In August, in collaboration with the Hillsborough County Anti-Drug Alliance, we held the 10th Annual Drug Prevention Summit in Tampa, Florida, where over 275 attendees heard national experts discuss the impacts of drug abuse, research, current policies, emerging trends, and prevention strategies that strengthen communities. After two days of intense trainings, prevention partners from across the state met to strategize on collaborative efforts to turn education into action.



In addition to hosting professional development events, DFAF staff presented at several other events including the 31st D.A.R.E. International Training Conference, the 33rd Annual Conference for the National Association of Drug Diversion Investigators (NADDI), and the Florida Behavioral Conference.





GALA

Building Hope and Success Through Education and Advocacy

This past October 2022 brought together friends and supporters of Drug Free America Foundation to celebrate another great year of building hope and success through education and advocacy for substance use prevention, treatment, and recovery. This year we also honored the legacy of our beloved founder, Betty S. Sembler, who devoted her life to building hope for those in addiction and recovery.

Leading us through the evening's program was our delightful emcee, Samantha Blowers, a talented local on-air radio personality.

The much anticipated event did not disappoint, wowing our guests with more than 100 items



items available for bidding. We also launched a new raffle program to support the inaugural Betty Sembler Heart of a Hero Award, with purchasers receiving a must-have “blinking heart” pendant and a raffle ticket for a chance to win a special chef-prepared dinner.



On this special occasion, DFAF Board Chairman Tyler Payne, Esq. made a special toast to the memory of Betty Sembler with our signature drink, “Betty’s Bubbles,” a non-alcoholic Italian pink prosecco. He said, “While Mrs. Sembler’s passing leaves a void that will never be filled, her passion, commitment, and example remains a guiding light for all of us who continue her life’s work.”



Following dinner, Amy Ronshausen delivered her annual address on the many significant foundation accomplishments in substance use prevention programs, education opportunities, events, policy building, and partner collaborations.

DFAF presented the Calvina Fay Moxie Award to Florida Representative Chris Latvala, for his continued commitment to protect individuals and communities from the harms of substance abuse and his championship of DFAF’s new educational campaign aimed at reducing marijuana use during pregnancy.



The keynote address was delivered by Randy Grimes, former NFL center for the Tampa Bay Buccaneers and founder of Pro Athletes in Recovery. Randy shared his story of addiction and his journey to recovery. Every Gala attendee received a copy of his book titled, OFF CENTERx. DFAF surprised Randy as the recipient of the inaugural “Betty Sembler Heart of a Hero Award.” The award will be presented annually to an individual that shares the qualities that made Mrs. Sembler and her stewardship so unique: vision, leadership, advocacy, partnership, and friendship. The award was presented with a check to Randy’s foundation for \$3,000 to support his ongoing work.





International

DFAF continued to be a leader in the international domain in 2022. Executive Director Amy Ronshausen was elected to a second two-year term as President of the World Federation Against Drugs (WFAD) at the WFAD Congress.



This year's activities included many diverse events including conducting virtual webinars, attending conferences in 10 different countries, and building capacity through our Global Task Force. The year began by presenting virtually at both the African Conference on Drugs and Crime: A Civil Society Perspective and at the Second Philippine Recovery Summit.

DFAF's special distinction as a Non-Governmental Organization (NGO) in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC) allows DFAF to have a voice in global drug policy. As an NGO with ECOSOC Consultative Status, DFAF has the ability to organize, host, and participate in side events during the United Nations Office on Drugs and Crime (UNODC) Commission on Narcotic Drugs (CND). This year, for the 65th Session of the Commission on

Narcotic Drugs (CND), DFAF organized a side event with the National Alliance for Drug Endangered Youth, the Turkish Green Crescent, and the World Federation Against Drugs titled Drug Endangered Children: Identification and Program Success Stories.

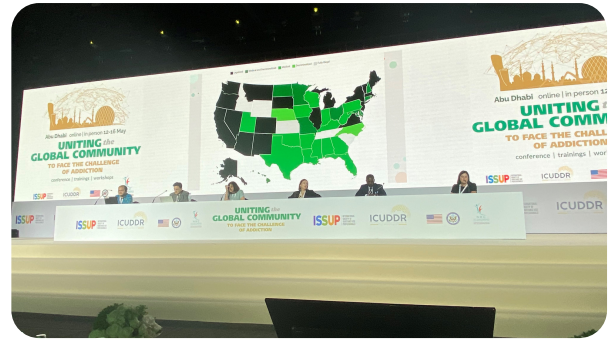


DFAF also participated as co-hosts for events titled Global Risks of Cannabis Commercialization: Lessons Learned from Targeted Marketing Strategies Towards Women and Challenging Stigma Around Addiction and Recovery: Strength-Based Approaches.

To close out the 65th CND, executive director Amy Ronshausen was honored to moderate a session titled People in Recovery and Stigma: Barriers and Strength in Their Pathways. The session, hosted by the San Patrignano Foundation, EURAD, Celebrate Recovery, World Federation Against Drugs, University of Derby, and CICAD-OAS, featured keynotes from Italian Minister Fabiana Dadone, former



former U.S. Ambassador Adam Namm, and former Congressman and drug prevention advocate Patrick Kennedy. The high energy session was a great close to CND week.



In May, through the financial support of our Colombo Plan grant with support from the International Bureau of Law Enforcement (INL), several DFAF staff members and members from our Global Task Force representing 5 countries travelled to Abu Dhabi, United Arab Emirates, to attend a conference hosted by the International Society of Substance Use Professionals (ISSUP). The conference, titled *Uniting the Global Community to Face the Challenges of Addiction*, featured distinguished speakers, plenary sessions, training workshops and networking on the latest research and evidence in the fields of prevention, treatment and recovery.





International Cont.

DFAF partnered with Carlton Hall, with Carlton Hall Consulting, to discuss *Prevention in a Changing Marijuana Landscape* during a panel discussion. Amy Ronshausen presented on the Impacts of Marijuana Legalization at the African Union meeting and on Drug Free Workplace Programs at a meeting of embassy officials.



During the conference, Chantel Lincoln attended the *Universal Recovery Curriculum* training held by the Colombo Plan and the

Drug Advisory Programme and took the International Certified Addiction Professional-Recovery Support exam, to become certified as a Recovery Ally. This opportunity for professional development will be utilized as DFAF works to build stronger connections and collaborations with recovery partners.

The summer included a trip to Gothenburg, Sweden for the 8th World Forum Against Drugs, sponsored by the World Federation Against Drug (WFAD). As international president of WFAD, Amy Ronshausen opened the forum and discussed the successes and challenges of the past two years. The forum assembled WFAD members, as well as professionals, scholars, regional and national authorities, and others from around the world working to prevent drug abuse, increase treatment, and promote recovery and reintegration services. The forum presented best practices as well as the latest

tools in treatment, recovery and advocacy. DFAF presented on the ongoing work DFAF and SOS are doing in local communities, pushing back against Big Marijuana by giving examples of our work in Illinois and Florida.

While physically present in Sweden, DFAF virtually presented both in Brazil on Prevention in a Changing Marijuana Landscape at the 7th International Freemind Congress 2022 and as a keynote speaker at the 34th Annual D.A.R.E. International Training Conference which was attended by more than 1,300 individuals representing 32 countries across the globe.

In November, DFAF traveled to Belgrade, Serbia for the Regional Forum on Addiction and Recovery, sponsored by the World Federation Against Drugs (WFAD). Amy opened the forum and spoke on how recovery benefits not just the individual, but also the community. The conference was a culmination of a recovery project in the Balkan region.



DFAF's 2022 international travels concluded with the Children Matter conference in Kerala, India, sponsored by the United Nations Office on Drugs and Crime (UNODC). At the conference, Amy Ronshausen provided the opening keynote address on the World Drug Problem and the Future of Children.



With financial support from our Colombo Plan grant, DFAF hosted a regional youth forum that ran parallel to the internal forum. The youth forum was a three-day professional development event, where youth from Kerala, India were trained in prevention science and program development.





International Cont.

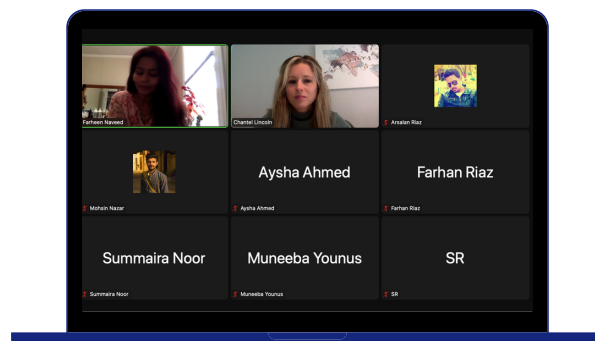
On the last day, the youth presented a declaration urging the government to support and invest in prevention, treatment, and recovery efforts.

DFAF's leadership in the international domain allows us to build capacity through our Global Task Force, where we unite with partners working globally on similar issues.



As part of this effort, we send out a monthly Global Task Force Newsletter and hosted quarterly online meetings enabling more

participation and better organization around global conferences and meetings. This ensures that prevention, treatment, and recovery efforts are a priority to global stakeholders. We held three regional webinars with our colleagues in Africa, Pakistan, and WFAD members to assist NGOs to engage in drug policy discussions and become members of the Vienna NGO Committee on Drugs. Much of our international efforts are made possible by our partnership with the Colombo Plan, with the support of the Bureau of International Narcotics and Law Enforcement Affairs (INL).





Media

DFAF continued producing episodes of our podcast, “Pathways 2 Prevention” (P2P) where we join with stakeholders from the drug demand reduction spectrum including government, academia, clergy, prevention and treatment professionals, and persons in long-term recovery, to discuss the innovative and inspiring work being done in global substance use prevention, treatment, and recovery. This year, we partnered with prevention advocate, Dave Closson, to host P2P, published 8 new episodes, and amassed 768 downloads. This was an 118% increase in downloads compared to 2021!



Featured guests and topics for 2022 included:

Dandy Yela from the World Federation

Against Drugs about the Sober Youth Project

in the Democratic Republic of Congo; Diana

Vincent about Project Venda in Kerala India,

which has empowered over 120,000 children

on substance use prevention; Josephine

Baxter from Drug Free Australia about their

new prevention educational program, Save

Your Brain; David Higham about his inspiring

recovery journey and creation of recovery

services known as The Well Communities;

Rima Saade Turk from the Nusroto

Association about their incredible work in

Lebanon; and Dr. Robert DuPont and Dr.

Caroline DuPont about the One Choice

prevention message and how reducing adult

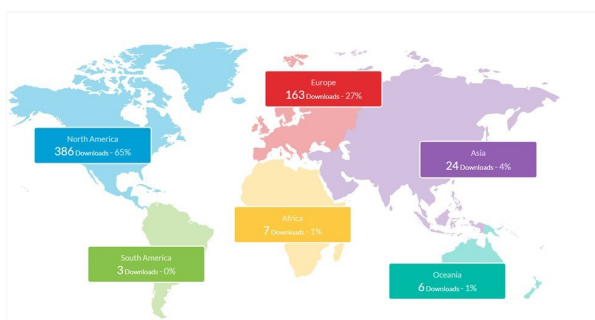
addiction must begin with youth prevention.

New episodes are released monthly and can

be heard on Buzzsprouts or other podcast

platforms. Podcasting is an important platform to enhance our reach as the podcast industry is growing at a rapid rate. Forecasts project total podcast listeners will exceed 160 million by 2023 and each week, more Americans listen to podcasts than have Netflix accounts.

Our audience is a global audience with listeners from around the globe.



Throughout the year, DFAF conducted numerous educational campaigns highlighting both national and international awareness days related to substance use including Substance Use Prevention Month, Mental Illness Awareness Week, National Drug and Alcohol Facts Week, National Recovery Month, National Prevention Week, World Drug Day, and many others. DFAF collaborated with national and international organizations for these campaigns and incorporated DFAF branded material, such as resources and videos, relevant to the specific theme. One such collaboration was for Johnny's Ambassadors May Marijuana Month Prevention Challenge for youth.



Social Media

Organic social media and paid digital advertising are essential communication tools enabling DFAF to promote our resources, blogs, and webinars. Additionally, it allows us to conduct virtual campaigns in collaboration with international partners. It also allows DFAF to highlight drug trend alerts and noteworthy research and news articles, reaching an expanding global audience.

Overall, DFAF has an impressive organic social media following with over 76,000 followers on Facebook, 2,800 followers on Twitter, 600 followers on Instagram, and 245 subscribers to our YouTube channel. Social media is measured by impressions, which is defined as the number of people who have seen the content (Twitter and YouTube) and post reach (Facebook), defined as the number of times the content shown on social media browsers and the number of people who viewed the post, respectively. Our digital reach for 2022 was over 967,000 on Facebook and impressions were over 47,000 on Twitter and over 56,800 on YouTube. Our social media posts generated over 5,300 engagements and our videos on YouTube had over 7,300 views. Additionally, DFAF regularly promotes material on each social media platform for both One Choice and the Recovered Users Network (RUN) to expand their social media presence.



**One
Choice™**



Marijuana... Know the Truth

An initiative of Drug Free American Foundation Inc.

Media Cont.

In 2022, DFAF initiated two paid cross-platform digital advertising campaigns, one in Illinois and the other in Florida.

The Illinois digital advertising campaign was designed to support a new initiative called Marijuana...Know the Truth, dedicated to providing fact-based information about the dangers of marijuana. Marijuana...Know the Truth is dedicated to providing information that is created, curated, presented and reinforced in a way that is easily understood, compelling, and irrefutable.

The digital advertising campaign pushes back on the false narrative that marijuana commercialization is an easy way to increase tax revenue without consequences. The campaign further discusses the dangers of high-potency marijuana, to children and young

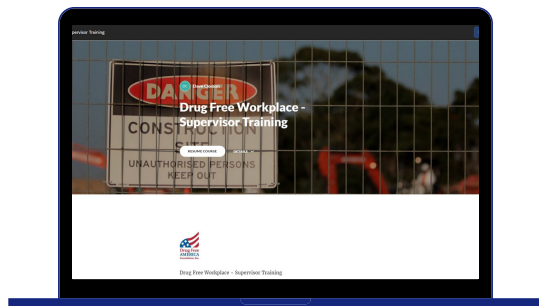
people.

The 15 second video and static ad campaign is being served on Facebook and YouTube and through Google ads. To date, the Illinois campaign has delivered 1 million impressions and over 26,000 click to our website from viewers in the Chicagoland area.

In November, DFAF unveiled the digital advertising campaign for the Marijuana and Pregnancy Project being conducted in the state of Florida. The cross-platform digital marketing campaign is focused on educating young women about the dangers of smoking marijuana while pregnant and breastfeeding.

The campaign is currently driving young women to our website with static ads, where they can learn more from a list of available resources. Additionally, videos are currently in production and will soon be added to the campaign. The

campaign has started with a bang, delivering over 500,000 advertising impressions and has already generated 14,000 clicks to the website.



NDWA

As the workplace division of DFAF, the National Drug-Free Workplace Alliance (NDWA) provides valuable, low-cost benefits to employers. Businesses can receive services that include a written drug free workplace policy, access to discounted drug testing and EAP services, supervisor, employee, and parent training; and one-on-one consultation.

This past year, NDWA implemented 139 new drug free workplace programs that affected over 1,107 employees and supervisors.

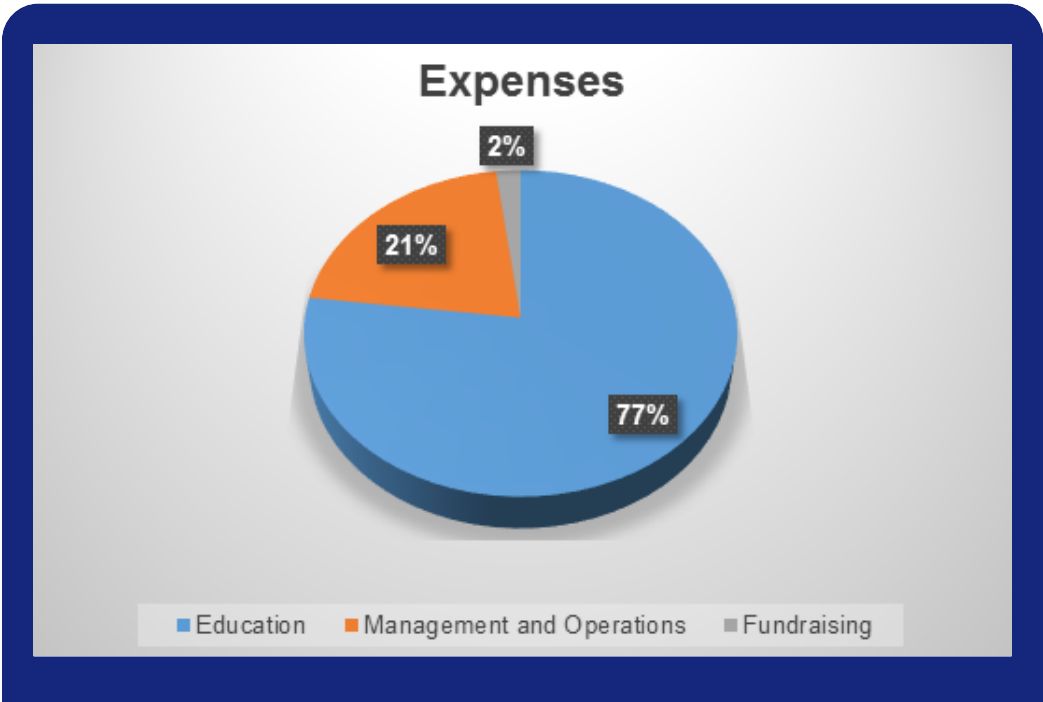
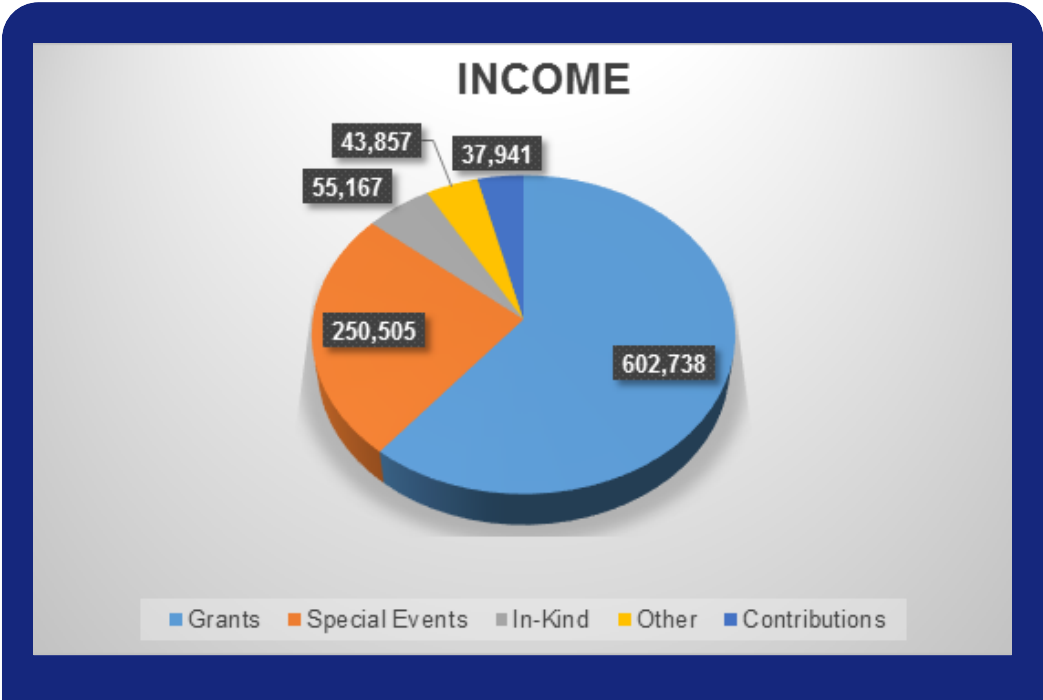
In January, we launched our new Prevention Mastery training platform for our online workplace training. Our online programs attract individuals from across the country with nearly 350 participants completing the courses this year. The online courses are vitally important to businesses that are regulated by the transportation industry, such

as aviation or trucking. Supervisors of drivers/operators regulated by the U.S. Department of Transportation are mandated to receive specific Drug-Free workplace training. For owner/operators and small family-run businesses, the quality of our training content and nominal cost makes it invaluable.

National Drug Free Work Week, a yearly public awareness campaign, empowers workplace safety, wellness, and recovery. For the 2022 observance held in October, DFAF conducted two workplace webinars on Marijuana and the Workplace and the Recovery Friendly Workplaces program that together reached 520 people. DFAF also produced a special drug free work week edition of the Pathways to Prevention podcast and three short video personal testimonials focused on recovery in the workplace. Additionally, we created three new workplace resources that address substance use and mental health, recovery in the workplace, and confronting stigma from substance use recovery. While the official National Drug-Free Work Week celebration is in October, the resources will support employers' efforts year-round. Through this annual program, DFAF has also built capacity with a number of new collaborators for future projects.

Lastly, in collaboration with the International Society of Substance Use Professionals (ISSUP), DFAF hosted a Workplace-Based Prevention virtual workgroup on their website with posted content.

Finances



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