



Drug Free Collier Monthly Newsletter - February 2016

Dear Coalition Partners,

Earlier this month, Drug Free Collier joined thousands of coalitions and treatment specialists from throughout the country at CADCA's 26th Annual National Leadership Forum in Maryland. Learning about the challenges and successes of keeping our communities safe, healthy and drug free, allows us to walk away with important information, inspiration and strategies to make a monumental impact.

This year, Drug Free Collier was honored to be among the presenters highlighting the progress we've made in Collier County to safely dispose unwanted medication. As drug overdoses reach an all time high in the U.S., we recognize that programs like Operation Medicine Cabinet and our at-home drug deactivation pouches are vital.

The Forum covered a range of topics from how to address the heroin and opioid epidemic; marijuana use among youth and how to reduce tobacco use and underage drinking in our communities. A keynote address by Bertha K. Madras, PhD, Professor of Psychobiology at Harvard Medical School perhaps offered the best summary of prevention efforts: *"This is not a war on drugs. It's a defense of our brains."*

With a renewed commitment, we continue working to protect our children from substance abuse. To see some of our initiatives this past year, click on our [Annual Report](#). We also have some



Michael Botticelli, Director of the Office of National Drug Control Policy & Melanie Black of Drug Free at CADCA's National Leadership Forum

wonderful new opportunities to get involved in the coming months. We hope you'll join us as we work on local solutions!



Yours truly,
Melanie Black
Drug Free Collier

♡ *Sweetheart Ride* ♡

Sunday, February 14th 2016

Biking for Healthy Living

The perfect opportunity to bike with your **Sweetheart**, with old & new friends,
Enjoying great **Healthy Food** from our sponsor
Promoting **Healthy Living & Safe Biking** in our community!

Click [HERE](#) for routes.

8th Annual Fundraising Luncheon

Thursday, March 3, 2016

11:30 am to 1:30 pm

Ritz Carlton Golf Resort



Keynote Presentation

Dr. Jonah Berger is a *New York Times* and *Wall Street Journal* bestselling author of *Contagious: Why Things Catch On*.

Why do some things catch on while others fail? What makes online content go viral? And why do some products, ideas, and behaviors get more word of mouth than others?

Berger reveals the behavioral science behind word-of-mouth and social transmission. His keynote presentation examines how consumers make decisions, how ideas diffuse, and how social influence leads people to imitate what others are doing.

He will relate this to how youth make decisions about using drugs and alcohol and how community members can influence our children's choices.



Honored Guest
Shawn McGrail
Coastal Beverage LTD
Underage Drinking Prevention
Advocate



Auctioneer
Mayor John Sorey
City of Naples



Master of Ceremonies
Patrick Nolan
Fox 4 News Team, Anchor

Join us to support local solutions! Click [HERE](#) for tickets.

**Thanks to our sponsors for caring about the
Health & Wellbeing of our YOUTH!**



8th ANNUAL

[BY] 1 LEADERSHIP

The 8th Annual Fundraising Luncheon is generously sponsored by:

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SIGN-UP FOR A UNIQUE 5K EXPERIENCE ON INFLATABLES...



**IT'S NOT ABOUT THE RUN
IT'S ALL ABOUT FUN**
INSANE 5K INFLATABLE
...GREAT FOR DRUGFREE SWFL

Saturday, April 16th
Jet Blue Park
11500 Fenway South Drive
Fort Myers, FL 33913
Click [HERE](#) to register.

*A portion of the proceeds support local prevention efforts.
Use **DRUGFREE** as promo code when registering.

Use **DRUGFREE** as promo code to support Drug Free

Collier.

NEWS & OTHER UPDATES

[MADD SWFL Nominations](#) - **Deadline extended to Feb. 26**

[2016 FL Legislative Update](#) - Tobacco Prevention

[Kratom, an Addict's Alternative is Addictive Itself](#) - New York Times

CORE UPDATE



Motivational speaker Jeff Becker engages students from 8 different middle and high schools throughout Collier County during last month's Youth Jam - 16

YOUTH JAM: Drug Free Collier and Mothers Against Drunk Driving are beaming with pride after witnessing dozens of local teens rally around the prevention of underage drinking. The inaugural Youth Leadership Conference featured innovative ways to help teens make positive, healthy choices. The one-day event included stand-out presentations with leading individuals such as **Jeff Becker, Andrew Miranti, Dr. Stephen Stohler and Tasheekia Perry**. The engaging sessions allowed students to reflect on the importance of having purpose in their lives and showed young participants how to build healthy self-esteem, productivity and accountability.



MORE GREAT NEWS FROM OUR YOUTH:

The **Lely HS CORE Society** is working on a campaign for Prom called "Keep Calm, Party Safe and Sober." T-shirts will be distributed to wear during Prom week.

The **Palmetto Ridge HS CORE Society** is helping a fellow student injured by a drunk driver by selling t-shirts that read: "I support responsible choices" on the front and "Always have a plan; remember Beauplan! Don't drink and drive" on the back. Proceeds from the sales will go toward his medical expenses.

Join Us at Our Next Coalition Meeting...
Get involved.

Join us as we work on local solutions!

Our next Coalition Meeting:

Friday, March 11, 2016 at 8:30 am

CCPS Administrative Offices

5775 Osceola Trail

For more information call 239-377-0535.



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