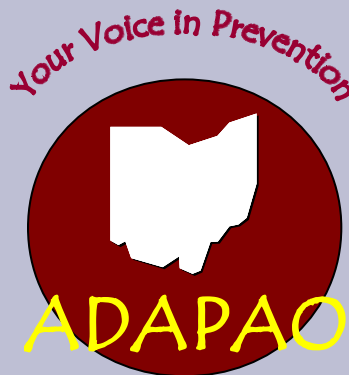
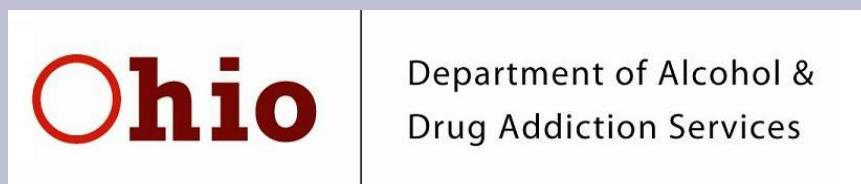


COMMUNICATIONS RESOURCE GUIDE

A Project Co-Sponsored By



**Alcohol and Drug Abuse
Prevention Association of Ohio**



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Introduction

This guide is the result of a Statewide Alcohol and Other Drug Communication Summit held in Columbus on June 5, 2008 and sponsored by the organizations listed below, with funding from the Ohio Alcohol and Drug Policy Alliance. The original purpose of this planning group was to organize a legislative advocacy day in the fall of 2008 as a follow-up to the October, 2007 statewide event. In view of the November presidential election and expected changes in the Ohio House and Senate, we concluded that a legislative advocacy day in early 2009 would be a much more effective use of time and resources.

To prepare for 2009, a group of key stakeholders was convened at the Communication Summit with the objective of sharing ideas and helping to formulate the message that should be carried to legislators.

Participants were asked to talk about local campaigns and strategies to reduce stigma, the messages that were used, and what worked or did not work. Also, ideas were shared about ways to utilize the “Think Outside the Stigma” messaging that was developed by an ODADAS and ODMH workgroup in 2007.

This guide was created as a tool to help organizations spread their messages more effectively and efficiently based on the input of more than 40 participants from across the state, many of whom hold communication positions within their organizations. This guide contains added information, e-mail addresses and organization websites to help you access more details about strategies that interest you.

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Ohio Citizen Advocates for Chemical Dependency Prevention & Treatment (OCA)

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Ohio Department of Alcohol and Drug Addiction Services (ODADAS)

Suzanne Dulaney
Ohio Association of County Behavioral Health Authorities (OACBHA)

Kristen Frederick
Drug-Free Action Alliance

Jim Ryan
Alcohol and Drug Addiction Prevention Association of Ohio (ADAPAO)

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Strategies To Explore

ADAMHS Board of Franklin County <http://www.adamhfranklin.org>

(Aimee Shadwick, ashadwich@adamh.co.franklin.ohio.us)

- ❖ Survey on behavioral health (37 questions regarding AOD)
- ❖ Tagline is “Treatment Works/People Recover”
- ❖ 2006 - TV/radio message focusing on labels (psycho, crazy, etc.)
- ❖ 2007 - Myths/Facts on Mental Health and Substance Abuse: 5 MH myths and facts, and 5 SA myths and facts
- ❖ TV ads - “What is Mental Illness?” “What is Recovery?” “What is Treatment?”
- ❖ Pro-active media articles - “Treatment Works/Recovery Happens”

ADAPO www.adapao.org.

(Jim Ryan, adapao@aol.com)

- ❖ Membership association with focus on prevention
- ❖ Monthly newsletter to members
- ❖ E-mailers to members on advocacy and other issues
- ❖ Co-sponsor Legislative Education Day with Drug-Free Action Alliance
- ❖ “Voice of Prevention” and “Your Voice in Prevention” - association markers

Amethyst www.amethyst-inc.org

(Heather Adams, hadams@amethyst-inc.org)

- ❖ Participated in 2nd annual Recovery Month
- ❖ Every September participates in neighborhood event partnered with local EMS group
- ❖ Legislators invited; corporations and companies invited
- ❖ Last year a monk gave a yoga demonstration
- ❖ This year - Yoga for Recovery
- ❖ Held annual art display at corporations
- ❖ E-newsletter
- ❖ Message - Knowing addiction is a health concern

Clermont Recovery Center www.recoveryctr.org

(Barbara Adams Marin, barbara@recoveryctr.org)

- ❖ Used graphics/photos in newspaper articles
- ❖ Newsletter
- ❖ Website
- ❖ Worked directly with doctors, placing brochures in offices, providing screening tools, etc.
- ❖ Worked on strengthening collaboration with other counties, agencies
- ❖ Message was “Treatment Works, People Recover” along with “Treatment Works, People Contribute”

Coalition for a Drug-Free Greater Cincinnati www.drugfreecincinnati.org

(Jeff Stewart, jstewart@drugfreecincinnati.org)

- ❖ 25 member coalition
- ❖ Hope - Health - Healing
- ❖ Very active media campaign
- ❖ Social marketing campaign on underage drinking launched a full media campaign focused on decreasing the social acceptability of underage drinking and the age of onset with “There’s Nothing Cute About Underage Drinking” videos available at website
- ❖ Focus on “Most Kids Aren’t Using”
- ❖ Message - “Prevention Works”
- ❖ Developing “Coaches’ Guide to Talking with Kids About Drugs” available early 2009; the Parents’ Guide is available now at website for download, other organizations may use it as a guideline

County of Summit ADM Board www.admboard.org

(Mary Alice Sonnhalter, sonnhalterm@admboard.org)

- ❖ Levy campaign passed - included mental health and AOD
- ❖ Strong Family and Safe Communities
- ❖ Using SAMHSA, ODADAS, public domain materials
- ❖ Features success stories - very powerful
- ❖ Promotions about getting information on “Network of Care” website out
- ❖ Surveys and testing

Cuyahoga County ADAS Board www.adasbcc.org

(Julie Fogel, fogelj@adasbcc.org)

- ❖ ME/WE Campaign (key chains)
- ❖ Active with drug court system - pushing toward a county-wide court system
- ❖ Recovery month
- ❖ Family Recovery Education
- ❖ Air time on radio
- ❖ Ad campaign with Clear Channel on underage drinking
- ❖ Prevention Program - “Families And Schools Together - FAST” - a national campaign
- ❖ Merging with Mental Health Board (asking for suggestions on a new name)
- ❖ STIGMA coffee mugs; locker mirrors for prevention campaign

Drug-Free Action Alliance www.drugfreeactionalliance.org and www.DrugFree24-7.org

(Kristen Frederick, kgish@drugfreeactionalliance.org

Brad Reynolds, breynolds@drugfreeactionalliance.org)

- ❖ Leadership and support to community coalitions and organizations to support drug-free communities
- ❖ Monthly E-News
- ❖ Co-sponsor yearly Legislative Education Day at Statehouse with ADAPAO to give prevention professionals the opportunity to initiate and nurture relationships with legislators and address issues relevant to the field
- ❖ Statewide Red Ribbon Celebration - disseminates Red Ribbon Planning Guide
- ❖ Know! - disseminates information to middle school parents about substance abuse related issues and encourages open dialogue about these issues between parent and child
- ❖ LIFT - Legislative Information Fax Tree - LIFTs are disseminated on an as-needed basis to members of the Statewide Prevention Coalition Association (SPCA). SPCA members pay a \$20 organizational fee for membership. This membership fee covers the cost of the LIFT, which is an advocacy update and call to action. They used to go out by fax, but now they go out via email.
- ❖ Parents Who Host Lose the Most: don't be a party to teenage drinking - disseminates information to parents and other adults about the law related to providing alcohol to minors and the consequences for violating such law.

Family Recovery Center www.familyrecovery.org

(Eloise Traina, etraina@familyrecovery.org)

- ❖ Tagline for this year was “Making Recovery a Reality”
- ❖ Meets with legislators twice along with other non-profits
- ❖ Received large stack of media results - AoD primary and MH secondary; very successful at getting articles and photos in local newspaper on a regular basis
- ❖ Employers' vs. employees' costs
- ❖ Letters to Editor
- ❖ Older adults
- ❖ Media
- ❖ Collaborating with 20 other directors working with legislators to push for insurance benefits for AOD patients

Geauga County Mental Health and Recovery Services Board www.geauge.org

(Beth Matthews, bmatthews@lightstream.net)

- ❖ Collaborated with other entities in the county (continued on next page)

- ❖ Newsletter, website, annual kids' festival
- ❖ Suggests taking people in long-term recovery with you to meet with legislators
- ❖ Did a county-wide mailing asking what people are interested in learning about

Health Recovery Services - Div. of Community Services www.healthrecserv.org

(Amy Davis, adavis@hrs.org)

- ❖ Door-to-door, grass roots campaign
- ❖ Town Hall meetings
- ❖ Prevention education in schools (Some districts think they have no problem)
- ❖ Message - "Treatment Works/People Recover"

Lucas County Mental Health & Recovery Services Board www.lucascountymhb.org

(Diana Hersch, dhersch@lcmhrsb.mh.state.oh.us)

- ❖ School Board survey of 50,000 students, random, not by district, was taken
- ❖ " May is Mental Health Month" - did not think "Think Outside the Stigma" was strong enough to attract people to the event; planned "Day in the Life" program instead; invited Donna Conley and Tom Coderre to do "Faces and Voices of Recovery" presentation; interview with advertising firm - recovery clients can speak
- ❖ Message was "Treatment Works, People Recover" -

Marion Area Counseling Center www.maccsite.com

(Marty Stevens, foundations@maccsite.com and Tom Danner, ctdanner@roadrunner.com)

- ❖ Dollars put into direct marketing with schools and drug courts
- ❖ EAP Drug -Free
- ❖ No good results from media

North Central Mental Health Services www.ncmhs.org

(Susan Jennings, sjennings@ncmhs.org)

- ❖ Anti-Stigma to remove barriers between people with problems and people with no problems
- ❖ Focus on "See the person not the illness"
- ❖ Substance abuse and suicide prevention
- ❖ Educational dramas
- ❖ Message - "Treatment is Cost Effective - Keep the Bottom Line in Line"

OACBHA www.oacbha.org

(Suzanne Dulaney, sdulaney@oacbha.org)

- ❖ Sent out one-pagers with stigma info; two-sided document on different topics sent regularly to all legislators and many other stakeholders

ODADAS www.odadas.state.oh.us

(Eric Wandersleben, wandersleben@ada.ohio.gov)

- ❖ "Think Outside the Stigma" campaign
- ❖ Ohio Cares awareness marketing tools
- ❖ Partnership for a Drug-Free America - Cleveland, Columbus, Cincinnati/district partnerships with 100 media partners
- ❖ Prescription drug abuse
- ❖ Not a Single Drop (FASD)
- ❖ Web banner
- ❖ Post cards
- ❖ ODADAS E-Update - sent to 1600 field professionals
- ❖ Monthly Legislative Update
- ❖ ODADAS Perspectives
- ❖ Invites all to submit story line ideas and to sign up for literature

Ohio Citizen Advocates for Chemical Dependency Prevention and Treatment www.oca-ohio.org

(Donna Conley, dconley@oca-ohio.org)

- ❖ “Recovery Voices Count” campaign with Faces & Voices of Recovery, launched a civic engagement campaign to register new voters from the recovery community, educate voters and candidates, and efforts to ensure that the recovery community votes. The purpose of this campaign was to establish the recovery community as a constituency of consequence in the eyes of the public and elected officials and to increase awareness of prevention, treatment and recovery concerns.
- ❖ Using trained volunteers to do presentations around the state on stigma reduction through advocacy - “speakers’ bureau”

Ohio Department of Public Safety <http://publicsafety.ohio.gov>

(Kristen Castle, kcastle@dps.state.oh.us)

- ❖ Working with Congress to secure funding
- ❖ Administered over \$21 million to law enforcement
- ❖ Push to show legislature where dollars go
- ❖ Education

Ohio Department of Public Safety <http://publicsafety.ohio.gov>

(Julie Hinds, jhinds@dps.state.oh.us)

- ❖ Working to enforce liquor laws
- ❖ Ohio Investigative Unit - push on not over-serving
- ❖ Undercover agents going out to high schools and junior high schools on underage drinking
- ❖ Poster contest - kids involved
- ❖ College campuses - 21 year age limit

Prevention Works for a Drug Free Fairfield County

(Toni Ashton, tashnton@ohiopps.org)

- ❖ Target marijuana use in youth
- ❖ Working on a campaign on substance abuse and suicide
- ❖ Public Relations Committee with ADAMHS Board, medical center, newspapers, local mayor
- ❖ Message to legislators - “Prevention and Treatment Works/People Recover”

Sandusky County Health Department www.sanduskycohd.org

(Rebecca Holland, rholland@sanduskycohd.org)

- ❖ Worked with local coalitions
- ❖ Solid evidence-based programs

Sandusky County Prevention Partnership www.sanduskycohd.org/Prevention_Partnership_Events.asp

(Stacey Gibson, sgibson@sanduskycohd.org)

- ❖ Youth-led prevention programs (teen pregnancy prevention, ATOD prevention)
- ❖ “I Control Me” campaign utilizing local youth on billboards, posters and banners (sexual issues, bullying, ATOD)
- ❖ Promotion of protective factors
- ❖ Marketing - bracelets, shirts, cups, stickers etc.
- ❖ Parents Who Host, Lose the Most promoted each winter/spring around prom/graduation season
- ❖ Red Ribbon Week and Family Fest celebration each fall within local elementary schools
- ❖ Vendor packets provided to all local alcohol vendors promoting “We ID Everyone” with posters, brochures, decals, banners and stickers
- ❖ Large banners with drug-free messages utilized in local schools and community agencies
- ❖ Billboards created for various programs
- ❖ Town Hall meeting on DVD; students make the DVD and the partnership distributes it to be used by others such as health teachers, etc.
Message - “Promote Economic Benefits of Prevention Too”

St. Vincent Family Centers www.svfc.org

(Jill Frost, jfrost@svfc.org)

- ❖ Community strengthening through services to families and children
- ❖ Mental health services for children
- ❖ Message - “Always about families”
- ❖ Message - “Always about ‘It’s never the fault of the child’”

The Recovery Center, Lancaster www.therecoverycenter.org

(Jennifer Blackston, jblackston@therecoverycenter.org)

- ❖ Youth-oriented prevention efforts
- ❖ Brochures, billboards
- ❖ Our agency serves the community across the spectrums of ATOD and Mental Health prevention, intervention, treatment and aftercare. My main role is in prevention with the community-at-large including parents, workplaces, adult presentations as well as coordinating communications for the agency through billboards, advertisements, newsletters and health fairs.

Townhall II, Portage County www.townhall2.com

(Ruth Simera, ruths@townhall2.com)

- ❖ No campaign of their own yet
- ❖ Mental Health is using “Treatment Works/People Recover”
- ❖ Law enforcement training officers in handling issues of: 1) mental health; 2) substance abuse; 3) conflict management
- ❖ Collaborating with Parents Who Host Lose the Most twice a year
- ❖ Newspaper articles on youth tied in with the police department, re: catch a youth doing something good and report it to law enforcement, police give the youth an award and it is featured in the newspaper
- ❖ Use PRIDE and Communities that Care surveys
- ❖ Message to legislators - Behavioral Health not a good choice - educate them on health care

Wayne-Holmes Counties MHRB www.whmhrb.org

(Julie Bogner, jbogner@whmhrb.org)

- ❖ Parents Who Host Lose the Most campaign
- ❖ Red Ribbon Campaign
- ❖ Town Hall meetings
- ❖ Law enforcement and Chief of Police involvement - educating youth
- ❖ Newsletters
- ❖ Community meetings to get the message out
- ❖ Message - Need support and involvement from legislators!

Send Your Messages

Tools

- ❖ Create a website
- ❖ Use existing resources. MySpace, Facebook, YouTube
- ❖ Use your business cards at every opportunity
- ❖ Put message on back of business cards
- ❖ Make brochures
- ❖ Use give-away items; mirror sample - good idea
- ❖ Use what is already available on the national level
- ❖ Faces of recovery - build speakers making them comfortable in that role.

Strategies

- ❖ Target certain populations - kids, older adults, etc
- ❖ Remember the importance of one-on-one contact
- ❖ Making message relatable. QPR: Question, Persuade, Refer
Example: Changing the name of a program from Teen Institute (which implies some kind of institution for teens) to BOLD - Building Our Lives Drug-free
- ❖ Reframe using different language
- ❖ Prevention and treatment message needs to have a “Wow” factor; partners want to see a big impact
- ❖ Do market research
- ❖ Use hard data
- ❖ Use personal connections - family members who drink too much
- ❖ Avoid going off the message - use good message language (Behavioral Health?):
 1. Public health issue
 2. Physical health issues make it more acceptable

Media Tips

- ❖ Gain access to people in recovery to tell the story; offer interviews with people in recovery as a “hook” to get media to your events
- ❖ Prepare articles with photos and submit to media; do not wait for them to cover the story
- ❖ Every month is a “special awareness” month for something; intertwine it together
- ❖ Use what attracts or motivates people in the community

Targeting Youth

- ❖ Reach out to the youth population
- ❖ My Space pages
- ❖ Peer to peer education
- ❖ Post cards targeted to parents
- ❖ Focus groups and surveys
- ❖ Seriousness of the disease

Collaborate

In the Community

- ❖ Connect with your constituency; know your community
- ❖ Partnering with other community groups
- ❖ Working with faith-based organizations
- ❖ Local coroner's office presentation to high schools
- ❖ Encourage corporations/employers to treat problems at work
- ❖ Encourage employers to use Drug Free Workplace - "Dollars Saved with Pennies"
- ❖ Partnering with businesses; speaks to their desire to be known as "good corporate citizens"
- ❖ Look for ways to make change - join services groups (Rotary, etc.)
- ❖ Collaborate and build community relationships
- ❖ Taking message to outside organizations
- ❖ Importance of working with organizations like NAMI
- ❖ What can AOD learn from MH and their efforts to reduce stigma?
- ❖ Working with different subject and cultural groups (immigrants)
- ❖ Cultural competence - printed material in different languages
- ❖ Close language barriers
- ❖ Communicate with/about older adults

Discuss Challenges With Colleagues

- ❖ Differences in promoting prevention vs. treatment
- ❖ Prevention success stories not as interesting to media groups
- ❖ Mental Health issues or AOD - which group gets more public sympathy? Are changes needed?
- ❖ Is it easier to talk about mental health or substance abuse?
- ❖ Co-occurring disorders
- ❖ Discussion about the word "disease"
- ❖ The term "Behavioral Health" not working
- ❖ Concern of using the word "stigma;" might put people on the defensive
- ❖ Be careful about labeling people; what do we call our clients? Consumers, addicts, clients, patients, customers?
- ❖ How media marginalizes addiction with stars, etc.
- ❖ Waiting too long to get the message out
- ❖ Ongoing problems educating the public/legislators
- ❖ Funding is a barrier

Networking

- ❖ Communicate more with each other after summit
- ❖ Continue sharing ideas
- ❖ Make your E-mail address available
- ❖ Submit news to ODADAS for Eric W. to put it in the E-Update, etc.
- ❖ Pick a date for all to send out a press release, etc.
- ❖ Create a toolkit with a unified message in each area/county

Promote “Think Outside the Stigma”

- ❖ On March 23, 2008, Congressman Sherrod Brown recognized the campaign as part of Mental Health Month
- ❖ Campaign overview to PDF
- ❖ Lucas County - “A Day in the Life of Tom Coderre”
- ❖ Clermont County media work
- ❖ TOTS Editorial Board
- ❖ Message campaign to major newspapers
- ❖ Encourage everyone to
 1. Use toolkit on website www.odadas.state.oh.us
 2. Put message on E-mail signature, business cards
 3. Get the message out to the public
- ❖ Put a link to the ODADAS toolkit on your web page
- ❖ Incorporate the message in local events, brochures, “give-aways;” example, Cuyahoga ADAS has put the message on locker mirrors that are given away during Recovery Month; Lucas County Mental Health & Recovery Board included “Think Outside the Stigma” along with Faces of Recovery and A Day in the Life event; (A Day in the Life was an opportunity for legislators to take a tour of a Lucas County agency/program, meet clients and when appropriate, observe the program in action; the tours followed a morning program of speakers including people in recovery)
- ❖ Need to reframe disease discussion; slippery slope if you are not an expert on the nature of the disease; some people will never accept that addiction is a disease
- ❖ Build a speakers’ bureau
- ❖ Training a public health issue (QPR parallel)
- ❖ Measure the impact of the message
- ❖ Entire program - “Stigma” - was not as recognizable; instead:
 - Day in the Life program
 - Invite Donna Conley and Tom Coderre to do “Faces and Voices of Recovery”
 - Interview with advertising firm - recovery clients can speak
- ❖ Part of power point presentation (OCA) with 10 trainers

The Ohio Department of Mental Health has a new PIO, Trudy Sharp, who began in June; she will help with the campaign. It is noted on their website www.mh.state.oh.us. The campaign will be featured on the new site launched early in 2009. Check there for tools and information.

In addition, Kris Washington, ODMH Prevention Administration, is serving on the Steering Committee for the Campaign for Mental Health Recovery for Tova's N.E.S.T. which has received a SAMHSA grant to implement the campaign in Ohio. She presented on stigma at the Ohio Prevention Education Conference on 11/19/2008.

Contact these people for more information about current activities and ways you may participate in the campaign.

Start today. Build relationships with your legislators on an ongoing basis. One-on-one contact is critical.

Verbalize These Concepts:

- ❖ The economic benefits of recovery (many people referenced using Treatment Works, People Recover); find localized, state or national data to support the economic benefits of recovery
- ❖ Also need a component about the faces of recovery as a way to personalize and increase empathy; find a true-life story you can share with your legislator
- ❖ Brand ourselves as a component of “health” care; the term “behavioral health” implies that addiction is a choice
- ❖ There are dangers in starting off with “addiction is a disease” when meeting with legislators who may get stuck on arguing the point and blocking your message; this does not mean we do not need to keep sending that message generally
- ❖ Helpful to have talking points in advance for legislative day

Key Messages for Legislative Day 2009

- ❖ Prevention works, people recover
- ❖ Treatment works, people recover
- ❖ Treatment and prevention work, people recover
- ❖ Treatment works, recovery happens
- ❖ Treatment works, people in recovery contribute
- ❖ Economic benefits of prevention and treatment
- ❖ Treatment and prevention are cost effective: keep the bottom line in line
- ❖ Addiction is a health concern
- ❖ Public health benefit
- ❖ Safety benefit
- ❖ Need buy-in
- ❖ Need funding
- ❖ Need support and involvement from legislators
- ❖ Strengthening families
- ❖ It's always about families
- ❖ It's never the fault of a child
- ❖ Stigma concerns
- ❖ Success stories/ recovery stories are powerful

Legislative Day '09

- ❖ Do things differently
- ❖ Take advantage of more time to plan
- ❖ Each county can set a goal of how many/who to bring
- ❖ Network within your county to get participants from other organizations
- ❖ Have a more united front when speaking to legislators

Websites to help you communicate effectively with legislators

Election Results www.sos.state.oh.us/SOS

Legislator Contact Information www.oca-ohio.org go to Election 2008

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