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“When it comes to drug and alcohol addiction there are two keys to success. First, COMPASSION; when an addict is at the bottom and can no longer go on, they need someone to reach down, pick them up, and hold on when no one else will care. Once this happens the addict then needs to make a personal COMMITMENT to take the road towards fundamental change. This is the story of recovery and redemption, the story of the Prodigal Son, and the story our clients know because it is their own story.”

- Christian Y. Leinbach, *Berks County Commissioner*



Annual Report
Fiscal Year 2010-2011

Annual Report: Fiscal Year 2010-2011

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Mission

To provide leadership in the development and implementation of policies and programs related to a system of prevention and intervention services that prevent the onset of addiction and treatment services that promote recovery.

About the Council

The Council on Chemical Abuse (COCA) is a nonprofit organization governed by a volunteer Board of Directors appointed by the Commissioners of Berks County.

Since 1972, COCA has been designated by the Commissioners as the Single County Authority (SCA) for Berks County. In that capacity, COCA is responsible for the administration and management of publicly funded alcohol and drug prevention and treatment services.

Over the past several years, our role and mission have expanded to include other addictions that, if left untreated, will have devastating outcomes similar to those of alcohol and drug addiction.

This project is funded, in part, under a contract with the Pennsylvania Department of Health and the County of Berks. Basic data for use in this study were supplied by the Pennsylvania Department of Health, Harrisburg, Pennsylvania and the County of Berks. The Department and the County of Berks specifically disclaims responsibility for any analyses, interpretations, or conclusions.

Message from the Executive Director



George J. Vogel Jr.
Executive Director

The complex problem of substance abuse and addiction impacts not only the addict and his or her family, but also the community at large. The disease of addiction permeates the addict's environment, eventually negatively impacting a community's health, safety, and economy. However, there are other somewhat more silent addictions that are as pervasive and destructive. When left untreated, these other addictions can have similar outcomes.

Addiction can be defined as behavior where the "drug" of choice - whether it be drugs, alcohol, gambling, food, sex, internet, tobacco, etc. - has become the controlling factor in a person's life. All addictions are characterized by a driving need to engage in the activity regardless of the consequences. In following the research on drug and alcohol addiction, we realized that the biological and behavioral components of drug and alcohol addiction are similar and, in some respects, identical to those found in other types of addiction. The research also indicates that many (if not most) times multiple addictions are common and frequently coexist. Further studies have established that many individuals suffering from non-substance addictions are impacted by the same risk factors linked to substance addiction. The best practice models of treatment for all addictions utilize similar therapeutic techniques to intervene and treat other addictions and incorporate almost identical 12 step models of recovery to sustain long term "sobriety" from the addiction disorder.

The Council on Chemical Abuse (COCA) has served as the significant resource in Berks County over the past 39 years to address substance addiction. This experience and credibility places the agency in an ideal position to also address the non-substance addictions such as gambling, sex and love, money, internet, etc. As this agency moves forward, we will continue to expand our role and expertise and become Berks County's "Bridge to Addiction Resources."

Shaping the Future

Addiction treatment works. Addiction professionals have worked diligently to assure that this statement continues to be true. Through research and clinical experience, proven evidence-based best practices have been developed to better and more effectively treat the addict. Addiction is a brain disease with specific symptoms and a predictable course of progression. There are, however, differences in how best to address the disease based on the age, gender, race or drug of choice. As such, evidence-based practices are typically designed for specific populations.

It appears that a new population is being identified as emerging in the near future; the "Baby Boomer" generation. According to the Substance Abuse Mental Health Services Administration (SAMHSA), the number of adults 50 years and older with a substance use disorder and the rate of pharmaceutical misuse/abuse for this age group will double by 2020.

Local treatment data supports SAMHSA's concern. Between fiscal year 1998-1999 and fiscal year 2010-2011, our older population entering treatment has steadily increased from 3 percent to nearly 10 percent of total COCA-funded admissions.

The challenge for all of us who work with the addicted population is to continue developing methods to treat all those suffering from addiction. Whether the population is the substance-abusing "Baby Boomer", the excessive gambler, the food addict or whatever addiction with which someone is afflicted, evidence-based practices need to be developed to successfully address the illness and return our family member, friend, co-worker or neighbor back to a healthy and productive existence.

A Tribute Sen. Michael A. O'Pake



Sen. Michael A. O'Pake
1940-2010

The late Senator Michael A. O'Pake was extremely influential in the formation of the Council on Chemical Abuse. Throughout his years as Berks County's senior public servant in state government, he continually championed legislation to both keep our youth addiction free and to obliterate obstacles that prevented individuals from accessing desperately needed treatment. Though Mike is gone too soon, his legacy lives on in the thousands of people that have achieved recovery as the result of his compassion and his work.

Supporting Community Needs

Prevention

The Council strives to provide consistent information and education to prevent the onset of substance use and the development of addiction. By emphasizing the importance of maintaining a healthy lifestyle and positive decision making, Berks County youth are provided a consistent message regarding the consequences and dangers of addiction.

Prevention messages are shared with youth, parents, educators, and community members. Council services can be tailored to adapt to any age group or setting in Berks County. Services include, but are not limited to:

- Addiction presentations in classroom and community settings
- Peer mediation training and technical assistance services
- Youth leadership and advocacy seminars
- Community campaigns and health fairs that increase awareness of addiction
- Education services about age-appropriate prevention discussions and activities
- Presentations regarding recognition of the signs/symptoms of drug use
- Multi-session evidence-based curriculum services proven to increase resiliency and knowledge of risks related to drug and alcohol use

Intervention

An intervention can be considered the first step towards addressing a potential or an existing problem. Many addicted individuals are unaware, or refuse to accept, that a problem exists. An intervention is a process that provides an opportunity to overcome this denial, by communicating concerns for the addicted individual. For those that care for the addict, it allows the opportunity to express concerns and seek assistance for themselves. For the addict, intervention provides access to treatment services.

Council funding supports intervention services to intervene and arrest the addiction. These programs include:

Underage Drinking Program (UDP)

A collaboration between the Council and the Berks County Magisterial District Court System that offers addiction education as a diversion for youth charged with underage drinking or related summary offenses.

Student Assistance Programs (SAP)

A program that provides students with access to school-based resources to assist in removing barriers to learning. The barriers can include behavioral problems, mental health issues, or alcohol and other drug use. Council funding supports the provision of SAP services in all 18 public school districts, as well as the local parochial high school. Elementary SAP services are supported as requested by each school.

Family Interventions

Families are directed toward this service when they are seeking the assistance of a professional to develop an approach to intervene upon someone's addiction. This service provides support to both the addicted individual and his or her family.

Promotion of Employee Assistance Programs (EAP)

These programs, offered by an individual's employer in conjunction with a health insurance provider, often provide employees with aid in dealing with personal problems that adversely impact work performance, health, and well-being.



Treatment

Treatment is the systematic approach to address problems caused by addiction. The approaches to treatment differ in setting, number of sessions, and length of stay. As with other illnesses or diseases, effective treatment varies by individual and may require multiple courses of treatment and/or approaches to attain and sustain recovery.

The Council is committed to providing a full continuum of licensed and evidence-based drug and alcohol treatment options. Services are available for Berks County residents who have no public or private health care benefits with which to access the appropriate level of care. Providing access to drug-free or medication-assisted outpatient and residential care as well as intensive case management services allows for those needing treatment to address their individual needs.

In accordance with federal and state requirements, pregnant women are afforded preference in regard to access to treatment services funded by the Council.

Recovery

In its simplest terms, recovery can be thought of as a journey that leads an addict to a life of sobriety, personal growth, and re-connection to his or her community. It is understood that recovery is not an easy task, but rather one that requires the surrender of the addiction-related behaviors, and acceptance of a healthy lifestyle through the support and understanding of others.

There are thousands living in Berks County who are recovering from various addictions; these are our friends, family, neighbors, and co-workers. Many have attained recovery through self help-groups, places of worship, and other means. The Council has made various commitments to support these individuals by offering programs and services that emphasize the importance of continued recovery. Our most significant investment can be seen in the financial support directed towards programs that assist in sustaining sobriety for those in early recovery.

The Council provides more than \$1.3 million towards facilities that provide transitional or recovery-based housing to individuals new to the recovery process. These programs focus on continued recovery from the addiction by providing a structured living environment coupled with the development of skills to lead to a revitalized life. Many of



these individuals also participate in Council-facilitated early recovery groups as part of their treatment/recovery process.

The Council also works to support the recovering community through the internet by providing online recovery resource listings and supporting recoveryandme.org. These resources provide for an otherwise unmet need to addicts and family members in recovery. They also serve as a means to educate the Berks County community on the importance of continued recovery and the potential implications of untreated addiction. In addition to supporting the recovering community online, the Council also supports many recovery events in Berks County.

Resources

The Council serves as Berks County's home to the Addiction Resource Library. The library is open to the public and is also accessible through the Berks County Library System. In this role, our library serves as a clearinghouse of materials including an extensive collection of videos, DVDs, books, informational brochures and pamphlets, classroom aids, and curriculum resources.

Materials in our library, address such topics as codependency, recovery, behavioral health, refusal skills, parenting, and addictions. Council assistance is available to Berks County residents seeking information for academic reports, research, classroom presentations, health fairs, distribution of prevention materials to the community, or for general interest.

Year In Review

The demand for addiction prevention, intervention, treatment, and recovery services continues to grow. The challenges to meet this growing demand are many and without question warrant our full attention.

This Year In Review highlights some of the thousands of hours spent planning for and delivering services relative to the prevention, intervention, treatment, and recovery from addiction.

Demand for Addiction Education

The Council is committed to assisting professionals in developing skills to address the complex issues surrounding addiction. During this fiscal year, nearly 700 Berks County professionals benefited from trainings sponsored by the Council, a 30 percent increase from the prior year.

The Council offered addiction professionals trainings required for program licensure and certification including Clinical Assessment and Evaluation, Confidentiality, Ethics, and Relapse Prevention. In addition to clinically required substance abuse trainings, other specialized topics included: Sexual Addiction 101, Gambling and the Golden Years, Prescription Drug Abuse, and Substance Abuse and the Aging.

Demand for Treatment

Residential treatment capacity at The Reading Hospital and Medical Center's (TRHMC) Drug and Alcohol Center increased by 43 percent as a result of Berks County HealthChoices Reinvestment Funding. This expansion had long been a goal of the Council and was finally realized through a collaboration between The Reading Hospital and Medical Center, Berks County Mental Health/Mental Retardation HealthChoices Program, and the Council.

To accommodate this expansion, TRHMC was able to secure a different site located at 401 Buttonwood St., West Reading. This new facility stands as a symbol of hope for those whose lives have been consumed by addiction.

Recovery is possible and does work! With treatment and support, lives are rebuilt and communities strengthened. Our new site is a dream come true, a place to care for the addicted individual and educate their significant others.

-Linda Texter, Director of The Drug and Alcohol Center
The Reading Hospital and Medical Center

Demand for Recovery

The simple law of supply and demand reasons that if the demand for treatment services has increased, the demand for recovery services will follow. Through the benefit of HealthChoices Reinvestment Funding, the support of the YMCA of Reading and Berks County, and Berks County Mental Health/Mental Retardation Program, an additional 27 beds were added and opportunities for sustained recovery were realized by individuals in early recovery.

The YMCA has long been an advocate for recovery-based housing for those in recovery looking to live in a stable, sober, and drug-free environment. With the additional beds, the YMCA has reached a total capacity to house 102 recovering individuals. These individuals benefit from the recovery-based therapeutic environment, while working toward their continued sobriety and newly developed goals for revitalized lives.

Sale of Tobacco Products to Minors

The Council maintains a constant vigilance over licensed tobacco retailers in the effort to stop the sale of tobacco products to minors. Given the high correlation between tobacco use when young and drug use as an adult, our efforts are of vital importance. Continuing a downward trend that began about 10 years ago, statistics gathered this fiscal year indicate Berks County retailers sold tobacco to minors at a rate of 5 percent, a record low.

Teams consisting of an adult, youth, and law enforcement officer visit tobacco retailers on a regular basis to determine if retailers are requesting appropriate identification of age, posting proper signage, and selling tobacco to minors. This enforcement role is an important part of the Council's tobacco prevention efforts and curbs access to a gateway drug that can lead to addiction as an adult.

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Gambling Awareness

Numerous similarities can be drawn between gambling addiction and drug addiction. An addiction to gambling is as pervasive and destructive as any other type of addiction. As our awareness of this addiction increases, so does the need to educate the community. This fiscal year, the Council secured a planning and community education grant from the Pennsylvania Department of Health-Bureau of Drug and Alcohol Programs. This grant will allow us to initiate gambling prevention education, engage public policy change, and conduct a prevalence study.

College Student Interventions

In collaboration with the Council, the Kutztown University President's Roundtable implemented programming to support alcohol screening and referral services for identified students. Through this program, more than 500 identified students received alcohol screenings, of which 10 percent resulted in referrals to receive Brief Alcohol Screening and Intervention for College Students (BASICS) education. The President's Roundtable also sponsored campus drug free alternative activities to support healthy behaviors. These events were attended by more than 800 students.

Defining Recovery Management

Recovery requires commitment to change, the willingness to follow guidance from others who have successfully achieved sobriety, a desire and motivation for a better life, the ability to surmount obstacles, and a proven program of action to overcome problems. Those new in recovery from addiction are sometimes ill-prepared to meet the simplest challenges of life. In many recovery programs, people with time in recovery are available to help the newcomer. However, sometimes the obstacles faced by the newcomer in sobriety can exceed the experience of those with continuous long-term recovery. When this situation arises the need for professional recovery management services are invaluable. A Recovery Specialist or "Coach" can be just the person needed to assist in this situation.

The Recovery Specialist is many times a person in recovery from addiction who has received specific training in the area of early recovery issues. A Recovery Specialist should not be confused with a recovery program sponsor. While the sponsor's job is to teach the person new in recovery about the program of recovery, the Recovery Specialist works with the newcomer to manage his or her life problems and to help identify and develop effective action plans to overcome challenges that can harm and interfere with the recovery efforts. Specific examples of these challenges could include needs surrounding transportation, education, employment, medical services, etc. As more and more people enter into recovery the demand for recovery management services will continue to expand.

-Andrew Eisenhauer, M. Ed., CPS,
Program Representative, Council on Chemical Abuse

Impacting the Community

Outcomes and Accomplishments

Prevention

Alcohol, Tobacco, and Other Drug (ATOD) Education

Youth participants receiving Council ATOD recurring curriculum services	1,081
Schools that hosted ATOD curriculum services/educational presentations	39
Community settings that hosted ATOD educational presentations	78
Youth participants in single service events across Berks County	4,081
Written materials disseminated	149,888
Resource and referrals	4,347
Training participants	689
Parent program participants	371

Peer Mediation

Youth trained as peer mediators	66
Student participants in the 2011 Peer Leadership Conference	236

Safe Homes

Family participants	1,678
Participating school districts	12 of 18 districts

Tobacco

Tobacco compliance checks conducted	417
Tobacco sales to minors	21
Sales rate	5.03%

Intervention

Youth

Pregnant or parenting teen mother participants in addiction and parenting education	226
Participants receiving intervention services through Berks County Youth Center	290
Youth referred to Underage Drinking Program (UDP)	332
Youth participants completing UDP	299
UDP class cycles (3 sessions each)	24
UDP referrals for further evaluation	62
Students receiving Student Assistance Program (SAP) assessments	1,476
Berks County SAP teams referring assessments	91

Youth and Adults

Calls received through Berks Talkline	4,047
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Adult

Calls made to The Reading Hospital - Drug and Alcohol Hotline	254
Drop in experiences at the Drug and Alcohol Center	82
Berks County Jail inmates screened for drug and alcohol problems	2,474
Berks County Jail inmates receiving addiction-specific education and intervention groups	1,268
Assessments provided for Berks County Children and Youth Services	90
Urine drug tests conducted	35,753
HIV Pre-test counseling sessions	2,075
HIV Antibody tests	834
HIV Post-test counseling sessions	727

Treatment

Number of requests to the Council for treatment access	4,568
Treatment Episodes *	
Outpatient treatment	1,065
Methadone maintenance	124
Intensive outpatient	317
Partial hospitalization	153
Detoxification (Detox)	442
Residential treatment	
Short-term (under 30 days)	309
Moderate-term (30-90 days)	15
Long-term (over 90 days)	36
Half-Way house	27
Transitional/Recovery housing	313
TOTAL treatment episodes	2,801
Individuals funded for treatment	1,925

* Note: These episodes represent only those funded by the Council

Client Demographics

Ethnicity	
White	59%
Latino	26%
African American	11%
Other	4%
Gender	
Male	78%
Female	22%
Age	
Under 18	2%
18 - 30	40%
31 - 45	38%
46 and older	20%

Intensive Case Management Services

General population	102
Pregnant women with children	226
Transitional/Recovery housing	313

What are People Saying?

"As a former defense attorney and as Berks County's District Attorney, I have witnessed the direct relationship between addiction and criminal behavior. Treating addiction reduces crime as well as reducing personal, family, and community loss."

- John T. Adams, District Attorney
Berks County District Attorney's Office

"Having served as a District Judge for 30 years in a college town, I can say without hesitation that Berks County has one of the best Underage Drinking Programs in Pennsylvania. The program provides the court with a much-needed alternative sentencing option, while providing the necessary education and resources to assist youth in making better decisions in the future. It is important that we make this type of investment in our youth for the benefit of our community!"

- Gail Greth, District Judge
Magisterial District Court 23-3-04

This past year, curriculum services were made available to all of our students from Kindergarten through eighth grade. Our elementary children participated in interactive lessons that taught the importance of healthy choices, while our junior high students received age appropriate information on the disease of addiction and refusal skills. St. Catherine's sees this new partnership as a vital component of our health program, and we have opted to continue this wonderful community service again next year.

- Marcy Demangone, Guidance Counselor
St. Catherine's of Sienna

"I was required to attend a lot of meetings and support groups (in transitional housing), but I truly enjoyed the Mindfulness Program by the Council. Unlike the other groups, this one taught me how to block out my addicted brain and focus instead on working towards regaining my life, the life I'm entitled to *without* drugs."

- Early Recovery Support Group Participant,
YMCA Reading/Berks County, Women's Bridge House

Please note that programmatic and financial information presented in this annual report is only for those services funded partially or in-full by the Council on Chemical Abuse. There are additional entities, both public and private, which fund drug and alcohol activities in the community. As such, the data contained herein is not reflective of the entirety of drug and alcohol prevention, intervention, and treatment services provided in Berks County.

Business Overview

County Commissioners

Mark C. Scott, Esq., Chairman
 Kevin S. Barnhardt
 Christian Y. Leinbach

Board of Directors

(as of June 30, 2011)
 Robert Bagenstose, President
 Carl W. Brown Jr., Vice President
 Joan M. Lewis, Treasurer
 Nicolas Camacho, Secretary
 Francis Drexler
 Matthew M. Mayer
 Betty McDonough
 Juanita Morales
 Michael S. Rivera
 Carl R. Sabold Jr.
 Nicolle B. Schnovel
 Gloria Seifrit
 Thomas Xavios

In Remembrance

Dr. Mildred H. Gordon



Dr. Mildred H. Gordon
 1934 - 2011

A long time member of the Governors Council On Drug and Alcohol Abuse, Dr. Gordon played a prominent role in developing regulations to address the prevention and treatment of addiction. Locally, she was instrumental in the opening of Berks County's first Central Intake and Detoxification Center at The Reading Hospital.

"Millie" was a highly respected administrator and therapist. She was an inspiration to all who were fortunate enough to know her.

Council Staff Members

(as of June 30, 2011)
 George J. Vogel, Jr., Executive Director
 Susan Cawley, Fiscal Technician
 Kendra Confer, Administrative Support Specialist
 Andrew Eisenhauer, Program Representative
 Marcia Goodman-Hinnershitz, Director of Planning & Resource Development
 Yaritza Hernandez, Intake & Benefits Coordinator
 Tiffani L. Jones-Montgomery, Prevention Specialist
 Sara Liu, Fiscal Technician
 Minna Lopez, Administrative Support Specialist
 Christa L. McCusker, Prevention Specialist
 Katie L. Moyer, Prevention Program Manager
 Kathleen Noll, Program Analyst
 Stanley J. Papademetriou, Assistant Administrator
 Eileen Piccolo, Librarian/Administrative Support
 Paul Russell, Information Technology Technician
 Sonia Santiago, Prevention Specialist
 Nickie Seshan, Office Manager
 Jaclyn Steed, Prevention Specialist
 Jennifer Wang, Chief Fiscal Officer

Independent Contractors

(as of June 30, 2011)
 Harry Donahue, Student Assistance Specialist
 Joan Groves, Treatment Specialist

Frederick R. Stubbs



Frederick R. Stubbs
 1940 - 2011

With the passing of Frederick R. Stubbs during the past year, the Council lost a dear friend and visionary leader. Fred helped form the early structure of Berks County's Treatment System over 40 years ago and was dedicated to supporting treatment services.

Fred was a mental health practitioner, as well as founder and executive director of Berks Advocates Against Violence. At the time of his death, he was a current member of the Council's Board of Directors.

Revenues and Expenditures

July 1, 2010 to June 30, 2011

Revenues From All Funding Sources

Federal Block Grant.....	\$2,008,393	24.55%
Berks County Funds.....	\$1,776,651	21.72%
State Base Allocation.....	\$1,086,067	13.28%
Behavioral Health Special Initiative.....	\$1,054,980	12.90%
Act 152.....	\$412,712	5.05%
Restrictive Intermediate Punishment.....	\$356,453	4.36%
Berks County MH/MR HealthChoices Reinvestment Fund.....	\$277,963	3.40%
Housing & Urban Development.....	\$244,347	2.99%
Berks County Mental Health/Mental Retardation Program.....	\$244,052	2.98%
Gaming Fund.....	\$153,259	1.87%
Department of Public Welfare.....	\$117,910	1.44%
Strategic Prevention Framework State Incentive Grant.....	\$107,862	1.32%
Human Services Development Fund.....	\$86,740	1.06%
United Way of Berks County.....	\$73,121	0.89%
Tobacco Control Grant.....	\$50,191	0.61%
Other Council Revenues.....	\$45,084	0.55%
PA Commission on Crime & Delinquency (Prevention Grants).....	\$42,841	0.52%
Drug Treatment Court Grants.....	\$41,857	0.51%
Total SCA Revenues From All Funding Sources.....	\$8,180,483	100%

SCA Net Expenditures

Case Management & Other Support Services.....	\$1,533,764	18.75%
Rehabilitation & Halfway Houses.....	\$1,494,711	18.27%
Transitional Housing.....	\$1,075,064	13.14%
Prevention.....	\$950,080	11.61%
Outpatient Drug-Free.....	\$762,931	9.33%
Administration and Client Education.....	\$752,369	9.21%
Other Intervention.....	\$502,349	6.14%
Detoxification.....	\$280,968	3.43%
Student Assistance Programs.....	\$229,402	2.80%
Partial Hospitalization.....	\$162,875	1.99%
Methadone Maintenance.....	\$155,351	1.90%
Intensive Outpatient.....	\$122,566	1.50%
Strategic Prevention Framework State Incentive Grant.....	\$107,862	1.32%
Tobacco Control Programs.....	\$50,191	0.61%
Total SCA Net Expenditures.....	\$8,180,483	100%