

Annual Report: Fiscal Year 2012-2013

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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 COCA

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, treatment and recovery services.

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

On The Cover: Pictured on the cover is the Berks County Parks property formerly known as CAMP JOY. The facility featured on top of the hill will be transformed into a twenty-bed residential recovery facility. This recovery housing will be COCA's newest edition. For many, the journey they take along this winding hillside, will begin their pathway to recovery.

“ This (addiction) is our black plaque, a terrible scourge that is just as deadly as cancer or AIDS. It is destroying people by the untold millions and I believe without a shadow of a doubt that the shame and secrecy that shroud this disease are just as deadly as the disease itself. ”

- Kristen Johnston
Actress, Author, GUTS

Message from the Executive Director

For more than three decades with my position at COCA, I have had the opportunity to witness some significant changes in the field of addiction. The community's mind set has moved from punishing a person for their addiction, to an acknowledgement that treatment is the most effective way of addressing this disease and its consequences. Often people think of addiction treatment and recovery in straightforward, linear terms. Treatment does work. When successful, treatment interrupts addiction allowing a person to examine usage, its consequences and carry with them knowledge of addiction as a disease of the brain. When treatment ends...recovery begins. However, treatment and recovery are not sequential. They can occur simultaneously every step of the way. Dare I repeat...every step of the way!

As noted by Bill White, a long-time voice of recovery, "Addiction professionals across America are witnessing a paradigmatic shift from a pathology and intervention focus to a recovery focus" (White, 2004, 2005). Treatment is part of the process of recovery and not exclusively the end in and of itself. Recovery can, and most times does, start as a simple offering of support from a person in recovery to a person struggling in their addiction. With diminishing governmental resources, a supportive voice of recovery will become even more crucial as there will be more untreated and undertreated addicted individuals.

The good news is that Berks County has a vibrant recovering community that cherishes their recovery and is ever willing to be there for those struggling with an addiction. The better news is that it is not a purchasable commodity. It is given freely and most often, offered as a benefit to both the receiver and sender of the supportive message. Increasingly, individuals and families touched by addiction will need the support of individuals with a lived experience in recovery. Over the course of the next several months, COCA will be working with local recovery support organizations to help identify recovering individuals who would be willing to volunteer their time and experience to perhaps guide someone at the onset of his or her treatment experience.

To learn more about this recovery initiative, please visit www.recoveryandme.org.



George J. Vogel Jr.
Executive Director

Prevention Works, Treatment is Effective, People Recover.



Francis F. Drexler
December 25, 1950 - July 11, 2013

In Remembrance: Francis F. Drexler

Francis F. Drexler was a long-time member of our Board and a friend of the Agency. He passed away on July 11, 2013 of natural causes at age 62. Fran was a strong advocate for drug and alcohol prevention, intervention, treatment and recovery services to help improve the lives of those in the community. Sometimes referred to as an "Old School Investigator," he trained numerous detectives in the department and led many significant investigations during his career. As a veteran of the Reading Police force, he witnessed first-hand the devastating effects of addiction and was convinced that effective drug and alcohol services could reduce crime. Fran brought this knowledge and experience to our Board and helped shape our services to best meet the needs of Berks County. It was a privilege to work with him. Although he will be missed, his memory will always be with us.

Innovative Approaches



Communities continue to raise concerns about addiction-related issues. Answers to eliminate those concerns do not come quickly; however, approaches to address and respond to them can be found in innovative prevention efforts.

And the Award Goes to...

Antietam School District became the first District in Berks County to receive COCA's **ALL IN** grant funding. This program is a full commitment on behalf of COCA and the district to achieve the mutual goal of developing healthy, successful and drug-free youth at all grade levels. **ALL IN** is an intensified effort featuring four components that serve to develop the district's youth. Antietam's commitment proved successful, receiving positive responses from students, faculty and administrators. This pilot program was reviewed with a handful of additional districts, and Daniel Boone and Kutztown have committed to COCA's **ALL IN** program for the 2013/14 school year.



Scouts On Board

Berks County Boys Scouts partnered with COCA to develop an alcohol, tobacco and other drug prevention program entitled, **"Soaring Away from Substances."** The program was presented to over 250 Boy Scouts and their leaders. For their participation, participants that met all program requirements received a Boy Scout Badge denoting completion of the program.

Under Pressure

Peer pressure is typically a phrase that carries a negative connotation; however Haydenfilms Institute placed a positive spin on that phrase with the creation of their **Youth Media Initiative**. Fifty youths were selected to receive professional filmmaking training, learning how to write, direct and film Public Service Announcements (PSAs). Following their training they created 20 PSAs for local nonprofit organizations.

Of the 20 PSAs filmed by students, 5 addressed key issues surrounding drugs and alcohol. These PSAs are now complete and featured in an online film festival. COCA will be given access to these PSAs for use on television and the web.

Higher Education, Higher Risk

To some, heading off to college is considered a period of emancipation. With newfound freedom, some students find themselves in compromising positions regarding drug and alcohol use.

Recognizing this, area colleges sought the assistance of COCA to present a **series of educational presentations to Student Leaders and Resident Assistants**. Presentations focused on marijuana, synthetic and prescription drug abuse, signs and symptoms of abuse, and ways to effectively intervene when and if needed. The training was so well received that COCA was requested to return to present on similar topics.

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Lunch and Learn

Lunch and Learn trainings were initially designed as a quarterly offering to introduce a relevant addiction topic to professionals who may not be available for a full day of training. The response to **Lunch and Learn** presentations has been overwhelming. Timely issues such as Street Drugs and Prescription Drug Abuse attracted large audiences of educators, criminal justice and social service personnel, as well as addictions professionals. As a result of the interest in the **Lunch and Learn** program, COCA will be looking to continue these presentations, perhaps on a monthly basis.

"Prescription pill abuse is an epidemic in Pennsylvania and reducing the problem will take a multi-faceted approach."

-Gary Tennis, Secretary
Pennsylvania Department of Drug and
Alcohol Programs

Right Around the Corner

COCA has responded to the growing prevalence of prescription drug misuse and abuse, by collaborating with the Berks County Office of the District Attorney and the Berks County Solid Waste Authority. **Medication drop boxes** have been securely placed in 18 municipal police departments and one college across Berks County. The District Attorney's office collects and properly disposes of the discarded medications, collecting over 1,200 pounds since the program's inception.



While promoting the drop boxes, COCA has worked with local media to increase community awareness of prescription drug abuse. Educating the community about the correct disposal of unused or expired medications is imperative to reduce misuse as well as access to potentially harmful medications.

Those Other Addictions

Other addictions, such as gambling, sex, and internet (to name a few) are often overlooked, as drug and alcohol addictions still take center stage as the most recognizable. However, treatment professionals are noting that many times these other addictions tend to accompany someone into a drug and alcohol treatment center. With this realization, COCA contracted providers recognize the need to heighten awareness and knowledge of these other addictions in order to better treat their clients and provide them with tools necessary to sustain recovery.

As the county's addiction resource, COCA provided numerous opportunities to educate professionals on the signs and symptoms of these other addictions, as well as information on how to refer someone to treatment. Print and web resources were also increased to heighten awareness of these dangerous but often overlooked addictions. These resources can be found or requested by visiting www.cocaberks.org.

Thinking for a Change

Still in its infancy, a "High Risk Offenders" grant was awarded to COCA from the Pennsylvania Commission on Crime and Delinquency (PCCD) to reach high risk populations with evidence-based programming. Services are aimed to reduce recidivism. The curriculum, **Thinking for a Change**, includes cognitive restructuring of the thoughts and attitudes that put one at risk of engaging in harmful or criminal behavior, and works to improve problem-solving and social skills.

The outcomes of this project could have a significant impact on the practices and programs of the Berks County criminal justice system. In addition it will result in reducing recidivism as well as the cost of incarceration.

"Addiction is a disease that doesn't discriminate. Recovery is real, it happens."

- William Cope Myers
Vice President of Public Affairs &
Community Relations, Hazelden

Supporting Recovery



Momentum is gaining towards a national movement that focuses on community-based services and supports to help individuals and families in their recovery, resilience and whole health wellness.



“People don’t recover in treatment, people initiate recovery in treatment. People recover in their communities.”

- Arthur Evans, Jr., PH.D.
Commissioner, Philadelphia Department of Behavioral Health & Intellectual disAbility Services

Redefining Recovery

For most all addicted individuals, treatment is crucial. However, ***there is mounting evidence that merely placing someone in a treatment program, as a be-all and end-all, does not guarantee long-term success.*** What is essential are recovery support services in the community that complement a person’s treatment experience and strengthens his or her potential to attain and maintain a more lasting recovery from addiction.

Persons in recovery each have their own unique way of defining the term recovery. However, Substance Abuse and Mental Health Services Administration (SAMHSA) simply states, ***“Recovery is a process of change through which individuals improve their health and wellness, live***

a self directed life, and strive to reach their full potential.”

Recently, there has been a shift in considering recovery from addiction less as an event and more as a process. This new recovery model focuses less on substances, abstinence and sobriety and moves towards a focus on the benefits that come with recovery.

Removing Barriers

Recovery support services assist in removing barriers and providing assistance to those contemplating, entering or maintaining recovery from addiction. ***These services help an individual to address numerous issues in order to make positive changes in his or her life away from active addiction and towards a healthier lifestyle.*** Recovery support services are most beneficial if available to individuals prior to, during and following the completion of treatment. These recovery services can also be provided to those seeking recovery without the assistance of treatment.

Recovery support services can be provided by peers, faith-based organizations, or various medical, social and legal organizations. These services can be offered by professionals or volunteers who are attuned to recovery from addiction. However, there are numerous other services that an individual may find necessary for his or her particular situation. Child care and transportation are examples of such services.

Guiding Principles of Recovery

- There are many pathways to recovery.
- Recovery is self-directed and empowering.
- Recovery involves a personal recognition of the need for change and transformation.
- Recovery is holistic.
- Recovery has cultural dimensions.
- Recovery exists on a continuum of improved health and wellness.
- Recovery is supported by peers and allies.
- Recovery emerges from hope and gratitude.

(SAMHSA, 2012, “Working Definition of Recovery”)



“Together we are creating a new reality...one where people in recovery know wherever they are, support is always just around the corner in whatever form they may need it.”

- Greg Williams
Director and Producer, “The Anonymous People”

Where Do I Fit In?

In these times of reduced resources for professional services, ***now more than ever there is a need to enhance the current recovery efforts in the local community and identify and develop other effective initiatives.*** This requires the need to tap into the generous spirit of volunteerism in Berks County to help our fellow citizens. As individuals recover from the ravages of addiction, they become better family members, friends, neighbors and employees. In other words, as they become healthier, they become better members of the community. To reach this goal, we sorely need the help of the local community. As was stated above, “it takes a community to support a person’s recovery from addiction.”

These community supporters along with a well-developed continuum of professional services, ranging from detoxification to recovery housing, will be the foundation of ***Berks County’s Recovery Oriented System of Care.***

“I completely enjoyed ‘The Anonymous People.’ For the first time in my recovery I felt PROUD to be a recovering person.”

- Michael DiMaio
Program Participant

Making a Difference

Recently, several local recovery-focused organizations in the Berks County community began meeting to combine efforts to ***encourage and advocate recovery from addiction.*** This collaboration will include seeking individuals in the local community who are willing to advance recovery in Berks County by donating their time, energy and talents to promote recovery efforts and/or volunteer their time to help those new to recovery. Anyone interested in becoming involved in these efforts is encouraged to check www.cocaberks.org and www.recoveryandme.org for more information as it develops.

Examples of Recovery Support

- Peer coaching, mentoring or support groups
- Assistance in finding housing, educational and employment opportunities
- Assistance in building constructive family and personal relationships
- Life skills training
- Health and wellness activities
- Assistance navigating and managing systems (e.g., health care, criminal justice)
- Alcohol- and drug-free social/recreational activities
- Culturally-specific and/or faith-based support

Impacting the Community

Outcomes and Accomplishments

Prevention

Alcohol, Tobacco, and Other Drug (ATOD) Education	
Youth participants in single service events across Berks County	10,087
Youth participants receiving COCA ATOD recurring curriculum services	2,321
Schools receiving ATOD curriculum services/educational presentations	31
Community groups receiving ATOD educational presentations	58
Outreach and referrals	9,195
Professional training participants	1,066
Parent program participants	151
Problem Gambling	
Youth participants receiving COCA gambling recurring curriculum services	167
Participants in single service gambling prevention presentations	169
Gambling prevention materials distributed	1,500
Tobacco	
Tobacco compliance checks conducted	267
Tobacco sales to minors	24
Sales rate	8.9%

Intervention

Youth	
Pregnant or parenting teen mother participants in addiction and parenting education	104
Youth referred to Underage Drinking Program (UDP)	281
Youth participants completing UDP	246
UDP class cycles (3 sessions each)	21
UDP referrals for further evaluation	67
Students receiving Student Assistance Program (SAP) assessments	1,248
Berks County Elementary and Secondary SAP teams	67
Youth and Adults	
Calls received through Berks Talkline	3,439
Adult	
Drug and Alcohol Center hot line calls	193
Clients receiving drop-in services at the Drug and Alcohol Center	68
Berks County Jail inmates screened for drug and alcohol problems	2,592
Berks County Jail inmates receiving addiction-specific education and intervention assistance	1,172
Assessments provided for Berks County Children and Youth Services	47
Urine drug tests conducted	29,652

Treatment*

Number of requests to COCA for treatment access	4,408
Treatment Episodes	
Outpatient treatment	906
Methadone maintenance	133
Intensive outpatient	394
Partial hospitalization	181
Detoxification (Detox)	480
Residential treatment	
Short-term (under 30 days)	319
Moderate-term (30-90 days)	15
Long-term (over 90 days)	26
Halfway house	7
Transitional/Recovery housing	316
TOTAL treatment episodes	2,777
Individuals funded for treatment	1,858
<small>*In accordance with federal and state requirements, pregnant women are afforded preference in regard to access to treatment services funded by COCA.</small>	
Client Demographics	
Ethnicity	
White	61%
Hispanic	25%
African American	10%
Other/Unknown	4%
Gender	
Male	80%
Female	20%
Age	
Under 18	1%
18 - 30	38%
31 - 45	40%
46 and older	21%

Intensive Case Management Services

General population	71
Pregnant women with children	206
Transitional/Recovery housing	316

Around the County



"People enter Drug Treatment Court with a shattered life; they are sick, have no job and are estranged from their families. It is gratifying to see people change their lives and heal their family relationships as a result of receiving treatment for their addiction."

- The Honorable Jeffrey Schmehl
United States District Judge,

United States District Court for the Eastern District of Pennsylvania

"The prevention and treatment of addiction is the best and most cost effective means of reducing crime."

- John T. Adams
Berks County District Attorney



"In the medical profession the largest treatment gap of any field is in addiction medicine. If I said that we had 24 million people with diabetes and only 2.4 million people are getting treatment, we would never tolerate that, but in addiction, we accept it and we give excuses for it."

- Dr. William Santoro, MD
Family Practitioner, Addiction Medicine



"No drug taken in a non-prescribed manner is safe. You don't need to be addicted to die from a drug overdose."

- Dennis Hess
Berks County Coroner



"As educators we need to provide today's behavioral health practitioners with a broad base of skills to effectively address the issues and challenges in treating addiction."

- David Reyher
Program Coordinator, Behavioral Health, Alvernia University

A Tribute: Mike J. McGee

After 19 years, serving 14 of those as the Executive Director of Treatment Access and Services (TASC), Mike J. McGee has decided to enter the world of retirement. Mike will be remembered for his demeanor and leadership that helped promote TASC as a primary resource for people suffering from addiction. We wish him and his family well in enjoying their lives together during this special time. He will be missed.

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

(as of June 30, 2013)

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

Board of Directors

(as of June 30, 2013)

Carl W. Brown Jr., *President*
 Joan M. Lewis, *Vice President*
 Nicolas Camacho, *Treasurer*
 Robert Bagenstose, *Secretary*
 Jeffrey Auman
 Danelle Bower
 Francis F. Drexler
 Brian Engelhardt
 Daniel E. Milloy
 Juanita Morales
 Scott Rehr
 Michael S. Rivera
 Carl R. Sabold Jr.
 Gloria Seifrit
 Thomas Xavios

COCA Honorees

Annual Conference Award Recipients

Community Care Behavioral Health, *President's Award*
 M. Lou Encarnacion, *Prevention Award*
 Justin Bodor, *Intervention Award*
 Keith A. McConnell, *Intervention Award*
 Mary Thomas, *Treatment Award*

Pat Ganter Scholarship Award Recipients

Katelyn Reifsnyder, *Boyertown Area High School*
 Alfred Schaub, *Exeter High School*
 Christopher Talbot, *Conrad Weiser High School*

ALL IN Scholarship Recipient

Michael Gierula, *Antietam High School*

COCA Staff Members

(as of June 30, 2013)

George J. Vogel, Jr., *Executive Director*
 Paige Carroll, *Prevention Specialist*
 Susan Cawley, *Fiscal Technician*
 Andrew Eisenhauer, *Program Representative*
 Marcia Goodman-Hinnershitz, *Director of Planning & Resource Development*
 Tiffani L. Jones-Montgomery, *Prevention Specialist*
 Sara Liu, *Fiscal Technician*
 Minna Lopez, *Administrative Support Specialist*
 Christa L. McCusker, *Prevention Specialist*
 Kathleen Noll, *Program Analyst*
 Matthew Null, *Prevention Specialist*
 Stanley J. Papademetriou, *Assistant Administrator*
 Leila Pagan, *Intake & Special Benefits Coordinator*
 Eileen Piccolo, *Librarian/Administrative Support*
 Paul Russell, *Information Technology Technician*
 Sonia Santiago, *Prevention Specialist*
 Nickie Seshan, *Office Manager*
 Jaclyn Steed, *Prevention Program Manager*
 Allison Sweigart, *Prevention Specialist*
 Jennifer Wang, *Chief Fiscal Officer*

Independent Contractors

(as of June 30, 2013)

Harry Donahue
 Michael Reese
 Dave Reyher
 Robert Schwartz
 John T. White

Revenues and Expenditures

July 1, 2012 to June 30, 2013

Revenues From All Funding Sources

Berks County Funds	\$1,872,127	24.68%
DDAP Federal Block Grant	\$1,812,495	23.89%
DDAP State Base Allocation	\$1,062,599	14.01%
Behavioral Health Special Initiative.....	\$842,788	11.11%
Act 152	\$357,930	4.72%
Restrictive Intermediate Punishment.....	\$353,016	4.65%
Housing & Urban Development.....	\$244,807	3.23%
Berks County MH/DD/HealthChoices Program.....	\$212,000	2.79%
State Gaming Fund.....	\$178,143	2.35%
Other COCA Revenues.....	\$156,988	2.07%
Reinvestment Fund.....	\$90,312	1.19%
Department of Public Welfare (DPW/HAP).....	\$90,000	1.19%
PA Commission on Crime & Delinquency (Prevention Grants).....	\$81,438	1.07%
Human Services Development Fund (HSDF).....	\$58,900	0.78%
Drug Treatment Court Grants.....	\$58,296	0.77%
United Way.....	\$55,002	0.73%
Tobacco Control Grant.....	\$52,973	0.70%
Strategic Prevention Framework State Incentive Grant.....	\$5,476	0.07%
Total SCA Revenues From All Funding Sources	\$7,585,290	100%

SCA Net Expenditures

Recovery Housing.....	\$1,187,560	15.66%
Rehabilitation & Halfway Houses.....	\$1,147,735	15.13%
Prevention Services.....	\$1,065,019	14.04%
Administration and Client Education.....	\$801,047	10.56%
Outpatient Drug-Free.....	\$699,850	9.23%
Case Management & Other Support Services.....	\$651,677	8.59%
Intake & Referral.....	\$606,848	8.00%
Detoxification.....	\$354,461	4.67%
Other Intervention.....	\$266,550	3.51%
Student Assistance Programs.....	\$216,380	2.85%
Partial Hospitalization.....	\$201,629	2.66%
Intensive Outpatient.....	\$180,461	2.38%
Methadone Maintenance.....	\$147,624	1.95%
Tobacco Control Programs.....	\$52,973	0.70%
Strategic Prevention Framework State Incentive Grant.....	\$5,476	0.07%
Total SCA Net Expenditures.....	\$7,585,290	100%

The information on this page represents the financial statements of the Council on Chemical Abuse for FY2012/2013