ADDICTION: A PREVENTABLE AND TREATABLE DISEASE
The only shame in the fight against addiction is indifference.
MAKE OUR MISSION YOURS.

We aim to inform Americans of the economic and social costs of substance abuse and its impact on their lives. We continually assess what works in prevention, treatment and law enforcement. We encourage every individual and institution to take responsibility to combat substance abuse and addiction. We strive to provide those on the front lines with the tools they need to succeed. We are determined to remove the stigma of addiction, and replace shame and despair with hope.

YOUR SUPPORT HELPS THOSE WHO HELP MILLIONS.
Twenty years ago, CASA Columbia was just a gleam in my eye. We started with only four of us: Herb Kleber, the world-renowned psychiatrist and expert in substance abuse and addiction who had been Bill Bennett’s deputy when Bill was White House Drug Czar; Susan Brown, who came from Washington to handle our financial and administrative needs; JoAnn McCauley, my executive assistant; and me. Since then, we have assembled a staff of some 50 professionals—the best and brightest group in this field—and have raised more than $260 million, including an endowment of about $50 million.

CASA Columbia was founded on this postulate: The problem is substance abuse and addiction, not a specific drug like nicotine, alcohol, marijuana, cocaine, heroin, tranquilizers, painkillers, steroids or any other individual legal, illegal, prescription or performance-enhancing substance. The organizing concept was to put under one roof all the different skills—medicine, law, communications, social work, psychology, statistics, education, government, economics—needed to identify the corrosive impact of substance abuse and addiction in all sectors of our society.

My objective has been to give this nation an asset with the independence to seek practical, effective ways to combat substance abuse and addiction, independent of any ideological commitment, preconception or prejudice, with no political drug war to defend or attack.

From our initial board meeting, when First Lady Betty Ford spoke of addiction as a disease—a physical, neurological, psychological, emotional and spiritual one—our board recognized that addiction is not some moral defect or bad habit easily discarded. Addicted smokers, drinkers or heroin addicts have tenacious gorillas, not playful monkeys, on their backs.

Over the first 20 years, we have issued more than 75 reports and white papers, published three books and 200 articles, conducted 20 teen surveys, and tested preventive and corrective programs in more than 270 schools and other sites in 37 states across the country.

What have we achieved?

We established the statistical relationship between smoking, drinking, marijuana use and the use of other drugs. That helped prompt scientists at Scripps in California, and in Madrid and Italy, to do the laboratory bench work to establish that all these substances influence dopamine levels in the brain through common pathways. More recently, scientists like Dr. Nora Volkow, Director of the National Institute on Drug Abuse at the National Institutes of Health, have used sophisticated neurological imaging to show the common impact of these substances on the brain.

Our analysis of the effectiveness of the nation’s first drug courts, in Florida and elsewhere, provided evidence for the federal government and states to create more than 2,400 drug courts throughout the country, thus reducing recidivism and saving thousands of drug-involved young offenders.

In 2000, at the request of the White House Drug Czar, we examined the involvement of performance-enhancing drugs in Olympic sports. Armed with our report, he convinced the Olympic Committee to establish sophisticated testing to eliminate this form of cheating in Olympic competition.

Our 2001 report, Shoveling Up: The Impact of Substance Abuse on State, Federal and Local Budgets, revealed that 96 cents of every taxpayer dollar spent on substance abuse and addiction was used to shovel up its healthcare, crime and other consequences, and only two cents was devoted to prevent and treat this disease. This work gave Congress enough ammunition to enact the Drug Abuse Education, Prevention, and Treatment Act the following year.

Our reports, Under the Counter: The Diversion and Abuse of Controlled Prescription Drugs in the U.S. (2005) and
You’ve Got Drugs (2004–2008), exposed the sharp increase in adolescent (and adult) prescription drug abuse and the easy online availability of such drugs. In 2008, citing those reports, the Senate Judiciary recommended and the Congress passed the Ryan Haight Online Pharmacy Consumer Protection Act to curb online access.

The CASA Columbia book, Women under the Influence, published in 2008 by the Johns Hopkins University Press and the product of a decade of research on women and substance abuse, led Florida to develop a statewide approach to address addiction among girls and women, and provided practical ideas to improve treatment programs nationally.

Through our teen surveys, we have learned that the more often kids have dinner with their parents, the less likely they are to smoke, drink or use drugs. Recognizing that dinner is a surrogate for parental engagement, we have created Family Day—A Day to Eat Dinner with Your Children™, which is endorsed by the president, governors, and more than 1,000 cities and counties.

Our annual teen survey has provided other insights for parents about the world of their teens, and forms much of the basis for my book, How to Raise a Drug-Free Kid: The Straight Dope for Parents, which has sold 39,000 copies.

We sparked the movement to make college campuses smoke free with a 1993 report by our Commission on Substance Abuse at Colleges and Universities, Smoke-Free Campus, and in 1994 we identified the explosion of excessive drinking on college campuses (especially among women).

CASA Columbia’s research found that 85 percent of inmates committed their violent crimes while high on alcohol or some other drug, stole money to buy drugs, were alcohol or drug addicts or abusers, or violated drug and alcohol laws; 70 percent of children in child welfare programs are there because of drug and alcohol abusing parents; and about half of all college students binge drink or abuse illegal or prescription drugs, and a quarter of them meet the medical criteria for addiction. We demonstrated that 30 percent of Medicare and Medicaid costs is due to smoking, drinking and drug use, and the total healthcare cost is more than $500 billion annually. In short, we have made the case beyond a reasonable doubt that substance addiction and abuse are implicated in just about every social problem the nation faces.

Illegal drugs and abuse of prescription drugs garner the lion’s share of media attention and spawn the most fear in parents, but the two marauding monsters are smoking—which kills more than 440,000 Americans each year—and excessive drinking—which kills more than 100,000. Each also cripples hundreds of thousands more, through diseases, accidents and violence.

With all of that, I believe the most important finding of 20 years of research is this: A child who gets through age 21 without smoking, using illegal drugs or abusing alcohol is virtually certain never to do so. More than 90 percent of Americans who are addicted started smoking, drinking or using other drugs before the age of 18.

In February 2012, I stepped down as chairman of CASA Columbia. Our board of directors has elected Jeffrey B. Lane to succeed me. Jeff is the ideal leader for CASA Columbia as it moves to build on its reputation as the premier institution in the field and seeks to expand its influence. He is committed, thoughtful, creative and determined to amplify CASA Columbia’s voice in raising awareness of addiction’s impact and costs; shaping healthcare practice and public policy promoting prevention and treatment; creating proven, effective approaches to keep American families and children healthy and drug free; and providing health professionals, politicians, educators, judges, social workers, journalists, employers and workers—as well as community organizations and parents—with accurate and insightful information on substance abuse and addiction.

This year also brought new strength to our impressive board with the addition of three new directors: Melinda Hildebrand, a committed mother of teens and leader of Choices at Episcopal High School in Houston, Texas; Ralph Izzo, PhD, Chairman, President and CEO of Public Service Enterprise Group, Incorporated (PSEG); and Jeffrey Kindler, former Chairman and CEO of Pfizer.

We have accomplished much over the past 20 years, but much more remains to be done. In 1978, I called smoking Public Health Enemy Number One, and it has retained its sordid title. In 1979, I called alcoholism “not only a treatable disease, but a beatable disease;” but we haven’t yet beaten it. Betty Ford’s prayer to strip the shame from the disease of addiction has not yet been answered by our nation and our people. And millions of families and children suffer incalculable anguish because of this problem. So, in this, my final chairman’s message, I ask you to help us with a generous contribution to enable CASA Columbia to continue its efforts to create a world in which every child can grow up healthy—and tobacco, alcohol and drug free.
Today, a full 16 percent of the US population, or some 40 million Americans, are addicted to nicotine, alcohol or other drugs. Another 32 percent, while not addicted, engage in use of these substances in ways that put themselves and others at risk, including tobacco use, underage and adult excessive drinking, illegal drug use and misuse of prescription pain relievers, stimulants and depressants. Together, addiction and risky substance use affect a staggering 121 million people—nearly every other American age 12 and over—and constitute the largest preventable and most costly public health problem we face.

The scope of CASA Columbia’s work touches all Americans, from healthcare professionals to policymakers to parents and families.

In 2011, CASA Columbia released three reports.

Adolescent Substance Use: America’s #1 Public Health Problem [June 2011]
This comprehensive national study identified teen substance use—including smoking, drinking, misusing prescription drugs and using illegal drugs—as a public health problem of epidemic proportion. The report documented that addiction is a complex brain disease that in most cases begins with substance use in adolescence, when the brain is still developing. The study examined the factors in American culture that promote teen substance use, including messages sent by parents, glamorization of substance use by the tobacco and alcohol industries and the media, and other advertising and marketing practices that normalize substance use. It also examined personal factors that increase the risk that teens will smoke, drink and use other drugs and become addicted, including co-occurring mental health problems, childhood abuse and other forms of trauma. The report revealed the enormous and costly health and social consequences of teen substance use and made a broad range of recommendations for prevention and treatment. Funded by Legacy®, the Conrad N. Hilton Foundation and the Carnegie Corporation of New York.

National Survey of American Attitudes on Substance Abuse XVI: Teens and Parents [August 2011]
CASA Columbia’s 16th annual teen survey revealed that American teens, ages 12 to 17, who in a typical day spend any time on social networking sites, are at increased risk of smoking, drinking and other drug use. The survey once again established a link between strong family ties—the bond between parents and their teens—and a reduced likelihood of teen substance use. CASA Columbia’s annual teen survey helps get the word out that parents are the most powerful influence over teens’ decisions whether or not to use substances. Funded by Family Day sponsors.

The Importance of Family Dinners VII [September 2011]
Released in conjunction with CASA Columbia’s Family Day—A Day to Eat Dinner with Your Children™, this report found that compared to teens who have frequent family dinners (five to seven per week), those who have infrequent family dinners (fewer than three per week) are almost four times likelier to use tobacco; more than twice as likely to use alcohol; two-and-a-half times likelier to use marijuana; and almost four times likelier to say they expect to try drugs in the future. Funded by Family Day sponsors.

REPORTS IN PROGRESS
Examination of Addiction Treatment in the US [2012]
CASA Columbia is conducting an in-depth examination of addiction treatment in the United States. The study will report on the current state of treatment in the US; look at how addiction and treatment are defined and viewed by
healthcare professionals, researchers, policymakers and the general public; identify the required qualifications and standards for treatment providers; document the characteristics of those in need of treatment and of those who receive it; review the cost of addiction treatment and the financial systems that support it; and expose the costs of our failure to treat the disease of addiction. This study will also include recommendations for what it will take to build a sound infrastructure for treatment in this country.

Funded by The Annenberg Foundation; The Diana, Princess of Wales Memorial Fund and The Franklin Mint; the New York Community Trust; and the Adrian and Jessie Archbold Charitable Trust.

CASA Columbia will conduct its 17th annual teen survey with 1,000 teens ages 12 to 17 to identify the attitudes and factors that make teens more or less likely to use tobacco, alcohol and other drugs.

Funded by CASA Columbia core funding.

POLICY AND PRACTICE
Moving the prevention and treatment of risky substance use and addiction into public health and medical practice
CASA Columbia, with the support and collaboration of Legacy®, is engaged in a range of activities designed to:

- Expand capacity in the healthcare system to provide prevention, treatment and disease management for risky substance use and addiction;
- Develop and implement tools and products designed to align public policies and practices with the science of addiction;
- Design and implement public health education initiatives to increase public understanding of the nature of the disease of addiction, its risk factors and the critical importance of preventing teen substance use.

HEALTH AND TREATMENT RESEARCH AND ANALYSIS
CASA Columbia’s health and treatment researchers work to realign prevention programs and treatment services to agree with a proposition that sees addiction as a preventable, treatable disease requiring integration of care across many systems in the same manner as any other chronic illness. CASA Columbia works with states to develop and evaluate programs to better address the chronic care needs of addicted individuals while containing costs, which offer a model for federal efforts in the current fiscal environment.

National Institute on Drug Abuse (NIDA) K02 Grant—Integrated Family-Based Treatment of Co-Occurring Adolescent Substance Use Disorders (SUDs) and ADHD
Aaron Hogue, PhD, an Associate Director of the Health and Treatment Research and Analysis Division, whose expertise is in family-based treatment for adolescent SUDs, continues his training under a NIDA K02 grant that includes components involving behavioral intervention science, psychopharmacology, and neuro-imaging research related to adolescent substance use, and which will culminate in the development of a family-based treatment model specifically designed to treat adolescent substance users with co-occurring attention deficit hyperactivity disorder.

Funded by the National Institute on Drug Abuse.

CASALEAPSM (Learning Effective Approaches to Prevention) is the first study to look at long-term outcomes of evidence-based practices for adolescent substance use in real-world settings, and also the first to evaluate community therapist practices in routine settings using observational methods. CASA Columbia researchers are looking at three routine clinical settings for treatment benefits and cost effectiveness for adolescent substance misuse and related mental health problems: Hospital-based behavioral health clinics, private addiction counseling clinics and community mental health centers.

Funded by the National Institute on Drug Abuse.

CASAHOPESM (Housing Opportunities Program Evaluation) is a cutting-edge evaluation of a new program funded by New York State and City to provide supportive housing to chronically homeless individuals with ongoing substance use, with the goal of promoting the stability needed to allow them to address their substance use and other social needs. The CASAHOPE evaluation will document best practices, evaluate one-year outcomes, and conduct a comprehensive cost-benefit analysis to see whether supportive housing reduces costs related to extra city/state services used by homeless clients.

Funded by the Conrad H. Hilton Foundation.

CASACARESM (Chronic Care Approaches to Recovery) is a joint program with the New York State Office of Alcoholism and Substance Abuse Services (OASAS) that provides case management for the most costly utilizers of Medicaid addiction treatment. The CASA Columbia team is advising on strategies for improving care that derive from science (like evidence-based practices) and business strategies (such as Continuous Quality Improvement...
teams). The project utilizes CASA Columbia’s capacity to apply sophisticated statistical methods to study program effectiveness by analyzing large streams of government data on use of addiction treatment and healthcare services.

CASA Columbia researchers will evaluate the effectiveness of the disease management program in stabilizing these individuals’ lives, as well as saving taxpayer dollars.

**Funded by the National Institute on Drug Abuse.**

**CASASARD℠ II (Substance Abuse Research Demonstration)**

Stemming from CASA Columbia’s original CASASARD treatment model in New Jersey that has been implemented statewide, CASA Columbia experts are examining the cost-benefit of a case management program they developed that is shown to be effective in reducing substance use, and will study how well an intervention designed and tested by scientists will stand up when implemented under real-world conditions.

**Funded by the National Institute on Drug Abuse.**

**CASASARD℠ III**

CASA Columbia is also conducting a comprehensive economic analysis of a state-run case-management program for families with children on welfare. CASA Columbia scientists and the state of New Jersey are collaborating to develop a state-of-the-art behavioral intervention for high-cost, high-needs clients. Potential taxpayer benefits derived from reduced drain on publicly financed services (like public welfare, emergency or crisis services) are the focus of the analysis.

**Funded by The John D. and Katherine T. MacArthur Foundation.**

**New Jersey Division of Addiction Services Grant**

CASA Columbia is evaluating a groundbreaking set of programs to improve treatment access and recovery among disenfranchised, mostly opiate-dependent individuals who are not currently accessing treatment services. These programs include mobile medication vans that provide on-the-street outreach, a unique approach to establishing systems of treatment that better target individuals mired in despair, who impose a large economic burden on the community.

**Funded by the New Jersey Division of Addiction Services.**

**New York State Health Foundation Grant—Developing Sustainable Screening**

CASA Columbia is working with the New York State Office of Alcoholism and Substance Abuse Services (OASAS) and Department of Health (DOH) to develop more effective implementation of screening, brief intervention and referral to treatment within medical settings for the poor. Although there are well-established guidelines and recommendations for screening and referral in emergency departments, actual implementation is a challenge, due to the complexities of instituting new behavioral health interventions in medical settings. CASA Columbia will develop and evaluate strategies based on best business practices, as well as science-based models, that can be rolled out throughout the state.

**Funded by the New York State Health Foundation.**

**New York State Screening, Brief Intervention and Referral to Treatment (NYSBIRT)**

CASA Columbia is working with the New York State Office of Alcoholism and Substance Abuse Services (OASAS) on an initiative to implement screening, brief intervention and referral to treatment (SBIRT) statewide. SBIRT is an evidence-based practice that modifies the substance-use patterns of at-risk substance users and identifies individuals who need more extensive, specialized treatment. SBIRT is a comprehensive, integrated, public health approach that provides opportunities for early intervention before more severe consequences occur. CASA Columbia’s role in this project will be to recommend strategies for implementation to SBIRT sites, primarily in Jefferson County and New York City. CASA Columbia will also provide guidance to OASAS on conducting an evaluation of SBIRT outcomes and will offer technical support to a statewide Policy Advisory Committee (PAC) that will oversee a broader adoption of SBIRT throughout the state.

**Funded by the Substance Abuse and Mental Health Services Administration (SAMHSA).**

**INITIATIVES**

**Family Day—A Day to Eat Dinner with Your Children™**

*Family Day—A Day to Eat Dinner with Your Children* was launched in 2001 by CASA Columbia. *Family Day* is a national movement that informs parents that the engagement fostered during frequent family dinners is an effective tool to help keep America’s kids substance free. *Family Day 2012* will be celebrated on September 24.

**Funded by Family Day sponsors and CASA Columbia core funding.**

**The Citizens’ Commission to Protect the Truth**

The Citizens’ Commission to Protect the Truth is a group of former U.S. Secretaries of Health, Education, and Welfare and of Health and Human Services, former U.S. Surgeons General, and former Directors of the Centers for Disease Control and Prevention, Republican and Democrat, formed in March 2004 to prevent youth from smoking. Among its efforts, the Commission shines a spotlight on the continued need to fund Truth®, the only independent national youth countermarketing campaign with demonstrated results in keeping children and teens from smoking. The Commission is chaired by CASA Columbia Founder and Chairman Emeritus Joseph A. Califano, Jr., and its Vice Chairman is
Louis Sullivan, MD. CASA Columbia’s general counsel and communications and marketing team staff the initiative. Funded by Legacy®.

SADAC℠
CASA Columbia’s Substance Abuse Data Analysis Center (SADAC) gives CASA Columbia a unique research capacity. SADAC enables CASA Columbia to analyze a wide variety of government and academic databases containing a wealth of information, much of which remains underutilized for lack of funds. SADAC is a critical tool in CASA Columbia’s ongoing efforts to uncover the impact of the disease of addiction on our nation’s social systems, from healthcare costs to prison costs. The Center is led by Roger Vaughan, DrPH, MS, Professor and Chair, Department of Biostatistics at The Mailman School of Public Health at Columbia University and Associate Editor for Statistics and Evaluation of the American Journal for Public Health. SADAC analyses play a key role in all CASA Columbia reports, papers and research.

“Working with committed organizations like CASA, we can help our children make the right choices and give families the support and resources they need... I applaud CASA’s exemplary role in building communities free from the devastation of alcohol and drug abuse. Your compassionate service empowers people and gives them the hope and purpose they need to succeed.”

—President Barack Obama

CASA COLUMBIA BY THE NUMBERS

• $1.7 million raised at the 2011 Anniversary Awards Dinner honoring CASA Columbia Chairman and Founder, and first President, Joseph A. Califano, Jr.

• More than 2,700 print, web, radio and TV stories mentioning CASA Columbia research

• 1.6 billion media impressions in 2011

• 76 policy reports and white papers

• 3 books

• The President, 50 governors and more than 1,000 city and county officials proclaimed and supported Family Day—A Day to Eat Dinner with Your Children™ in 2011

• 57 professionals, including 11 doctorates, 20 masters and 3 lawyers, with expertise in fields including addiction, business, communications, criminology, education, epidemiology, government, journalism, labor, law, marketing, psychology, public administration, public health, public policy, social work, sociology and statistics

• 200 published articles by CASA Columbia researchers in scientific journals

• 404 presentations given by CASA Columbia researchers at education, policy, health and scientific conferences
Almost half of high school students currently use addictive substances; 1 in 3 of them meets the medical criteria for addiction.

Adolescent smoking, drinking, misusing prescription drugs and using illegal drugs is, by any measure, a public health problem of epidemic proportion, presenting clear and present danger to millions of America’s teenagers, and severe and expensive long-range consequences for our nation.

Adolescence is, in fact, the critical period for the onset of substance use and its potentially debilitating consequences. The teen brain is primed to take risks, including experimenting with substances, and, because it is still developing, is more vulnerable to their harmful effects. Teens who use substances may be taking the first steps on the pathway to the debilitating disease of addiction, a complex brain disease affecting both the structure and function of the brain.

Many teens have other challenges in their lives that make them more inclined to use addictive substances and more vulnerable to ubiquitous cultural influences promoting use and hiking the risk of progression from substance use to addiction. These challenges include being the victim of neglect, abuse or other trauma, suffering from mental health disorders that frequently co-occur with substance use, and inheriting a genetic predisposition to addiction.

- Ninety percent of people who meet the clinical criteria for addiction began smoking, drinking or using other drugs before they turned 18.
- People who begin using any addictive substance before age 15 are 6½ times more likely to develop addiction than those who delay use until age 21 or older.
- Of those who start using any addictive substances before they are 18, 1 in 4 will become addicted, compared with 1 in 25 who start at age 21 or later.

The immediate consequences of teen substance use may be devastating, ranging from injuries and unintended pregnancies to medical conditions such as asthma, depression, anxiety, psychosis and impaired brain function, to reduced academic performance and educational achievement, to criminal involvement and even death. It is important to note that risky substance use and addiction are the leading causes of preventable death and disability in the United States.

The financial costs of teen substance use and addiction include, for example, an estimated $68 billion associated with underage drinking alone1 and $14 billion associated with substance-related juvenile justice programs annually. In the long run, the consequences of adolescent substance use and addiction place enormous burdens on our

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healthcare, criminal justice, family court, education and social service systems.

Our teens are awash in a sea of addictive substances; for most teens, they are there for the asking. Adults send mixed messages at best, winking and looking the other way, or they blatantly condone or promote substance use among teens. Media messages portray substance use as benign or glamorous, fun and relaxing. Many of our cultural and social influences subtly condone or overtly encourage use. These cultural and social messages and the widespread availability of addictive substances normalize use, undermining the health and futures of too many of our teens.

We must expect Americans to begin to understand that teen substance use is a preventable public health problem, and addiction is a treatable disease.

It is well past time to put into action reasonable and practical solutions that work in substance use prevention and addiction treatment. The facts are too compelling, the consequences too devastating, and the costs simply too high.

Sadly, the mix of adolescence itself, genetics and other personal circumstances some teens face, and the American culture that includes easy access to tobacco, alcohol and other drugs, is the wellsprings of our current public health epidemic. There is no recommended level of safe use of addictive substances by teens. Our widespread misunderstanding of this problem leaves parents in the dark about how to keep their teens safe, doctors failing to screen and intervene, and policymakers focused only on coping with the consequences.

We can no longer justify writing off adolescent substance use as bad behavior or a rite of passage, or take an indifferent attitude to the issue, because the only shame in the fight against addiction is indifference.

“It is time for America to deal with our nation’s number one public health problem—addiction. While we must provide treatment for those in need, the best cure is prevention.”

–Jim Ramstad
Former Member of Congress (MN-3)
Whether through the media, presenting at conferences, releasing public policy reports or publishing articles in professional journals, communicating that addiction and substance misuse threaten public health and safety and result in enormous costs to both individuals and society is imperative to meeting CASA Columbia’s first mission of informing Americans of the economic and social costs of the disease of addiction and its impact on their lives.

In 2011, CASA Columbia’s experts and research continued to capture headlines across the nation.

From adolescent substance use as America’s number one public health problem, to prescription drugs and rogue Internet pharmacies, to the importance of family dinners, to addressing addiction as a disease, CASA Columbia’s work was seen and heard on more than 2,700 television, radio, Internet, social media and print media outlets.


CASA Columbia experts and research were also cited in stories on The Huffington Post in a piece on the disease of addiction; NPR’s “Shots” blog, thefix.com, The New York Times “Motherlode” blog and ABC World News Tonight with Diane Sawyer on the importance of family dinners; and NBC’s “TODAY Moms” website on whether drinking on the mommy job is considered acceptable behavior.

Summer 2011 media coverage included the release of CASA Columbia’s Adolescent Substance Use report, which garnered national coverage resulting in more than 360 stories in outlets ranging from ABCNews.com, The Los Angeles Times, msnbc.com, Bloomberg News, ABC News Radio, TIME magazine, foxnews.com and WebMD. The annual teen survey received tremendous press coverage, with more than 700 outlets reporting on the survey findings, including NBC News, The San Francisco Chronicle, Reuters and The New York Daily News.

In addition to media coverage, CASA Columbia experts spoke at 16 scientific and academic conferences, and published seven articles in peer-reviewed academic journals in 2011.

CASA COLUMBIA IN THE HEADLINES

10/29/11
Motherlode—NYTimes.com
Can Breakfast Replace the Family Dinner?

9/22/11
NPR—“Shots”
Can Frequent Family Dinners Help Teens Resist Drugs?

8/24/11
Reuters
Social networking increases risk of teen drug abuse: study

6/29/11
TIME
Teens and Drugs: Rite of Passage or Recipe for Addiction?

1/13/11
CNN’s “Morning News”
Family dinners can improve your health
For more than a decade, Family Day—A Day to Eat Dinner with Your Children™ has been encouraging parents to make dinnertime with their kids a priority.

The heart of Family Day is based on 20 years of CASA Columbia research, which finds that the more often kids eat dinner with their families, the less likely they are to smoke, drink or use drugs. In past years, Family Day has successfully gotten this message out to parents through partnerships with corporate sponsors, government officials, community groups, faith-based organizations and substance-abuse coalitions. Partnerships remain a vital part of the Family Day program.

In 2011, we made a commitment to reach even more parents and supporters through a targeted social media strategy that included the launch of a Facebook page, a Twitter handle and a Family Day blog. The program expanded its social media reach by engaging a Mom and Dad as bloggers who acted as Family Day ambassadors, spreading the word to parents about the importance of family dinners. The Family Day website, casafamilyday.org, is constantly updated to make it more interactive, and with Facebook numbers increasing by 64 percent and Twitter numbers increasing by more than 200 percent in the past 6 months, Family Day’s important message about the power of parenting is reaching more people than ever before. Join us in celebrating Family Day 2012 on Monday, September 24.

Special thanks to our Title Sponsor, Stouffer’s, and our Presenting Sponsor, The Coca-Cola Company, and to the Empire State Building and the Wrigley Building, which lit up on September 26, 2011, in red and blue in honor of Family Day.
1. Joseph Plumeri, Joseph A. Califano, Jr., Luci Baines Johnson, Ian Turpin and Hilary Paley Califano  
2. Ben Bradlee and Sally Quinn  
3. Leonard D. Schaeffer and Brendan Sullivan, Jr.  
4. Jonathan Tisch, Nancy and Jeffrey Lane  
5. Archbishop of New York Timothy Dolan and Congressman Charles Rangel  
6. Jennet Conant and Steve Kroft  
7. Jamie Niven and Amanda Burden
On May 17, 2011, CASA Columbia honored its Chairman and Founder, and first President, Joseph A. Califano, Jr., at its 19th anniversary awards dinner. The event raised $1.7 million to support CASA Columbia’s work in changing the way Americans think about addiction.

The dinner, A Celebration of American Leadership in Combating Substance Abuse, held at The Pierre hotel, paid tribute to Califano for his years of public service, his founding of CASA Columbia in 1992, and his commitment to improving opportunity and quality of life for present and future generations.

CBS’ 60 Minutes Correspondent Steve Kroft served as master of ceremonies, and an invocation was led by Archbishop of New York Timothy Dolan.

Guest speakers at the dinner included Luci Baines Johnson, daughter of President Lyndon B. Johnson; Sally Quinn, author and journalist, and her husband Ben Bradlee, former executive editor of The Washington Post; Brendan Sullivan, Jr., a partner at Williams & Connolly LLP; Leonard D. Schaeffer, chair and professor, University of Southern California; and Joseph Plumeri, chairman and CEO of Willis Group Holdings PLC.

Photos courtesy of Eric Weiss.
OFFICERS

Joseph A. Califano, Jr., LLB
Founder and Chairman, served as President Johnson’s Assistant for Domestic Affairs from 1965 to 1969, and as Secretary of Health, Education, and Welfare from 1977 to 1979. He practiced law in Washington, DC and New York until 1992, when he founded CASA Columbia. He is the author of twelve books and a member of the National Academy of Science’s Institute of Medicine. His most recent book, How to Raise a Drug-Free Kid: The Straight Dope for Parents, offers practical, user-friendly advice and information to parents.

William H. Foster, PhD
President and CEO, is responsible for strategic leadership, intellectual and scholarly oversight, human resource management, budget analysis and implementation, communications and marketing, fund-raising, community and government relations, and day-to-day operational leadership of CASA Columbia. Prior to this, he served as Dean of the Edmund S. Muskie School of Public Service, and was the Executive Director of a Congressional Commission on select social security issues. He has also served as legislative staff on domestic policy to Senator Bill Bradley, and as Chief of Staff and then Deputy Commissioner of the New Jersey Department of Labor. He spent 17 years teaching and advising graduate programs at the University of Illinois and Rutgers University prior to his work at Columbia and the Muskie School.

Susan P. Brown
Vice President, Director of Finance and Administration, and Secretary-Treasurer, was Director of Administration for the Washington office of the law firm of Dewey Ballantine for nine years prior to joining CASA Columbia. She has also been Director of Administration for the law firms of Califano, Ross & Heineman, and Cohen and Uretz.
Susan E. Foster, MSW
Vice President and Director of Policy Research and Analysis, advised state and local governments, private agencies and foundations as co-founder of the consulting firm Brizius & Foster and partner of U.S. Data on Demand, Inc. She served as Deputy Undersecretary for Intergovernmental Affairs at the U.S. Department of Health, Education, and Welfare, and as assistant to the Governor and Chief of State Planning in Illinois. She is the author of numerous books and articles in the field of public policy.

Jon Morgenstern, PhD
Vice President and Director of Health and Treatment Research and Analysis, is professor of Clinical Psychology in Psychiatry at Columbia University College of Physicians and Surgeons and Director, Substance Abuse Treatment, New York Presbyterian Hospital. Dr. Morgenstern has published numerous scientific articles and serves as a consultant to the National Institute of Alcohol Abuse and Alcoholism and the National Institute of Drug Abuse.

Lawrence F. Murray, MSW
CASA Fellow and Vice President for Youth Prevention Programming, is currently working with residential care providers in the child welfare system to develop a program to address the substance abuse issues presented by older adolescents in their care. He earned his master’s degree in social work from Hunter College. Prior to joining CASA Columbia in 1996, he was the Urban Hub Director of the Washington Business Group on Health, and Associate Commissioner for the New York State Office of Mental Health. From 1987 to 1993, he was the Assistant Commissioner for Community Based Services for the Development of Juvenile Justice of the City of New York.
**Back row, left to right:** Daniela Caraballo, Liz Peters, Jennie Hauser, Mickey Crawford, Chris Clemens, Sam Jackson, Johanna Burgos

**Front row, left to right:** Cathleen Woods-King, Esq., General Counsel, Barbara Kurzweil, Susan Brown, Vice President and Director of Finance and Administration, Sarah Dauber, PhD, Nina Lei

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**Back row, left to right:** Donna Lee-McLilly, Timothy Su, Mark Stovell, Lawrence Murray, CASA Fellow and Vice President for Youth Prevention Programming, Emily Feinstein, Xichee Moua

**Front row, left to right:** Molly Bobek, Lynn Galligan, William H. Foster, PhD, President and CEO, Jane Nealy, Lauren Duran, Director of Communications

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**Front row, left to right:** Megan O’Grady, PhD, Kathleen Ferrigno, Director of Marketing, David Man, PhD, Jane Carlson, Lisa Newberry

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**Front row, left to right:** Jacqueline Horan, Emily McSpadden, Joseph A. Califano, Jr., Founder and Chairman, Alla Abramov, Theresa Militano

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**Not pictured:** Erica Bagliebter, Sulaiman Beg, Clare Davidson, Maryann Fabian, Akiyo Kodera, Emily Lopez, Jon Morgenstern, PhD, Vice President and Director of Health and Treatment Research and Analysis, Peter Orlov, Judy Reynolds, Linda Richter, PhD, Gabriel Spiewak, Roger Vaughan, DrPH
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Balance Sheet as of December 31, 2011 and 2010

### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$533,358</td>
<td>$548,903</td>
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<tr>
<td>Grants and contributions receivable, net</td>
<td>6,977,560</td>
<td>7,341,378</td>
</tr>
<tr>
<td>Prepaid expenses and other assets</td>
<td>300,056</td>
<td>319,336</td>
</tr>
<tr>
<td>Investments</td>
<td>49,668,834</td>
<td>51,813,766</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>10,216,043</td>
<td>10,593,541</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$67,715,851</strong></td>
<td><strong>$70,616,924</strong></td>
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</tbody>
</table>

### LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>1,500,468</td>
<td>1,770,993</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>281,610</td>
<td>844,265</td>
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<tr>
<td>Bonds payable</td>
<td>14,000,000</td>
<td>14,000,000</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>$15,782,078</strong></td>
<td><strong>$16,615,258</strong></td>
</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$51,933,773</strong></td>
<td><strong>$54,001,666</strong></td>
</tr>
</tbody>
</table>

### DETAIL OF NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Operating funds:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Available for operations</td>
<td>$5,899,141</td>
<td>$5,899,141</td>
<td>$6,334,400</td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>$2,980,801</td>
<td>2,980,801</td>
<td>4,575,021</td>
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</tr>
<tr>
<td>Future periods</td>
<td>1,978,056</td>
<td>1,978,056</td>
<td>2,420,423</td>
<td></td>
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<tr>
<td>Program Concentration Fund</td>
<td>33,627,383</td>
<td>33,627,383</td>
<td>37,653,057</td>
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</tr>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$43,508,925</strong></td>
<td><strong>$8,424,848</strong></td>
<td><strong>$51,933,773</strong></td>
<td><strong>$54,001,666</strong></td>
</tr>
</tbody>
</table>
Government Funders
United States Department of Health and Human Services/
National Institutes of Health/
National Institute on Drug Abuse
State of New Jersey Department of Human Services Division of Addiction Services
Kanabec County Public Health, Mora, Minnesota
The City of Philadelphia–Department of Human Services, Philadelphia, Pennsylvania

Program Funders
Acosta Sales and Marketing Company
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Chamber of Commerce of the United States of America
The Coca-Cola Company
Food Marketing Institute
Conrad N. Hilton Foundation
Interpublic Group
Legacy®
National Amusements, Inc.
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Verizon Communications
Willis Group Holdings PLC

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Hildegarde Mahoney/The Dana Foundation
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Mental Health and Addiction Network
Leslie Moonves
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Louis W. Sullivan, MD
Verizon Foundation
Vital Projects Fund, Inc.
Willis Group Holdings PLC

$100,000 Plus
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American Express Foundation
Hilary and Joseph A. Califano, Jr.
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Lynda and Stewart Resnick Family Foundation, Inc.
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Irvin Gilston  
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Dominic Cottone  
In Memory of Frieda Goldstein  
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Scott Horowitz  
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Eric Weiss Photography
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- The Importance of Family Dinners VII. 2011.
- Adolescent Substance Use: America’s #1 Public Health Problem. 2011.
- Behind Bars II: Substance Abuse and America’s Prison Population. 2010.
- Shoveling Up II: The Impact of Substance Abuse on Federal, State and Local Budgets. 2009.
- Wasting the Best and the Brightest: Substance Abuse at America’s Colleges and Universities. 2007.
- Under the Counter: The Diversion and Abuse of Controlled Prescription Drugs in the U.S. 2005.
- Malignant Neglect: Substance Abuse and America’s Schools. 2001.
- Shoveling Up: The Impact of Substance Abuse on State Budgets. 2001.

For a complete list of CASA Columbia publications, visit www.casacolumbia.org.
As always, we appreciate the pro bono legal counsel of Dewey & LeBoeuf LLP. We are especially grateful to Morton Pierce, Frederick Kanner, Harvey Kurzweil, Stanton Lovenworth, Janis Meyer, Martha Steinman and Ziyad Aziz.

We are fortunate once again to have had air time generously donated by the CBS Corporation for our *Family Day—A Day to Eat Dinner with Your Children™* public service announcements, which increase awareness of the importance of parental engagement in children’s lives.

A special thanks to Eric Weiss, who donated photographs for use in this annual report; board member Michael Roth and Interpublic Group for their creative expertise in helping CASA Columbia get its message out to millions of Americans; the branding experts at McCann Erickson who provided guidance and counsel; and the talented team at Draftfcb—David Allen, Joyce Azor, Janine DelGiorno, Dana Ganci, Sneha Ramachander and Aurelio Saiz—who designed this annual report. We appreciate the continued assistance of KPMG Peat Marwick, our independent auditors led by Lisa Hinkson.
THE ONLY SHAME IN THE FIGHT AGAINST ADDICTION IS INDIFFERENCE.

Betty Ford, Founding Board Member 1992–1998

When the decision to start CASA Columbia was announced in early 1992, Betty Ford wrote me applauding the decision and calling “substance abuse and addiction…the most harmful component of today’s society.” When I phoned to thank her, she offered to help in any way she could. I asked her to join the board as a founding member, she immediately agreed. Until her health limited her ability to travel, she attended board meetings, did press conferences and hosted events, including one in Washington, D.C., to release a CASA Columbia report on women and substance abuse, the first in the nation.

The world remembers First Lady Betty Ford for her courage in publicly acknowledging and entering treatment for her addiction to alcohol and prescription drugs, starting the Betty Ford Treatment Center in Palm Springs, and making her own battle with breast cancer public, in order to help millions of individuals stricken with these diseases.

CASA Columbia has its own special memory of Betty Ford. At the very first board meeting, she insisted that we add a fifth mission to our charter: To remove the stigma of addiction to healthcare professionals and replace shame with hope. “If that’s the only thing we achieve, it will be an enormous step forward,” she said at the time—and often thereafter. In her letter to me in March 1992, and at board meetings, she called attention to the need to “offer insight into the disease of addiction to healthcare professionals and medical students.”

We’ve made some progress on her objectives, but not nearly enough. So there is no more appropriate recognition of her lasting impact here than our continuing commitment to strip the shame from this disease, replace despair with hope, and convince our medical, social, legal and educational institutions to accord addiction the same respect and attention they pay to other chronic diseases like diabetes and hypertension. I believe that’s what Betty Ford would want for her legacy at CASA Columbia, and that’s certainly what our nation needs.

Leo-Arthur Kelmenson, Board Member 1998–2006

Leo Kelmenson personally suffered the pain and anguish caused by substance abuse and addiction—his brother died of a drug overdose. Most individuals with a family member—sibling, spouse, child, parent—involved with drugs or destroyed by addiction shroud the experience in shame and private agony. They never want anyone to know about it.

Not Leo. He spoke out often and at board meetings about his brother and his hope to help others never experience drug abuse and addiction in their families.

When Leo was Chairman and CEO of Bozell Worldwide and of FCB Worldwide, he donated to CASA Columbia his unique creativity and talent and the services of those organizations to design and shape our annual reports. Leo’s insistence that we focus on children and adolescents is a genesis of our concentration on helping kids negotiate the dangerous decade between ages 10 and 21. When our researchers discovered that the more often kids have dinner with their parents, the less likely they are to smoke, drink or use drugs, Leo designed a Family Day logo and coined a key phrase to remind parents of the importance of having dinner with their children: Dinner Makes A Difference.

And it was Leo who pressed us to make our research findings user-friendly to parents, which led to our book, How to Raise a Drug-Free Kid: The Straight Dope for Parents. And it was Leo who pressed us to make our research findings user-friendly to parents, which led to our book, How to Raise a Drug-Free Kid: The Straight Dope for Parents.

Leo wanted the word National added to CASA Columbia’s title. “We must make it clear,” he said, “that we are a national organization for the entire country, and not limited to New York City or Columbia.” What an enormous difference that has made, as throughout the nation, The National Center on Addiction and Substance Abuse at Columbia University has become the premier organization in the field.

We are fortunate enough to count Betty Ford and Leo Kelmenson among our inspiring board members. To this day, their guidance and courage continue to inform the work of this extraordinary enterprise.

—Joseph A. Califano, Jr.
ADDICTION:
A PREVENTABLE AND
TREATABLE DISEASE