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JOIN US IN OUR WORK.

We inform Americans of the economic and social costs of addiction and risky substance use and its impact on their lives; assess what works in prevention, treatment, and disease management; and encourage every individual and institution to take responsibility to reduce these health problems. CASAColumbia strives to provide health care providers, policymakers, and individuals with the tools they need to succeed and to remove the stigma of addiction, replacing shame and despair with hope.

ENDING ADDICTION CHANGES EVERYTHING.
Dear Friends:

This past year has been a time of growth for CASAColumbia. Led by our new President and CEO, Samuel A. Ball, PhD, we are expanding our efforts including an exciting partnership with Yale that will help broaden CASAColumbia’s mission to include behavioral addictions related to gambling and eating.

One thing that hasn’t changed is our commitment to understanding the science of addiction and translating this science into health care practice, public policy, and public understanding.

Three substance-related issues have been most prominent in the news – e-cigarettes, marijuana, and the opioid epidemic. Our children and future costs to society are at great risk.

With regard to e-cigarettes, this past year CASAColumbia’s science and policy experts recommended that the U.S. Food and Drug Administration (FDA) take immediate action to regulate e-cigarettes and other tobacco products in the same way as cigarettes, banning all flavorings, controlling marketing, and requiring warning labels. While e-cigarettes probably are less toxic than conventional cigarettes, there is no evidence to assure their safety and some evidence to suggest they may carry negative health effects that should not be ignored.

As is the case with conventional cigarettes, e-cigarettes deliver nicotine, an addictive drug. Research suggests that early use of nicotine increases the risk of addiction involving not only nicotine but also other drugs. High school students who have ever smoked cigarettes are 9 times likelier to develop addiction involving alcohol or other drugs than those who have never smoked. E-cigarette marketing tactics revive the promotional cues that for decades have attracted young people to the deadly habit of cigarette smoking. E-cigarettes are often candy-flavored to appeal directly to children and adolescents and may be a bridge to other addictive substances, including conventional cigarettes.


These experiments in state policy pose a risk to the health of our nation’s teens. Marijuana is an addictive drug that can interfere with normal brain development. Research suggests that regular marijuana use during adolescence can cause neuro-cognitive impairment — declines in IQ, executive function, verbal skills, attention, and memory. Early initiation and regular use are also associated with greater likelihood of developing a marijuana use disorder, which occurs in roughly 1 in 6 adolescent users – a rate that is nearly double that found among adult-onset users. National medical societies have voiced concerns about these health risks increasing as a consequence of legalization, which will increase teens’ access to and use of the drug. CASAColumbia joins these voices in opposing the legalization of marijuana for recreational purposes. Instead of legalization, CASAColumbia supports a public health approach that prioritizes prevention and treatment over arrest and incarceration.

Finally, much of our country remains in the throes of a serious opioid epidemic. Although the causes of this problem are complex, the excessive prescription and greater availability of pain medicines like Oxycontin and Vicodin and the higher potency and lower cost of heroin are important driving forces. Here again, the dangers to youth must be especially recognized, not only the specter of a life-long addiction to narcotics, but also the more immediate danger of fatal overdose. Many teens first use opioids that their parents or their friend’s families have left in their medicine cabinet. As their addiction progresses, many shift to heroin because it is cheaper and increasingly easier to get than pills. Every week, some community newspaper in the country is reporting on another teen or young adult dead and a family devastated by opioid overdose. With other organizations, CASAColumbia has voiced its support for better prescription drug monitoring programs, greater access to medication-assisted treatments for adolescents and adults addicted to opioids, and greater availability and use of the medication naloxone to reverse overdose, save lives, and protect families from heartbreak.

There remains much to do, but with your support and the help of our network of strategic partners, we will continue to use the latest science on addiction to find new, better ways to prevent, treat, and perhaps even eliminate this devastating disease.
MESSAGE FROM THE PRESIDENT

CASAColumbia has achieved remarkable success since its founding in 1992 as a “house” that “brings together under one roof all the professional disciplines needed to combat abuse of all substances.” Our interdisciplinary group of experts have made significant scientific and policy contributions to improve the understanding, prevention, and treatment of substance use, abuse, and addiction. The general public, policymakers, and providers turn to CASAColumbia for guidance on critical issues confronting the field and resources that improve service systems and the lives of individuals and families. Advances in addiction science and reformative changes in health care are very promising, but hope for positive change is undermined by social, political, and economic forces promoting greater availability of marijuana, e-cigarettes, alcohol, prescription opioids, and other drugs. All of these substances pose high risks for everyone, but especially children, adolescents, and young adults.

An important lesson we have learned in our 23-year history is that the problems of substance use and addiction in our national neighborhoods and global community cannot be eliminated by the efforts of one “house” alone. Just as addicted persons need help from a network of supportive people, systems, and regulations, CASAColumbia’s ability to impact our number one public health and safety problem grows stronger through collaborations and affiliations with other organizations.

Over the past year, CASAColumbia began shifting from its metaphor of “house under one roof” to an “extended canopy” involving other organizations in the fight against addiction. We bridge gaps between programs, between research, policy, and practice, between affected individuals and families and professional help. CASAColumbia continues to expand its role as a connector, conveyer, and influencer of change initiatives. We seek connection to individuals and families affected by the problem, agencies serving these individuals, scientists conducting research, and government leaders effecting changes in health care policy.

Toward CASAColumbia’s goal of expansion through connection, 2014 has been a time of notable accomplishments. We formalized an agreement with Yale University to begin science and policy work on behavioral addictions involving gambling and food. In collaboration with North Shore-LIJ (NSLIJ) Health Systems, Drs. Jon Morgenstern and Megan O’Grady launched a large Screening Brief Intervention and Referral to Treatment (SBIRT) initiative (see page 10) in 4 emergency departments and 3 primary care centers. Over 50,000 patients have been screened, over 2,000 received brief interventions, and over 500 also received referrals to treatment.

In collaboration with New York University (NYU) and the City University of New York (CUNY), Drs. Linda Richter, Azure Thompson, Emily Feinstein, JD, Cathleen Woods-King, JD, and I secured funding for research on tobacco products, including e-cigarettes, that involves student surveys and campus neighborhood assessment. Supported by a collaboration with NYU’s McSilver Institute for Poverty Policy and Research and the state of New York, Dr. Charles Neighbors is coordinating managed care technical assistance for as many as 400 treatment organizations in New York.

The year ended on a high note with the notification of 2 new large multi-year grants to Dr. Aaron Hogue and transfer of another grant to Dr. Sarah Dauber. These projects evaluate provider delivery of services to children, adolescents, and families in multiple programs in the region. In addition, we are involved in a national study on juvenile justice interventions in collaboration with Columbia University. Our various health policy and services research projects together with our relationships with Yale, Columbia, North Shore-LIJ, CUNY, and NYU will enable CASAColumbia to focus significant attention in the coming years on the national emergency of insufficient availability of effective addiction treatment for adolescents.

Our marketing and communications teams, led by Kathleen Manning and Andrea Roley, have played critical roles in promoting our new website, social media channels, Family Day, media/press relations, and the revised edition of How to Raise a Drug-Free Kid (see page 12) by Joseph A. Califano, Jr. And as I close my first of what I hope will be many annual report messages, I thank Joe for his trust in my leading the incredible organization he founded and our chair Jeffrey Lane for his vision and encouragement during my transition for expanding to Yale and other institutions. Finally, none of the work of my first year would have been possible without Susan Brown’s extraordinary support and counsel. And I am grateful for the varied talents of all staff who show inspiring commitment to our mission of connecting science with policy and practice to better the lives of all people impacted by substance use and addiction.
HEALTH SERVICES AND TREATMENT RESEARCH

CASAColumbia’s health service and treatment researchers work to realign prevention programs and treatment services to agree with a philosophy that addiction is a preventable, sometimes chronic illness requiring integration of care across many systems. CASAColumbia works with state agencies to develop and evaluate programs that better address the chronic care needs of addicted individuals while containing costs. The end goal is to present a model for federal health care efforts in the current fiscal environment.

Federal and state-funded studies and projects under way include:

INTEGRATED FAMILY-BASED TREATMENT AND MEDICATION INTEGRATION PROTOCOL OF CO-OCCURRING ADOLESCENT SUBSTANCE USE DISORDERS AND ATTENTION DEFICIT HYPERACTIVITY DISORDER (ADHD) – CASAColumbia scientists are researching behavioral interventions, psychopharmacology, and neurobehavioral risk for ADHD, and developing a family-based treatment for co-occurring adolescent substance use/ADHD that integrates ADHD psychoeducation, family decision-making about medication, and coordinated medication interventions into behavioral treatment services delivered in routine practice settings. Funded by the National Institute on Drug Abuse (NIDA).

NEW JERSEY DIVISION OF MENTAL HEALTH AND ADDICTION SERVICES GRANT – CASAColumbia completed a multi-year evaluation of a groundbreaking set of programs to improve treatment access and recovery among disenfranchised, opioid-dependent individuals who were not accessing treatment services. These programs included mobile medication vans that provided street outreach, syringe exchange, and on-demand methadone maintenance that targeted individuals with severe addiction and other health disorders. Findings indicated that this intervention was very successful at getting people into treatment who normally would not be connected to care (over 50 percent on the first day), and decreasing (two- to fourfold) positive urine drug tests, injection drug use, illegal activity, rates of detention or incarceration, early dropout, and costs. Funded by the New Jersey Division of Addiction Services.

LOCALADR: DIGITAL CARE DETERMINATION TOOL – CASAColumbia in collaboration with the New York State Office of Alcoholism and Substance Abuse Services (OASAS) will launch a digital tool that will aid substance abuse treatment providers to determine which treatment setting is best for a person with a substance use disorder. Funded by OASAS.

HIV/HEALTH HOMES – CASAColumbia received a grant to evaluate the impact of Health Homes and supportive housing on individuals who are enrolled in Medicaid and living with HIV/AIDS. This 5-year research project is investigating whether Health Homes and supportive housing for homeless persons in New York living with HIV improve their adherence to HIV treatment, reduce their overall health costs, and lead to an increase in viral suppression. Funded by NIDA.

EVALUATING HEALTH CARE OUTCOMES AMONG ADOLESCENTS WITH ADHD & SUBSTANCE USE – CASAColumbia is conducting this study to help determine what treatment options for ADHD and co-occurring problems are best for which kinds of teens and families (considering ethnicity, gender, age, and if they are using substances or not). The study evaluates whether medication for ADHD provides a substantial improvement for adolescents over and above the educational support and family counseling options they usually receive. Funded by the Patient-Centered Outcomes Research Institute.
IMPACT OF HEALTH HOMES IN NEW YORK STATE ON PEOPLE WITH SUBSTANCE USE DISORDERS – This study evaluates whether the New York State Health Homes program, a new federally funded Medicaid program authorized by the Affordable Care Act, improves quality of care, reduces inefficient health care, and lowers costs among individuals with difficult-to-manage chronic medical conditions, including substance use disorders and HIV/AIDS. Funded by NIDA.

NYSBIRT II: BUILDING SUSTAINABLE SCREENING, BRIEF INTERVENTION, AND REFERRAL TO TREATMENT (SBIRT) IN INTEGRATED HOSPITAL SYSTEMS IN NEW YORK – CASAColumbia is working closely with OASAS and NSLIJ to build screening and brief intervention into medical practice. This project will implement Screening, Brief Intervention, and Referral to Treatment (SBIRT) in emergency departments and primary care practices in a region of New York that was devastated by Hurricane Sandy with the aim of building a sustainable model for incorporating SBIRT throughout the state. See our featured program on page 10. Funded by Substance Abuse and Mental Health Service Administration.

TRANSLATIONAL RESEARCH TO INCREASE SERVICE ACCESS FOR NEW YORK STATE JUVENILE PROBATIONERS – This national multi-site study coordinated by Columbia University in collaboration with CASAColumbia tests how to successfully evaluate and treat substance use problems and HIV risk among adolescents who are involved in the juvenile justice system. Funded by NIDA.

POLICY RESEARCH AND ANALYSIS

CASAColumbia’s Policy Research and Analysis experts assess the impact of substance use on American systems and populations; examine the links between substance use, addiction, and other health and social problems; and translate scientific knowledge about substance use and addiction into policy and practice.

Examples of projects funded by Legacy® and CASAColumbia Core Funding this year include:

PATIENT GUIDE – CASAColumbia created a step-by-step guide to help patients, family members and friends, health care professionals, and others navigate the vast amount of information — and misinformation — about finding quality addiction treatment. This guide is based on the science of addiction and effective practices for treatment and includes the following steps: diagnosis, medically managed withdrawal, finding the right professional provider who provides evidence-based medication and behavioral treatments, and staying healthy by managing the disease. CASAColumbia is now working on an adolescent-specific version of the guide.

INSURANCE – CASAColumbia is working to improve insurance coverage for addiction. The first product released was “Essential Health Benefits Recommendations for States,” which recommends the services that should be included as part of the essential health benefits (EHB) required by the Patient Protection and Affordable Care Act (ACA). A second product, “Implementing and Enforcing MHPAEA,” was released this year. This guidance for state legislators and regulators discusses the application of the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008 (MHPAEA) to addiction prevention and treatment benefits and recommends best practices.

TOOLS FOR POLICYMAKERS – Addiction and risky substance use constitute the largest preventable and most costly public health problem in the U.S. The taxpayer tab for government spending on addiction and risky substance use totals over $460 billion a year, almost $1,500 a year for every person in America. Of every state and federal tax dollar spent on the problem, less than 2 cents goes to prevention and treatment while 96 cents goes to addressing the consequences of our failure to prevent and treat the disease. CASAColumbia is developing information and tools to help policymakers understand the impact of risky use and addiction on government spending and cost-effective alternatives. One such tool is a comprehensive guide containing research-based recommendations for policymakers, particularly those in health care, education, and the justice system.
TOOLS FOR HEALTH CARE PROVIDERS — To help move knowledge about risky substance use and addiction into health care practice, CASAColumbia created educational materials for health care providers. Different modules focus on primary care, brief intervention for risky substance use, medications for treating addiction in primary care, and medications for treating adolescents.

THE CITIZENS’ COMMISSION TO PROTECT THE TRUTH — This 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, both Republican and Democrat, was 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 counter marketing campaign with demonstrated results in keeping children and teens from smoking. The Commission is chaired by CASAColumbia Founder and Chairman Emeritus Joseph A. Califano, Jr.; its Vice Chairman is Louis Sullivan, MD, CASAColumbia Board member and former secretary of the U.S. Department of Health and Human Services. CASAColumbia’s general counsel and communications and marketing team staff the initiative.

MENTHOL WHITE PAPER — This paper was prepared by CASAColumbia for the Citizens’ Commission to Protect the Truth. It reviews the science of addiction involving nicotine and the role of menthol in increasing the risk of addiction; the prevalence and trends of use of menthol products by age, race, and gender; efforts to restrict menthol; and the expected benefits of banning it.

FOOD ADDICTION WHITE PAPER — This represents CASAColumbia’s first examination of one of the behavioral addictions, a recent area of expansion for the organization. It reviews the available literature and evidence related to the elements of overeating or compulsive eating that might best be explained through the lens of addiction and provides evidence-based recommendations for health care professionals and policymakers about how best to address this problem.

NICOTINE ADDICTION WHITE PAPER – Addiction involving nicotine is a chronic and relapsing disease. An estimated 40 percent of those who ever use tobacco products will develop addiction. And with the increasing use of alternative tobacco products like e-cigarettes, vape pens, and hookah, addiction involving nicotine will continue to be a significant public health issue that we must address. This paper reviews the available science on symptoms, risk factors, and mechanisms of action related to addiction involving nicotine in order to help policymakers and the general public make informed decisions on how best to address this pressing public health issue.

ALTERNATIVE TOBACCO PRODUCTS WHITE PAPER — Despite declines in cigarette use over the past few decades, in recent years there has been a rapid rise in availability and use of nicotine delivery products such as e-cigarettes, vape pens, and hookah. This paper describes the range of alternative tobacco products and reviews the available literature to detail trends in use, outline the current regulatory landscape, and present recommendations for policymakers how to best to address this emerging threat to public health.

JOURNAL ARTICLES, COMMENTARIES, AND BOOK CHAPTERS — CASAColumbia has submitted multiple articles and commentaries to peer-reviewed journals and contributed book chapters to edited texts. Topics include risky drinking among adult and underage alcohol users, adolescent substance abuse treatments, the risk of marijuana use disorders among users, nicotine dependence, improving substance use screening instruments, clarifying the language of addiction, enhancing the role of physicians in substance use prevention, public attitudes about addiction, and substance use among young people.
PUBLIC COMMENTS — In August 2014, CASAColumbia submitted comments to the FDA regarding the Proposed Rule: “Deeming Tobacco Products to Be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and Tobacco Control Act; Regulations on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products.” These comments reflect CASAColumbia’s position that e-cigarettes should be regulated as cigarettes and that flavors should be banned from all tobacco and nicotine products.

POSITION STATEMENTS — CASAColumbia publishes position statements on its website that alert the public and media to the organization’s views on relevant policy topics. This year we finalized a position statement on e-cigarettes and are nearing completion of a set of statements on various aspects of state marijuana laws, including medical marijuana, legalization of marijuana, and decriminalization of marijuana.

CASAColumbia BY THE NUMBERS

MORE THAN $1.5 MILLION raised at the 2014 Anniversary Awards Dinner honoring LIZZIE AND JONATHAN TISCH, philanthropic leaders in health, arts, and education

MORE THAN 1,161 print, web, radio, and TV stories mentioning CASAColumbia experts and research in 2014

1.3 BILLION media impressions in 2014

80 policy reports and white papers

4 books

5 manuals

Since its inception in 2001, the President, 50 governors, and MORE THAN 1,000 city and county officials have proclaimed and supported Family Day – Be Involved. Stay Involved®

45 professionals, including 11 doctorates, 21 masters, and 3 lawyers with expertise in fields including substance use and addiction, business, communications, education, epidemiology, government, journalism, law, marketing, psychology, public administration, public health, public policy, social work, sociology, sociomedical science, and statistics

213 published articles by CASAColumbia researchers in scientific journals

443 presentations given to date by CASAColumbia researchers at education, policy, health, and scientific conferences
Screening, Brief Intervention, and Referral to Treatment (SBIRT) is an evidence-based approach to identifying patients who use substances in ways that increase their risk of physical and emotional health problems and work, family, and social problems and to helping them reduce their use. It is used in a variety of settings including primary care practices, emergency departments, colleges, employee assistance programs, and mental health agencies.

Here is how SBIRT works: As part of a person’s health care visit, he or she is administered a brief, standardized questionnaire to screen for risky substance use. If screening indicates that the person is using substances at a risky level, a trained staff person provides a brief intervention. The brief intervention is a short, non-confrontational conversation where the goal is to promote behavioral change by increasing insight and awareness regarding substance use as well as motivation to change. If screening indicates that the patient is at very high risk, a referral to a substance abuse treatment program is facilitated.

Evidence-based practices that integrate physical and behavioral health care, like SBIRT, are changing the way that health care is provided. In fact, it was recently found that only 1 in 6 adults talk with their doctor, nurse, or other health professional about their substance use (CDC, 2014). This is alarming because many health conditions can be caused or exacerbated by risky substance use or addiction. SBIRT treats substance use as the health care issue it is by helping health care providers to identify how substance use may be affecting the patient’s overall health and provide better care to their patients.

SBIRT also changes the way that substance use has been treated historically. For example, people are often not identified until a substance use problem has become very severe, requiring substance abuse treatment. This often requires that the patient seek care outside of the health care setting. However, systematically screening patients in a health care setting provides an opportunity to intervene to prevent serious consequences or development of a substance use disorder. Later-stage intervention and substance abuse treatment is expensive; therefore, SBIRT can save lives and money by intervening early in the traditional health care setting, rather than waiting until the problem has become so severe that it requires intensive treatment.

CASAColumbia and the North Shore-LIJ Health System, in collaboration with the New York State Office of Alcoholism and Substance Abuse Services (OASAS), received federal funding in 2013 to integrate an SBIRT program into the health system’s emergency departments (EDs) and primary care practices (PCPs). To date, CASAColumbia has successfully implemented SBIRT at 7 sites (4 EDs and 3 PCPs) in the New York metro area. This highly successful collaboration between CASAColumbia and NSLIJ has resulted in over 50,000 patients being screened for risky substance use, thousands of patients receiving brief interventions, and hundreds being referred to substance abuse treatment programs. Without this program, these patients’ risky substance use may not have been identified and they would not have received the care that they needed.

Dr. Jon Morgenstern, one of the primary leads on this successful SBIRT program, has recently transitioned from his Vice President and Director role at CASAColumbia to become the Director of Addiction Services at the North Shore-LIJ Health System. Through this important hospital leadership role and his new appointment as CASAColumbia’s Senior Scientist, he will continue to cultivate collaborations between the two institutions. Dr. Morgenstern will work closely with CASAColumbia scientists Drs. Megan O’Grady (SBIRT Project Director), Charles Neighbors, Aaron Hogue, and Samuel Ball to develop new research and treatment initiatives that improve the health care and substance abuse treatment system.
Family Day – Be Involved. Stay Involved® is a national initiative created by CASAColumbia to promote simple acts of parental engagement as an effective tool to help keep America’s kids substance free. Launched in 2001, the program started out as a grassroots initiative to inform parents about the benefits of frequent family dinners, and has grown into a national movement that is supported by a network of valued partners and sponsors across the country.

Family Day has expanded and evolved to reflect how important it is to connect with your kids at various times throughout the day. While there are no silver bullets – addiction can strike any family regardless of ethnicity, affluence, age, or gender – parental engagement can be a simple, effective tool to help you prevent substance use in your kids. Research shows that children with hands-on parents are far less likely to experiment with nicotine, alcohol, or other drugs.

In 2014 we continued our efforts around social media to reach a wide variety of parents looking for ways to be more engaged in their kids’ lives. We promoted Family Day on our blog and website and through our Facebook and Twitter social media channels. We introduced a monthly 30-Day Family Fun Challenge that included fun activities to help families connect with their kids and build strong relationships. Additionally, two mom bloggers partnered with Family Day to inform parents across the country about the importance of parental engagement.

First Spouses in 26 states served as Honorary Chairs of Family Day and 5 hosted events, helping to raise awareness about the initiative in their states. Family Day Partners included Students Against Destructive Decisions (SADD), the World Famous Harlem Globetrotters, and The Y.

You can celebrate Family Day all year long with your family both in your home and in your community. Visit us at CASAFamilyDay.org or you can follow us on Facebook and Twitter to learn more about how you can make every day Family Day.

Join the national celebration of Family Day 2015 on Monday, September 28th.

Special thanks to The Coca-Cola Company, Family Day’s Presenting Sponsor, for partnering with Chick-fil-A restaurants to host Family Day events at three restaurants within the Los Angeles area.
On September 9, 2014, Simon & Schuster published the second edition of chairman emeritus Joseph A. Califano, Jr.’s book, *How to Raise a Drug-Free Kid: The Straight Dope for Parents*. First published in 2009, this revised version was the product of 2 years of research and a thorough update to reflect the most recent data related to adolescent substance use and prevention strategies. This included the latest information on the developing teen brain, the internet and social media, substance use in college, and a guide for how to find appropriate treatment for a child suffering from a substance use problem. Within the first week of publication, *How to Raise a Drug-Free Kid* 2nd edition was ranked #3 in Amazon’s books on family relationships and parenting. The book, which was published in paperback, e-book, and audio versions, was also ranked on Amazon’s lists of books related to drug dependency as well as parenting teenagers.

Two months after publication, CASAColumbia had the honor of working alongside Parents In Action, The Parents League of New York, and Freedom Institute on an event for New York City parents. The evening consisted of a presentation by Mr. Califano on the book and a Q&A session with top experts in the field, including Yale Child Study Center psychiatrists Claudia Califano, MD, and Joseph Woolston, MD; Columbia University psychiatrist Herbert Kleber, MD; and CASAColumbia CEO Samuel Ball, PhD. The event proved to be a great success and was attended by over 300 parents. Since then, the presentation has been scheduled to be delivered by other CASAColumbia experts at schools and community groups around the nation, including Florida, Connecticut, and a second event in New York City.

CASAColumbia achieved tremendous success expanding its digital presence following its website relaunch in December 2013. The new website was designed to deliver relevant and factual information on addiction and substance use to our readers in new and exciting ways. It focuses on addiction prevention, diagnosis, and treatment, with content available for a wide array of audiences, including the general public, health care providers, and policymakers. The content is meant to be easy to understand and to inspire sharing and online discussion about key addiction and substance use issues. The improvements have paid off: visits to CASAColumbia.org increased by more than 100 percent in 2014 compared to 2013.

CASACOLUMBIA IN THE NEWS

In 2014, CASAColumbia experts and their research continued to capture news headlines across the nation.

- **8.07.14**  *LETTER TO THE NEW YORK TIMES* responding to “What Science Says about Marijuana”
- **6.10.14**  *U.S. NEWS & WORLD REPORT* Teens with Addiction Have Few Recovery Programs
- **5.14.14**  *BUSINESS INSIDER* Marijuana is More Addictive these Days – Here’s Why
- **3.26.14**  *CHICAGO TRIBUNE* Mobile App May Help People Recovering From Alcohol Abuse: Study
- **2.03.14**  *PSYCHOLOGY TODAY* Therapy, It’s More than Just Talk
- **1.07.14**  *USA TODAY* How Much Do You Drink? Most Say Doctors Never Ask
2014 also marked a rapid expansion of our social media channels, which were launched in December 2013 and include Facebook, Google+, Twitter, YouTube, and LinkedIn. The social media channels focus on promoting and sharing content about addiction and substance use. Key highlights from 2014 include a 10,203 percent growth of our Facebook followers and a 1,475 percent growth of our Twitter followers.

Our blog, The Buzz, which launched last year, gained rapid readership in 2014. It provides a continuous stream of original and topical news on addiction policy, practice, and popular culture. It also tackles the coverage of serious issues surrounding addiction and substance use. This year, popular blog posts included:

- What Is Molly and How Can it Kill You?
- Sleep-Deprived Teens Are at Risk of Substance Use
- Colorado Marijuana Market Largely Driven by Heavy Users
- Medication for Opioid Addiction Is an Important Part of Recovery
- More Teens in Treatment Addicted to Marijuana

In 2014, new enhancements were added to the blog to improve engagement and make it easier for readers to use, including:

- Implementing a new polling feature – the Pulse – which asks readers their thoughts on relevant and timely addiction and substance use related questions
- Adding a new “Top Viewed Posts” feature, to help readers access the most viewed content
- Sorting blog content by topic

Additionally, to help broaden the reach of our blog, we introduced a new monthly email feature called “The Monthly Round Up.” Readers can now sign up to receive this monthly email, which contains links to blog posts for the month and the Pulse poll.
CASAColumbia’s 22nd Annual Anniversary Awards Dinner

CASAColumbia hosted its 22nd annual anniversary awards dinner on April 23, 2014. Lizzie and Jonathan Tisch were honored for their philanthropic and civic leadership in health, arts, and education. The dinner, which was held at The Pierre, raised more than $1.5 million.

“Those living with addiction and their families often feel isolated in their struggles to understand the disease and find effective treatment,” said Jeffrey B. Lane, Chairman of CASAColumbia, to the crowd of over 250 people. “This is due in part to the shame and stigma attached to addiction and to the separation of most treatment from mainstream health care practice. CASAColumbia is committed to understanding the science of addiction and translating this science into health care practice, public policy, and public understanding.”

Lizzie and Jonathan Tisch received the CASAColumbia Distinguished Service Award. “To be in this room tonight with individuals who care so much about a cause that touches us all is very meaningful,” said Mr. Tisch. “Everyone will deal with addiction in some manner and by being here tonight you are giving the much-needed dollars and your support to CASA to break down all of the walls that surround addiction and allow us to talk about addiction in a manner that is respectful to the seriousness of the disease.”

Additionally, Joseph A. Califano, Jr., former Secretary of Health, Education, and Welfare and Founder and Chairman Emeritus of CASAColumbia, introduced the organization’s newly appointed President and CEO, Samuel A. Ball, PhD.

“I am very excited by the expansion of our mission to include all addictions and the expansion of our academic affiliation to include Yale University,” said Ball. “CASAColumbia must continue to point out opinions that are not supported by research and be the information clearinghouse for scientific findings through our amazing new website and by informing scientists, policymakers, practitioners, and the public.”

Elizabeth Vargas, co-anchor of ABC News 20/20, served as master of ceremonies.

Photos by Eric Weiss Photography
1. Jeffrey and Nancy Lane, Liz and Samuel A. Ball
2. Karen and Manuel Pacheco
3. Bill Cunningham and Jonathan Tisch
4. Robbie Pruthi, Frank Morisano, Robert Korn, Charles Neighbors, Sandeep Kapoor, Bruce Goldman
5. Peter Block and Kim Kassel
6. Susan Edgerton and Joseph Plumeri
7. Gene Jankowski
8. Jay Diamond and Alexandra Lebenthal
9. David and Sondra Mack
Susan P. Brown
Vice President and Director of Finance and Administration, and Secretary-Treasurer. Ms. Brown is responsible for overseeing day-to-day operations of the office including fiscal management, grants and contracts administration, payroll, benefits, accounts payable, and library and computer systems. In addition, she acts as liaison with the Board of Directors and the Board’s Audit and Investment Committees. Ms. Brown served as Director of Administration for the Washington office of the law firm of Dewey Ballantine for 9 years prior to joining CASAColumbia. She has also been Director of Administration for the law firms of Califano, Ross & Heineman and Cohen and Uretz.

Jeffrey B. Lane
Chairman of the Board. Mr. Lane has enjoyed a distinguished career in the financial field. He is the Chairman of the Board of Lebenthal Holdings, LLC. Prior positions include Chairman and CEO of Neuberger Berman, President and Chief Operating Officer of Shearson Lehman, and Vice Chairman of Lehman Brothers and of Travelers Group. He is a graduate of New York University and holds an MBA from Columbia University’s Graduate School of Business. Mr. Lane also currently serves as a Director of the North Shore-Long Island Jewish Hospital System and co-chair of its investment committee.

Joseph A. Califano, Jr., LLB
CASAColumbia’s Founder and Chairman Emeritus. Mr. Califano 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, D.C. and New York until 1992, when he founded CASAColumbia. He is the author of 14 books and a member of the National Academy of Science’s Institute of Medicine. His most recent book, the 2nd edition of How to Raise a Drug-Free Kid: The Straight Dope for Parents, offers practical, user-friendly advice and information to parents.

Samuel A. Ball, PhD
President and CEO. Dr. Ball is the President and Chief Executive Officer for CASAColumbia. He is also Professor of Psychiatry at the Yale University School of Medicine where he serves as Assistant Chair for Education and Career Development. Dr. Ball has been principal investigator or co-investigator on numerous National Institute on Drug Abuse (NIDA)-funded grants and led several research and training programs at Yale. In addition, he has directed various clinical and research programs within The APT Foundation, a non-profit agency serving addicted persons in Connecticut.

Susan P. Brown
Vice President and Director of Finance and Administration, and Secretary-Treasurer. Ms. Brown is responsible for overseeing day-to-day operations of the office including fiscal management, grants and contracts administration, payroll, benefits, accounts payable, and library and computer systems. In addition, she acts as liaison with the Board of Directors and the Board’s Audit and Investment Committees. Ms. Brown served as Director of Administration for the Washington office of the law firm of Dewey Ballantine for 9 years prior to joining CASAColumbia. She has also been Director of Administration for the law firms of Califano, Ross & Heineman and Cohen and Uretz.
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Adetutu Adekoya, MA
Research Associate

Samuel A. Ball, PhD
President and CEO

Molly Bobek, LMSW
Senior Project Coordinator

Susan P. Brown
Vice President and Director of Finance and Administration and Secretary/Treasurer

Johanna Burgos
Receptionist/Accounts Payable

Joseph A. Califano, Jr.
Founder and Chairman Emeritus

Chris Clemens
Assistant Vice President for Finance, and Controller

Sarah Dauber, PhD
Research Scientist, Associate Director of Adolescent and Family Research

Kathryn Federici, MSW
Research Associate

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Family Day Communications Specialist

Andre Gibson
Mailroom Supervisor

Gerod Hall, PhD, MPH
Associate Research Scientist

Jennie Hauser
Administrative Assistant/Media Relations Coordinator

Aaron Hogue, PhD
Director of Adolescent and Family Research

Tiffany John, LMSW
Research Associate

Gurpreet Kaur
Research Assistant

Barbara Kurzweil
Library Research Specialist

Jeffrey B. Lane, MBA
Chairman of the Board

Donna Lee-McLilly
Staff Accountant

David Man, PhD, MLS
Librarian

Kathleen B. Manning
Director of Marketing
The names listed below represent individuals, corporations, and foundations that have graciously given to CASAColumbia® in 2014. We wish to thank all of our donors whose generosity has enabled us to commit to understanding the science of addiction and its implications for public education, health care, and public policy. Donors are listed based on their lifetime giving and are represented by the symbols/categories listed below. (Every effort has been made to ensure the accuracy of your listing. If you are listed erroneously, please contact us at 212-841-5200.)

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Acosta Sales and Marketing Company  

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Mark Wells

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*Deceased
### CASAColumbia Balance Sheet as of December 31, 2014 and 2013

#### ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$1,023,541</td>
<td>$789,433</td>
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<tr>
<td>Grants and contributions receivable, net</td>
<td>2,641,564</td>
<td>2,787,427</td>
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<tr>
<td>Prepaid expenses and other assets</td>
<td>251,030</td>
<td>276,077</td>
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<tr>
<td>Investments</td>
<td>54,027,348</td>
<td>55,331,296</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>9,231,046</td>
<td>9,602,178</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$67,174,529</strong></td>
<td><strong>$68,786,411</strong></td>
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</tbody>
</table>

#### LIABILITIES

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$1,135,495</td>
<td>$1,207,738</td>
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<tr>
<td>Deferred revenue</td>
<td>696,142</td>
<td>673,292</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>$15,831,637</strong></td>
<td><strong>$15,881,030</strong></td>
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<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$51,342,892</strong></td>
<td><strong>$52,905,381</strong></td>
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</table>

#### DETAIL OF UNRESTRICTED TEMPORARILY RESTRICTED NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Operating funds:</td>
<td></td>
<td></td>
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<tr>
<td>Available for operations</td>
<td>$5,512,477</td>
<td>$5,512,477</td>
<td>$6,398,657</td>
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<tr>
<td>Program services</td>
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<td>$841,089</td>
<td>841,089</td>
<td>407,193</td>
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<td>Future periods</td>
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<td>714,509</td>
<td>714,509</td>
<td>926,428</td>
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<tr>
<td>Program Concentration Fund</td>
<td>32,681,796</td>
<td>32,681,796</td>
<td></td>
<td>34,212,234</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td><strong>$46,907,904</strong></td>
<td><strong>$4,434,988</strong></td>
<td><strong>$51,342,892</strong></td>
<td><strong>$52,905,381</strong></td>
</tr>
</tbody>
</table>
These are selected from the past 5 years. All CASAColumbia publications are available through our website, casacolumbia.org.
For more information call (212) 841-5200.


For a complete list of CASAColumbia publications, visit casacolumbia.org.
We appreciate the pro bono legal counsel of the premier firm of White & Case LLP. We are especially grateful to Morton Pierce, Michelle Rutta, Tal Marnin, Maury Mechanick, Ruchita Dhawan, Martin Sawyer, Kellie Thomas, Claudia Smith, Andrew Fessak, and Wendy Lepp.

A special thanks to board member Michael Roth and the Interpublic Group of Companies for their creative expertise in helping CASAColumbia get its message out to millions of Americans, and the talented team at FCB – Cheryl Scher, Margee Schomaker, Don Matera, Leslie Ryan, Erin Brennan, Tonya Forde, and Chris Gennaro – who designed this annual report.

We appreciate the continued assistance of KPMG Peat Marwick, our independent auditors led by Kimberly Johnson.