

was held September 7-10, 2011 in the Washington, D.C. area.

The Conference theme was *"Using New Tools: Necessity and Opportunity."*



NCADD 2011 Conference Affiliates joined together this year in the DC area for the Annual Conference of Affiliates and heard speakers on such topics as Use of Social Media for Marketing and Prevention, Electronic Health Records, Collaboration Between NCADD and American Society of Addiction Medicine Chapters, and Whether to In-Source or Out-Source. The Conference also included a multi-media presentation on whether or not addiction can really be considered a "disease."

The purpose of the conference was to discuss the many useful – but underused – technologies that can be used in prevention, intervention, treatment and recovery support. The event was well attended and participants included Affiliate Executive Directors and other administrative staff, Affiliate and National Board members. As part of the Conference, all participants attended the National recovery Month Kickoff Luncheon which NCADD hosted.

The two-day event featured plenary sessions, the ever-popular Affiliate Round Robins, a webinar and Awards Luncheon. Many of the presentations are available for review in the following conference summary.

All the following presentations can be opened by clicking the play icon. You can also select the full screen option.

Day One

The opening speaker, **Fran Harding**, Director of the Center for Substance Abuse Prevention

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(CSAP), spoke on "The Future of Prevention," provided an update of CSAP's programs and the changes that will occur with Health Care Reform. Her presentation elicited many questions and comments from the audience.



Dr. Rich Soper, Chair of the American Society of Addiction Medicine's Chapter Council, and **Claudia Roska**, Executive Director of the Addiction Resource Council (NCADD's Waukesha, WI Affiliate) talked about



"Collaboration Between NCADD Affiliates and ASAM Chapters.

Presentations on "Using Social Media for Marketing and Prevention" by **David Jernigan, PhD** of Johns Hopkins Bloomberg School of Public Health and **Holly Foster** of the University of Virginia demonstrated the vast outreach of alcohol marketing through social media and how one university is utilizing social media for prevention initiatives.



Kevin McCauley, MD, of the Institute for Addiction Study in Salt Lake City, presented "Pleasure Unwoven: A Personal

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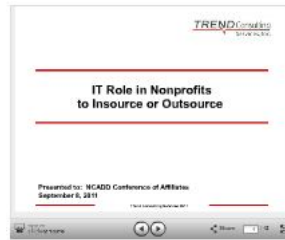
Journey About Addiction," using a combination of slides, lecture and video clips.



The day concluded with a business meeting of the Professional Association of Council Executives (PACE), followed by an ice cream reception hosted by PACE.

Day 2

Day two began with "To In-Source or Out-Source: That is the Question," by **Jim Dombrowski** of Trend Consulting Services in Willoughby, OH on how Affiliates can assess their IT needs and how best to meet them.>



Demetrious Dansby of Behavior Health Services in Gardena, CA spoke about "Tightening Your Grasp on IT and Electronic Health Records."

The "Gambling Prevention Program of Recovery Resources, NCADD's Cleveland Affiliate, was the recipient of the 2011 Prevention & Education Meritorious



Award and **Debora Rodriguez**, President and CEO, presented about the program .

Following a group trip to attend the Recovery Month Kickoff

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Luncheon, the Conference resumed with a session on "Health Care Reform: Implications and Opportunities for NCADD Affiliates" with NCADD Board Member, **Dr. David Lewis**, and Legal Action Center's **Gabrielle de la Gueroniere**.



The day ended with a webinar on the new NCADD website, hosted by **John Riehl** of Concept2Reality, the designers of the site. NCADD Board Member, Roger Bensinger, who also chairs the Communications Committee, and led the project, participated along with NCADD President/CEO, **Bob Lindsey**.



At the awards luncheon on Friday **Westley Clark, MD, JD, MPH**, Director of the Center for Substance Abuse Treatment (CSAT), was honored with NCADD's 2011 Gold Key Award



Westley Clark

Robert DuPont, MD, President of the Institute for Behavior and Health, Inc. and the first Director of the National Institute on Drug Abuse, was the recipient of the

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2011 Silver Key Award.



Robert DuPont

George Vaillant, MD, Professor of Psychiatry at Harvard Medical School and the Department of Psychiatry, Brigham and Women's Hospital, who was the 2010 recipient of the Gold Key, attended to accept his award.



George Vaillant



Sharon Burden - Executive Service Award



Jim Conklin - Executive Service Award



Jennifer Faringer - Affiliate Milestone Award



Van Hecke - Affiliate Milestone Award

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Also see the list of people awarded the NCADD Prevention and Education Awards [📄 Prevention and Education Awards](#)