FORTY-SIXTH REGULAR SESSION
November 18 - 20, 2009
Miami, Florida

LAND OF COALITIONS
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EXECUTIVE DIRECTOR
MIAMI CADCA
South Florida Welcomes CICAD to Our Land of Coalitions
Cocaine
July 1981
Miami Vice
Cocaine
September 1986

- Killer Cocaine
- Addiction from Hell
- Crack Monsters
- Nation’s #1 Drug Problem
- By 1986:
  Nation’s #1 Problem
We Looked to Washington to Save Us: “We Need a National Plan”

In the Early 1980s
1988 - South Florida: The Realization: “The Nation’s War on Drugs Will Be Won On the Home Front” Community by Community
Early Results: The Miami Miracle

Percent of Current Illicit Drug Use
Among General Population - USA and Dade

Cocaine trends declined...

Cocaine Deaths Miami-Dade County

Source: Miami-Dade Medical Examiner’s Department and Florida Medical Examiners Commission
Then we learned about “roofies,” and we banned Rohypnol from USA

**Roofies in Miami 1994-2001**

**Miami Drug Emergency Department Mentions**

Drug ED Mentions per 100,000

Source: SAMHSA - DAWN 2001
Adult Intervention

Youth Prevention
In the early 1990’s, youthful marijuana abuse trended upward.

Miami-Dade Students Grades 7-12
Current (Past 30-Day) Drug Abuse

1995-2003

Percent Reporting Past 30 Day Use

Alcohol
Cigarettes
Marijuana
Inhalants
Rohypnol
LSD

2005 Goals

Land of Coalitions
South Florida Coalition Alliance

Miami-Dade County
- Miami Coalition for a Safe and Drug Free Community
- Miami Beach Coalition for a Drug Free Community
- Central Dade Faith Community Partnership
- South Miami Drug Free Coalition
- We Care of South Dade
- Miami Gardens/ Opa-Locka Coalition
- South Florida Provider Coalition
Land of Coalitions

Broward County
Sub-county Neighborhood Coalitions
- North Broward
- Central Broward
- South Broward

Palm Beach County Substance Abuse Coalition
Land of Coalitions Tomorrow

Regional Growth: South Florida Coalition Alliance

• Regional Media Market Campaigns
• Population Level Change Strategies
• Community Level, data-driven, science-based programs
New Challenges

Surveillance process reveals:

- Alcohol #1 drug abused by youth
- Abuse of medications across all age groups; Florida’s most deadly drug problem,
- Poly-substance abuse prevalent
- Heroin is increasing and crystal meth is here.

In the past, the cocaine dealers didn’t allow it. Today we won’t.
Keeping Children Alcohol-Free; delay age of first use.
• **Key Lessons Learned:**

- Engage the Community
- Develop data-driven local and regional prevention strategies.
  - Develop media partnerships in English, Spanish and Creole
  - Focus on parents (mothers a key)
  - Address underage drinking
  - Evaluate and Begin Again
When Our Hearts are Big and Our Minds and Hands Open, Our World Offers Unlimited Opportunities For Good Things to Happen.

Thank You to OAS and CICAD For Sharing and Enriching South Florida’s International Community With Your Experience and Wisdom.