



State of New Jersey

GOVERNOR'S COUNCIL ON ALCOHOLISM AND DRUG ABUSE
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MINUTES

Governor's Council on Alcoholism and Drug Abuse

July 20, 2016

Call to Order

The three hundred and eleventh regular meeting of the Governor's Council on Alcoholism and Drug Abuse was called to order at 10:00 a.m. by Acting Chairman Neil Van Ess.

Open Public Meetings Act Statement

Mr. Van Ess announced that notice of this meeting was provided in compliance with the Open Public Meetings Act (N.J.S.A. 10:4-6 – 10:4-21).

Roll Call

Katelyn Assenheimer called the roll. Members present and absent were noted for the record. Chairman Van Ess informed the Council that this meeting would be held for informational purposes only due to the lack of quorum.

Presentation – “Partnership for a Drug-Free NJ Opiate Abuse Prevention Initiatives”

Angelo Valente, Executive Director and Angela Conover, Director of Media Marketing and Community Relations from the Partnership for a Drug-Free NJ (PDFNJ) gave an overview to the Council of their various opiate prevention initiatives.

Over the past 10 years, opiate abuse prevention and medication disposal have been a primary focus of the Partnership, in close collaboration with GCADA and the Department of Human Services. In 2009, PDFNJ created the “Grandma’s Stash” campaign which encouraged proper disposal of expired medications from household medicine cabinets. This campaign became nationally recognized as well as “Take Back Day”, also a prescription medicine disposal program, and is now used as the national model from the Office of National Drug Control Policy (ONDCP).

PDFNJ has been focusing on encouraging the safe prescribing of opiates in the “Before They Prescribe, You Decide” campaign. The goal of this campaign is to encourage parents to speak with doctors before their child is prescribed an opiate for pain. The Partnership kicked off this advertising campaign by unveiling one of their billboards in Times Square, New York City. Ads were also placed on trains and buses in New Jersey.

A “Do No Harm” symposium series has also been created which provides information to doctors and health systems to help them make better decisions when prescribing opiates to patients and to understand the link between opiate medication abuse and the rise of heroin abuse. Ninety percent of the doctors have said they intend to change their prescribing habits after having attended this series. In 2015, these symposiums were recognized by the White House ONDCP as a best practice.

The Partnership has also provided expert testimony for the Prescription Drug Monitoring bill which prevents “doctor shopping”. Since passage, this program has cut over-prescribing by 70%.

Council Business

International Overdose Awareness Day Resolution

Acting Executive Director Celina Levy read a resolution recognizing August 31st as International Overdose Awareness Day. This resolution will be voted on at next month’s meeting.

Acting Executive Director’s Report

Acting Executive Director Celina Levy shared that she and Deputy Director Rebecca Alfaro have begun preliminary work on creating a protocol and process for the development of the GCADA Master Plan. More information will be provided in the fall.

Ms. Levy informed the Council that Rebecca Alfaro had been trained as a Mental Health First Aid trainer for adults. This training helps bridge gaps in mental health care as well as assists in recognizing symptoms in those that may need help.

The Recovery Rally will be taking place on September 17th at the Middlesex County Fairgrounds.

Ms. Levy announced that the Municipal Alliance Volunteer of the Year awards ceremony will be held at the September 21st Council meeting at Mercer County Conference Center.

Ms. Levy also thanked the Council members for their support as well as County Alliance Coordinators for their efforts in the ongoing Alliance plan improvement process.

Adjournment

Mr. Van Ess adjourned the meeting at 11:42 a.m.