

## Prevention at Work

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### Mission

To provide leadership in the development and implementation of policies and programs related to a system of prevention and intervention services that prevent the onset of addiction, and treatment services that promote recovery.

## Message from the Executive Director

This is our story...it is a story about the Council on Chemical Abuse (COCA), the services it provides and most importantly, about the people it affects. COCA was started by a small group of folks in the early seventies to address the problem of drugs at the City's Band Shell (or so the story goes). Around the same time, the "Feds" and our State officials were looking to put an organized effort together that would address the heroin and meth problem in both large and small cities. *Are you starting to see where this story is going?* COCA was selected by the Berks County Commissioners to serve as the "Single County Authority" for both drug and alcohol prevention and treatment services. Plans were written, funding was sought and an effort was launched. Ironically, over the years, our story constantly changes, yet remains the same. It is a story that offers hope, direction and opportunity to thousands of Berks County residents (young and old). Our prevention story can be found in communities and schools throughout Berks, providing age appropriate messages to our youth and young adults. We are comedic at times, dressing up as Courage (our mascot), and making kids as well as Moms and Dads smile. We instill in these young minds messages about safety, choices and an abundance of possibilities and opportunities that await them. We also offer messages of concern that surround choices that can lead to a life of heartache, depression and destruction.



George J. Vogel Jr.  
Executive Director

Our story is also about the provision of treatment to people not covered by insurance or not able to pay for it on their own. Each year several thousands of people receive needed treatment and begin to escape the personal torment this horrible, yet very treatable disease that has caused not only themselves, but their loved ones to simply ask the question "why."

Our story also includes the restoration of lives through recovery from addiction as well as the physical, psychological and spiritual healing that can transform the ugliness of addictive behavior into a loving son or daughter, a brother or sister, a wife or husband, or simply a friend that you can count on forever. So, that is our story. I personally feel blessed to have a significant part of my life wrapped into the story of our agency. It has been both professionally and personally rewarding and a career choice that carries with it a lifetime of "no regrets."

## In Remembrance



### Betty McDonough, March 11, 1940 – June 18, 2014

A dedicated and passionate drug and alcohol counselor, Betty McDonough spent over 28 years working at various addiction treatment, intake and recovery house facilities in Berks County. Betty passed away on June 18, 2014. She touched the lives of countless individuals and her greatest gift was the ability to establish a personal and meaningful connection with all those to whom she provided services. Betty served on the COCA Board of Directors for over 20 years, always championing the need for immediate and effective treatment services for those suffering from addiction. She once stated that a wise person told her that, "If you love what you do for a career, you will never work a day of your life." COCA thanks Betty for her years of service, and she will forever be remembered.

### Victor Robert Hewlett Yarnell, October 5, 1919 - January 22, 2015

Victor Yarnell lived a very full life with many remarkable passions. Most notably, would be his life long ambition to help others. The Reading Eagle has described the former City of Reading Mayor (1968-1972) as, "a teacher, a World War II Veteran, environmentalist and an advocate for affordable education and rights for people with mental illness." However to COCA, Victor was a friend, activist and founding father. He was one of the eight community leaders who founded the Council on Chemical Abuse as a corporation and paved the way for COCA to serve in a centralized role for the development of drug and alcohol services in Berks County.





The power to tell our story can change lives, offering hope and direction for individuals and families struggling with addiction. Recovery happens, and new stories are being written every day!



Diane Shepler, Tyler J. Shepler - Shine The Light  
Photo Courtesy of Reading Eagle/Lauren A. Little

## A Mother's Voice: Offering Hope During Despair

A little over a year after her son's untimely passing, Berks County resident Diane Shepler visited COCA and uttered the words, "I must tell my story, it's important that people understand it's not 'those kids,' it is 'our kids.'" Her story is one of support, determination and ultimately, one of tragedy. In a collaborative partnership with the Berks County Intermediate Unit, Berks County District Attorney's and Adult and Youth Probation/Parole Offices, Diane travels throughout the county and shares her story at community forums, presenting to parents, school administrators and youth.

As only a mother's voice can convey, Diane talks openly about her son's struggle with addiction. During the presentation, Diane speaks to addiction as a disease, one which affects both the addict and their family. She also shares the stage with panelists representing prevention, treatment, law enforcement and long-term recovery. These panelists offer resources, education and at times personal stories to offer hope to those with family members still battling addiction. The audience is encouraged to ask questions and some choose to disclose their personal stories related to addiction. A Mother's Voice is a must-see event! Contact COCA for future dates and locations.

*"The more we share (about addiction) the more that people are aware, the less the stigma. There are too many people suffering in silence."*

-Diane Shepler, Shine the Light

## Berks' Most Recent Epidemic

It is not a secret that heroin has once again "reared" its ugly presence in Berks County. While always existing in Berks County, the current surge is believed to be a derivative of the increase in the amount of opioids being obtained via prescriptions. As the cost of the prescriptions increase, the rise of heroin at a cheaper cost becomes a more affordable alternative.

District Attorney John Adams states that combating the drug problem in Berks County will take a three-pronged approach that includes prevention/education, drug treatment and law enforcement. COCA and the DA's Office are partnering for multiple speaking engagements across the county to address educators, parents and community members. At each stop, a panel of experts discuss the supply of and the demand for drugs in the county. Trafficking and one's decision to use are discussed in order to provide answers to contributing factors of the drug's presence in Berks.

## Community Calls: All Hands On Deck

Out of tragedy comes hope. In this case, the hope can be found in the emergence of volunteer-driven community groups, or Task Forces. Residents of both Kutztown and Brandywine Heights School Districts are banding together to battle drug and alcohol problems, while at the same time addressing safety and general issues in their respective communities. In forming Task Forces, both Kutztown and Brandywine Heights are working together gathering parents, students, clergy and businesses to "take a stand" against drug trafficking, while supporting the importance of prevention-based curriculum in their schools. Developing various action groups, the Task Forces are working to help keep their communities safe and as drug free as possible.



The Anonymous People continues to be shown across Berks County.

## I WILL Tell My Story

The Anonymous People is a feature documentary film produced by The Faces & Voices of Recovery\*. This film is a testament to and from the approximately 23 million people currently in recovery, and a story that needs to be told. Thus far, the film has been presented to hundreds of Berks County residents. Response from the recovery community has been overwhelmingly positive, as the film offers those in recovery a way to share their story as a means to advocate for both themselves and others.

Help move addiction out of the shadows and spread the message of recovery. Those interested in becoming involved in this recovery movement or viewing a future presentation of this motivating film can visit [www.recoveryandme.org](http://www.recoveryandme.org).

\*Faces & Voices is an addiction recovery advocacy group seeking to transform public attitudes and policies affecting people seeking or in recovery from addiction.

## Promises of Hope



"It takes one moment to look into someone's soul and say, 'I believe in you!' We all have a story, and telling our stories can change lives; giving a face to the faceless and a voice to the voiceless. People can and do recover!"

- Jodi Holland  
Person in Long Term Recovery (2002)

"I surrendered and that was the beginning of my recovery. I realized this is who I am, accepted it and learned how to fix it. I restored myself back to society and to sanity."

- Robert Diaz  
Person in Long Term Recovery (2008)



"If it wasn't for recovery housing I would not be here today...it was the only thing that ever worked for me!"

- Mike (pictured on left)  
Person in Long Term Recovery (1986)

"We had to learn how to live. Recovery housing gave me life. It helped me transition to LIFE! Recovery gave me everything, including the white picket fence. I'm married with kids, employed for a long time and own my own home! I have everything beyond my wildest dreams!"

- Richie (pictured on right), Person in Long Term Recovery (1986)



Each unique opportunity presents itself with a possibility to educate others. These opportunities can transform lives!

## Teens & Technology: The Good, The Bad & The Ugly

In 2001, Marc Prensky coined the term digital native in his work "Digital Natives, Digital Immigrants." Today's teenagers are all digital natives. They have always utilized technology, never knowing a time without it. Parents (digital immigrants) on the other hand, are struggling to keep up with both technology trends as well as their child's use. COCA's two part program, Teens & Technology, is designed to aid both digital natives and immigrants with their respective issues surrounding technology use and misuse. Part one of the program addresses high school and middle school youth. This program focuses on the dangers and consequences of technology misuse, including sharing too much information, sexting, cyber-bullying and addiction. The parent presentation, part two of the series, focuses on current teen issues surrounding technology use and teaches parenting techniques to aid in raising a digital teen.

Parents and educators interested in knowing more about The Good, The Bad and The Ugly can contact COCA's Prevention Program Manager to schedule a presentation.

Placing an emphasis on teaching both community and digital citizenship protects youth from risky decision making while using technology.



## Operation Healthy Corner Store

In Spanish communities that lack supermarkets, families make their food purchases at corner stores known as "bodegas." The selection of food in these stores typically limits customers to pre-packaged food and very little, if any, fresh produce. COCA, in collaboration with the Department of Health, Health Promotion Council, and the Food Trust is piloting a program in Reading called "Operation Healthy Corner Store."

This program provides various incentives for bodegas to sell healthier food and beverages. COCA is recruiting a network of participating corner stores who are receiving in-store training and support as well as marketing materials for their participation.

"Addiction slowly robbed me of the very relationships that sustain life - family, friends and faith. It rendered me hopeless, helpless and homeless. Recovery has restored those relationships and given me a life that is filled with meaning, purpose, hope and joy."

- Rev. Tom Scornavacci  
Person in Long Term Recovery



## Becoming a Quitter

COCA with the support of Health Promotions Council and PA Department of Health offers free smoking cessation classes to residents of Berks County. Through extensive outreach efforts, smoking cessation classes are being offered in multiple locations. During weekly sessions, participants are educated on addiction, the effects of tobacco smoking, steps to cut back usage, skills to deal with cravings and stress. Free nicotine replacement therapy in the form of nicotine patches is provided to qualifying participants. These classes are made available in English and Spanish. Many smokers who have quit now have a story to pass along to others. Anyone can create their own smoke-free story by becoming a quitter.

## Linking Crime and Addiction

Selected as one of three county sites, Berks County is piloting a "Medical Assistance Jail Project." The goal of the initiative is to admit people who are in jail and in need of addiction treatment directly into drug and alcohol residential treatment centers. The pilot is a collaboration between the PA Department of Human Services, PA Department of Drug and Alcohol Programs, components of the Berks County Justice System and the Council on Chemical Abuse. The Berks pilot began in August 2013 and in an 11-month period released 134 inmates directly to much needed residential addiction treatment services. As a result of the success of the pilot projects, the MA/Jail initiative is scheduled to be implemented statewide during 2015.

Drug and alcohol treatment is one of the most cost-effective ways to prevent crime, costing approximately \$20,000 less than incarceration per person per year. Furthermore, a study by the Washington State Institute for Public Policy found that every dollar spent on drug treatment in the community yields over \$18 in cost savings related to crime.

"In recent years, individuals from all walks of life have developed an opioid use disorder - in plain language, there are more people addicted to opioids. Now more than ever, it is important to utilize every viable pathway to recovery for those suffering from this chronic, relapsing, medical condition. Whether the illness originated and ended with a misuse of prescription pain medication or heroin, one proven pathway to recovery for many has been through medication-assisted treatment. This form of intervention has helped countless number of people and saved many lives. This is not to say that medication is the single answer to this disease; that would be far to simplistic and naive an answer to such a complex problem. Medical-assisted treatment combines the use of biological, psychological, sociological and even spiritual components into a collaborative and comprehensive program. Without a doubt, there would be many more sad stories of arrests, broken families and deaths due to overdose if not for medication-assisted treatment."

- Dr. William Santoro, Reading Health System



## Camp Joy

Nationwide, the movement towards transitional/recovery housing is proving beneficial to those individuals in early recovery who are well enough to exit treatment facilities, but still need extended support and recovery time to sustain a drug and alcohol free lifestyle. Berks County is fortunate to currently have several facilities that have been highly successful in achieving continuance of sobriety.

Building on COCA's previous success in this area, the Berks County Commissioners approached COCA with the idea of converting a county-owned property, Camp Joy, into a residential recovery facility. While at Camp Joy, residents focus on developing and maintaining a sobriety-based lifestyle. Camp Joy's Lodge has been redesigned into a twenty-bed residential recovery facility. Residents have moderate supervision, as they re-learn or develop basic life skills while responding to life's challenges until they are able to maintain sobriety on their own.

Through the use of Reinvestment funds obtained via The Pennsylvania Department of Human Services and HealthChoices Program of Berks County, Camp Joy opened in the fall of 2014. Recovery housing, similar to Camp Joy, has been highly successful in transitioning a life driven by addiction into a productive, sobriety-based lifestyle.

## Promises of Hope (cont.)

"There is hope and freedom in this life and it starts with you and the decisions you make. It is a wonderful experience to walk this journey of a life sober, and I would not trade it for anything in the world."

- Yvonne Stroman  
Person in Long Term Recovery (1990)



## Outcomes and Accomplishments

### Prevention

Alcohol, Tobacco, and Other Drug (ATOD) Education	
Youth participants in single service events across Berks County	<b>8,256</b>
Youth participants receiving COCA ATOD recurring curriculum services	<b>4,752</b>
Schools receiving ATOD curriculum services/educational presentations	<b>32</b>
Community groups receiving ATOD educational presentations	<b>42</b>
Outreach and referrals	<b>11,256</b>
Professional training participants	<b>803</b>
Parent program participants	<b>379</b>
<b>Problem Gambling</b>	
Youth participants receiving COCA gambling recurring curriculum services	<b>201</b>
Participants in single service gambling prevention presentations	<b>53</b>
Gambling prevention materials distributed	<b>422</b>
Community awareness billboards located across Berks County	<b>44</b>

Please note that programmatic and financial information presented in this annual report is only for those services funded partially or in-full by the Council on Chemical Abuse. There are additional entities, both public and private, which fund drug and alcohol activities in the community. As such, the data contained herein is not reflective of the entirety of drug and alcohol prevention, intervention, and treatment services provided in Berks County.

### Intervention

Youth	
Pregnant or parenting teen mother participants in addiction and parenting education	<b>92</b>
Youth referred to Underage Drinking Program (UDP)	<b>197</b>
Youth participants completing UDP	<b>170</b>
UDP class cycles (3 sessions each)	<b>19</b>
UDP referrals for further evaluation	<b>36</b>
Students receiving Student Assistance Program (SAP) assessments	<b>1,041</b>
Berks County Elementary and Secondary SAP teams	<b>67</b>
<b>Youth and Adults</b>	
Calls received through Berks Talkline	<b>2,589</b>
<b>Adult</b>	
Drug and Alcohol Center hot line calls	<b>478</b>
Clients receiving drop-in services at the Drug and Alcohol Center	<b>57</b>
Berks County Jail inmates screened for drug and alcohol problems	<b>2,504</b>
Berks County Jail inmates receiving addiction-specific education and intervention assistance	<b>1,415</b>
Assessments provided for Berks County Children and Youth Services	<b>43</b>
Urine drug tests conducted	<b>28,738</b>

### Treatment\*

Number of requests to COCA for treatment access	<b>4,440</b>
<b>Treatment Episodes</b>	
Outpatient treatment	<b>1,028</b>
Methadone maintenance	<b>134</b>
Intensive outpatient	<b>355</b>
Partial hospitalization	<b>221</b>
Detoxification (Detox)	<b>485</b>
Residential treatment	
Short-term (under 30 days)	<b>308</b>
Moderate-term (30-90 days)	<b>9</b>
Long-term (over 90 days)	<b>24</b>
Halfway house	<b>10</b>
Transitional/Recovery housing	<b>330</b>
<b>TOTAL treatment episodes</b>	<b>2,904</b>
Individuals funded for treatment	<b>1,994</b>
<small>*In accordance with federal and state requirements, pregnant women are afforded preference in regard to access to treatment services funded by COCA.</small>	
<b>Client Demographics</b>	
<b>Ethnicity</b>	
White	<b>60%</b>
Hispanic	<b>26%</b>
African American	<b>10%</b>
Other/Unknown	<b>4%</b>
<b>Gender</b>	
Male	<b>79%</b>
Female	<b>21%</b>
<b>Age</b>	
Under 18	<b>1%</b>
18 - 30	<b>39%</b>
31 - 45	<b>38%</b>
46 and older	<b>22%</b>

### Intensive Case Management Services

General population	<b>55</b>
Pregnant women with children	<b>215</b>
Transitional/Recovery housing	<b>330</b>

## A Tribute

**Algot "Al" Eckstrom** has for over a half-century been dedicated to helping those in recovery from addiction. Transforming an old barroom hangout into a recovery-based environment was one of his many significant contributions to Berks County. In addition, he was the key person responsible for the establishment of Easy Does It, Inc. recovery center and transitional house in Leesport, where those in all phases of recovery can gather for fellowship and collective support. Additionally, sober housing is available for those in early recovery. Al served on the COCA Board of Directors for many years and was instrumental in calling attention to the recovery needs of those suffering from addiction.

**Joseph "Bud" Haines** is a longtime resident of Reading who helped to organize the West Side Concerned Citizens Association in the 1980s. He spearheaded this group that sought to uplift his community by organizing local residents and working with law enforcement to make the neighborhood a drug free and overall safer place to live. Although he received numerous threats, he courageously continued to fight for a better community. Bud served several different terms on the COCA Board of Directors, where his input and insight were beneficial for developing programs in Berks County.

## In Remembrance

**Anthony "Tony" Dianna** was on the staff of COCA for several years as a coordinator for drug and alcohol services at Berks County Prison and as the Program Director for the Treatment Alternatives to Street Crime. Even after no longer being an employee, Tony was very active as a volunteer and a driving force for COCA's annual golf tournament. This tournament helped raise funds to provide additional prevention services to local schools and the community at-large.

**Mike McGee** provided various addiction treatment and intervention services prior to becoming the Executive Director of the Treatment Access and Services Center (TASC) for 14 years. During his career, he touched the lives of countless people helping to guide them toward recovery and a better life. In 2013, Mike received the Council on Chemical Abuse President's Award for his overall commitment and being a dedicated leader in the field of addiction. Sadly, Mike passed away in late fall of 2014. He was loved and admired by many and will be sorely missed.

## Good Samaritan Law (PA ACT 139)

All of Pennsylvania has benefitted from the passage of the "Good Samaritan" Law. This law provides "good samaritan" protection for individuals who report overdoses. It also allows friends and family members to access and administer Naloxone (also known as Narcan), a life-saving drug that can instantly reverse the effects of an overdose. It is important to note that Naloxone can only be obtained by a prescription. Find more information about this antidote and its administration by visiting [www.cocaberks.org](http://www.cocaberks.org). A family member or friend may never need to administer this antidote; however having it close at hand is akin to having an insurance policy that you may never need. For a parent, the investment is almost negligible compared to the personal "cost" of tragedy that for many surrounds addiction. For further information visit [www.COCABerks.org](http://www.COCABerks.org).



## County Commissioners

(as of June 30, 2014)

Christian Y. Leinbach, *Chairman*  
 Kevin S. Barnhardt  
 Mark C. Scott, Esq.

## Board of Directors

(as of June 30, 2014)

Carl W. Brown Jr., *President*  
 Joan M. Lewis, *Vice President*  
 Robert Bagenstose, *Secretary*  
 Jeffrey Auman, *Treasurer*  
 Danelle Bower  
 Brian Engelhardt  
 Dr. Jill M. Hackman  
 Daniel E. Milloy  
 Juanita Morales  
 Scott Rehr  
 Michael Rivera  
 Kevin Rudy  
 Carl R. Sabold Jr.  
 Gloria Seifrit  
 Thomas Xavios

## COCA Honorees

### Annual Conference Award Recipients

Mike J. McGee, *President's Award*  
 Casey Trexler, *Prevention Award*  
 Berks Parents Services Collaborative/CHOR,  
*Intervention Award*  
 Mike Thomas, *Treatment Award*  
 Reading/Berks YMCA Recovery Housing, *Recovery Award*

### ALL IN Scholarship Recipient

Danny Lorah, *Antietam High School*  
 Elaina Schilling, *Daniel Boone High School*  
 Dalton Bathaser, *Kutztown School District*

## COCA Staff Members

(as of June 30, 2014)

George J. Vogel, Jr., *Executive Director*  
 Paige Carroll, *Prevention Specialist*  
 Susan Cawley, *Fiscal Technician*  
 Andrew Eisenhauer, *Program Representative*  
 Marcia Goodman-Hinnershitz, *Director of Planning  
& Resource Development*  
 Tiffani L. Jones-Montgomery, *Prevention Specialist*  
 Jennifer L. Kaucher, *Prevention Specialist*  
 Sara Liu, *Fiscal Technician*  
 Minna Lopez, *Administrative Support Specialist*  
 Christa L. McCusker, *Prevention Specialist*  
 Kathleen Noll, *Program Analyst*  
 Matthew Null, *Prevention Specialist*  
 Leila Pagan, *Intake & Special Benefits Coordinator*  
 Stanley J. Papademetriou, *Assistant Administrator*  
 Paul Russell, *Information Technology Technician*  
 Sonia Santiago, *Prevention Specialist*  
 Nickie Seshan, *Office Manager*  
 Jaclyn Steed, *Prevention Program Manager*  
 Teresa Marie Tieman, *Prevention Specialist*  
 Jennifer Wang, *Chief Fiscal Officer*

## Independent Contractors

(as of June 30, 2014)

Ryan Bradley  
 Steven Echavarria  
 Janette Nunez  
 Daniel Pfof  
 Michael Reese  
 Dave Reyher  
 Yvonne Stroman

## Revenues and Expenditures

July 1, 2013 to June 30, 2014

### Revenues From All Funding Sources

Berks County Funds .....	\$1,798,786	21.42%
DDAP Federal Block Grant .....	\$1,773,948	21.12%
DDAP State Base Allocation .....	\$1,062,599	12.65%
Behavioral Health Special Initiative .....	\$989,374	11.78%
Reinvestment Fund .....	\$844,945	10.06%
Restrictive Intermediate Punishment .....	\$346,329	4.12%
Act 152 .....	\$286,344	3.41%
Housing & Urban Development (HUD) .....	\$248,749	2.96%
State Gaming Fund .....	\$240,211	2.86%
PA Commission On Crime & Delinquency Grants .....	\$186,201	2.22%
Other COCA Revenues .....	\$159,701	1.90%
Mental Health/Developmental Disabilities Program (MH/DD) .....	\$140,907	1.68%
Tobacco Control Grant .....	\$103,389	1.23%
Homeless Assistance Program (DPW/HAP) .....	\$90,000	1.07%
Drug Treatment Court Grants .....	\$70,375	0.84%
Human Services Development Fund(HSDF) .....	\$56,400	0.67%
<b>Total SCA Revenues From All Funding Sources .....</b>	<b>\$8,398,258</b>	<b>100%</b>

### SCA Net Expenditures

Recovery Housing .....	\$1,802,404	21.46%
Prevention Services .....	\$1,097,003	13.06%
Rehabilitation & Halfway Houses .....	\$1,095,402	13.04%
Case Management & Other Support Services .....	\$859,371	10.23%
Administration & Client Education .....	\$824,733	9.82%
Outpatient Drug-Free .....	\$682,627	8.13%
Intake & Referral .....	\$588,643	7.01%
Detoxification .....	\$393,686	4.69%
Partial Hospitalization .....	\$270,882	3.23%
Other Intervention .....	\$267,088	3.18%
Methadone Maintenance .....	\$165,424	1.97%
Student Assistance Programs .....	\$127,428	1.52%
Intensive Outpatient .....	\$120,178	1.43%
Tobacco Control Programs .....	\$103,389	1.23%
<b>Total SCA Net Expenditures .....</b>	<b>\$8,398,258</b>	<b>100%</b>

The information on this page represents the financial statements of the Council on Chemical Abuse for FY2013/2014

## Spotlight on Andrew Eisenhauer

After 20 years of working with The Council on Chemical Abuse, we are saying bon voyage to Drew Eisenhauer, as he embarks on a new journey called retirement. Before working at COCA, Drew was Executive Director at National Council of Alcoholism and Drug Dependence, and came to COCA as part of a merger in January 1995. Drew has been an integral part of COCA ever since. He was involved in the inception, implementation and even the conclusion of many of COCA's program offerings. In many ways, he became the face of our agency, presenting in various settings to promote and educate on addiction awareness.

(Continued from page 9)

Drew was also the "go to" person when calls came into the office from distressed parents, spouses and/or loved ones looking to find an answer to stopping someone's addiction. "I'll be back in some capacity. You haven't gotten rid of me yet," he said as he announced his retirement to staff. When asked what his greatest accomplishment has been during his time at COCA, Drew spoke of his continued advocacy for the treatment of addiction as a brain disease. "Addicts in addiction are sick people in need of help," he said, "They are sick people, not bad people." Drew has been a long-time advocate for those in recovery and became a well-known resource to the Berks community. He has touched many lives with his knowledge and passion for the recovery community. We wish Drew and his family all the best in retirement!

