



State of New Jersey

GOVERNOR'S COUNCIL ON ALCOHOLISM AND DRUG ABUSE
PO Box 345
TRENTON, NJ 08625-0345

CHRIS CHRISTIE
Governor

KIM GUADAGNO
Lt. Governor

NEIL VAN ESS
Acting Chairman

CELINA LEVY
Acting Executive Director

MINUTES

Governor's Council on Alcoholism and Drug Abuse

April 15, 2015

Call to Order

The two hundred ninety eighth 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. Acting Chairman Van Ess informed the Council that this meeting would be for informational purposes only due to the lack of a quorum.

Chairman's Report

Chairman Van Ess welcomed the members to the meeting. He informed the Council that he would like to begin working on updating the bylaws so the Council would not have to continue to revert to the bylaws from 2010. Mr. Van Ess also stated that he continues to work with the Governor's Office regarding the staffing issues at GCADA.

Presentation: "Stop the Epidemic! Powerful Evidence-Based Strategies to Prevent and Reduce Substance Abuse Rapidly in New Jersey"

Dr. Dennis Embry, President and Senior Scientist of the Praxis Institute presented to the Council on his evidence based prevention practices.

Dr. Embry shared that nearly every child is at risk for mental and emotional disorders and that depression often starts at an early age. The treatment of mental health disorders in children is one of the highest healthcare costs today. Those who suffer from major depression starting at the age of 18 can lose over \$300,000 in their salary over a lifetime of working.

Dr. Embry stated that prediction makes protection possible and genes often change with the environment. Half a million people will experience a first episode psychosis, but these numbers have decreased with the use of Omega 3 and fish oils as was found by a study done by "Monitoring the Future". It was also found that sleep deprivation is one of the leading causes of drug misuse and abuse.

Dr. Embry closed by offering several statements of advice to the Council. He said it is important that children and adults walk at least 10,000 steps a day which can be monitored with the use of an activity tracker. It is also recommended that everyone get nine hours of sleep per night. Omega 6 fatty acids should be omitted from the diet and it is also beneficial to incorporate Omega 3 fish oils. He stated that experiments on the effectiveness of these lifestyles changes are not expensive to conduct and can easily be replicated by coalitions in New Jersey.

Presentation: "The HERO Campaign for Designated Drivers"

Bill Elliott, creator of the HERO Campaign, started this initiative following the death of his son who was killed by a drunk driver in July of 2000. The purpose of this campaign is to recruit and promote the use of designated drivers. There are nearly 10,000 deaths every year as a result of drunk driving accidents and hundreds of thousands of families are affected every year.

Since the campaign began, a law called "John's Law" was enacted which requires a drunk driver's car to be impounded for 12 hours following their arrest, and the person who transports the offender back home must sign a release form saying they are responsible for the driver.

The HERO Campaign is promoted on highway billboard signs across New Jersey. New Jersey State troopers also have HERO Campaign stickers on their bumpers to promote the campaign. The HERO Campaign also works with colleges, parents, and law enforcement throughout the state.

DUI arrests have gone down 20% in Atlantic County, where this campaign first started. In the last decade, it is estimated that 400 lives have been saved due to this campaign.

Mr. Elliott encouraged Council members to spread the word about the HERO Campaign. This year marks the 15th anniversary of the campaign's inception.

Following the presentation, Acting Executive Director Celina Levy read a resolution declaring April "Alcohol Awareness Month". This resolution will be voted on next month.

Acting Executive Director's Report

Acting Executive Director Celina Levy thanked both Dr. Embry and Bill Elliott for their presentations.

Ms. Levy shared that the reviews of the County Plans were in progress and thanked both the Strategic Plan Review Team and Council staff for their work.

Ms. Levy also shared that the Governor's Council's Addiction Campaign had been recognized by the Substance Abuse and Mental Health Services Administration at the National Rx Drug Abuse Summit in Atlanta.

Acting Executive Director Levy shared that she continues to work with the Adult Suicide Prevention workgroup as well as the Stakeholder's Communications group through the NJ Division of Mental Health and Addiction Services, and that these committees are all connected to the Governor's Facing Addiction Task Force. These committees are working on creating a clearinghouse for mental health services that will offer users a website of resources to navigate the mental health system.

Adjournment

Elected Chairman Neil Van Ess adjourned the meeting at 12:14 p.m.