

*Changing Lives*

Making families whole again



**DATA**

DRUG ABUSE TREATMENT ASSOCIATION, INC.

2011 ANNUAL REPORT

## 2010–2011 Board of Directors

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Walter D. Kelly (1927–1996)

John Fowler, B.S., C.A.P., I.C.A.D.C.  
**President and CEO**

### Administration

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Jupiter, FL 33477  
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561.743.1037 Fax

### Norman C. Hayslip Treatment Center

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Fort Pierce, FL 34981  
772.464.7575 Phone  
772.464.6169 Fax

### Walter D. Kelly Treatment Center

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West Palm Beach, FL 33407  
561.844.9661 Phone  
561.840.8716 Fax

### Outpatient/Intervention & Prevention

1720 E. Tiffany Drive, Suite 102  
Mangonia Park, FL 33407  
561.844.3556 Phone  
800.253.8770 Toll free  
561.845.0316 Fax

### Outpatient/Intervention

4590 Selvitz Road  
Fort Pierce, FL 34981  
772.595.3322 Phone  
772.595.3704 Fax



## *Our Philosophy*

It is our belief that all children are good, and if given appropriate opportunities will become productive, contributing members of society. Since 1980, DATA has developed a range of prevention, intervention and treatment services designed to address the child as an integral part of his or her family and community. Our goal is to provide these children with the skills and competency necessary to achieve these positive outcomes.



## *Our Mission*

DATA provides effective quality programs for children, adolescents and their families experiencing problems with substance abuse and/or juvenile delinquency. We provide services in Palm Beach, Martin, St. Lucie, Indian River and Okeechobee counties. We are committed to providing programs that foster the skills necessary for individuals to be responsible, productive members of their communities.



## *Our Vision*

We envision a community that instills the importance of education and respect for self, life and property, which empowers children and their families to reject drugs, violence and other criminal activity. DATA recognizes that substance abuse affects every aspect of an individual's life and that effective programming will foster self-reliance, social competence and abstinence from substance abuse.



Dear Friends, Supporters and Staff of DATA,



As a member of the board for 15 years and now on my second turn as Board Chairwoman, I am as proud of this organization today as I was when I first became involved with DATA. Over the years, I have witnessed firsthand how DATA's treatment, intervention and prevention programs truly do change lives and make a family whole again.

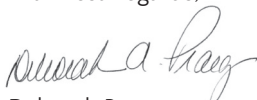
One particular thing I have noticed over the past several years is how many people have told me that they have experienced substance abuse with a child who is now grown up or that they are in recovery themselves. The consistent comment is that had there been a program such as DATA available, it might have been easier or different for them, their child and their family.

DATA is here and ready to help any child or family in need. Even in this tough economic climate, we remain steadfast in our mission and continue to improve our services and treatment facilities. Our President and CEO John Fowler continues to provide the leadership that is necessary in these trying times, especially with regard to the impending Health Care Reform.

Of course, it is even more important now that we remain diligent in securing future funding opportunities for our wonderful and proven programs and treatment, and also participate in more fundraising activities. In early 2011, we were very fortunate to have been a recipient of the Great Charity Challenge sponsored by Mark Bellissimo and Equestrian Sport Productions. In addition, we have created a new, exciting public event called the Pooch Prom which we expect to grow to become one of the premier events in our community.

With the endless dedication and enthusiasm of DATA's CEO, Board of Directors and our valued staff, it will continue to be our mission and goal to ensure that all programs remain supported, and our treatment centers and services will always be available for any child or family in need. Everyone deserves the opportunity to live a long, healthy and happy life.

Warmest Regards,



Deborah Praeg  
Board Chairwoman

Dear Friends,



During times of economic challenge, social services are those most targeted for cuts and reduction. Unfortunately, these are also the times when there is the greatest need for what we do. I am pleased to report that DATA has been very successful at continuing to provide a complete continuum of high quality substance abuse services to the children and families in our area who need us the most.

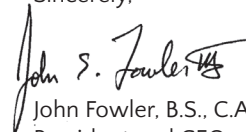
For many years, it has been one of our primary goals to increase funding for our much needed programs. However, over the past couple years, it has been our task to protect and maintain our current levels of funding. This past year, our staff, Board members and associations, successfully fought to preserve funding for these essential services. Our communities reached out through donations, advocacy and support to help our cause. Many of our United Way agencies continued to prioritize substance abuse services for children and families.

In the coming years, there will be significant change in our industry and the way we deliver services. As the state of Florida continues to operate on decreasing resources and attempts to balance the budget, we must influence the decision makers through focused advocacy. Funding streams will change with Health Care Reform, and state contracting practices are currently changing to a managing entity process.

I believe that in the long run, these changes will improve the system of care. However, in the short term, we must provide leadership and guidance based on expertise to create a seamless transition for our clients. We have been, and will continue, to position our agency to thrive as a behavior health provider in an evolving health care system.

Thank you.

Sincerely,



John Fowler, B.S., C.A.P., I.C.A.D.C.  
President and CEO



## Treatment



### Outpatient

Outpatient services include screening, assessment, counseling, information and referral, and urinalysis services. DATA provides screening services for any person referred to the program. The level of care generally involves weekly sessions supplemented by participation in self-help meetings. Family therapy is an integral part of the client's treatment experience. Outreach services are provided for adolescents in their homes and at sites more accessible for the client.

### Residential

DATA operates two co-ed adolescent residential treatment centers - The Norman C. Hayslip Center in Fort Pierce with a capacity of 19 beds and the Walter D. Kelly Center in West Palm Beach with 20 beds. The average length of stay is six months and includes individual, group and family therapy as well as on-site education programs. The centers operate year round, 24 hours a day. Successful completion of the program is based on: progressing academically, coming to terms with the impact drugs have had on the client's life, and changing behavior that is not acceptable in society.

## Prevention



### Project SUCCESS

This program runs in three Palm Beach County middle schools and ten St. Lucie County high schools. Project SUCCESS is a research-based program that builds on the findings of other successful prevention programs by using interventions that are effective in reducing risk factors and enhancing protective factors. Services include a universal prevention education series, individual and group counseling, parenting programs and referral services.

## Intervention

DATA runs multiple intervention programs and services for individuals and families that focus on reducing risk factors generally associated with the progression of substance abuse and mental health problems. Intervention is accomplished through early identification of people at risk, performing basic individual assessments, and providing supportive services that emphasize short term counseling and referral.

### Aftercare

The Aftercare program and activities focus on relapse prevention strategies for youth who have successfully completed DATA residential and outpatient programs. These services include relapse prevention groups, support groups, and other activities that support a drug-free existence.

### TASC

TASC is an assessment and case management program for delinquent youth dealing with substance abuse and/or mental health issues. TASC specialists conduct a comprehensive assessment and provide recommendations to Juvenile Justice and the courts. The program is designed to ensure that all delinquent youth needing services are identified and afforded the opportunity to begin their journey to recovery.

### HIV Intervention

HIV intervention and outreach services are provided through confidential testing, pre- and post-test counseling, HIV 104 certification education, community outreach, and enhancement groups.

### School Based Intervention

Intervention services are provided to youth at several local high schools and middle schools. Services include the identification of youth at risk through individual assessment and education of school guidance staff, individual psychosocial assessment, short-term individual, family and group counseling, and referral to appropriate services for youth who need more intensive services. It also may include science-based anger management and substance abuse education as forms of intervention.

### Case Management

Case management services target juvenile justice youth who are identified with substance abuse and mental health needs. The primary purpose is to increase placement rates and treatment outcomes in this difficult population.



## Fingernail polish offers insight into Activities Director's success with teens

The first thing you notice upon meeting Jennifer Ford is her wide, warm and welcoming smile. The second thing you notice is her fingernails.

Sparkling gold fingernail polish! "I'm just trying it on," she explained nonchalantly, "to see if I should wear it to the recognition dinner."

On December 14 at the Miles Grant Country Club in Stuart, DATA will celebrate Ford's twenty years of full-time service as its activities director. And that eccentric nail polish offers a clue to her success with the teenage clients.

"In the past, the kids have called me 'crazy lady,'" she confides. "I do act a little bizarre from time to time. To get their attention, I'll do everything but stand on my head. I'll sing, talk in different voices, but it cracks them up and they let down their guard. They say, 'She's crazier than we are.'"

And then she can get down to work, helping young men and women look outside themselves for an hour or two. "I do art therapy," she says. "I'm not a registered therapist, but I do believe art can help take their minds off their problems. When you start to get creative, you get a sense of self-worth from being recognized for what you're doing."

In her two decades of service, Ford has taught kids how to paint faces on balloons, practice the 19th century style called pointillism and decorate a ball of wet plaster with seashells. She's encouraged them to write poetry, design comic books, play games, and she helped create "It's Up To Me," an anti-drug play written and performed by DATA clients at the Kravis Center's Rinker Playhouse.

She's welcomed guest speakers, led field trips to parks, museums and bowling alleys, and arranged for the teenage clients to interact weekly with the elderly residents of Lake Forest Park in Fort Pierce and Prosperity Oaks in Palm Beach Gardens.

Plus, she's created two butterfly gardens, which the clients care for. "They have to weed," she says with a laugh. "They hate it at first, but it teaches teamwork, responsibility and a sense of ownership."

In 1986, Ford was teaching at her son's daycare center when concern with drug abuse took hold. "Just talking to some of the parents then, I could see the times were changing," she recalls. "There was stress, alcoholism, and the kids were affected. Something needed to be done."

Her response was to start Just Say No clubs in the Jupiter elementary, middle and high schools, which led to a story in the Jupiter Courier-Journal. When then-DATA president Gary Frechette saw the story, he called and offered Ford a job. She began work as a prevention specialist in 1988, went part-time in the mid-1990s, and became the activities coordinator in 1999.

Along the way, she's found time to earn a degree in social services from Barry University -- "It took me forever," she says -- while serving on committees for the Partnership for a Drug-Free America, the Crime Prevention Officer Association's Expo Committee and the Jupiter Chamber of Commerce Crime Prevention Committee.

She's taught troubled teens and, she says, they've taught her. "I've learned that they just want a fair chance to be accepted for who they are," she says, "and all we have to do is listen with a caring heart."

In more than twenty years, Jennifer Ford has seen both success and failure. But her enthusiasm for the job still sparkles like -- well, like gold fingernail polish.

"You can't save them all," she says, "but you've got to try. And I'm thrilled to go to work. These days, most people are happy just to have a job, but to wake up and have a job I look forward to is a little magic each day. I'd like to thank DATA for letting me be creative with my job, and with our clients."

"I'm here for as long as they'll have me."

## Ali's story something to cheer about

In a drug addict lineup, Ali is the one you wouldn't pick in a million years. Her eyes are clear, her smile is bright. She comes from a middle-class home in Jupiter, a slender, attractive girl with lustrous black hair and a quick wit. She looks like a high school cheerleader. She was a high school cheerleader. But her history was nothing to cheer about.

Most of the clients entering DATA's residential treatment program stay six months. Ali was there eleven months. "When Ali came here in September of 2009, she looked anorexic," remembers Walton Stoudenmire, DATA's director of residential services. "I thought I looked great," Ali says.

For Ali, DATA was another page in a troubled history dating back to ninth grade, when she voluntarily entered the Palm Beach County Sheriff's Eagle Academy at age 14. "I thought we were over the hump," her mother recalls. "I went to all the parenting classes and she'd graduated top of her class."

Ali left the academy with two \$1,000 scholarships and returned to 10th grade in public school. "The first semester my grades were great," she says, "and then I slipped right back into drugs. I was a heavy pot smoker, freebasing Oxycontin and everything in between. Pills mostly. I never did cocaine or shot up."

She was lying, stealing, falling apart. "I'd notice money missing, or see empty beer bottles in the garbage," her mother says. "And I don't drink beer. I was locking my purse in the bedroom like a prisoner in my own house."

The domestic drama came to a head one night after a game, to which her mother had come to watch her cheer. Ali wanted to go out after the game. Her mother said no. One thing led to another, and the domestic drama ended in domestic violence. Her mother called the police.

"That was when I got arrested," Ali says. The Department of Juvenile Justice sent her to DATA's 12-week outpatient program. Ali flunked the final pot test, and wound up in the residential program.

She ran away, got caught passing notes, stole food, fought with other girls.

Eventually, her therapist recommended a psychiatrist, who diagnosed Ali as bipolar and prescribed appropriate medication. Both she and her mother say that was the turning point. "Ali's dad committed suicide when she was seven," her mother explains. "I thought all this was because she was dealing with depression. I don't think I wanted to make the connection."

Since then, Ali has become the girl she appears to be. In May, she graduated from high school in a full cap and gown ceremony. For a time, she tried to maintain contact with old friends, but found she had to leave some behind. "I can't always avoid being around people who are drinking or smoking pot," she concedes, "but now when they offer it to me, I just shake my head and say, 'No, thanks, I'm good.'"

Now she attends Palm Beach State College on the scholarships she earned at the Eagle Academy. Her plan is to earn a cosmetology license, then transfer to the Pratt Institute in Brooklyn, using her PBSC training to hold a good job while she earns a degree in design.

During the day, she works in a retail store part-time. At night, she's a waitress. "I know it sounds like a cliché," she says, "but I've learned that I belong somewhere and there's a way to live without it. I learned my genuine personality traits. I've learned what to do for fun. I go to karaoke nights. I have a steady boyfriend. I enjoy working."

Her mother is more straightforward. "I'm grateful she's not high," she says. "I'm grateful she's not in rehab. I'm grateful she's not dead."





## WHY SUPPORT DATA?

Substance abuse is a serious problem in Florida causing broken homes, broken lives and broken dreams. Substance abuse does not discriminate and it can happen to any child, when we least expect it, and at alarming young ages.

We hope the stories in our 2011 Annual Report touched your heart and gave you a better understanding of how we are changing lives every day at DATA. It is our firm belief that all children are good, and if given a chance, will become happy, productive and well adjusted adults.

One hundred percent of each donation to DATA goes directly to support each of DATA's well-known and proven programs designed to meet the specific needs of children, teens and their families.

### Other ways you can help:

**Become involved** with DATA by serving on a committee, talk with friends, co-workers and lawmakers.

**Introduce DATA** to corporations and other potential donors.

**Make a contribution** in honor of a family member or friend as an enduring tribute in their honor.

**Participate** in DATA's new Pooch Prom event at Downtown at the Gardens in Palm Beach Gardens in October 2012, and encourage friends to participate.

DATA is a nonprofit, tax-exempt charitable organization under section 501©(3) of the Internal Revenue Code. All donations are tax deductible.

To contribute to the Drug Abuse Treatment Association, Inc. by mail, please send your donation to:

DATA  
1016 Clemons Street  
Suite 300  
Jupiter, FL 33477

Or visit us online at [www.drugabusetreatment.org](http://www.drugabusetreatment.org) or call DATA at 561.743.1034.

### Statement of Activities Year Ending June 30, 2011

#### Revenues and Support

Contributions	\$ 269,298
Grants/Contracts	\$ 4,479,725
In-Kind	\$ 380,437
Program Service Fees	\$ 176,601
Other Income	\$ 23,293
<b>Total Support and Revenues</b>	<b>\$ 5,329,354</b>

#### Expenses

##### Program Services

Residential	\$ 1,847,098
Prevention	\$ 905,495
Outreach	\$ 740,050
Intervention	\$ 542,444
Outpatient	\$ 429,574
Other Programs	\$ 143,145

<b>Total Program Services</b>	<b>\$ 4,607,806</b>
<b>Support Services</b>	<b>\$ 672,892</b>

<b>Total Expenses</b>	<b>\$ 5,280,698</b>
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THANK YOU TO OUR GENEROUS FRIENDS

Archstone Recovery Center  
Behavioral Health  
Mark Bellissimo, Equestrian Sport Productions/Great Charity Challenge  
Sheriff Robert Crowder  
Foods USA  
The Gardens Mall  
Genesis House  
Mark Gerhardt  
The Hayslip Family  
Maryanne Hedrick  
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Lake Forest Park Retirement Community  
Roger Lang  
Legal Aid Society of Palm Beach County  
Lighthouse Center for the Arts  
Alletta McKenzie  
Donations in memory of Richard Lee Mensh  
Philip and Janis Miller  
Sallyann Mohler  
North County Bar Association  
Norton Museum of Art  
Palm Beach Institute  
Palm Beach State College  
Paradies Shops Palm Beach International Airport  
Maryann Pascarella  
Jean Patton, Indian River State College  
Deborah Praeg  
Premier Eye Care  
Prosperity Oaks  
Mimi Totten  
Treasure Coast Food Bank  
Vero Beach Museum of Art  
WPBF 25 News



Town of Palm Beach United Way



United Way Indian River



United Way Martin County



United Way St. Lucie

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[www.drugabusetreatment.org](http://www.drugabusetreatment.org)

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