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“Talk early, talk often with your children. Our kids are approached at such a young age to try drugs including the medicines in your home. The Partnership can help you begin what we consider to be a life-saving discussion.”

~ A message from the 3momsSM

We serve our communities with passion. We know prevention can help save lives. At the Partnership for a Drug-Free America, Arizona Affiliate, we strive to educate parents about their critical role in preventing their child's drug use through the Parent Partners 3momsSM program. 3momsSM share how their families have been impacted by substance abuse.

In 2009, 3400 parents and influencers of children were educated about the latest drug trends and the importance of open dialogue with children. Each week, an estimated 65 families learn about the importance and value of prevention. Why is this important? Children are up to 50% less likely to use drugs if they hear from their parents about the risks of drugs. Yet, only one-third of teens report that their parents have a discussion with them.

“Even though I have been to a drug education seminar every year since my kids were in elementary school, I found your information most helpful. That same day, I told my teens what they should do if they find themselves in a situation where a friend is doing drugs.”

~ Linda, Paradise Valley parent

Join us at our 2010 events!

Funds raised support our programs and educational trainings to help raise healthy drug-free kids.



Saturday, July 24, 2010

Experience the first indoor mall walk at Scottsdale Fashion Square.

Learn more and register at PartnerUpAz.org/walk

Seventh Annual Golf Classic

Monday, November 15, 2010

Enjoy a fabulous day of golf at FireRock Country Club, an extraordinary private club in Fountain Hills.

Register at PartnerUpAz.org/golf



Saving Lives

PASSION

Every Day

PROMISE

Through Prevention

PROGRESS

and Education

PROMISE



We embrace our role as a partner for parents as they strive to raise healthy, drug-free children. 13 years old is the average age of first time drug use in Arizona.

It all began with a promise from the communications industry in 1986 to help prevent and reduce drug use through the power of advertising. Best known for the fried egg TV message, "This is your brain, this is your brain on drugs," The Partnership for a Drug-Free America has demonstrated its effectiveness and has contributed to reductions in youth drug use.

Based in Phoenix, Arizona, the Arizona Affiliate is a 501(c)(3) nonprofit organization. Our mission is to reduce drug use by encouraging people to live healthy, drug-free lives. We empower Arizonans to join in a united effort to prevent drug use among teens through community-based education.



"I have changed the way that I practice medicine after participating in the Healthcare Partners program."

~ Dr. Kathleen Graziano,
Phoenix Pediatric Surgeons

We are effective. Our programs are science-based. Trainings target parents, caregivers of youth including health professionals and youth serving organizations. This strategic outreach to adults is needed because children are approached to try drugs at such a young age.

PROGRESS



Youth drug use is down in Arizona.
We are making progress!

Arizona's overall youth drug use has declined since 2002 and is now at the national average according to the Arizona Youth Survey. Still, any drug use by our children is unacceptable and a unique trend to Arizona is the misuse of prescription drugs which is now double the national average. 1 in 4 Arizona teens is using medicines to get high without a doctor's prescription.

2009 Program Highlights

- Expansion of our **Healthcare Partners Program** with the American Academy of Pediatrics to train more physicians, residents, nurses and school counselors on drug trends and provide them with the tools to help educate their patients. More than 450 healthcare providers were trained.
- From Ajo to Bullhead City, Holbrook to Morenci, our **Community Alliance Program** continued to provide training, public awareness strategies and resource materials to rural communities and partners dedicated to helping Arizona families live healthy, drug-free lives. Through our **Teen Partners** initiative, ten teens were selected to participate in the new Teen Leadership program, and a photo and video contest was held.
- **Media partners** statewide donated \$2.2 million in educational public service advertising designed to point parents to helpful resources and urge youth to live "Above the Influence" of peer pressure, drugs, and alcohol.

"I stay above the influence by skateboarding. Skating is my passion. When I step onto that board, I know that nothing is impossible."

Ebrahim, Basha High School, Photo Contest Winner

Partnership for a Drug-Free America
Arizona Affiliate

Balance Sheet

December 31, 2009

ASSETS

CURRENT ASSETS	
Total current assets	\$414,651
PROPERTY AND EQUIPMENT (net)	\$3,042
OTHER ASSETS	\$2,009
Total assets	\$419,702

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	
Total current liabilities	\$23,667
NET ASSETS	
Total net assets	\$396,035
Total liabilities and net assets	\$419,702

INCOME STATEMENT

December 31, 2009

REVENUE	
Total revenue	\$617,930
EXPENSES	
Total expenses	\$569,262
Change in Net Assets	\$48,668
Net assets at beginning of year	\$347,367
Net assets at end of year	\$396,035

The Partnership spends 81% of its funds on programs.

