SUDTALKS

BEACONS OF HOPE

360 Degrees of Empowerment

A NATIONAL CALL TO ACTION

changing how we think, feel, believe and treat
Substance Use Disorder across the United States.

APRIL 7, 2018
The Barry Kaye Auditorium
Florida Atlantic University

Presented by

THE DELRAY BEACH DRUG TASK FORCE
in partnership with

FAU
PHYLLIS AND HARVEY SANDLER SCHOOL OF SOCIAL WORK
College for Design and Social Inquiry
Florida Atlantic University

Proceeds to benefit

Delray Beach
DRUG TASK FORCE

On behalf of the Delray Beach Drug Task Force and the Phyllis and Harvey Sandler School of Social Work we invite you to join us for *"BEACONS OF HOPE - the 2018 Substance Use Disorder Talks – 360 DEGREES OF EMPOWERMENT"* to be held April 7, 2018 at Florida Atlantic University.

The Mission of the DELRAY BEACH DRUG TASK FORCE is to provide community leadership in the campaign against addiction by maintaining a network and forum to discuss, advocate, and influence issues with regards to public safety, prevention, and rehabilitation and to provide Education on issues related to and resulting from Substance Use Disorder.

FLORIDA ATLANTIC UNIVERSITY PHYLLIS AND HARVEY SANDLER SCHOOL OF SOCIAL WORK is partnering with the Delray Beach Drug Task Force to present this event reflecting the school's mission of maximizing human potential, alleviating human suffering, enhancing the vitality and caring capacity of communities, and through education, research and community engagement promoting excellence in addictions treatment and the ideals of a humane and just society and mobilizing knowledge in the broader community regarding addictions and addictions treatment services.

SUD TALKS - HISTORY and MISSION: 2018 marks the third annual SUD TALKS – Addiction and Alcoholism have reached Pandemic Proportions. The battle against the ever-rising tide of addiction is on-going. New tools are needed to crush the epidemic by changing the way we think, feel, believe and treat Substance Use Disorder across the United States.

BEACONS OF HOPE at FAU on April 7, 2018 will be a game changer for SUDTALKS, launching us onto the national stage. This event will feature nationally renowned thought leaders working together as one voice, representing 12 disciplines, essential components in the battle against the epidemic of addiction. In addition, the 2018 SUDTALKS will present inspirational performances by renown recovery musicians and the personal recovery testimonies of iconic celebrities.

The 2018 SUDTALKS at FAU will dramatically expand our reach through national media exposure, live steaming and private simulcast SUDTALKS viewing parties to be held in dozens of cities during the event. This will present an opportunity for individuals, communities and cities from coast to coast to join in the national call-to-action. The live event on April 7 will be attended by a diverse audience of 2400.

Your support of the 2018 SUDTALKS will ensure an overwhelming success and offer inspiration, education and hope. Working together as one, our message will reach untold thousands. Thank you in advance for your participation at this very important event.

Sincerely,

Gary Kimble
Executive Producer

SUDTALKS



BEACONS OF HOPE
360 DEGREES OF EMPOWERMENT

Coming together as one voice - changing the way we think, feel, believe and treat Substance Use Disorder.

PROGRAM

JOHN MCANDREW – INTERNATIONALLY ACCLAIMED RECOVERY MUSICIAN Opening Music – "TELL ME WHY"

PAT O'BRIEN – MASTER OF CEREMONIES (CBS SPORTS/ACCESS HOLLYWOOD)

OPENING REMARKS – MICHAEL HENDREN – DELRAY BEACH DRUG TASK FORCE

A CALL TO CHANGE – AMERICA HELD HOSTAGE
HEATHER HAYES – RENOWN INTERVENTIONIST / CAST MEMBER – DR. DREW'S "INTERVENTION" TELEVISION PROGRAM ON A&E

FAMILY SYSTEMS
WILLIAM COPE MOYERS – HAZELDEN BETTY FORD FOUNDATION

ADDICTION and SOCIAL WORK – NEUROSCIENCE – CRIMINOLOGY
FAU – DR. HEATHER HOWARD / DR. JANET ROBISHAW / DR. WENDY GUASTAFERRO

LAW
AL JOHNSON – ASSITANT FLORIDA STATE ATTORNEY

TREATMENT PANEL DISCUSSION ON ETHICS AND IMPROVED OUTCOMES – TBD

CONTINUUM OF CARE
JOHN HULICK – FORMER NJ DRUG CZAR

COMMUNITY ACTIVISM and PREVENTION
GENERAL BARRYE PRICE – EXEC. V.P. COMMUNITY ANTI DRUG COALITION OF AMERICA

THE RELUCTANT HERO – MAKING A SURRENDER
JEFFREY MANGRUM – NATIONALLY ACCLAIMED RECOVERY PLAYWRITE AND SPOKEN WORD ARTIST

BEACONS OF HOPE

360 DEGREES OF EMPOWERMENT

PROGRAM - PART 2

RECOVERY MUSICAL TESTIMONY
ROYCE DA 5 9 – INTERNATIONAL RAP STAR – MUSIC: "TABERNACLE" / "LIGHTERS"

ADVOCACY & ADDICTION HEALTH CARE REFORM
CAROL MCDAID – MC SHIN FOUNDATION / WASHINGTON D.C. LOBBYIST with CAPITOL SOLUTIONS, INC.

ADDICTION & RECOVERY IN MEDIA
LEONARD LEE BUSCHEL – FILM CRITIC; PRODUCER – REEL RECOVERY FILM FESTIVAL; PUBLISHER OF ADDICTION AND RECOVERY E-BULLETIN

POSITIVE LABELS & ADDICTION/RECOVERY MESSAGING – BREAKING DOWN STIGMA
JUSTIN LUKE RILEY – FOUNDER OF YPR (YOUNG PEOPLE IN RECOVERY)

POPULAR CULTURE
BRANDON NOVAK – FORMER "JACKASS" CAST MEMBER / INTERNATIONAL SKATE BOARDING STAR / NY TIMES BEST SELLING AUTHOR "DREAMSELLER" – RECOVERY ADVOCATE

YOUTH DEVELOPMENT AND PREVENTION
JOSEPH GREEN – "TALK UGLY" – ARTS IN RECOVERY SPOKEN WORD ARTIST

A CALL TO ACTION
DANNY TREJO – FILM STAR – "CONAIR", DAWN OF THE DEAD" MACHETE

JOHN MCANDREW – INTERNATIONALLY ACCLAIMED RECOVERY MUSICIAN
Closing Music - "LIKE WE WERE MADE OF GOLD"

INVITED - AWAITING CONFIRMATION

POLICY and POLITICS
GOVERNOR CHRISTOPHER CHRISTIE

PROCEEDS FROM THE 2018 SUDTALKS WILL SUPPORT ESSENTIAL LIFE SAVING INITIATIVES

Continued development and expansion of the First Responders Training Program

The first responders program was initially developed to address the growing critical issue of treating Officers of the Delray Beach Police Department who are suffering with PTSD due to increased overdose calls. This ground-breaking program, designed by a local trauma therapist, now delivers a cutting-edge course of treatment for all Delray Beach first responders. It is the objective of the Task Force to compile the data reflecting its highly efficacious and positive outcomes to encourage and support the growth of this vital program locally and nationally.

Supporting the Community Advocate

Funding will be allocated to continue the needed support of the Community Advocate. The Drug Task Force played a major role interviewing and hiring the current community advocate. This position was created for the Delray Beach Police Department to serve as a means in which to do clinical interventions on individuals in crisis and in dire need of life saving resources. On-going funding is needed to further develop resources and systems to better track interventions, placement in care, and understanding outcomes

Significant increase in funding is needed to sustain the expanding operations of the Delray Beach Drug Task Force, maintain development and production of the SUDTALKS educational outreach programs and community resource programs

SUDTALKS REACH and MEDIA EXPOSURE

THIS EVENT WILL ENJOY A NATIONAL PROFILE

APPROXIMATELY 2500 PLAYBILLS, 2000 POSTERS & 20,000 FLYERS WILL BE DISTRIBUTED LOCALLY

- 2400 members of our community from diverse demographics will come together at the Barry Kaye Auditorium
- Event marketing and outreach will be supported through FAU School of Social Work with extensive reach to all FAU Faculty and Students and FAU partnering institutions of higher learning in Florida including Palm Beach State College, Lynn University, and Miami University – reaching tens of thousands of students, faculty and treatment professionals in training
- Periscope Live Streaming/webcast of the event reaching a minimum of 100,000 viewers through Face Book
- Exposure through 250+ Recovery/Treatment based Social Media platforms reaching over 500,000 viewers
- Media and advertising directed to targeted geographic areas and demographics outside of FL
- Event Ad insertions in nationally prominent recovery/treatment based periodicals such as Sober World and The Fix
- Weekly exposure in the Addiction and Recovery E-Bulletin reaching 25,000 readers each week leading up to the event

SUDTALKS REACH and MEDIA EXPOSURE – continued

- Many of our Celebrated nationally prominent SUD SPEAKERS have committed to publicize 2018 SUDTALKS marketing collateral through their Social media, fan pages, Instagram, Twitter, personal blogs, etc. reaching over 4 Million viewers
- Private live simulcast screenings will be organized from coast to coast through nationally prominent advocacy groups including (but not limited to) Community Anti-Drug Coalition of America, and YPR (Young People in Recovery) reaching over 5000 affiliated prevention and recovery advocacy organizations reaching tens of thousands
- The 2018 SUDTALKS will receive exposure in local media in South Florida including local network television, radio and print
- Live interviews to be scheduled with recovery/treatment based radio programs and pod casts
- The 2018 SUDTALKS will receive media exposure nationally through talk radio, television, newspapers and periodicals and recovery specific blogs, periodicals, and recovery news platforms

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