



17th St. & Constitution Avenue N.W.
Washington, D.C. 20006
United States of America

Organization of American States

P. 202.458.3000
www.oas.org

**INTER-AMERICAN DRUG ABUSE
CONTROL COMMISSION
CICAD**

Secretariat for Multidimensional Security

**FORTY-SIXTH REGULAR SESSION
November 18 - 20, 2009
Miami, Florida**

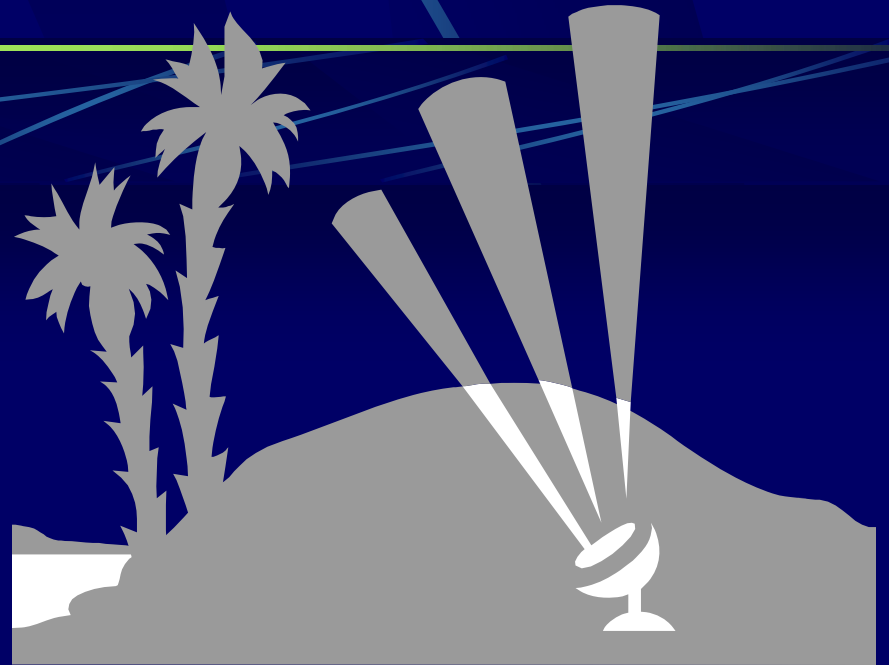
**OEA/Ser.L/XIV.2.46
CICAD/doc.1776/09
19 November 2009
Original: English**

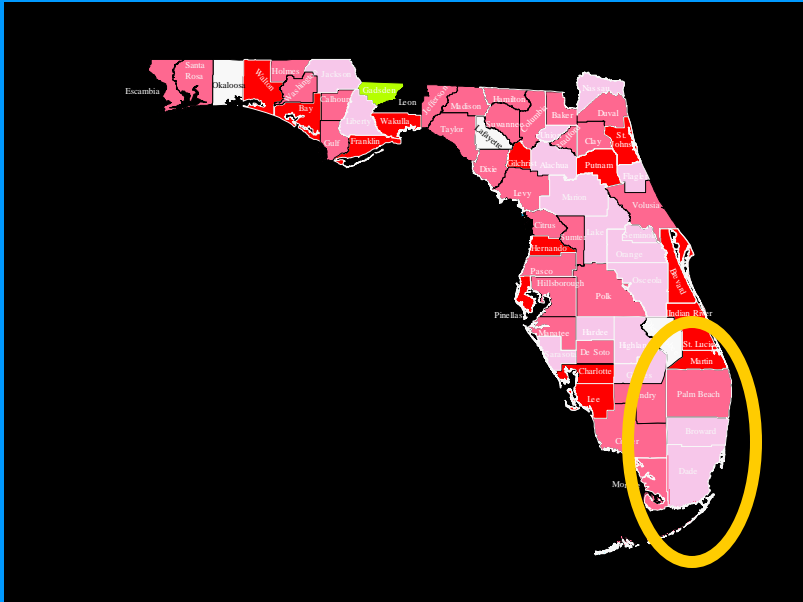
**LAND OF COALITIONS
DOUGLAS HUGHES
EXECUTIVE DIRECTOR
MIAMI CADCA**

*South Florida Welcomes
CICAD to Our*

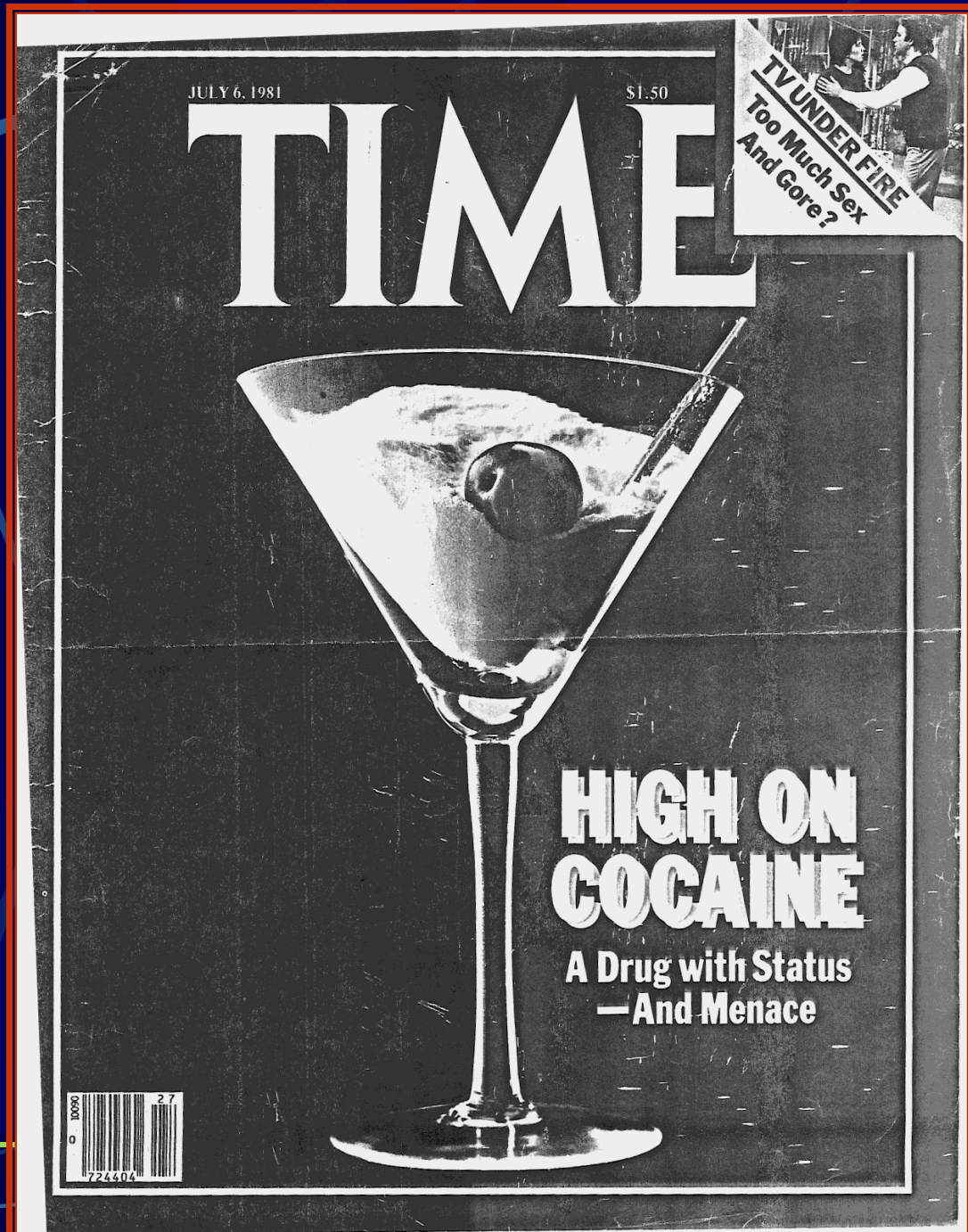


Land of Coalitions





Cocaine
July 1981



Miami Vice

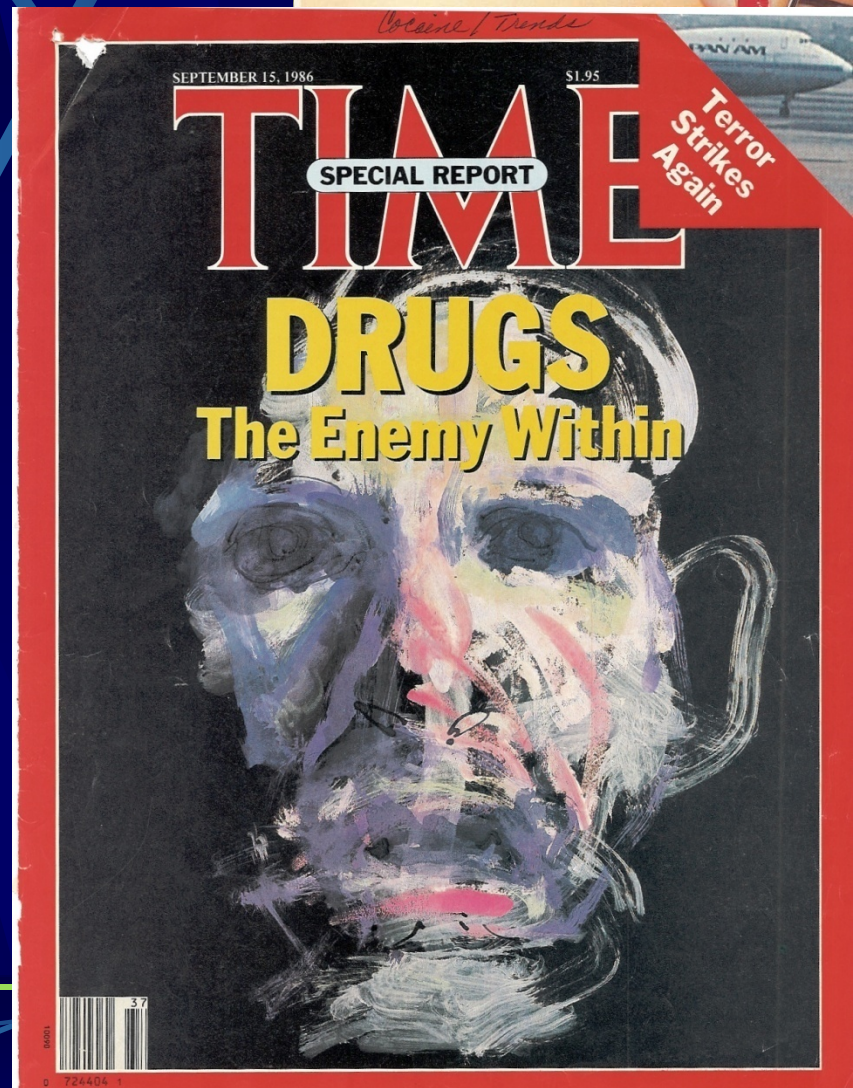


Cocaine September 1986

- Killer Cocaine
- Addiction from Hell
- Crack Monsters
- Nation's # 1 Drug Problem
- By 1986:
Nation's #1 Problem

The Enemy Within

A nation wrestles with the dark and dangerous recesses of its soul



Miami Vice

Cocaine Capital

1980s

Paradise Lost

Crack Monsters

The Miami Money Laundry \$\$\$



In the Early 1980s



*We Looked to
Washington to Save Us:
“We Need a National
Plan”*

1988 - South Florida:

The Realization:

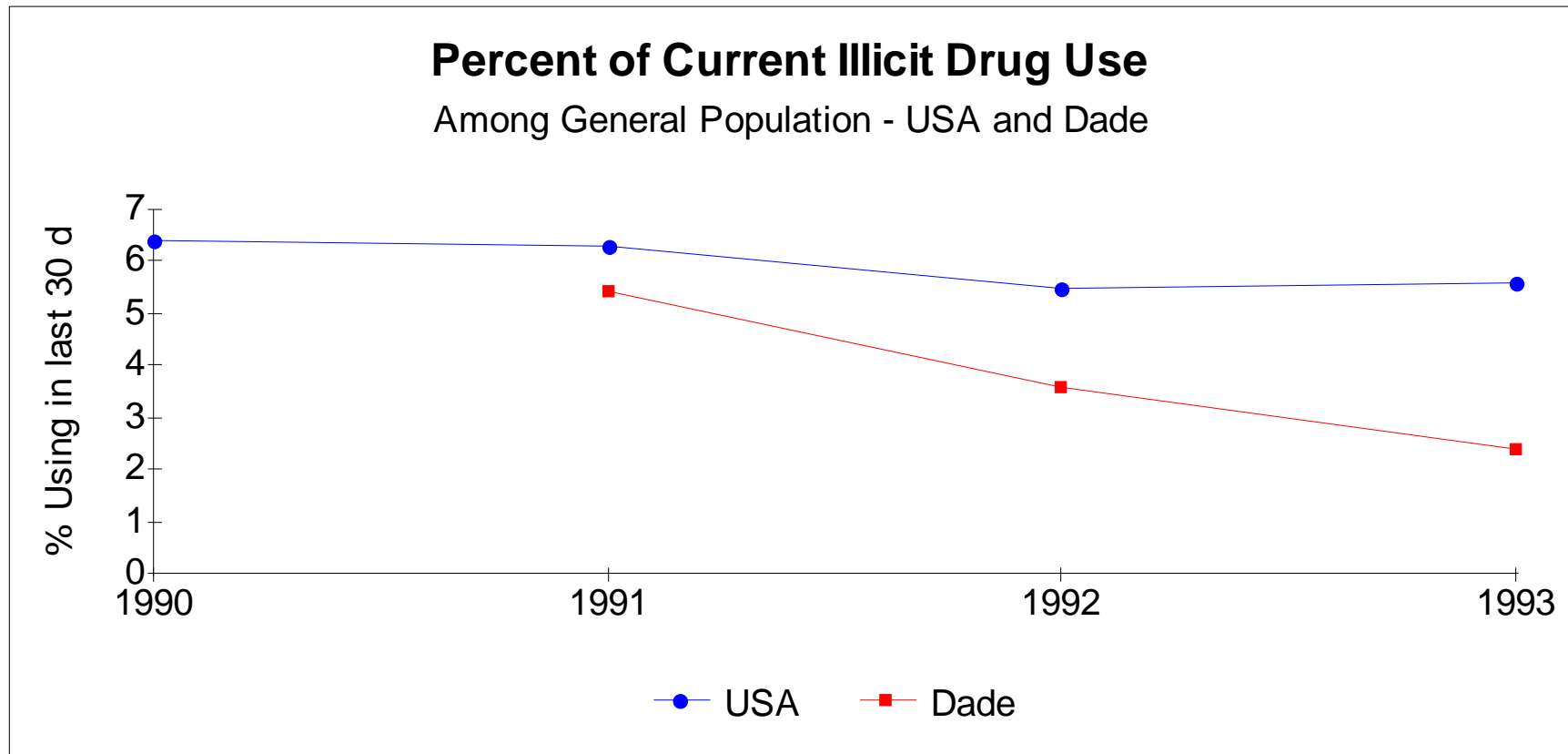
“The Nation’s War on Drugs

Will Be Won

On the Home Front”

Community by Community

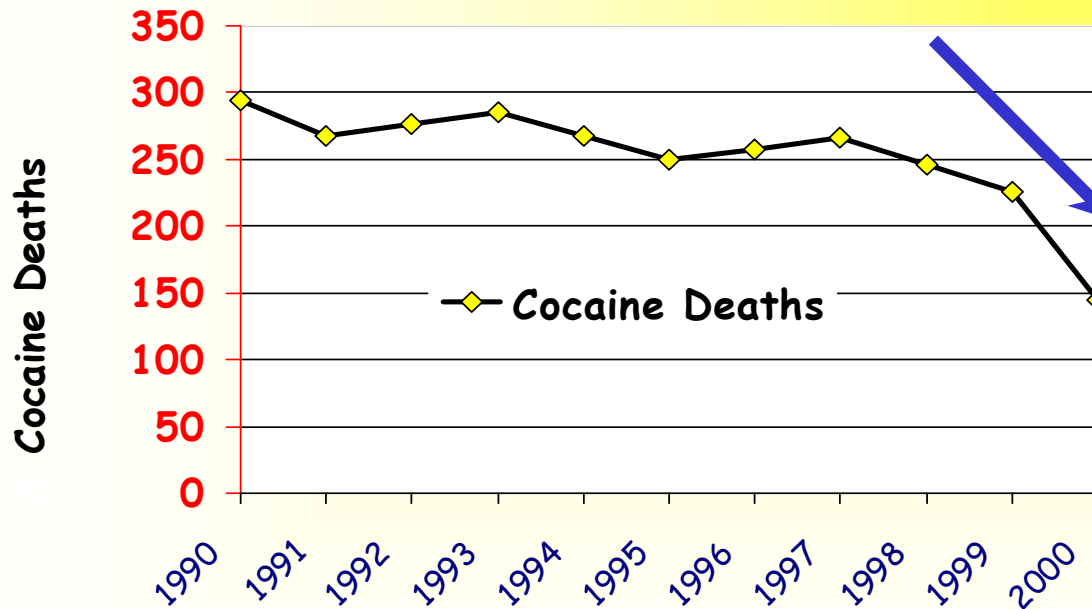
Early Results: The Miami Miracle



Source: US Dept. HHS - SAMHSA: National Household Survey on Drug Abuse 1991-1993

Cocaine trends declined...

Cocaine Deaths Miami-Dade County



Source: Miami-Dade Medical Examiner's Department and Florida Medical Examiners Commission

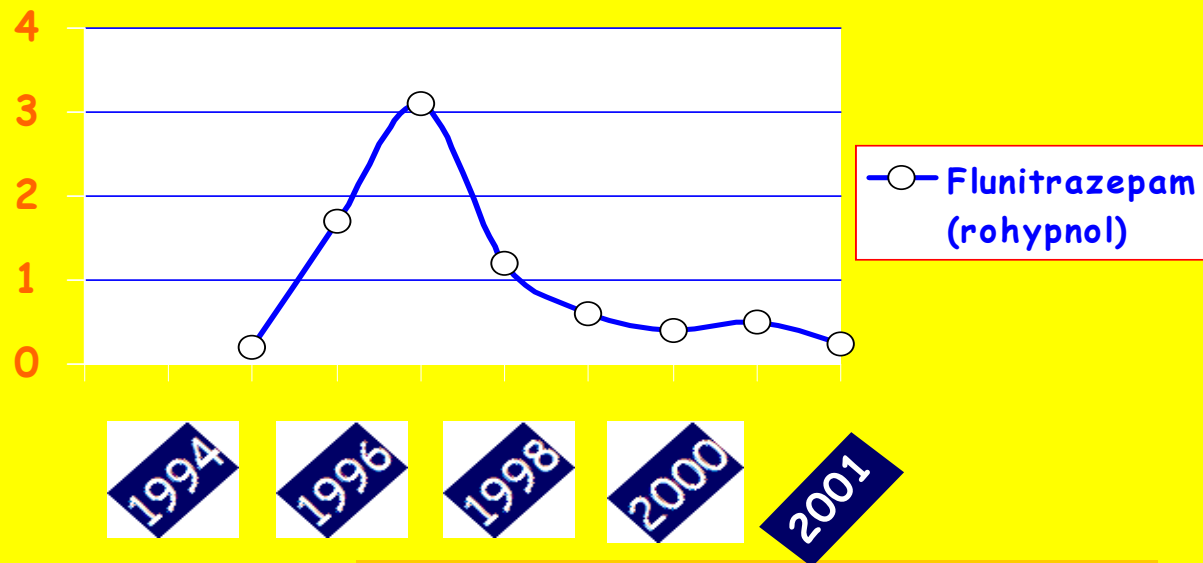
Then we learned about "roofies," and we banned Rohypnol from USA



Roofies in Miami 1994-2001

Miami Drug Emergency Department Mentions

Drug ED Mentions per 100,000



Source: SAMHSA -DAWN 2001

Adult Intervention



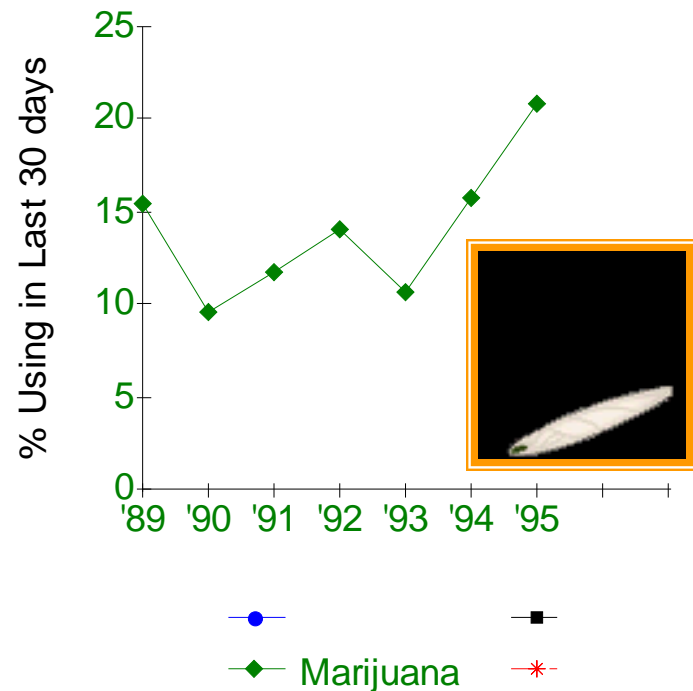
Youth Prevention



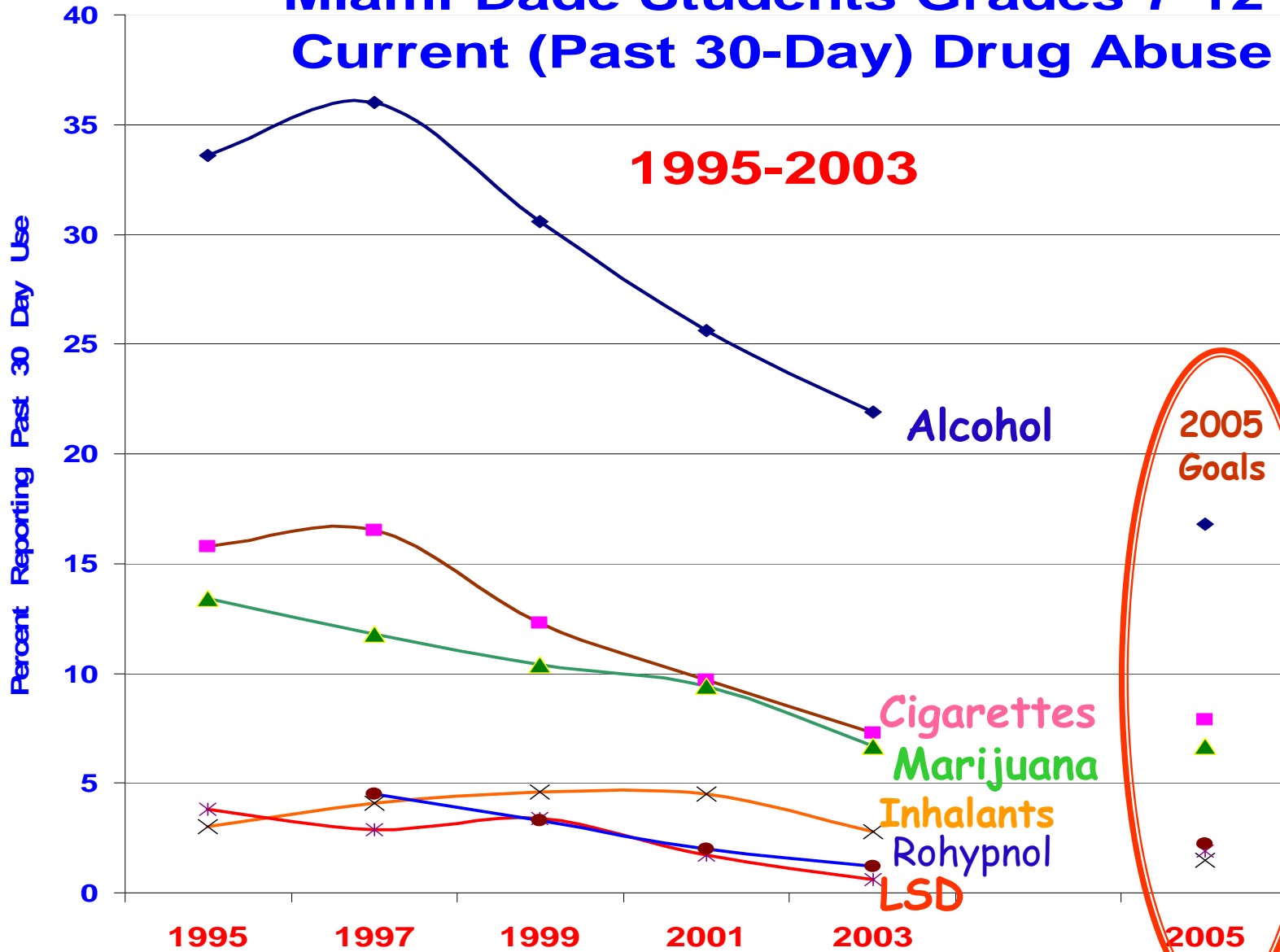
*In the early 1990's
Youthful marijuana
abuse
trended
Upward*

Source: The Miami Coalition
Miami-Dade School Survey
1990-1995

Miami- Dade High School Senior
Trends of Current Marijuana Abuse



Miami-Dade Students Grades 7-12 Current (Past 30-Day) Drug Abuse



Land of Coalitions

South Florida Coalition Alliance

● **Miami-Dade County**

- **Miami Coalition for a Safe and Drug Free Community**
- **Miami Beach Coalition for a Drug Free Community**
- **Central Dade Faith Community Partnership**
- **South Miami Drug Free Coalition**
- **We Care of South Dade**
- **Miami Gardens/ Opa-Locka Coalition**
- **South Florida Provider Coalition**

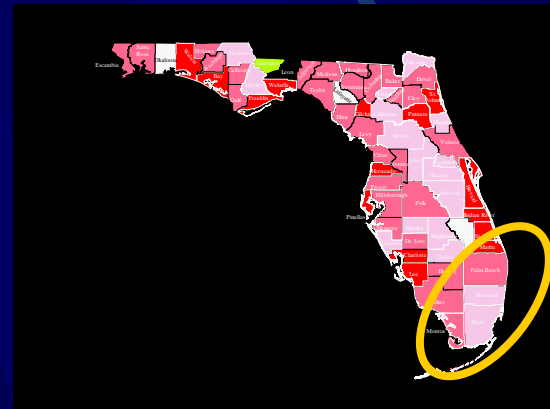
Land of Coalitions

- Broward County
 - Sub-county Neighborhood Coalitions
 - North Broward
 - Central Broward
 - South Broward
- Palm Beach County Substance Abuse Coalition

Land of Coalitions Tomorrow

Regional Growth: South Florida Coalition Alliance

- Regional Media Market Campaigns
- Population Level Change Strategies
- Community Level, data-driven, science-based programs



Palm
Beach

Browar

Miami-

New Challenges

Surveillance process reveals:

- Alcohol #1 drug abused by youth
 - Abuse of medications across all age groups; Florida's most deadly drug problem,
 - Poly-substance abuse prevalent
 - Heroin is increasing and crystal meth is here.
- In the past, the cocaine dealers didn't allow it.
Today we won't.



*Keeping Children
Alcohol-Free; delay
age of first use.*



• *Key Lessons Learned:*

- *Engage the Community*
- *Develop data-driven local and regional prevention strategies.*
 - *Develop media partnerships in English, Spanish and Creole*
 - *Focus on parents (mothers a key)*
 - *Address underage drinking*
 - *Evaluate and Begin Again*

When Our Hearts are Big and Our Minds and Hands Open, Our World Offers Unlimited Opportunities For Good Things to Happen.

Thank You to OAS and CICAD For Sharing and Enriching South Florida's International Community With Your Experience and Wisdom.