

# 1970s

- In 1973, **DAVE ALLAN HARVEY**, executive director of the Calhoun-Cleburne Mental Health Center, founds the **REGIONAL ALCOHOLISM COUNCIL OF CALHOUN AND CLEBURNE COUNTIES (RAC)**.
- **GERALD "JOE" STAHLKUPPE** is named executive director. Additional employees include a referral specialist and an executive secretary.
- Jerry W. Crowder, assistant director of the **ALABAMA STATE ALCOHOLISM PROGRAM** describes RAC as, "the easiest to establish of any such program throughout the State of Alabama."
- RAC leads seminars on alcoholism at Jacksonville State University School of Law Enforcement.
- RAC leads a **CLERGYMAN'S CONFERENCE ON ALCOHOLISM** to provide counseling resources.
- Founder Dave Allan Harvey is named **JAYCEES MAN OF THE YEAR** for 1974.
- RAC leads seminar to provide resources to local businesses on alcoholism in employees.
- RAC develops programs for Alcoholism and Drug Abuse Awareness Week.
- RAC Executive Director Joe Stahlkuppe is elected vice president of the newly-formed **ALABAMA ALCOHOLISM ASSOCIATION**.
- RAC supports a series of newspaper articles that provide resources to parents on alcohol-abuse prevention in children.
- RAC works with the Calhoun-Cleburne Mental Health Center to teach people about the effects of alcohol on their driving.
- RAC builds a partnership with **FELLOWSHIP HOUSE FOR RECOVERING ALCOHOLICS**.
- The National Institute on Drug Abuse is established.
- In 1975, **DOUG BORST** becomes executive director.
- RAC hosts a banquet to honor local volunteers and partners with guest speaker **DON NEWCOMBE**, former **BROOKLYN DODGERS** star pitcher.
- RAC conducts a seminar on alcoholism in women.
- In 1977, the United Way begins providing funds to RAC.



Source: National Baseball Hall of Fame Museum

- **BOB WELCH** becomes executive director as the initial four-year \$81,250 state grant for RAC comes to an end. Other staff are temporarily cut.
- In 1978, RAC shows a series of four films entitled *Dial A-L-C-O-H-O-L* in grades 9-12 classrooms.
- RAC partners with the **ALCOHOLISM ASSOCIATION OF ALABAMA** to address alcoholism in youth.
- **ARTHUR "ART" T. BECKER** becomes executive director in 1978.
- **AGNES RODGERS**, vice president of RAC, is named volunteer of the year in 1979 by the **ALABAMA DIVISION OF THE NATIONAL COUNCIL ON ALCOHOLISM**. She is appointed to the governor's advisory council on alcohol and drug abuse.

# 1980s

- In 1981, **DORIS GRIFFIN** is executive director.
- In 1982, **DAWN SANDERS DAVENPORT** becomes executive director.
- RAC establishes the Calhoun/Cleburne Employee Assistance Program to assist troubled employees in business and industry.



Source: The Austin Star

- RAC sponsors a **FIVE-KILOMETER RUN** and a **ONE-MILE FUN RUN** for several years in a row.
- RAC participates in a task force to **TEACH PARENTS TO RECOGNIZE DRUG AND ALCOHOL PROBLEMS** in their children and to **EDUCATE CHILDREN ABOUT THE DANGERS OF SUBSTANCE ABUSE** before they reach their teens.

- In 1985, the first **NATIONAL RED RIBBON WEEK** is organized as an alcohol, tobacco, and other drug and violence prevention awareness campaign.

## celebrate A NEW NAME

- On January 15, 1987, the **AGENCY FOR SUBSTANCE ABUSE PREVENTION (ASAP)**, formerly the Regional Alcoholism Council, hosts an open house **TO CELEBRATE ITS NEW NAME** and location. The new name reflects the role of the agency in working with alcohol, tobacco, and other drugs (ATOD).
- In 1988, **CONNIE CANTRELL** becomes executive director of ASAP.
- ASAP begins a **PEER EDUCATION PROGRAM** in middle schools.
- **ALPHA KAPPA ALPHA INC.** participates with ASAP in a program for high school students that provides life-skills training in stress management and peer pressure.

# 1990s

- ASAP sponsors a **“JUST SAY NO” RALLY AT ANNISTON HIGH SCHOOL** in 1990. This is the beginning of ASAP’s annual Red Ribbon Week efforts to mobilize the community around drug prevention.
- ASAP’s programs include:
  - **FAMILY EMPOWERMENT:** Support and guidance for parents on child development, discipline, self-esteem, substance abuse, loss, and anger management.
  - **PEER EDUCATION:** Training and support for the students and teachers who make up an informal “helping network” in schools.
  - **SENIOR CITIZENS:** Presentations on prescription drugs, youth and drugs, crime prevention, and health tips.
  - **YOUTH AFTER-SCHOOL / SUMMER PREVENTION:** Games, skill-development activities, and substance-abuse education for 200 children ages 4-14 in eight community centers.
  - **CLEARINGHOUSE:** Literature, videos, and other education aids on substance abuse to groups and institutions in the 14-county area and state-wide referrals to support groups and treatment services for people in need.

- In 1996, ASAP’s Red Ribbon Campaign focuses on **“OPERATION: DRUG EDUCATE.”**
- ASAP coordinates a **LOCAL VIGIL FOR THOSE AFFECTED BY ALCOHOL AND DRUG ABUSE.** Executive Director Connie Cantrell describes the event as “a day when we place special emphasis on the religious community in seeking answers and solutions to the drug problem.”
- ASAP promotes a **DRUG- AND ALCOHOL-FREE PROM AND GRADUATION SEASON** in 1999.
- ASAP sponsors **NATIONAL NIGHT OUT** in partnership with local pastors.
- In September 1999, ASAP is featured in **ESSENCE MAGAZINE.**



Source: Essence

# 2000s

- For several years, ASAP leads the local **RED RIBBON CAMPAIGN** and hosts a **COMMUNITY VIGIL** for those affected by substance misuse.
- **DOLORES TAYLOR** becomes executive director in 2002.
- By 2005, **KELLY PRICE** is the executive director.
- ASAP hosts a theater performance of **"WHEN THE PAST COMES BACK"** as a fundraiser.
- From 2008 to 2011, ASAP holds an annual **RED RIBBON SCHOOL PARTICIPATION CONTEST** for Calhoun and Cleburne counties.
- For two years, ASAP holds a **MISS RED RIBBON PAGEANT**.
- ASAP hosts a **COMEDY SHOW** featuring **JAMES GREGORY** as a fundraiser.
- In local schools, ASAP implements the **TOO GOOD FOR DRUGS** curriculum created by the Mendez Foundation.
- ASAP hosts a speaker program at **ANNISTON MIDDLE SCHOOL**. Students hear from local leaders about how they have overcome adversities and personal hardships.

**Show Your Colors!**  
Join Us In Supporting The  
**2000 Alabama Red Ribbon Campaign**  
October 20-31, 2000  
*"Come With Me And Be Drug Free"*

**CAMPAIGN PURPOSES:**

- To bring all Alabama schools and communities together in support of a drug-free future.
- To help in creating an atmosphere of awareness and understanding of the dangers of drug use.

**CAMPAIGN GOALS:**

- Reduce the use of drugs and alcohol.
- Help in creating an atmosphere of awareness and understanding of the dangers of drug use.
- Help in creating an atmosphere of awareness and understanding of the dangers of drug use.

The Agency for Substance Abuse Prevention in collaboration with the Coalition for a Drug Free Calhoun County announces the 2000 Red Ribbon Campaign, October 20 - 31, 2000.

The 2000 campaign's itinerary is as follows:

October 20: 9:00 a.m. - Ribboning, drug vigils at 10th & Quinlan Avenue, 11:00 a.m. - Presentation at Elm Park

October 21: 9:00 a.m. - 1:00 p.m. - Drug fair at Anniston City Meeting Center with Youth Union, beginning at 11:00 a.m.

October 22: Religious Sunday - Area churches will be participating by including drug free messages and activities in their services.

October 23-31: Various activities within local schools and communities.

For more information or materials, contact ASAP at 837-8131 or 255-ASAP (2723).

Source: The Anniston Star

## CONGRATS

**BEECHAM**

**REASE**

**BIGGS**

► The Agency for Substance Abuse Prevention held its second annual **Miss Red Ribbon Pageant** on Oct. 3 at the ISU McClellan Branch Auditorium. The winners of the Miss Red Ribbon titles for 2000 were:

Miss **Macie Beecham**, first division winner, Little Miss Red Ribbon La Petite. She is 7 years old and is a second-grader at Olathe Elementary School.

Miss **Zoe Nicolette Biggs**, second division winner, Junior Miss Red Ribbon. She is 9 years old and is a fourth-grader at Weaver Elementary School.

Miss **Amaya D. Reese**, third division winner, Miss Red Ribbon Pre-Teen 2000. She is 12 years old and is a seventh-grader at Saks Middle School.

Alternates were:

**Dalja Amaya Thornton**, first division. She is 7 years old and is a first-grader at Cobb Elementary School.

**Selena Rivas**, second division. She is 11 years old and is a fifth-grader at Weaver Elementary School.

Source: The Anniston Star

# 2010s

- ASAP launches a **SCHOLARSHIP PROGRAM** for graduating seniors to attend higher education.
- Executive Director Kelly Price receives the **PREVENTION PROFESSIONAL OF THE YEAR** award from the Alabama Alcohol and Drug Abuse Association in 2010.
- **SIRAN STACY**, former University of Alabama football player, participates in ASAP's program **YOUTH TAKING CONTROL OF THEIR DESTINY**.
- ASAP delivers **ANTI-BULLYING PROGRAMS** in Calhoun County schools.
- In 2013, **SEYRAM SELASE** is named executive director and is awarded a national fellowship.
- ASAP participates in a **BACK-TO-SCHOOL EVENT FOR AREA SUMMER CAMPS** beginning in 2014.
- ASAP hosts a **NATIONAL PRESCRIPTION DRUG TAKE BACK DAY** beginning in 2015.
- In 2015, ASAP sponsors a free **NFL CAMP** with two former players, James Butler and Tye Hill, who serve as positive role models to local children and teens.
- ASAP launches a partnership with **ANNISTON FATHERHOOD INITIATIVE**. Male role models mentor young men ages 8 to 21 who come primarily from economically disadvantaged households in Calhoun County.
- ASAP implements **SMART MOVES, SMART CHOICES**, which is a national awareness program designed to inform parents, teens, and educators about the risk of teen prescription drug misuse.
- During the pandemic, ASAP supports efforts to provide food, clothing, and shelter to people in need. As part of this, the organization provides **ALCOHOL- AND DRUG-PREVENTION EDUCATION MATERIALS** at feeding stations and in a lunch box program.
- ASAP organizes an **OPIOID ROUND TABLE** event. Guest speakers educate local community members about opioid misuse. Speakers include doctors, coroners, law enforcement officers, the U.S. Attorney of the Northern District, and leaders in recovery.
- During the pandemic, ASAP hosts drive-through events on National Prescription Drug Take Back Day so the community can safely dispose of unwanted drugs. ASAP also **INSTALLS PERMANENT DROP BOXES** in local pharmacies.

- In 2019, ASAP begins a **WORK-BASED LEARNING PROGRAM** for in-school and out-of-school youth that promotes the development of occupational skills through paid work experience.
- ASAP partners with the **LOCAL WORKFORCE DEVELOPMENT AREA** to provide on-the-job training to individuals in need.



# 2020s

- ASAP participates in **NATIONAL RECOVERY MONTH** by creating a scavenger hunt for the local community. The scavenger hunt focuses on substance misuse and recovery.
- ASAP creates the **HOPE (HOLD ON, PAIN ENDS) CAMPAIGN** to reach out to individuals and their loved ones who are in active battles with substance misuse.
- A giant **OVERDOSE DEATH PREVENTION PILL BOTTLE** shaped like a casket appears at events to convey a powerful message and to provide a list of resources for those in need.
- ASAP implements the **WHY TRY** program to provide simple, hands-on strategies and resources to support students with trauma, improving engagement and increasing academic success.
- ASAP launches the **GIFT OF FLIGHT** program to give youth an opportunity to fly with pilots, gain new experiences, and engage with role models.
- ASAP creates the **COPE (CHOOSING OTHER PERSONAL ESCAPES) CAMPAIGN** to educate college students about healthy stress management and the dangers of substance misuse.
- ASAP launches **OPERATION HOME (HEROES OVERCOMING SUBSTANCE MISUSE THROUGH PREVENTION EFFORTS)** to provide service members, veterans, and their families with prevention education and support.
- ASAP creates **THE ASAP PREVENGER** comic book. In a city called Preventionville, a super-heroine battles villains that represent various substances. She also encourages kids to say no to drugs. ASAP distributes the book in multiple states.
- The **FBSS (FAITH-BASED SUPPORT SPECIALIST)** program is a free, ecumenical program that equips faith leaders with the knowledge, tools, and resources to minister effectively to those dealing with substance misuse.

... and the work to save lives continues today...