

Press Release

The Camden County Council on Alcoholism & Drug Abuse, Inc. receives a \$25,000 CVS Health Community Grant.

Grant to the Camden County Council on Alcoholism & Drug Abuse, Inc. is part of CVS Health's commitment to helping people lead tobacco-free lives.

Camden, NJ – December 11, 2018 – The Camden County Council on Alcoholism & Drug Abuse, Inc. announced today that it has received a \$25,000 CVS Health Community Grant.

The grant is part of *Be The First*, CVS Health's \$50 million, five-year initiative to help deliver the nation's first tobacco-free generation and extend the company's commitment to help people lead tobacco-free lives.

The support from CVS Health will help the Camden County Council on Alcoholism & Drug Abuse, Inc. bring tobacco prevention awareness and education to youth and their families in Camden City and beyond. More specifically, funding from this grant will be used to enhance the Youth Empowered Program (YEP Urban!) which is designed to empower urban youth to embrace the qualities of *Everyday Leadership* through interactive Life Skills lessons, discussions and activities.

This comprehensive program includes teaching a series of *Life Skills* lessons to youth; *Next Level Learning* which offers online leadership training for youth to learn more about *Everyday Leadership* and how they can promote and implement prevention programs in their school or community; and lastly, *Next Level Leadership Board* for youth who have completed both phases of *YEP! Urban* to serve as Everyday Leaders and Ambassadors for the first tobacco-free generation. These youth will help plan, develop and promote peer trainings and the *YEP! Urban* alternative tobacco-free activities, initiatives and campaigns for urban youth, schools, faith-based and community groups.

The grant will also fund an annual CVS Health “*Tobacco Free Starts with Me!*” billboard artwork contest for youth to promote the first tobacco-free generation which kicks-off this week;

YEP! Urban resource racks with tobacco prevention literature for schools and other organizations serving youth; and lastly, *YEP! Urban* community outreach events to promote *Everyday Leadership*, tobacco prevention, how youth can play an active role in their community, and recruit tobacco-free Ambassadors.

“Generous funding like this makes it possible for our organization to be strategic in our approach to tobacco prevention, fostering an environment of change and bringing a message of hope to youth that the first tobacco-free generation is possible,” said Andrea Marshall, Director of Education, Camden County Council on Alcoholism & Drug Abuse, Inc.

“As a pharmacy innovation company, we are committed to helping people on their path to better health. We are proud to support organizations that provide youth smoking prevention resources because we know these efforts are critical to delivering better community health,” said Eileen Howard Boone, Senior Vice President, Corporate Social Responsibility and Philanthropy, CVS Health. “We are pleased to support the work that the Camden County Council on Alcoholism & Drug Abuse, Inc. does in the community and we look forward to working with them to fulfill their program’s mission.”

In 2016, CVS Health announced *Be The First*, a five-year, \$50 million initiative to help deliver the first tobacco-free generation and extend the company's commitment to helping people lead tobacco-free lives. With support and funding through CVS Health and the CVS Health Foundation, *Be The First* supports comprehensive education, advocacy, tobacco control and healthy behavior programming delivered by a group of national partner organizations. For more information about *Be The First* and CVS Health's broader commitment to tobacco-free living, please visit www.cvshealth.com/bethefirst.

The Camden County Council on Alcoholism & Drug Abuse, Inc. was selected to receive a grant through the CVS Health Community Grants 2018 application process. Grants were awarded to organizations, such as community health centers and mobile health clinics, which support CVS Health’s commitment to enhance the health and well-being for at-risk and underserved populations by offering quality health services and health education.

The Camden County Council on Alcoholism and Drug Abuse, Inc. is a private, non-profit organization serving the residents of Camden County, New Jersey. Their goal is to help youth and their families come to experience and enjoy the freedom of participating in their community without the complacent acceptance of underage drinking, prescription drug abuse, tobacco use and illicit drug use. They accomplish this by offering various programs designed to inform and educate individuals, organizations, stakeholders and communities on how to prevent or reduce substance abuse through resource dissemination, program implementation, campaign promotion or policy enactment.

For more information on this CVS Health Grant, "*Tobacco Free Starts with Me!*" youth billboard artwork submission forms, or information on other programs or services offered by the Camden County Council on Alcoholism & Drug Abuse, Inc. please email Andrea Marshall at amarshall.cccada@gmail.com