

Our Focus

Our focus is to change public opinion and attitudes so that the abuse of drugs and alcohol is not acceptable in the Portland area.

Our Values

- Working through a coalition with those who share our mission as the most effective means of achieving our shared vision;
- Advocating and providing public education as two critical and effective tools to bring about changes in personal opinions and attitudes;
- Maintaining the strength of our advocacy efforts without providing direct services;
- Creating a structure that provides for long-term sustainability necessary to make our vision a reality in the Portland Metropolitan area.

Contact CARSA

Phone: 971-244-1373

Fax: 503-244-5506

Email: info@orpartnership.org

On the web at: www.carsacoalition.org

Mail: CARSA c/o Oregon Partnership
6443 SW Beaverton-Hillsdale Hwy. Suite 200
Portland, OR 97221



Oregon Partnership 6443 SW Beaverton-Hillsdale Hwy. Suite 200 Portland, OR 97221 tel. 800.282.7035 fax 503.244.5506

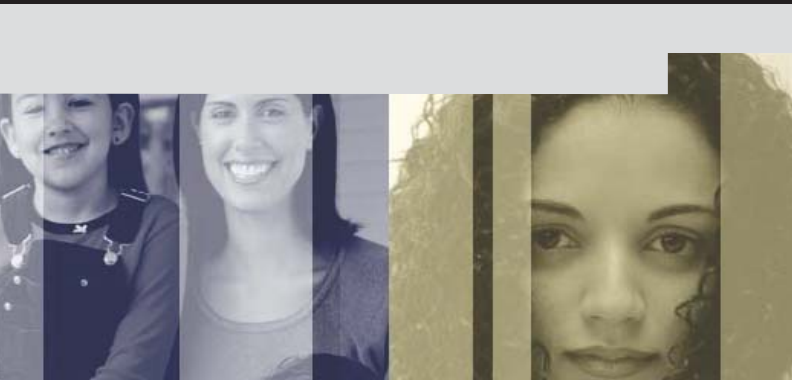
www.carsacoalition.org
www.orpartnership.org

 Printed on recycled paper



Mobilizing a community-wide social movement to make the Portland Area Drug-Free

A Program of  OREGON PARTNERSHIP



Get Involved CARSA Needs YOU!

CARSA's Vision

- We strive to eliminate the devastating impact of substance abuse through an inclusive community-wide coalition of leaders in the business community, service providers, foundations, media, justice system and neighborhood groups.
- We strive to change our community attitudes and its tolerance of substance abuse through organized neighborhood based coalitions and advocacy thereby acknowledging that abuse of alcohol and other drugs contributes to a major social problem in our community, and will not be tolerated.
- We strive to increase community awareness of the need to reduce substance abuse through media, print and community forums.
- We strive to have our community, including Portland Business Alliance, service organizations, businesses, institutions, faith based organizations, and agencies assisting youth with various needs, support the call to "eliminate substance abuse from the Portland area."

Mission

"To build and mobilize a comprehensive, community-wide social movement to substantially reduce substance abuse from the Greater Portland Metropolitan area."

Organization

Our vision is to create a drug-free community by connecting multiple sectors of the community into one effective broad-based effort.

CARSA works with all different sectors of the community through committees that focus on:

Community

- Faith-Based Organizations
- Neighborhoods
- Schools
- Service Clubs
- Youth
- Youth Serving Agencies

Funding

- Foundations
- Private Donors
- Corporations and Businesses

Providers

- Alcohol and Drug Treatment
- Health/Mental Health
- Recovery Community
- Youth Serving Agencies

Business

- Business Associations
- Corporations
- Retail
- Small Businesses

Media

- Television
- Radio
- Internet
- Print

Justice

- Corrections
- Courts
- Law Enforcement
- Parole & Probation

Strategic Directions

The following strategic directions will be used to guide the future development of CARSA's decisions:

- Focus on creating a community-wide movement within the greater Portland area to include all of those who share our vision;
- Use a two-tiered strategy to educate, change attitudes and build community support, including: the development of grass-roots neighborhood-based coalitions consisting of all segments of the community (similar in membership to CARSA); and another community-wide tier of support through the development and distribution of training materials, consultation, a media campaign and organized advocacy activities at the city and county levels;
- Build on the benefits inherent in being affiliated with Oregon Partnership;
- Build on the Mayor's charge for CARSA to lead the Portland drug strategy;
- Build on the Multnomah County Commissioner Chair's commitment to CARSA;
- Examine potential affiliations with all other organizations in our community that share our vision;

- Create a Leadership Council of top community leaders from all major sectors of the community that will meet periodically to set the CARSA strategic directions and annual priorities;
- Charge the CARSA Task Force consisting of representatives from all relevant sectors in the community with implementing the Leadership Council's strategic directions and annual priorities to create and implement the CARSA Annual Plan;
- Create a media strategy to make our message known to everyone within our community;
- Create neighborhood- based "mini CARSAs" as a means of bringing together all the segments of a given area so they can educate all of their neighbors and most effectively advocate on behalf of the CARSA mission;
- Use the OP Training and Community Education Resource Center to develop replicable materials that can be used to help organize and then support the neighborhood coalitions and youth councils;
- Utilize the OP advocacy program, not only to change laws and administrative policies, but also to increase community awareness and educate the public about our positions on drug prevention.

- Meth Related deaths in Oregon nearly doubled in the past five years.
- About 40% of young adult Oregonians ages 18-25, binged on alcohol in the past month.
- Over 40,000 Oregonians need but did not receive treatment for drug use in 2005.
- The cost for meth abuse to Multnomah County in 2004 was \$102.3 million, more than all the individual income taxes paid by county residents.
- Research confirms that communities with anti-drug coalitions have lower rates of substance abuse than those which do not.

Please Sign Me Up!

- To become a member of a committee
- To receive more information
- To receive email notices of activities
- To volunteer as a speaker or trainer
- To donate to the CARSA program

Name: _____

Organization: _____

Address: _____

Phone: _____

Email: _____

