



March 2-4
2014

What Will You **GAIN**

From Attending Advocacy in Action?

*Intensive **briefings** on current issues in addiction policy and how to positively impact their outcome.*

*Trainings in **advocacy techniques** and strategy that can be used in communicating with legislators from the national to local level.*

*Connecting with your members of **Congress face-to-face**, building a relationship and educating them about the importance of treatment and recovery.*

*Continuing **education credits** and business hours.*

*An opportunity to **network** with fellow advocates from across the nation.*

***Building the identity** of addiction professionals and service providers with national decision-makers in Washington, D.C.*



Addiction-Focused Professionals can **CREATE POSITIVE CHANGE**

WELCOME

This spring, addiction professionals will leave their group therapy sessions and paperwork behind for a new client: the nation's lawmakers.

NAADAC, the Association for Addiction Professionals, will host the Advocacy in Action conference from March 2–4, 2014, in Washington, D.C.

NAADAC's Advocacy in Action conference is designed to educate addiction professionals about current public policy issues in Washington, D.C., and bring their day-to-day experiences and stories to decision-makers at all levels of government.

The conference will provide the opportunity to meet face-to-face with the nation's lawmakers and help re-shape how they view addiction. Participants will receive training on advocacy strategies to promote effective prevention, treatment and recovery policies and to help them become active, year-round advocates back in their home communities.

If members of Congress do not know that addiction is treatable and that people can and do recover, they have no reason to address the problem. This is why active participation and advocacy are essential, especially from the professionals who, on a daily basis, help combat a disease that affects over 23 million Americans.

"As addiction professionals, we have a responsibility to educate the public — including those we've elected to Congress — about treatment and recovery. Advocacy in Action is so important because it gives us the tools and training to ensure that we are

heard and valued by decision-makers," remarked Robert C. Richards, NAADAC President.

The sessions in Washington, D.C., are geared to new and returning participants with an introduction to advocacy issues, tips on how to communicate effectively with lawmakers and mentoring sessions for those new to the legislative process.

"For many treatment professionals this is their first encounter with their lawmakers. The excitement for most professionals is that they are at the heart of the legislative process, can see events unfold in front of them and become an active participant in the process," said Gerry Schmidt, NAADAC Public Policy Committee chair.

NAADAC members, and NAADAC's partners in addiction health services, plan to discuss the federal government's workforce development agenda, adequate and consistent funding for addiction health services and treatment strategies for veterans.

"The Advocacy in Action conference is so important to addiction professionals because it gives us the tools to ensure we are heard and understood by decision-makers in government," added NAADAC Executive Director Cynthia Moreno Tuohy.

"We're the experts on what works and what doesn't, and we need to educate our representatives."

CONTINUING EDUCATION

Participants may earn up to 10.5 Continuing Education (CE) credits and 6 Business Hours.

This conference is approved by NAADAC (Approval #189), NBCC (Approval #5703) and NASW (applied), accredited by the American Probation & Parole Association and accepted by OASIS.

For more information, visit www.naadac.org/advocacyconference.

GENERAL INFORMATION

If you have any questions about the conference, call NAADAC at 703.741.7686 or 800.548.0497.

Congressional Appointments

Participants will need to make their own arrangements to meet with their legislators on March 4 from 11 am – 4 pm. We suggest you call your Representatives and Senators early to make these arrangements. If you have any questions, please contact NAADAC at 1.800.548.0497 ext. 129 or visit www.naadac.org/advocacy.



Room Reservations

March 2-4, 2014

Holiday Inn Hotel & Suites Alexandria-Historic District

www.hioldtownalexandriahotel.com

625 First Street, Alexandria, VA 22314

877.504.0047 (hotel toll free reservation line)

703.548.6300 (hotel front desk)

Please make reservations by February 24, 2014, to receive preferred rate of \$129. Please mention NAADAC when making your reservation over the phone at 877.504.0047.

The Alexandria-Historic District Holiday Inn Hotel & Suites provides complimentary shuttle service to and from Reagan National airport (DCA) and King Street metro stop. Please call 703.548.6300 or stop at the front desk to arrange your transportation.

Washington, D.C., Sightseeing

The nation's Capitol has many unique attractions, including the national monuments, sporting events and museums. For a free visitor's guide and a comprehensive list of attractions and events, please contact the Washington, D.C., Convention and Tourism Corporation at www.washington.org or call 202.789.7000.

*More details about the 2014
Advocacy in Action conference,
including the agenda,
speakers and fees
can be found at
[www.naadac.org/
advocacyconference](http://www.naadac.org/advocacyconference).*



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Sunday, March 2, 2014

4 pm – 7 pm **Registration**

5:30 – 7 pm **Opening Reception**

Kick off the conference with an opportunity to network with other addiction advocates from around the country. Open to all registered participants. Hors d'oeuvres will be served.

Monday, March 3, 2014

8 am – 5:30 pm **Registration**

8 – 9 am **Continental Breakfast**

9 – 9:30 am **Greetings and Welcome**

Introduction by Robert C. Richards, MA, NCAC II, CADC III, NAADAC President

9:30 – 10:30 am **Advocacy Training and Issues Briefing**

This session will put Advocacy in Action 2014 in context by looking at the history of addiction treatment advocacy and its future. The session will also discuss some of the keys to effective advocacy communication and strategy.

10:30 – 11 am **Break**

11 am – noon **Advocacy Training and Issues Briefing**

(continued from morning session)

Noon – 1:30 pm **Luncheon and Keynote Speaker**

This session will provide in-depth background on issues currently before Congress that affect addiction professionals and treatment providers. Awards will also be given to the Advocate of the Year, Legislator of the Year and Emerging Leader of the Year

1:30 – 3 pm **Healthcare Reform Panel**

This panel will provide an overview of the national health care reform legislation and the Mental Health Parity and Addiction Equity Act and its impact on substance use disorder treatment. Topics will include changes to Medicaid and private insurance, benefits packages, the integration of substance use disorder treatment with mental and physical care and what this all means for treatment providers. Panelists will provide insight from the Federal government perspective and discuss the opportunities and challenges that lie ahead for the addiction treatment field.

3:30 – 5 pm **Advocacy Training, Hill Visit Preparation and Wrap Up**

Participants have the opportunity to practice their visits to Capitol Hill and receive mentorship from experienced advocates. Upon completion of this session, participants will feel comfortable and confident in achieving their goals during visits with members of Congress.

5:30 – 7:30 pm **Advocacy Reception and Auction**

\$35 suggested donation at the registration desk. This event supports public policy initiatives and advocacy efforts for NAADAC. This session is open to all and heavy hors d'oeuvres will be served.

Tuesday, March 4, 2014

9 – 10:30 am **Award Breakfast and Briefing on the Hill**

This Briefing will focus on state and national issues related to the Substance Abuse Prevention and Treatment Block Grant and the Patient Protection and Affordable Care Act (ACA) to raise awareness and educate the addiction profession to the coming changes as the ACA is implemented. Crossover issues include the continuum of care for patient services.

10 am – 4 pm **Capitol Hill Visits**

Meet with your lawmakers and advocate on behalf of the addiction profession.

3 – 6 pm **Capitol Hill Debrief Session at the Holiday Inn Hotel**

Share your experiences from Capitol Hill with Association staff and enjoy healthy snacks.

*Agenda subject to change

2014 Advocacy in Action, March 2-4

Registration Fees

	Early Bird (register by January 31, 2014)	Regular (register after January 31, 2014)	Daily
NAADAC Member	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200	<input type="checkbox"/> \$50
Non-Member	<input type="checkbox"/> \$175	<input type="checkbox"/> \$225	<input type="checkbox"/> \$75
Student/Associate Member/ Active Military NAADAC Member	<input type="checkbox"/> \$125	<input type="checkbox"/> \$125	<input type="checkbox"/> \$50
Student/Associate Member/ Active Military Non-Member	<input type="checkbox"/> \$150	<input type="checkbox"/> \$150	<input type="checkbox"/> \$75

Includes: Opening reception on March 2, two continental breakfasts (including the March 4 briefing on Capitol Hill), lunch and breaks on March 3 and light refreshments at the March 4 debriefing session.

Attendee Information

(please print clearly)

Is this your first NAADAC meeting? Yes No

This is your first Advocacy event. Yes No I am a: Participant Presenter

NAADAC Member # _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____

Fax: (____) _____

Email: _____

YES, I want to join NAADAC now! Please consult www.naadac.org for membership fees or call 800.548.0497 to enroll.

Please send me additional information about membership.

Payment Options

Conference Fees (see fee schedule above) _____

Ticket for the Advocacy Reception and Auction _____
(March 3, \$35 suggested donation. Corporate checks or credit cards cannot be used to pay for tickets.)

Guest Ticket for Legislative Update Lunch & Awards _____
(March 3, \$50 per guest. Lunch is included in participant registration.)

Guest Ticket for Breakfast Briefing on The Hill _____
(March 4, \$30 per guest. Breakfast Briefing on The Hill is included in participant registration.)

Total Amount Enclosed _____

Please return check or money order (payable to NAADAC) by mail to:
NAADAC, 1001 N Fairfax Street, Suite 201, Alexandria, VA 22314

Or pay by credit card: Visa MasterCard American Express
Fax to: 800.377.1136

Name as appears on card _____
(please print clearly)

Credit card number _____

Expiration date _____

Signature _____

Conference refund policy: A partial refund of 75% of registration cost is refundable 30 days before the conference. Thereafter, 50% of conference fees are refundable.

Interested in Sponsorships or Exhibiting? Contact Elsie Smith, Ad Sales Manager at esmith@naadac.org or call direct to 717.650.1209 for a prospectus. Or you can download it from www.naadac.org/advocacyconference.

Questions?

Visit www.naadac.org/advocacyconference or call 1.800.548.0497.

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