



## A New PATH

### Parents for Addiction Treatment & Healing

#### MEDIA ADVISORY

#### **PRESS RELEASE**

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#### **CONTACT:**

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## **San Diego County Recognized for Supporting Substance Abuse Treatment Parents and Healthcare Professionals Creating Effective Collaborations with Criminal Justice to: Save Lives, Heal Families and Build Healthier Communities.**

San Diego, California - A New PATH (Parents for Addiction Treatment & Healing) is launching a strategic plan to expand quality substance abuse treatment in San Diego County, as a partner of Join Together's National Initiative to end discrimination against people who seek treatment, sobriety and recovery.

**What: District Attorney Bonnie Dumanis to be presented with a Demand Treatment! Award.**  
DA Dumanis has proven her dedication to substance abuse treatment with years of service in the San Diego Court system as a presiding Judge.

**When: Wednesday, March 19, 2003**  
10:30 AM, Donuts and Juice served

**Where: CRASH Golden Hills House I**  
2410 E. St., San Diego, CA 92102

**Why: Substance abuse is a chronic illness that can be treated as readily as diabetes and hypertension.**  
Approximately 60,000 people have sought residential treatment for drug addiction in San Diego County in the past 24 months, yet 45,000 of these were unable to receive treatment.

- **Collaboration between Criminal Justice and the Healthcare system is imperative in providing quality and long-lasting treatment for individuals who suffer from the disease of addiction and their families.**
- **San Diego County has been chosen out of 50 applicants from around the United States to become a Demand Treatment partner.** A New PATH, as part of this initiative, is creating strong collaborations with various segments of our community, in order to reduce the stigma of the disease of addiction as well as advocate for more quality treatment and rehabilitation services throughout our community.
- **54% of American adolescents admit to having tried an illicit drug by the time they finish high school**  
The San Diego County school district has a zero tolerance policy in place for use or possession of illegal drugs, and there are currently only 96 county residential treatment slots for adolescents.
- **San Diego County has the second highest narcotic overdose deaths in the State.**  
Effective treatment modalities such as methadone continue to be stigmatized, and new medicines, such as Buprenorphine, that offer hope for individuals who suffer from the disease of narcotic addiction need to be made available and accessible.

**Who:** Bonnie Dumanis, District Attorney, San Diego County  
Gretchen Burns Bergman, Co-Founder & Executive Director, A New PATH  
Additional Speakers: Recovering Heroin Addict & Adolescent in Recovery

MORE

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## **A New PATH**

### **Parents for Addiction Treatment & Healing**

“This is a wonderful opportunity to expand our efforts towards reducing the stigma of the disease of addiction and increasing treatment and rehabilitation availability in our county. Through this partnership we can make a significant difference in saving lives, healing families and building healthier communities”.

Gretchen Burns Bergman, Co-Founder and Executive Director of A New PATH

“Too many people fail to get the treatment they need because they don’t think it will work, or fear they will be fired or forced out of their homes. We are very pleased that these fourteen communities will join us as we demand that the health, criminal justice and specialized treatment systems be expanded and improved.”

David Rosenbloom, Director of Join Together.

For a detailed copy of A New PATH’s Join Together / Demand Treatment strategic plan, go to:

**[www.anewpath.cc](http://www.anewpath.cc)**