



1969 | Forty Years of Empowering Youth | 2009

## This is What 40 Looks Like!

*2009 brings a major anniversary for the Council on Drug Abuse as it marks forty years of reducing substance abuse through education and empowering youth.*

CODA was founded in 1969 by Murray Koffler, then President of Shoppers Drug Mart, and Frank Buckley, then President of WK Buckley Ltd., in response to rising trends in drug abuse. Over the course of the past forty years, the Council on Drug Abuse has made significant progress in meeting the challenges of rising drug use/misuse trends through providing customized drug education programs to meet the individual needs of communities and schools across Ontario.

Recently, CODA has been making impacts around the issues by collaborating with many substance abuse associations and experts across Canada, teaming up with pharmacists to tackle prescription drug abuse, launching an educational documentary series, providing a wide variety of accessible information and continuously adapting their programs to meet the always changing needs of Canadian youth.

Heading into the future, CODA will continue to fight the disturbing trends in drug abuse by providing unique drug education programs, providing youth with the tools and skills to make conscious decisions and by bringing youth together to address the challenges of drug abuse in their own communities.

CODA's 40<sup>th</sup> anniversary will be commemorated with the establishment of the Youth Advisory Council, where youth from all over Canada will gather to participate in discussions about drug abuse and learn from each other about what can be done by youth, for youth, in their own communities.

