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-  Marty Mann got sober in Blythewood Sanitarium after receiving the Big Book from her doctor, Harry Tiebout; Bill W. became her sponsor.
-  Bill W. accompanied Marty Mann to the first meeting between Marty and E.M. Jellinek of the Yale Center of Alcohol Studies.
-  Before founding NCADD in 1944, Marty Mann was one of the six “ink-stained wretches,” as Bill W. referred to them, who started the AA magazine, the Grapevine, which is still in publication today.
-  Bill W. and Dr. Bob were very supportive of the fledgling NCEA, though they ultimately were unable to participate directly in NCEA’s affairs because of the AA traditions of nonaffiliation with outside causes or interests.
-  Marty Mann’s story appeared in the Big Book, titled “Women Suffer Too.”



*Bill W., AA co-founder*

*Bill W. on the accomplishments of NCADD:*

***“No other single agency has done more to educate the public, to open up hospitalization, and to set in motion all manner of constructive projects than this one.”***

*— Language of the Heart*



# Dawn of a Vision

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**T**ossing and turning in her bed one cold February night in 1944, Marty prayed for a way to help other alcoholics. Rising from her bed, a plan came to her, “a plan to teach people the facts about alcoholism. A plan to remove the stigma surrounding it, so people could face it unashamed and unafraid, armed with the weapons of knowledge and able to take constructive action.”



*Marty Mann and E.M. Jellinek*

-  The idea needed scientific support, so Marty approached E.M. Jellinek and Howard Haggard at the Yale Center for Alcohol Studies, who agreed to adopt Marty’s vision of a National Committee for Education on Alcoholism.
-  On October 2, 1944 NCEA opened a tiny office in New York City. For the next four years, the staff consisted of Marty and a secretary. The budget for the first year was \$13,000.

***The foundation of NCADD was built on three simple ideas:***

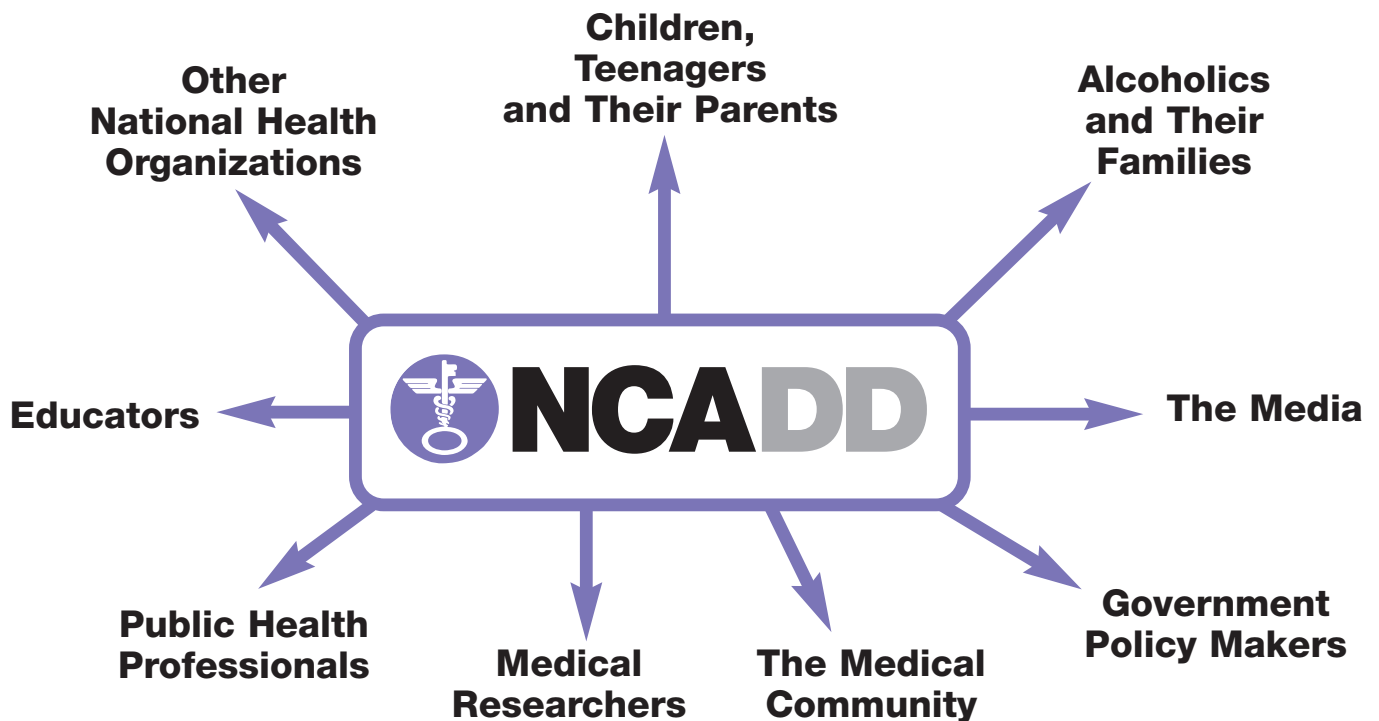
- 1.** Alcoholism is a disease and the alcoholic is a sick person;
- 2.** The alcoholic can be helped and is worth helping;
- 3.** This is a public health problem and therefore a public responsibility.







# Sixty Years of Leadership and Service

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## ***NCADD SERVES:***



***In addition, NCADD helped start these influential organizations:***

-  **Employee Assistance Professionals Association**
-  **National Nurses Society on Addiction**
-  **Research Society on Alcoholism**
-  **American Society of Addiction Medicine**














# Marty Mann: Alcoholism Pioneer, 1904-1980














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# A Timeline of Significant Events

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-  **1935:** • Bill W. and Dr. Bob S. found Alcoholics Anonymous.
-  **1943:** • Yale University establishes Summer School of Alcohol Studies under E.M. Jellinek.
-  **1944:** • Marty Mann founds the National Committee for Education on Alcoholism, today known as the National Council on Alcoholism and Drug Dependence (NCADD).
-  **1949:** • Hazelden Foundation begins treating alcoholics in Minnesota.
-  **1950:** • Lois W. founds Al-Anon.  
• Marty Mann's "Primer on Alcoholism" is published.
-  **1952:** • AMA first defines alcoholism.  
• R. Brinkley Smithers establishes the Christopher D. Smithers Foundation.
-  **1953:** • AA publishes the Twelve Steps.  
• 3,000 hospitals offer care for acute cases of alcoholism as compared to only 100 when NCADD started in 1944.
-  **1954:** • Ruth Fox, MD establishes the New York City Medical Society on Alcoholism, today known as the American Society of Addiction Medicine (ASAM).  
• The number of NCADD Affiliates spreads to more than 50 communities in 27 states.
-  **1956:** • AMA develops landmark resolution calling for broad acceptance of alcoholics in general hospitals and urges hospital administrators to provide adequate and appropriate services.
-  **1957:** • Roper poll shows that 58% of the nation view alcoholism as a disease, as compared to just 6% in 1943.
-  **1960:** • E.M. Jellinek publishes "The Disease Concept of Alcoholism."
-  **1963:** • American Public Health Association adopts an official statement on alcoholism, identifying it as a treatable illness.
-  **1967:** • AMA passes resolution identifying alcoholism as a "complex" disease and recognizes that medical components are medicine's responsibility.






-  **1969:** • President Johnson signs the “Public Services Amendment Act of 1968” which provides \$22 million in federal matching funds to build and staff specialized facilities in community mental health centers for the prevention and treatment of alcoholism and other drug addictions.
-  **1970:** • Congress passes the “Comprehensive Alcohol Abuse and Alcoholism Prevention Treatment and Rehabilitation Act,” known as the Hughes Act for its sponsor in the Senate, Harold E. Hughes.
-  **1971:** • American Journal of Psychiatry and Annals of Internal Medicine publish the “Criteria for the Diagnosis of Alcoholism.”
  - The Association of Labor-Management Administrators and Consultants on Alcoholism, now known as the Employee Assistance Professionals Association, meets for the first time.
-  **1972:** • The Alcoholism Report, the first newsletter devoted exclusively to the field of alcoholism, begins publication.
-  **1973:** • U.S. investigators first describe in published reports fetal alcohol syndrome (FAS), the common pattern of birth defects observed in children born to alcoholic mothers.
-  **1974:** • Congress creates the National Institute on Drug Abuse.
-  **1976:** • NCADD conducts Operation Understanding, a news conference in Washington, DC where 52 prominent individuals publicly acknowledge their recovery from alcoholism.
-  **1979:** • The number of NCADD Affiliates exceeds 200.
-  **1980:** • Mothers Against Drunk Driving, a grassroots advocacy program, forms.
  - Marty Mann dies.
-  **1981:** • U.S. Postal Service issues a first-class stamp imprinted with “Alcoholism. You can beat it!”
-  **1982:** • Former First Lady Betty Ford lends her name to a treatment center for alcoholism and other drug addictions.
  - Children of Alcoholics Foundation established.
-  **1984:** • The National Minimum Drinking Age Act requires all states to make purchase or public possession of alcoholic beverages illegal for anyone under the age of 21 or lose federal funding for highways.
-  **1985:** • Federal excise taxes on distilled spirits increase for the first time since 1951.
  - Time magazine heralds the “new temperance” movement.
  - First appearance of crack cocaine focuses intense public attention on the illegal drug problem.

-  **1986:** • Partnership for a Drug-Free America launches nation's biggest public service advertising effort.
-  **1987:** • AMA calls all drug dependencies diseases whose treatment is a legitimate part of medical practices.
  - Weekly Reader survey reveals that 36% of fourth graders report they have felt pressure to try beer, wine, or distilled spirits.
  - NCADD initiates toll-free Hope Line that receives more than 30,000 calls per year seeking information and referrals.
-  **1989:** • President Bush formally announces the "War on Drugs."
  - Mandated by federal law, warning labels begin appearing on all alcoholic beverage containers.
-  **1990:** • Name change goes into effect, reflecting inclusion of drug dependence into NCADD's mission.
-  **1991:** • Federal excise taxes on beer and wine increase for the first time in 40 years.
-  **1992:** • Journal of the American Medical Association publishes the definition of alcoholism revised by NCADD and ASAM.
  - The Americans With Disabilities Act extends job protection (except in safety-sensitive positions) to alcoholics and recovering drug addicts in the private sector.
-  **1995:** • NCADD originates prevention program narrated by Meryl Streep, "What Should I Tell My Child About Drinking?"
-  **1996:** • Affiliates in Rochester, NY and Houston, Texas celebrate 50 years of continuous operation.
-  **1997:** • Detroit, Michigan Affiliate celebrates 50 years of continuous operation.
-  **1999:** • Montclair, New Jersey Affiliate celebrates 50 years.
-  **2000:** • National Treatment Plan Initiative gets underway, sponsored by SAMHSA, CSAT, and CSAP.
-  **2004:** • NCADD celebrates 60 years of Leadership and Service at annual Conference of Affiliates.

# A Network of Affiliates

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**A vital part of Marty's vision, the number of Affiliates grew to an all-time high exceeding 200 in the early 1980s. Now numbering over 90, NCADD Affiliates:**

-  Provide objective information and referrals to appropriate services for individuals and family members who are seeking treatment for alcoholism and dependence on other drugs;
-  Offer community-based prevention and education programs, and local media advocacy campaigns;
-  Raise local awareness through presentations at schools, senior citizen centers, civic organizations and other groups;
-  Advocate for alcoholic and other drug dependent persons and their families at the city and state levels of government;
-  Serve as resource centers for literature and audiovisual materials.

**Over the years, Affiliate programs have covered a broad range of services, including:**

- job training and aftercare for parolees (*New York, NY*)
- preparing research-based alcohol curricula for college campuses (*Lincoln, NE*)
- providing assessment and referral services to the juvenile court system focused on underage drinking and drug use (*Des Moines, IA*)
- working with a broad range of women — from teenagers to corporate employees to professionals working in the field of alcoholism and other drug addictions — to heighten awareness of Fetal Alcohol Syndrome (*Long Beach, CA*)
- reaching out to the elderly regarding drug interactions and addiction (*Montclair, NJ*)
- working with parents and schools to promote healthy parenting skills to limit the incidence of underage drinking (*Buffalo, NY*)
- developing educational curricula to raise public awareness of the advertising tactics used by tobacco and alcohol companies to lure young people (*Montgomery, AL*)
- designing programs to deal effectively with the problem of alcoholics without access to treatment (*Danbury, CT*)
- providing educational and support groups for children of addicted parents (*Cincinnati, OH*)
- presenting educational intervention programs for teenage drivers who are arrested for possession of alcohol (*Grand Island, NE*)
- working with the police department and local bars to prevent the proliferation of club drugs; creating mentoring programs for boys and girls (*Santa Barbara, CA*)
- providing family support groups for people seeking education and intervention for the effects of alcohol and drug dependencies (*Northwest Florida*)



## A Symbol of Help and Hope

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**T**he symbol used by the National Council on Alcoholism and Drug Dependence, Inc. in its logo was developed by Marty Mann and adopted by the board of directors in 1958.

It combines the medical caduceus (health) and a key (to unlock the doors of understanding).

The wings on the key also have been interpreted as the wings of the Phoenix, that mythical bird which, like so many persons in recovery from the diseases of alcoholism and other drug addictions, rose again from the ashes of its own destruction.

The symbol, then, represents the key to recovery, education and understanding, and reflects NCADD's mission for the past 60 years.



**Marty Mann presenting first Gold Key Award to Bill W., co-founder of AA, in 1959.**