

Ken Stark Interview, July 2006 – TRENDS Report

I wanted to produce this comprehensive report. I'd seen one like this out of Texas, but I wanted one that was better, I always want something that's better. But it was this comprehensive report that told you a lot what's going in your state about alcohol and drugs. You know, criminal activity in relationship to drugs, talked about what's the current need for treatment, the prevalence of alcohol/drug addiction. And then there was this thing called "Healthy People 2000 Objectives," and now there's "Healthy People 2010 Objectives," but back then it was the Healthy People 2000. And it had a number of indicators in it, including some indicators that were tied to, like teen pregnancy rate, and smoking, and deaths by cirrhosis of the liver, and these other health measures that I could tie to alcohol and drugs, but nobody was producing those reports, here, in a central report. Now that data was available in all kinds of reports, but nobody was digging for it, nobody was centralizing it. So we said, OK, let's produce a report. So it was the first year, 1993, that we produced the Trends Report, it's called the Trend Report, and we've produced it every year since. And it has probably the most comprehensive compendium of alcohol/drug related data in any state – about that state – and then comparing it to a number of national objectives – how we compare – than you're going to find anywhere in the country. And that's gotten rave review all over the country, and it's become so well used across the country and in this state that it's become a that's its become a reference document that people expect us to produce every year.