

The News

RECENT DONOR ACKNOWLEDGEMENTS

The Partnership at Drugfree.org thanks the following corporations, foundations and individuals for their generous support and commitment to preventing and treating teen substance abuse:

PARTNERSHIP ATTITUDE TRACKING STUDY & RADIO PARENTING SKILLS CAMPAIGN

The MetLife Foundation

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Cigna Behavioral Health

TIME TO ACT

The Daniels Fund

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Betty Wold Johnson
Thomas S. Murphy
Patricia F. Russo

New Name and New Resources at The Partnership at Drugfree.org

This fall, we announced our new name and expanded resources with the help of a very special mom and our first spokesperson-actor, author and advocate, Melissa Gilbert.

Just as she grew up on television, from "Little House on the Prairie" to her life as a mom who experienced addiction, we too grew as an organization. We evolved beyond a prevention-focused, anti-drug advertising campaign and have become a reliable partner and online community for parents seeking guidance and support on teen drug and alcohol use.

The organization we are today is represented in our new name - **The Partnership at Drugfree.org** - and reflects our commitment to serving and supporting families, especially parents whose teens are struggling with drugs or alcohol.



Melissa Gilbert and her son Michael

In joining our cause, Melissa said, "Both as a mother and as a person who is living a life in recovery, I know firsthand how tough it is for both a teen or young adult in trouble and their parent who feels helpless and utterly alone. The Partnership at Drugfree.org is here for all parents, myself included, at whatever their stage of need - from prevention to recovery - and most importantly, reinforces that we are not alone."

Challenge Grant to Start Parents Toll-Free Helpline

The Partnership at Drugfree.org has just received a challenge grant to support the launch of the Parents Toll-Free Helpline in 2011. Every donation made to our organization will be matched dollar-for-dollar up to \$100,000. This means your gift of \$25 is worth \$50 and will provide 50 minutes of telephone support to a parent in need.



Parents who are coping with a child's drug and alcohol addiction often find it difficult to get help. Many feel alone and frustrated, finding it difficult to get the information and guidance they need to help a child in crisis.

That's why we are creating the Parents Toll-Free Helpline, to provide parents and caregivers with an easy, accessible way to reach out for support when their teen or young adult is facing a substance abuse problem.

The new English/Spanish national helpline will make a huge difference in the lives of parents, caregivers, friends and family members, giving them a place to turn to for support, answers and someone to talk to when they are feeling alone.

It will also offer:

- tools and information on how to intervene early
- a direct line to health care professionals
- explanations of the various options offered in treatment
- guidance on how to support a child in recovery

This resource will be especially critical for the 26 percent of families in the U.S. without home access to the Internet, the Spanish-speaking community and those who simply want to talk to another person to help them through the complexities of treatment and recovery.

Please help us make this challenge grant a success by visiting drugfree.org/helpline. Together, we can increase the number of young people receiving treatment for addiction and help them - and their families - reclaim their lives.

Join *Time To Get Help*: New Treatment Resource and Community for Parents



Eleven million young people in America are in current need of help for substance abuse and addiction*—that amounts to more than the entire populations of Idaho, Colorado, Utah and Rhode Island combined. But what do parents who feel helpless and ashamed about their child's addiction to drugs and alcohol need? And what can they do when faced with these challenging and often terrifying issues?

Parents need guidance from credible and trusted sources, because addiction is a treatable disease and the wrong information can do more damage than good. And getting the right support can make all the difference.

It isn't easy to open up and talk to others who aren't going through what you are. Receiving support from those who have been there is very powerful and can often be one of the most effective ways to stay hopeful, inspired and sane. This is why Time To Get Help is that important. Here you can learn from other parents and experts on what to do because you are not alone in the fight against addiction."

By listening to parents like Lorraine, working closely with experts in the field of teen substance abuse and treatment—and with support from donors like you—we developed *Time To Get Help* (timetohelp.drugfree.org).

This new resource helps parents of teens and young adults gain a better understanding of adolescent alcohol and drug abuse, dependence and addiction; get support from experts and other parents who have been there; and get treatment options for their child and family. Along with our Intervention and Treatment e-Books, *Time To Get Help* aims to guide parents when they need it most, while underscoring that they are not alone in dealing with addiction and recovery in their family.

We asked Lorraine McNeill-Popper, a mom and a member of our Parent Advisory Board, who knows the fears and unspoken questions parents experience when their child is in need of help.

"I discovered that my son had an addiction problem and I completely went into a place of denial. I wished I had a place to turn to because I no longer had just a son; I had a son struggling with addiction.

*Source: 2009 National Survey on Drug Use and Health

A Tribute to Outstanding Supporters

We gratefully recognized the support and significant contributions from individuals and corporations, which help further our work on behalf of parents and families, at a recognition event at the home of donors George and Christine Stonbely, in New York City on June 10th.

Allen Rosenshine was distinguished for his tireless work, long-standing leadership and unparalleled support of our cause since the founding of our organization in 1986. Rosenshine currently serves as Chairman Emeritus, BBDO Worldwide Inc., and Vice Chairman and Executive Creative Director of The Partnership at Drugfree.org.

Purdue Pharma was honored with the Chairman's Circle Award presented to President and CEO, John Stewart, and King Pharmaceuticals was honored with the Circle of Excellence Award presented to Chairman, President and CEO, Brian Markison. Both were acknowledged for ongoing support in the development and success of *Time To Talk* and *Time To Act*, which help parents safeguard young people from substance abuse and addiction.

For more information on future recognition events, please contact Jeri Milhauser at 212-973-3555 or jeri_milhauser@drugfree.org.



Allen Rosenshine receives the Visionary Award

Thursday, December 9, 2010

Promise of Partnership *Healthy Families, Healthy Futures*

The Partnership at Drugfree.org is celebrating its 8th Annual Gala on Thursday, December 9th at The Waldorf=Astoria in New York City, thanking prominent corporate leaders and dedicated supporters who have been instrumental in helping us reach parents and families.

Being honored for their generous support of the organization's important work are: George Bodenheimer, Co-Chairman, Disney Media Networks and President, ESPN and ABC Sports; Fred Hassan, Chairman, Bausch + Lomb, Former Chairman and CEO, Schering-Plough Corporation; and Abbe Raven, President and CEO, AETN-A&E Television Networks.

Special tributes include: The Burke Family, with Stephen B. Burke, Chief Operating Officer, Comcast Corporation, accepting this special recognition on behalf of the family. The singular legacy of The Burke Family is marked by enduring generosity, unwavering compassion and commitment to our organization.

Roy J. Bostock, Chairman, Yahoo! Inc. and Vice Chairman, Delta Air Lines Inc., Chairman Emeritus, The Partnership at Drugfree.org, is also being honored for his exceptional service and steadfast dedication as our Chairman from 2003-2010. Along with Major League Baseball, we will acknowledge an outstanding coach and exemplary student athlete, who embody the spirit of teamwork and healthy, drug-free competition, with the first annual Commissioner's Play Healthy Award.

For information on this event, please contact Jeri Milhauser at 212-973-3555 or jeri_milhauser@drugfree.org.



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The Partnership at Drugfree.org helps parents prevent, intervene in and find treatment for drug and alcohol use by their children.

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