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In 2016, **we lost 64,000 people** to overdose in our country. Families are panicked that their child will be the next statistic and they are turning to the **Partnership** for help.”

Marcia Lee Taylor, Chief Policy Officer
Partnership for Drug-Free Kids



2017 IMPACT REPORT

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Overview

Barely a day goes by without a headline about the opioid crisis and its toll on families and communities across the United States. Heroin and the misuse and abuse of prescription opioids killed more than 42,000 people in 2016¹, more than any year on record – and more than at the peak of the HIV epidemic. And all the while, more and more families are turning to the Partnership, desperate for help.

There have been a number of critical actions to mobilize a massive response to this epidemic: the Surgeon General's Report on Alcohol, Drugs and Health; the recommendations from the [2017 President's Commission on Combating Drug Addiction and the Opioid Crisis](#); and the [federal government declaring it a public health emergency](#). But thus far, it is lots of talk and little action. Unless there is a substantial infusion of federal funding to implement all that we know needs to be done, we will make no progress. Overdose deaths will continue to rise, and families will continue to bear the brunt of our national inaction.

That is what makes the [Medicine Abuse Project](#) so important. Through this Project, we have a coalition of leaders in industry, government and the nonprofit sector who are committed to action. Together, we are working to drive down overdose deaths, support families to help their sons and daughters struggling with substance use, ensure that treatment for opioid use disorders is available, affordable and rooted in science and bolster the next generation with refusal skills and prevention messaging.

In the coming year, the Medicine Abuse Project will continue to support families with our web-based resources, [Parent Coach Network](#), national Parent Helpline and our forthcoming text messaging support program. We will continue to educate families and communities about the dangers of misuse and abuse of opioids, support parents caring for a child with an opioid use disorder and [advocate for policy change](#) and resources that are desperately needed to address this health crisis.

¹ <https://www.cdc.gov/drugoverdose/index.html>

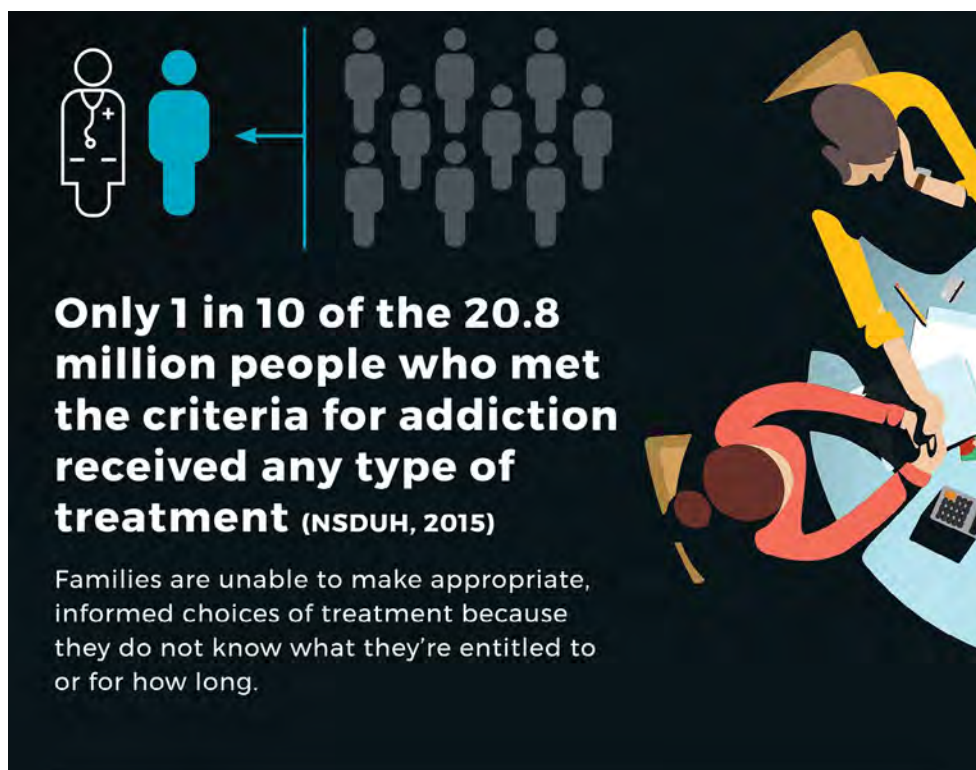
The Partnership and #FamiliesSpeakUp In 2017

Speaking Up for Equal Coverage

Formed against the backdrop of the country's opioid epidemic, five leading nonprofits in the addiction field, the National Center on Addiction and Substance Abuse, Legal Action Center, the Public Health Management Corporation (PHMC), the Kennedy Forum and the Partnership for Drug-Free Kids [began work on a campaign to implement and enforce the Mental Health Parity and Addiction Equity Act](#) (Parity Act).

The Parity Act requires health plans to apply equal coverage for mental health and substance use disorders as they do for other medical and surgical benefits. However, nearly a decade after the Parity Act became law, families continue to be denied coverage, denied medication for treatment and denied continual, individualized care.

When seeking treatment for opioid addiction, we know that families face roadblocks at every turn in navigating the insurance process and finding relevant information in health plan documents. We are working to change that by educating families about their legal rights and by working with policymakers and regulators to enforce the law.



Speaking Up in Washington, D.C.



We were among a select group of advocates and organizations invited to testify before the President's Commission on Combating Drug Addiction and the Opioid Crisis in June 2017. Marcia Lee Taylor, our Chief Policy Officer, [shared our resources and recommendations](#), emphasizing the importance of parents and families in efforts to reverse the country's opioid epidemic.

President Trump established the Commission to review the state of drug addiction and make recommendations regarding how the federal government can best address the opioid crisis. The Commission's members included former New Jersey Governor Chris Christie (Chair), Massachusetts Governor Charlie Baker, North Carolina Governor Roy Cooper, former U.S. Representative Patrick Kennedy and Dr. Bertha Madras of Harvard Medical School.

In November, the Commission released its [final report](#) on the nation's opioid epidemic, calling for much-needed increases in access to addiction treatment and recovery programs, expanding the availability of medication-assisted therapies, along with first responders' ability to administer the life-saving overdose reversal drug, naloxone. The report offered many substantive and concrete solutions to address this public health crisis, and we continue to push key congressional members to support the proposals outlined in the report, ensuring that critical dollars are attached to their successful implementation.

Taylor also testified before the House Committee on the Judiciary to advocate for H.R. 2851, the "Stop the Importation and Trafficking of Synthetic Analogues Act." The legislation takes an important step of classifying 13 fentanyl analogues as controlled substances, as well as creating a mechanism to make it easier for the DEA to control such substances going forward. In order to protect public health and public safety, she urged the committee to pass the legislation to ensure that fewer families would have to face losing a loved one to overdose.

"Among the parents we serve, the fear of fentanyl and its equally deadly analogues is palpable," said Taylor. "Moms and dads see the news reports about

"Moms and dads see the news reports about overdose deaths from adulterated heroin and now cocaine; they see stories about counterfeit Xanax pills and other medications that are, in fact, pure fentanyl...and they are terrified that their child will be the next statistic."

Marcia Lee Taylor, Chief Policy Officer
Partnership for Drug-Free Kids

overdose deaths from adulterated heroin and now cocaine; they see stories about counterfeit Xanax pills and other medications that are, in fact, pure fentanyl. They read accounts of law enforcement officials who overdose from simply being in proximity to a seizure of drugs that contains some of these potent adulterants – and they are terrified that their child will be the next statistic."



Partnership for Drug-Free Kids' Chief Policy Officer Marcia Lee Taylor speaking at the President's Commission on Combating Drug Addiction and the Opioid Crisis hearing in June 2017.



Speaking Up and Pushing for a National Public Health Emergency

We were at the White House for the President's declaration of a national public health emergency in October 2017. This declaration was due in part to the [advocacy of individuals and families](#) urging the White House to take action, as well as the determination of those who have helped tear down the long-associated stigma around addiction, forcefully championing policies and funding to help their loved ones struggling with substance use.

The Partnership continues to push the administration and Congress to work together to make sure that there is a major influx of new dollars to address the opioid crisis in a comprehensive manner, including prevention, treatment, intervention, family support, recovery and law enforcement.



White House announcement of a nationwide public health emergency in response to the opioid epidemic.

Speaking Up for Change

We have outlined our solutions to help address the opioid epidemic. Our four-step plan details how we all can help end this public health crisis and empower families to take action in their community:

- 1 > End Stigma.** Addiction is a chronic disease. Let's treat it that way. The sense of isolation that families feel when struggling with addiction is unconscionable and we must end the stigma of addiction.
- 2 > Advocate.** Whether signing a petition or writing to Congress, let us make our voices heard to ensure this issue remains a priority and that there is the political will to dedicate the necessary resources for families to end this epidemic.
- 3 > Take action at home.** Safely secure and dispose of your medications or find support for your loved one to get on the path to recovery.
- 4 > Help save lives.** Provide hope and help to others by being prepared to reverse an opioid overdose using naloxone or educate others on the risks of misuse and abuse.



Resources for Families Facing Today's Opioid Epidemic

One-on-One Coach Support

Described as one of the most unique, compassionate and customized programs available to families to address an opioid use disorder, our Parent Coach Network grew to more than 200 trained coaches across the U.S. in 2017.

Parent Coach Trainings are intensive learning programs, where parents and guardians receive free, specialized [CRAFT](#) (Community Reinforcement and Family Training) and Motivational Interviewing training. They are conducted by expert, PhD-level clinical staff from the Center for Motivation and Change; an experienced parent coach "mentor;" and professional staff members from the Partnership.

[Parent Coaches](#) are volunteers who have been personally affected by their son's or daughter's substance use. Some have lost children, some have children in recovery and some have children who are actively using. At the trainings, they learn how to [provide peer support to other parents](#) who are currently dealing with their child's use.

Since inception, trainings have taken place in New York, NY; Boston, MA; Los Angeles, CA; Pittsburgh, PA; Chicago, IL; Houston, TX; Oklahoma City, OK; Manchester, NH; Charleston, WV; Albuquerque, NM; Memphis, TN; Nashville, TN; Knoxville, TN; and Dayton, OH.



Participants from
Parent Coach
Trainings in
Nashville, TN



Medicine Abuse Project Online Resources Incorporated on Drugfree.org

In March 2017, we redesigned our website, drugfree.org, and along with it, we integrated the Medicine Abuse Project, into the new site. This allows for a one-stop shop for parents to find all of our helpful resources at once.

Now they can easily access tools to get help for a loved one struggling with an opioid use disorder. Parents and communities will find guidance on how to properly secure and safely dispose of unused or expired medicine and how to talk to their kids about this devastating epidemic. This improved usability allows us to help more families and lead them to the resources and support they need.

The screenshot shows the top navigation bar of the Partnership for Drug-Free Kids website. It includes a search bar, a 'DONATE' button, and a 'JOIN US' button. The main content area features a large orange banner with the heading 'Help End Medicine Abuse'. Below this, there is a call to action: 'Medicine abuse is an epidemic, and together we can end it. Join our action campaign to learn how to safeguard your family and community from the devastation of heroin and other opioids and the abuse of prescription and over-the-counter medications.' To the right of this text is the 'THE MEDICINE ABUSE PROJECT' logo, which includes an illustration of two pill bottles. Below the banner, there is a section titled 'Take action and do your part to help end medicine abuse.' which contains three columns of resources: 'Safeguard Against Medicine Abuse: Securing and Disposing Medications', 'Talk with Your Kids', and 'Get Help for a Loved One'.

Get personalized support for your family 1-855-378-4373

Partnership
for Drug-Free Kids
Where families find answers

Get Help & Support | Learn | Get Involved | Read the Parent Blog | About Us | **Medicine Abuse Project** | JOIN US | DONATE | 🔍

Help End Medicine Abuse

Medicine abuse is an epidemic, and together we can end it. Join our action campaign to learn how to safeguard your family and community from the devastation of heroin and other opioids and the abuse of prescription and over-the-counter medications.

THE MEDICINE ABUSE PROJECT

[LEARN MORE ABOUT THE PROBLEM >>](#)

Take action and do your part to help end medicine abuse.

Safeguard Against Medicine Abuse: Securing and Disposing Medications

Learn how to safeguard and dispose of your prescription medications to prevent teen medicine abuse.

Talk with Your Kids

Take action by having frequent conversations with the teens and young adults in your life about the dangers of medicine abuse. Learn how.

Get Help for a Loved One

Think your child might have a problem with prescription medicine abuse? We're to help. Learn what to do next.



Our Parent Blog on Drugfree.org: More Voices, More Perspectives

We've enhanced our [Parent Blog](#) to now offer a wide range of advice from experts and perspectives from families who have been impacted by substance use.

We've heard reflections from parents like [Ron Grover](#), whose son is now in long-term recovery, [Marie Welsh](#) and [Alice](#), whose children are currently struggling with substance use and [Bill Williams](#), [Patty DiRenzo](#) and [Michelle Schwartzmier](#), who have tragically lost their children to overdose and now are dedicated to helping other families.

Young people like [Timothy Rabolt](#), [Jessica Clay](#) and [Keegan Wicks](#) have graciously shared their inspiring stories of recovery.

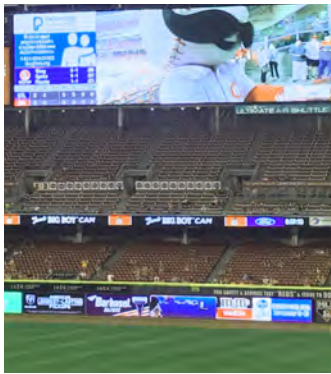
[And we've worked with clinicians and other experts in the field to offer helpful tips for parents such as What to Look for – and What to Avoid – When Searching for an Addiction Treatment Program; Is There Medicine to Help You Recover from a Heroin Addiction? and How to Make a Recovery Plan With Your Son or Daughter After Treatment.](#)



Michelle Schwartzmier
and her daughter,
Casey

Delivering Resources to Communities

The Partnership, our partners and our parent volunteers are active in communities across the country, delivering presentations and **educating families on evidence-based tools and resources to help them and their children find hope and healing.**



Cincinnati Reds' Stadium Jumbotron featured Partnership PSAs, Parent Helpline, website and text-to-pledge number

Ohio

We joined with the Cincinnati Reds baseball team, their owner, Phillip Castellini, and Interact for Health to co-host a stakeholder roundtable focused on [family resources to address the opioid epidemic](#) in southeast Ohio. The roundtable, "Collective Impact; Tackling the Opioid Epidemic," held in September 2017, was an important first step in bringing together a multi-disciplinary group of stakeholders, reinforcing our commitment to working with families in local communities.

Attendees discussed challenges, shared knowledge and capitalized on opportunities to empower communities to respond to this critical health problem. Following the roundtable, Castellini welcomed the stakeholders to enjoy the evening's baseball game, where the Reds generously made the Partnership their selected charity of the game.

On the stadium's Jumbotron, before and during the game, our [PSAs](#), [Parent Helpline](#) (855-DRUG-FREE), website and text-to-pledge number were featured for those who wanted to [donate to the Partnership](#). Upon entry, fans in the stadium also received a printed card, highlighting our resources for [how to get help for a loved one](#) who is struggling with addiction.

Tennessee

The country's opioid crisis shows little sign of decline, and Tennessee is one of the most impacted states. In 2016, 1,630 Tennesseans died of an overdose related to opioids, [according to the Centers for Disease Control's \(CDC\) latest data released in late 2017](#). That's an increase of more than 10 percent from a year earlier.

We initiated a statewide effort in support of Tennessee families by presenting to groups across the state, including prevention and treatment organizations, law enforcement, church and civic associations to raise awareness about our free resources for families. We trained more than 20 [Parent Coaches](#) in Memphis, Nashville and Knoxville to provide support to other parents impacted by a child's substance use. Three of our newly trained Parent Coaches' stories, [Jacqueline Perrine](#), [Ron Bobal](#) and [David Huntley](#) were featured in news pieces on News Channel 5 in Nashville, Memphis 24 and WATE-TV in Knoxville, respectively.



Arizona

Working with the Treatment Assessment Screening Center (TASC) of Arizona, we launched an online learning tool to help address the opioid epidemic in the state. The launch of this tool, “[Heroin + Other Opioids in Arizona: From Understanding to Action](#),” marked the first time the two nonprofits worked together to address misuse and abuse of opioids to help parents and families in Arizona. It is available in English and [Spanish](#) and can be accessed for free online at drugfree.org/opioids-az/.

The learning tool consists of three short videos, “What are Opioids?,” “How Big is the Problem?” and “What We Need to Do.” These videos provide a basic understanding of the nation’s opioid crisis, how it is affecting Arizona, and most importantly, what can be done to help parents and civic leaders address the issue in their state. Local law enforcement agencies, schools, government officials and others are encouraged to share access to the online tool via their websites and social networks.



“Heroin + Other Opioids in Arizona: From Understanding to Action” online learning tool

“

There is an urgent need to educate as many Arizona families as possible about the nationwide opiate epidemic, the impact it is having on our communities throughout our state, and to provide them with helpful information and useful resources. These new videos help make that possible, and we are so pleased they are available not only in English, but also for Spanish-language speakers.”

Douglas Kramer
CEO, TASC

Driving Education, Awareness and Action Through Partnerships

IGA Stores Support Local Communities, Customers Affected by Opioid Crisis



Partnership logo added to IGA Brand products.

We began a multi-year collaboration with IGA USA – the world’s largest independent grocer network that includes nearly 5,000 Hometown Proud Supermarkets worldwide – on their first-ever IGA Cares initiative. IGA raised both critical funds and awareness to help us address the [nation’s opioid epidemic](#) and support families whose child may be struggling with addiction.

“IGA’s support will help continue to help us strengthen our ability to **engage, educate and connect** with even more parents and families to provide critical resources and the help they deserve,” said our Vice President of Development, Kaila Sassano.

Through in-store fundraising activities, the opportunity to make donations at the register and the sale of specially marked IGA Exclusive Brand products, IGA supported the Partnership’s mission and helped spread the word about how [families can get help](#) at [IGA Better Choices](#).

“For more than 90 years now, IGA retailers have been building the brand’s reputation by doing their part to give back and support worthy causes in the communities they serve,” said Dave Bennett, IGA Senior Vice President of Procurement & Private Brands. “It is only natural that we would use the power of our IGA Exclusive Brand line to align IGA and its retailers with the causes that matter to today’s consumer on a national level as well.”

Ongoing Community Activity with DEA360



We continued our work with the Drug Enforcement Administration (DEA) on their DEA360 initiative, which focuses resources on selected communities across the nation. In 2017, the Partnership supported DEA360 efforts in Manchester, NH; Charleston, WV; Albuquerque, NM; and Dayton, OH.

DEA’s 360 Strategy responds to the heroin and prescription opioid pill crisis. The 360 Strategy takes an innovative three-pronged approach to combating heroin and misuse and abuse of opioids through: coordinated [law enforcement](#) actions, [diversion control](#) enforcement actions and [community outreach](#) through local partnerships that empower communities to take back affected neighborhoods after enforcement actions and prevent the same problems from cropping up again.

The Partnership supports this strategy by engaging media partners; training community leaders to deliver community-education presentations; and training Parent Coaches in each DEA360 city.

Important Resource on Heroin and Other Opioids



Connect via Live Chat



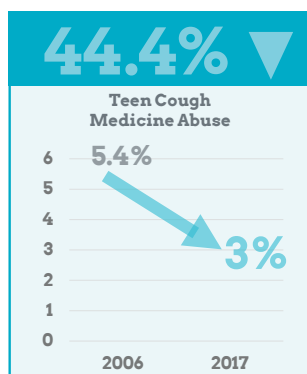
LIVE CHAT
Available Now

Live chat with one of our specialists to receive the same help and support with an additional level of privacy for anyone uncomfortable or not able to speak on the phone.

- Available Monday - Friday, 5 pm - 10 pm ET
- Saturday and Sunday, 12 pm - 5 pm ET
- English only
- Chats are free and confidential

The Partnership has continued to expand and promote information and resources to address opioid use and abuse, including heroin and fentanyl, at drugfree.org/heroin. In 2017, more than 270,000 unique users visited the page, making it one of the most frequented resources on the site. Support from **High Intensity Drug Trafficking Areas** (HIDTA) also made it possible to bring two additional Parent Helpline staff who are dedicated to providing support via live chat, Facebook Messenger and email. Our chat services run from 5 pm – 10 pm ET on Monday - Friday and 12 pm – 5 pm ET on Saturday and Sunday. This expansion of our one-to-one services has allowed us to serve more than 1,000 families in 2017.

Long-Standing Partnership with CHPA Continues to Have Impact



We continued our teen-targeted cough medicine abuse campaign in collaboration with Tribal Worldwide and the [Consumer Healthcare Products Association](https://www.consumerhealthcareproductsassociation.org/) (CHPA). By optimizing campaign elements supporting DXM Labworks, the award-winning interactive gaming application, and its partner site whatisdxm.com, we saw continued success with teen engagements – and ultimately education about the dangers of misuse and abuse of cough medicine. According to Monitoring the Future, the National Institute on Drug Abuse and University of Michigan's annual drug abuse survey, the percentage of teens using over-the-counter cough medicine containing dextromethorphan (DXM) to get high was just 3 percent in 2017. In 2006, teen abuse rates of these cough medicines were almost 6 percent. **This 44.4 percent decline represents tremendous progress in our efforts to combat medicine abuse.**

“Search and Rescue” Campaign Provides Physician Resources



Following a national launch of the campaign in 2016, “Search and Rescue” continues to provide prescribers with resources to combat prescription drug misuse and abuse within their practices. Developed with support from the Food and Drug Administration (FDA), the campaign's national website searchandrescueusa.org, features educational videos as well as information on prescription drug-monitoring programs (PDMPs) and continuing medical education (CME). The most utilized tool by physicians is the Opioid Risk Assessment, a brief screener designed to identify a patient's risk for misuse and abuse of opioids.

In 2017, the Partnership collaborated with medical organizations such as the American Medical Association's (AMA) Task Force to Reduce Opioid Abuse, the American Dental Association (ADA) and the American Society of Addiction Medicine (ASAM) to help spread awareness of the campaign and its resources to their constituents. Working with Razorfish Health, the Partnership provided the "Search and Rescue" campaign to physicians consuming content on websites like practicalpainmanagement.com and on social media websites for professionals, such as LinkedIn.

Communications Activity

PSAs Connect Parents to Support and Life-Saving Resources

We created a testimonial campaign featuring actual parents who have a son or daughter who has faced opioid addiction. The public service announcements (PSAs) demonstrate how substance use disorders affect the entire fabric of the family and also emphasize that there is support and guidance for those in need.

Created and produced by Nico Sabenorio, “[Families Can Heal](#),” (TV and radio) illustrates a son’s progression from using prescription painkillers for a sports injury to heroin addiction. “[We’re All in Recovery](#)” (TV and radio) captures a mother’s perspective around the challenges posed to a family when a child is struggling with addiction. The spots direct viewers to [drugfree.org](#) where they can find hope, help and customized solutions to fit their families’ individual needs, underscoring that recovery is possible. Thanks to our partners at [Horizon Media](#), the campaign aired in pro-bono media throughout 2017.



"Families Can Heal" PSA



"We're All in Recovery" PSA

Broadcasters Donate \$32 Million in Airtime for Opioid Awareness PSAs

We are grateful to the National Association of Broadcasters (NAB), and local radio and television stations and their broadcast network partners, [who have donated more than \\$32 million in airtime for PSAs](#) in 2017 focused on opioid abuse awareness and prevention.

The effort includes airing Partnership-produced messages directing viewers and listeners to [life-saving information](#), as well as PSAs produced in conjunction with NAB’s bi-annual Congressional PSA Campaign. Prior to the launch of the campaign, CBS TV Network, ABC-owned TV stations and iHeartMedia had already carried more than \$15 million in Partnership PSAs.



"The effects of the opioid epidemic are tragic and far-reaching. I applaud local radio and television stations for their efforts to raise awareness and provide critical information on preventing addiction and abuse," said NAB President and CEO Gordon Smith. "We appreciate broadcasters' generous support of this important initiative and encourage stations to continue to access the online toolkit at [NAB.org/addiction](#) for facts and statistics related to the epidemic, as well as programming and community outreach ideas."

Thanks to the Continued Generosity of Our Media Supporters



The Partnership is grateful to our media supporters for their continued generosity. In 2017, our medicine abuse-specific PSAs were featured on television, radio, magazines and newspapers, as well as digital properties and mobile media. These PSAs feature real stories of those who have struggled with addiction and stories of hope for families.

Broadcast



Print



Radio



Digital



Many Thanks to Our Partners



We were proud to collaborate with [Hearst Television](#) on a year-long multi-platform news and investigative series, “[State of Addiction](#),” examining the [opioid epidemic](#) that is ravaging communities across the country.

Through our [local state Alliances](#), we helped [Hearst TV](#) stations develop relevant monthly stories and connected their audiences to our tools and [resources for families](#). The series provided reports and analysis on many facets of the nation’s opioid problem, including how it began, government action, treatment and how it has impacted families across the U.S.

One of the highlights of our collaboration was an hour-long television special, “Matter of Fact: State of Addiction,” hosted by award-winning journalist, [Soledad O’Brien](#). The special addressed the epidemic, but also focused on solutions. Ms. O’Brien’s commitment to bringing awareness to the issue doesn’t end there, as she will also serve as Master of Ceremonies at the Partnership’s Winter Wish Gala in December 2018.

Among the many elements of the project were televised specials followed by interactive [Facebook](#) Live sessions that connected viewers with advocates and counselors; online and social media resources for audiences to seek information and advice; ongoing PSAs; investigative reports and more.



As a result of the opioid epidemic, overdose is now the leading cause of accidental death in the United States. There are families across the country scrambling to get help for a loved one's substance use in a desperate attempt to ensure that their son or daughter is not the next statistic. All of us at the Partnership are grateful that the team at **Hearst has committed to shed light on this epidemic and the resources that can help make a difference.**”

Fred Muench, President and CEO
Partnership for Drug-Free Kids



As a Gold sponsor of the Medicine Abuse Project, **Jazz Pharmaceuticals** is a longstanding supporter of the Partnership's efforts to combat the misuse and abuse of opioids and has worked with us to reduce the teen initiation rate of prescription drug abuse since 2012. In particular, they have worked with us to decrease stimulant use among teens, which has been a growing concern. Jazz has been an enthusiastic supporter of our documentary **BREAKING POINTS**, exploring the reasons why teens abuse stimulants and addressing the everyday pressures and stress they face. In turn, the Partnership has supported Jazz's efforts to create awareness around REMS (Risk Evaluation and Mitigation Strategies) and alternative treatments to opioids. We are grateful for Jazz's role as a champion for the Partnership in developing critical support services for families amidst the current opioid epidemic and empowering families with hope.



In 2016, we lost 64,000 people to overdose in our country. That is more deaths in one year than during the entire Vietnam War. Families are panicked that their child will be the next statistic, and they are turning to the Partnership for help. Through the Medicine Abuse Project, we have created a coalition of industry leaders and professionals from the government and nonprofit sector. Together, we are working to drive down overdose deaths, support families and ensure that treatment for opioid use disorders is available, affordable and rooted in science.

On behalf of the Partnership for Drug-Free Kids and the families we serve, thank you for your support, which enables us to reach and help millions of families struggling with substance use disorders.

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



CHAMPION SPONSORS



Many Thanks to our Federal, National and Local Partners

FEDERAL PARTNERS

Bureau of Justice Assistance
Centers for Disease Control and Prevention
Drug Enforcement Administration
Food and Drug Administration
Office of National Drug Control Policy
National Institute on Drug Abuse
Substance Abuse and Mental Health Services Administration
United States Attorneys' Offices

NATIONAL PARTNERS

Alliance for Safe Online Pharmacies
American Academy of Family Physicians
American Academy of Pain Management
American Academy of Pediatrics
American Association of Oral and Maxillofacial Surgeons
American Association of Poison Control Centers
American Association for the Treatment of Opioid Dependence
American College of Emergency Physicians
American College of Preventive Medicine
American Dental Association
American Medicine Chest Challenge
American Society of Anesthesiologists
Association of State Criminal Investigative Agencies
Caron Treatment Centers
The National Center on Addiction and Substance Abuse at Columbia University (CASA)
Center for Safe Internet Pharmacies
Healthcare Distribution Management Association
The Herren Project
HYFN
International Association of Campus Law Enforcement Administrators
The Mario Do Right Foundation
National Association of Attorneys General
National Association of Boards of Pharmacy
National Association of Drug Court Professionals
National Association of Drug Diversion Investigators
National Association of Model State Drug Laws
National Association of School Nurses
National Association of State Alcohol and Drug Abuse Directors
National Association of State Controlled Substances Abuse Authorities
National Council on Patient Information and Education
National Narcotic Officers' Associations' Coalition
NEA Health Information Networks
Phoenix House
Public Health Management Corporation's Research & Evaluation Group
Safe Homes Coalition
SIMmersion

LOCAL / STATE PARTNERS

ACT Missouri
Alianza Para Un Puerto Rico Sin Drogas
Any Lab Tests Now
Bay Area Alliance for Youth and Families, Houston
Behind the Orange Curtain
California Friday Night Live Partnership
C.A.R.E. Services
The Committee for Hispanic Children and Families
The Council on Alcohol and Drug Abuse-Dallas Alliance
Denver RAP
Drug Overdose Prevention Education (D.O.P.E)
DrugFreeAZ.org
F.A.T.E. (Fighting Addiction Through Education)
Governor's Prevention Partnership, Connecticut
HC DrugFree
Hope2gether.org
Idaho Meth Project
Insight Human Services
Lifeplan Institute
Kentucky Office of Drug Control Policy
Major County Sheriffs
Mark Wahlberg Youth Foundation
Massachusetts Medical Society
Montana Meth Project
Mothers Against Prescription Drug Abuse
Mt. Airy Police Department
Northern Surry Hospital
Ohio State University
Palm Beach County Substance Awareness Coalition
P.E.A.C.E. Foundation
Partnership at DrugFreeIowa.org
Partnership for a Drug-Free New Jersey
Partnership for a Drug-Free Ohio
Pine State Marketing
Power of Pain Foundation
Prevent! Substance Abuse Prevention Coalition of Clark County
Prevention First Incorporated
Project Lazarus
Recovered4Life
Rise Above Colorado
Save a Star Drug Awareness Foundation
Schuylkill County Drug and Alcohol Program
The Skeeterhawk Experiment
Substance Abuse Free Environment Inc.
Tackling Youth Substance Abuse
University of Cincinnati
Wyoming Meth Project

To find out more about the Medicine Abuse Project, please visit drugfree.org/medicineabuseproject or contact: fundraising@drugfree.org

What's Next?

With 174 overdose deaths in the United States every day, 115 of which are directly related to opioids², the work of the Medicine Abuse Project has never been more important. **We are committed to continuing our national leadership on this issue, centering our efforts on the most important audiences who can affect change: healthcare providers, communities and most importantly, families impacted by addiction.**

DEA360

In the coming year, the Partnership will continue its work with the Drug Enforcement Administration on DEA360 in Salt Lake City, South Jersey, Philadelphia, North Jersey, Baltimore and Knoxville. In each of these locations, we will be working with local media partners, empowering local leaders by training them to deliver our community education presentations and training parent coaches.

Prescriber Education

In 2018, the "Search and Rescue" campaign will continue to educate prescribers, particularly primary care physicians, and provide them with the necessary tools to help them address the opioid crisis. We are reaching doctors through direct email and by optimizing the Search and Rescue site. The campaign is additionally providing them with resources for their patients.

Help for Families

The Partnership will continue to provide a lifeline to families across the country through our Parent Helpline, online chat service, parent coaching and resources on drugfree.org. In 2018, we plan to complement our existing resources with the launch of a text-based support program featuring customized communications for parents based on their individual needs. We will also release new support tools, including one on opioids and pregnancy and another on intravenous drug use.


Insurance Coverage for Substance Use Disorders

We will continue our work with the Addiction Solutions Campaign on Parity@10, a three-year campaign focused on enforcement of the Mental Health Parity and Addiction Equity Act, a law passed a decade ago to ensure equitable insurance coverage and increased access to care for those with mental health and substance use disorders. The project seeks to ensure that insurance carriers comply with the law so that patients receive the evidence-based health care they are entitled to receive.

Government Affairs and Advocacy

The Partnership will continue to advocate for families by ensuring that those with substance use disorders get the resources that they need and deserve. We will be busy over the next year working with government leaders to make sure that family support programs are part of a comprehensive solution to the opioid crisis.

² CDC, 2017



**Hoping
can't help a kid
struggling
with drugs.**

**But together,
we can.**

We partner with parents and families to get help for kids whose drug or alcohol use threatens their lives with addiction.

We provide the science-based information parents need to understand substance use and programs to help parents effectively engage with their teens and young adults.

Our counselors will listen to parents and provide one-on-one guidance for families struggling with their son or daughter's use.

And we offer support from a network of families that have successfully faced this disease.

**We're here to help.
Our services are free.
Let's work together.**

**Call our toll-free helpline,
1-855-DRUGFREE.**

Or visit us at drugfree.org.

 **PartnershipTM
for Drug-Free Kids**
[Where families find answers](http://drugfree.org)