



# Annual Report 2017

We provide support and guidance to families struggling with their son's or daughter's substance use.



# Letter from the President



# Letter from the President

Since I stepped into the role of [President and CEO](#) of the Partnership over a year ago, I have been inspired by our team of staff and volunteers, who work to empower parents and other caregivers, helping their children live lives free from addiction. The Partnership has been at the forefront of providing [evidence-based resources](#) to families. From our groundbreaking PSAs to the most comprehensive online resources for families, we are dedicated to using all the tools at our disposal to make a difference in the lives of parents and their kids.

We all know there is no “one size fits all” strategy to prevent and overcome addiction. Addressing this critical health problem that affects millions of families in the U.S. can begin with navigating the day-to-day interactions. It is about reducing barriers for [those seeking help](#), whether those obstacles are a result of stigma, lack of financial means or failed attempts at [getting treatment](#) with “one-and-done services.” For families who are concerned about a loved one’s substance use, it is about connection, community and support. The Partnership is the only nonprofit organization in the world whose mission is focused on helping the families who are in the middle of it, day after day. We understand that when you train and support parents and caregivers, outcomes are better for the whole family.

Over the last year, we have worked diligently to develop and enhance our broad range of science-based resources and digital tools to engage more families. We have remained hyper-focused on building a sustainable, [one-on-one support infrastructure](#) to serve more families, while growing our network of [parent coaches](#) and [volunteers](#) to hold the hands of families on their journey. One of our most exciting new initiatives has been the development of our [digital intervention and communications platform](#). Family members can now connect to our [Parent Helpline](#) via their preferred way of communication (e.g. phone, email, text message, Facebook Messenger) to receive a combination of customized messages. They can also connect to trained Master’s-level specialists and parent coaches to create an action plan that best suits the needs of their family. Our digital resources allow us to build personalized interventions, whether it is [helping a parent that just discovered](#) their child is [vaping](#) or a grandparent who needs to [navigate the treatment system](#) for a loved one struggling with [opioid addiction](#).

Our innovative services for families do not end with the Partnership. The only way we can truly overcome addiction is through a network of partners that expands beyond our walls, working to address the problem from multiple perspectives. Policy, [advocacy](#), research, direct services and comprehensive communications all need to work together, to [ensure better outcomes for families](#).

We are on a path to sustainability, and we have made much progress, but so much more needs to be done. We cannot do this without you. [Your generosity](#) allows us to achieve our larger mission, rather than focusing on who is going to get the next dollar. It makes it possible to offer a wide array of resources and services to families who have limited means, at no cost to them. It allows us to expand on the budding digital infrastructure that is needed to scale [personalized support](#) to every family member looking for guidance to help a loved



one live free from addiction. It allows us to grow our national Parent Coaching Program so those struggling can [connect with parents with lived experience](#). It allows us to combine all these to focus on our mission of helping families above all else.

Thank you for all you do for families and for your continued support.

A handwritten signature in black ink, appearing to read "Fred Muench". The signature is fluid and cursive.

Fred Muench, PhD; President & CEO



# Families Find **Answers**

Program Summary









# Families Find Support

Since we first launched our Parent Helpline in 2011, it's been a lifeline for families.

Empowering parents and caregivers with evidence-based information and support is critical to ensuring better outcomes for their loved one who is struggling with substances.

Staffed by trained and caring Master's-level specialists, our Helpline connected with more than 4 million parents and caregivers in 2017. We listen, help families find answers and make an action plan for their child. We hold parents' hands through this journey, offering the support and resources they need to take care of themselves and guide their loved one into recovery.

We're making it easier than ever for families to connect with us. On our website, [drugfree.org](http://drugfree.org), by phone at **1-855-DRUGFREE**, through text messaging and Facebook Messenger – the Partnership's Parent Helpline provides families with support and guidance to help them address a child's substance use.

 <p><b>Visit</b> <b>drugfree.org</b> any time</p>	 <p><b>Call</b> <b>1-855-DRUGFREE</b> Call and speak with a <b>Parent Specialist</b> M-F: 9am-5pm ET, Closed weekends and holidays</p>	 <p><b>TEXT 55753</b> Text a Parent Specialist You will receive a response within 24 hours.</p>	 <p><b>Send an Email</b> Email a Specialist Available any time</p>
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We launched a newly redesigned website where families could more easily find free online tools, a robust parent blog, one-on-one support and ongoing advocacy efforts.

We set out to build the easiest way for parents and caregivers to learn, get the help they need for their loved ones who are facing addiction and benefit from the wisdom of experts and parents who have “been there.” The new design, created from direct feedback from our parents, allows for streamlined menus, simple navigation and a seamless experience, whether on mobile or desktop.

Similar to the changing landscape and language around substance use, so followed the new website at [drugfree.org](http://drugfree.org). Several of the expanded features and tools offered are aligned with evidence-based concepts around motivational interviewing and Community Reinforcement and Family Training (CRAFT):

- **Easy-to-Use Menu:** An updated menu consolidated topics like [Get Help & Support](#) and [Learn](#) to help parents and caregivers easily get the information they need to address a child’s substance use.
- **Understand & Find Treatment:** A section outlining the [types of treatment](#) available for teens and young adults, since there’s no one-size-fits-all course of therapy.
- **Downloadable Resources:** A refresh of the robust, [free, downloadable resources](#) section, with eBooks, fact sheets, films and more.
- **Keep Yourself & Your Family Healthy:** A collection of [skills and tips on taking care of the entire family](#) during trying times.
- **Parent Blog:** Enhanced to offer a wide range of advice from experts and perspectives from family members who have been impacted by substance use.

... benefit from the wisdom of experts  
and parents who have “**been there.**”



## Our Parent Coach program recognizes the need and the value of peer-to-peer support.

Our parent coaches are volunteers who have lived experience with a loved one's substance use. Some have lost children, some have children in recovery and some have children who continue to struggle. All seek the opportunity to help other parents who are now in the same situation they were once in.

The Parent Coach program has grown to more than 200 volunteers nationwide. Parents are trained in a weekend-long intensive program, receiving [CMC: Foundation for Change \(CMC:FFC\)](#)'s Invitation to Change approach, a unique mix of Community Reinforcement and Family Training ([CRAFT](#)), Motivational Interviewing and Acceptance and Commitment Therapy.

In 2017, we teamed up with Makin' It Happen in Manchester, NH; Serenity Mesa in Albuquerque, NM; Families of Addicts (FOA) in Dayton, OH; the Church Health Group in Memphis, TN; Cornerstone Recovery in Knoxville, TN; the Tennessee Association of Alcohol, Drug, and Other Addiction Services (TAADAS) in Nashville, TN; and Kanawha Communities That Care in Charleston, WV to train 67 new coaches.

“

The greatest thing about this program, and learning these techniques is realizing that **you do have power and that you can stay connected to your loved one**, even though you're in pain. These trainings help you learn how to talk to them and learning how you can better communicate with them is powerful and strong. The bond of love can last even through addiction. There is hope for recovery through this.”

Lori Moore

A mom who attended a Parent Coach training in Nashville, TN

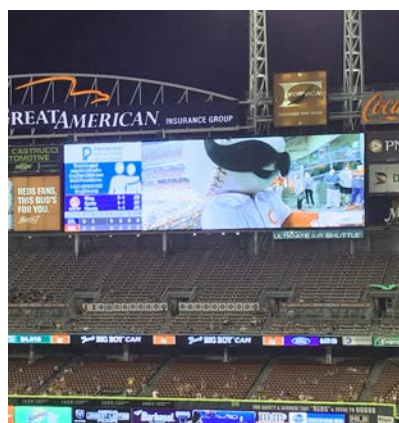
# Families Find Community Resources



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.

Here are just a few examples of how we are collaborating with respected and established local entities to make a difference for families:

In September 2017, we co-hosted “Collective Impact; Tackling the Opioid Epidemic,” a roundtable held in southeast **Ohio** in collaboration with the Cincinnati Reds baseball team, their owner, Phillip Castellini and Interact for Health. Gathering a multi-disciplinary group of stakeholders, we discussed challenges, shared knowledge and aimed to capitalize on opportunities to empower communities to respond to the critical opioid epidemic.



After the roundtable, Castellini invited the stakeholders to enjoy the evening’s baseball game, where the Reds generously made the Partnership their selected charity of the game. Before and during the game, the stadium’s Jumbotron featured our public service announcements, Parent Helpine number (1-855-DRUGFREE), website and text-to-pledge number for attendees who wished to donate to our cause. Fans in the stadium also received a printed card upon entry that highlighted our resources for how to get help for a loved one who is struggling with addiction.

According to the Centers for Disease Control’s (CDC) latest data released in late 2017, 1,630 Tennesseans died of an opioid-related overdose in 2016. This is more than a 10 percent increase from the previous year. In response, we aligned with groups across **Tennessee**, including prevention and treatment organizations, law enforcement, church and civic associations to raise awareness about our free resources for affected families. In Memphis, Nashville and Knoxville alone, we trained over 20 Parent Coaches on how to support other parents impacted by a child’s substance use.

## 1,630

Tennesseans died of an opioid-related overdose in 2016. This is more than a 10 percent increase from the previous year.

Source: Centers for Disease Control, 2017



# Families Find Community Resources

(continued)

“**Heroin + Other Opioids in Arizona: From Understanding to Action**” was created through a partnership with the Treatment Assessment Screening Center (TASC) of **Arizona**. The online learning tool aims to educate communities within Arizona about the opioid epidemic and demonstrate ways in which they can help curb it.

Comprised of three short videos, “What are Opioids?,” “How Big is the Problem?” and “What We Need To Do,” viewers gain a basic overview on the nation’s opioid crisis, how it is affecting Arizona, and what they can do to help parents and civic leaders address the crisis in their state. Local law enforcement agencies, schools, government officials and others within Arizona communities are encouraged to share access to the online tool via their websites and social networks.



Screenshot from “Heroin + Opioids in Arizona: From Understanding to Action”



## We outlined our solutions to combat the opioid epidemic.

The Partnership's 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.

## Parity Act

In response to the country's opioid epidemic, five leading nonprofits in the addiction field, Center on Addiction, Legal Action Center, Public Health Management Corporation (PHMC), Kennedy Forum and Partnership for Drug-Free Kids, worked together on a campaign to enforce the Mental Health Parity and Addiction Equity Act (Parity Act).

The Parity Act requires health plans to guarantee the same equal coverage for mental health and substance use disorders that they provide for medical and surgical benefits. Yet, nearly a decade after the Parity Act was implemented, families continue to be denied coverage, denied medication for treatment and denied continual, individualized care.

We recognize the stress and obstacles that families endure when seeking treatment for opioid addiction and the difficulties they face when trying to navigate the insurance process to find relevant information in health plan documents. That's why we will continue collaborating with policymakers and regulators to enforce the Parity Act and further educate families about their legal rights.



(continued)

## President's Commission on Combating Drug Addiction and the Opioid Crisis

We were invited to join a select group of organizations and advocates who testified before the President's Commission on Combating Drug Addiction and the Opioid Crisis. Marcia Lee Taylor, our Chief Policy Officer, emphasized the importance of providing resources and recommendations to parents and families to help turn the tide on the country's opioid epidemic.

In November 2017, the Commission released its final report and declared that the country needed to increase access to addiction treatment and recovery programs, expand the availability of medication-assisted therapies and provide first responders the tools and knowledge to administer the life-saving overdose reversal drug, naloxone. The Partnership continues to urge key congressional members to uphold the report's outlined proposal to help ensure 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." We support advocacy for the legislation in hopes that fewer families would have to face losing a loved one to overdose.

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## Public Service Announcements

Two public service announcements (PSAs) created by the Partnership feature real parents sharing their personal stories about their kids who are in recovery from opioid addiction.

Partnership Parent Coaches Susan Knade and Paul Kusiak appear in the [Families Can Heal PSA campaign](#), sharing their experiences to help other families know that there is hope and healing in recovery.

We are grateful to Susan and Paul and their families for their bravery, their willingness to share their stories and their tireless dedication to helping others find hope and healing.



Susan Knade (right) and family



Paul Kusiak



David Sheff, journalist and “The New York Times” best-selling author of “[Beautiful Boy](#)” and “[Clean](#),” was our guest host for our very first Facebook Live. David shared his personal story of being the father of a child who has struggled with substance use, read an excerpt from his book and answered questions from participants in the online event.

He is a longtime friend of the Partnership and a champion to the many families we work with each and every day. We are grateful to David for sharing his story and insight with our Facebook community. To learn more about his work, visit [davidsheff.com](http://davidsheff.com).



## 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.

## “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), [searchandrescueusa.org](http://searchandrescueusa.org), the campaign's national website, 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 placed ads for the “Search and Rescue” campaign on physician-targeted websites and on social media websites for professionals, such as LinkedIn.

# Thank you to Our Generous Media Donors



The Partnership is grateful to our media supporters for their continued generosity.

In 2017, our PSAs were featured on television, radio, magazines and newspapers, as well as digital properties and mobile media. These PSAs highlight the real stories of those who have struggled with addiction and stories of hope for families.

## Television



## Print



## Radio



## Digital



# Spotlight on: Our Corporate Citizens & Foundation Partners



The Partnership is grateful for the invaluable support of our corporate citizens and foundation partners. We are proud to highlight how our top partners are helping to advance our work.

## The Achelis & Bodman Foundation

Our new eBook – [Heroin, Fentanyl & Other Opioids: A Comprehensive Resource for Families with a Teen or Young Adult Struggling with Opioid Use](#) – was made possible through a generous grant from [The Achelis & Bodman Foundation](#). We are so grateful for their support to ensure we can continue to create resources for families who are concerned about a child’s addiction.



The Partnership has continued to work closely with the [Consumer Healthcare Products Association](#) (CHPA) on a teen-targeted cough medicine abuse campaign, in collaboration with Tribal Worldwide. By optimizing [WhatsDXM.com](#), along with campaign elements supporting DXM Labworks, the award-winning interactive gaming application, we have seen increases in teen engagement and more importantly, progress in our ultimate goal – declines in teen abuse rates. Since 2015, abuse of DXM by 12<sup>th</sup> graders is down more than 30 percent.



With support from the [Conrad Hilton Foundation](#), the Partnership continues researching ways in which parents can be motivated to act upon their teen’s early use of drugs and alcohol – and to not dismiss adolescent substance use as a passing “phase.” Using both qualitative and quantitative research techniques, we have crafted language that frames early adolescent substance use as especially risky for specific, and sizable, segments of teens. With support from the Foundation, we have identified, and are working to address, a real need for tools and services that can help parents prevent early use from progressing to a substance use disorder.

# Spotlight on: Our Corporate Citizens & Foundation Partners

(continued)



Since 2014, Google has helped more than 15 million families find help and evidence-based guidance at [drugfree.org](http://drugfree.org). Their support has enabled us to extend hours on our [Parent Helpline](#) and expand our Parent Specialist team, as well as grow our reach with free advertising via links in Google Search on various “knowledge panels,” utilizing the Partnership’s information and linking to [drugfree.org](http://drugfree.org).

## **H E A R S T** television

Hearst Television has continued supporting the Partnership by running our PSAs on its many stations pro bono and by continuing to collaborate with us on creating stories that explore and examine solutions for the opioid crisis in communities nationwide, including the “[State of Addiction](#)” series with Soledad O’Brien.



Through their IGA Cares initiative and website, [igabetterchoices.com](http://igabetterchoices.com), national supermarket retailer IGA continues bolstering the Partnership’s work on behalf of parents and families. In-store awareness of our free resources and opportunities for shoppers to give back through the sale of specially marked IGA Exclusive Brand products, raised both critical funds and awareness to help parents and families address the nation’s opioid epidemic.



[Jazz Pharmaceuticals](#) is a longstanding supporter of the Partnership’s efforts to combat the misuse and abuse of opioids. Since 2012, Jazz has consistently worked with us to help reduce the teen initiation rate of prescription drug abuse and continues to help decrease stimulant use among teens – which has been a growing concern. They have been an enthusiastic supporter of our short, documentary film, *BREAKING POINTS*, which explores the everyday pressure teens face and reasons why they abuse stimulants.



# Financials



# 2017 Financials

We value the support and generosity of our funders and spend donated dollars prudently.

Of our operating expenses, 80.7 percent go directly to programs. In 2017, we leveraged a \$7.6 million operating budget into \$91 million of contributed services, media time and space that help us reach millions of families.

## Measuring Effectiveness

We provide a formal report to our [Board of Directors](#) each year, where we assess our effectiveness in achieving our mission. In 2017, more than 4 million parents and caregivers found the answers they needed at drugfree.org. Our Helpline Specialists have connected with thousands by phone (855-DRUGFREE), email, text and Facebook Messenger, offering information and support to families who are concerned about their child's substance use.

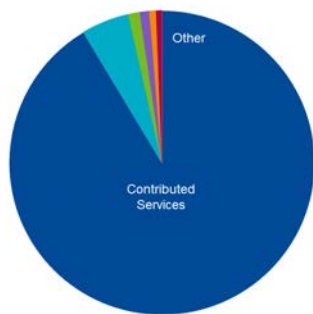
## Governance and Oversight

Partnership for Drug-Free Kids adheres to charity management and fundraising standards and consistently receives high marks from charity-monitoring and watchdog agencies like the Better Business Bureau's (BBB) Wise Giving Alliance and Charity Navigator. Our volunteer Board of Directors is engaged and independent, providing oversight over operations and staff.

## Independent Audit

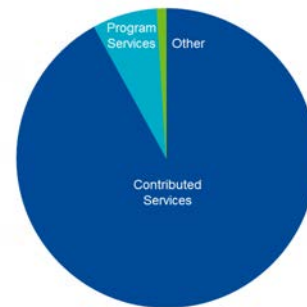
The firm of KPMG LLP conducts an annual review of our financial statements in accordance with auditing standards generally accepted in the United States of America. A copy of our audited statements and our annual 990 tax return can be viewed online at [drugfree.org](http://drugfree.org), or you can request a copy by calling 212-973-3503.

Revenue \$99.5M



	Contributed Services, Media Time and Space	\$91.0M
	Corporate and Foundation	\$5.0M
	Special Events	\$1.2M
	Investments - Appreciation & Interest/Dividends	\$1.0M
	Government Funding	\$0.7M
	Individuals / Alliances / Other	\$0.6M

Expenses \$98.7M



	Contributed Services, Media Time and Space	\$91.0M
	Program Services	\$6.2M
	Management, General Administration and Fundraising	\$1.5M

Audited Financial Statements as of December 31, 2017  
 Net Assets Balance as of December 31, 2017: \$10.9 million



# Thank you to Our Donors

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Johnson & Johnson



[drugfree.org](http://drugfree.org)