



# YOUR IMPACT REPORT

JULY 2021

## IN THIS ISSUE

### **Our direct services continue to grow in impact and reach.**

We've trained 38 new parent coaches and are expanding our Help & Hope by Text program with new customized offerings.

### **Critical policy and advocacy activities have resulted in important legislative wins.**

Work continues with a new webinar series guiding you to become an advocate for change.

### **Through public and private partnerships, we are developing new tools and resources for families.**

These include a pilot program that alerts local communities of overdose spikes, resources for new parents struggling with risky drinking, and a new tool to help families find quality treatment services and support for long-term recovery.

### **Community Spotlight:**

Workforce Education and resources, upcoming events and more.



Hill Street Studios/Getty Images

Dear Generous Champion,

In our latest edition of **Your Impact Report**, we are proud to highlight the multitude of ways your generous donations are serving families struggling with addiction.

Thanks to your support, we are making strides to ensure no family faces this disease alone. Whether you've signed one of our advocacy alerts to support policy change, shared our resources with your community, or supported our work with a financial contribution, you are helping connect parents and caregivers to actionable resources – bringing them hope when they need it most.

Because of you, we can continue to scale our vital direct services during this critical time, helping families access quality care and expanding our reach into even more communities, especially those who are underserved. The estimated 93,331 deaths from drug overdoses last year, a record high, represent the sharpest annual increase in at least three decades according to preliminary data recently released by the Centers for Disease Control and Prevention. We know there is still considerable work to be done.

The Partnership's efforts to enhance human connection and support are keys to reversing the deadly drug epidemic. When families are involved in their loved one's care, the outcomes are better, and more hopeful about the future. Let's continue to raise our voices to advocate for better policy and legislation, and advance effective care for families impacted by a loved one's substance use disorder.

Thank you for taking part of this life-changing work.

With Gratitude,

Creighton Drury  
Chief Executive Officer

**Partnership  
to End Addiction**

# EXPANDED SERVICES FOR FAMILIES

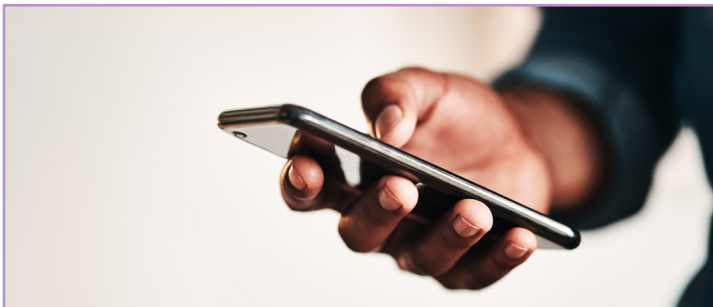
## Offering new avenues of support

In a time of constant change and adaptation, we've continued to grow our programs in new and innovative ways while maintaining the highest standards of quality care.

Thanks to our generous donors, we pivoted our volunteer parent coach trainings to an online format and expanded our trainings to even more states across the country. In the first six months of 2021, we certified 38 new parent coaches through a six-week online program. Parent coaches provide six weeks of personalized peer-to-peer assistance for caregivers struggling with their love one's substance use.

Help & Hope by Text, our text message-based support program, now provides new customized messages focused on:

- Prevention
- COVID-19 related concerns
- Supporting loved ones on medications for addiction treatment (MAT)



## Help & Hope by Text

**Have concerns about your child and substance use?**

Simply text **JOIN** to **55753** and then answer a few questions to get support and information delivered directly to your phone.

## How we support families

### Human support



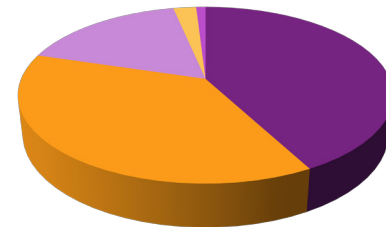
Helpline  
Parent Coaching  
Online Support  
Communities

### Automated support



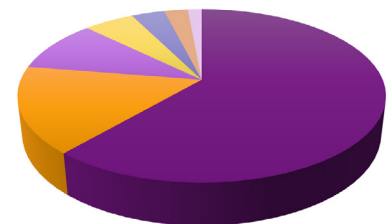
Drugfree.org  
Personalized Assessment  
& Feedback  
Help & Hope by Text  
E-Learning

## How families use our services



- Helpline
- E-Learning
- Help & Hope by Text
- Parent Coaching
- Online Support Community

## Relationship to loved one



- Parent
- Other family member
- Other (not specified)
- Friend
- Partner
- Grandparent
- Sibling

## Reaching at-risk populations with critical resources

The Partnership is committed to serving under-represented families and other at-risk populations, actively working to reduce unjust health disparities comprehensively and compassionately.

The COVID-19 pandemic has disproportionately impacted racial and ethnic minorities. For example, while Black and Spanish-speaking communities have similar rates of behavioral health disorders relative to the general population, their access to quality care is much lower and their overdose rate much higher. Furthermore, LGBTQ+ individuals are at greater risk of developing a substance use disorder than their peers due to the negative health effects caused by social stigma and discrimination.

We are proud to have secured initial rounds of critical funding to bolster our support for Spanish-speaking and LGBTQ+ families. Our focus is to reach Black families with an even more cohesive approach within their communities and through trusted communication methods. We continue to

seek essential funding to maintain and expand our efforts to deliver high-quality family services and solutions, and make strides in this priority area of our work.

When parents are aware, informed and equipped with key skills, they can take action and make a dramatic difference in preventing and treating addiction in their children. While many factors are involved, positive parental and family engagement are especially crucial, and our services are personalized and accultured to reach all families in need.



Hill Street Studios/Getty Images

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**I love the supportive parenting approach that is reinforced and the hope this type of approach provides. It builds love and kindness and removes shame and blame. Thank you for all you and your volunteers do for the rest of us!**

Online Support Community participant



People Images/Getty Images

## POLICY & ADVOCACY

### Our work on the hill continues

With your help, we lift the voices of families impacted by addiction as we raise awareness, share educational resources and influence policy at the highest levels.

- ✓ The Family Support Services for Addiction Act was reintroduced in the new session of Congress and [passed](#) the House of Representatives in May.
- ✓ We currently have 16 [action alerts](#) supporting legislation to increase access to treatment, expand recovery and other support services, improve mental health and crisis response services, and prevent substance use and addiction.
- ✓ Building on our work developing recommendations for the use of funds from opioid litigation, we joined over 50 organizations endorsing a set of [principles](#) aimed at guiding state and local spending of forthcoming opioid litigation funds.
- ✓ We presented on the prevention principle at a Congressional Addiction, Treatment and Recovery Caucus, “Briefing on Principles for the Use of Funds from the Opioid Litigation,” held by the National Safety Council.
- ✓ The Partnership also presented on barriers to treatment for people with opioid use disorder during a panel discussion with lawyers and physicians at a recent Opioid Summit held by the American Bar Association, American Society of Addiction Medicine and American Medical Association.

**JOIN US AND  
MAKE YOUR  
VOICE HEARD!**



Substance use disorders and mental illness are health care issues, not crimes. An appropriate crisis response should connect people to care, not jail. Two bills currently before Congress, the [Mental Health Justice Act](#) and the [CAHOOTS Act](#), would provide funding for state and local governments to establish mobile crisis response programs that send trained mental health professionals instead of police to relevant 911 calls.

Check out our [advocacy toolkit](#), which provides step-by-step instructions for individuals and families interested in advocating for improved policy to address addiction.

### Advocacy webinars

In addition to working directly with legislators and organizations to advance our mission on Capitol Hill, we also co-hosted several webinars to help family members become advocates in their own communities. These webinars reached more than 1,500 individuals who are now empowered to help advocate for families struggling with addiction.

In collaboration with The National Family Support Technical Assistance Center (NFSTAC), we presented [Families, Make Your Voices Heard: An Introduction to Advocacy](#). We highlighted the importance of grassroots advocacy and offered guidance for building relationships and effectively communicating with members of government at all levels.

With the Recovery Advocacy Project, we presented:

- ✓ [“Share your Story,”](#) a webinar discussing the importance of individual stories to help reduce stigma and promote understanding and empathy.
- ✓ [“Changing Public Narrative and Messaging,”](#) showcasing how to change the narrative surrounding addiction and recovery. The shame and stigma surrounding substance use disorders lead people who are suffering to feel isolated, hopeless and unable to share their experiences with others who could support them toward recovery.



Alistair Berg/Getty Images

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**I have been searching for help for days and this is the first place that has actually helped me. I am ever so grateful.**

Helpline parent

## PARTNERSHIP IN ACTION

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Through collaborations with public and private partners, we advance effective care and empower parents and caregivers with tools and resources in their communities.

### Promoting family integration in treatment and recovery

The [Family Involvement in Recovery Support and Treatment \(FIRST\) Research Network](#) is a multidisciplinary collaborative, funded by the National Institute on Drug Abuse, dedicated to promoting family integration in treatment and recovery support services for youth with substance use problems. FIRST aims to maintain a sustainable network of innovative research activities, provider training and measurement resources, and research mentoring opportunities designed to elevate the role of caregivers and family systems in supporting youth treatment and recovery. FIRST is also the coordinating center for the Consortium on Addiction Recovery Science, a national network of science, practice and advocacy experts devoted to building the evidence base and service infrastructure for addiction recovery support services.

### BabySTEPs: Supportive texts to empower parents

With support from the National Institute on Alcohol Abuse and Alcoholism, we are developing and testing a text messaging intervention program to address risky drinking behaviors in new mothers. Incorporating extensive input from end users, this tailored intervention will address the unique needs and concerns of the postpartum period. The postpartum period is a time of extremely high risk for alcohol and drug use. Our program will provide confidential, convenient support to mothers struggling with drinking and who may not be reached by traditional systems of care.

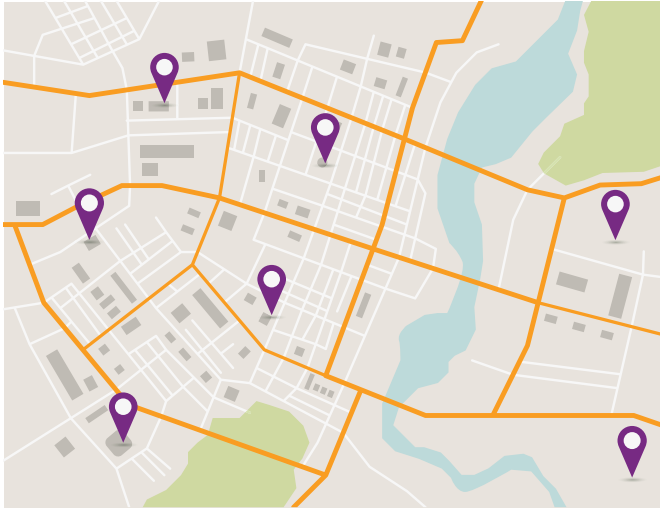


damircudic/Getty Images

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**Thank you for the encouragement and connections through this service. It always seems to come at the right moment.**

Help & Hope by Text parent



mooltfilm/Getty Images

### SafeLocator: Finding resources and support in your community

The Partnership has collaborated with SafeProject to create a best-in-class online addiction resource finder to help families find the services and support needed to help their loved ones move into long-term recovery. The [SafeLocator](#) provides an easy way to find both treatment and support resources by zip code. It also offers custom filters to target the exact services needed.



gpointstudio/Getty Images

### SPIKE Alert by Text program

Thanks to a grant provided by the Combating Opioid Overdose Through Community-level Intervention Initiative, we've joined with the High Intensity Drug Trafficking Area program and the Centers for Disease Control and Prevention to extend the capabilities of their [Overdose Detection Mapping Application Program](#) system. SPIKE Alert by Text alerts parents and caregivers of overdose spikes in their area via text message. The alerts also contain links to other resources to help families support their loved ones during periods of crisis. This program is currently in pilot phase with plans to expand by the end of 2021.

## CHAMPIONS CORNER

### Corporate Citizen Spotlight: Workforce Education

Designed for the workplace, Partnership to End Addiction has developed an interactive webinar titled **Here for You** to empower employees to prevent or address a loved one's substance use. We previewed *Here for You* to more than a dozen corporate leaders earlier this year to bring this employee resource to their workforces nationwide. Our comprehensive presentation is packed with science-based information and research-supported resources. It empowers caregivers to have effective conversations about substances, recognize substance use and take the necessary steps if a loved one needs help.

Delivered virtually by trained Partnership staff with a live Q&A session, *Here for You* can be customized to meet the unique needs and concerns of your workforce and community.

For more information about how to bring this unique webinar to your place of business, please contact Jenna Nimar at [JNimar@toendaddiction.org](mailto:JNimar@toendaddiction.org).

## JOIN HAND TO HEART.

Our newest community for dedicated supporters.

Looking for additional ways to provide enduring support for our critical mission?

You can make a difference in a family's life by joining our Hand to Heart Collective. This group of our most dedicated donors gives monthly to help sustain our important and vital work.

We know that recovery and healing are possible, and **as a member of the Hand to Heart Collective**, you'll join other passionate donors who are working to build a reliable foundation of support, while amplifying our message of hope.

A monthly investment, no matter the size, will have a lasting impact.

**Join Hand to Heart Collective today.**

## What your dollars do



**\$15 Monthly**

Allows our helpline specialists to connect with **seven parents** seeking support for their loved one



**\$30 Monthly**

Provides six weeks of one-on-one coaching for a **group of parents** seeking support for their child



**\$45 Monthly**

Helps provide certified training for **parent coaches**, expanding our online support community to virtually connect with families



## UPCOMING EVENTS

### 2021 TCS New York City Marathon

For the fourth year, we have been selected as an official charity partner for the 2021 TCS New York City Marathon being held on November 7th. We are proud of our teams who help us amplify our lifesaving work to empower families impacted by addiction. Our runners are passionate individuals running in celebration of recovery, in memory of a loved one lost to addiction or to advocate for change.

We had a great turnout of applicants for our 2021 team and have filled all available spots. However, if you already have a bib for the race but want to run for a cause, make your miles matter and [create a personal fundraising page](#) today!

#### Upcoming events

August 31 **International Overdose Awareness Day**

September **Recovery Month**

September 24-27 **Mobilize Recovery Conference**

October **Healthy Resilient Kids Initiative**  
*Date TBD* **& Raising Resilient Kids**

November 7 **2021 TCS NYC Marathon**

November 16 **Hope Out Loud 2021 Gala**

#### Stay connected!

Receive updates and more. Follow us on:



# HOPE OUT LOUD

2021 Virtual Gala

## Save the Date

NOVEMBER 16, 2021

#### HONOREES

**Stephen J. Squeri**

Chairman & CEO  
American Express

**Debra OConnell**

President, Networks - Disney Media  
& Entertainment Distribution  
The Walt Disney Company

&

Inspiration Award Presented to  
Grammy-nominated artists

**The LUMINEERS**

#### MASTER OF CEREMONIES

**Tamron Hall**

Emmy Award-winning journalist

#### RECEPTION

6:00p.m. ET

#### PROGRAM

6:30p.m. ET

Families can break through the isolation and stigma that often accompanies substance use and begin to truly heal. We know recovery is possible, and it starts with

**hope + connection**



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