



YOUR IMPACT REPORT

AUGUST 2022

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Dear Friend,

In our latest edition of *Your Impact Report*, we are proud to highlight the many ways your generous support helps us serve families impacted by addiction.

Whether you've signed one of our advocacy alerts to support policy change, shared our resources with your community or made a financial contribution, you have helped further our mission.

As overdose deaths continue to soar, our work has never been more critical. Our mission is not achievable without champions like you; we are 100% donor-funded, and your gifts are vital to our success.

Thanks to your generosity, we're scaling our critical services and expanding our reach into underserved communities. To this end, I'm so pleased to announce our first Vice President of Diversity, Equity, Inclusion and Belonging (DEIB), Marcus Daugherty, has been appointed.

A longtime colleague and dedicated professional in our field, Marcus brings strong leadership and focus to our commitment to better serve diverse communities and strengthen our alliances with stakeholders who reflect the Partnership's values and mission.

Our efforts to ensure all families get the support they need is key to reversing the deadly drug epidemic and we couldn't do our life-changing work without the support of friends like you.

With sincerest gratitude,

Creighton Drury
Chief Executive Officer

EXPANDING OUR REACH

Through collaborative efforts with public and private partners, we are advancing effective care, empowering parents and caregivers, and actively working to reduce health disparities disproportionately affecting underrepresented families and other at-risk populations.

An update on our work empowering Spanish-speaking communities

The Partnership remains dedicated to ensuring our free services are accessible to all communities with a key focus on those who are disproportionately impacted by substance misuse. We are pleased to share continued and substantial progress in this crucial area, thanks to generous support from **Mother Cabrini Health Foundation**.

In the first half of 2022, we've focused on expanding **Ayuda y Esperanza**, our personalized mobile messaging program designed to offer Spanish-speaking parents and caregivers actionable, personalized tips, tools and resources to empower their families. Messages offer valuable information on how to prevent substance misuse, as well as how to intervene if a loved one is currently using substances.



Todavía tienes tiempo para ayudarlo a superar la adicción.

ajr_images / Getty Images



Ella no tiene que superar las sustancias por su cuenta.

wavebreakmedia / shutterstock

We've also implemented an **online support community gathering** in Spanish twice weekly, facilitated by bilingual specialists, to help families struggling with a loved one's addiction connect and learn in a virtual environment.

Additionally, our network of partner organizations serving Spanish-speaking communities continues to grow; we now work with nearly 100 engaged organizations which allows us to have both national and local scalability, ensuring our resources reach more caregivers and parents in need of support.

Announcement: Marcus Daugherty named Partnership's first VP of DEIB

The Partnership is proud to have Marcus Daugherty's expertise and leadership as our first Vice President of DEIB. In this role, Marcus will lead implementation of ongoing DEIB efforts, including a comprehensive set of recommendations developed and adopted by our community in 2020 and 2021. With Marcus' appointment, we'll continue to strengthen our mission through collaborative efforts with internal and external partners, identifying and implementing inclusive resources that address the interests, needs and priorities of underserved communities.

Prior to his appointment, Marcus served as the Partnership's Associate Vice President for System Innovation and Quality. He is a licensed and credentialed mental health and addiction professional and educator with over 30 years of experience working with diverse populations, including individuals and families impacted by homelessness, co-occurring disorders, severe and persistent mental health challenges and addiction.



Learn more about Marcus via his [LinkedIn profile](#) and [bio on drugfree.org](#).



Diversity, equity, inclusion and belonging are key components that speak to the values, mission and health of any organization. I am excited to continue this important work started by my colleagues. Through collaborative leadership, innovative system planning and implementation, I look forward to enhancing our DEIB efforts both internally and externally in diverse and disproportionately underserved communities.

Marcus Daugherty

Vice President of Diversity, Equity, Inclusion and Belonging



DIRECT SERVICES FOR FAMILIES

Our specialists and trained volunteers continue to provide actionable, evidence-based guidance and tools to caregivers seeking support for their loved ones who are struggling with substance misuse.

New!

Digital peer coaching officially launches

The Partnership is excited to announce that our long-awaited digital peer coaching program is now underway. The online program allows maximum flexibility for our coach volunteers with a mix of Zoom meetings and self-guided modules. We hosted two pilot trainings in May and June and will incorporate feedback from these tests to improve the trainings in fall 2022.

We will continue working to build new modules that will enable us to train people on the different coaching modalities: phone, text message and group facilitation.

Grief resources

The Partnership has [created an online hub](#) highlighting recommended resources from our parent coaches who have lived the heartbreak experience of losing a child to substance misuse. Resources include support groups, videos and recommended reading. We also invite families to our monthly [online support community](#) meeting for parents and caregivers dealing with loss and grief.

Online support community updates

- Trained seven additional online meeting facilitators in March 2022, including four bilingual helpline specialists
- Meeting attendance increased 23%* in the first half of 2022
- Launched a [new online support community](#) for Spanish-speaking parents of children struggling with substance misuse



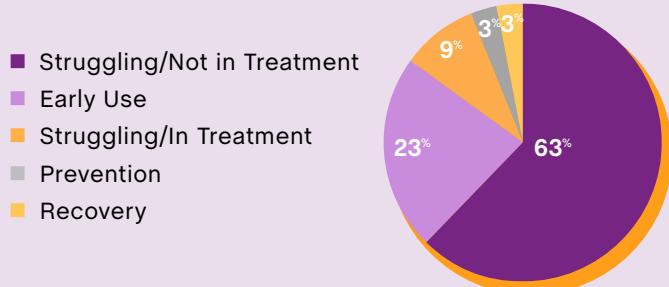
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* Calculated from total participation numbers from January 2022 as compared to April 2022

Helpline by the numbers: Meeting families where they are

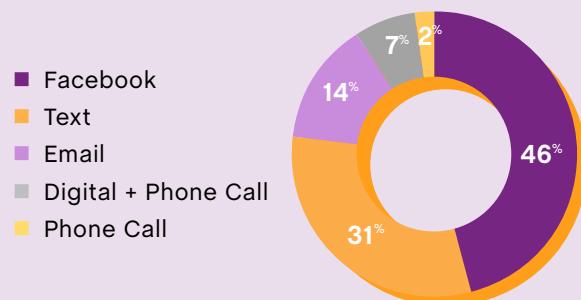
Where families are in their journey

(January 1 – June 6, 2022)



How families reach the helpline

(January 1 – June 6, 2022)



PARTNERSHIP IN ACTION

Helping individuals and families find appropriate care and resources

For families seeking treatment for a loved one's substance misuse, locating suitable resources is of the utmost importance. But many aren't sure how or where to begin their search or even what questions to consider. What is the closest treatment center? Do they offer both inpatient and outpatient care? Does the provider offer both substance misuse and mental health services?

To address the challenges in finding appropriate care, the Partnership launched two treatment resource-finding tools:

a national treatment locator in collaboration with SAFE Project, and a New York State-specific treatment locator in partnership with OASAS.

These tools are the culmination of over a year of work with our partners. They allow individuals, families and others to find local treatment options, as well as additional resources including information on prevention, support groups, family navigators and peer support.

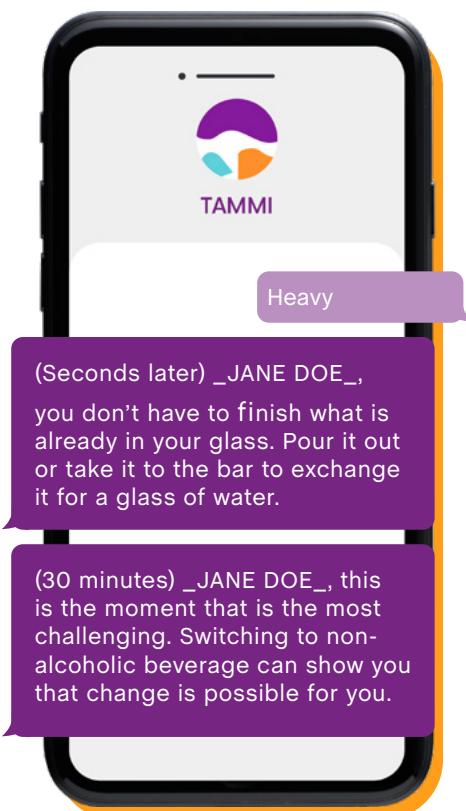
Developed in-house, these initiatives reflect our focus on removing barriers to accessing care and commitment to



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digital innovation in addressing the addiction crisis in the United States more effectively. We understand the necessity of reaching families where they are — especially as the pandemic has increased demand for digital services.

Text message interventions to reduce heavy drinking



In response to a keyword, such as Heavy, the intervention will send messages moments after the keyword is texted as well as follow-up messages.

The Text Assessment and Mobile Messaging Intervention Project (TAMMI) is a research study that looks at how the timing and types of text messages can benefit those who struggle with heavy drinking and are looking to reduce their drinking over time.

Sponsored by the National Institute on Alcohol Abuse and Alcoholism at the National Institutes of Health, the study was conducted over a one-year period with more than 700 participants. As part of the analysis, text messages were sent over the span of six months, with long-term effects being measured one year post-intervention. Individuals who enrolled were randomly assigned to one of three groups which all received text messages that varied in content and frequency.

Results indicate that while all groups in the study decreased their drinking, the tailored adaptive group was significantly superior to weekly drinking tracking on most drinking outcomes. After the messages were withdrawn and all groups received drink tracking only, all groups performed equally well, significantly reducing their drinking.

While some groups performed better than others, all groups in the study decreased their drinking overall. The study results highlight the significant potential of tailored text messaging to reduce heavy drinking; additionally, there is benefit in free, scalable digital interventions to reach individuals who might not have access to or are interested in formal care. The Partnership continues to optimize this form of no-cost intervention.

POLICY & ADVOCACY

With your help, we lift the voices of families impacted by addiction as we raise awareness, share educational resources and influence policy to affect change.

Rx Summit

Partnership to End Addiction was well represented at the 10th Annual Rx and Illicit Drug Summit in Atlanta, Georgia. The Rx Summit is the largest national gathering of professionals from local, state and federal agencies, business, academia, treatment providers and community groups focused on substance misuse and addiction.

The conference featured two poster presentations by Partnership staff on their research. Kevin Ambrose, M.Phil., Manager of Educational Technology, presented on his work developing clinical support trainings for substance use disorder, and Product Associate Jessica Meyers presented her research on the application of best practices in user experience (UX) design to digital tools to access care for addiction. Panel discussions were given on advocacy and the role of families in addressing the opioid crisis by Denise Mariano, Director of Family Support and Advocacy and Marcia Lee Taylor, M.P.P., Chief External and Government Relations Officer. Robyn Oster, Senior Research Associate for Health Law and Policy, also presented on youth protections in state marijuana laws at the Smart Approaches to Marijuana (SAM) Summit.

The Summit was a great success and an excellent opportunity for the Partnership staff to meet with federal agency leaders, corporate funders, community partners and families who were attending from around the country. Some of the key areas of discussion were the urgency of the fentanyl crisis, the need for an increased focus on harm reduction measures and the growing role of technology in our critical work connecting people to the services they need.



The Partnership staff (left to right): Kevin Ambrose, Robyn Oster, Marcia Lee Taylor, Denise Mariano, and Jessica Meyers.

Check out our recent publications and presentations

- ✓ We published [Rethinking Substance Use Prevention: An Earlier and Broader Approach](#), making the case for integrating what is known from the fields of early childhood and healthy youth development into substance misuse prevention. Accompanying the report, the [Substance Use Prevention Agenda](#), presents priorities essential for transforming the way our nation addresses prevention.
- ✓ Linda Richter, Ph.D., Vice President of Prevention Research and Analysis; Lindsey Vuolo, J.D., M.P.H, Vice President for Health Law and Policy; and Tamar Mendelson, Ph.D., Johns Hopkins Bloomberg School of Public Health, [authored an article](#) for *Health Affairs Forefront* on how to invest opioid settlement and federal funding to prevent substance misuse and promote youth mental health.
- ✓ Robyn Oster and Linda Richter, Ph.D. [wrote a commentary](#) in the *Journal of Adolescent Health* on how misleading news coverage of research — offering summaries of findings that minimize, exaggerate, or distort a problem — can pose a potential threat to youth health and well-being by diverting scarce attention and resources away from the most pressing issues and best solutions.

CHAMPIONS CORNER

Partners for Hope race to create enduring support for families

Our Partners for Hope endurance teams continue to grow, and it was our privilege to have been selected as a charity partner in the 2022 United Airlines NYC Half Marathon and the 2022 Brooklyn Marathon & Half Marathon. This was our first year participating in these spring races. We are so proud of our dedicated runners who raised more than \$20,000 to help amplify the impact of our vital work for families who depend on the Partnership's free services.

Our dynamic teams are made up of passionate individuals from all walks of life, running in celebration of recovery, in memory of a loved one lost to addiction, as well as those advocating for families who are facing addiction to be treated fairly and with compassion.

We're also thrilled to once again take part in one of the most iconic marathon races in the world this fall as a partner in the 2022 TCS NYC Marathon! Our Partners for Hope runners are already training and excited to make their miles matter in New York City. We are

proud to have a full team and hope you will consider [making a gift](#) to help our Partners for Hope reach their fundraising goal. While all of our allocated bibs are filled for the 2022 TCS New York City Marathon, if you snagged your own bib into the race, we encourage you to run with us to empower families impacted by addiction! Email us at events@toendaddiction.org to create your own Partners for Hope page.

Best of luck to all our Partners for Hope — we are so excited to help cheer you all the way across the finish line this November!



Partners for Hope teammates (left to right): McCord Henry at the TCS Marathon, Anika Cannon at the NYC Half Marathon, and Peter Velez and friend at the Brooklyn Marathon.

Here for You: Educate and inspire your workforce to take action and empower their family

We continue to see great success with our workplace webinar, **Here for You**, designed to empower employees to prevent or address a loved one's substance misuse. Presentations are delivered virtually by trained Partnership specialists and staff, featuring a post-presentation live Q&A session.

Partners nationwide have participated in this interactive webinar with overwhelmingly positive feedback:

"This is invaluable; thank you for bringing it to our company."

"Just terrific content delivered in a digestible format, thank you!"

"Great presentation, loved the interaction."

Here for You participants learn:

- ✓ How parents and caregivers can put in place five meaningful steps to prevent or address their loved one's substance misuse
- ✓ To utilize the numerous resources available to help families at all stages through relatable scenarios rooted in real-life experience with problematic substance misuse
- ✓ More details about how the Partnership can support your employees with actionable tools for parents and caregivers wherever they are in their parenting journey

Here for You can be customized to meet the unique needs and concerns of your workforce and your community.

For more information and to bring the **Here for You** presentation to your place of business, please contact Kaila Sassano at ksassano@toendaddiction.org.



Oliver Rossi / Getty Images



SAVE THE DATE

HOPE OUTLOUD

Virtual Gala

TUESDAY, NOVEMBER 15, 2022

Honoring

David Solomon

Chairman & Chief Executive Officer
Goldman Sachs

Rich Bressler

President, Chief Operating Officer &
Chief Financial Officer
iHeartMedia, Inc.

with

Elizabeth Vargas

Emmy Award®-winning journalist

and other special guests to be announced

Pre-Show
6:00pm ET

Program
6:30pm ET

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

hope + connection

drugfree.org/gala

Join Hand to Heart: A community for our most dedicated supporters.

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

You can make a life-long difference in a family's struggle with their loved one's substance misuse [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. As a Hand to Heart Collective member, 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.](#)



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