Dear Friend,

In this edition of Your Impact Report from Partnership to End Addiction, we are proud to highlight the many ways your generous support is bringing an end to the addiction crisis in our nation and ensuring more young people live healthy, addiction-free lives. Whether you've used our free support, shared our educational resources or made a financial contribution, you are ensuring that families, just like yours, don't have to face their loved one's struggle alone.

The urgency of our work has never been greater and it continues to grow with emerging threats like fentanyl laced with xylazine. While there's so much more to say about how vital this work is, and how impactful your support is — we thought we'd let one of our parents tell you in their own words:

I am so grateful to have found help from the Partnership. This program has been a light in the darkness and the core of strength that I needed during the last four years. The resources available to help navigate the challenges of having a loved one struggling with addiction and mental health issues are phenomenal. From the helpline specialists, the parent support coaches, the website with incredible amounts of information, the videos and podcasts, to the weekly support group meetings — everything is top-notch, and they are always adding more...

I do not know how I would have been able to get through all the challenges I have faced without the Partnership. I am forever grateful for the guidance and compassion of everyone involved. You are helping change the face of addiction and mental illness by helping us learn how to humanize those who struggle, as well as those who love them.

Together, we can truly solve this crisis. Bold and generous partners like you continue to enable us to grow our offerings in prevention, treatment and family engagement. These three areas are what we consider to be the most crucial components in solving the puzzle that is our nation's addiction crisis. The Partnership possesses deep expertise and makes meaningful contributions in all of them every day.

I am so proud of all we accomplished in 2022 and excited to share the impact your support had on our work. Our mission is not achievable without champions like you — we are 100% donor-funded and your gifts are vital to our success. Thank you for all you do.

With Gratitude,

Creighton Drury
Chief Executive Officer

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OUR WORK WITH FAMILIES

We work extensively with families, providing direct support and education. We also help amplify their voices. In 2022, the Partnership connected with more than 20,000 parents, with 89% reporting positive benefits.

NEW SPANISH-LANGUAGE RESOURCES

We made great strides in our commitment to making our free, lifesaving resources more accessible. Thanks to generous support from Mother Cabrini Health Foundation, we grew our Spanish-language content by 33% in 2022. We are pleased to share our substantial progress in the following areas:

Online support community education

- We host evidence-based trainings that support parents educating themselves about substance use, along with specific techniques to talk and work with their child.
- In 2022, the Partnership team translated and acculturated 20 lessons from English to Spanish.
- Spanish-speaking families had the opportunity to learn more about several important issues through a series of Facebook Live events focused on topics like stigma in the Hispanic community, communications skills to address substance use and vaping information and education.

Skill-building training

- The Partnership team produced and launched a total of eight short explainer videos in Spanish on important topics.
- The explainer videos can be found on YouTube and drugfree.org.

Community outreach and engagement

The team led several initiatives with the goal of improving community outreach and engagement, including:

- Creating and distributing a monthly e-newsletter focused on sharing events and opportunities with local organizations.
- A quarterly meeting series held with partners focused on collaboration and networking.
- Participation in local health fairs with the goal of connecting with the community and raising awareness about the Partnership’s resources.
- Conducting workshops at the National Latino Behavioral Health Conference.
- Sharing the Partnership’s resources with media, including on a recent podcast for "Latinx in Social Work."

Aquí encontré una nueva manera de afrontar la adicción, con un futuro más esperanzador.

[Here I have found a new way to face the addiction, with a more hopeful future.]

- Maria, a parent who received direct support from the Partnership
Marijuana resource center now available

The Partnership launched a new Marijuana Resource Center in October, offering a resource for concerned parents to learn more about the ever-changing marijuana landscape, health problems linked to marijuana use and what to say and do when it comes to preventing marijuana use or keeping experimentation from progressing.

PARENT TALK: ADOLESCENTS, CANNABIS & MENTAL HEALTH

Experts discuss teens and marijuana use

In October, the Partnership convened a forum of experts in the fields of child development, mental health and substance use for a thoughtful discussion about teens and marijuana use, Adolescents, Cannabis & Mental Health, hosted by parent advocates Christine Mack and Natasha Silver Bell.

Panelists included the Partnership’s own Pat Aussem, L.P.C., M.A.C., M.B.A., Associate Vice President, Consumer Clinical Content Development and Linda Richter, Ph.D., Vice President, Prevention Research and Analysis, who were joined by their esteemed colleagues in the field: Kara S. Bagot, M.D., Child and Adolescent Psychiatrist/Assistant Professor in the Department of Psychiatry, Icahn School of Medicine at Mount Sinai; Scott E. Hadland, M.D., M.P.H, M.S., Chief, Division of Adolescent and Young Adult Medicine, Mass General for Children/Harvard Medical School; and Sarper Taskiran, M.D., Senior Child and Adolescent Psychiatrist, Child Mind Institute.

The esteemed panel of experts led an engaging conversation exploring the complex and ever-changing marijuana landscape, sharing the most up-to-date research, how to recognize risk factors, and actions parents can take to ensure risk reduction and health promotion.

A full recording of the event can be viewed here.

THE PARTNERSHIP AND YOUTUBE LAUNCH VIDEO SERIES

In 2022, the Partnership launched a 26-video series in collaboration with YouTube

The original videos spotlight messages of hope and point to credible information and resources for the millions of families struggling with substance use and addiction. New videos were released every two weeks and featured a mix of families personally impacted by substance use and experts and advocates who have dedicated their lives to helping others struggling with addiction. The content fell into four unique series:

• Recovering Together: Powerful personal stories told by families who have supported a loved one with substance use disorder and later became parent coaches for the Partnership
• Experts Answer: The Partnership’s experts respond to frequently asked questions related to prevention, treatment and recovery
• Talk About It: Lively panel discussions hosted by comedian GloZell Green, including experts and people with firsthand knowledge in the addiction and recovery space
• Fact Check: Advocates give parents quick, important information about topics related to substance use and recovery

1.7 MILLION people accessed our educational resources, such as our new YouTube videos and our marijuana resource center
NEW DOCUMENTARY TELLS UNHEARD STORIES OF ADDICTION CRISIS

Paramount and the Partnership team up to tell stories through the lens of families whose lives have been forever changed by addiction.

The Partnership launched a new documentary, *Untreated & Unheard: The Addiction Crisis in America* in November, which premiered exclusively on Pluto TV. Produced and developed by Paramount’s in-house branded content studio, the documentary tells the unheard stories of the addiction crisis in America through the lens of families whose lives have been forever changed by addiction. The film follows individuals and families, as well as prominent addiction experts.

The documentary was made possible through the active participation and leadership of Horizon Media. Bill Koenigsberg, CEO and founder of Horizon Media, who serves on the board at the Partnership, enabled the production of this compelling documentary.

CONNECTING WITH FAMILIES THROUGH OUR “HEART OF THE MATTER” PODCAST

The Partnership distributed 17 new episodes of *Heart of the Matter,* a podcast interview series that gives guests the opportunity to share their personal, candid stories about addiction, hosted by Emmy Award-winning journalist and the Partnership board member Elizabeth Vargas. The show featured several high-profile guests in 2022, such as actor Matthew Perry, Bravo’s “Below Deck” star Captain Lee Rosbach, actor Zachary Levi, National Institute on Drug Abuse’s Dr. Nora Volkow, NFL star Darren Waller and actor Cameron Douglas. In 2022 "Heart of the Matter" had over 176k downloads, a 31% increase from 2021.
OUR WORK WITH PROFESSIONALS

Helping the Helpers

We help professionals to better address addiction through effective prevention approaches, quality care for young people, and meaningful family and peer engagement. We offer training and professional education, consulting and policy advice, and digital tools and other customized solutions to public agencies, health care providers, youth-serving organizations and others.

NEW PAIN MANAGEMENT TEXT MESSAGE PROGRAM, RXAWARE

RxAware is a personalized text messaging program that educates parents, caregivers and individuals on opioid medication safety and non-addictive pain relievers, developed in partnership with Walmart. The program launched in 2022 in five states – Kentucky, Idaho, North Carolina, South Carolina and Tennessee. Local organizations in each state worked with the Partnership to share this resource with residents.

Learn more about RxAware

• Participants answer a short series of questions about their own – or a loved one’s – pain management needs. The participant then receives personalized messages vetted by health professionals that provide educational information, resources and support.
• RxAware launched with a new webpage on drugfree.org, serving as an online resource with answers to help individuals and their families practice prescription safety and make decisions about managing pain effectively and safely.
• The Partnership held five virtual launch parties in each of the participating states, developed state-specific promotional toolkits and created an animated video on pain management.

Get personalized text messages on medication safety and Rx safety

Based upon answers to a few questions about your situation, we will deliver practical tips, tools, information and resources via text messages.

Text RxAware to 55753 to get started.
RESEARCH AND TRAINING UPDATES

• In 2022, the Family and Adolescent Clinical Technology & Science (FACTS) team led by Aaron Hogue, Ph.D., Vice President, Research and Clinical Science/FACTS completed the Treating Teens research study, a multi-year project testing an innovative training approach for clinicians serving youth with substance use and behavior problems. Over the course of the study, the Partnership worked with seven different clinics and trained 56 therapists in Family Therapy and Cognitive Behavioral Therapy, the two most evidence-based approaches for adolescent substance use.

• FACTS launched a pilot trial protocol as part of our relationship-oriented approach to treatment and recovery for youth with opioid use problems as part of our Family Involvement in Recovery Support and Treatment Research Network. The project includes innovative interviews with young people with opioid use disorder and their caregivers, as well as ongoing training and consultation for clinicians treating these young people.

• The FACTS team published five peer reviewed manuscripts in 2022, including a landmark review of the past decade of research on family therapy and substance use problems.

• In 2022, our Jaime Inclán Clinical Training Academy developed consumer versions of our self-paced online trainings after five years of practice in research settings. The commercial versions will be available to clinicians across the country.

EQUIPPING PREVENTION, TREATMENT AND POLICY PROFESSIONALS

• As part of our Raising Resilient Kids initiative, Linda Richter, Ph.D., Vice President of Prevention Research and Analysis, authored several articles on prevention and protecting youth and young adults from substance use, including on the topics of:
  ○ Preventing marijuana use beyond adolescence
  ○ The effects of the covid-19 pandemic on youth substance use risk
  ○ The need for strict marijuana packaging regulations to prevent exposure among young kids
  ○ Adopting a broad approach to substance use prevention that addresses risk factors such as food insecurity
  ○ Using opioid settlement funds to support prevention

• Our work with our network of family advocates, spanning all 50 states, helped ensure passage of the Consolidated Appropriations Act, 2023 through their letters to Congress and sharing of stories. This omnibus spending package was signed into law in December and includes provisions to expand access to medications for addiction treatment, require prescribers to receive training in addiction and bolster the behavioral health care workforce.
“Thank you for being a beacon of hope and for offering information and support with no fees. Your organization has made a huge difference in my life and my adult child’s life. I believe there is still a chance and a way to help her out of the darkness of addiction but that was only possible with your help and support.

- Alexis, a parent who received direct support from the Partnership