



2018 Annual Report



Letter from the President



Letter from the President

As we look back at 2018, I am proud to say that Partnership for Drug-Free Kids is making a true difference in the lives of families.

We do this by helping the helpers. We help the people that surround our most vulnerable and who can have the most connection and influence on positive change in a young person's life. We empower family members so we can best prevent addiction from occurring and intervene when it has taken hold.

At the Partnership, our commitment to families is born out in our history and impact in public service advertising, creating awareness and inspiring action for more than three decades. It's found in our free, evidence-based services, connecting with families online, by phone, by text and on-the-ground in local communities. Our commitment helps us innovate and develop digital tools that create personalized, customized plans for parents and caregivers, because they know there's no "one-size-fits-all" solution.

Over the last year, more than 4 million individuals accessed our resources on our website. We connected with 7,500 families via one-on-one support with our specialists and coaches and extended hours on our Helpline. We initiated partnerships and events with policymakers like the Surgeon General, corporations including Google and nonprofits like the Boys & Girls Clubs of America.

In December, we were so pleased to announce the exciting news of our merger with Center on Addiction, formerly known as the National Center on Substance Abuse and Addiction. This merger enables us to combine our family services, advocacy efforts and extensive media expertise with their deep roots in research, technical assistance and policy to create the most comprehensive national organization dedicated to ending addiction. This coming together allows us to leverage our work on a larger scale, enabling your generous donations to empower even more families and change the lives of a generation of young people.

Thank you for your support, your belief in our work and your unwavering hope for the families we serve.



A handwritten signature in black ink that reads "Fred Muench". The signature is fluid and cursive, written over a light blue background.

President & CEO
Fred Muench, PhD



Partnering helps **Families Find Answers**



Partnering to Help Families Find Answers

Connecting Through Our Helpline

Our Helpline, now heading into its 10th year in operation, is staffed by trained and caring specialists who are ready help parents and caregivers find answers and make an action plan for their child. Families can connect with the Helpline via text, through Facebook Messenger and by phone at **855-DRUGFREE**.

In 2018, we extended hours on the Helpline to help meet the increasing need for personalized support and family services in the midst of today's opioid epidemic.

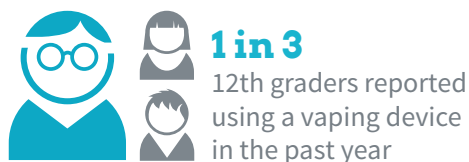
Thanks to the support of Google and other generous funders, we extended the hours of our Helpline to Monday through Friday from 9:00 a.m. ET – 12:00 a.m. ET. Weekend hours on Saturday and Sunday continued to be 12:00 p.m. ET – 5:00 p.m. ET and help is available in English and Spanish.



Responding to New Trends

Vaping's popularity has exploded, with the 2018 release of the Monitoring the Future Study indicating that, among 12th graders, nearly 1 in 3 reported using a vaping device in the past year, taking many families, schools and health care providers by surprise.

While vaping is still relatively new, and with literally hundreds of brands on the market, there is little reliable, firm information about what chemicals might be in vape liquids. That's why the Partnership created a [Vaping Guide: What You Need to Know About How to Talk with Your Kids About Vaping](#). It helps parents learn about the new vaping trends, why they're so appealing to teens and what they can do to help prevent vaping in their own families.



“

We strive for our parents to feel heard, understood, supported, and that they are treated with respect. They walk away with a sense of knowing that it is not their fault and that we are here for them. We are not a crisis line, but we understand that for many parents, this moment can be an emotional crisis – and we listen to them. So many parents who reach our Helpline tell us that no one before us was able to listen. It's so rewarding when parents tell us 'You heard me. I felt heard.'”

Karla Castro-Soto
Senior Helpline
Specialist



What You Need to Know And
How to Talk With Your Kids
About Vaping



Partnering to Meet Families Where They Are

We work closely with our partners to provide parents and caregivers with resources that directly impact their families. From offering guidance on how to safely dispose of unused and unwanted prescription medications to empowering them to take action in their homes and local communities, we work hand-in-hand with our partners to help families find answers.

Tackling the Opioid Issue

Our President, Fred Muench, was part of an online discussion of experts from the technology space, public sector and nonprofits. Titled “[Searching for Answers: Innovating for Families in the Opioid Age](#),” the panel explored ways in which the Internet can help families who have been impacted by addiction find guidance, treatment and support. Fred spoke about the challenges that many families face when seeking treatment for a loved one who has struggled with opioids, highlighting resources like free, personalized support through our Helpline.



Internet Association



Promoting National Prescription Take Back Day



Together with Google and the Drug Enforcement Administration (DEA), we encouraged families and individuals to participate in [National Prescription Drug Take Back Day](#), an annual event to help curb the country’s opioid crisis by disposing of excess, unwanted and expired prescription medicine.

Google made it easier for people to find nearby Take Back events using [Google Maps](#) technology. Through a direct link on Google’s home page, individuals were able to find a Take Back location near them, while learning more about the Partnership’s science-based resources.

Connecting to Support in Social Media



Parents and caregivers looking for support are able to connect with Facebook’s Crisis Support Over Messenger. We’ve made support resources more accessible by integrating Messenger into our Helpline services.

The Partnership uses this tool to provide families who are struggling with their child’s substance use a direct connection to our Helpline specialists, via Facebook Messenger. We were selected by Facebook to launch this pilot program, along with three other organizations that provide free, confidential crisis-related services. In addition, Facebook generously helps promote this service by donating promotional advertising, which enables us to create awareness and drive traffic among parents and caregivers looking for support.

Google’s support of parents and families did not end with Take Back Day, as **Google matched dollar-for-dollar** every donation made to the Partnership from Take Back Day until June 9. This match significantly helped to ensure that the Helpline and our free services continued operating at capacity to reach parents and caregivers in need of help.

Through Google’s generous support, families seeking assistance are guided toward our website and Helpline. In 2018, **over 3.2 million visits** through Google have led to our website, Helpline and other resources for families.

Partnering both **Nationally and Regionally**



We collaborated with **The Grayken Center for Addiction at Boston Medical Center (BMC)** to bring new resources and offered evidence-based guidance to Massachusetts families.

These [free, customized resources](#) help them address their child's substance use disorder with strategies that increase the chances of recovery and overall better outcomes for the family.



One of the Grayken Center's priority goals is to close the gap in support for parents, as well as in treatment and prevention for young adults. This initiative will equip parents with much needed resources that helps them work together with their children to find a path toward recovery."

Michael Botticelli

Executive Director, BMC's Grayken Center for Addiction
Former Director, Office of National Drug Control Policy



IGA USA continued its collaboration as our valued partner through their **IGA Cares initiative**. This included in-store awareness of the Partnership's free resources and fundraising through the sale of specially marked IGA Exclusive Brand products.

The initiative also spread the word about how families can access our resources via an informational web page, igabetterchoices.com. The Partnership was displayed throughout IGA stores, in the form of take-away post cards, bag stuffers and other printed materials during the campaign promotion.



We teamed up with **Boys & Girls Clubs of America** to create a comprehensive resource guide on opioids that helps Club leaders and staff initiate conversations about the continuum of substance use, while equipping them with the knowledge to address addiction.

The guide helps readers understand risk factors and warning signs, as well as the importance of personalizing strategies based on the needs of the community, schools, parents and youth – rather than pushing a one-size-fits-all approach.



We launched a comprehensive platform to allow researchers and direct service providers to reach their populations with custom mobile services. One of our first partners, **American Cancer Society**, used the resource to conduct a pilot study of more than 100 smokers to determine the feasibility of sending personalized email messages to those who planned to quit smoking.

Partnering to Drive Down Teen Medicine Misuse and Abuse



For over a decade, our prevention campaign, developed in collaboration with the **Consumer Healthcare Products Association (CHPA)** and Tribal Worldwide, has continued to drive down rates of abuse of over-the-counter (OTC) cough medicine containing dextromethorphan (DXM) by teens. In 2018, we leveraged whatisdxm.com and DXM Labworks, our award-winning gaming application, with an optimized approach and new media tactics. Engagement remained strong, with teens spending an average of 37 minutes interacting with our messaging during the first day alone – a length of time that is incredibly impressive for an educational game aimed at teens.



With 23 million Americans in recovery from addiction, it is imperative that we provide options for pain management that are non-addictive and also reduce the oversupply of opioids in medicine cabinets. As such, we began collaboration with various partners in the corporate and nonprofit space on a new initiative, **Voices for Non-Opioid Choices**, working to reduce the regulatory barriers to access of opioid alternatives for acute and chronic pain. We also helped educate patients and consumers on options that are available to them when they need to have surgery or manage pain.

We will continue to work with the *Voices* coalition, provider groups and advocates to ensure that opioid alternatives are accessible to patients.



Jazz Pharmaceuticals' continued support has helped us sustain and enhance our efforts to engage, educate and connect with parents and caregivers through innovative digital technologies and local partnerships. Together we are working to ensure families and communities know how to safeguard from the devastation of heroin and other opioids and the abuse of prescription and over-the-counter medications.

Partnering with Foundations for Better Health Outcomes



With funding from the Conrad Hilton Foundation, we conducted research on how to motivate parents and caregivers to take early substance use seriously. The research uncovered a significant gap in key parenting skills related to addressing experimentation and early use. This led to a social media and web-based messaging campaign entitled "How Worried Should I Be?" about a child's substance use, directing more than 35,000 parents to our resources on communications and behavior management skills.



The **Hearst Foundation's** generosity is helping sustain the pilot launch of our e-community and online forum for parents and caregivers. This resource will enable the Partnership to further support families whose children are struggling with substance use, through services that range from moderated forums and peer-led support groups to webinars and early access to Partnership materials.

Partnering with Policymakers

Facebook Live with the Surgeon General

Partnership President Fred Muench, Ph.D., moderated a Facebook Live with United States Surgeon General, Vice Admiral Jerome M. Adams, M.D., M.P.H., and Susan Knade, a Partnership Parent Coach whose daughter is in long-term recovery. Focused on the nation's opioid epidemic, we explored what families can do to be part of the solution and opened the event to guests to answer questions from the live audience.



Revamped “Search and Rescue” Website with FDA

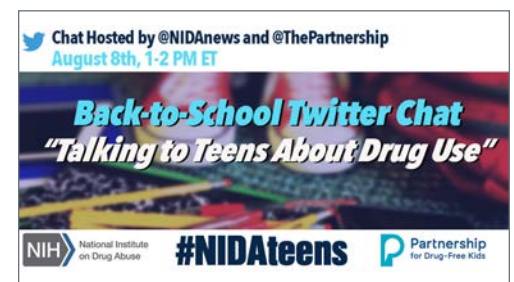
Continuing our collaborative work with the U.S. Food and Drug Administration (FDA), we relaunched “[Search and Rescue](#),” a prescriber education campaign that gives prescribers the resources they need to help prevent the misuse and abuse of medicines in their practices.



At the revamped searchandrescueusa.org, prescribers can find new tools and resources on how to identify and intervene in prescription drug misuse, abuse and addiction within their practice. This includes a new tool, created with input from Harvard pediatricians, that prescribers can give to parents, detailing what to ask when their child is prescribed pain relievers. Additionally, the website includes brief educational videos and connects prescribers to a wide range of vital resources, including relevant Continuing Medical Education courses, the Centers for Disease Control and Prevention (CDC) guidelines on prescribing opioid medication, information on non-opioid alternatives and individual state's Prescription Drug Monitoring Programs (PDMP), which provide information on patients' recent prescription history and help prevent diversion.

Back-To-School Twitter Chat with NIDA

We co-hosted an hour-long [Back-to-School Twitter Chat](#) with the [National Institute on Drug Abuse](#) (NIDA) to share information and practical tips on how to talk with kids and teens about substance use. Topics ranged from vaping and e-cigarette use, safeguarding against prescription opioid misuse, how to intervene if you suspect your child may be misusing substances, among other topics.



The CDC Division of Adolescent and School Health, Child Mind Institute and Students Against Destructive Decisions also participated in the chat, and we were joined by others from the National Institutes of Health.

Partnering with Policymakers

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 2018, the Partnership bolstered DEA360 efforts in Salt Lake City, Utah; Philadelphia, Pennsylvania; South Jersey and the Newark area in New Jersey; and Baltimore, Maryland.

DEA's 360 Strategy responds to the heroin and prescription opioid pill crisis. It takes an innovative three-pronged approach to combating heroin and misuse and abuse of opioids. The approach includes 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.



Partnering and Advocating

Parity at 10

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 called "Parity at 10" to enforce the Mental Health Parity and Addiction Equity Act (Parity Act). The Parity Act requires most health insurance plans to guarantee the same equal coverage for mental health and substance use disorders that they provide for medical and surgical benefits. Yet, a decade after the Parity Act was enacted, families continue to be denied coverage, denied medication for treatment and denied individualized care.

In 2018, the Parity at 10 campaign continued to help implement the Parity Act by working with grassroots organizations in five states: Illinois, New Jersey, New York and Ohio. We conducted a survey in these states finding that a higher proportion of people would challenge a denial of care for a medical service than they would challenge a denial of care for mental health or substance use disorder (SUD). Based on this information, we organized advocates to weigh in with members of Congress on the need to provide coverage for addiction treatment. We also published various materials on how to file a complaint with your insurance company and how to appeal a denial of care for SUD treatment.

“

One of the main barriers that families endure when seeking treatment for addiction is cost. If insurance does provide coverage, trying to navigate the process can be a nightmare for many families. That's why we will continue collaborating with policymakers and regulators to enforce the Parity Act and further educate families about their legal rights.”

Courtney Hunter
Director of Advocacy

A Legacy of Partnership with Advertising & Media

Representing Family Journeys in PSAs

The Partnership has a long, [rich history in public service advertising](#) (PSAs) spanning more than three decades. Some of the country's most renowned creative advertising agencies have donated their time and talent to the Partnership, creating inspiring and memorable PSA campaigns that have resonated with countless generations of kids and families.

In 2018, two TV PSAs encouraged parents and caregivers to take action and not hesitate to reach out for help for their child struggling with substance use. Both spots featured real parents whose children faced an addiction to prescription opioids.

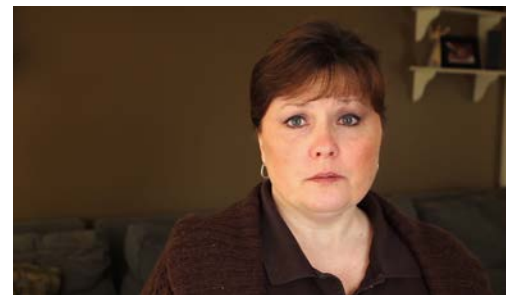
Upon discovering his son was misusing prescription pills, David stated, "I felt like a failure, as many parents do, but the problem was bigger than him. He needed help so I confronted it." His son is now in recovery.

Justina ultimately lost her son Ronnie when he was just 19 years old. In her PSA, she tearfully advises other parents, "Try not to be too proud to reach out for help. Don't be worried about what your neighbor or family will think, just get the child the help they need."

Both PSAs end with the tag line, "There's hope and help at [drugfree.org](#)." The PSAs aired in conjunction with the Partnership's larger parent testimonial campaign, across both national and local TV. To view these and other Partnership TV PSAs, visit the Partnership on [YouTube](#).



"David" TV PSA



"Justina" TV PSA

Our Supporters Donated \$65M+ in Pro-Bono Media

The Partnership is grateful to our media supporters for their continued generosity. Our PSAs were featured in television, radio, magazines and newspapers, as well as digital properties and mobile media, in 2018.

Television



Print



Radio



Digital



Thank you to Individual Champions

Renowned SoulCycle instructor **Halle “Homegirl” Becker** led 40 cycling enthusiasts in an exhilarating spin cycle class in New York City on behalf of the Partnership. Almost \$10,000 was raised and donated to provide one-on-one support and resources to families struggling with a child’s substance use.

“

As a person who suffered from drug addiction at a young age without access to support and guidance that the Partnership so beautifully provides it is my duty and pleasure to support your efforts!”

Halle “Homegirl” Becker
Renowned SoulCycle Instructor



Christine Mack and **Natasha Silver Bell** have worked with our organization over the last three years to host our “Parenting Through Challenges” workshop series. These two inspirational volunteers opened their homes to create an inviting place for concerned parents to learn how to navigate and address some of the most challenging parenting situations with their kids.



Chef Nick Di Bona of Bona Bona Ice Cream and Champion of The Food Network’s “Chopped” chef competition, served as our VIP Chef at our [All-Star Tasting](#) event at Riverpark – a Tom Colicchio restaurant. Our mission personally motivates Chef Di Bona as he lost his younger brother to addiction. Chef Di Bona continues to champion our work through his personal and professional endeavors.



The [Partnership was chosen](#) as a 2018 TCS New York City Marathon official charity partner. We were proud to have fourteen runners participate on our [Partners for Hope Team](#) – a volunteer group of marathoners who ran on behalf of the families we serve, many who have a personal connection to our mission.

Partnership champion, Chef Nuno Sousa, generously hosted a brunch to celebrate our runners and their families before the big race!





2018 Financials



2018 Financials

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

Of our operating expenses, 77.4 percent go directly to programs. In 2018, we leveraged a \$8.1 million operating budget into \$83.8 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 2018, 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.

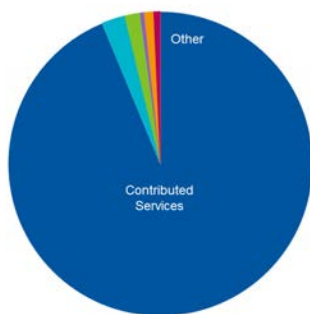
Governance and Oversight

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.

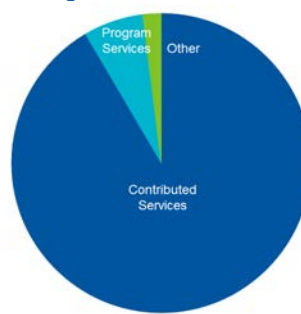
Independent Audit






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, or you can request a copy by calling 212-973-3503.




Revenue \$88.6M



Expenses \$91.5M



	Contributed Services, Media Time and Space	\$83.8M
	Corporate and Foundation	\$2.2M
	Special Events	\$1.5M
	Investments - Appreciation & Interest/Dividends	(\$.4M)
	Government Funding	\$0.8M
	Individuals / Alliances / Other	\$0.6M

	Contributed Services, Media Time and Space	\$83.8M
	Program Services	\$5.9M
	Management, General Administration and Fundraising	\$1.7M

Audited Financial Statements as of December 31, 2018
 Net Assets Balance as of December 31, 2018: \$8.9 million



Thank you to Our Donors

INDIVIDUAL GIVING

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James E. Burke (1925-2012)

Chairman Emeritus (1989-2002)
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