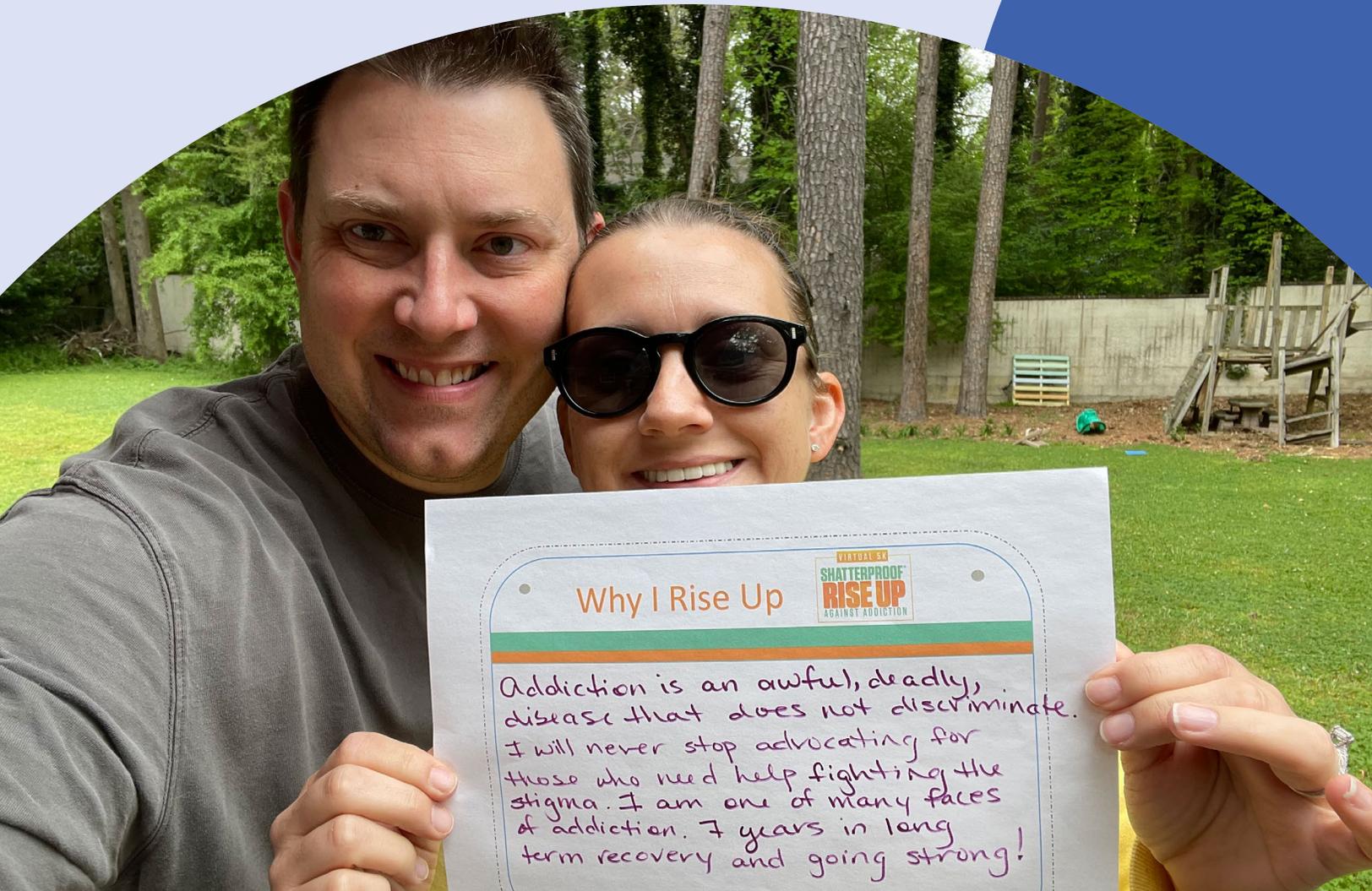




# Impact of Your Support:

Shatterproof Update September 2021



## Why I Rise Up



Addiction is an awful, deadly, disease that does not discriminate. I will never stop advocating for those who need help fighting the stigma. I am one of many faces of addiction. 7 years in long term recovery and going strong!

Board Member Jeff Assaf, Jordan Barrow, Nate Bohn, and Larry Leeds participate in the annual Shatterproof Classic.



Lauri Osborne scales a mountain in honor of her son William as part of our Rise Up Against Addiction Virtual 5k in April 2021.

Cover Photo: Jessica Greene shares her strength with 7 years in recovery as part of our Rise Up Against Addiction virtual 5k in April 2021.

## Our Work: Three Pillars

At Shatterproof, we are harnessing the models of business, the rigor of science, and the power of a national movement to create change and save lives.



### Revolutionizing addition treatment

Better addiction treatment means more lives saved. It's that simple.



### Ending addiction stigma

When we can talk openly about addiction, people can get the help they need.



### Educating and empowering communities

With the right information, resources, and support, recovery works.

Your generous support makes our lifesaving work possible.

# Revolutionizing the Treatment System: ATLAS®

In 2020, thanks to the support of our generous partners, Shatterproof launched our nation's first quality measurement system for addiction treatment. ATLAS® (Addiction Treatment Locator, Assessment, and Standards platform), a free, not-for-profit website, will help to transform the treatment system in the United States by delivering transparent, unbiased information. ATLAS can be used by states, health insurers, advocates, and treatment facilities alike to enable data-driven and continuous quality improvement. Equally important, ATLAS is already helping people locate addiction treatment facilities that provide evidence-based high-quality care, whether they are searching for treatment for themselves or a loved one.

## Platform Expansion

2020

Launched in 6 states: DE, NY, WV, LA, NC, MA  
Providing treatment guidance to 13% of the US population

2021

Sustained in 6 states, 5 additional states committed: CA, FL, NJ, OK, PA (launching 2022)  
Providing treatment guidance to 40% of US population

ATLAS enhancements:

- All content available in English and Spanish by September 2021
- Integration of ATLAS into state resources such as helplines and justice system databases
- Improved display of insurance information.

Shatterproof invited Jenny to speak at a Wisconsin Joint Finance Committee meeting about the benefits of the ATLAS resource for families in crisis. She responded with this:

"As I read your email, I had to keep blinking away my tears of happiness. This is something that I needed so badly when my daughter, Brittany Rose, was struggling with her alcohol addiction. Each time that I called 911 to help my intoxicated daughter, I begged every EMT and police officer to tell me where I could send my daughter to get quality treatment. ATLAS would have been such an enormous help when I was trying to sift through the options. No one seemed to know what reputable options were available to her. I will do everything I can to help get ATLAS launched in Wisconsin..."

**Jenny Hallet**  
Shatterproof Ambassador, WI

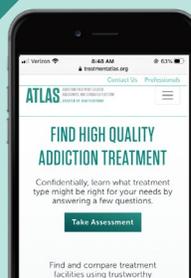
## In just one year since platform launch...

ATLAS confirmed in **11 states**, representing more than 40% of the U.S. population

The website has been visited more than **130,000 times**

**Over 2,500** people have completed the Addiction Treatment Needs Assessment

...historic accomplishments to improve the addiction treatment system in the United States.



### Example Facility Profile

Each treatment facility will have a profile that will include:

- Descriptive information
- Quality data from Treatment Facility Survey
- Patient Feedback

#### RHCC Cambridge Place

https://www.rhccnh.org  
109 Cambridge Pl  
Smithfield, NC 27577  
919-989-8114

Fast Access to Treatment	Offers same day or walk-in appointments Helps patients to other help if inpatient/residential beds are not available	See more
Personalized Evaluation and Treatment Plan	Examines all of the 6 critical factors during the intake process to develop the patient's treatment plan	See more
Access to Medications for Opioid or Alcohol Use Disorder	Offers FDA-approved medication for opioid use disorder Provides Naloxone (e.g., Narcan, Evion) onsite to patients at risk for overdose Offers Naltrexone treatment Offers FDA-approved medication for alcohol use disorder Offers medication for mental health	Different Location For patients Different Location See more
Effective Behavioral Therapies for Addiction	Offers Behavioral therapy that has been shown to help people with addiction Offers individual counseling	See more
Long-term Treatment and Follow-up	Tracks patient progress over time on all 6 critical factors Users can text to track patient progress	See more

# Revolutionizing the Treatment System: Policy & Advocacy

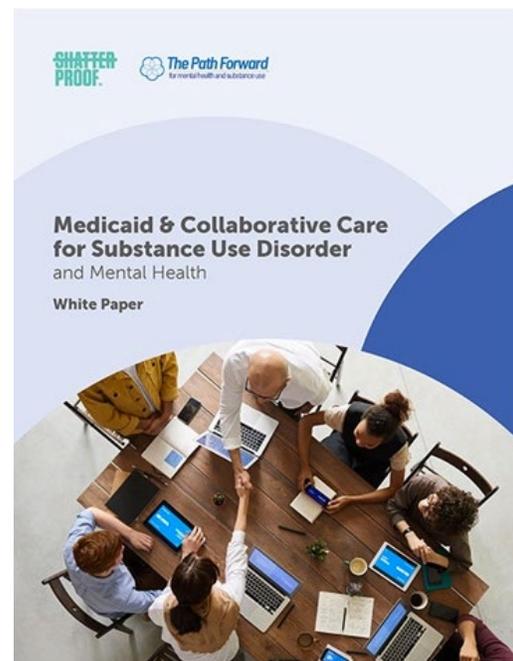
Shatterproof informs and enacts state and federal legislation that makes high-quality addiction treatment affordable and easy to access.

In 2021, with the help of your generous contributions, Shatterproof has played an instrumental role in enacting policies federally and in these key states:

- **Federal legislation** aligning addiction medical records with other medical records to enable better care management while adding new privacy protections.
- **California** SB 855 strengthens consumers insurance coverage for mental health and substance use disorder (SUD).
- **Texas** SB 672 provides Medicaid coverage of the **Collaborative Care Model (CoCM)**. This will ensure integration of behavioral health services in the primary care setting and provide connections to SUD treatment. "Medicaid & Collaborative Care for Substance Use Disorder and Mental Health," has been shared with policy officials in all 50 states to advance payment conversations nationwide.
- **New York** legislation created a statewide single formulary for medication for addiction treatment and removed prior authorization for all formulations of these drugs on the Medicaid formulary.
- Shatterproof partnered with the American Society of Addiction Medicine (ASAM) and the American Medical Association (AMA) to launch a **free, virtual course on buprenorphine** to medical students and health care professionals.



Shatterproof's VP, State Policy, Courtney Hunter, with Governor Sisolak of Nevada for the signing of the bill to protect opioid settlement funds.



"I promised my mom that I wouldn't allow her death to be in vain and that I would make sure our story made a difference. We're doing this thing, Mom. Today, I am working on a testimony which I will present before the Nevada Senate regarding Assembly Bill AB374. If passed, this would establish requirements governing the expenditure of proceeds of litigation relating to opioids, and create a task force to fight the current drug and opioid crisis in Nevada."

**Kelsey Matthews**  
Shatterproof Ambassador, NV

*Note: AB374 was passed and Kelsey was recognized as a significant contributor to the hearings.*

# Breaking Down Addiction-Related Stigmas

Shatterproof's National Stigma Strategy, released in July 2020, is the first comprehensive plan for ending addiction stigma based on public health research. Thanks to your generous support, we have achieved the following accomplishments in 2021:

## Stigma of Addiction Summit

Alongside the National Academy of Medicine and Dell Medical School, Shatterproof delivered our nation's first annual Stigma of Addiction Summit, which attracted more than 4,500 participants, including leading experts from universities, health systems, nonprofit organizations, and government.

## State-Based Campaign

The Commonwealth of Pennsylvania was the first state to implement Shatterproof's statewide stigma reduction campaign. The first 6 months of the campaign reach 23% of Pennsylvanians, equating to 3 million people, and delivered exceptional results:

### Comparison between those viewing the campaign and those who did not view the campaign

Topic Area	Statement (% of people who agreed with each statement)	Not Campaign Aware	Campaign Aware
Medications	Buprenorphine (also called suboxone, subutex, or sublocade) is an effective treatment for opioid use disorder	21.2%	<b>42.8%</b>
Naloxone	I would be willing to purchase or obtain naloxone, a medication that can quickly help a person experiencing a life-threatening drug overdose	49.1%	<b>65.8%</b>
Exclusion	I would be willing to have a person with OUD as a neighbor	38.2%	<b>52.4%</b>

*\*Selection of three promising topic areas from a 60+ question survey using validated measures.*

Given the population-level reach of the campaign, **this campaign is expected to achieve a 3-4% decrease in stigma measures at 12-months.**

Due to the exceptional results, the Department of Drug and Alcohol Programs funded the campaign for an additional two years. In addition, Shatterproof received its second and third state commitments, from Kentucky and Colorado, where efforts will begin in later this year.

Social Post from Shatterproof's statewide stigma reduction campaign



# Supporting and Empowering Our Communities: Just Five

Nearly 10% of adults have a substance use disorder and another 15% have an immediate family member with the disease. Yet many people are not equipped with basic information to spot the signs of addiction and help themselves or loved ones.

To address this need, Shatterproof developed **Just Five**, an online, self-paced, mobile-enabled program focused on sharing information and resources about addiction prevention and treatment. The series of six five-minute lessons was designed to maximize learning in an efficient, user-friendly, and anonymous manner.

Through its **Just Five** program, Shatterproof partners with corporations, city and state governments, nonprofits, and community-based organizations to provide life-saving education to their employees and communities. Since its launch 18 months ago:

## Since its launch 18 months ago:



Just Five has shown statistically significant impact in changes in attitudes and awareness around addiction including how to help, recognizing the symptoms, how to reduce risk, and reducing stigma.

Topic Area	Statement (% of people who agreed with each statement)	Pre-Survey	Post Survey
Helping	I know how to help if I suspect someone is addicted to drugs or alcohol	39%	<b>80%</b>
Diagnosis	I feel confident I could recognize the signs of drug or alcohol addiction	53%	<b>85%</b>
Prevention	I know ways to reduce the risk of addiction	54%	<b>84%</b>
Stigma Reduction	People who are addicted to drugs and alcohol are not at fault for their addiction	62%	<b>82%</b>

**“Having a close family member with a substance abuse problem, this short training had greatly educated me! I feel as though I understand so much more. It is not their fault!”**

**Anonymous comment from a Just Five learner**

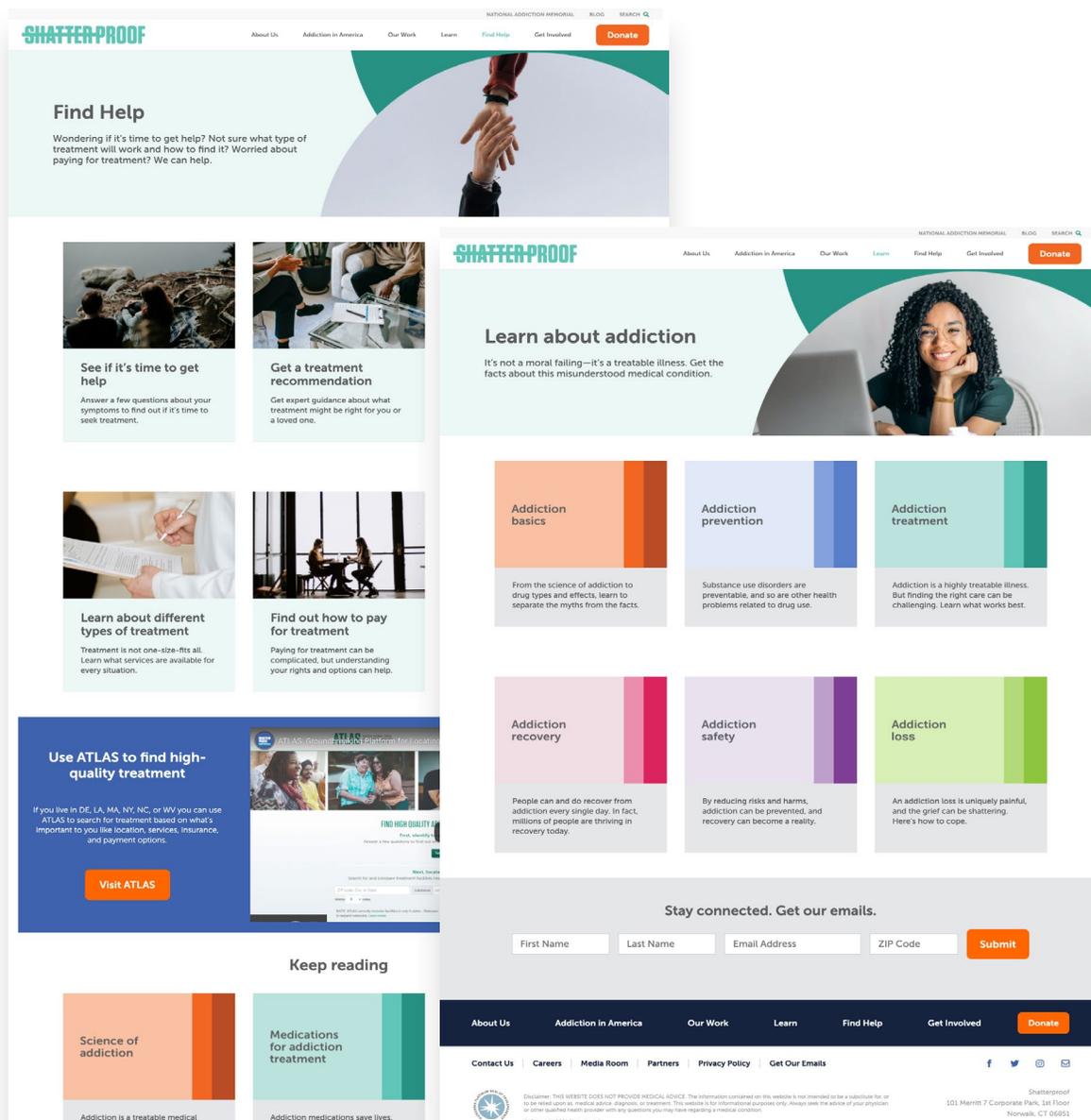
# Supporting and Empowering Our Communities: Website Redesign

We redesigned Shatterproof.org website to:

- Make it easier for visitors to browse or search for tools, resources, and information
- Increase Shatterproof's presence on Google when someone searches for help
- Enable visitors to easily share Shatterproof's educational content on social media
- Showcase compelling stories of people whose lives Shatterproof has touched
- Explain the impact of Shatterproof's work and emphasize ways to get involved

**Shatterproof's website is helping more people than ever find the support they need to prevent and treat addiction.** From March to August, more than 334,000 people visited the Shatterproof.org website, many for the first time, and the pages on the website have been viewed over half a million times. In the past four months, the number of people using our resources to find lifesaving treatment has tripled.

Thanks to the generous donations of our supporters, we are continuing to add additional resources to the website to ensure that those seeking help for addiction have the support they need.



# Shatterproof Rise Up Against Addiction Virtual 5K

In 2018, Shatterproof launched our nation's first national event series, **Rise Up Against Addiction 5K** Walk/Runs, to reduce the stigma of addiction and raise valuable funding for our lifesaving work. Sadly, due to COVID restrictions, we were unable to hold our live events in both 2020 and 2021. Nevertheless, our community persevered in solidarity and spirit through a virtual 5K on April 17.

Not to be dissuaded from their commitment to Shatterproof's mission, more than 2,000 participants from the Shatterproof family in all 50 states, and four countries walked or ran to raise awareness and more than \$300,000 in funding to reverse the addiction crisis.

We are so grateful to all those who participated! A special thanks to our top fundraisers and teams:

## Top Individual Fundraisers:

Flywheel Data - \$31,785  
Jeff Assaf - \$9,000  
Kathleen Harris - \$4,000  
Vanessa Shimer - \$3,661  
Deena Loudon - \$3,630

## Top Team Fundraisers:

ICG Advisors - \$102,700  
Flywheel Data - \$32,035  
Tommy's Team - \$9,409  
Shatterproof Junior Board - \$7,500  
Team Matty Loud - \$6,143



## More to come: Fall Events!

**This September** in honor of National Recovery Month, the 2nd Annual Shatterproof Stronger than Addiction Challenge. This month-long awareness and fundraising event provides an opportunity for all those who would like to participate.

**On September 20** in Wilton, CT we will also be holding the 8th Annual Shatterproof Classic with guest golfer Jay Williams, an ESPN NBA Analyst & radio host, who will share his story of addiction and recovery. Thank you to the organizing committee who has stayed committed to making this event happen annually.

**On October 20**, Shatterproof Chairman's Reception will be our 2nd virtual event bringing together our Shatterproof family. We will be honoring Actress Jamie Lee Curtis for her more than 20 years in recovery and for breaking down stigma by speaking openly about addiction and recovery.

Visit [www.shatterproof.org/get-involved/events](http://www.shatterproof.org/get-involved/events) to join any of our events.

Every day we hear of the devastation caused by addiction. But we also hear stories of the joy of recovery and those whose lives have been improved or saved by our work. We remain as committed as ever to celebrating those in recovery, honoring those we've lost, and doing whatever we can to save lives.

## Thank You

Our recent accomplishments outlined in this report simply would not have been possible without dedicated supporters like you. From all of us at Shatterproof, thank you for your continued support of our lifesaving mission.

