

**SHATTER  
PROOF™**

Join us in our work to...

# Save lives by educating and empowering

**Shatterproof was founded in the wake of a discovery:**

**Addiction research was sitting in medical journals—findings that could have prevented countless deaths. But the information wasn't being implemented.**

At Shatterproof, one of our top priorities is empowering families, loved ones, and communities through supportive and science-based tools, facts, and content.

Tremendous stigma and misinformation results in discrimination, stereotyping, and shame. The resulting hopelessness can stop a loved one with substance use disorder (SUD) from seeking help.

The opposite is also true. Science-based information and resources empower families, whether they seek support with preventing addiction, accessing treatment, or journeying through recovery.

**With your help, we can do even more on this front. We need to reach every community impacted by addiction.**

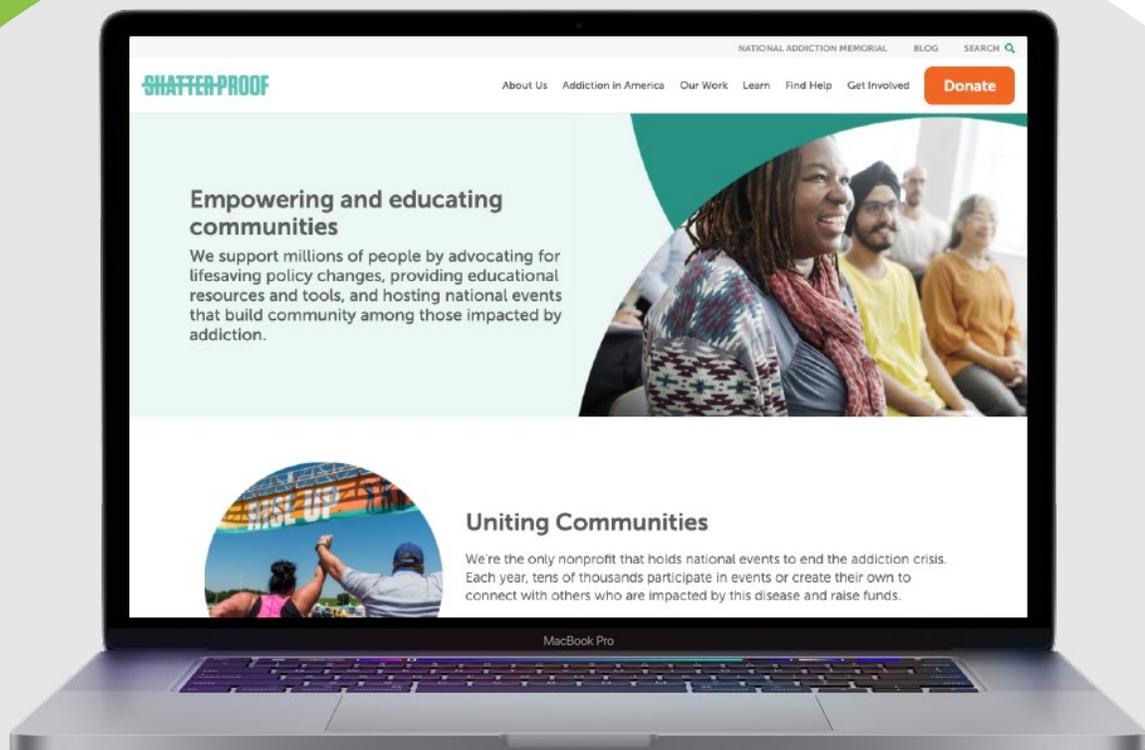
## A Place to Learn: **Our Robust Website**

Since March 2021, more than 500,000 people have accessed Shatterproof's newly launched **website** to seek the information and support they need to prevent and treat addiction.

- The **"Learn" section** attracts some of the highest traffic on our site. It includes in-depth information about addiction prevention, treatment, recovery, safety, and loss.
- The interactive **"Find Help" section** offers tools and resources to assist individuals and loved ones seeking support.
- The **"National Addiction Memorial" section** is a place where thousands of families honor lost loved ones, share their stories, and feel less alone.

*With your support we can invest in promotional campaigns to reach the more than 40 million individuals with substance use disorder, and their families, about accessing the useful and potentially life-saving tools and content on the **website**.*

*We can also enhance learning by adding content about new topics and making current content interactive with videos, surveys, and more.*



## A Way to Learn:

# Our Innovative Education Tool

**Shatterproof Just Five** is an online learning tool for general addiction education. Anonymous, self-paced, and mobile-enabled, it offers five-minute lessons that can transform lives.

Participants learn the risk factors for addiction, how to protect themselves and those they care about, and how to identify the signs of addiction and help those in need.



- Learners who committed more than three minutes to the training stay an average of 14 minutes per session, indicating that the content is both engaging and relevant.
- In the two years since launch, more than 38,000 people have participated in **Shatterproof Just Five** through their employer, community-based organizations, or local governments.

**Shatterproof Just Five** has shown statistically significant\* impact in changes for program participants in understanding important addiction concepts:

Topic Area*	Statement (Agree/Disagree)	Agree Before Survey	Agree After Survey
Helping	I know how to help if I suspect someone is addicted to drugs or alcohol.	39%	<b>82%</b>
Diagnosis	I feel confident I could recognize the signs of drug or alcohol addiction.	52%	<b>87%</b>
Prevention	I know ways to reduce the risk of addiction.	53%	<b>87%</b>
Stigma Reduction	People who are addicted to drugs and alcohol are (not) at fault for their addiction.	61%	<b>80%</b>

*\*To test for significance, a Mann Whitney U test was utilized*

*With your support, we can replicate **Shatterproof Just Five** on our website—enabling us to provide the training to a wider consumer audience, so we can reach more people and change even more lives.*



### Brilliant!! Absolutely brilliant!!

I have been in the SUD field for over 28 years and to have this type of accurate, easy-to-understand, plethora of easily accessible SUD information takes my breath away!! And as a woman in long-term recovery for over 30 years, the portrayal of those of us in recovery was stellar...

I am ever grateful that there is a platform now available that echoes that which we have been trying to say for many years ... thank you!!

**ANONYMOUS**

SHATTERPROOF JUST FIVE PARTICIPANT

### Help Reach More Families

Education	Year-End 2020	Year-End 2021	Year-End [2025]
% of affected families educated via Just Five <sup>(1)</sup>	.11%	.25%	3%
% of affected families educated via Website <sup>(1)</sup>	1%	3.25%	12%

<sup>(1)</sup> Estimated 15 million families affected



### Meet This Moment With Us

Your partnership and generosity will enable us to educate and empower greater numbers of individuals and their loved ones as they seek lifesaving addiction information, tools, care, and support.

**Thank you for engaging with us and considering how your desire to help others may align with our mission to save and improve the lives of so many we cherish.**

Have thoughts, observations, or a story to tell? We would love to hear from you.



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To learn more visit  
[www.Shatterproof.org](http://www.Shatterproof.org)