



**You made help
and hope possible.
Thank you.**

2022 Impact Report

Dear Friend,

As we continue to boldly pursue Shatterproof's ambitious goals for 2023, it is important to pause and reflect on some of our notable accomplishments over the past year. Thanks in large part to your generous partnership, Shatterproof has completed our most impactful year, building upon our accomplishments over the last decade. Thank you!

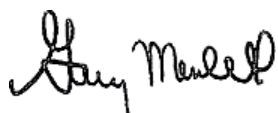
Throughout 2022 we continued to grow our existing programs and resources and build the foundation for transformational growth in the coming years. Shatterproof made significant strides in efforts to improve access to evidence-based treatment, reduce the stigma surrounding addiction, educate families and communities, including underserved communities hardest hit by the addiction epidemic, and address the fentanyl crisis with actionable tools that help families protect themselves and their loved ones.

Our most important achievement of 2022, arguably since Shatterproof's inception, came on December 29th, when President Biden signed into law the historic MATE and MAT Acts. Shatterproof's advocacy was instrumental in the passage of these pieces of legislation to improve access to effective, science-based treatment for substance use disorder. Thanks to this landmark legislation, medical providers who prescribe any controlled substance, including morphine, Oxycodone and Xanax, will now be required to receive eight hours of baseline education on addiction treatment. In addition, barriers to prescribing buprenorphine, a medication approved by the FDA to effectively treat opioid use disorder, have been removed, making it easier for medical professionals across the country to administer these life-saving medications. Shatterproof's leadership on the MATE Act enabled monumental change both to training and removing barriers to treatment. Thanks to your generous support, our team worked tirelessly to advance these laws, which will save so many lives.

There are still challenges ahead, particularly the pervasiveness of fentanyl, with too many lives being lost daily to this dangerous substance. Still, we are hopeful about the future and confident in the evidence-based business strategies we have in place to end this crisis. Shatterproof's unprecedented programs and resources are providing immediate help to more and more families struggling with substance use disorders every day. We are removing shame, judgment and stigma from their struggles while systematically changing the way our country prevents and treats addiction for future generations.

We could not do this work without you, and we are so grateful for your support. On behalf of the millions of Americans who benefit from Shatterproof's mission, thank you for being part of our community.

With my warmest appreciation,



Gary Mendell
Founder and CEO



With Your Support, Shatterproof Propelled our Mission and Saved Countless Lives.

In 2022, Shatterproof made remarkable progress across all three pillars of our work, with landmark partnerships, initiatives, and programs.

“ Every time that I had to call 911 to help my daughter, I begged every EMT and police officer to tell me where I could send her to get quality treatment. I didn't know where to get her help. This Atlas platform would have been such an enormous help when I was trying to sift through all of the options. I would be honored to testify for bringing ATLAS to Wisconsin.”

Jenny Hallet
SHATTERPROOF AMBASSADOR

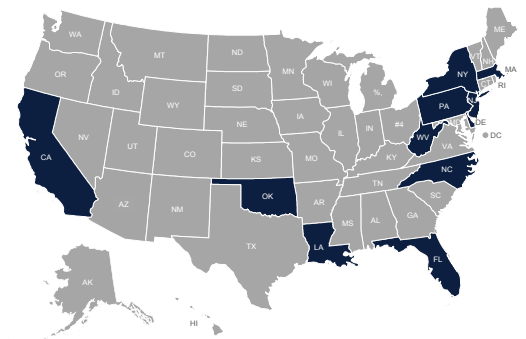


Transforming Addiction Treatment

Your generous support is helping to overhaul the healthcare system and ensure that substance use disorder is treated like any other disease—with evidence-based treatments that are accessible to every person facing addiction.

Highlights

- Celebrated President Biden signing the MATE and MAT Acts into law. The historic legislation requires medical professionals to receive addiction training as part of the controlled substance prescription licensing process and removed requirements for prescribing buprenorphine.
- Expanded the availability of the Shatterproof Treatment Atlas™ platform (www.treatmentatlas.org), available in 11 states representing 40% of the U. S. population. Atlas guides those seeking treatment to programs providing science-based care, the most appropriate level of care, (e.g., outpatient or residential) services (e.g., medications), while helping consumers and families understand payment options and providing education.
- Activated billing codes for the evidenced-based Collaborative Care Payment Model for Medicaid members in six states, which significantly improves patient health outcomes and now serves 49 million Medicaid members (62% of all Medicaid covered lives).
- Shatterproof's "National Principles of Care," a national standard of care for addiction treatment has now been adopted by 23 insurers representing more than 175 million covered lives.
- Created guidelines in partnership with Johns Hopkins University for the effective use of opioid settlement funds that has, over the past two years, directly influenced legislation signed into law in four states and created momentum for laws signed in an additional 25 states.



● CA, DE, FL, LA, MA, NC, NJ, NY, OK, PA, WV
11 states = 40% of US Population

370
THOUSAND

The Atlas website received more than 370,000 visits representing nearly 312,000 unique users.

Ending Addiction Stigma

With your support, we are breaking down attitudes of shame and judgment as well as barriers to treatment and recovery. Our early research in this space identified six systems through which this stigma reduction work can have an impact. We have embarked on work in two of these systems through which we believe we can have the greatest impact: Communities, through an evidence-based digital media campaign funded by states, and Healthcare Professionals, through an educational intervention designed to impact the beliefs and attitudes of medical professionals toward their patients.

Highlights

- Signed contracts in California and Georgia to expand Shatterproof's community-based stigma reduction campaign now impacting the lives of those in four states, representing 20.5% of the U.S. population.
- Made significant improvements to the community-based stigma reduction program, including translating digital content into Spanish, improving processes for Community Impact Committee recruitment, broadening the diversity of the story library, implementing a community grant program, and amplifying influencer relationships.
- Implemented a stigma reduction pilot among healthcare professionals across Pennsylvania to determine the most effective methods to deliver substance use disorder education to reduce stigma.
- Received a grant from the Elevance Health Foundation to reach 3,000 healthcare providers who work with historically marginalized populations to educate them on addiction, increase treatment access, and reduce health disparities over the next three years.



Shatterproof's stigma reduction campaigns have had early success demonstrating measurable impact on addiction stigma. Preliminary data in Kentucky found that in six short months, the campaign reached 16.2% of the population and there was up to a 23% increased willingness from baseline to follow-up among social distance measures, such as willingness to work closely with someone with an opioid use disorder.

\$5.4
MILLION

A grant from the Elevance Health Foundation will help us reduce healthcare providers' addiction stigma to better serve socially vulnerable communities.

Educating and Empowering Communities

Thanks to your generosity, Shatterproof expanded its reach and partnerships, allowing more communities and families to access evidence-based resources and education about addiction prevention, treatment, and recovery.

Highlights

- Expanded Shatterproof *Just Five*® to 60 employers and community partners to increase awareness, reduce stigma, and share information about addiction prevention and treatment, resulting in more than 21,000 new users in 2022.
- Among *Just Five*® participants, statistically significant educational improvements were observed across the most important lessons including knowledge of how to help someone with addiction (from 39% baseline to 82% at follow-up).
- Received a positive evaluation for *Just Five*® from the peer-reviewed, open access scientific journal PLOS ONE recognizing Shatterproof *Just Five*® as “a flexible digital approach to adult substance use education.”
- Launched a new four-part video series “Fentanyl – Get the Facts” on the *Just Five*® platform, providing desperately needed resources to address this growing crisis.
- Formed partnerships with Kaiser Permanente and Head Start to expand the reach of *Just Five*® and educate even more people about addiction prevention, treatment, and recovery.
- Partnered with Crisis Text Line to provide free, high-quality text-based mental health support and crisis intervention available 24/7 in both English and Spanish.

MAY 9 **NATIONAL FENTANYL AWARENESS DAY**

Shatterproof founding member in the first-ever National Fentanyl Awareness Day on May 10, 2022, drawing national attention to this critical issue.

2023 Walk and Event Schedule



Since 2017, the Shatterproof Walks have been uniting friends, families, coworkers, and communities to raise vital funds, and transform the way addiction is prevented and treated in America, all without any shame or stigma. Walk Day is a chance for our community to come together and celebrate those who are living in recovery, bring hope to the millions that are still suffering, and honor those who lost their lives to this disease.

Visit [Shatterproofwalk.org](https://shatterproofwalk.org) to register for an event in your city or participate from anywhere with Rise Up Your Way.

Chicago, IL	Saturday, September 30, 2023	Diversey Harbor
Boston, MA	Saturday, October 7, 2023	Carson Beach
Washington, D.C.	Saturday, October 21, 2023	National Harbor
New York, NY	Saturday, October 28, 2023	Pier 84 - Hudson River Park
Los Angeles, LA	Saturday, November 4, 2023	Grand Park
Dallas, TX	Saturday, November 11, 2023	Reverchon Park
San Francisco, CA	Saturday, November 11, 2023	Market Street and The Embarcadero

EVENTS

Showdown on the Sound	Saturday, September 9, 2023	Weed Beach, Darien, CT
Shatterproof Golf Classic	Monday, September 18, 2023	Rolling Hills Country Club, Wilton, CT
New York City Marathon	Sunday, November 5, 2023	New York City

“An injury took me from a promising career to losing nearly everything. What happened to me can happen to anyone because addiction does not discriminate. We have to work to change the language and attitudes about addiction. I teach people how to speak about addiction. We can't keep using words that stigmatize.”

Cheksha Ellis
SHATTERPROOF AMBASSADOR



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To learn more visit www.Shatterproof.org