



Strategic Roadmap

SHATTERPROOF HAS A VISION: GENERATIONAL CHANGE.

We exist to unite the millions of Americans touched by substance use disorder and to reverse the addiction crisis. In our first 10 years, Shatterproof has shown that science-based strategies can change and save lives. In 2024, our goal is to scale and create more lasting change.

When formed, Shatterproof's vision focused on three guiding principles:

- Ensure that our society lifts **proven research** out of medical journals and gets it implemented.
- Ensure that all of Shatterproof's initiatives not only help our loved ones today, but also create **generational change** in the way our society prevents, treats, and provides recovery support for this medical condition—and with empathy, just like any other disease.
- Operate like a business, with **ROI-driven metrics**.

Shatterproof is at an inflection point. After 10 years of innovation and impact, we are ready to scale—to reach more people, help more people, save more lives, and create more lasting change. To seize this moment, we are focusing on five strategic priorities through a lens of fairness, inclusion, and diversity:

- 1 **Transforming addiction treatment**
- 2 **Ending stigma**
- 3 **Shaping public policies**
- 4 **Investing in our team**
- 5 **Building our capacity to scale**

We are facing a public health crisis



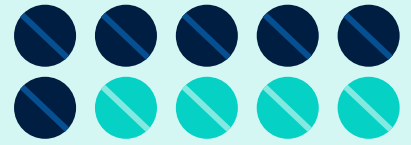
More of us are struggling with substance use disorder than ever before.

Drug-related fatalities **quadrupled** in the past 20 years



Every 5 minutes, someone in this country dies from drug-related fatalities.

6 out of every 10 fake prescription pills contain a lethal dose of fentanyl



Fentanyl is now the leading cause of death for Americans aged 18 to 49.

The CDC reports more than 112,000 drug-related fatalities over the past year—the most in recorded history. In addition, 140,000 Americans succumbed to causes attributable to excessive alcohol use. Fentanyl stands as the primary cause of death among Americans aged 18 to 49.

Addiction affects Americans from all walks of life. Today, more than 49 million people aged 12 and older meet the diagnostic criteria for a substance use disorder (SUD). One third of Americans know someone who is or has been addicted to opioids or painkillers.

The causes of this crisis are clear. Although addiction is a treatable medical condition, many treatment programs do not follow science-based protocols, and patients often do not receive the appropriate level of care. In addition, stigma is often

unjustly associated with this medical condition and those afflicted with it, thereby often hindering how our healthcare system prevents and treats this disease. Equally tragic, many of those with this condition feel ashamed of themselves, hindering them from living a full and fulfilling life.

Stigmas faced by people with substance use disorder, compounded by racism and systemic discrimination, create barriers to accessing compassionate, science-based care. Historically marginalized groups living with substance use disorder have higher fatality rates due to structural inequities and discrimination. For instance, Black communities often face harsher legal consequences for drug-related offenses, leading to disproportionate criminalization compared to white Americans.

It doesn't have to be this way. With the knowledge we have today, we can improve and save countless lives by increasing access to addiction treatment with an approach that is compassionate, science-based, and rooted in public health.

Shatterproof was founded to bring the power of science and human-centered empathy to those experiencing a substance use disorder and to build a future where recovery is accessible to all. We are catalyzing generational change by forming partnerships with government agencies, national health organizations, health insurers, community-based organizations, and advocates.

In our first 10 years, Shatterproof showed that by using science-based strategies, it can be done. We will continue to guide families through the complexities of addiction, equipping people to prevent, treat, and recover from addiction. Through these efforts, we will eradicate the stigma of addiction. We will ensure that those in recovery can have a full and successful life. We will improve and save lives.

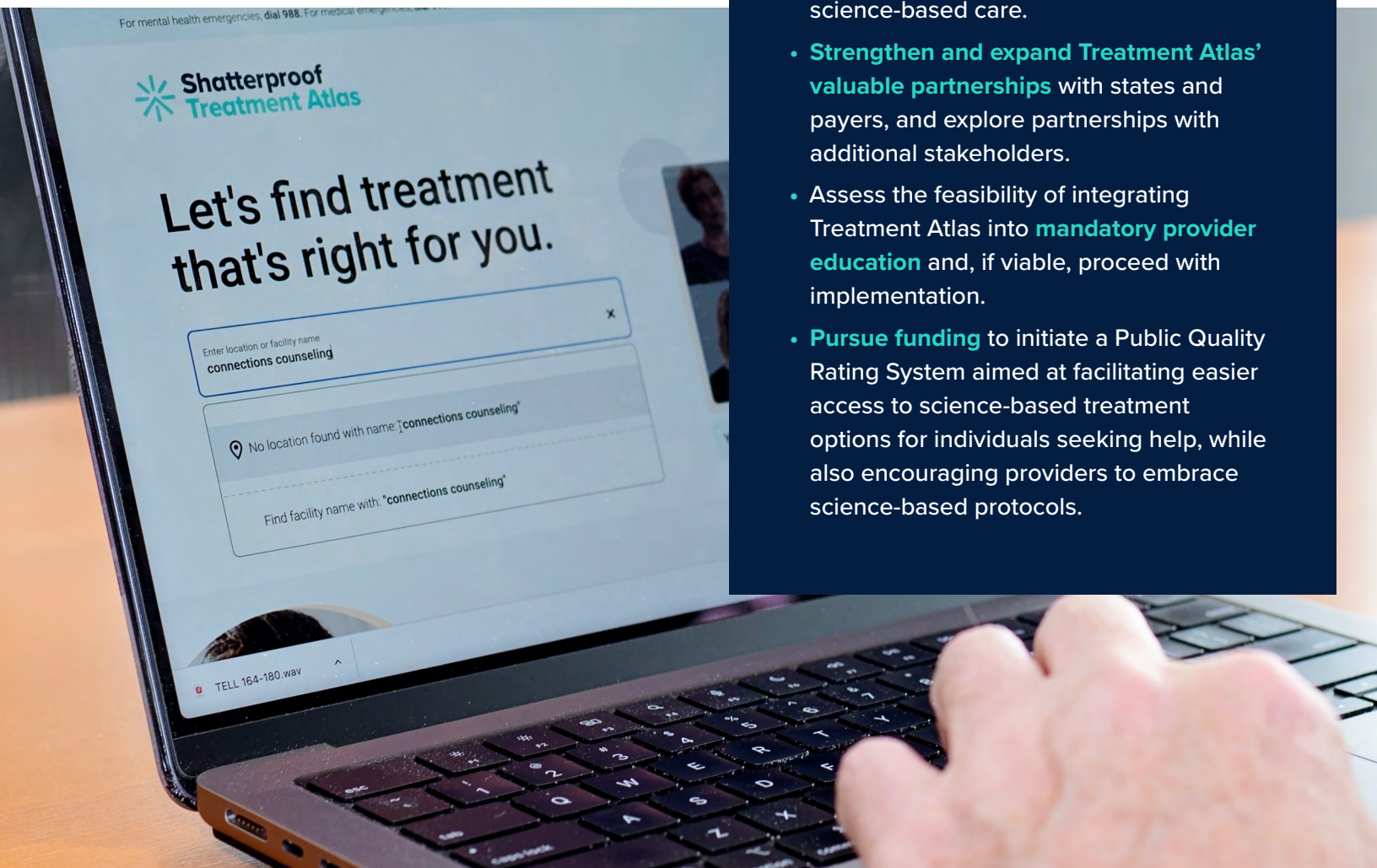
Today, we stand together as a community consisting of families, advocates, ambassadors, supporters, staff, and individuals who believe: We can reverse the addiction crisis.

Transform the healthcare system so the 49 million Americans with a substance use disorder, and future generations, have access to treatment that is based on science—just like treatment for any other medical condition.

Shatterproof is leading national efforts to improve access to quality care. A key component of our approach is Shatterproof Treatment Atlas™ (treatmentatlas.org). This online resource makes it easy for people seeking treatment to find treatment programs that use science-based protocols and determine the appropriate level of care. Treatment Atlas also provides data to states and health insurers to allow them to understand the geographic distribution of treatment programs and how facilities perform based on the Shatterproof National Principles of Care®. Data is additionally provided to treatment facilities to enhance the quality of their care.

Working in partnership with states, Treatment Atlas currently serves approximately 45% of the U.S. population. In 2024, we will expand and integrate Treatment Atlas as an essential component of our healthcare system:

- **Expand the accessibility of Treatment Atlas** to encompass a greater proportion of the U.S. population and enhance awareness and utilization among those seeking treatment, including those in underserved communities.
- **Continually improve the use of data** to better guide individuals to the most appropriate science-based care, consistent with Shatterproof's National Principles of Care®.
- **Continually improve the user experience** on the public-facing website to better guide individuals to the most appropriate science-based care.
- **Strengthen and expand Treatment Atlas' valuable partnerships** with states and payers, and explore partnerships with additional stakeholders.
- Assess the feasibility of integrating Treatment Atlas into **mandatory provider education** and, if viable, proceed with implementation.
- **Pursue funding** to initiate a Public Quality Rating System aimed at facilitating easier access to science-based treatment options for individuals seeking help, while also encouraging providers to embrace science-based protocols.



Shatterproof National Principles of Care[®]

The Shatterproof Principles of Care for Addiction Treatment[®] are science-based practices which improve outcomes for individuals with a substance use disorder. Addiction treatment should follow best practices like other chronic diseases—it should be individualized, feedback-informed, and encompass all eight of these principles.



1. Routine screenings in every medical setting

During check-ups and in the ER, from pediatric to psychiatric care—screenings for a SUD should be as common as measuring blood pressure.



2. A personal plan for every patient

One size doesn't fit all. Treatment must consider unique social, mental, biological, and environmental needs—with frequent check-ins and adjustments.



3. Fast access to treatment

Addiction alters brain chemistry, making moments of motivation to seek treatment fleeting. So when an individual is ready, it is essential that they have access right away.



4. Long-Term Disease Management

While inpatient treatment may be appropriate for some based on disease severity, this isn't the best option for all. And it's not enough for sustained success. Long-term outpatient care—similar to the management of other chronic diseases—is key to recovery.



5. Coordinated care for every illness

Many people with addiction also suffer from other mental or physical disorders. Treatment for all illnesses should be coordinated and integrated into the SUD treatment plan.



6. Behavioral health care from legitimate providers

Behavioral interventions help individuals manage their disease and sustain recovery—and should be offered by properly trained, accredited, and well-supervised providers.



7. Medication for addiction treatment

Just like with other chronic diseases, medication is appropriate for treating some individuals. It should be destigmatized and easily accessible.



8. Recovery support services beyond medical care

Practical and emotional support from family members, the community, and peer groups improves outcomes for individuals with substance use disorders.

Shatterproof spearheads a national movement to eradicate stigmas surrounding substance use disorder, those affected by it, and the medications utilized in its treatment.

Shatterproof's stigma reduction work is one of the key components of our lifesaving mission, and we are committed to changing public knowledge and attitudes to ensure addiction is treated like any other medical condition: with science-based solutions.

75% of Americans do not believe substance use disorder is a chronic medical illness.

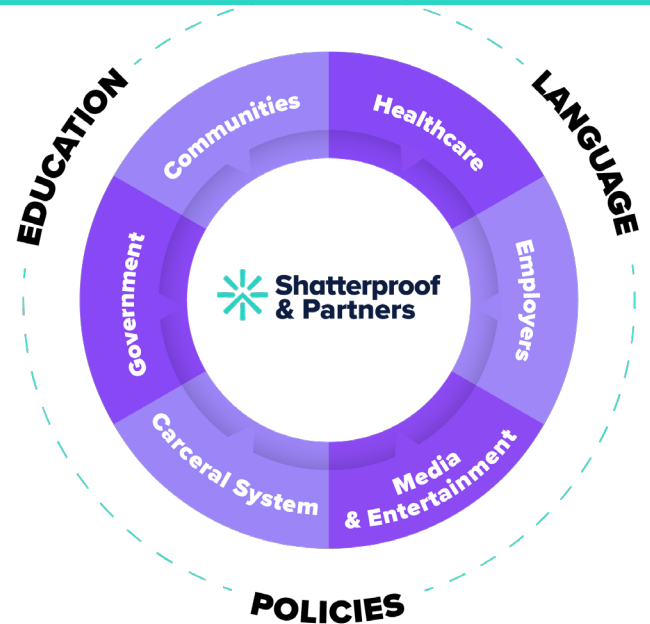
53% believe that substance use disorder is caused by a person's bad character.

46% of the public is unwilling to be close friends with someone with a substance use disorder.

45% of healthcare professionals believe that medications for opioid use disorder are substituting one drug addiction for another.

Source: *Shatterproof Addiction Stigma Index (SASI)*

Shatterproof has pioneered data-driven strategies for stigma reduction. Published in October 2021, the Shatterproof Addiction Stigma Index (SASI) is the most comprehensive measurement of addiction stigma ever published, seeking to garner increased attention, monitor progress, and hold our nation accountable for dismantling stigma. The report highlights the pervasive nature of stigma surrounding addiction, exposing deeply rooted negative beliefs among the public, healthcare professionals, and individuals with a substance use disorder. Moreover, SASI confirms the extensive biases, social exclusion, and ongoing harm experienced by those with a substance use disorder, exacerbating crises for



families and impeding the nation's ability to coalesce around science-based solutions.

From our foundational research, Shatterproof identified six systems (employers, healthcare, government, criminal justice, media and entertainment, and local communities) capable of effectively reducing stigma. Our current efforts are concentrated on:

- Communities, via public health campaigns to reduce public stigma.
- Healthcare professionals, via an educational initiative aimed at altering knowledge, attitudes, and behaviors that medical professionals have toward patients with substance use disorder and the medications that treat opioid use disorder.

IN 2024, WE WILL:

- Expand the geographic footprint and impact of our **Community Stigma-Reduction Program** to affect one third of the U.S. population.
- Successfully implement our **Healthcare Professional Education Program**.
- Enhance, field, and publish the second **Shatterproof Addiction Stigma Index**.
- Incorporate **Healthcare Professional Education** into mandatory provider training.



3

SHAPING PUBLIC POLICY

TOP 5 STRATEGIC PRIORITIES

Supporting Shatterproof's next phase of growth and lifesaving impact.

Shatterproof's advocacy is leading the charge in shaping policies and transforming the treatment system while championing efforts to end stigma and educate families. Through impactful initiatives, Shatterproof influences changes in public policy, perceptions, and treatment paradigms. A prime example of our influence is evident in the MATE and MAT Acts, signed into law by President Biden on December 29, 2022. These landmark pieces of legislation mark the culmination of years of Shatterproof's advocacy and bring about two significant changes.

- The MATE Act requires eight hours of baseline education on addiction treatment for any medical practitioner who prescribes controlled substances, including opioids.
- The MAT Act removes barriers to prescribing buprenorphine, which has been proven to effectively treat opioid use disorder and will help to eliminate some of the treatment disparities faced by marginalized populations.

IN 2024 WE WILL:

- Lay the groundwork to influence the enactment of state policies that **protect our youth from the dangers of cannabis.**
- Lay the groundwork to influence the enactment of state policies for compliance with federal parity legislation and establish practices for federal parity compliance, each of which will ensure that **insurance reimbursement** for substance use disorder is in parity with reimbursement for all physical diseases.
- Lay the groundwork to influence the enactment of state policies to secure **Medicaid waiver to treat incarcerated populations.**



4

INVESTING IN OUR TEAM

TOP 5 STRATEGIC PRIORITIES

Creating and nurturing a transparent and collaborative culture with shared accountability to organizational outcomes.

Change is led by *changemakers*. At Shatterproof, our success as an organization depends on our team of professionals working strategically and tirelessly to reverse the addiction crisis. As an organization, we are committed to fostering a workplace environment where we provide exceptional care and support to our employees.

Over the past two years, Shatterproof has undergone dynamic expansion, significantly growing our team. Prioritizing our people, talents, and organizational culture, we are investing in enhancing resources and refining processes. Our focus is on fostering a supportive and empowering culture, ensuring each team member can realize their full potential. This commitment is crucial as we persist in our dedicated efforts to combat substance use disorder.

5

BUILDING OUR CAPACITY TO SCALE

TOP 5 STRATEGIC PRIORITIES

Supporting Shatterproof's next phase of growth and lifesaving impact.

With a proven model, Shatterproof is ready to reach more people in more ways to catalyze generational change. Anticipating continued rapid expansion, we are developing the infrastructure needed to support this growth and continue delivering on our promises to our community.

A primary area of focus will center on our community comprising of donors, event participants, and

volunteers. This broad and diverse coalition is the heart of our movement to reverse the addiction crisis. In this regard, in the coming years we will be investing in growing our community, strengthening communications, and creating opportunities for meaningful impact.

In addition, we will be streamlining and enhancing our technical capabilities with investment in our technology, systems, and data. These investments will position us to scale our work to help more families at a faster pace.



JOIN OUR MOVEMENT FOR CHANGE.

Together, we are unstoppable. Together, we are Shatterproof.
As Shatterproof embarks on expanded reach and impact, we invite you to join us.

Share your story

Sharing our stories connects us. We would be honored if you would share your personal experience with addiction to help others.

Advocate for change

Make your voice heard and help save lives.

Give

We depend on the generosity of individuals and organizations like yours to power our lifesaving work. Every dollar donated helps support families struggling with addiction, advocate for change, and defeat this disease.

Create a legacy

Empower your legacy and support future generations by incorporating Shatterproof into your estate planning.

Create a fundraiser

Follow your passion and utilize your unique skills while fundraising in memory of a loved one or to celebrate recovery.

Join an event

Walk or run alongside thousands throughout the nation to support those impacted by addiction.

TO JOIN US, VISIT [SHATTERPROOF.ORG/GET-INVOLVED](https://shatterproof.org/get-involved)