



ANNUAL REPORT 2017

# IMAGINE THE END OF ADDICTION



The National Center on  
Addiction and Substance Abuse

# THE END OF ADDICTION HAS BEGUN



The National Center on  
Addiction and Substance Abuse

ANNUAL REPORT 2017



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TURNING  
EXPERTISE INTO  
ACTION







“

**I hope to create a future in which no parent buries a child as I did.**

## A Personal Mission for Joe Plumeri, Our Executive Chair

**The crusade against addiction is personal for me** – as I know it is for millions of Americans. That is why I took on the role of executive chair of The National Center on Addiction and Substance Abuse (The Center).

**We experience what’s comparable to a daily plane crash** in our country. About 116 people die from opioid overdoses every single day. Despite that staggering statistic, Americans find themselves without the strong vision and imagination needed to solve this crisis.

The Center has spent more than 25 years studying addiction. In 2005, we sounded the alarm about the opioid crisis – years before it became an epidemic. Today, we know how to solve it. So we’re putting our research into action. In 2017, we began to transform ourselves from a **repository of research** into **an action-focused organization** that will end this crisis. We are going to change the culture around addiction and replace stigma with compassion.

As we move into this new chapter, I hope to create a future in which no parent buries a child as I did. **A future that lets children lead full lives**, free from addiction. Together, we can make this a reality.

## A Conversation With Creighton Drury, Our President

Creighton joins The National Center on Addiction and Substance Abuse with more than 15 years of experience leading impactful nonprofits that have transformed the lives of children and young adults.

### What makes The Center so special?

We are well positioned to be a bold **game changer** in the movement to end addiction. Everyone who works here possesses a **deep connection** to making a difference, and to helping our organization save lives and dramatically change the odds for young people. Together with our partners, we are **confident** that we can tackle arguably the biggest challenge and threat of our generation.

### How are you using The Center’s previous accomplishments to move its mission forward?

We have a rich **legacy of leadership** as well as in-depth understanding of the issues through our research. We know what needs to be done to **solve the addiction crisis**. Building on this foundation, we possess the credibility, the knowledge, and now **the resolve to take action** and do everything we possibly can to **end the heartbreak**.

### In light of crises like the opioid epidemic, how optimistic are you about the future?

By **amplifying our voice**, we have an opportunity to **transform the way people think about addiction** and talk about the disease. More than that, I am optimistic that we will play a leading role in motivating people to take action and **igniting a national movement**. I look forward to the day when opioid addiction is no longer a public health crisis. We have a lot of work ahead of us, but **I’m confident we can succeed in overcoming this disease**.

“

**We possess the credibility, the knowledge, and now the resolve to take action.**



# FOCUSED ON EVERYDAY IMPACTS



In 2001, we established Family Day to educate parents on how seemingly minor things, like asking about their child's day or sharing a meal, can help protect their child from addiction.

Every September, we celebrate Family Day to highlight the simple, everyday things that parents can do to connect with their children. 2017 saw more than 33,000 community groups and countless families take part across the nation.

In 2017, we launched a new Family Day website ([www.casafamilyday.org](http://www.casafamilyday.org)), encouraged participants to host local events, and asked parents to share photos across social media using the hashtag **#MyFamilySelfie**.

## EVERY PARENT HAS THE POWER TO PREVENT ADDICTION

Research shows that teens are less likely to drink, smoke, or use drugs when they feel their parents are actively involved in their lives.

- 15 State First Spouses served as Honorary Chairs of Family Day, including First Lady of New Jersey Mary Pat Christie, First Lady of Illinois Diana Rauner, and First Lady of Texas Cecilia Abbott
- 11 Major League Baseball teams helped promote Family Day, including the Boston Red Sox, Milwaukee Brewers, and San Francisco Giants
- 10 like-minded organizations partnered with us to help celebrate, including Mothers Against Drunk Driving (MADD), National Military Family Association, SADD (Students Against Destructive Decisions), The Family Dinner Project, and The Moyer Foundation
- The Center hosted a party at Dylan's Candy Bar, a famous sweets shop in New York City, where kids and parents alike indulged in treats, crafts, dancing, and quality time



**FamilyDay** | Making Everyday Special



1-5. Dylan's Candy Bar Event in New York City 6. First Lady of Georgia Sandra Deal family selfie 7. First Lady of South Dakota Linda Daugaard family selfie 8. First Lady of Maine Anne LePage 9. First Lady of North Carolina Kristen Cooper family selfie 10-11. Parents and children at Carlisle County School District Bardwell, Kentucky





## TALKING TO TEENS TO FIND OUT HOW THEY FEEL

As a parent, it's not always easy to know how your teenager feels about difficult subjects like addiction. We surveyed teens across the country to understand their oft-unspoken attitudes regarding substance use. The better we understand their perspectives, the better we can help them navigate these challenging years.

### ON THE HORIZON

The Center will release its teen survey results in 2018, giving parents more insight into **how their children think and feel about substance use**.

## HELPING ADOLESCENTS AVOID AND OVERCOME ADDICTION

Addiction often starts in adolescence. It doesn't just affect one person; entire families are involved. Although family therapy is the best way to treat adolescent substance use, it is rarely used effectively. We are developing a tool that will standardize this evidence-based treatment and enable community therapists to give adolescents—and their families—the help they need.

Adolescents who use addictive substances are often at higher risk of landing in the juvenile justice system. But kids often go through the system without screening. We are collaborating with juvenile justice agencies across New York State to better identify those who need treatment and connect them with community therapists. **Our goal is for 100% of these adolescents to receive the care they need.** In the coming years, we hope to expand and replicate this program to improve access to treatment for adolescents throughout the nation.

Addiction problems don't exist in a vacuum—teens with addiction often live with other mental health problems. Successful treatment means addressing the constellation of factors. With that in mind, **we are equipping substance use providers with new clinical tools** to address inattention, disorganization, and impulsivity—3 issues that many adolescents struggle with.

### ON THE HORIZON

The Center is continuing its partnership with the Houston Recovery Council to curb substance use among adolescents in the Houston area. **We are evaluating the Council's prevention program for local schools and helping them create a standard curriculum that other schools can replicate.**







## IDENTIFYING THE ONES AT RISK

A quick screening can prevent substance misuse from escalating to addiction. But too many at-risk individuals go unscreened. To change this, we partnered with New York State's largest health care provider, Northwell Health. **Together, we provided more than 270,000 screenings—leading to a 440% increase in abstinence from alcohol or illegal drugs.**



## MAKING TREATMENT MORE EFFECTIVE

The most effective treatments account for the specific needs of patients. We developed the highly acclaimed LOCADTR tool to ensure people start treatment with the best level of care according to their individual needs, resources, and symptoms. Through our partnership with the New York State Office of Alcoholism and Substance Abuse Services (OASAS), **our LOCADTR tool was used more than 600,000 times in 2017.**

Unfortunately, even when people do receive medical care for addiction, the majority do not receive effective or high-quality treatment. We helped New York State improve its quality of services by coaching providers to adopt best practices, including:

- Incorporating medication-assisted treatment (MAT)
- Extending treatment services outside of clinics
- Using data to improve quality
- Promoting treatment that is rooted in compassion and science

### ON THE HORIZON

Our partnership with OASAS continues, as we expand the impact of our Continuing Review Tool—a resource that ensures patients receive evidence-based treatment, enhancing their chances of successful recovery.



# EQUIPPING POLICYMAKERS WITH PRACTICAL SOLUTIONS

As opioid-related deaths in the United States reached an all-time high, we created a guide to help state policymakers craft effective solutions for this crisis.



Many current policies and interventions are based on stigma and misunderstanding. This guide helps states move towards research-based solutions for the deadliest drug crisis in American history. Our hope is that states will learn from each other, adopt these recommendations and turn the tide on the opioid epidemic.

~ Lindsey Vuolo, J.D., M.P.H., associate director of health law and policy at The Center, and lead author of the report

Our experts presented at several influential conferences, such as the National Rx Drug Abuse and Heroin Summit and State Legislative Leaders Foundation Conference, where our message reached people with the power to promote change.

## ON THE HORIZON

We are co-hosting a conference in the fall of 2018 with the State Legislative Leaders Foundation at Johns Hopkins University. There, we will present viable solutions to the opioid crisis and provide strategies for tackling addiction at the local level.

# GETTING OUR MESSAGE OUT

Each year, our voice becomes stronger. The Center leverages a variety of social platforms and media channels to share findings with parents, policymakers, and influencers who can help us end addiction.

## 2017 SAW CONTINUED GROWTH FOR OUR ONLINE FOLLOWING



61%↑



56%↑



41%↑



34%↑

- Our experts contributed to numerous news articles about the state of addiction in our nation:
  - **The Wall Street Journal:** Opioid Addicts Need Care, And Medicaid Provides It
  - **The New York Times:** Amid Opioid Crisis, Insurers Restrict Pricey, Less Addictive Painkillers
  - **Cincinnati.com:** End opioid crisis, “stigma” with public health approach: Center on Addiction guide
- Through our blog, The Buzz, we shared perspectives and insights regarding today’s most pressing topics related to addiction





# WHO WE ARE



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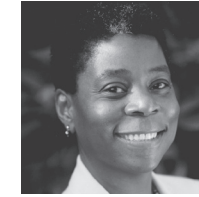
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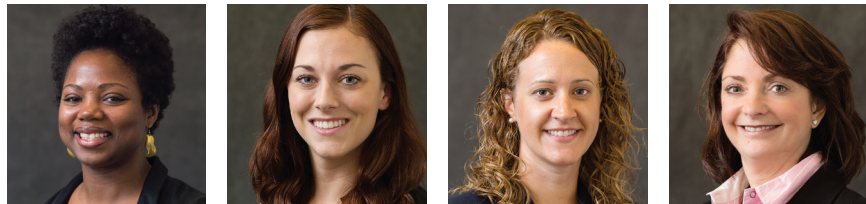
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OUR LEGACY

25TH ANNUAL AWARDS  
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AMERICAN LEADERSHIP IN  
ERADICATING ADDICTION

NEW YORK, NY, MAY 11, 2017



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# WHAT KEEPS US GOING



## OUR PASSION



The two greatest challenges of my life both have to do with addiction. The first was **overcoming it personally**, and the second is the work of **lifting others out of it**. Our work has made me confident that getting to the other side is a real possibility.

~ Tracey Rogovin, Ph.D.,  
Senior Research Associate



I am fighting for a world in which we treat addiction like any other disease.

~ Emily Feinstein, J.D.,  
Executive Vice President



Our work gives parents the information and tools they need to help their children lead full, drug-free lives.

~ Linda Richter, Ph.D.,  
Director of Policy Research and Analysis



““

It feels good to know  
I'm doing something  
**to be a part of the  
solution.**

~ Hannah Freedman,  
Communications and Digital Associate

““

Knowing that The Center has such  
a strong network and sustained  
presence in the field gives me  
confidence that my work will truly  
make an impact.

~ Shannon Healy, M.P.H.,  
Data Analyst

““

I am passionate about working with  
others to reach our goals more  
efficiently and creatively through  
the use of technology.

~ Tim Su, IT Support Manager

““

We are proud of our efforts to  
**change the way addiction is treated**  
—meeting the same standards as any  
other medical condition.

~ Charles J. Neighbors, Ph.D.,  
M.B.A., Director, Health  
Services Research

““

I'm passionate about advocating  
for better insurance coverage for  
addiction treatment so that one day  
affordable treatment is a reality and  
**no friend or family member ever  
feels helpless again.**

~ Lindsey Vuolo, J.D., M.P.H.,  
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At Quest, we are committed to promoting healthier lives; this includes the well-being of our patients, employees and their families.

We are honored to be a partner with The Center supporting their annual Family Day initiative, a national movement which promotes simple acts of parental engagement as key ways to prevent risky substance abuse in children and teens.

~ Quest Diagnostics Chairman,  
President and CEO  
Steve Rusckowski







The Center would like to thank its generous donors for making sure the mission to end addiction has the support it needs.

# OUR FINANCIALS

The National Center on Addiction and Substance Abuse Balance Sheet as of December 31, 2017 and 2016

ASSETS	2017	2016
Cash and cash equivalents	\$1,452,397	\$384,249
Grants and contributions receivable, net	\$3,512,539	\$3,886,216
Prepaid expenses and other assets	\$411,826	\$314,003
Investments	\$50,387,458	\$49,704,297
Property and equipment, net	\$8,151,814	\$8,543,195
TOTAL ASSETS	\$63,916,034	\$62,831,960

LIABILITIES		
Accounts payable and accrued expenses	\$1,661,238	\$2,251,570
Deferred revenue	\$30,298	\$62,798
Bonds payable	\$14,000,000	\$14,000,000
TOTAL LIABILITIES	\$15,691,536	\$16,314,368
TOTAL NET ASSETS	\$48,224,498	\$46,517,592

DETAIL OF NET ASSETS	UNRESTRICTED	TEMPORARILY RESTRICTED	2017	2016
Operating funds:				
Available for operations	\$4,741,795		\$4,741,795	\$4,641,786
Program services		\$1,806,721	\$1,806,721	\$1,766,283
Future periods		\$102,443	\$102,443	\$299,586
The Joseph A. Califano, Jr. Institute for Applied Policy	11,439,355	\$2,990,915	\$14,430,270	\$12,710,085
Program Concentration Fund	27,143,269		\$27,143,269	\$27,099,852
TOTAL NET ASSETS	\$43,324,419	\$4,900,079	\$48,224,498	\$46,517,592



# ON THE HORIZON

In early 2018, The National Center on Addiction and Substance Abuse sharpened its name and its message to get America focused on solving its most deadly disease – addiction. We are now Center on Addiction.



## THANK YOU

We are deeply grateful for the pro bono legal counsel of the premier law firm of White & Case LLP. We are particularly thankful for the efforts of Morton Pierce, Michelle Rutta, Claudia Smith, Wendy Lepp, Tal Marnin, John Olivieri, Jackie LaBine and Kathrin Schwesinger. A special thanks to board member Michael Roth and the Interpublic Group of Companies for their creative expertise in helping The Center reach millions of Americans. The talented team at FCB Health – Julia Phelan, Salvatore Diana, Karin Sweeney, Thomas Conigliaro, Shoui Peng, Amanda Ardelean and Erin Brennan – designed and contributed to this annual report. In addition, we appreciate the continued assistance of KPMG, our independent auditors led by Christopher Stanley.











**The National Center on  
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