

The Hazelden Betty Ford Foundation 2015 Community Benefit Report

In meeting our commitment to our mission and the underlying charitable purpose of the Hazelden Betty Ford Foundation, we invest our time, financial resources, and energy helping people and communities understand and address addiction as a treatable disease, and we spread the word that recovery is possible. "Be of Service" is an integral core value that we demonstrate in a variety of ways.

Patient Aid

Perhaps the most obvious way we meet our commitment to community is by providing treatment services to individuals and families who seek and qualify for care but are unable to pay the full cost. Our patient-aid policy provides that the Hazelden Betty Ford Foundation will annually establish a target amount of patient aid. Our patient-aid awards totaled \$9,652,000 in 2015.

Hazelden Betty Ford Graduate School of Addiction Studies

The Hazelden Betty Ford Graduate School of Addiction Studies prepares future leaders in addiction counseling through our Master of Arts in Addiction Counseling and Master of Arts in Addiction Studies degrees and certificate program. The school emphasizes public engagement as a means of serving our constituent communities. In 2015, students provided more than 4,280 hours of clinical services at agencies reaching underserved and economically disadvantaged populations.

The school offers a full scholarship each year to students who work at Chisago County Health and Human Services, and we provide continuing education to these Chisago County professionals at no cost. Fifty-eight students graduated with master's degrees from the school in 2015. Overall, more than 92 percent of graduates who seek careers in the addiction treatment field find employment in their home communities or at regional or national treatment agencies. Faculty and graduate school leaders participate in public service events throughout the United States and make research, educational, and scholarly contributions to the field of addiction treatment.

Butler Center for Research

The Butler Center for Research (BCR) is dedicated to improving recovery from addiction by conducting clinical and institutional research, collaborating with other research centers, and communicating scientific findings. It is the Center's vision that sustained recovery for all who seek help will be achieved through advancements in knowledge and integration of research into practice. In 2015, the BCR participated in the following activities:

- As part of the Hazelden Betty Ford Foundation's commitment to evidence-based practice, over 40 data analysis projects were conducted to inform clinical care and academic programming, identify treatment needs, drive data-based decision making, set targets for 2016 strategic plan goals, and contribute to the field's knowledge of addiction treatment. In addition, BCR staff was instrumental in setting up a new process of feedback informed treatment, which will be launched across Hazelden Betty Ford sites later this year.
- The Huss Research Chair on Older Adults is a collaborative initiative that allows BCR researchers to partner with leading national experts on projects related to older adults with addiction. The most recent Huss Research study examined the effects of naltrexone, an anti-craving agent for alcohol, on treatment outcomes among alcohol dependent adult residential patients. The study also examined whether patient response to naltrexone depends on a particular gene related to an opioid receptor in the brain. Statistical analyses of the data were conducted in 2015 and several manuscripts are currently under review at peer-reviewed journals.
- Recruitment and baseline testing continued for the COR-12™ research pilot study, with over 140 participants recruited to date. This study will provide the first outcomes data for residential patients enrolled in COR-12™ and will allow comparisons between COR-12™ and non-COR-12™ patients with opioid dependence.
- *Research Updates* were disseminated to professionals, educators, researchers, students, and other stakeholders. Six new *Research Updates* were created, including one summarizing drinking, drug use, and social norms among adolescents and high school students, coauthored with our Freedom from Chemical Dependency staff. These two-page summaries of scientific findings from the field of addiction treatment research are provided at no cost as a community benefit to policymakers, treatment professionals, and the public at large. *Research Updates* are also available on the BCR page at HazeldenBettyFord.org.

- Several manuscripts were submitted to peer-reviewed addiction journals in 2015. These papers focused on several different topics, including the role of spirituality in substance use outcomes and post-treatment functioning, as well as a paper describing the feasibility and implementation of a pay-for-performance program within addiction treatment.
- The Butler Center for Research's Dan Anderson Research Award is conferred on an annual basis to recognize a published manuscript that has a significant impact on the field of addiction treatment research. In early winter of 2015, Gail D'Onofrio, MD, professor, Department of Emergency Medicine, Yale School of Medicine, and David Fiellin, MD, professor, Department of Internal Medicine, Yale School of Medicine, earned the award for their study entitled: "Emergency Department-Initiated Buprenorphine/Naloxone Treatment for Opioid Dependence: A Randomized Clinical Trial," published in 2015 in the *Journal of the American Medical Association*. This study examined the impact of buprenorphine treatment on engagement and retention in addiction treatment among opioid-dependent patients admitted to the emergency room.

Medical & Professional Education

The Professionals in Residence (PIR) program and the Summer Institute for Medical Students (SIMS) give medical students, residents, and health care and legal professionals an in-depth experience with the dynamics of the disease of addiction. Intensive one-week programs blend classes presented by the Hazelden Betty Ford Foundation physicians and expert clinicians with time spent interacting with patients or family members and staff on treatment units or family programs. Participants learn about the latest research and evidence-based methods from our multidisciplinary faculty.

A two-week rotation on addiction for family medicine residents is available in Minnesota and California. A one-year accredited Addiction Medicine Fellowship is available at the Betty Ford Center in Rancho Mirage, California, and a Course on Addiction and Recovery Education (CARE) is available worldwide. The Minnesota and California sites offer customized programming for larger groups.

In 2015, the Minnesota and California programs welcomed a total of 523 participants.

Institute for Recovery Advocacy

In 2015, the Hazelden Betty Ford Foundation launched its new Institute for Recovery Advocacy, merging and revitalizing public advocacy efforts formerly carried out by the Hazelden Center for Public Advocacy and the Betty Ford Institute. The new Hazelden Betty Ford Institute for Recovery Advocacy kicked off a three-year strategy built on these pillars: 1) smashing stigma; 2) shaping public policy; and 3) educating people everywhere about the problem of addiction and the promise of recovery. The new Institute quickly established its brand as a leading national voice on all issues related to addiction prevention, treatment, and recovery, uniquely capable of facilitating conversation among those in recovery, those still suffering, and the society at large. The Institute's primary tactical focus in 2015 was confronting the nation's opioid epidemic, and we succeeded in helping to elevate the issue to the forefront of national dialogue. By year's end, it was one of the top issues discussed in Congress, by the Administration, on the presidential campaign trail, and in the media.

- We organized and hosted two policy symposiums on Capitol Hill—"Preventing Opioid Deaths Among Young People" in June and "Preparing Prescribers to Confront the Opioid Crisis" in October—both with the support of key Congressional caucuses. Combined, the two events drew more than 400 people. Speakers included nine members of Congress, a key state official from Kentucky, the White House Director of National Drug Control Policy, recovery and medical experts, and public figures such as Dr. Mehmet Oz, Mackenzie Phillips, and Mary Bono. The events, which included the release of a new national survey we commissioned on youth opioid use, generated significant press coverage and social media activity and promoted our policy initiatives. We also shared our expertise and views during 20 Congressional office visits we arranged for top Hazelden Betty Ford Foundation leaders.
- In October, we hosted and participated in a number of events around the historic "Unite to Face Addiction" concert held on the National Mall in Washington, DC. First was the 3,000-person FED UP! Rally on October 3, which

we sponsored and where our Chief Medical Officer spoke in support of federal solutions to the opioids crisis. The next morning, prior to the big concert, we held a rally for 500 people with a number of inspiring speakers who pumped up the standing-room-only crowd for the concert to come; our William Moyers was recognized at this event for his important and longtime contributions to recovery advocacy. Then, at the concert event itself, for which we were an organizing partner, Moyers was among an incredible lineup of main-stage speakers. Finally, on October 5, our Nick Motu spoke at an Advocacy Day breakfast that we sponsored for more than 500 advocates on Capitol Hill, kicking off the largest advocacy presence ever in the halls of Congress on the issues of addiction prevention, treatment, and recovery.

- Another marquee event took place in August at Northrop Auditorium on the University of Minnesota campus in Minneapolis. There, the Institute helped convene a statewide opioid summit dubbed "Pain.Pill.Problem.," which drew more than 1,000 attendees, generated excellent press coverage, and featured high-profile speakers such as the Governor of Minnesota, the U.S. Attorney for Minnesota, and three members of Congress.
- The Institute hosted, sponsored or provided speakers for 20 other events focused on opioids, other policy areas and/or stigma, including school and community forums as well as national and state conventions.
- In other policy activity, the Institute helped our leading doctors provide written and oral testimony to two key Congressional panels, arranged multiple meetings with the White House Office of National Drug Control Policy, and engaged in ongoing dialogue with a number of members of Congress and their staffs. The Institute also helped lead a grassroots advocacy effort in support of new opioid prescription guidelines proposed by the Centers for Disease Control and Prevention. And we continued to play a leading role in the Parity Implementation Coalition (PIC), which advocates for robust implementation of the federal "parity" law that expands access to addiction treatment through private health care insurance.
- The Institute also expanded its digital presence significantly in 2015, launching a new microsite at HBFIInstitute.org; live streaming several events; creating more than 50 digital videos; publishing a weekly *Policy News & Issues* update that now has a national audience; publishing regular blogs; expanding the use of Twitter, Facebook, and other social media; participating in and sponsoring major online events such as the Recovery 2.0 Conference; and preparing for the 2016 launch of a new publicly available online recovery community, The Daily Pledge at TheDailyPledge.org.
- In addition, the Institute engaged the news media in a wide variety of public education opportunities, getting our key spokespeople and messages featured frequently and prominently nationwide—on TV and radio, in magazines and newspapers, and online.

Community Education

For the first time, the Hazelden Betty Ford Foundation began live streaming of the speakers at the Betty Ford Center's "Alcohol and Other Drugs Awareness Hour," a great series of free public lectures held since 1976 on select Saturdays throughout the year. Live streaming effectively turns these local events into national public education opportunities, boosting the potential audience far beyond the live venue capacity of 500.

Our Speakers Bureau also helped place the organization's wide array of spokespeople at many related events. In all, 105 different employees presented to more than 54,845 attendees at 285 events in 24 states.

The Children's Program

The Children's Program provides prevention and education services to children and families with addiction. Programs are located in California, Texas, and Colorado. No child has ever been turned away because of lack of financial ability to pay (over 90% attend on scholarships).

In 2015, 1,504 children and family members participated in the program.

Staff of the Children's Program also participated in the Red Ribbon Campaign at numerous schools in the California, Texas, and Colorado areas. Early prevention education and recovery awareness events were held in communities and schools, along with training sessions for school administrators, principals, counselors, and teachers to provide information, resources, and tools regarding the family disease of addiction.

The Beamer Awards

The Beamer Awards, held for the fourth year in a row, generated \$700,000 with an estimated net profit of over \$400,000. The event's sole purpose is to raise funds for the Children's Program. All proceeds from the event help to underwrite the Children's Program in California, Texas, and Colorado.

Community Relations Services

Through its community relations services, the Visitors Program in Center City, Minnesota, scheduled and conducted 32 tours for 215 individuals. At the Betty Ford Center in Rancho Mirage, California, more than 140 tours were scheduled and conducted. Volunteers at facilities in California, Illinois, Florida, Minnesota, New York, and Oregon donated 18,727 hours valued at more than \$469,000.

Educational scholarships from the Hazelden Betty Ford Foundation totaling \$5,200 were awarded to students at six high schools in the Twin Cities and the surrounding Center City area.

The Foundation continues its involvement with Partners for a Drug Free Chisago County, providing expertise, hosting meetings, and allowing staff to serve on the organization's board.

Hazelden Publishing

Hazelden Publishing is the leading publisher of state-of-the-art resources for preventing, treating, and managing addiction and closely related issues. Translating research into practice, we help organizations treat the whole client by offering information, guidance, tools, and support to meet their unique needs. With 164 new offerings in 2015, our publications continue to provide inspiration, guidance, and encouragement to millions around the world every day. In 2015, Hazelden Publishing generated 35 new products, 8 new distributed products, 18 new services and trainings, 12 new e-books, 26 translation rights, 40 specialty products, and 25 new subscriptions. If not for Hazelden Betty Ford's mission, much of this material would not be published and available to consumers because of its limited appeal to mainstream publishers. Hazelden Publishing's materials also reach underserved populations, including many customers in the community treatment, faith-based, and corrections markets.

In 2015, through its BookAid program, the Hazelden Betty Ford Foundation sent 7,402 packages of 21,461 products that reached the lives of more than 200,000 people through 93 libraries serving programs and institutions in need. BookAid resources were sent to individuals and organizations in the United States and around the world, including Canada, Cuba, Colombia, and Mexico, to name a few. Hazelden Publishing received more than \$30,000 in donations for the BookAid program.

Web and Social Networks

A new website at HazeldenBettyFord.org was launched in 2014 and became the primary website of the new organization by the end of 2015. The new site is built on state-of-the-art technology with a steady base of over 16,000 visitors per day. Over 6,000 visitors come to the site, each day, to read, "Thought for the Day," one of six meditation book readings available free of charge. The new website is designed for mobile as well as desktop users. Nearly 4 million visitors came to Hazelden Betty Ford Foundation websites in 2015 seeking information on a variety of alcohol and drug addiction topics, including treatment, recovery, education, public advocacy, and products in our online bookstore.

The Hazelden Betty Ford Foundation's Social Community—an online network for people interested in recovery—featured discussion boards, chatrooms, blogs, a book club, and online meetings accessible to anyone from anywhere in the world. By year's end, 45,000 people had joined the community, and a plan was initiated to update the community's name and platform in 2016. The Hazelden Betty Ford Foundation's Facebook, Twitter, YouTube, LinkedIn, and other social media accounts, along with our online Alumni Network and award-winning mobile apps, offered additional access to recovery resources, providing daily inspiration, information, and fellowship.

Resource Center

In 2015, Hazelden Betty Ford's Resource Center received a total of 162,365 calls and 3,159 online inquiries from people seeking information, assistance, and products related to addiction issues. *Note: These numbers reflect the installation of a new phone system and integration of our new website. During much of this time, we were unable to track calls or online volume due to limited reporting options.*

Part of the Resource Center's work is connecting people with the help they need, in the form of products, services, and free information. For those in need of resources beyond what the Foundation provides, the Resource Center searches its database of more than 30,000 agencies to locate other possible assistance.