The Hazelden Betty Ford Foundation 2020 Community Benefit Report

To meet our commitment to the mission and underlying charitable purpose of the Hazelden Betty Ford Foundation, we invest time, financial resources and energy in 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 Financial Assistance
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. The Hazelden Betty Ford Foundation’s policy is to annually establish a target amount of patient financial assistance. In 2020, charity care costs were approximately $4,546,000.

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 three available degrees: Master of Arts in Addiction Counseling; Master of Arts in Addiction Counseling: Advanced Practice; and Master of Arts in Addiction Studies: Integrated Recovery for Co-Occurring Disorders. The school emphasizes public engagement as a means of serving our constituent communities. In 2020, students provided approximately 25,626 hours of clinical services at agencies reaching underserved and economically disadvantaged populations.

The School offers a full scholarship each year to a student who works at Chisago County Health and Human Services in Minnesota, and we provide continuing education to these Chisago County professionals at no cost. In 2020, 46 students graduated from the School with master’s degrees. 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 2020, the BCR participated in the following activities:

- As part of the Hazelden Betty Ford Foundation’s commitment to evidence-based practice, a variety of projects were conducted to inform clinical care and academic programming, identify treatment needs, drive data-based decision making, and contribute to the professional and public knowledge of addiction treatment. Projects included data analyses and industry trend reports, among others.
- In response to the global novel coronavirus pandemic, Hazelden Betty Ford had to pivot the majority of in-person services to virtual in March 2020. Given that very little was currently known about the efficacy of virtual group services for addiction, the BCR undertook an evaluation of the intensive outpatient and partial hospitalization program virtual services rollouts in order to better understand what type of patients benefit from in-person or virtual addiction care. Preliminary findings from these projects have already helped inform Hazelden Betty Ford’s approach to providing virtual care as a viable alternative to some in-person services.
- In 2020, the BCR continued to collaborate with researchers from the Mayo Clinic on a government grant to study the use of acamprosate, an FDA-approved medication targeting alcohol craving. Funded by the National Institute on Alcohol Abuse and Alcoholism (NIAAA), this project will work to identify biomarkers that may predict patient response to the use of the medication, with the hope of finding new genes linked to alcohol use disorder treatment response. The project continued recruitment throughout 2020, despite added COVID-19 restrictions, and is ongoing in 2021. Findings from this study could have substantial impact and inform substance use treatment on a national scale.
- The BCR started an additional donor-funded project in collaboration with the Mayo Clinic in 2020 to study the use of naltrexone and buprenorphine, FDA-approved medications for the treatment of cravings related to opioid use disorder (OUD). In this innovative study, Mayo will use internally developed breakthrough technology to "reprogram" the cell lines in patient blood samples over a six-month period to differentiate into brain region specific organoids (so-called "mini brains" in a petri dish), which will then be exposed to the medications used to treat OUD to measure how each individual's brain cells respond. Results obtained from this pilot study will be used to generate new hypotheses to better understand the molecular underpinning of OUD and response to FDA-approved therapeutic agents used in the treatment of OUD.
- The BCR also continued to collaborate on another NIAAA grant-funded study with researchers from Virginia Commonwealth University. Titled, "Genes, addiction, and personality," this study is part of a genome-wide association study to learn more about the relationships between personality, mental health, substance use and genes. Data collection continued in 2020, and is ongoing in 2021.

Research Updates were written and disseminated to professionals, educators, researchers, students and other stakeholders. These 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 web page at HazeldenBettyFord.org/education/BCR/addiction-research. One Research Update that was produced in 2020 incorporated new research on vaping and e-cigarettes.
Medical and Professional Education
Our Professionals in Residence (PIR) program and Summer Institute for Medical Students (SIMS) give medical students, residents, and health care and legal professionals an in-depth experience with the dynamics of addiction and recovery. Participants learn about the latest research and evidence-based methods from the Hazelden Betty Ford Foundation's multidisciplinary faculty. Intensive, one-week programs blend classes presented by our physicians and expert clinicians with time spent interacting with patients, family members and staff at our facilities in Minnesota and California. A rotation on addiction for psychiatry, family medicine and internal medicine residents is also available in those two states. In addition, a one-year, accredited Addiction Medicine Fellowship is available at the Betty Ford Center in Rancho Mirage, California, and an online Course on Addiction and Recovery Education (CARE) is available worldwide. The Minnesota and California sites offer customized programming for larger groups as well. In 2020, the Minnesota and California programs welcomed a total of 1,768 participants.

Public Advocacy
The Hazelden Betty Ford Foundation focused primarily on two advocacy issues in 2020: expanding access to care, and securing pandemic-related relief and support for behavioral health organizations.

By informing public audiences and key stakeholders about important issues, Hazelden Betty Ford seeks to diminish public stigma related to addiction and improve the formulation of policy at its earliest stages. The Foundation also supports each Hazelden Betty Ford Foundation facility, its employees and other interested stakeholders by responding to requests and providing information on relevant federal, state and local legislation.

At the federal level, Hazelden Betty Ford continued contributions to the Partnership to Amend 42 CFR Part 2, a coalition that successfully advocated for legislation that aligns conflicting federal laws related to the sharing of medical records to allow appropriate access to patient information that is essential for providing whole-person care. Additionally, Hazelden Betty Ford advocated for pandemic-specific investments in behavioral health, as well as policy changes to improve access to quality prevention, treatment and recovery-related resources.

At the state level, Hazelden Betty Ford met and communicated with policymakers in California, Minnesota, New York, Washington and elsewhere related to organizational priorities to expand services to people across the country.

Hazelden Betty Ford’s advocacy leaders sponsored or provided speakers for numerous events in 2020, and distributed a free, monthly Advocacy Update email to a national list of subscribers, while also producing blog and audio-video content, and providing information to the public via traditional and social media. The Foundation regularly receives requests for information on addiction, treatment and recovery issues from policymakers, the media and the public. By serving as a reliable resource to many, the Foundation was able to influence policy and public attitudes in diverse ways on behalf of the population and communities we serve.

Hazelden Betty Ford’s advocacy mission is to provide a leading and trusted voice on emerging topics and public policy issues that dominate the national dialogue on addiction, and to facilitate conversation among those in recovery, those still suffering and society-at-large. The Foundation is and will remain committed to smashing stigma, shaping public policy and educating people everywhere about the problems of addiction and the promise of recovery.

The Children’s Program
The Hazelden Betty Ford Children’s Program provides prevention and education services to children and families with addiction. Programs are located in California, Minnesota and Colorado. Due to COVID-19 restrictions, the program shifted entirely online beginning in April 2020 and continuing into 2021. The program hosted 72 virtual programs and served 398 children from 22 states and three countries. Virtual programming includes an initial, two-day virtual workshop; Stage II; caregiver workshops; and virtual continuing care each Wednesday evening for alumni of the Children’s Program. No child has ever been turned away because of lack of financial ability to pay. Nearly 91% of children who attended in-person from January to March received full financial assistance; and all of the virtual participants attended at no cost, due to the generous donations received from supporters.

Additionally, the Children’s Program continued to provide its toll-free Holiday Hotline over the winter school break. In 2020, the Hazelden Betty Ford Foundation expanded access to the service so the tradition could continue and serve even more children across the nation.

Community Education
Due to COVID-19 restrictions, in 2020, we converted our free, public Minnesota and Oregon Speaker Series and Second Sunday talks into webinars available to anyone in recovery and accessible at any time. During the year, Hazelden Betty Ford produced 10 recovery-themed webinars and reached more than 4,230 people.

Our Speakers Bureau helped place the organization’s many spokespeople at events, with 100 employees delivering 134 presentations in 19 states and 43 cities, as well as 61 virtual presentations available globally.

We also provided education and support at our free, open-to-the-public Caring Families groups, held online weekly for the Florida community throughout 2020, and weekly in-person in St. Paul from January to March.

Community Relations
Educational scholarships from the Hazelden Betty Ford Foundation totaling $5,200 were awarded to students at six high schools in the Twin Cities and Center City areas of Minnesota, as well as two western Wisconsin high schools.

In Florida, Hazelden Betty Ford is an active member of the Collier Community Drug Response Team, an action-oriented work group that analyzes data and mobilizes support to overdose hotspots. And, for the 25th year, we cosponsored and hosted our Women’s Health Conference in Center City, Minnesota. This free, twice-annual community event brings together medical providers and public health departments.
In addition, we sponsored community events like the Minnesota Walk for Recovery presented by Minnesota Recovery Connection and the Ride for Justice community bike series presented by the Twin Cities Recovery Project, among others.

**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 71 new offerings in 2020, our products continue to provide inspiration, guidance and encouragement to millions around the world every day. In 2020, Hazelden Publishing generated 19 new products, nine new distributed products, 10 new services and trainings, eight new e-books, eight new translation rights, four specialty products, and 13 new subscriptions. If not for our mission and commitment, 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.

Hazelden Publishing’s Professional Education Continuum Solutions (PECS) team transforms organizational systems and culture, empowering educators and providers in health care, treatment and social services to deliver evidence-based, best-practice services throughout the continuum of care. Intensive training and coaching for Building Assets and Reducing Risks—a strengths-based model that provides schools with a comprehensive approach to meeting the academic, social and emotional needs of all students—has reached more than 180 schools in 18 states, impacting the lives of over 100,000 students in a diverse range of communities. In addition, consultants and trainers on the PECS team reached over 6,600 professionals in 33 states and Canada in 2020, addressing stigma associated with addiction and helping communities embrace recovery as the expectation. From Appalachia to the Pacific Ocean—and everywhere in between—the PECS team is empowering professionals to be agents of hope and healing.

In a pandemic-affected 2020, through its BookAid program, the Hazelden Betty Ford Foundation also sent 304 packages that touched the lives of many thousands of people. BookAid resources were sent to individuals and organizations in the United States and around the world. The products cost $1,700 to ship.

**Web and Social Networks**

Our corporate website, HazeldenBettyFord.org, continued to grow in 2020 with nearly 10 million sessions, an increase of 28% over 2019. “Thought for the Day” remained the most popular feature on the website, with an average of 15,000 visitors each day. “Thought for the Day” provides daily inspirational readings from one of six Hazelden Publishing meditation books.

More than 4.5 million people from 227 countries visited the website seeking information on a variety of addiction-related topics, including treatment, recovery, education, public advocacy and products in our online bookstore. Sixty-six percent of all visits to the website were from a mobile device. Thirty percent of sessions were from a desktop or laptop computer, and only 4% were from a tablet.

**Hazelden Betty Ford produced 27 new episodes of our award-winning Let’s Talk Addiction & Recovery educational podcast series, which generated 428,856 engagements with people in our communities. We also launched an inspiring new Recovery Road podcast series, with almost 75 brief episodes leading to 600,000 engagements with people in 68 countries.**

The Hazelden Betty Ford Foundation’s online social community—TheDailyPledge.org—features discussion boards, chatrooms, blogs and online meetings accessible at no cost to anyone anywhere in the world. The Daily Pledge continued to offer a supportive home on the web for people in or seeking recovery, as well as a growing number of family members of those in or seeking recovery.

In the midst of the COVID-19 pandemic, traffic to The Daily Pledge increased by 70% in 2020 to 20,000. As those seeking recovery were forced to stay home and unable to attend meetings in person, Hazelden Betty Ford added 20 new meetings per week, bringing the total number of meetings for the year to well over 1,000, a 233% increase over 2019. Requests for confirmation of meeting attendance increased more than 1,100% to 1,800 in 2020. Total page views increased 40% to 176,000, and the number of pledges was up by about 7% to 9,100. The total number of registered members of the site is currently more than 13,000.

The Hazelden Betty Ford Foundation’s Facebook, Twitter, Instagram, YouTube, LinkedIn and other social media accounts—which have more than 146,643 followers—along with its award-winning mobile apps—including several available at no cost—offered additional access to recovery resources that provided daily inspiration, information and fellowship.

**Resource Center**

In 2020, Hazelden Betty Ford’s Resource Center received 84,373 calls from people seeking or making a referral to substance use disorder and mental health treatment, as well as many more seeking information, assistance and products related to substance use and addiction.

**Hazelden Betty Ford Library**

In addition to its core mission of fulfilling the informational needs of Hazelden Betty Ford staff and students, our Addiction Research Library—accessible at HazeldenBettyFord.org/education/BCR/addiction-research-library serves the public by:

- Working daily with information-sharing and advocacy efforts in the regional Minnetex, national Docline, and international SALIS (Substance Abuse Librarians and Information Specialists) networks
- Facilitating on our website the preservation and access of archived versions of the ETOH and CORK addiction-related journal databases, free to all internet users and available nowhere else online
- Providing scholarships, via the A.A. Heckman Endowed Fellowship Fund, to help individuals study the addiction-related archives housed on our campus in Center City, Minnesota