

The Hazelden Betty Ford Foundation 2019 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 2019, charity care costs were approximately \$6,535,000.

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 2019, students provided approximately 40,000 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 2019, 63 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 2019, 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 2019, the BCR collaborated with researchers from the Mayo Clinic who obtained 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 alcoholism treatment response. The project was successfully launched in July 2019 with recruitment ongoing through 2020. Findings from this study could have substantial impact and inform substance use treatment on a national scale.
- The BCR also collaborated 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 among personality, mental health, substance use and genes. Data collection was successful in 2019 and will be ongoing into 2020.
- *Research Updates* were disseminated to professionals, educators, researchers, students and other stakeholders. 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 web page at [HazeldenBettyFord.org/education/BCR/addiction-research](https://www.hazeldenbettyford.org/education/BCR/addiction-research). One new *Research Update* was created in 2019 on vaping and e-cigarettes.
- In addition to the new *Research Update*, the BCR published a manuscript in the September 2019 issue of the *Journal of Substance Abuse* of a feasibility study of Hazelden Betty Ford Foundation’s comprehensive model for treating opioid use disorder, the Comprehensive Opioid Response with Twelve Steps framework (COR-12™).

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 a Course on Addiction and Recovery Education (CARE) is available worldwide. The Minnesota and California sites offer customized programming for larger groups as well. In 2019, the Minnesota and California programs welcomed a total of 2,010 participants.

Recovery Advocacy

The Hazelden Betty Ford Foundation is 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 Foundation's advocacy strategy is 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. By informing public audiences and key stakeholders about important issues, the Foundation's goal is to improve the formulation of policy at its earliest stages.

In 2019, the Foundation focused primarily on two advocacy issues: 1) the need to establish treatment quality standards and integrate specialty addiction care into the mainstream health care system and 2) the ongoing effort to confront the nation's opioid overdose epidemic and broader addiction crisis.

Hazelden Betty Ford's advocacy leaders discussed the Foundation's policy ideas and recommendations with Members of Congress, the Administration and their staff on multiple occasions throughout the year—in person, via formal letters and official public comments, and via less formal emails and phone calls. The national director for the Hazelden Betty Ford Children's Programs also spoke before the U.S. House of Representatives Freshmen Working Group on Addiction, giving voice to the growing needs of young children whose lives have been affected by addiction in the family.

Hazelden Betty Ford hosted public events in Minnesota with the U.S. Surgeon General (May 8) and the director of the White House Office of National Drug Control Policy (June 6), inviting a diverse collection of other community stakeholders to participate as well. In addition, the Foundation nominated its chief medical officer, Marvin D. Seppala, MD, to serve as an appointed volunteer on a new Interdepartmental Substance Use Disorders Coordinating Committee, which is still pending. The Foundation also consulted the Surgeon General's office on a new national cannabis advisory.

In 2019, Hazelden Betty Ford continued contributions to the Partnership to Amend 42 CFR Part 2, a coalition that advocates for aligning 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. Membership in coalitions and associations such as the National Association of Addiction Treatment Providers allows Hazelden Betty Ford to join forces with others sharing similar concerns and interests.

At the state level, Hazelden Betty Ford met and communicated with policymakers in California, Minnesota, New York, Washington and elsewhere—kicking off a state government relations strategy to supplement its federal activities.

Hazelden Betty Ford's advocacy leaders sponsored or provided speakers for numerous events in 2019—including local school and community forums as well as national and state conventions—focused on opioids, cannabis, access to care, the reduction of stigma, the promotion of recovery and other topics. One such event in 2019 was Resolution 2020: A Zero Proof New Year's Eve, a stigma-smashing, alcohol-free event held at a popular Minneapolis theater. In addition, the Foundation distributed a weekly *Advocacy Update* email to a national list of subscribers, while also producing blogs and audio-video content, providing or securing media interviews to support its advocacy agenda, and generating thousands of social media impressions and unique website visitors.

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/knowledge in diverse ways.

The Children's Program

The Betty Ford Center Children's Program provides prevention and education services to children and families with addiction. Programs are located in California, Minnesota and Colorado. No child has ever been turned away because of lack of financial ability to pay, and over 90 percent attend on scholarships. In 2019, 1,051 children and family members participated in the program.

Community Education

We presented free, public talks at our Minnesota Speaker Series held in St. Paul on select Tuesdays; at our Oregon Speaker Series held twice a month in the Portland metro area; and at our monthly Second Sunday speaker series held in Center City, Minnesota.

Our Speakers Bureau helped place the organization's many spokespeople at events, with 95 different employees delivering 194 presentations in three countries, 26 states and 73 cities, as well as 21 virtual presentations available globally.

We also provided education and support at our free, open-to-the-public Caring Families groups, facilitated once a month in Plymouth, Minnesota, and once a week in Fort Myers, Florida, as well as weekly in an online format at [TheDailyPledge.org](https://www.thedailypledge.org).

Community Relations

Our Visitors Program in Center City, Minnesota, scheduled and conducted 72 tours for 358 individuals. At the Betty Ford Center in Rancho Mirage, California, staff scheduled and conducted 65 tours.

Volunteers at facilities in California, Colorado, Illinois, Florida, Minnesota, New York and Oregon donated 13,177 hours, valued at more than \$335,085.

In addition, 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 co-sponsored and hosted our Women's Health Conference, a free, twice-annual community event that brings together medical providers and public health departments in Center City, Minnesota.

In addition, the Foundation hosted its own music festival, HazelFest, in Center City, Minnesota, providing more than 1,100 people from the surrounding communities a family friendly, alcohol-free entertainment experience while also educating festival-goers and thousands of other marketing and press consumers about the promise and possibility of recovery. We also sponsored community events like the Minnesota Walk for Recovery, which attracted 5,000 people.

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 84 new offerings in 2019, our publications continue to provide inspiration, guidance and encouragement to millions around the world every day. In 2019, Hazelden Publishing generated 28 new products, 11 new distributed products, 13 new services and trainings, four new e-books, seven new translation rights, four specialty products, and 17 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 Solutions (PES) team transforms organizational systems and cultures, 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 150 schools throughout the nation, impacting the lives of over 100,000 students in a diverse range of communities. In addition, consultants and trainers on the PES team reached over 4,000 professionals in 34 states in 2019, addressing stigma associated with addiction and helping communities embrace recovery as the expectation. From Appalachia to the Pacific Ocean—and everywhere in between—the PES team is empowering professionals to be agents of hope and healing.

In 2019, through its BookAid program, the Hazelden Betty Ford Foundation also sent 2,413 packages that reached the lives of many thousands of people through libraries, serving programs and institutions in need. BookAid resources were sent to individuals and organizations in the United States and around the world. The value of these products was an estimated \$116,000, and they cost roughly \$4,500 to ship.

Web and Social Networks

The corporate website, [HazeldenBettyFord.org](https://www.hazeldenbettyford.org), continued to grow in 2019 with nearly eight million sessions, an increase of 25% over 2018. "Thought for the Day" remained the most popular feature on the website, with an average of 13,000 visitors each day. "Thought for the Day" provides daily inspirational readings from one of six Hazelden Publishing meditation books.

Over three million individuals from across the world visited the website seeking information on a variety of addiction-related topics, including treatment, recovery, education, public advocacy and products in our online bookstore. Seventy-five percent of all visits to the website were from mobile or tablet devices. Only 25% of sessions were from a desktop or laptop computer.

The Hazelden Betty Ford Foundation's online social community—[TheDailyPledge.org](https://www.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 2019, nearly 12,000 users visited the community and the number of registered members climbed to more than 10,000. Members made 8,500 daily pledges of sobriety and attended more than 250 scheduled recovery meetings.

Hazelden Betty Ford Foundation's Facebook, Twitter, Instagram, YouTube, LinkedIn and other social media accounts, which have more than 97,000 followers, along with its award-winning mobile apps, offered additional access to recovery resources, providing daily inspiration, information and fellowship.

Resource Center

In 2019, Hazelden Betty Ford's Resource Center received 185,192 calls from people 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](https://www.hazeldenbettyford.org/education/BCR/addiction-research-library) serves the public by:

- Working daily with information sharing and advocacy efforts in the regional Minitex, 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