

# THE PARTNERSHIP™ AT DRUGFREE.ORG



## 2011 Highlights



# Expanding the Foothold in the Field: *Join Together* Launches



On April 4, The Partnership at Drugfree.org announced that [Join Together](#), a leader in bringing effective drug and alcohol prevention and treatment programs to communities nationwide, became part of our organization.

Providing the latest news and headlines, research briefs, original in-depth reporting and featured commentaries on drug and alcohol issues free to more than 50,000 subscribers each week, *Join Together* also operates widely used self-screening and brief intervention websites. The service can be found at [drugfree.org/jointogether](#) and individuals can sign up to receive the *JT Daily* or *JT Weekly* eNewsletters at [drugfree.org/newsletters](#).

# Illuminating Research:

## National Study Confirms Teen Drug Use Trending in Wrong Direction

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Following a decade of steady declines, the 22<sup>nd</sup> annual [Partnership Attitude Tracking Study](#) (PATS) indicated that teen drug and alcohol use is headed in the wrong direction, with marked increases in teen use of marijuana and Ecstasy over the past three years.

The most recent data from the nationally projectable PATS study also underscored alarming patterns in early adolescent alcohol use and found that teens view drinking alcohol – even heavy drinking – as less risky than using other substances.

The study, which surveyed more than 2,500 teens and 800 parents, was sponsored by MetLife Foundation and received notable [press coverage](#).

# Successful Education Programs:

## Study Demonstrates Effectiveness of Parents360 Program

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A new study demonstrated the effectiveness of [Parents360](#), a prevention program that educates and equips parents and other caregivers to be better able to deal with their teens on drug and alcohol issues.

This [groundbreaking study](#) revealed that test group parents had significantly greater increases in the important measures of knowledge of substance abuse and related resources, and in confidence in their ability to communicate with their teens on this issue, than did control group parents.

Mike Townsend, EVP and Director of Community Education Programs, discusses the findings.



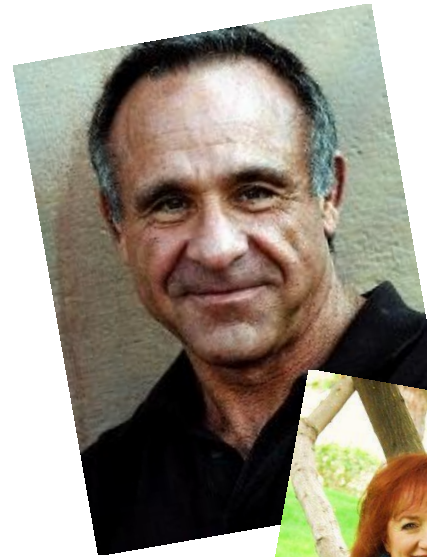
# New Facebook Forum: Meet The Parents Hour

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Meet The Parents Hour, a new social media event, made its debut in 2011. The event features a live chat and Q&A session hosted on our [Facebook](#) page.

These bi-monthly events provide an online forum where parents and others interested in discussing substance abuse and addiction can connect, share and learn about our important health issue in real time.

[Meet The Parents Hour](#) has featured moms and dads, siblings of those who have faced addiction and individuals in recovery, all sharing their stories and personal insights with our growing Facebook community.



# Support, Courage and Hope: You Are Not Alone Campaign

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Libby Cataldi explains how to Stay Close: A Mother's Story of Her Son's Addiction

From: youarenotalone | Aug 8, 2011 | 6,439 views

Jeff Bratton and Libby Cataldi, Author of Stay Close, speak about the shame and guilt that surrounds addiction and how Jeff ultimately achieved sobriety. Special thanks to George Burroughs, Director of Video and Andy Schwartz, Director of Photography.

... [\(more info\)](#)

[View comments, related videos, and more](#)

This year, we launched a new, transformative campaign calling on all those affected by addiction – individuals, families, communities and organizations – to come forward and help our kids in need.

[You Are Not Alone](#) comes to life in a collection of stories, each one a message to families of the 11 million teens or young adults who are struggling with substance abuse. This public storytelling brings together the millions who have been directly impacted by addiction with those families who currently have a teen who needs help.

# New, Direct Service for Parents: The Bilingual Parents Toll-Free Helpline Goes Live

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We were thrilled to launch a new, first-of-its-kind, bilingual helpline this September, specifically for parents and caregivers of teens/young adults who are struggling with drug and alcohol addiction.

[The Parents Toll-Free Helpline](#) – 1-855-DRUGFREE – (1-855-378-4373) is staffed by social workers with practical experience in substance abuse prevention and treatment. These specialists offer direct services and expert advice to help parents plan a course of action for teens who are facing substance abuse.

# New, Powerful Video: Families' Stories of Teen Addiction

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Together with Moo Studios, Consulate Film Editing and director Pamela Hanson, The Partnership at Drugfree.org [developed a poignant, brief documentary](#) video highlighting the true stories of people who have faced teen addiction. Those featured speak candidly about their experience with substance abuse – some are in [recovery](#) themselves, others have helped friends or family members recover and some have lost loved ones to the disease.

[Watch the video](#) and share with friends. It sheds light on a disease that is too often kept in the dark.



# Support Across the Country: New Parent Ambassador Program

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This year, we kicked off our new Parent Ambassador Program. Our Parent Ambassadors form a network of parents who volunteer their time to inspire and provide help and hope to other parents who are struggling with the issue of teen addiction.

There are currently 20 Parent Ambassadors, and each and every one of them has been impacted by addiction in some way – whether they have lost a child to substance abuse or are currently helping their teen through recovery.

This unique group of individuals works together to mentor and support parents across the country.



*“When I was asked to be a Parent Ambassador, it was not a hard decision. I was being asked to help those parents out of a violent storm. I was being asked to be one of the people to help other parents, just as I was helped a few years before. **What an honor.**”*

**-Ron Grover, Parent Ambassador**

# A New Perspective on Teen Addiction: “Emotional Drugs” PSA Campaign

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Parents’ emotions – avoidance, fear, enabling, shame – are just as powerful and dangerous as drugs, and they can prevent even the most well-intentioned parent from taking action and addressing their child’s substance use.

Directed by Phil Joanou, Jr., the son of one of the founding members of The Partnership at Drugfree.org, this documentary-style campaign flips the perspective from a parent to a teen, as they test the boundaries of their parents’ tolerance.



# Innovative Resources for Families: Time To Get Help Website Revamped

This year we redesigned [Time To Get Help](#), our online community for parents of teens and young adults in crisis and facing a child's addiction. The new homepage presents an engaging approach highlighting personal stories from Time To Get Help community members, now more than 1,000 strong.

The website also now includes comprehensive eBooks on intervention and treatment, along with downloadable worksheets and checklists to fit the individual needs of families who are at different stages in the process of getting help for their teens.

The screenshot shows the homepage of the Time To Get Help website. At the top, the logo reads "Time To Get Help" with the tagline "Support for Parents of a Child Struggling with Drugs and Alcohol" and the organization name "THE PARTNERSHIP AT DRUGFREE.ORG". A navigation bar includes "Home", "Learn", "Make a Plan", "Community", and "Get Involved". Below this are three featured articles: "Questions to Ask Treatment Programs" (Free Downloadable Worksheet), "Enabling Drug Use" (How Do I Stop My Son's Drug Addiction?), and "Expert of the Month: Dan Griffin, MA" (Getting Outside Support). The main content area is divided into three columns. The left column features "e-books: Information you need to intervene and get the right help for your teen's drug abuse." with two e-books: "Intervention e-book" and "Treatment e-book", each with a "Download" button. Below these are "Additional Resources >" and "Parents Toll-Free Helpline 1-855-DRUGFREE (1-855-378-4373)". The middle column is titled "Q&A Ask Questions, Share Answers." and contains two questions: "Looking for counseling or Alanon for young teen" and "How can this end with my daughter dying". The right column is titled "About Time To Get Help" and "Donate" (Nearly 11 million young people in America need help for substance abuse and addiction. "Donate Now" button). At the bottom right, there are social media icons for Facebook, Twitter, and YouTube, and a "Stay Connected and Informed" link.

# In Communities and on the Field: 2011 Commissioner's Play Healthy Award Winners

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Susan Mayberry, a youth coach and teacher from Overland Park, Kansas and Carlos Umana, a teen athlete from El Paso, Texas, were honored by The Partnership at Drugfree.org and Major League Baseball, with the [second annual Commissioner's Play Healthy Awards](#). The award recipients were recognized at our [annual gala](#) at The Waldorf=Astoria in New York City.

The winners were chosen by a panel of parents, coaches and industry professionals based on their spirit of teamwork, dedication and leadership on and off the playing field. Each is passionately committed to fair and drug-free competition and strives to educate their community about the risks of drug and alcohol abuse. Learn more about [Play Healthy](#).



Pat Russo of The Partnership at Drugfree.org,  
Carlos Umana, Susan Mayberry and David James  
of MLB

# Celebrating Our Work for Families: 25th Anniversary Gala

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We hosted our 25th Anniversary Gala at The Waldorf=Astoria in New York City, an annual event to gather and show gratitude to those who support our important work and have been instrumental in helping us reach families in need. In attendance were more than 550 distinguished guests and friends, and \$2 million was raised for our cause.

Hosted by CBS Evening News anchor Scott Pelley, gala honorees included The New York Times Company, Home Box Office (HBO) and GroupM's Irwin Gotlieb. Actor and author [Melissa Gilbert](#), The Partnership at Drugfree.org's national spokesperson, also shared personal insight and family stories, and our guests were treated to a special performance by country music artist, [Hannah Michelle Weeks](#).