

2014 Year in Review



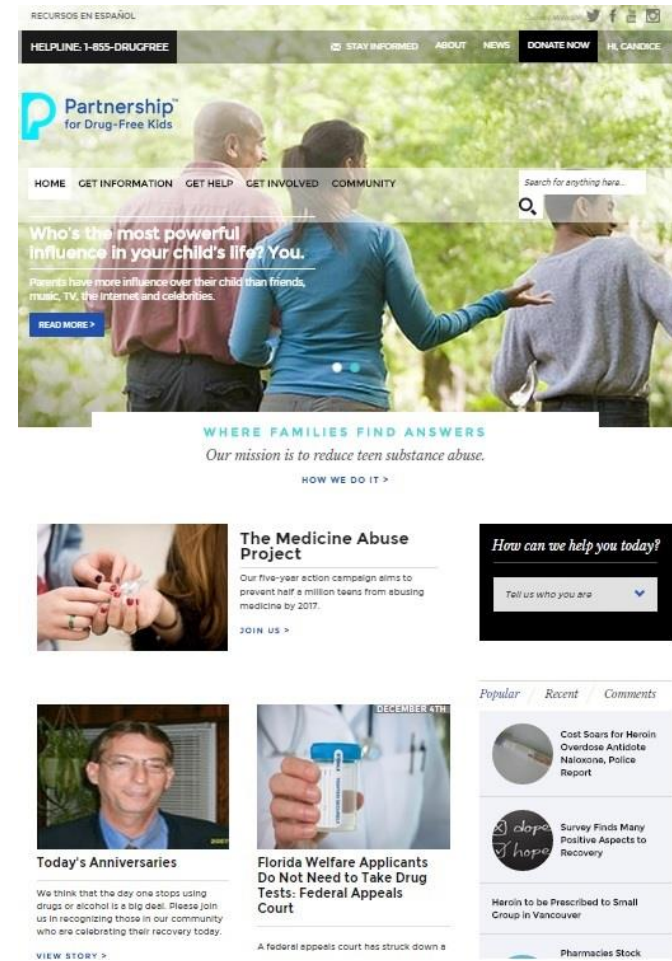
PartnershipTM
for Drug-Free Kids

Where families find answers

Newly Revamped Drugfree.org is Unveiled

One of the most exciting things about 2014 was our change to become the Partnership for Drug-Free Kids, representing more directly who we exist to serve: kids and families.

We retained our URL, drugfree.org, but now offer new communities for sharing and support, along with improved usability and search functions.



The Mind Your Meds Campaign Receives a Gold Lion

We were [honored with a Gold Lion](#) at the first-ever Lions Health Awards for the public service campaign entitled “Mind Your Meds.” The [TV spots](#) were directed by actor/director Eric Stoltz.

The campaign, developed by Hill Holliday, was created as part of our [Medicine Abuse Project](#), which aims to prevent 500,000 teens from abusing medicine. New data released in 2014 shows that our work is having an impact, with 125,000 fewer teens abusing medicine.



Pilot Campaign with FDA and Healthcare Professionals Launched

We introduced a new campaign targeting healthcare professionals called “Search and Rescue.” The initiative recognizes the key role healthcare professionals play in prescribing responsibly, communicating the risks of abuse and identifying and helping patients who may already be abusing medication.

“Search and Rescue” was piloted in two states (Maryland and Rhode Island) with support from a multi-year grant from the Food and Drug Administration. Based on results in these pilot states, we hope to expand to additional states as well.



Teen-Produced Film “Out of Reach” Goes Nationwide

This year, we partnered with select schools and organizations to host screenings and comprehensive discussions about our teen-made documentary on teen medicine abuse, “[Out of Reach](#).”

To date, more than 600 individuals from across the country are using the film and its accompanying toolkit to help educate their communities about teen medicine abuse.

A special [TODAY Show](#) segment hosted by NBC special anchor Maria Shriver also featured the film.



Third Annual All-Star Tasting Pairs Celebrity Chefs and Athletes

We hosted our third annual All-Star Tasting event, where celebrity chefs and all-star athletes came together for a night of food and fun.

More than 200 attendees and guests joined us and our special athletes and chefs.

The evening was a great success, raising nearly \$100,000 to support our work for kids and families.



Partnership Study: Increase in Teens' Reported Use of Performance-Enhancing Substances

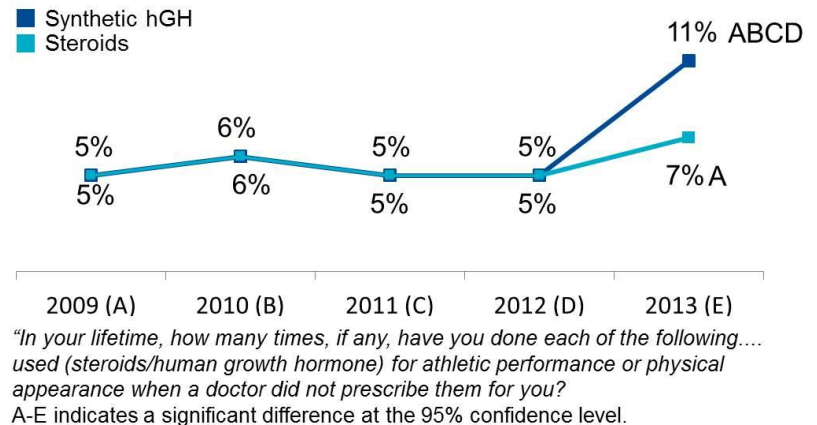
This year's release of the Partnership Attitude Tracking Study (PATs) showed a significant increase – a doubling in the reported lifetime use of synthetic human growth hormone (hGH) among teens.

The PATs survey found 11 percent of teens in grades 9-12 reported “ever having used” synthetic human growth hormone without a prescription, up dramatically from just 5 percent in 2012. The survey release received extensive national press coverage.

The Partnership's [Play Healthy](#) program website features information for families on how to recognize and prevent the abuse of hGH and other performance-enhancing substances.

Prevalence of Teen Steroid / Synthetic hGH Abuse

% Used at least once in lifetime (n=3705)



Above the Influence Panel Featured as Part of Advertising Week 2014

Our Above the Influence Campaign (ATI) was featured on a panel entitled “Why Bother? Sustaining a Teen Brand Against All Odds,” at Advertising Week in New York City.

The Effie-award winning ATI campaign has been a collaborative effort among the advertising and media industries since 2005. The esteemed panel included members from the original launch team, who highlighted the campaign’s successes and the importance of its continued support.



Partnership Releases New Toolkit for Teens

Responding to the growing need for teen-targeted educational and skill-building resources, we developed a new *Above the Influence (ATI) Toolkit*. The turn-key *ATI Toolkit* enhances our existing work with teens, ages 12-17. The kit helps them make healthier decisions and prevent risk-taking behaviors, including alcohol and drug abuse, with the support of adults who value them.



New Research: Abuse of Rx Stimulants Now Normalized Among Young People

We released a new [survey](#) in November that confirmed the abuse of prescription (Rx) stimulants is now a normalized behavior among current college students and other young adults – with 1 in 5 college students (20 percent) reporting abuse of Rx stimulants at least once in their lifetime. The survey was released at a special event hosted by the New York University Global Institute of Public Health.

The new data also found that young adults often abuse prescription stimulants as a way to manage the daily demands of academics, work and social pressures.

