

**Partnership<sup>™</sup>**  
**for Drug-Free Kids**

Where families find answers

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**2013 Annual Report**

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## Our Mission

The mission of Partnership for Drug-Free Kids is to reduce teen substance abuse and support families impacted by addiction.

### HOW WE DO IT

1. Develop public education campaigns that drive awareness of teen substance abuse, offering parents practical programs for prevention and treatment.
2. Provide families direct support and guidance to prevent and cope with teen drug and alcohol abuse, as well as information and research on the ever-changing drug landscape.
3. Lead teen-targeted efforts that inspire young people to make positive decisions to stay healthy and avoid drugs and alcohol.
4. Build healthy communities by advocating for greater access to adolescent treatment and recovery support, as well as funding of youth prevention programs.

### MESSAGE FROM CEO STEVE PASIERB

Thank you for your help in changing, and even saving, lives. Because of you, in 2013, more than eight million families and individuals have found the help and answers they need to address teen substance abuse.

You rally around us to take on the big issues, like leading efforts to reverse the epidemic of [teen medicine abuse](#), providing help for the 11 million kids who need treatment (as well as [support for their families](#)) and directing one of the nation's most effective teen [drug prevention campaigns](#).

You, along with leading addiction scientists, corporate partners, parent volunteers and the advertising and media community, are contributing both dollars and time as we help ensure there's a "safety net" for families, a net that otherwise wouldn't exist due to major federal and state cuts in funding to prevention and treatment programs. In fact, we are one of the last national scale nonprofits addressing teen substance abuse and addiction, and that's because of your support.

Finally, you insist that we are effective and efficient, and you drive us to be innovative so that we can make even more families aware of – and take action around – the serious health risks of adolescent substance use.

With your support and donations, we are able to combine the best practices of public health and communications to change the lives for the better. We couldn't do this without you.

Please join us as we continue to evolve to best serve each new generation of kids and families, and thank you for your donations and support.



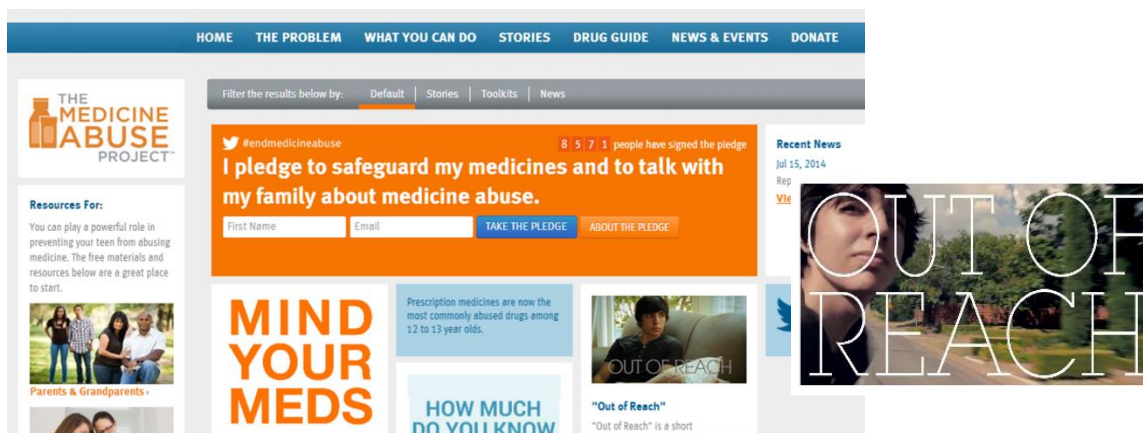
## 2013 Highlights

### THROUGH THE EYES OF A TEEN:

#### The Medicine Abuse Project and “Out of Reach” Documentary

The Partnership continued to team up with doctors, educators, communities, federal agencies, corporate partners and families in the second year of [The Medicine Abuse Project](#), our five-year initiative that aims to prevent half a million teens from abusing medicine by the year 2017.

In 2013, after a national competition, we worked with teen filmmaker Cyrus Stowe to create “[Out of Reach](#),” a short documentary that captures the issue of prescription drug abuse through a teen’s eyes. It premiered at the 18th annual Genart Film Festival in New York City in October. The film was paired with a special toolkit to help plan local screenings and inform discussions. Requests for the film have come in from community leaders, law enforcement and individuals in nearly every state. We are driving even more meaningful conversations about preventing and responding to teen medicine abuse.



### THE DRUG LANDSCAPE:

#### Partnership Attitude Tracking Study & Hispanic Teen Drug Use

Our national [Partnership Attitude Tracking Study \(PATS\)](#) reported that one in four teens has misused or abused a prescription drug at least once in their lifetime. Coverage of the study generated more than 680 media stories, including exposure in *The Washington Post*, NPR and the Associated Press (which garnered more than 100 million impressions).

Later in 2013, we released additional PATS research showing that [Hispanic teens are using drugs at alarmingly higher levels](#) when compared to teens from other ethnic groups. CNN, *US News & World Report* and NBC Latino reported the findings, which confirmed that substance abuse has become a normalized behavior among Latino youth.





## IMPACT: The Meth Project

[The Meth Project](#) – one of the world’s leading prevention programs with deep roots in states across the nation – became part of the Partnership. The Meth Project’s public education initiatives, advertising campaigns, in-school lessons, prevention tools and family of websites, including [MethProject.org](#), are now part of our comprehensive national efforts to prevent and reduce substance abuse among teens.



## PARTNERSHIP ADVOCACY:

### A Win for Families as National Retailer Halts Sale of Rx Drug Paraphernalia

In May 2013, we learned that teen-targeted retail store Urban Outfitters was selling merchandise made to look like prescription pill bottles. We and many of our parent partners felt that these products made light of prescription drug misuse and abuse, a dangerous behavior that is responsible for more deaths in the United States each year than heroin and cocaine combined. We urged our supporters, online communities, partners and the public at large to [ask Urban Outfitters to remove the products from their stores and website](#).

After nearly a month and a half of our advocacy efforts, Urban Outfitters made the responsible decision to [pull the prescription pill bottle-themed products from their stores and website](#).



## FUNDING OUR MISSION:

### The Second Annual All-Star Tasting

On June 26, 2013, we hosted our second annual [All-Star Tasting](#) – a fundraising event that brought together [fan-favorite professional athletes](#) and [All-Star chefs](#) for an evening of good fun and great food.

More than 200 attendees joined us in Manhattan’s intimate Astor Center, meeting athletes, sampling food and participating in an auction. Distinguished guests included international soccer star Jozy Altidore, former NBA athlete Darryl “Chocolate Thunder” Dawkins and NHL great Ken Daneyko. Attendees sampled food from eight different tasting stations manned by All-Star chefs like Thiago Silva and Mike Carrino. VIP guests attended a special demonstration lead by Pastry Chef Johnny Iuzzini.



## NATIONAL RESEARCH & PANEL:

### Marijuana: It's Legal, Now What?

In spring 2013, we conducted an independent, nationally representative survey and found that parents who support marijuana legalization expect strict regulation of its availability to kids.

We brought together key influentials in the state of Colorado, where marijuana has become legal for recreational use, to begin a national conversation about the country’s changing attitudes and laws regarding marijuana.

*Marijuana: It's Legal, Now What?* consisted of a panel discussion informed by [new research](#) we released on national attitudes about various aspects of marijuana legalization. One of the most discussed findings? While 40 percent of adults say they are in favor of legalizing marijuana for recreational purposes, a majority of them oppose any form of legal marijuana for use among kids and teens.

The panel was moderated by Holly Phillips, MD, CBS News Contributor, and panelists included Cheryl Heaton, former President and CEO of the American Legacy Foundation; Thomas McLellan, PhD, CEO and Co-Founder of the Treatment Research Institute; Colorado Attorney

General John Suthers; Christian Thurstone, MD, Associate Professor of Psychiatry, Denver Health/University of Colorado; and Brian Vicente, Esq., Founding Partner of Vicente Sederberg and Executive Director of Sensible Colorado.



Our study showed that parents who support marijuana legalization expect strict regulations of its availability to kids. In fact, when forced to choose, a majority of parents identify the number one place where it should be permissible to advertise marijuana as “nowhere.”

#### LEADERSHIP:

### Above the Influence



The Partnership became the national program lead on [Above the Influence \(ATI\)](#), a popular, effective, teen-targeted drug and alcohol prevention movement. More than 80 percent of teens are aware of the ATI brand, [and its active Facebook community](#) boasts more than 1.8 million. Its positive impact has been documented in peer-reviewed journals such as the *American Journal of Public Health*.

We now conduct all national youth outreach, including advertising, social media and campaign websites. In October 2013, we premiered a new ATI television spot, co-created by a teen, as part of a special campaign called “Made By Me.”



## GROUNDBREAKING PROGRAM:

### Parent Support Network

To expand the positive impact of our [Parents Toll-Free Helpline \(1-855-DRUGFREE\)](#), we launched the [Parent Support Network \(PSN\)](#). The PSN is a free, confidential service providing peer-to-peer support by trained Parent Coaches to other families who are struggling with a teen or young adult's substance abuse issues. The Parent Coaches are volunteers trained in techniques based on Community Reinforcement and Family Training ([CRAFT](#)), an evidence-based approach to improving family outcomes related to substance abuse. Successfully into its pilot phase, a team of Parent Coaches has been trained and is already at work, supporting a diverse array of families.



## TACKLING AN EPIDEMIC:

### Media Campaign: MIND YOUR MEDS

[The Medicine Abuse Project](#), our national movement to prevent half a million teens from abusing medicine by the year 2017, collaborated with Boston-based advertising agency Hill Holliday. Designed to drive people to safeguard their medicines, the “MIND YOUR MEDS” campaign includes TV, print, radio, digital and outdoor public service messages. All creative, media and talent was donated to bring this campaign to life.

The TV spots were directed by actor/director Eric Stoltz (“Mask,” “Pulp Fiction”). Stoltz also provided the voiceover for the TV and radio spots.

The PSAs, “[Reflection-Mom](#),” and “[Reflection-Grandpa](#)” were honored with a Gold Lion at the first-ever 2014 Lions Health Awards. A [full report](#) on our 2013 Medicine Abuse Project activities and accomplishments can be viewed on our website.



## INNOVATION:

### Medication-Assisted Treatment eBook

In December 2013, The Partnership launched a [comprehensive new digital resource](#) that helps parents better understand the potential life-saving benefits of medication-assisted treatment. The advanced online tool is comprised of videos, testimonials and an eBook. Our goal is to help parents make an informed choice when they are looking for treatment options to help a teen or young adult recover from an addiction to prescription pain medications, heroin or other opiates.

Parents will learn what medication-assisted treatment is, whether it's the right treatment option for their family member and how it can be accessed.

## MEDICATION-ASSISTED TREATMENT

An eBook for Parents & Caregivers of  
Teens & Young Adults Addicted to Opioids





## 2013 Financials

We value the support and generosity of our funders. We spend funds prudently and in accordance with program plans described in our fundraising appeals with 89 percent of our spending going directly to programs. We leverage a \$9 million operating budget into \$76 million of contributed services, media time and space that help us reach millions of kids and families.

### MEASURING EFFECTIVENESS

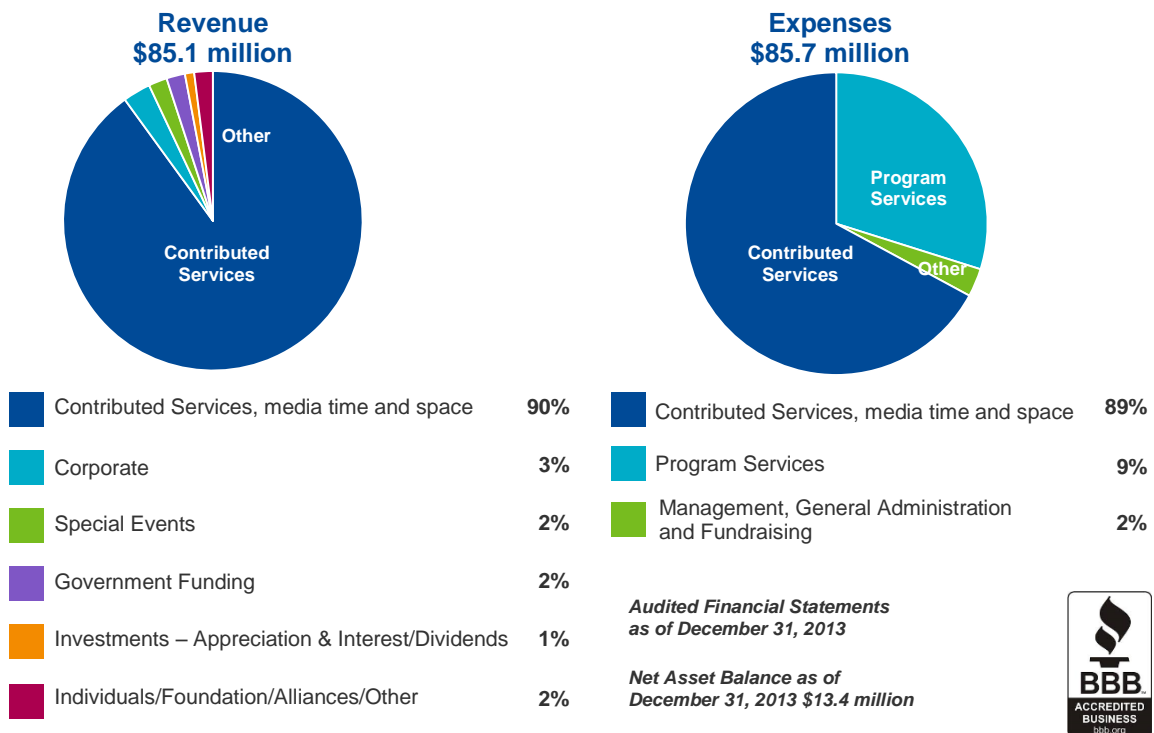
We make a formal report to our [board of directors](#) each year, where we assess our effectiveness in achieving our mission. In 2013, more than eight million families and individuals found the answers they needed to address teen substance abuse. Our parent support specialists have answered hundreds of calls, offering support and counsel to families in need.

### GOVERNANCE AND OVERSIGHT

The Partnership for Drug-Free Kids adheres to charity management and fundraising standards and consistently receives high marks from charity-monitoring and watchdog agencies like the Better Business Bureau's (BBB) Wise Giving Alliance and Charity Navigator. Our volunteer board of directors is active and independent, providing oversight over operations and staff.

### INDEPENDENT AUDIT

The firm of KPMG LLP conducts an annual review of our financial statements in accordance with auditing standards generally accepted in the United States of America. A copy of audited statements and our annual 990 tax return, prepared by Grant Thornton LLP, can be viewed online at [drugfree.org](http://drugfree.org), or you can request a copy by calling 212-973-3503.



## Thanks to All Our Donors

### \$250,000 and over

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