



STRONGER THAN ADDICTION

***Responding to the Epidemic within a Pandemic:
Shatterproof's Approach to Addressing Addiction***

Shatterproof's Impact Plan



**Revolutionizing
the Treatment
System**



**Breaking Down
Addiction Stigma**



**Supporting and
Empowering our
Communities**

“In addition to saving lives today, we are changing how addiction will be prevented and treated for generations to come.”

About Shatterproof



Breaking Down Addiction-related Stigmas

Our Approach

Shatterproof and The Public Good Projects embarked on a six-month project rigorously reviewing and analyzing analogous movements to inform Shatterproof's plans to significantly reduce the stigma associated with substance use disorder and, ultimately, behavioral health more broadly



Assessed

11 analogous social-change movements to understand how they shifted beliefs & behaviors

Tobacco smoking	Substance use
HIV/AIDS	Cancer
Sexual assault	Gender equality
Teenage drug use	Intellectual disability
Mental health	Same-sex marriage
Obesity	



Prioritized and reviewed

100 publications and reports related to stigma reduction

- 30** News/social media articles
- 25** Presentations/websites
- 24** Academic papers/journals
- 19** Book chapters
- 17** Public campaigns
- 7** Reports
- 2** Books



Conducted interviews

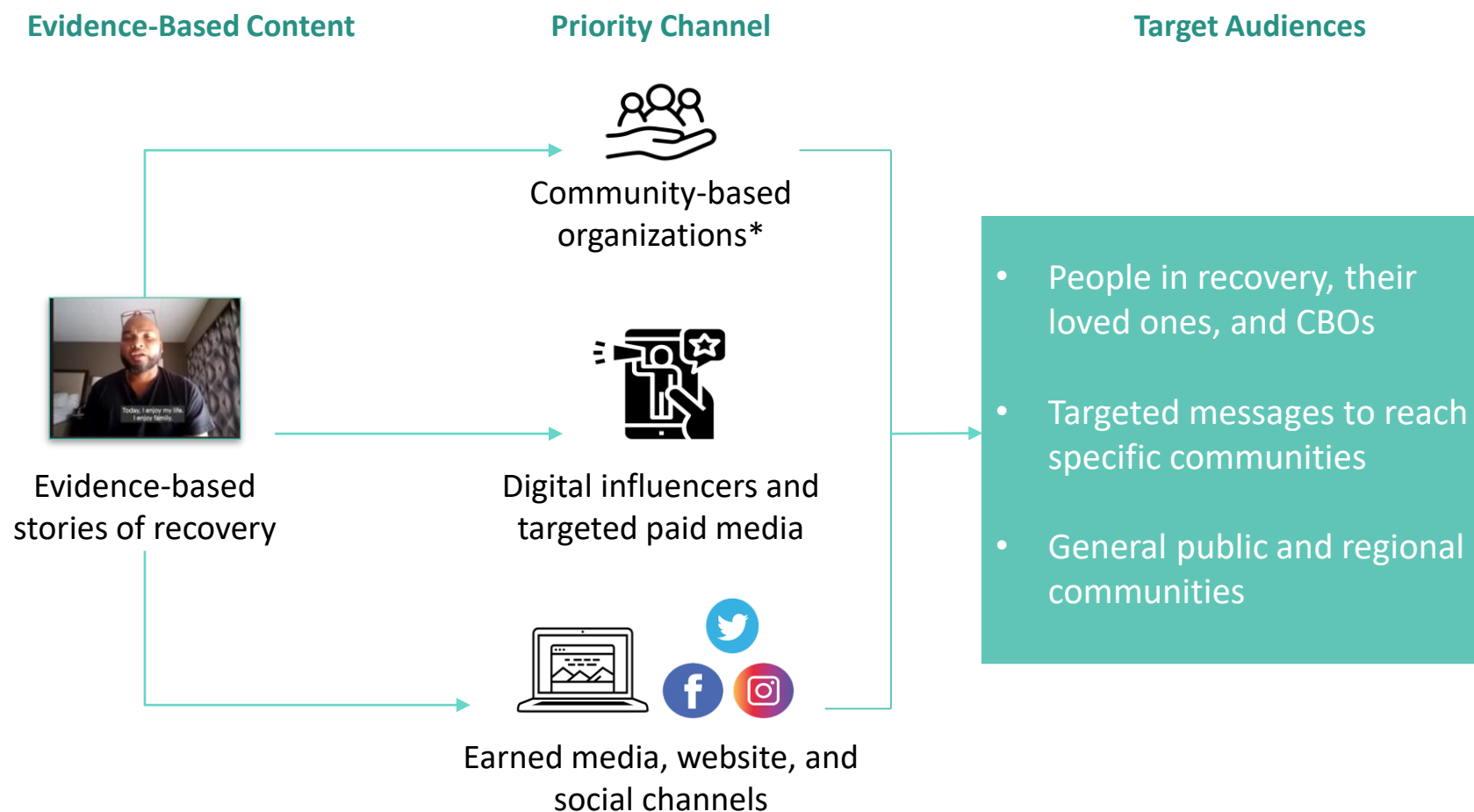
50+ experts in social change, mental health, and addiction

- 10** Academics/researchers
- 10** experts in specific behavioral change campaigns
- 8** Government offices/policymakers
- 7** behavioral change marketing/advertising experts
- 5** Nonprofit organization leaders
- 4** Healthcare experts
- 3** Criminal justice experts
- 1** Individual in recovery

State Campaign in Pennsylvania - Intervention

Shatterproof embarked on a twelve-month project to rigorously review and analyze analogous movements to inform our plan to significantly reduce the stigma associated with substance use disorder.

We then developed a targeted communication strategy which we piloted in Pennsylvania.



Pennsylvania 12-Month Results

- Campaign impact:** Reduced stigma by **15.1%** across a set of 13 selected questions in 29.1% of a representative sample of Pennsylvanians who recalled the campaign over the past six months, equating to approximately **3.8 million Pennsylvanians**.
- Educational value of the campaign:** 61.5% of those who viewed the campaign feel more prepared to talk with others about stigma against OUD, equating to approximately 2.3 million Pennsylvanians.

Topic Area*	Statement (% of people who agreed with each statement)	Not Campaign Aware	Campaign Aware
Policy	My local government has strong policies to support people with OUD	17.2%	35.5%
Medications	Buprenorphine (also called suboxone, subutex, or sublocade) is an effective treatment for opioid use disorder	25.8%	39.2%
Naloxone	I would be willing to obtain naloxone, a medication that can quickly help a person experiencing a life-threatening drug overdose	64.8%	82.8%
Social Exclusion	I would be willing to have a person with OUD as a neighbor	41.1%	52.2%

*Selection of four statistically significant topic areas from a 60+ question survey using validated measures.

Center for Survey Research, Institute of State and Regional Affairs, Penn State Harrisburg. (2021). *Pennsylvania's Stigma Reduction Opioid Behavior Change Campaign, Public Web Survey: Twelve-Month Report of Data Analysis and Results*. Sponsored by the Pennsylvania Department of Drug and Alcohol Programs.

Supporting and Empowering Communities

Just Five: A new way for families to learn online



JUST FIVE is an online, self-paced, mobile-enabled educational program focused on increasing awareness, reducing stigma, and sharing information about addiction.



**The Science of
Addiction**



**Are You
at Risk?**



**The Dangers
of Opioids**



**Signs, Symptoms &
Treatment**



**How You
Can Help**



Recovery

Select Partners



Just Five will have a substantial impact in changing attitudes and awareness around addiction.

Just Five has rolled out to over 60 employees and community-based organizations including JP Morgan Chase, McKinsey & Company, New York City, the Commonwealth of Pennsylvania.

	% of people who agreed with each statement	Pre-Survey	Post-Survey
How to Help	I know how to help if I suspect someone is addicted to drugs or alcohol.	39%	80%
Recognizing Symptoms	I feel confident I could recognize the signs of drug or alcohol addiction.	53%	85%
Reducing Risk	I know ways to reduce the risk of addiction.	54%	84%
Reducing Stigma	People who are addicted to drugs and alcohol are (not) at fault for their addiction.	62%	82%

Shatterproof is partnering with PGP to submit a research paper on its educational impact.

Stay connected. Get our emails.

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>	<input type="text" value="Email Address"/>	<input type="text" value="ZIP Code"/>	<input type="button" value="Submit"/>
---	--	--	---------------------------------------	---------------------------------------

About Us Addiction in America Our Work Learn Find Help Get Involved

Contact Us Careers Media Room Partners Privacy Policy Get Our Emails [f](#) [t](#) [i](#) [s](#)

SHATTERPROOF

[ABOUT US](#)[Associate in America](#)[OUR WORK](#)[LEARN](#)[TODAY HELP](#)[GET INVOLVED](#)[Donate](#)


VISIT THE MEMORIAL

BLOG

SEARCH

Find Help

Wondering if it's time to get help? Not sure what type of treatment will work and how to find it? Worried about paying for treatment? We can help.



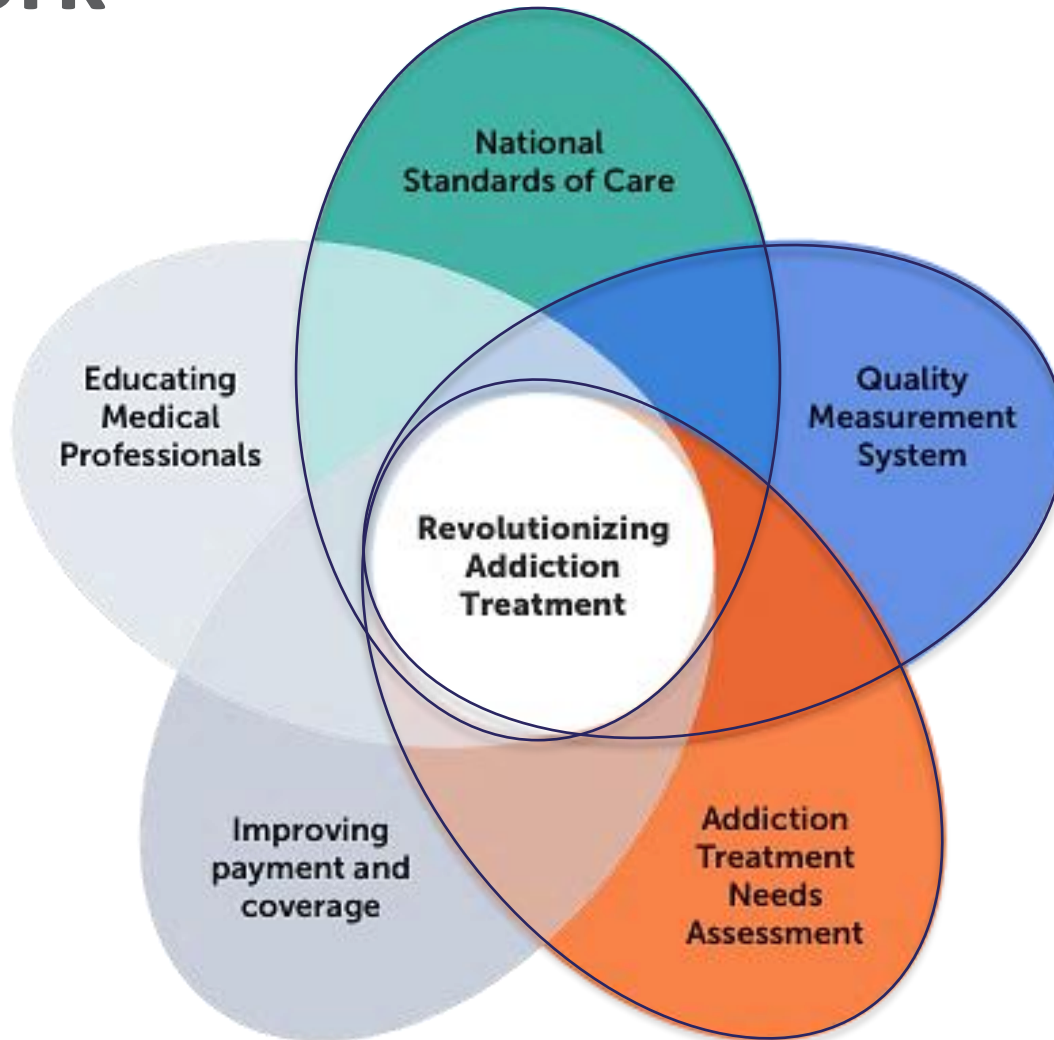
Stay connected. Get our emails.

[About Us](#)[Addiction in America](#)[Our Work](#)[Learn](#)[Find Help](#)[Get Involved](#)

[Contact Us](#)[Careers](#)[Media Room](#)[Partners](#)[Privacy Policy](#)[Get Our Emails](#)

Revolutionizing the Addiction Treatment System

Our Work



What Does Quality Addiction Treatment Look Like?

Shatterproof National Principles of Care[©]



#1. Routine screenings in every medical setting



#5. Coordinated care for every illness



#2. A personal plan for every patient



#6. Behavioral health care from legitimate providers



#3. Fast access to treatment



#7. Medication for addiction treatment



#4. Long-term disease management



#8. Recovery support services beyond medical care

Payers Sign-On to National Principles of Care

23 health insurers – covering 250 million lives – agree to identify, promote, and reward care aligned with the Principles



Why quality measurement?

- ✓ People are increasingly using online ratings to make decisions across the board, and within healthcare
- ✓ Online report cards play a significant role in patient searches for hospitals, 80% of users are influenced by report card results
- ✓ Facilities with higher ratings see increased market share
- ✓ Once reporting activities begin, measurement and performance improve
- ✓ Online ratings have an impact on patient care: more than half of physicians and other health care providers used online ratings to improve patient care, including:
 - ✓ Communication with patients
 - ✓ Appointment scheduling processes
 - ✓ Office workflows

Finding Addiction Treatment



- **Misinformation**
- **Limited objective or unbiased information**
- **Unclear what to look for**
- **Predatory marketing practices**
- **Hijacking ad words**
- **Patient Brokering**



ATLAS[®]

ADDICTION TREATMENT LOCATOR,
ASSESSMENT, AND STANDARDS PLATFORM

CREATED BY SHATTERPROOF

What is ATLAS?

A **web-based platform** that deploys validated measures to assess the quality of **addiction treatment facilities**.

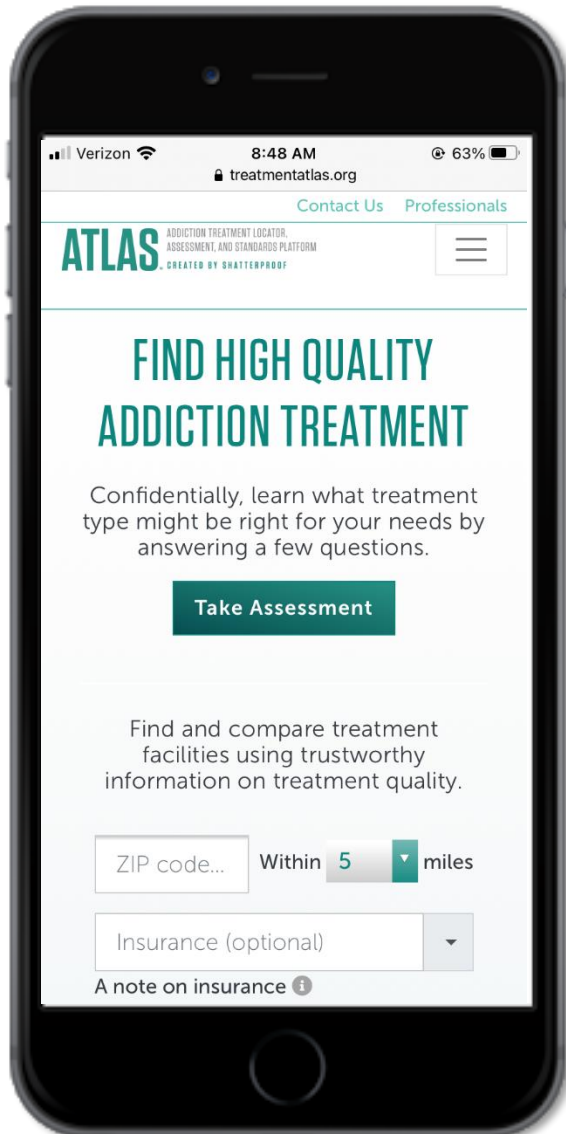


These data are then **publicly displayed** as trustworthy, standardized information for people to use when seeking care.



ATLAS® also offers **password-protected portals** for providers, states, and health insurers to use the data to drive the adoption of best practices through policy and payment reform and provider quality improvement efforts.

A One-of-a-Kind Resource



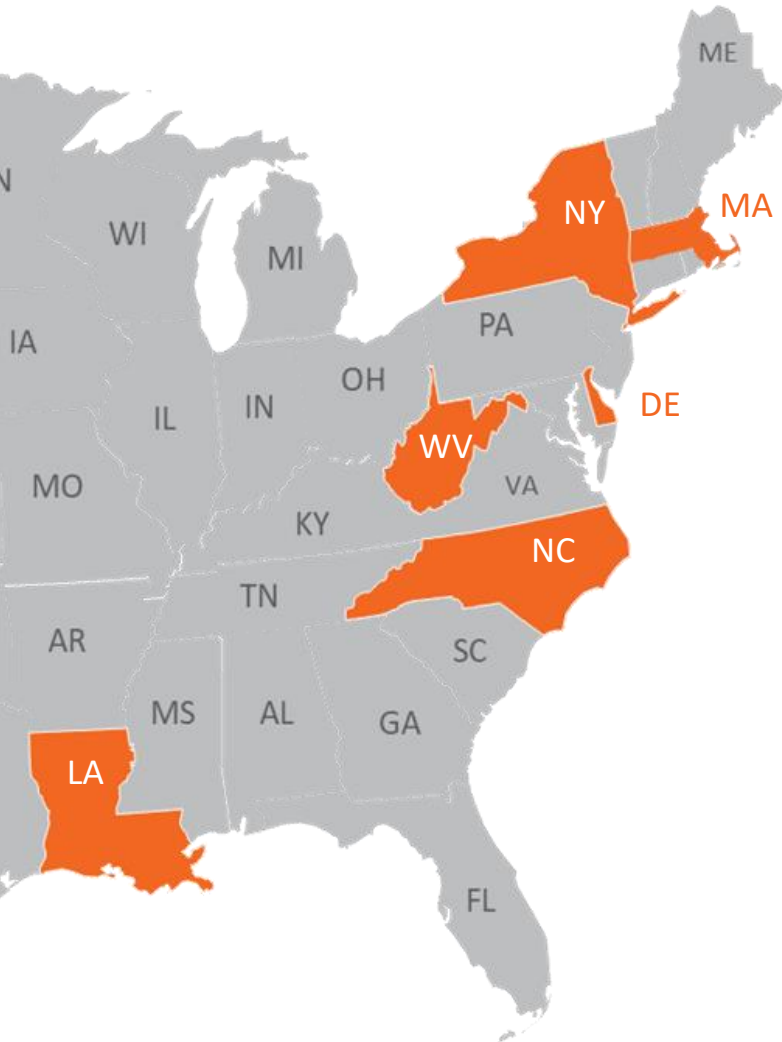
- Consumer-friendly needs assessment
- Transparent indicators of treatment quality
- Not funded by providers or “pay-to-play”
- Comprehensive list of facilities
- Educational content
- Professional Portals
- Free and not-for-profit

➤ www.TreatmentATLAS.org



TreatmentATLAS.org
launched in July 2020!

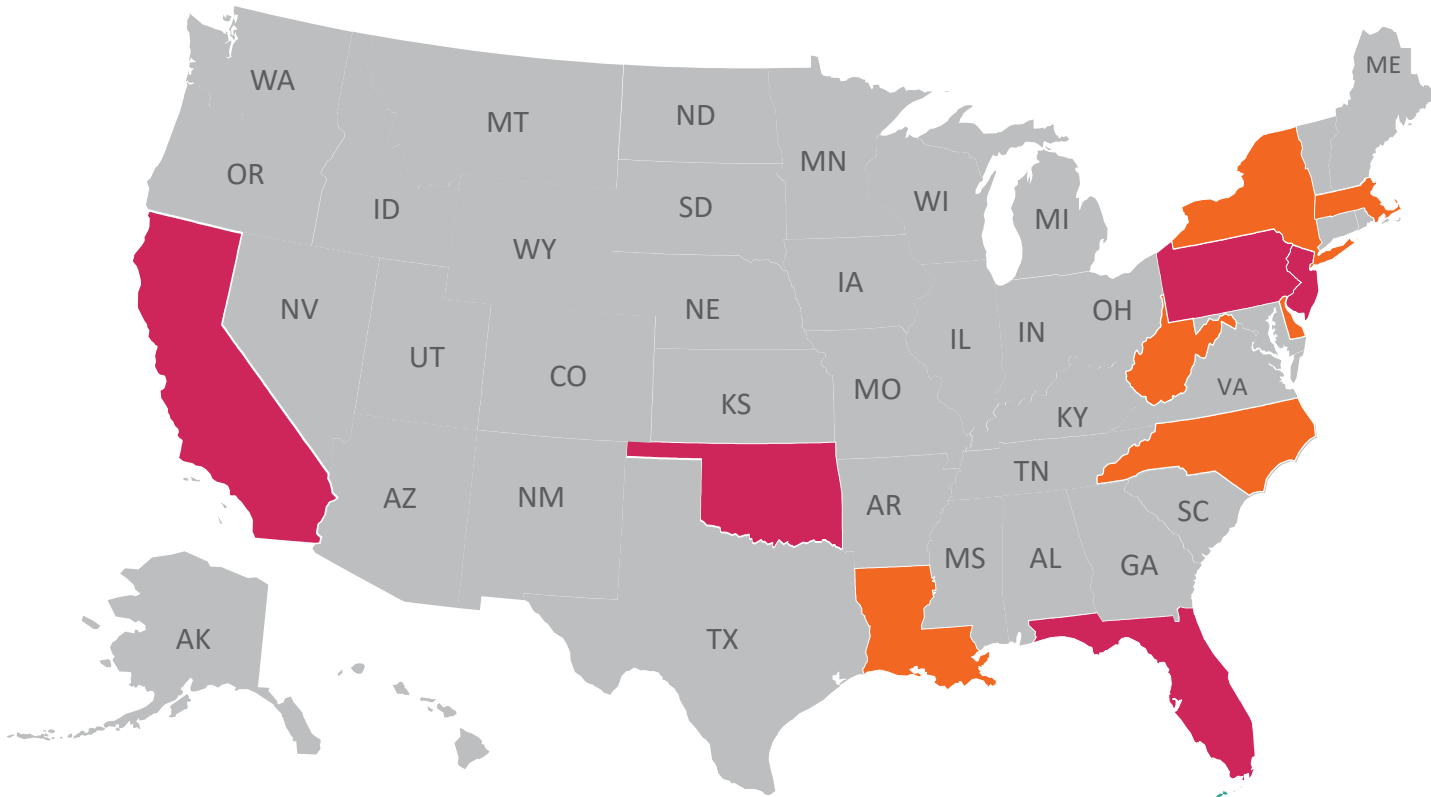
Pilot: Where We Started



- ✓ \$5M Funding / 6 States
- ✓ Quality Measures - NQF Expert Panel
- ✓ [TreatmentATLAS.org](https://treatmentatlas.org) launch
- ✓ Launch of *Continuous Quality Improvement Virtual Learning Series*
- ✓ Available to 13% of the US population

Expansion: Where We're Headed

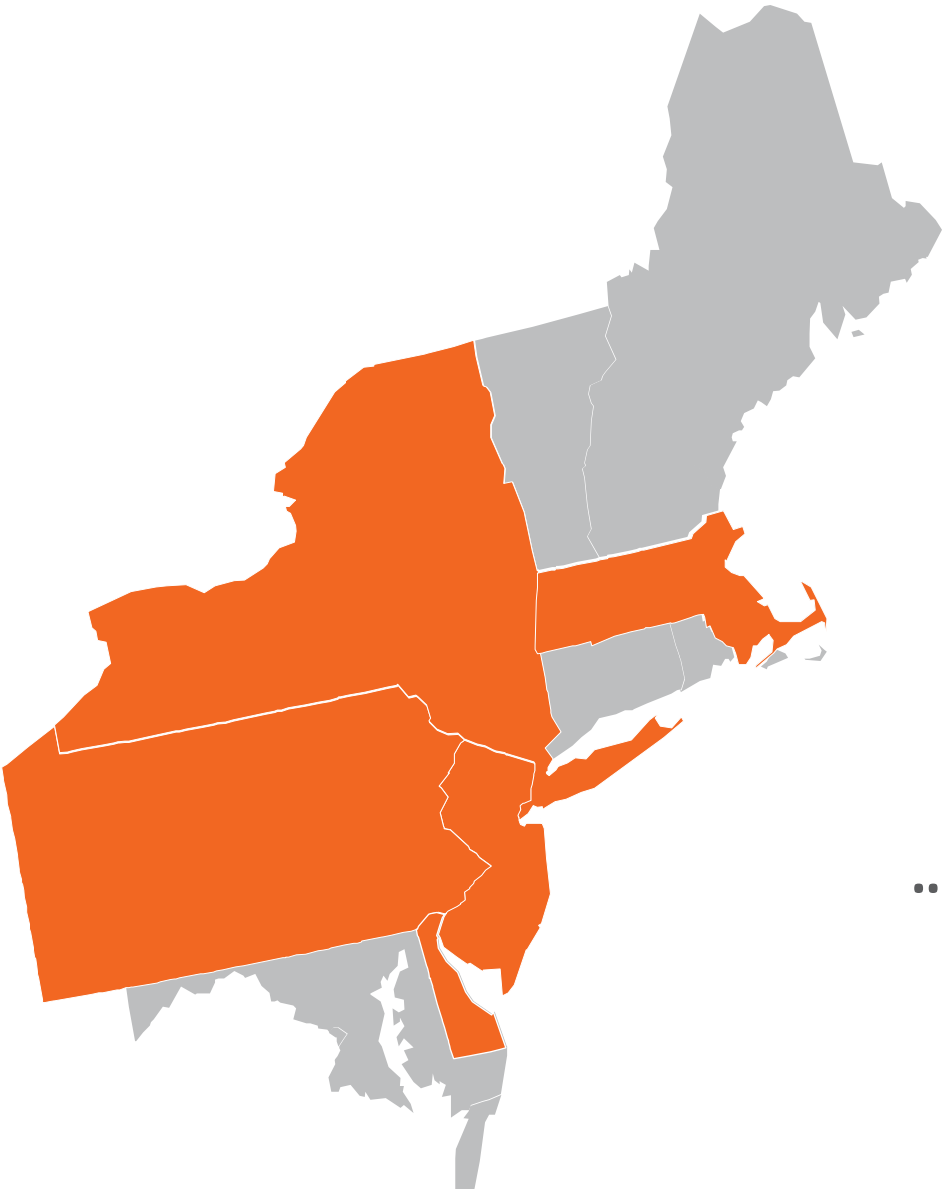
ATLAS will be expanding to an additional 5 states in 2022/2023...



...with more on the horizon.

ATLAS will soon be funded to be available to **more than 43%** of the US population

ATLAS in the Northeast

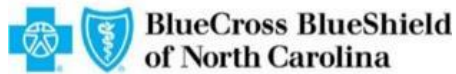


As of June 13th, 2022
ATLAS will be live in
5 Northeast states...

...with **at least 1 more** to come.

ATLAS Funders To Date

Payers



State Agencies



Office of Addiction
Services and Supports



OKLAHOMA
State Department
of Health



Foundations



LONGWOOD *foundation*



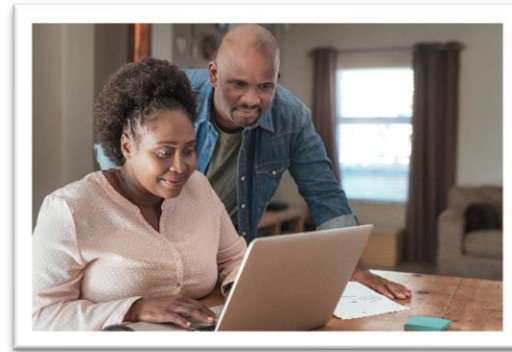
ATLAS Data Sources

Multiple validated data sources were used to assess whether facilities are delivering care consistent with the Principles



Treatment Facility Survey

An online survey administered at the facility level that assesses processes, structures, and services.



Patient Experience Survey

A series of multiple-choice questions about the use of clinical best practices and perceptions of care and one open-ended question to be completed by patients or loved ones acting as a patient proxy.

ATLAS Statistics

The site has been visited over **200,000** times since launch.

ATLAS has collected data from over **2,000** treatment facilities, across **10** states, revealing trends in treatment quality

Facilities on ATLAS have been viewed more than **32,000** times

How Stakeholders are Currently Using ATLAS

Using ATLAS as a tool on Helpline websites and training tool for Helpline staff in two states (more in progress)

Integrating ATLAS as key component of county warmline

Integrating ATLAS into the state resource data base for judges and court officials to use as a referral source by the State Supreme Court

Multiple commercial payers across ATLAS states have added ATLAS as a referral resource on patient-facing resource pages and microsites

States Spreading the Word about ATLAS



ATLAS

ADDICTION TREATMENT LOCATOR,
ASSESSMENT, AND STANDARDS PLATFORM
CREATED BY SHATTERPROOF



Crisis Lines

Crisis and Suicide Prevention Line: 1-800-273-TALK (8255)

For text-based crisis support, text: REACH OUT to 741741

Gambling Crisis Line: 1-877-770-STOP

Resources

Call 211 for local community health and human services

Find local alcohol or drug treatment online:

www.TreatmentATLAS.org

Seeking naloxone to reverse opioid overdoses?

Naloxone is available without a prescription at a pharmacy near you and free for many with Medicaid.

Visit www.opioidhelp.la.gov

2022 & Beyond

Using ATLAS data to identify opportunities and drive ongoing improvement

Expansion to additional states

Ongoing refinement of measures



Questions

- Check out shatterproof.org/find-help to learn more about finding quality treatment.
- For any other questions, don't hesitate to reach out directly!

Caroline Davidson

Vice President of State Engagement, ATLAS
cdavidson@shatterproof.org | (203)246-0160