

# A New Vision for Care for Families and Children Impacted by Addiction



# Our Nation's Families Impacted by Addiction Are at a Crossroads; They Need Comprehensive Solutions

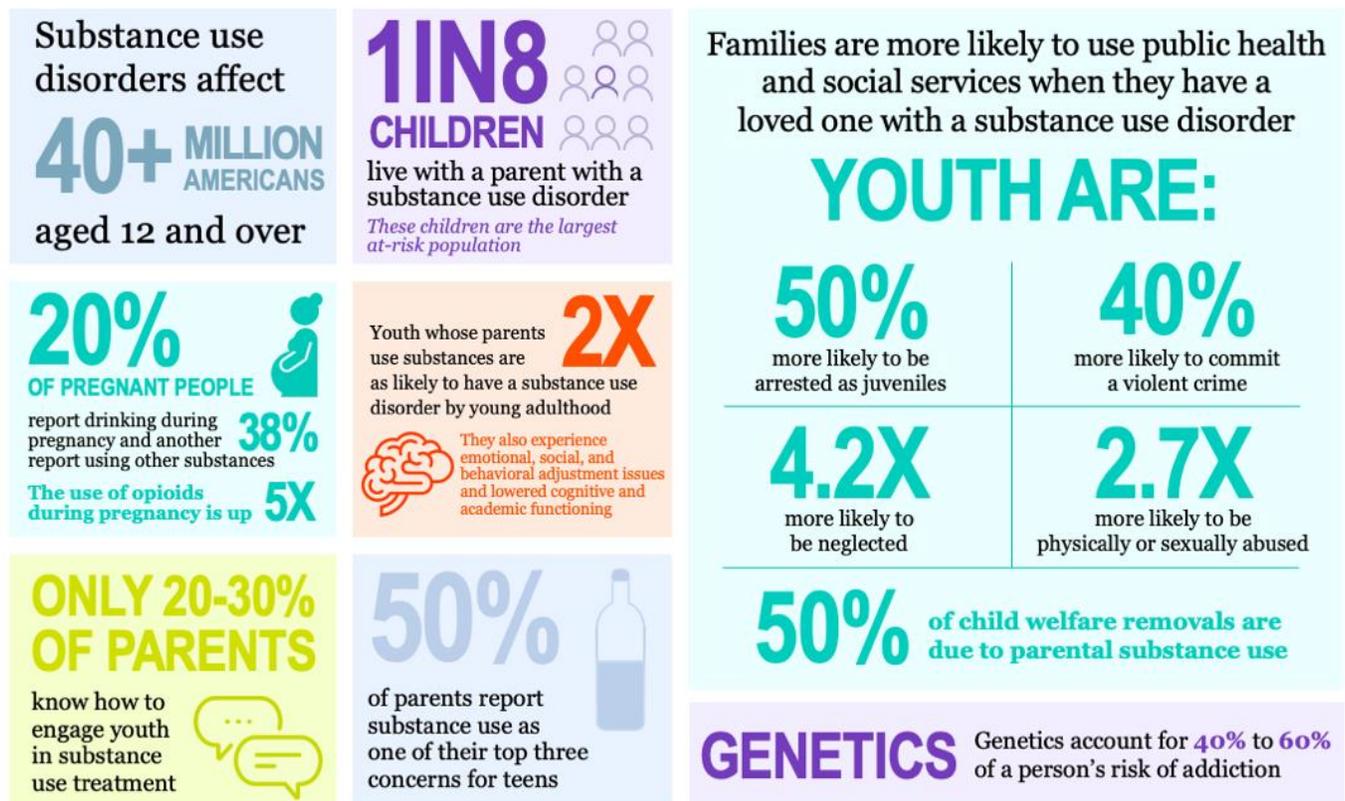
Nearly everyone knows someone impacted by addiction. Over 40 million Americans have a substance use disorder and one in four people with a substance use disorder have a co-occurring mental health disorder. Unfortunately, substance use is often described as a moral failing rather than recognizing it as the disease that it is, leaving significant gaps in how the condition is treated. This has led to a culture of shame around the disease and makes it challenging for individuals impacted to acknowledge the need for help. In fact, fewer than half of those in need of treatment are able or willing to access it due to lack of available care, inability to recognize the need for treatment, stigma, and cost.

“If you're open about it, people will know. I don't want to be that kid that everyone makes fun of.”

– Dorian, 16

While 40 million people is a staggering number alone, each person with a substance use disorder represents only a fraction of the individuals who are impacted by the effects of substance use. Within an addicted person's life exists their parents, children, siblings, and partners, as well as the organizations and institutions dedicated to serving them. Each family, and every family member within the unit, is uniquely impacted by the individual using substances, including having unmet developmental needs, struggles with attachment, economic challenges, legal concerns, and emotional distress. Focusing treatment solely on the individual with the active disease of addiction

## Rising Challenges with Substance Misuse Across the Country



offers limited effectiveness, and ignores the damaging impact of substance use disorder on the entire family system. This approach misses the opportunity to engage the family as a potential system of support for change and mitigate factors for those at high-risk for future addiction issues themselves. Families and children who experience the trauma of a loved one with a substance use disorder deserve and need treatment and support, regardless of whether or not their loved one seeks treatment.

The current system of care lacks distinct and cohesive services for families impacted by addiction. Our nation’s approach to caring for these families, while powered by passionate individuals and organizations providing services, is fragmented and under-resourced – there is no comprehensive model of care for these families. Providers report spending less than 10% of their time with families. When families do access services, the services are rarely evidence-based and recipients often report being dissatisfied by what is available to them. Today, family care is focused on providing intervention in substance use and the outcomes for the person receiving treatment, offering few entry opportunities for families and children should a person choose not to seek treatment. When asked what services and opportunities they would most benefit from, families cite peer connection, mental health support, parenting skills, and preventative education within their local communities as the most impactful opportunities.

Missed opportunities with families and children represent significant social and financial costs for everyone. The societal costs of addiction are nearly 6 percent of the nation’s income - over \$532 billion per year. In a narrower look, focusing only on serving children whose parents struggle with addiction, the social cost is projected be \$400 billion by 2030 (including spending in health care, special education, child welfare, and criminal justice). And the financial cost is only one aspect for these families and children, they will also suffer productivity, opportunity, educational and emotional losses.

While training and technical assistance, as well as case management, advocacy and education services are available for serving families, the funding for this work is lacking and there is a desperate need for enhancement of services and coordination across the system of care.

## State of Family Care Available Today



# We Envision a World Where Families are Treated Within the Center of the Care Model

Research shows that when family members have access to appropriate education, support, and treatment for themselves, they play a significant role in the substance user’s recognition of the problem and acceptance of treatment. Engaging families in the treatment process is associated with a 6% reduction in substance use along with addressing the traumas that cause generational use and other negative social and health outcomes.

We aim to create a system of care that centers on the unique needs of families and children as well as their loved one.

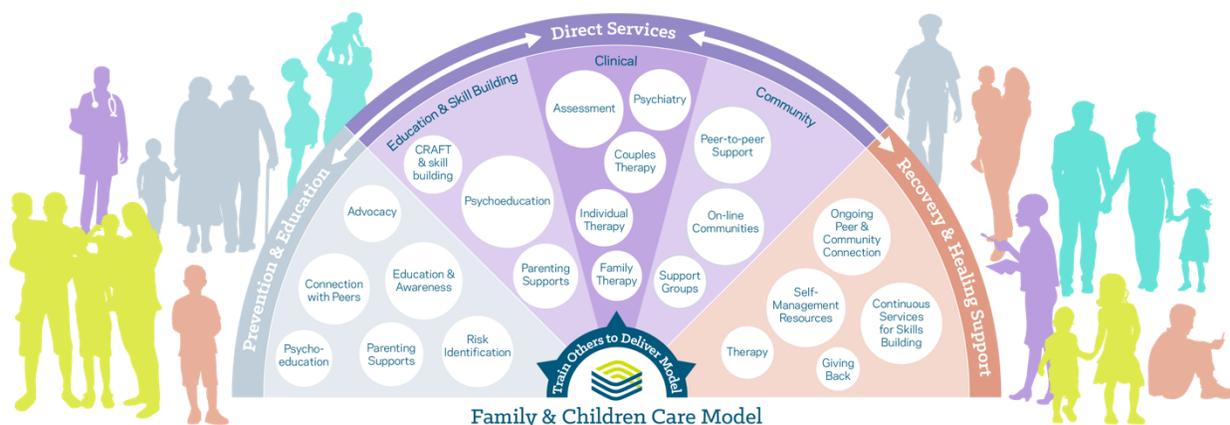
## Our Vision

We envision a world where every person impacted by addiction has access to the care they need. Specifically, we will build and grow a comprehensive substance use and behavioral health model where families and children impacted by substance use disorder receive tailored culturally- and age-appropriate care, whether alongside their loved one or independently.

This care would be offered through a multi-disciplinary model that:

- Is delivered through an acute-care like Center of Excellence – pulling from the best of Hazelden Betty Ford’s service lines into a single home designed to be the leading model for caring for families and children impacted by addiction, as well as adolescents who struggle with addiction themselves.
- Ensures families have access to the peer networks they need so they can be with others who understand what they’re experiencing and don’t feel like they’re going through their journey alone.
- Provides both skill-building and mental health services – in individual and group settings – so they can heal and build healthy relationships moving forward.
- Is sustained for the long-haul, providing ongoing support, community and connection.
- Addresses generational trauma and adverse childhood experiences.
- Is built to be delivered in partnership with local community organizations to inform and bring new models of care to all who could benefit.
- Enhances preventative education models and training that are developed and delivered in partnership with academic, education, health care, criminal justice and others to reduce stigma and ensure knowledge of the disease of addiction is embedded into every aspect of society.
- Is sustained through a revenue model that includes mixed payer groups, including private insurance, government contracts, and philanthropic support.

## Future Model for Caring for Families & Children



## What We Will Achieve

The Hazelden Betty Ford Foundation will act as a national leader and convener of a comprehensive system of care for families and children. The continuum of care is achieved through interconnected partnerships of equals, bringing together organizations that serve families and children to address and reduce the traumas and stigmas of substance use disorder. This evidence-based model will be adopted by organizations and communities across the country and all over the world.

The Hazelden Betty Ford Foundation's future model of care will ensure:

Every family and child who could be impacted by addiction has access to the resources and community connection they need to thrive. More specifically, that each family and child who needs it has access to education, skill-building, and support about substance use disorder regardless of where their loved one is in their treatment process.

Families and children have access to the peer connection, parenting and other skills building education, mental health support (including individual and group therapies), and case management they need to overcome the traumas associated with having a loved one with substance use disorder. Each family and child receives compassionate, culturally appropriate, and individualized care that meets their unique needs.

Youth who struggle with substance use disorder themselves also have access to the treatment, mental health support (including individual and group therapies), and peer networks they need to succeed in recovery. And the education and skills building needed to repair relationships with loved ones. Like the family program, all delivered with compassionate, culturally appropriate, and individualized care that meets their unique needs.

Families and children have ongoing opportunities to connect with each other throughout their healing journey, as well as with the Hazelden Betty Ford Foundation, and give back to their community. Each family and child graduates from the program with a meaningful network of peers, long-term supports, and community.

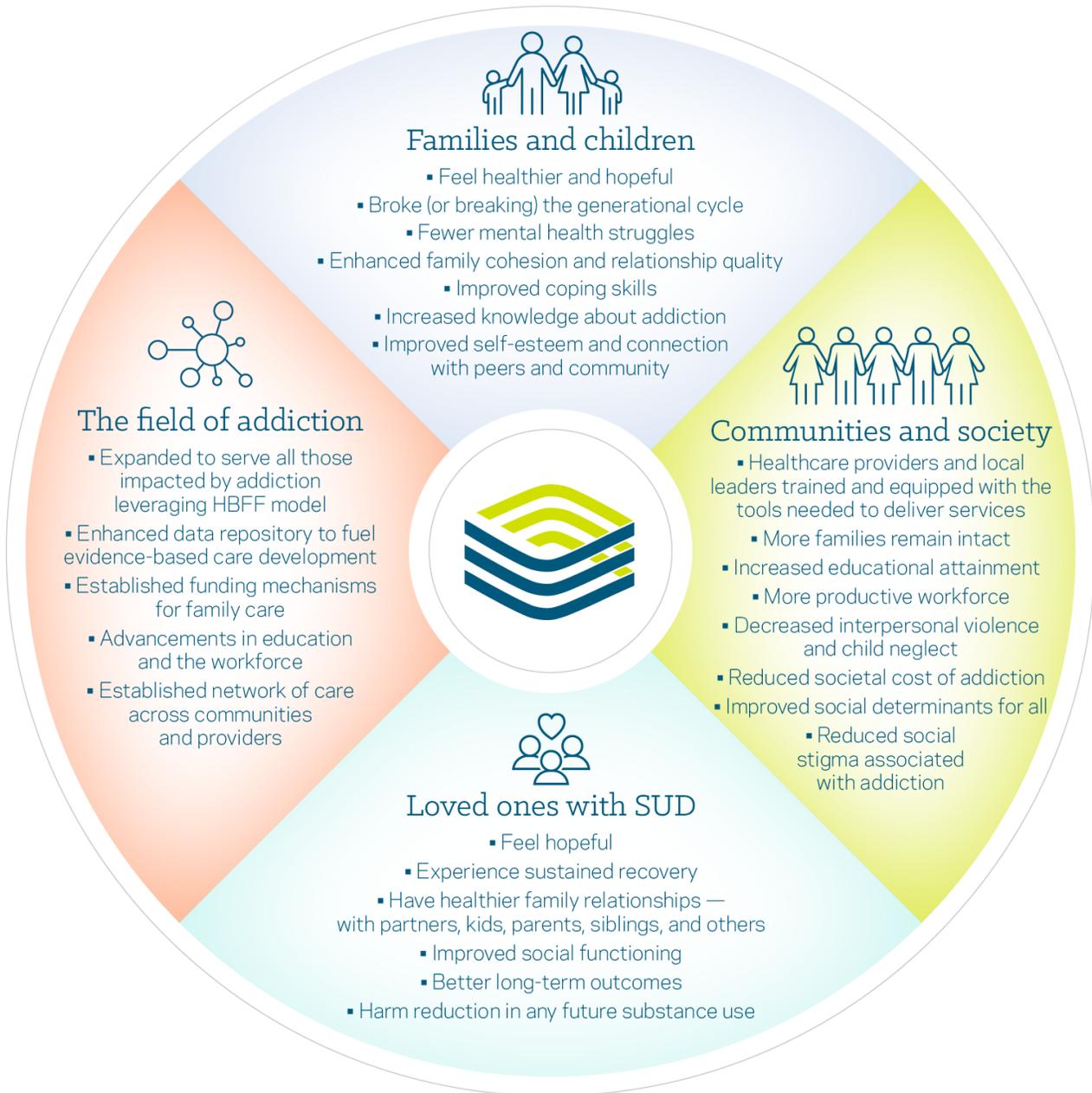


“I had to do something because I was losing my family. Now, she [my daughter] will actually come over and go for a hug or a peck on the cheek and honestly, I live for those moments. They don't realize it, but it's a huge deal for us.”

—Mark, Parent (The Children's Program)

## Together, We Will Change Lives

When families and children have the support and resources they need, everyone benefits. Families and children will be set on a path of success, having their social, emotional, and physical needs met. Patients will have a better likelihood of success in treatment and recovery. Existing and future programs at Hazelden Betty Ford will be united, grow, and become revenue generating. Through the adoption and scaling of our model by others, we will reduce stigma associated with addiction and bring hope and healing to families across the world. As a society, we will invest more in preventative efforts and treatment, and less on mitigating the costs – both emotionally and financially – that stem from a lack of access to needed care.



# Hazelden Betty Ford is Uniquely Positioned to Lead This Transformational Work

Hazelden Betty Ford is the nation's largest nonprofit provider of comprehensive addiction and mental health care, recovery resources, and related research, education, and prevention programming. In addition, Hazelden Betty Ford is an international publisher of addiction and recovery content, houses a robust research and data analytics center, advocates for key public policy initiatives for the organization and the field, provides professional education solutions including prevention, clinical, and medical consultation service, and educates counselors through our accredited graduate school of addiction studies. Hazelden Betty Ford offers comprehensive, life-saving care at 16 sites across the U.S. and virtual intensive outpatient treatment in 17 states through RecoveryGo™ telehealth addiction treatment and mental health support services. We actively partner with nearly 600 partner providers and organizations in 42 states through the Hazelden Betty Ford Patient Care Network.

“Most people my age would not understand how to express their feelings...how to get rid of the bad feeling and how to get better, feel it, and I understand that completely because of Betty Ford.”

—Jilli, 11



Hazelden Betty Ford currently offers preventative education in partnership with schools and communities and peer connection and education through internal family and children's programs.

## Through the Family Program:

Adult caregivers learn how to work through the difficulties experienced, understand how to set healthy boundaries, and begin to rebuild trusting relationships.

Families are offered support groups and family counseling in conjunction with their loved one's treatment.

**The Children's Program serves kids ages 7-12 who grow up with alcohol or drug addiction in their families.**

With kid-friendly stories and activities, the Children's Program teaches kids what addiction is, how it gets a hold of people, and that it has nothing to do with how much family members love one another.

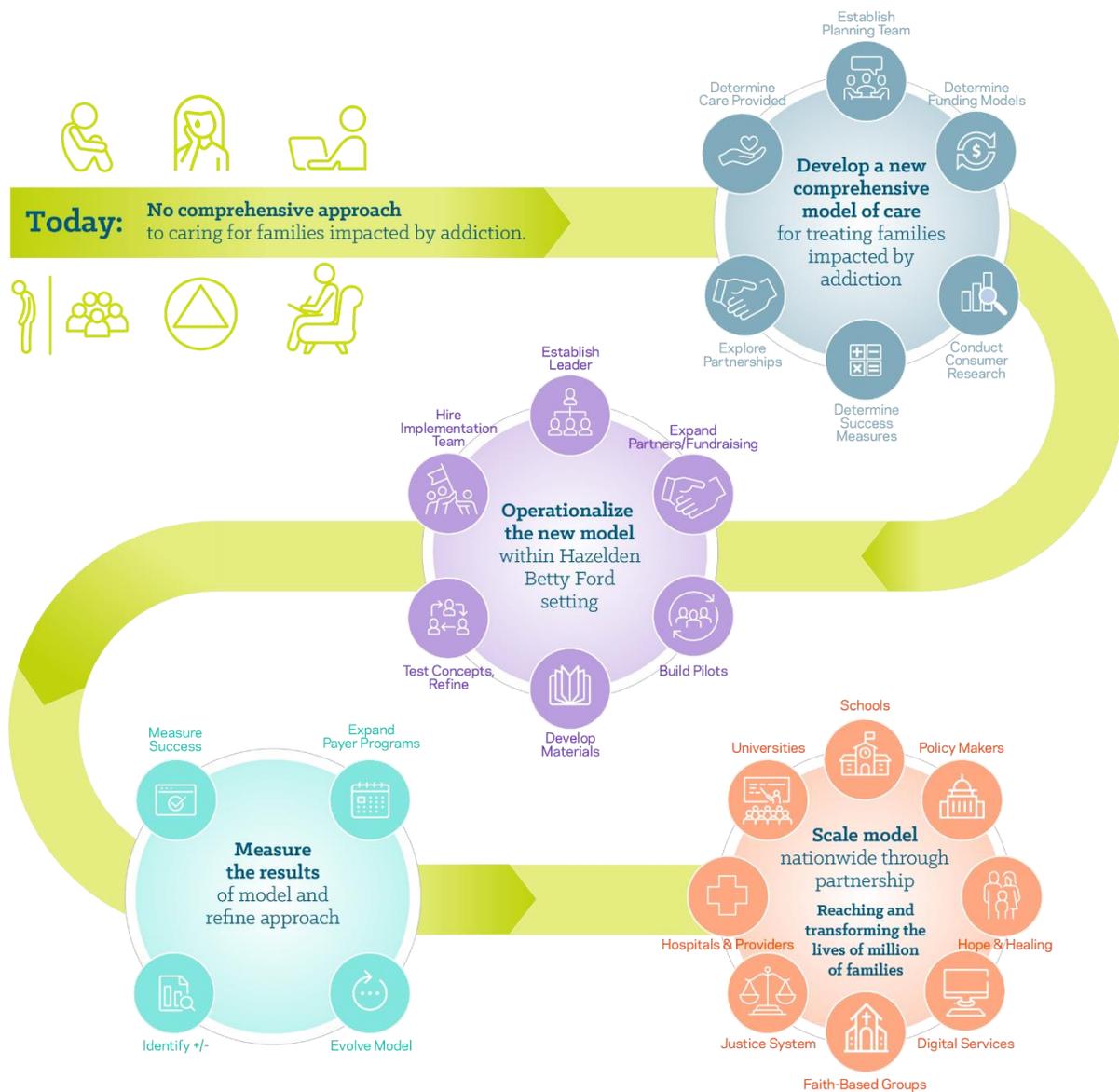
**More than 4,400 families and children attend virtual and in-person programming each year.**

Youth substance use treatment rounds out the services offered to families and children through Hazelden Betty Ford. All of our services offered to families, youth and children will benefit from unification and alignment to better assist families and children on their journey to support and recovery. Weekly, Hazelden Betty Ford receives

5,000 calls into the call center. Of these calls, 11% are family members inquiring about treatment, but their loved one is not yet ready or able to access treatment. This represents over 7,000 families annually who seek help but do not yet have the opportunity to receive professional support.

In order to thrive, serve our mission and achieve our vision, Hazelden Betty Ford is evolving into an organization that treats mental health symptoms alongside substance use disorders and provides support to reduce the negative impacts of addiction on families and children. We will leverage our reputation as a leader in recovery services to convene communities and experts to build a continuum of care focused on families and children. In speaking with a variety of internal leaders, external stakeholders, and program alumni, Hazelden Betty Ford has identified additional opportunities in widening the ages and populations served, building opportunities to access mental health services, offering robust assessment for families and children, improving case management services, expanding geographic footprint through partnership and consulting services, and creating ongoing opportunities for families to connect with peers and the wider recovery community. The continuum will expand with research, national support, technological innovation, marketing, and internal production to distribute curriculum and model materials within expanded communities.

## Future Care Model for Families and Children Impacted by Substance Use



## How We'll Get There

This transformational work will take years to build and will require sustained investment. We envision that the new model will be built-out through four distinct phases, spanning five-to-seven years.

<p><b>Phase I</b> <i>12-18 months</i></p>	<ul style="list-style-type: none"> <li>• <b>Build a team for the planning process</b> (determine staff needed, subject matter experts (SMEs), time requirements, etc.)</li> <li>• <b>Develop the operating model</b> <ul style="list-style-type: none"> <li>– Determine care to be provided           <ul style="list-style-type: none"> <li>▪ Review and summarize current leading and emerging approaches</li> <li>▪ Conduct competitive analysis</li> <li>▪ Review and assess existing HBFF services for families and children</li> <li>▪ Interview internal and external leaders and SMEs to surface aspirational solutions and operational opportunities</li> <li>▪ Determine services to be offered</li> </ul> </li> <li>– Explore partnerships           <ul style="list-style-type: none"> <li>▪ Determine how we want to partner, and with which types of organizations</li> <li>▪ Identify and approach potential partners</li> </ul> </li> <li>– Research sustainable funding models for reimbursement           <ul style="list-style-type: none"> <li>▪ Build potential financial models for reimbursement</li> <li>▪ Explore contributed revenue models (possibly conduct a feasibility study and/or an evaluation of potential contributed revenue sources measured against long-term expense projections)</li> <li>▪ Explore pilot programs with payers and/or employers</li> </ul> </li> </ul> </li> <li>• <b>Conduct market and customer research</b> <ul style="list-style-type: none"> <li>– Outreach to alumni and donor base</li> <li>– Outreach to external SMEs</li> <li>– Solicit care provider feedback</li> </ul> </li> <li>• <b>Determine how we will measure our success</b> <ul style="list-style-type: none"> <li>– Leverage the Butler Center for Research</li> </ul> </li> </ul>
<p><b>Phase II</b> <i>24-36 months</i></p>	<ul style="list-style-type: none"> <li>• <b>Operationalize the new model within the Hazelden Betty Ford setting</b> <ul style="list-style-type: none"> <li>– Identify executive sponsor</li> <li>– Identify and hire a project manager to lead the build</li> <li>– Identify and hire design and implementation team</li> <li>– Facilitate design workshops to test concepts, refine and build program</li> <li>– Develop necessary training materials</li> <li>– Continue fundraising and launch/grow pilot programs with payers and/or employers</li> </ul> </li> </ul>
<p><b>Phase III</b> <i>18-24 months</i></p>	<ul style="list-style-type: none"> <li>• <b>Measure the results of the model and refine approach based on what the data tells us</b> <ul style="list-style-type: none"> <li>– Leverage data gathered through established success metrics to determine what's working and what isn't</li> <li>– Incorporate findings from measures to evolve our approach over time</li> </ul> </li> </ul>
<p><b>Phase IV</b> <i>Ongoing</i></p>	<ul style="list-style-type: none"> <li>• <b>Begin to scale model across the nation through partnership</b></li> </ul>

With the support and voice of our investors and funders, we will shape the future of addiction services for families and children and transform how the nation serves all family members impacted by addiction. An investment in Hazelden Betty Ford is an investment in improving existing programming and developing and implementing additional family and children’s programming and structures. An investment expands and innovates the field of addiction and Hazelden Betty Ford’s mission to be a force of hope and healing.

**Together, we will change lives.**

# Appendix

Add Headings (Format > Paragraph styles) and they will appear in your table of contents.

- Hazelden Betty Ford Internal Documents
  - [Presentations](#)
  - [Proposals](#)
  - [Other](#)
- Research and Landscaping Documents
  - [Subject Matter Experts](#)
  - [Stakeholder Interview Summary](#)
  - [Research](#)

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