

Coaching Outcomes Report

Addiction Wellness Data

2016–2021

Harnessing the power of the peer, technology
and data science to get – and keep – persons
with addiction and their loved ones well.





OUR MISSION
*is to get people with
addiction and their
loved ones well.*



OUR VISION
*is a nation that has solved
the disease of drug and
alcohol addiction.*

Face It TOGETHER is an addiction wellness nonprofit that provides effective peer coaching to persons with addiction and their loved ones. Coaching is evidence-based, compassionate and data-driven.

This Outcomes Report, including member data from 2016 to 2021, isn't a traditional annual report. We've made that decision intentionally, knowing our years of data collection surrounding addiction recovery and loved one wellbeing sets us apart.

We don't focus on sobriety as the only measure of wellness. Instead, our coaches address all areas of our members' lives. Doing better – not just being sober – is what gets people well.



I was drawn to Face It TOGETHER because I recognized its unique, effective approach for helping people get well from addiction. Since then, I've been so impressed by the organization's culture and the commitment to treating every coaching member, employee and community partner with dignity and respect. Amid challenges, we remain true to our mission of providing confidential, evidence-based peer coaching for those impacted by addiction.



- JIM JOHNSON,
Board of Directors Chair,
Chairman & CEO, GE Johnson Construction Co.

KEY TERMS:

Person with addiction (PWA):

'Person with addiction' refers to our members who are struggling or have struggled with alcohol and other drugs. PWAs may or may not have received an addiction diagnosis in the past. They come to us with a range of goals, including just reducing use.

Loved one (LO):

A 'loved one' is anyone who is impacted by or concerned for someone in their life with addiction. LO members may be spouses, parents, close friends or even coworkers.

Person at risk (PAR):

When we work with loved ones, we collect information on the person in their life who's struggling with addiction, who we call a 'person at risk.'

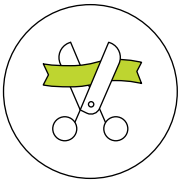
Program highlights

2021



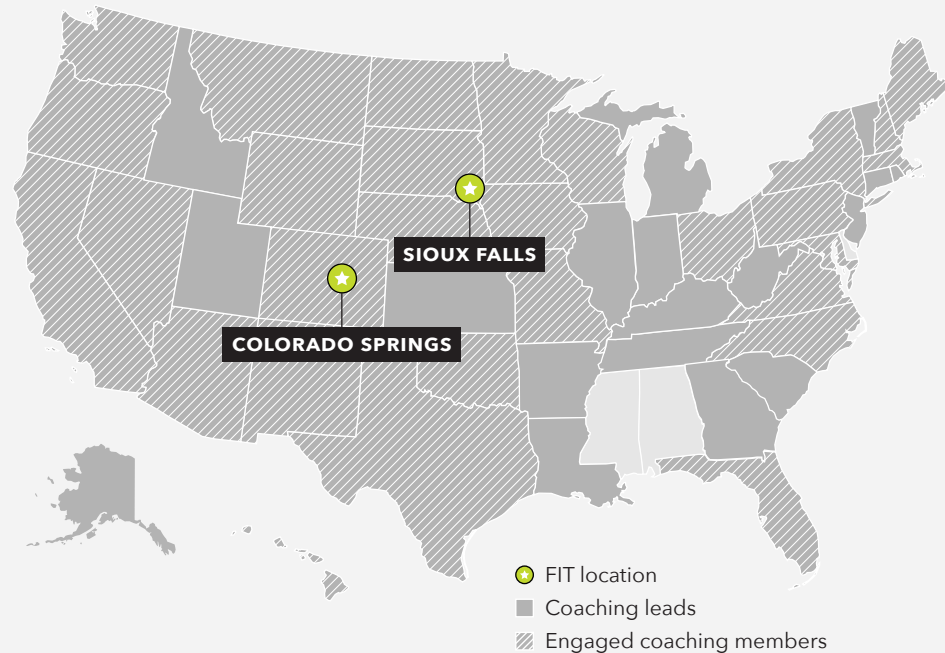
LAUNCH OF THE WELLNESS INDEX

We introduced our new LO member outcome assessment in January 2021. The Wellness Index was designed to better understand the impact of peer coaching on the most critical areas for LOs, including self-care, compassion fatigue and positive communication.



OUR ANNUAL EVENTS ARE BACK

Last year we made the decision to bring back two annual events: Solving Addiction on the Green and March Into the Light. Both have meant a lot to our staff, members and communities over the years and we're thrilled at their return. In future years, we hope to host both events in Sioux Falls, SD and Colorado Springs, CO. We hope you'll join us!



COMMITMENT TO INCLUSION

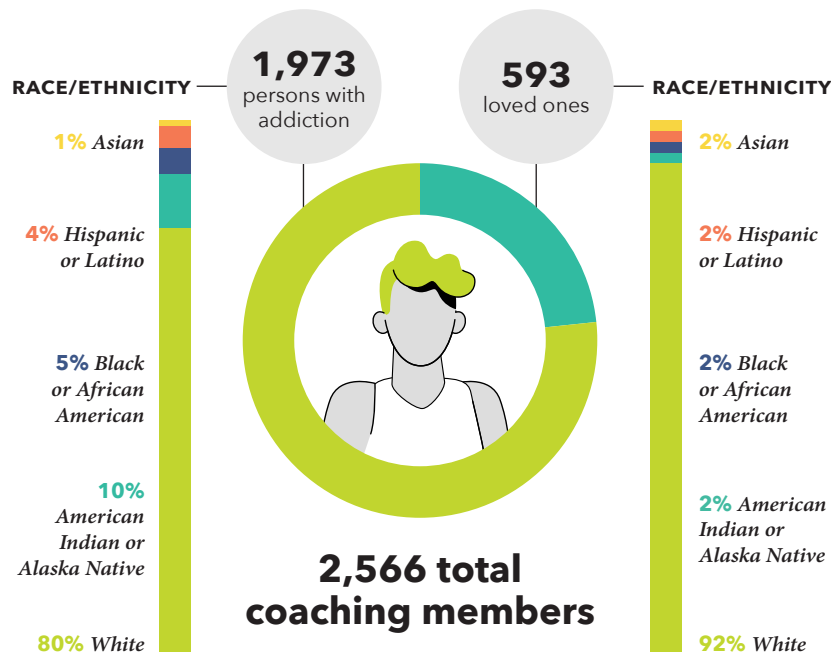
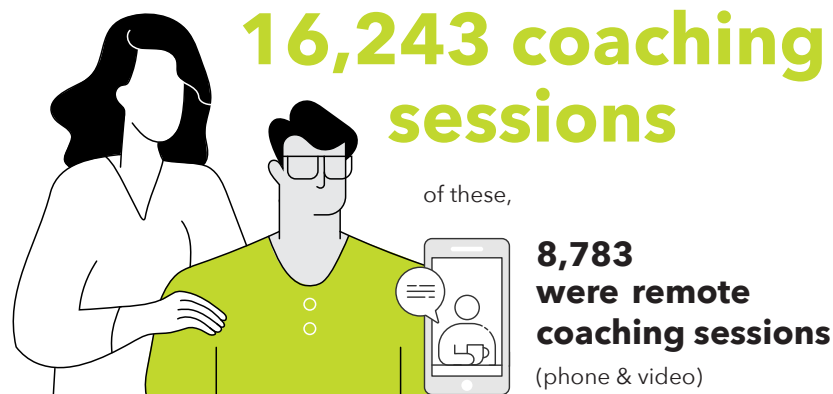
Addiction is present within every community and affects every demographic of people. It's at the root of a wide range of challenging social problems and is undoubtedly linked to our quality of life, the strength of the economy and the safety of communities. Face It TOGETHER strives to be a supportive, welcoming community and remain steadfastly open and inclusive. We regularly seek feedback from those we serve through coaching satisfaction surveys, our Member Advisory Committee and our Board of Directors. We've always prioritized a learning, transparent culture. We know we still have work to do. We'll continue evaluating our strengths and weaknesses when it comes to equity and inclusion.

"Some atmospheres are so sterile and judgmental. Here, I enjoyed coming through the door. I was treated equal, the same, human."

— STEVE H.

Member demographics & outputs

2016–2021



GENDER

persons with addiction

47% FEMALE

53% MALE

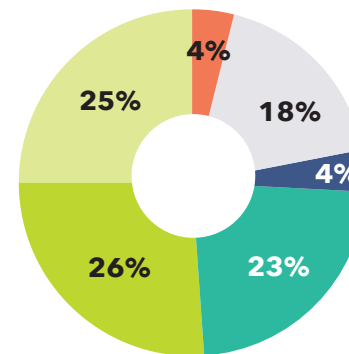
loved ones

83% FEMALE

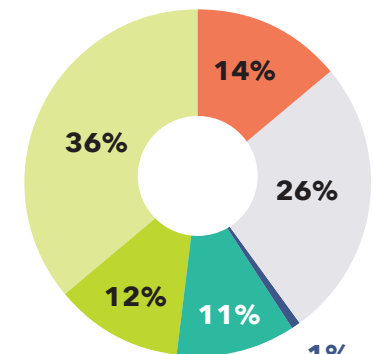
17% MALE

AGE

persons with addiction



loved ones



unknown 18-24 25-34 35-44 45-64 64+

INCOME

persons with addiction

45%

less than \$25K

24%

\$26K – \$50K

more than \$100K

15%

\$51K – \$100K

13%

3% decline

loved ones

18%

less than \$25K

\$26K – \$50K

18%

\$51K – \$100K

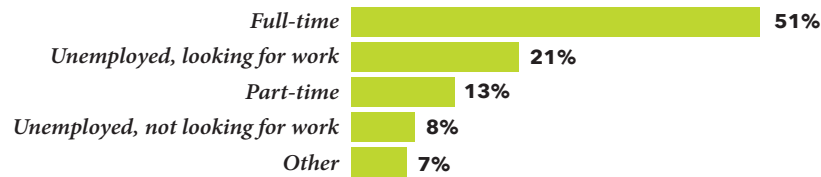
31%

33%

more than \$100K

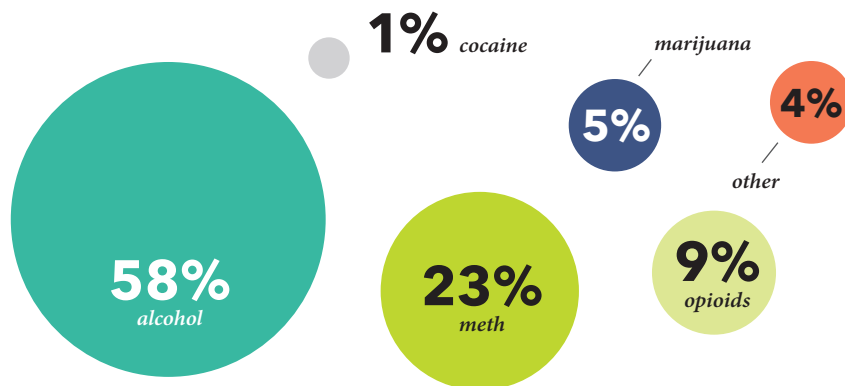
EMPLOYMENT STATUS

persons with addiction

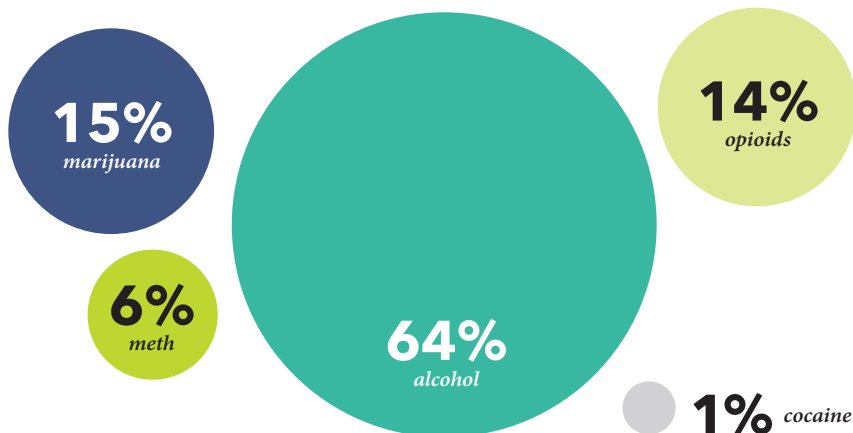


PRIMARY SUBSTANCE

persons with addiction



persons at risk

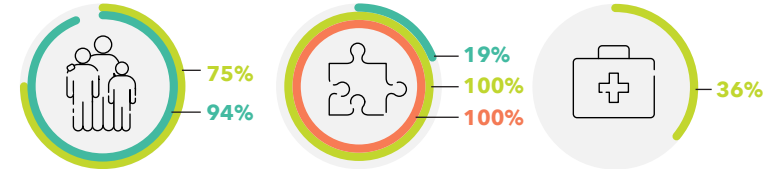


HISTORY

persons with addiction

loved ones

persons at risk



Have family members with or suspected as having an addiction

Are currently or have previously struggled with substance use

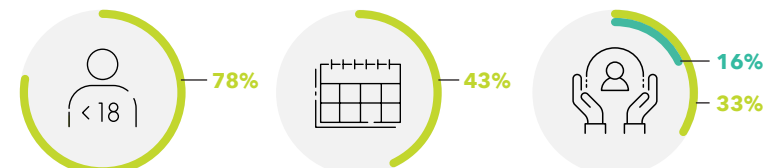
Are currently or have previously participated in medically-assisted treatment



Have previously experienced an overdose

Have previously participated in formal treatment

Have been diagnosed with a substance use disorder



Began using alcohol or other drugs before the age of 18

Struggled with substance use for 10 or more years

Participate in support groups

FINDING LASTING WELLNESS

Our experienced coaches help guide members through the challenges they're facing around addiction. Members don't have to remain sober or follow a one-size-fits-all program. We also help connect them to other resources they may need, from inpatient treatment to housing support.

Persons with addiction

AT 30 DAYS OF COACHING:

80%

are less likely to have work negatively affected by addiction

84%

see a reduction in high-risk factors

AT 60 DAYS OF COACHING:



69%

feel their personal values are clearer



63%

are less likely to be impacted by PTSD-like symptoms

AT 90 DAYS OF COACHING:



71%

feel less depressed



74%

are feeling better overall

Persons with addiction

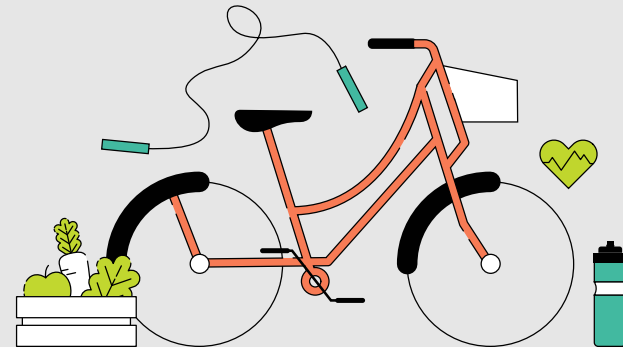
AT 120 DAYS OF COACHING:

74%

feel their network is more likely to help them reach their potential

87%

are more likely to participate in activities that are important to them



AT 150 DAYS OF COACHING:



78% have daily routines to support their wellness



72% have access to culturally-appropriate support activities

AT 180 DAYS OF COACHING:



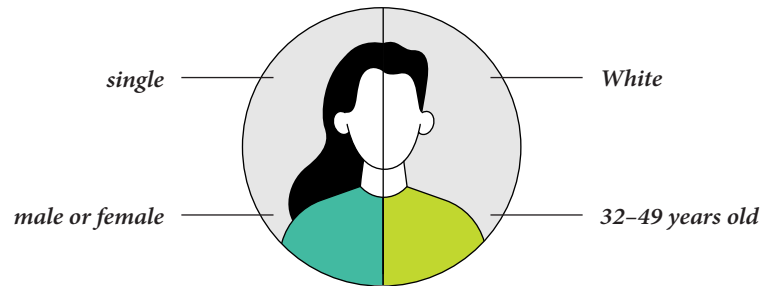
66% have someone special in their lives who is a source of comfort



68% feel more supported by their family

AVERAGE MEMBER WITH ADDICTION

DEMOGRAPHICS



FINANCES



Employed (full-time)
or looking for work



Less than
\$35K income



Owens or rents
their home



Does not have
retirement savings
or life insurance

LIFESTYLE

- ✓ Household size greater than one
- ✗ Does not volunteer
- ✓ Secondary education
- ✓ Just as likely to vote as not vote
- ✗ Has not served in the military

ADDICTION HISTORY

- Primary substance: alcohol or methamphetamines
- Has a family history of problematic use
- Struggled for more than 10 years
- Has attempted to quit before
- Has been to treatment before; one in four participated in medication-assisted treatment
- Current goal: abstinence
- Other diagnoses: anxiety disorder, depression, PTSD

Baseline symptoms: anxiety, depression, engagement in high-risk behaviors, inability to cease negative behaviors, irrational reactions, isolation and a lack of self-worth

Members with addiction report their greatest struggles with:



Financial
wellbeing



Mental and
emotional health



Stress



General health



Impact of a
traumatic event



Family support



Values



Giving up on
activities that are
important to them



Sense of
community

GETTING LOVED ONES WELL, TOO

Our coaching for loved ones focuses on positive and supportive approaches.

We helped loved ones make sense of their person at risk's behavior and empower them to support those they care about – and to get well themselves.

Loved ones

AT 30 DAYS OF COACHING:

56% are more hopeful

50% feel their moods are less likely to be tied to their PAR's wellbeing

AT 60 DAYS OF COACHING:

41%

are more likely to openly
communicate with their PAR

56%

are more likely to participate in
activities that bring them joy

AT 90 DAYS OF COACHING:

48% are less likely to be impacted by PTSD-like symptoms

65% are less stressed about their living situation

This program gave me the skills to communicate with my adult daughter suffering from drug addiction. It is totally different than tough love, detachment or letting them hit rock bottom. I highly recommend this to any loved one!

I was worried about her and my grandsons. Face It TOGETHER taught me how to talk with her, develop trust between us, get her to admit her disease and eventually encourage her into treatment... I was given encouragement and taught that it was okay to do things for myself. The program is awesome!

—MARY W.

Loved ones

AT 120 DAYS OF COACHING:

75%

feel their interactions are more
positive with their PAR

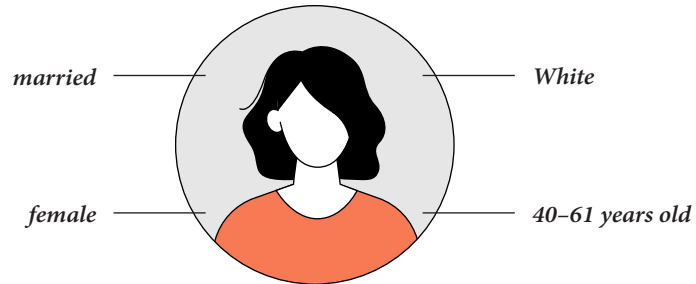
64%

feel less exhausted when
supporting their PAR



AVERAGE LOVED ONE MEMBER

DEMOGRAPHICS



Loved one members report their greatest struggles with:



Feeling like they are not having a positive impact on their PAR's wellbeing



Exhausted from providing support



Experiencing trauma-like symptoms



Productive conversations with their PAR



Unable to feel joy and trust when it comes to their PAR



Doubting their decision-making



Days get off track to deal with things related to their PAR

LIFESTYLE

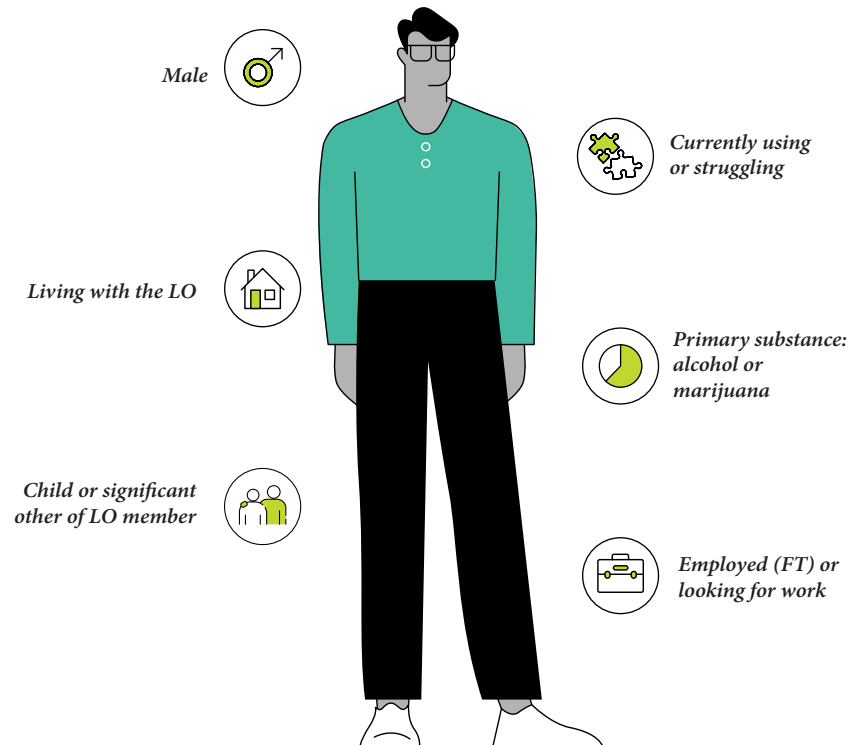
- Household size greater than two
- Owns their own home
- Post-secondary education
- Has family history of addiction, but doesn't struggle themselves

FINANCES

- Employed (full-time)
- Greater than \$50K income

AVERAGE PERSON AT RISK

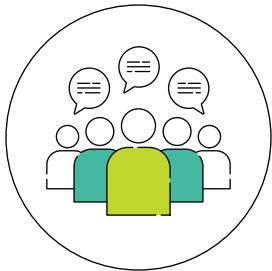
Loved one members report:



Looking forward

2022

As an organization, we're continually evaluating opportunities for improvement and using data to enhance the member experience. These are just a few of the areas we've identified as priorities moving forward.



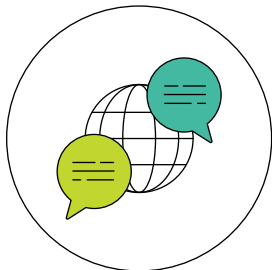
MEMBER ADVISORY COMMITTEE

Our Member Advisory Committee is an important step in our ability to effectively involve members in our decision-making process. The Committee held its first meeting in Q1 of 2022. We're excited to continue improving our processes and learning from those we serve.



INSURANCE REIMBURSEMENT

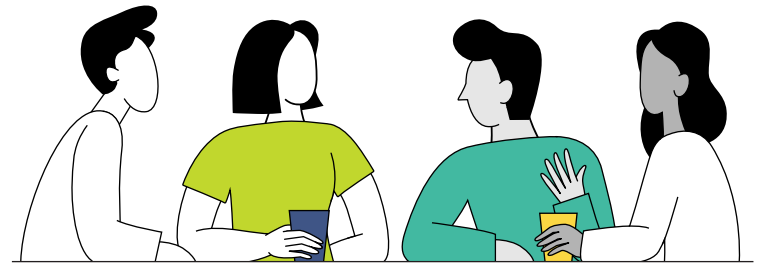
By aligning Face It TOGETHER with the national training standards in the peer recovery industry, our coaches will obtain a certification that is recognized across the addiction industry and will allow for insurance reimbursement and revenue diversification.



SPANISH TRANSLATION AND HISPANIC OUTREACH

Our website has been translated and is now accessible to native Spanish speakers. We'll continue translating important literature and collaborating with organizations who work with this population, which historically has experienced a lack of easily accessible services.

A social return on investment



The greatest beneficiaries of our coaching include individuals (loved ones and persons with addiction), government, healthcare, employers and victims of crime.

Face it better, together.

We've been treating addiction differently since 2009.

Connect with our coaches and community at

WEFACEITTOGETHER.ORG.

care@wefaceittogether.org

(855) 539-9375

