

## Promotional Toolkit Components

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## Press Release

### **As Substance Use Disorder Numbers Rise, a New Tool is Available to Help Those in Florida Find Trusted, High-Quality Addiction Treatment**

**June X, 2022**— Starting today, citizens of Florida have a free, confidential, first-of-its-kind tool to connect those in need with high-quality and appropriate addiction treatment. ATLAS®, an Addiction Treatment Locator, Assessment, and Standards Platform, [www.TreatmentATLAS.org](http://www.TreatmentATLAS.org), evaluates addiction treatment facilities' use of evidence-based best practices, includes an assessment to understand the appropriate level of care, and offers an easy-to-use dashboard to allow those in need and their loved ones to search for and compare facilities using criteria such as location, services offered, and insurance accepted so they can find the best treatment for their unique needs.

ATLAS also gathers and displays anonymous feedback from patients on their experiences at facilities. Just as we use consumer reviews to select goods and services in other areas of healthcare, this feedback helps to inform others' care decisions. Anyone who has received treatment from a facility in Florida is encouraged to visit [www.TreatmentATLAS.org](http://www.TreatmentATLAS.org) to search for the facility and leave a patient review.

"During a time when our nation's addiction crisis is tragically at an all-time high and access to quality treatment is often hard to find, ATLAS is a critical new resource. When my son Brian needed addiction treatment, my family agonized trying to find him the right care. It was impossible to know who to trust," says Shatterproof Founder and CEO, Gary Mendell. "ATLAS is a sea change in the addiction world. It will give those in need and their families the transparent and trustworthy information my family never had and will help put more people on the path to recovery."

ATLAS lists all of Florida addiction treatment facilities for any substance use disorder, including alcohol and opioid use disorder.

ATLAS is fully available in English and Spanish and has several unique features including:

- Display of facilities' use of best practices based on the [Shatterproof National Principles of Care](#), evidence-based standards derived from the Surgeon General's Report on Addiction, using data gathered through a combination of validated sources;
- Feedback from other patients once a minimum threshold of 20 responses for the facility is met, that is updated every 24 hours;
- An expert-agreed upon [Addiction Treatment Needs Assessment](#), created in collaboration with the American Society of Addiction Medicine (ASAM) and OpenBeds, to help guide a treatment search based on the individual's needs and severity;
- Ability to search and filter using criteria such as location, services offered and insurance accepted, as well as compare the facilities.

The ATLAS team strives to continuously improve. ATLAS has had several changes over the past year to make this resource more patient-centered and evidence-based, including:

- Link added to state-specific websites as an additional resource;
- Simplified display of insurance information;
- Updated educational content;

- Continuation of the [Continuous Quality Improvement Learning Series](#) – a free technical assistance series for ATLAS providers;
- Launch of the cross-functional [National Addiction Treatment Quality Committee \(NATQC\)](#) to advise on future ATLAS changes.

ATLAS was created by Shatterproof, a national nonprofit organization dedicated to reversing the addiction crisis in America. ATLAS is currently in Delaware, Florida, Louisiana, Massachusetts, New Jersey, New York, Oklahoma, Pennsylvania, North Carolina and West Virginia, reaching 28% of the U.S. population. It will be coming to California in 2023, which will bring the population reach to more than 40%.

*About Shatterproof:*

[Shatterproof](#) is a national nonprofit organization dedicated to reversing the addiction crisis in the United States. Shatterproof harnesses the models of business, the rigor of science and the power of a national movement to create change and save lives through three pillars of work: revolutionizing the addiction treatment system, breaking down addiction-related stigmas and supporting and empowering our communities. To learn more visit [www.Shatterproof.org](http://www.Shatterproof.org).

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## Template Newsletter Blurb

*This language can be sent as an email, in a newsletter, or designed as a flyer to be sent to people in your state, including providers. It can also be tailored to best align with existing state communications and branding.*

### Introducing Our Partnership with Shatterproof

Florida is committed to transparency. That’s why we’re proud to partner with Shatterproof, a national nonprofit organization dedicated to reversing the addiction crisis, on ATLAS®.

ATLAS ([TreatmentATLAS.org](https://TreatmentATLAS.org)) is a one-of-a-kind resource designed to help those looking for addiction treatment find high-quality care best suited to meet their needs. This free, online platform helps individuals with substance use disorder, family members, and community providers alike search for addiction treatment programs based on quality of care. From offering a consumer-friendly assessment to providing transparent information on addiction treatment facilities across the state, ATLAS strives to ensure that all individuals have the knowledge and tools necessary to find care.

ATLAS is currently available in ten states – DE, FL, LA, MA, NC, NJ, NY, OK, PA, and WV – and is expanding to CA and other states in 2023.

A unique feature of ATLAS is the display of transparent information on whether facilities offer services that align with evidence-based best practices shown to improve patient outcomes. These best practices are outlined in [Shatterproof’s National Principles of Care®](#), eight principles of evidence-based addiction treatment created in collaboration with experts in the field and based on decades of research. ATLAS accomplishes this by gathering validated quality data from three primary sources (treatment facility surveys, patient experience surveys and claims-based measures) and reporting the results to the public. Individuals can then use this information to identify and compare addiction treatment facilities across the state, exploring the factors that matter most to them – including but not limited to availability of medications for addiction treatment, comprehensive assessment tools used at intake and during treatment, the availability of evidence-based behavioral health therapies, and accepted forms of insurance.

Additionally, the ATLAS website allows patients and family members to report on their experiences in treatment and to read others’ experiences when making a treatment decision.

We recommend that Behavioral Health and Physical Health providers consider using the ATLAS platform to educate their patients about the self-assessment tool and to connect them with treatment best suited to their needs. Working together, we can contribute to the success of the ATLAS program in addressing drug and alcohol addiction and help save more lives.

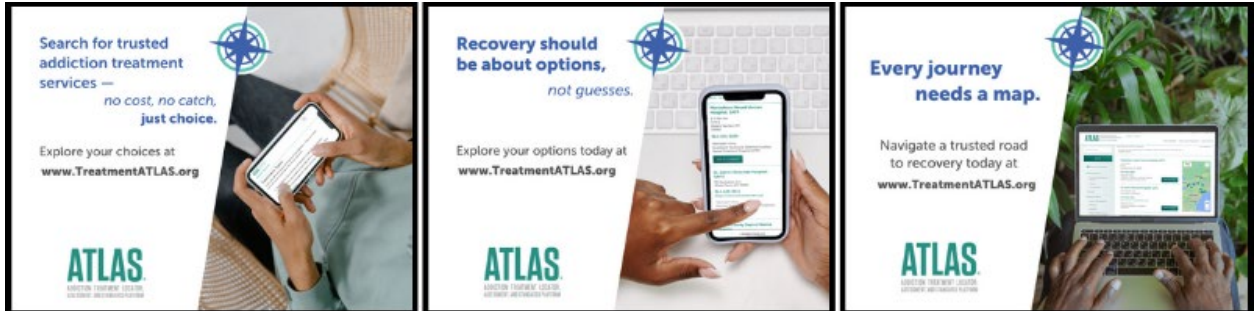
ATLAS is a trusted resource to help ease the process of finding high-quality care for all those seeking treatment, be it for themselves or a loved one. For more information on ATLAS, visit [TreatmentATLAS.org](https://TreatmentATLAS.org).

Questions: Call **[PLEASE INCLUDE THE BEST CONTACT NUMBER FOR YOUR AGENCY]**

## Social Posts

Downloadable catalog of accompanying social graphics: [Florida Graphics](#)

Note: All graphics are formatted by platform, including Facebook, Instagram, LinkedIn, and Twitter.



### TEMPLATE SOCIAL POSTS

#### Initial Launch Announcement

- Proud to announce our partnership with Shatterproof to bring ATLAS® to Florida. Use this free online tool to find high-quality addiction treatment options for yourself or someone you care about. Try it today from a computer or mobile device: [TreatmentATLAS.org](http://TreatmentATLAS.org)
- Finding quality addiction treatment can be overwhelming. That’s why we’ve partnered with Shatterproof to bring you ATLAS®. Now every family across Florida can use this free, confidential resource to find the right treatment with providers they can trust. Learn more today: [TreatmentATLAS.org](http://TreatmentATLAS.org)

### TEMPLATE SOCIAL POSTS

#### Ongoing Promotion

- ATLAS® is a free, online tool available to Florida residents interested in finding trustworthy addiction treatment. Take a confidential assessment and find quality providers in your area today: [TreatmentATLAS.org](http://TreatmentATLAS.org)
- Looking for addiction help? Tired of random search engine results? Try ATLAS® — a free tool for Florida residents to find treatment options and providers that you can trust. Start with a confidential assessment for yourself or a loved one today: [TreatmentATLAS.org](http://TreatmentATLAS.org)
- When it comes to addiction treatment, one size does not fit all. Find the right program for yourself or your loved one at [TreatmentATLAS.org](http://TreatmentATLAS.org), now available for free to all Florida residents through our partnership with Shatterproof.
- Getting help for drug or alcohol addiction doesn’t have to mean living away from home or spending loads of money. Explore your options for free: [TreatmentATLAS.org](http://TreatmentATLAS.org)
- Trying to find addiction treatment can be frustrating, but it doesn’t have to be. Search for local treatment programs by service type, insurance coverage, and more today: [TreatmentATLAS.org](http://TreatmentATLAS.org)

## **TAG & FOLLOW**

*Follow Shatterproof™ on your favorite platforms and tag ATLAS® posts to expand your reach!*

- **Facebook:** @ShatterproofHQ
- **Instagram:** @weareshatterproof
- **Twitter:** @ShatterproofHQ
- **LinkedIn:** @shatterproof
- **TikTok:** @strongerthanaddiction

## Digital and Print Materials

Materials are available in the Toolkit for printing, emailing, faxing, and sharing on social media. To order print copies of any materials free of charge, please contact [ATLAS@shatterproof.org](mailto:ATLAS@shatterproof.org).

*All materials can be co-branded with the ATLAS state agency partner upon request.*

### Print-Ready ATLAS Designs



18" X 24" POSTER



11" X 17" POSTER



8.5" X 11" FLYER



5" X 7" POSTCARD



BUSINESS CARD

### Social Post Graphics

Available for Twitter, Facebook, Instagram, and LinkedIn.  
Graphics for additional social media sites available upon request.



## Talking Points

The following are talking points about ATLAS that you can use when discussing this resource with people in your state, or when providing information for the press.

### Website:

- ATLAS (TreatmentATLAS.org) is a free, not for profit website that helps individuals and loved ones find and compare addiction treatment facilities across ten states – Delaware, Florida, Louisiana, Massachusetts, New Jersey, New York, North Carolina, Oklahoma, Pennsylvania and West Virginia.
- ATLAS contains a comprehensive list of addiction treatment providers across each respective state, including hospital-based inpatient facilities, residential facilities and facilities offering outpatient and intensive outpatient services.
- Facilities are searchable by information that is important to people impacted by addiction such as location, insurance accepted, services offered, and special groups served.
- ATLAS:
  - Provides transparent information on whether facilities offer services that align with evidence-based best practices that are shown to improve patient outcomes, as identified in [Shatterproof's National Principles of Care](#)©. These 8 principles are derived from the Surgeon General's landmark 2016 report on addiction.
  - Allows patients and family members to report on their experiences in treatment and read others' experiences when making a decision about care.
  - Includes password protected portals where providers can access their own data with benchmarks against industry data to drive quality improvement, payers can access data on providers in their network, and states can access data to inform technical assistance, capacity building, and other state-based initiatives.

### Addiction Treatment Needs Assessment:

- TreatmentATLAS.org includes an [Addiction Treatment Needs Assessment](#) – a brief and anonymous set of questions that offers individuals with SUD and their families initial guidance on the most appropriate level of care (e.g., outpatient, residential) from which to seek treatment.
- The Assessment is available free and anonymously to *all* across the country, including in states where facilities are not yet listed on ATLAS.
- The Assessment was created in collaboration with the American Society of Addiction Medicine (ASAM) and OpenBeds (now part of Bamboo Health).
- Individuals with SUD or their loved ones complete 13 questions that quickly assesses their risk / severity in each of the six ASAM dimensions. Once responses are submitted, the tool provides a *consumer-friendly* level of care recommendation as well as recommendations for additional treatment services (e.g., mental healthcare) that may help the patient. These recommendations are intended to support people in their search for care.
- This assessment provides a lay-friendly approach so that individuals do not have to digest the DSM-5 criteria and become an expert on addiction to understand the level of care they or their family member needs.



## Why ATLAS?

- Addiction can be treated with the same effectiveness as other chronic diseases such as diabetes and hypertension, but in some cases, addiction treatment is not delivered in alignment with evidence-based best practices.
- This system standardizes quality expectations for addiction treatment across all levels of care, settings, and types of treatment. Based on the [Shatterproof National Principles of Care®](#), derived from the Surgeon General’s Report on Addiction.
- ATLAS quality measurement will be used to align market forces with evidence-based best practices that are shown to improve patient outcomes.
- Regardless of the setting of care, addiction should be treated with the same urgency, respect, and professionalism as all medical conditions, but currently there is massive variation in the approaches and standards of care used by treatment providers.
- Addiction treatment facilities that offer outdated or non-evidence-based treatment modalities are perpetuating misconceptions about the disease, and, in some cases, are even predatory. ATLAS supports quality improvement across all facilities, by providing the tools and information facilities need to identify opportunities for success and improve their processes.
- When searching for information about addiction and where to go for treatment, often patients and family members are bombarded with misinformation, and it is hard to know who to trust.
- Countless treatment facilities have searchable information and content about level of care, but some of these websites prey on individuals and families at their most vulnerable moment.
- ATLAS addresses these gaps and acts as an impartial resource for people with addiction, their loved ones, and referral sources (first responders, case managers, drug courts) to find unbiased, objective information on the quality of treatment and use this information to make an informed treatment decision.

## Funders:

- Roughly two thirds of the ATLAS pilot was funded by major foundations: Arnold Ventures and Robert Wood Johnson Foundation. Each funded \$1.3M. The other third was funded by a group of six health insurers: Aetna, Anthem, Beacon Health Options, Cigna, UnitedHealth Group, and Magellan.
- In North Carolina, ATLAS implementation was funded by Blue Cross Blue Shield of North Carolina.
- The health insurers do not have a governance role in the project.
- With the continuation and expansion of ATLAS, the platform is supported through several different funding sources: philanthropy (both national and state-based), state funding (such as State Opioid Response grants), and both state and national health insurers.
- Currently, the majority of ATLAS funding is from states.

## Approach:

- ATLAS uses data from multiple reliable, valid sources, including facility surveys and patient experience surveys. Data from health insurance claims is also available in select states on the password-protected professional portals.
- Publicly available health quality reporting has been in existence in the U.S. since [1987](#), when the Health Care Financing Administration – now the Centers for Medicare and Medicaid Services (CMS) – released nationwide hospital-specific mortality data. Following controversy over public release of this information,

efforts for improvement began, and quality reporting models started to evolve. Now there are hundreds of reporting initiatives focused on a variety of healthcare services and settings and using a range of methodology, but no such system existed for addiction until ATLAS.

- ATLAS uses a mixed-method approach to ensure it captures as much quality information as possible and triangulates quality data.

## Audiences:

- Shatterproof is committed to ensuring ATLAS remains free of conflicts of interest and does not become “pay to play.”
- ATLAS helps individuals with SUD, family members and community providers alike find and compare treatment based on quality.
- ATLAS helps providers, health insurers, and states advance treatment quality.
- ATLAS is currently live in ten states, with more on the horizon.

## FAQs:

- How is ATLAS different from existing addiction treatment locators like FindTreatment.gov?
  - ATLAS improves upon services provided by existing addiction treatment locators and has major differentiators. Many existing locators focus on whether services are simply available without examining their quality or appropriateness and, in some cases, only offer information to the public from the facilities that pay to be listed, regardless of their quality.
  - These locators do not provide objective information on the use of clinical best practices (they are self-reported with no validation) or on patients’ experiences of care, and do not help patients understand what level of care may be most appropriate for them. ATLAS uses objective data, strict validation protocols, and patient reporting and is focused on what’s best for the consumer, not the bottom line.
  - FindTreatment.gov offers detailed information on addiction treatment services. In contrast to ATLAS’ approach, however, facilities do not provide data on specific quality measures and FindTreatment.gov does not offer patient experience of care information.
  - FindTreatment.gov does not offer resources for professional users to drive quality improvement and innovation in the field, and the scope of FindTreatment.gov has been found to be somewhat limited compared to ATLAS.
- What about the facilities that don’t report to ATLAS?
  - All addiction treatment facilities within ATLAS states are included on the website, regardless of whether or not they reported quality information to ATLAS. If they did not report, ATLAS still displays their facility with the note that “Quality Data Not Available.”
  - ATLAS is designed to capture quality information from multiple sources. If the facility did not self-report through the facility survey, this is clearly displayed and, when possible, quality information from patient experience is still displayed.
- Is ATLAS just focused on opioids?
  - No, ATLAS examines and reports on facilities that provide treatment for all substance use disorders, although some of the measures are specific to the treatment of opioid use disorder or alcohol use disorder, if applicable.

## ATLAS...

- ✓ IS a resource for patients and their loved ones, providers, policymakers, and health insurers
- ✓ IS the first step in building an infrastructure for quality improvement in addiction treatment
- ✓ IS based on reliable, validated quality information triangulated from multiple sources
- ✗ IS NOT funded by addiction treatment programs or pharmaceutical companies
- ✗ IS NOT intended to reduce the pool of treatment providers available to consumers
- ✗ IS NOT a purely consumer-review site like Yelp
- ✗ IS NOT finalized—it is going into its third year of implementation and is now implemented in ten states, with the intention to expand nationwide