



**2023**

# **ANNUAL REPORT**



**MOTHERS AGAINST  
PRESCRIPTION DRUG ABUSE**

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# Message from the Chairman of the Board

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For more than two decades, I have stood at the forefront of nationwide initiatives combating opioid abuse as both a Member of Congress and in my roles as a mother, grandmother, and gravely concerned citizen.

The heart-wrenching impact of opioid misuse is starkly visible—families torn apart and communities left in devastation. Despite the 100% preventable nature of opioid use disorder (OUD) and opioid-related overdoses, the United States continues to grapple with this health crisis.

As we break overdose records year after year, this ongoing health crisis urges us to save lives by broadening our response effort and pioneering innovative solutions that address the root causes and provide comprehensive support.

Leading MAPDA, I am determined to spearhead multifaceted initiatives to avert OUD and reduce opioid-related overdoses through policy advocacy, prevention education, and awareness communication programs.

It is with immense gratitude that we reflect on the support MAPDA received in 2023. To those who understand the significance of this fight, there is no time to wait. Join us today in the collective effort to save countless lives and make a lasting impact on the trajectory of this crisis. Together, we can create a future free from the grip of opioid misuse and its devastating consequences.

The Honorable Mary Bono  
Member of Congress, Retired  
MAPDA Chairman of the Board



Now is the time to  
pioneer innovative  
solutions in the fight  
against the opioid  
epidemic.



# Our Story

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Mothers Against Prescription Drug Abuse (MAPDA) has been in the fight against opioid misuse since 2011. We were founded in Riverside County, California by two grieving mothers who each lost a child to an accidental opioid overdose. They wanted to share their personal stories and educate youth via regional high school presentations in the hopes of sparing other families the anguish of similar tragedies with loved ones. Most importantly, these mothers set out to demand action.

Today, MAPDA is a nationally recognized 501(c)(3) nonprofit organization focused on policy advocacy, opioid use disorder (OUD) prevention education, and opioid awareness programs. We know all too well the painful, personal, and deadly impact that the worst of the opioid crisis has had on families across the country. Their stories and voices will not be forgotten.



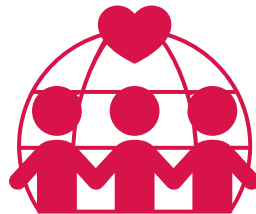
## Mission

Driving solutions to prevent opioid-related drug abuse while focusing on overall prevention of opioid use disorder through education.



## Vision

Addressing prescription and illicit opioid-related overdose deaths through awareness communication programs.



## Core Values

We believe in operating in truth, equity, and transparency

We believe that prevention of opioid use disorder through awareness and education is the key to saving lives.

We believe community collaboration and evidence-based resources can create positive generational change.

We believe that reducing the stigma around opioid use disorder allows for greater access to life-saving treatment.



# 2023 Awareness Campaign: The Greatest Gift is a Conversation

Do you know how to spot the early warning signs of Opioid Use Disorder? Do you know how to reverse an opioid-related drug overdose? Do your kids? Addiction, opioid-related overdoses, and fentanyl poisoning do not discriminate - any race, ethnicity, gender, and age can be affected.

Fentanyl is a synthetic opioid that is up to 50 times stronger than heroin and 100 times stronger than morphine. It is a major contributor to fatal and nonfatal overdoses in the U.S. A person dies every 4.5 minutes from overdoses related to synthetic opioids like fentanyl. Drugs may contain deadly levels of fentanyl, and you wouldn't be able to see it, taste it, or smell it. It is nearly impossible to tell if drugs have been laced with fentanyl.

Drug overdoses are killing young Americans at record levels. Drug cartels are targeting our children and young adults through social media, specifically Snapchat, Facebook, Messenger, Instagram, and TikTok. The most recent annual health survey from Substance Abuse and Mental Health Services (SAMHSA) reveals more than 1 in 6 adults and teens suffered from substance use disorder from statistics based on 2022. For the first time in US history, there were over 112,000 overdose deaths in a 12-month period. We've had more Americans die of fentanyl than in the Iraq, Afghanistan, and Vietnam wars, combined. Fentanyl is increasingly responsible for the growing amount of accidental overdoses; currently, more than 67% of drug overdoses involve fentanyl. In many of these cases, young adults took a counterfeit prescription pill that they likely didn't know contained fentanyl, and only 1 in 10 of them had a history of substance use disorder.

It is imperative parents discuss the dangers of drug abuse with their children and keep life-saving overdose-reversing naloxone on their person at all times. Addiction can occur from prescription and illicit opioids. No pill is safe, you take a gamble with your life every time you use. You can never be sure of what you're taking, even if someone says so. This campaign highlights the difference a simple open conversation can make so that your loved ones are fully aware of the risks and are protected from harm.



# 2023 Awareness Campaign: The Greatest Gift is a Conversation

To engage with schools and spread vital prevention education to youth and parents, we created The Greatest Gift postcards and posters. These materials have versions tailored for both parents and kids, including a version in Spanish.



**The Greatest Gift is a Conversation**

- Do not borrow or share prescriptions; you cannot assume they came from a legitimate pharmacy.
- Under no circumstances should you take a random pill — labeled or unlabeled.
- Fentanyl can be deadly the first time it's used, and it is often well-camouflaged within other drugs.
- Always carry naloxone nasal spray to immediately administer in the case of an emergency and call 911.

Mothers Against Prescription Drug Abuse is a 501 (c)(3) nonprofit organization.

**One Pill Can Kill: Protect yourself and your friends. Speak up, save lives.**

- Never trust your own eyes to determine if a pill is legitimate.
- Fentanyl can be deadly the first time it's used, and is often invisible within other drugs.
- Under no circumstances should you take a random pill — labeled or unlabeled.
- Do not borrow or share prescriptions; you cannot assume they came from a legitimate pharmacy.

If you or someone you know needs help, don't be afraid to take action. Help is available: call or text 988, or talk with a trusted professional. You're never alone.

[www.MAPDA.net/tada](http://www.MAPDA.net/tada)  
Sign up to receive our quarterly e-Newsletter and stay connected!

TADA@MAPDA.net

Mothers Against Prescription Drug Abuse is a 501 (c)(3) nonprofit organization.



**Una Sola Pastilla Puede Matar: Protégete a ti mismo y a tus amigos. Levanta tu voz, salva vidas**

- Nunca confíes ni a tus propios ojos para determinar si una pastilla es legítima o no.
- El Fentanilo (Fentanyl) puede ser fatal la primera vez que es usado, y es usualmente invisible dentro de otros drogas.
- Bajo ninguna circunstancia tomes pastillas al azar— tenga o no etiqueta.
- No compartas o tomes prescripciones prestadas: No debes asumir que vienen de una farmacia legítima.

Si tú o alguien que conoces necesita ayuda, no tengas miedo de tomar acción. Hay ayuda disponible: llama o envía un mensaje de texto 988, o habla con un profesional de confianza. Nunca estarás solo.

[www.MAPDA.net/tada](http://www.MAPDA.net/tada)  
(Suscríbete para recibir nuestro boletín electrónico trimestral (e-Newsletter) y mantente conectado!)

TADA@MAPDA.net

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We created the Greatest Gift Pledge so people would become more active in the need to openly discuss and de-stigmatize Opioid Use Disorder and understand drug usage as a whole. When you promise to Take the Pledge, you'll receive the certificate as a sign of your efforts to protect our communities from the dangers of drug abuse.



# 2023 Awareness Campaign: The Greatest Gift is a Conversation



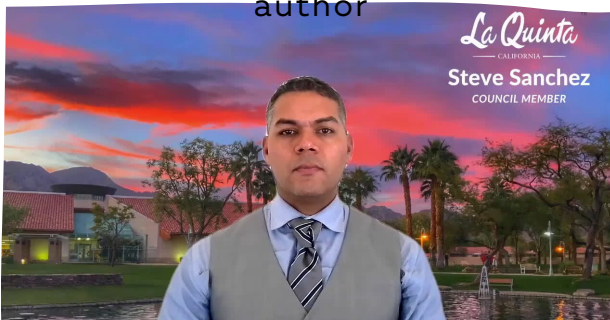
Danielle Bisutti - American actress and singer

This year, we led The Greatest Gift Campaign everywhere we could with important messages from powerful voices all over the country, hoping to encourage others to Take the Pledge promising they'll spread awareness to their loved ones.



Eileen Davidson - American actress and author

These are just a few of the amazing voices who spoke up about importance of open conversations, de-stigmatization, and protective measures from this deadly epidemic.



Steve Sanchez  
Mayor Pro Tem of La Quinta, CA City Council

Notable figures from well-known actors to public servants and politicians stepped up to champion MAPDA's mission to their local networks, creating a powerful grassroots strategy for this important message.



Our message reached so many people, we needed to take it to the small screen! Our CEO & Chair, Hon. Mary Bono, went on a national media tour to promote "The Greatest Gift" and OTC Naloxone. As part of this tour, she had an exclusive interview with Karen Devine on KESQ News Channel 3 addressing the critical issue of the drug abuse problem.





# The Greatest Gift is a Conversation: Nano-Influencer Campaign

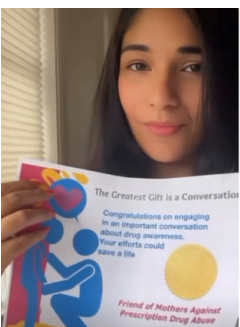
Our goal includes shifting the narrative and instigating positive behavioral change in the national response to opioids. We aim to achieve this by mobilizing digital armies of trusted social advocates. This includes advanced communication programs focused on community engagement through social media micro-influencing. Utilizing this state-of-the-art technology allows for remarkable adaptability in order for our education messaging to remain relevant as the opioid epidemic continues to evolve.

We partnered with XOMAD, a social tech company that aided us in identifying trusted social messengers who are passionate about joining the fight against opioids and preventing opioid use disorder is imperative.

We believe raising overall opioid awareness can reduce the perceived social stigma, empower individuals to make a difference, and activate conversations within families to ultimately save lives within their own community.

XOMAD specializes in engaging hard-to-reach communities through locally trusted social media messengers. These messengers have strong relationships with their audiences, enabling them to have positive and impactful conversations on tough topics like de-stigmatizing drug use and promoting drug safety, ultimately contributing to saving lives.

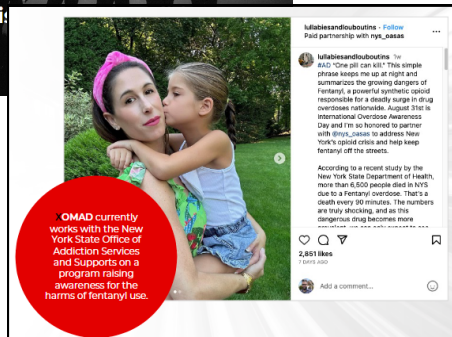
This campaign used a diverse group of trusted messengers throughout the country to post about MAPDA's "The Greatest Gift Pledge." Participants encouraged audiences to take the pledge and raise awareness among their peers while destigmatizing the conversation on an approachable platform. The 20 creators posted primarily on Instagram and Instagram Stories with shares to other social channels. Participating creators took the pledge themselves and shared their personal experiences surrounding the opioid crisis and how it has impacted the lives of people around them.



# The Greatest Gift is a Conversation: Nano-Influencer Campaign



Reaching out directly to underserved, at-risk populations through trusted and vetted community advocates ensures our prevention messages are provided to those who need them most.



By amplifying the real-world conversations and available resources in online spaces, we have the opportunity to affect change and reduce stigma through relatable and actionable content.

We collaborated to create Public Service Announcement posts to educate on important overdose awareness skills such as how to recognize the signs of an overdose, or what steps to take when someone is overdosing. We also shared general opioid facts and why you should carry Naloxone.

## #ProtectTheirFuture Metrics



Our results showed an overwhelming success for “The Greatest Gift” campaign, more than tripling our website traffic due to Pledge takers and our average engagement of posts (9.07%) was higher than the industry average (1.22%) by a whopping 7.7%. Overall, our XOMAD collaboration assisted in connecting to over 1.51M+ people around the country.



# Action in the Community

We have also been covered by a multitude of media outlets for our work spreading MAPDA's message in the community:

↪ **The op-ed on School Access to Naloxone by our CEO, Mary Bono, and Treasurer, Allison Fox, was published in *The Commercial Appeal*.**

"Letting students carry naloxone in schools will protect Tennessee children: No student should have to walk into school with the fear of losing a classmate to an accidental overdose."



**In September, the Stop Fentanyl Dealers Initiative that MAPDA belongs to held a press conference in Sacramento, CA.**

This conference announced the effort to officially file a proposal with the Attorney General's office to get Alexandra's Law on the ballot. The crowds heard testimonies from the leaders of other anti-fentanyl non-profits, and even Sonovah Hillman Jr., the 11-year-old daughter of the late rapper DMX, who passed from a cocaine-induced heart attack.

**Stop Fentanyl Dealers**



↪ **Coachella Valley Weekly published our Director of Outreach Kim Waltrip's piece on "The Greatest Gift is a Conversation" campaign.**

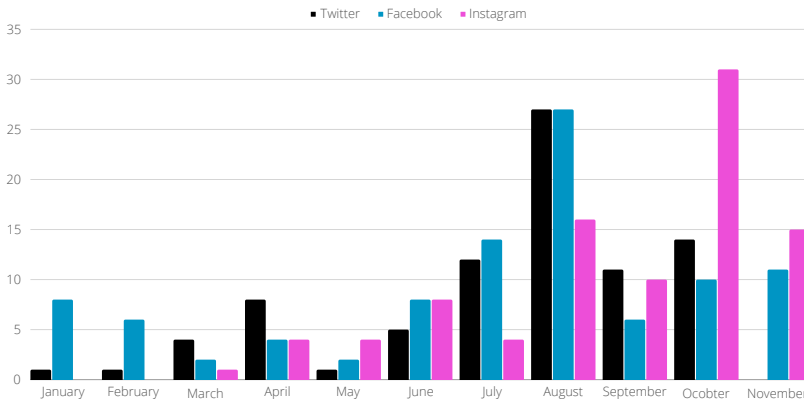
"[The campaign] focuses on...having a conversation with as many people as possible to...protect them from the dangers of drug abuse and especially from...fentanyl. Parents often think it's too early to talk about drug abuse, or that their child isn't at risk from these dangers, but the number of children who are at risk for possible overdoses and possible fentanyl poisoning is growing exponentially.



# Improving Our Outreach

MAPDA's Social Media presence has increased ten-fold this year as a result of a renewed focus on quality content, including our recent videos for The Greatest Gift campaign. Thanks to our new medium of content and the nano-influencer campaign, we've been able to reach from hundreds to thousands, and even over a million people across the country.

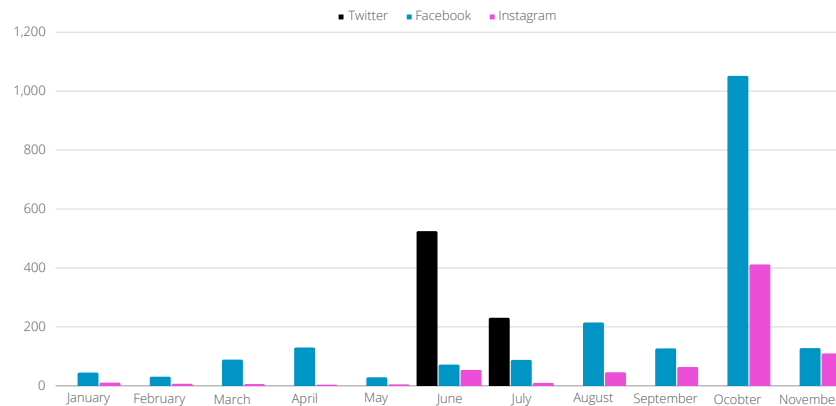
## FOLLOWER TRENDS



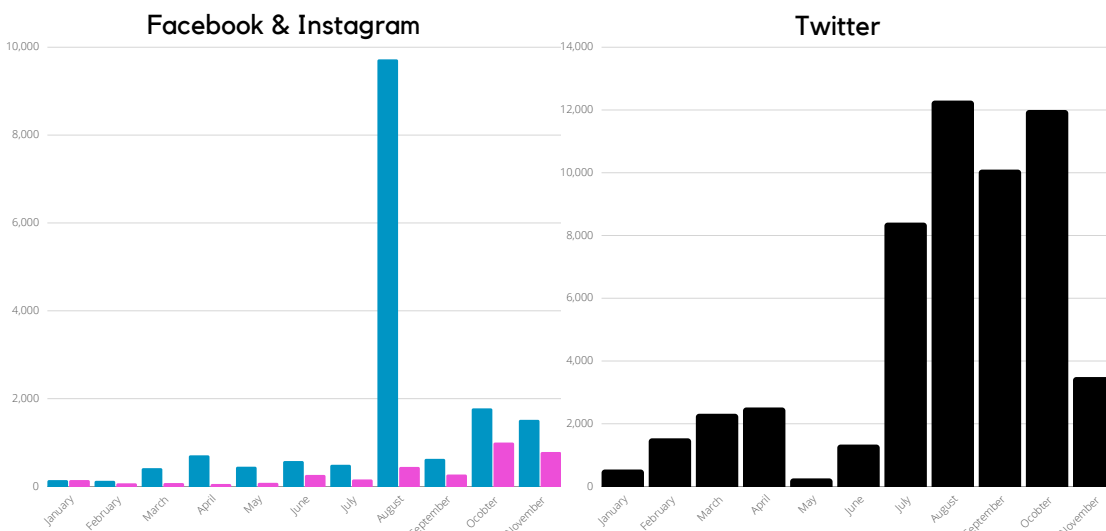
Our peak follower months were August, when we first began debuting our video content, and October, when we collaborated with XOMAD for an influencer awareness campaign.

Twitter usually consists of more political content than Facebook or Instagram, and this could explain why our profile visits peaked in June after the DC fundraiser. Our second peak in October was also affected by our event in Palm Desert featuring notable speakers who shared our content through Facebook.

## PROFILE VISIT TRENDS



## REACH/IMPRESSIONS TRENDS



Our impressions peak in August signifies the first and most successful video we put out, and the Twitter impressions were too high to include on the same scale after our video content became consistent.



# Improving Our Outreach

## (continued)

Thanks to the success of our social media campaign, our website traffic more than tripled in October and broke the ceiling of our record number of monthly visits - a sign of pledge takers turning the tide on drug education.

11,258 Site Visitors

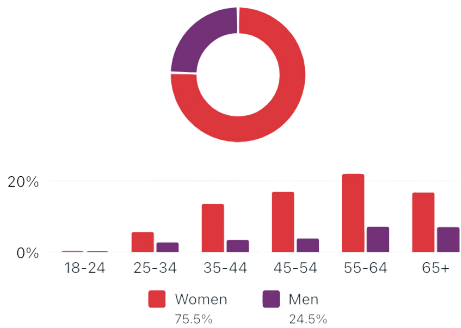
Last 12 months ▾



## AUDIENCE ANALYTICS

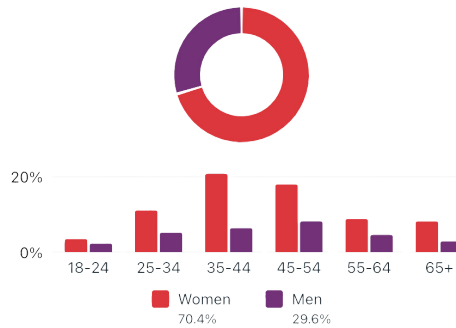
### Facebook

Age & gender ⓘ



### Instagram

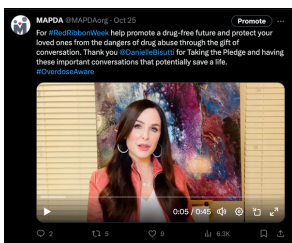
Age & gender ⓘ



In addition to identifying the content that resonates with the widest audience, we've also pinpointed our specific audience and identified their favorite posts.

## TOP POSTS

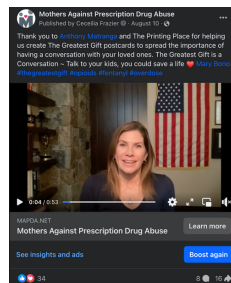
October 25



Top Impressions  
(Twitter)

6,308

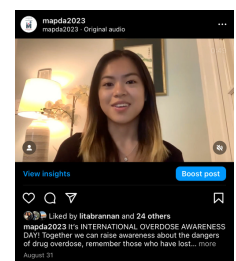
August 10



Top Reach & Likes  
(Facebook)

7,900 & 34

August 31



Top Likes  
(Instagram)

25

Our video content not only consistently outperformed, but also excelled on every platform. We've discovered the power of speaking openly and from personal experience, particularly from trusted spokespeople who have a voice within their local networks. A heartfelt thank you to all who spoke up on their platform.



# Public Policy Advocacy

In July, we created MAPDA Action to support the lawmakers promoting vital legislation that tackles the drug crisis and supports those affected. These are the initiatives we supported last year.

## Stop Fentanyl Dealers Initiative



Stop Fentanyl Dealers Initiative is a coalition of various non-profit organizations and health groups working to significantly reduce fentanyl poisoning deaths at the state level in California. The initiative mandates that drug dealers selling illicit fentanyl or its analogs, resulting in someone's death, face a 10-12 year sentence in state prison. Furthermore, individuals convicted or pleading guilty/no contest to specific hard drug crimes receive a written STOP advisement, known as Alexandra's Law. This advisory explains the dangers of the drugs and warns that engaging in these actions could lead to murder charges if a person dies as a result in the future, as per existing law.

**Latest action:** Collecting signatures in support.

## Overdose Maps Data Sharing, SB - 67



Introduced by Senator Kelly Seyarto (R-CA), SB-67 establishes the expansion of data sharing of overdose data from the California Emergency Medical Service Authority (CEMSA) to the overdose mapping application program known as ODMAP in order to effectively track trends in overdose drug usage.

**Latest action:** Governor signed bill Oct. 18, 2023

## Cooper Davis Act, S. 1080



Introduced by Senator Roger Marshall, M.D. (R-KS), this bill would require social media companies to report all illicit drug activity occurring on their platforms to law enforcement. Making this critical data accessible will empower state and local law enforcement to combat fake fentanyl-laced pills, and prosecute those who prey on America's youth.

**Latest action:** Approved by Senate Judiciary Committee July 13, 2023



# Public Policy Advocacy

(continued)

## Student and Student-Athlete Opioid Misuse Prevention Act, S.2940 and H.R. 7246



Sponsored by Senator Jeanne Shaheen (D-NH), S.3940 in the Senate and Congressman Josh Gottheimer (D-NJ), H.R. 7246 in the House, this bill would reintroduce legislation would help prevent opioid misuse among students and student-athletes. It would enable schools, communities, and youth athletic associations to offer prevention programs for students and student-athletes. Additionally, it would provide training for teachers, administrators, athletic trainers, coaches, and athletic directors, specifically targeting the mitigation of the risk of opioid misuse and overdose.

**Latest action:** Referred to the Senate Committee on Health, Education, Labor, and Pensions and the House Committee on Energy and Commerce's Subcommittee on Health

## Advancing Lifesaving Efforts with Rapid Test Strips for Communities (ALERT Communities) Act, S. 2919



Introduced by Senator Margaret Wood Hassan (D-NH) and cosponsored by Senator John Cornyn (R-TX). This legislation would ensure that state and local communities can use State Opioid Response grants and First Responder overdose response grants to purchase and distribute test strips for fentanyl or xylazine. The funds would support research concerning fentanyl and xylazine test strips and expand public access.

**Latest action:** Referred to the Senate Committee on Health, Education, Labor, and Pensions

## Fentanyl Eradication and Narcotics Deterrence (FEND) Off Fentanyl Act, S. 1271 and H.R. 5625



Sponsored by Senator Tim Scott (R-SC), the FEND Off Fentanyl Act is a sanctions and anti-money laundering bill to help combat the country's fentanyl crisis by targeting opioid traffickers devastating America's communities. The bill will enhance current law so U.S. government agencies can more effectively disrupt illicit opioid supply chains and penalize those facilitating the trafficking of fentanyl. The bill also ensures that sanctions are imposed not only on the illicit drug trade but also on the money laundering that makes it profitable.

**Latest action:** Passed Senate Banking Committee June 21, 2023



# Public Policy Advocacy

(continued)

## Protecting Americans from Dangerous Opioids Act, S.606



Sponsored by Senator Joe Manchin (D-WV), this bill would require the Food and Drug Administration (FDA) to remove one opioid medication currently on the market for every new opioid medication that they approve. This bill would help limit dangerous opioids by ensuring their removal instead of encouraging more addictive medications.

**Latest action:** Referred to the Senate Committee on Health, Education, Labor, and Pensions

## Changing the Culture of the FDA Act, S. 1436



Sponsored by Senator Joe Manchin (D-WV), this bill requires the Food and Drug Administration to amend its mission statement to state that it is responsible for protecting public health by considering the danger of addiction and overdose death when approving and regulating prescription opioid medications.

**Latest action:** Referred to the Senate Committee on Health, Education, Labor, and Pensions

## The Ensuring the FDA Examines Clinical Trial Impact and Vitalness before Endorsement (EFFECTIVE) Act, S. 4240



Sponsored by Senator Joe Manchin (D-WV), this bill would allow the Food and Drug Administration (FDA) to deny a new drug application for an opioid analgesic drug on the basis of the drug not being clinically superior to other commercially available drugs. It would also give authority to the FDA to review the public health impact of every new opioid approval and deny new drug applications even if the pharmaceutical company-sponsored clinical trials show that a particular drug is "safe."

**Latest action:** Referred to the Senate Committee on Health, Education, Labor, and Pensions



# Public Policy Advocacy

(continued)

## Supporting Access to Vital and Affordable Care for Everyone Act of 2023 (SAVE Act of 2023), H.R. 6161



Sponsored by Representative Marcus Molinaro (R-NY) to save lives by ensuring over-the-counter (OTC) naloxone is an affordable, qualified deductible. Making naloxone available over-the-counter was an important step toward getting the life-saving opioid reversal medication into the hands of more Americans.

**Latest Action:** Referred to the House Committee on Ways and Means

## Safe Response Act, S. 2933



Sponsored by Senator Tammy Baldwin (D-WI), The Safe Response Act helps ensure that first responders and other essential community members have access to training on how to use life-saving overdose reversal drugs, like naloxone.

**Latest Action:** Referred to the Senate Committee on Health, Education, Labor, and Pensions.

## The Fentanyl Awareness for Children and Teens in Schools (FACTS) Act, H.R. 5625



Introduced by Representative Suzanne Bonamici (D-OR) to save lives by replicating local education programs that have successfully curbed student deaths from synthetic opioid overdose. The bill will also develop a federal interagency task force to fight the synthetic opioid crisis through education and prevention and improve federal education and health data collection efforts to understand and highlight the effects of synthetic opioids on youth.

**Latest action:** Referred to the House Committee on Energy and Commerce's Subcommittee on Health



# Public Policy Advocacy

(continued)

## The WORK to Save Lives Act, S. 2948



Sponsored by Senator Jeff Merkley (D-OR), this bill would require opioid overdose reversal medication to be present in all Federal buildings and have Federal employees trained on its use. The legislation would also have the Occupational Safety and Health Administration (OSHA) create non-mandatory guidance for private-sector employers on how to access opioid overdose reversal medication and train their employees on its use.

**Latest Action:** Referred to the Senate Committee on Health, Education, Labor, and Pensions

## Saving Lives in Schools Act of 2023, H.R. 4240



Sponsored by Representative Earl L. "Buddy" Carter (R-GA), this bill requires that opioid overdose rescue kits be located at public elementary and secondary schools, with hopes of having lifesaving care available if someone overdoses.

**Latest Action:** Referred to the House Committee on Energy and Commerce's Subcommittee on Health

## CEPOP Roundtable on Access to Naloxone



MAPDA is a proud member of the Collaborative for Effective Prescription Opioid Policies (CEPOP). On October 10, 2023, CEPOP convened stakeholders to discuss policy approaches to expand access to naloxone, a medication designed to rapidly reverse opioid overdose, in school settings. The roundtable discussions centered on reducing barriers and accelerating access to naloxone in schools and for students to be able to carry naloxone on school grounds.



# Public Awards Events

This year, we're beyond grateful to have hosted three major award events with incredible honorees who represent the force of positive change in their communities. Thank you to all who attended to show your support, what we do is made possible through your collective efforts.



## April Palm Desert Honors

On April 5th, we held an event in Palm Desert, CA to honor:

- Michael Hestrin, District Attorney of Riverside County, CA (top)
- Karen Devine, News Anchor and Investigative Reporter for KESQ (middle)
- Chad Bianco, Sheriff of Riverside County, CA (bottom)

## Washington Humanitarian Event

On June 6th, we honored Elizabeth Connolly, Assistant Director of the Office of Public Health for the ONDCP (right), and presented the Humanitarian Award to Congressman Mario Diaz Balart (R-FL) (middle) during our event in Washington, DC.



## October Palm Desert Event

On October 27th, our Director of Outreach, Kim Waltrip, hosted an event in Palm Desert, CA to advocate the "Greatest Gift is a Conversation" campaign with many notable attendees. The event was covered by the *Desert Sun*, the leading newspaper in Coachella Valley.

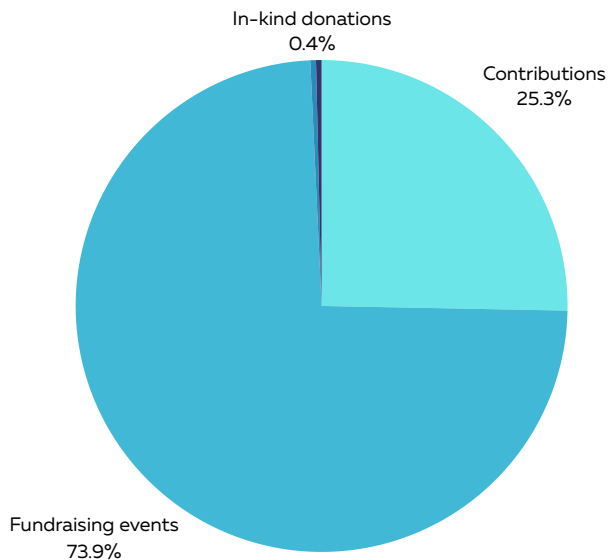


**Desert Sun.**  
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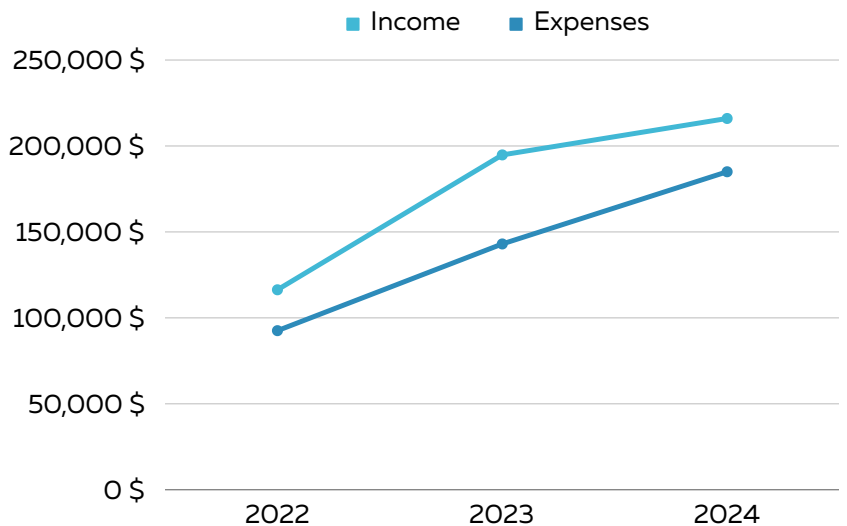
# Financial Overview

With a renewed vision and the dedication of our amazing team, MAPDA has seen substantial growth this year.



The majority of our income is generated through fundraising at public events, supplemented by contributions from our supporters and friends of MAPDA. It is evident that our effectiveness in community engagement and interpersonal connections is most pronounced when inspiring others.

In comparison to last year, we've experienced a significant increase in both income and expenses, reflecting the substantial growth we've achieved as an organization. The project budget for next year is projected to surpass this year's income, underscoring the continuous momentum of our progress.



# Join Us Today

Connect with us to learn more about MAPDA and how you can help. No amount of support or advocacy is too small.

***We Are Stronger Together!***



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and we greatly appreciate your support.



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MEDIWASTE DISPOSAL  
LISA MORGAN  
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