



**2022**

# **ANNUAL REPORT**



**MOTHERS AGAINST  
PRESCRIPTION DRUG ABUSE**

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# Message from the Chairman of the Board

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I have personally been at the forefront of national efforts fighting against the abuse of opioids, and their many chemical analogues, for over 23 years as a member of Congress and beyond as a mother, grandmother, and gravely concerned citizen.

Over the years, we have watched families ripped apart and devastation in our communities due to the misuse of opioids. This health crisis continues to plague the U.S. despite the fact that opioid use disorder (OUD) and opioid-related overdoses are 100% preventable.

We know that more can be done to save lives, and we must broaden our opioid response efforts. Now is the time to pioneer innovative solutions in the fight against the opioid epidemic.

I am honored to lead MAPDA in the critical fight to avert OUD and reduce opioid-related overdoses through policy advocacy; prevention education; and awareness communication programs.

We are incredibly grateful to all who provided MAPDA financial support in 2022. For those who believe in the importance of this fight, do not wait any longer. Please join us today, and together we can save countless lives.

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



Now is the time to  
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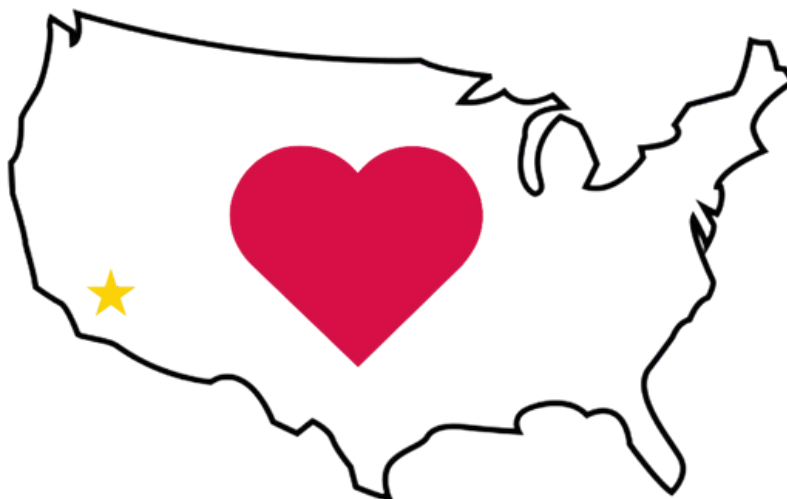


# Our Story

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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.



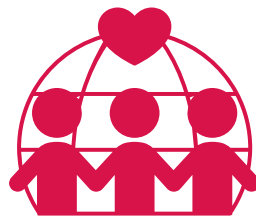
## Mission

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 prevention of opioid use disorder through awareness education is the key to saving lives.

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

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



# Public Policy Advocacy

MAPDA has supported the following bipartisan and/or bicameral legislation during 2022. Additionally, two legislators were honored for their impactful work fighting opioids on the national level during our Humanitarian Awards Luncheon held in Washington, D.C. The 2022 award recipients were Senator Shelley Moore Capito (R-WV) and U.S. Representative David Joyce (OH-14).



## Supporting Seniors with Opioid Use Disorder Act of 2022

Introduced by Senators Susan Collins (R-ME) and Ben Cardin (D-MD), this Act would require increased outreach to at-risk or underserved Medicare seniors with tailored educational programs about opioid medications; related opioid use disorder treatment programs; and mental health services.



## END FENTANYL Act

Introduced by Senators Maggie Hassan (D-NH), Rick Scott (R-FL), Mike Braun (R-IN), and Dianne Feinstein (D-CA), this Act would build on holding international communities responsible for the increased inflow of fentanyl-laced opioids into the U.S. by increasing efforts to detect and intercept fentanyl crossing our borders. (Eradicating Narcotic Drugs and Formulating Effective New Tools to Address National Yearly Losses of Life "END FENTANYL")



## Cooper Davis Act

Introduced by Senator Roger Marshall, M.D. (R-KS), this Act would amend the Controlled Substances Act to 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.



# Public Policy Advocacy

*(continued)*



## Student and Student Athlete Opioid Misuse Prevention Act

Senator Jeanne Shaheen (D-NH) reintroduced legislation that would help prevent opioid misuse among students and student athletes. Leading the companion legislation in the House is U.S. Representative Josh Gottheimer (NJ-05). This Act would allow schools, communities, and youth athletic associations to provide prevention programs for students and student athletes, as well as training for teachers, administrators, athletic trainers, coaches, and athletic directors, specifically targeted at mitigating the risk of opioid misuse and overdose.



## Bruce's Law

Introduced by Senators Lisa Murkowski (R-AK) and Dianne Feinstein (D-CA), joined by Senators Dan Sullivan (R-AK) and Maggie Hassan (D-NH), this bill would authorize new Community-Based Coalition Enhancement Grants to raise awareness and help educate young people about the risks of illicit drugs laced with fentanyl.



## STOP PILLS THAT KILL Act

U.S. Representatives Ken Buck (CO-04), David Joyce (OH-14), Greg Stanton (AZ-09), and Lou Correa (CA-46) introduced the House companion to Senator Chuck Grassley's (R-IA) "Stop Pills That Kill" Act. This Act would create new, stricter penalties for counterfeit pill production and help combat the fentanyl and the opioid epidemic.



# Awareness and Prevention Communications

Our goal is to shift the narrative and drive positive behavioral change around the national response to opioids with 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.

Identifying trusted social messengers who are passionate about joining the fight against opioids and preventing opioid use disorder is imperative. 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.

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. We can also leverage real-time PSA responses within this program to address immediate threats that may arise, such as deadly rainbow fentanyl, increasing awareness amongst parents, grandparents, and caregivers.

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.

**88%**

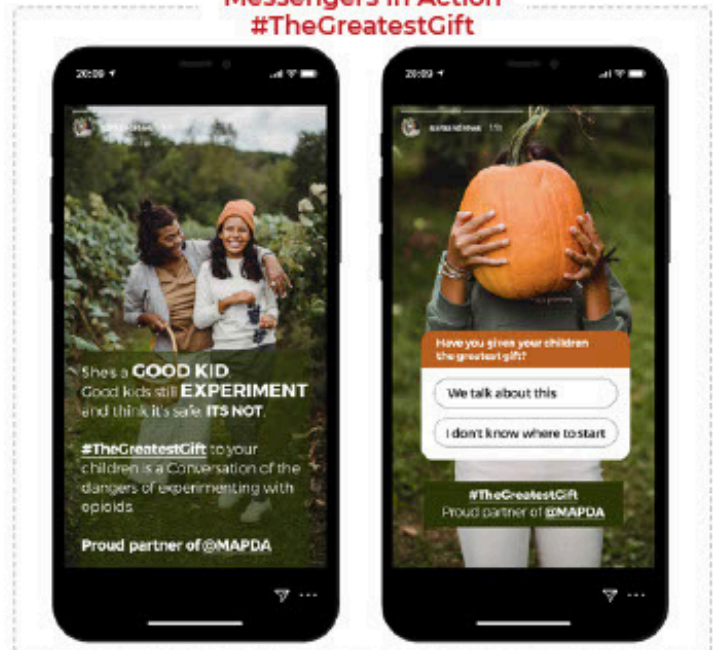
of Millennials & Gen Zers consider social media creators to be trustworthy and take action based on their recommendations

Source: [Adweek](#)

**564K+**  
Accidental  
Overdose Deaths  
From 1990 - 2020

Source: [CDC.gov](#)

## Messengers in Action #TheGreatestGift





# Awareness and Prevention Communications

*(continued)*

I served 35 years in law enforcement and retired as the Assistant Administrator, Chief of Operations at the U.S. Drug Enforcement Agency. I possess first-hand knowledge of several strategies implemented for public education about opioids and opioid prescription misuse at the national level. I continue to be greatly concerned about the state of the opioid epidemic in our country today as the president of a company supporting Federal Law Enforcement and Intelligence Community contracts, as a father, and concerned citizen.

I applaud Mary Bono and MAPDA for relentlessly fighting the numerous opioids plaguing our youth through what we now know as opioid use disorder (OUD) and countless overdose deaths - those reported and not. Ongoing, detailed, and relatable education about the early warning signs of OUD and how to prevent opioid-related overdoses can make a positive difference in turning the tide against this epidemic.

It is my belief that more immediate changes in behavior can be realized with effective messaging at the community level. MAPDA's projected programs focus on this type of education, and they can go a long way in advancing community efforts.

**Mike Braun**

*President, SAVA Workforce Solutions*

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The Police Department is committed to strengthening bonds within our community and promoting partnerships with all citizen demographics. We support transparency in actions and education that increases awareness using all media platforms, including social media.

MAPDA's passion is to save lives by reducing opioid overdoses. We appreciate their initiatives to fund projects that could greatly benefit our community in the fight against opioids. We strongly support MAPDA's focus on educating at-risk children and families.

**Bob Brammer**

*Police Chief, City of Durango, Colorado*



# The Greatest Gift is a Conversation

Addiction, opioid-related overdoses, and fentanyl poisoning do not discriminate - any race, ethnicity, gender, and age can be affected. 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?

Fentanyl is 50 times more potent than heroin. It only takes 2 mg of fentanyl to be a potentially lethal dose (less in children). It can also be pressed into various colors and is deadly in any form. Can you tell the difference between an authentic, prescribed medication and a counterfeit pill laced with fentanyl?

Drug cartels are targeting our children and young adults through social media, specifically Snapchat, Facebook, Messenger, Instagram, and TikTok. Over the last 2 years, the U.S. has experienced over a 1,000% increase of fentanyl related deaths. In 2021, 2/3 of the record number of drug-overdose deaths were linked to synthetic opioids, largely fentanyl. Our opioid-related overdose rate among school-aged children doubled between 2019 and 2020, and then rose again by 20% in 2021.

There is not time to waste. We all need to discuss the dangers of opioids with our loved ones and have this conversation as often as possible.



**Never take a random pill - labeled or unlabeled.**



**Do not borrow or share prescriptions with anyone; you cannot assume it came from a legitimate pharmacy.**

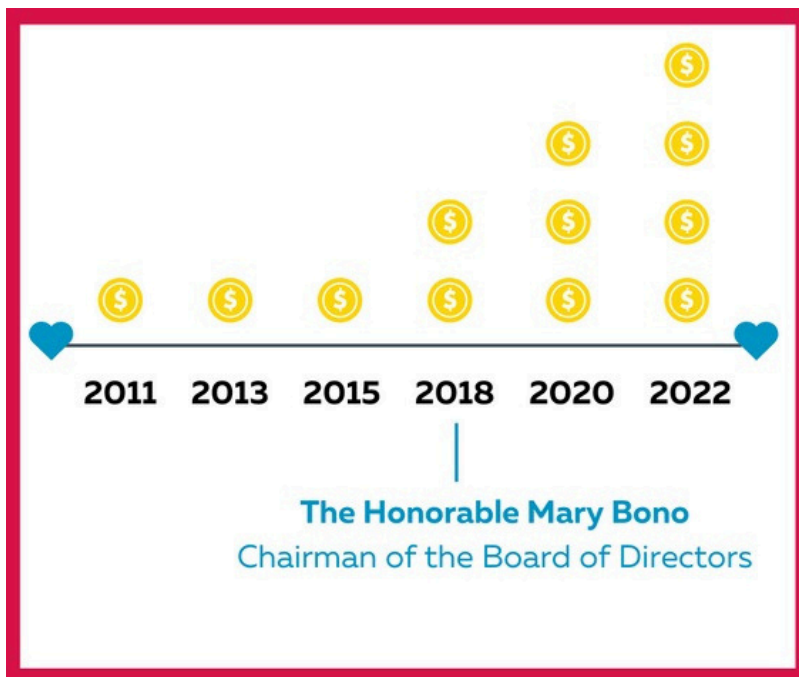


**Fentanyl can be deadly the first time it is used, and it is often well-camouflaged within other drugs.**



# Financial Overview

MAPDA has experienced significant growth between 2018 and 2022 with The Honorable Mary Bono's leadership as Chairman of the Board of Directors and a renewed vision.



# Join Us Today

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

***We Are Stronger Together!***



MAPDA relies on the generosity of donors like you and greatly appreciate your support.



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# Thank You to Our Sponsors

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