



PR%F
Alliance

2019 ANNUAL REPORT





Our Mission:

To prevent fetal alcohol spectrum disorders and to support all impacted throughout Minnesota and beyond

Our Vision:

A world in which alcohol is not consumed during pregnancy and people living with fetal alcohol spectrum disorders are identified, supported and valued

Who We Serve:

We've served the state of Minnesota since we were founded in 1998. We're now working to expand our influence by disseminating our signature programs nationally and creating an alliance of partners and experts in the field.



PROOF ALLIANCE ANNUAL REPORT 2019

As with many public health challenges, it often takes years for the general population to adopt and integrate health information and practices in a revolutionary way that truly changes our social norms.

At Proof Alliance, we are working to create a seismic shift in the narrative around drinking and pregnancy. As we analyze the work that was accomplished in 2019, the theme that emerges is increased awareness. Striving for an increased awareness, substantial outcomes have been produced this past year that have helped prevent prenatal exposure to alcohol and provided support to those impacted by fetal alcohol spectrum disorders (FASD).

Framing this in a larger and more strategic context, our work has allowed us to reach more Minnesotans with FASD prevention, screening, diagnosis, education and support. The outcomes reflected in this report substantiate that and demonstrate the far-reaching implications of our day-to-day work.

SOME EXAMPLES OF ACCELERATED AWARENESS IN MINNESOTA

Leading transformational work in Hennepin County:



Our ongoing collaboration with Hennepin County leveled up this year. FASD screening is now a requirement in the following Hennepin County departments: child protection, child access, adult mental health, transition age youth and children’s mental health.

Proof Alliance trained staff in each of these departments on FASD and how to inquire about prenatal alcohol exposure. A total of 70 people in Hennepin County attended the Proof Alliance trainings in 2019 and are now screening for FASD.

Developing strategic relationships with local media:



In 2019, Proof Alliance worked to develop strategic relationships with local media and garner their support in telling the story of FASD. This year Proof Alliance helped secure 3 WCCO radio interviews featuring FASD experts. FASD and the work of our organization was the featured topic of a two-part series on WCCO-TV and highlighted as a feature story on KARE 11 News.

Working to prevent FASD in Native American communities:



This year, in collaboration with Native American leaders, Proof Alliance began to explore how we could expand our reach in Native American communities. Through a series of ongoing discussions and a large convening of leaders, we are co-creating a plan to reduce the impact of prenatal exposure to alcohol in Native American communities.

SOME EXAMPLES OF ACCELERATED AWARENESS IN MINNESOTA

Spreading a powerful prevention message:



In 2019, we launched two runs of the pro-bono developed public awareness campaign created by Colle McVoy. The campaign centered around three microsites that targeted women ages 24-35 in the metro of Minnesota and in Greater Minnesota. These sites, led by fasdproof.org, contained bold, attention-grabbing messages and facts about prenatal alcohol exposure. The microsites were designed to take a fresh, modern and unapologetic approach to FASD education. The campaign ran in the spring and fall of 2019, comprising online ads, online video pre-roll, billboards, bus sides, light rail cards, paid search targeting and social media.

We executed a pre and post awareness study to see the impact of the campaign in Minnesota. Results demonstrated that the campaign increased awareness and attitudes about drinking during pregnancy. As a result of our prevention campaign, we are confident that Minnesotans, especially those within the metro area, are now more aware that no amount of alcohol is safe during pregnancy.



55.9

million impressions



5.2

million video completions



91K

clicks to microsites



3,800

free Comcast PSAs

PUBLIC AWARENESS AND PREVENTION

Proof Alliance shared FASD prevention messaging at 26 community events across the state. At these events, staff and volunteers outlined the importance of planned, alcohol-free pregnancies with 4,475 people.



58,055 FASD prevention materials were distributed, averaging about 160 items mailed per day.



205 organizations ordered our materials in 2019, including hospitals, clinics, schools, public health departments, liquor stores, tribal communities, government departments and nonprofit organizations.



Ten organizations in Minnesota received an FASD prevention grant in 2019. By hosting engaging community-centered events focused on preconception health and alcohol-free pregnancies, these grantees reached 16,422 people.



Six colleges received the college ambassador program grant and shared FASD prevention messaging with their students. This upstream approach allows us to reach people in their childbearing years before they are pregnant or planning a pregnancy. The grantees reached a total of 15,575 students.



We shared a variety of prevention messages on our social media accounts, including Facebook, Twitter, Instagram and LinkedIn. In April, our month-long social media campaign for Alcohol Awareness Month reached 35,515 people, with an average reach of 1,315 per post. For FASD Awareness Month in September, we created a month-long social media drive that reached 37,803 people on Facebook, or 3,150 per post. Users shared the posts 417 times. On Twitter, the campaign reached 28,000 people.

DEVELOPMENT

The 2019 Proof Alliance Benefit at the Minikahda Club in May was attended by nearly 300 supporters. It was estimated that 50% of the attendees were new to Proof Alliance. Board Vice President Adrienne Oesterle chaired a volunteer committee that raised \$120,000 net. The media prevention campaign created by Colle McVoy, Kids Speak the Truth, premiered at the event.



On September 9th, FASD Awareness Day, we hosted an event at our new building. Attendees learned about the work being done in the Proof Alliance clinic, viewed a gallery highlighting our grantees, were treated to zero-proof cocktails, played a competitive game of FASD jeopardy and left with self-made stress balls. We estimate that the event netted between \$12,000 - \$15,000 in much-needed operational support.



\$51,669 was raised in unrestricted gifts for our year-end fundraising campaign in addition to \$2,000 in restricted giving and \$4,000 to put toward the 2020 Annual Benefit. This was short of our goal, but similar to 2018 year end fund raising results. We received one gift of \$30,000 and ninety-one total donors. We saw forty-four renewed donors from 2018 and twenty-seven new donors. Of the news donors, 60% came from direct solicitations from board members and staff, and 30% resulted from those who previously had only given at the Benefit event or the Golf Classic fundraising event.

POLICY

In 2019, Proof Alliance was successful in securing increased appropriation for community-based services for pregnant women, mothers and children because with the right supports, mothers with substance use disorders can be healthy, maintain sobriety and be good parents. Proof Alliance has advocated for DHS (Department of Human Services) funding that provides these supports through the Family-Centered Long-Term Recovery Supports Grants. Grant recipients serve women with histories of alcohol use disorders and substance use disorders who are either pregnant or parenting young children. Programs have been funded in Minneapolis, Olmsted and Winona counties and with our advocacy we were able to expand funding to additional sites across the state.



We also have a strong grassroots presence and work with FASD advocates across the state. This year we had a record number of advocates join us in St. Paul for FASD Day at the Capitol. Close to 200 advocates were trained on how to talk to legislators about our proposals, heard from policymakers including First Lady Gwen Walz, Representative Ruth Richardson and Senator Jerry Relph, among others. After the training, advocates spread out and visited with their representatives, educating them on FASD and our policy initiatives.



Proof Alliance also works closely with many other organizations advocating for policies and programs that improve the lives of people with disabilities, and increase access to health services for all Minnesotans.

INTERVENTION AND FAMILY SUPPORT: YOUTH AND YOUNG ADULT SERVICES

We provide comprehensive support and social activities for individuals age 14-25 with a known or suspected FASD, including monthly support groups, quarterly recreational activities and a monthly peer leadership group. In 2019, 51 teens and young adults with an FASD attended support, social, leadership and recreational activities at Proof Alliance.



Our goal is to build a strong FASD youth community and lasting peer relationships. 83% shared that they learned new social and coping skills during programming, and 66% stated that they have “hung out” with a peer outside of a facilitated group.



There has been a recent increase in the number of young adults with an FASD facing homelessness who have reached out for assistance with housing needs. In addition to working one-on-one with young adults, we actively participate on a Hennepin County housing work group focused on advocating for people with FASD.



We are committed to providing leadership opportunities for youth. This year, 12 meetings were held for our FASD peer leadership group to address topics important to this audience. Some topics included self-advocacy skills, public speaking skills, planning of service projects and life skills such as cooking.

INTERVENTION AND FAMILY SUPPORT: CAREGIVER SERVICES

Proof Alliance provides services that are designed to help parents and caregivers of people with an FASD cope with the demands of their role. In 2019, we had 734 individual contacts with caregivers, including 208 contacts with caregivers who were new to the organization.



In 2019, caregivers had access to online peer support through our highly engaged private Facebook group called the Virtual Family Center. The Facebook group has 807 members.



We hosted 45 support group meetings across the state, attended by 251 individuals; one caregiver retreat (24 adults in attendance); one family retreat (24 adults, 50 children, 11 new families attended this year); and five social gatherings with 110 people in attendance.



In 2019, Proof Alliance tried new event concepts, including a sensory friendly Halloween event allowing families to enjoy a safe alternative to door-to-door trick-or-treating. We also organized fun social outings for our families, including a Minnesota Lynx game and a back-to-school BBQ where children received a backpack full of school supplies.



This team also participated in numerous outreach opportunities across Minnesota, sharing information about the prevention and support services offered at Proof Alliance.

INTERVENTION AND FAMILY SUPPORT: CHEMICAL HEALTH AND RECOVERY

Proof Alliance continues to provide outreach, education and support for women with histories of substance use disorders. One of the most critical components of the program is the Changing Course series, which has been designed to be an informational, educational and supportive initiative for women in treatment and recovery centers. This year Changing Course was provided in nine recovery and treatment centers with 362 women attending sessions.



There are various ways that people who have used alcohol during pregnancy can receive support from Proof Alliance. This year nine women attended an in-person support group that meets every other week, and 16 women are members of a private Facebook group where they can access information and support regardless of where they live in Minnesota.



At the 2019 annual FASD conference hosted by Proof Alliance, seven women spoke on a moving birth mother panel discussion. They also spoke at treatment centers throughout 2019. We believe speaking engagements like these are a powerful tool in helping to dismantle shame and stigma and challenge society's preconceived notions about women who have used alcohol during pregnancy.



In partnership with the Minnesota Department of Human Services (DHS), Proof Alliance funded two grantees through the Family-Centered Long-Term Recovery Supports grant in 2019. Grantees provided comprehensive recovery services to pregnant and parenting women with histories of alcohol use disorders in order to reduce alcohol-exposed pregnancies, improve birth outcomes and support healthy families.



In 2019, grantees served 223 women across the state. Additionally, they provided services to 347 children. During the 2019 grant period, 29 babies were born and 82% tested negative for all substances at birth.

SCREENING AND DIAGNOSIS

The FASD Diagnostic Clinic saw its 7th anniversary in 2019 and continues to be the second largest FASD clinic in the state. A total of 96 patients were seen at 159 appointments. Providers completed 110 diagnostic evaluations and 49 feedback sessions to provide care plans for patients.



The ages of patients ranged from 16 months to 22 years and 79% percent of the patients are age 11 and younger. For the second year in a row, the clinic has seen a significant number of patients in the “age 5 and under” group. This correlates to the expanded early childhood screening efforts that Proof Alliance has made through community grants, trainings and partnerships.



The clinic continued its collaboration with the University of Minnesota’s Center for Neurobehavioral Development by serving as a rotation site for behavioral pediatric residents. In 2019 the diagnostic clinic hosted 18 different residents who came to the clinic over 22 weeks. The residents learn the diagnostic process and participate in hands-on experiential learning, building their capacity to work with children impacted by an FASD.



In April 2019, the clinic began a Medical-Legal Partnership that connects eligible families with legal advice and legal representation as needed. There is no cost for families to access this program. During clinic visits, through phone calls or via mailings, 78% of clinic families were informed of the program and 20 families identified legal needs and were connected to our legal partners.

PROFESSIONAL EDUCATION AND TRAINING

In 2019, the Proof Alliance professional education and training department organized and conducted 144 presentations, providing FASD education to 3,479 individuals in Minnesota. This equates to an average of two to three trainings each week. Proof Alliance was given the opportunity to present ten breakout sessions at eight professional conferences.



We exhibited at six conferences, reaching over 15,000 conference participants. In an effort to make FASD education accessible across the state, this team coordinated 10 online webinars and conducted in-person trainings in 24 counties. Evaluations completed by attendees demonstrate the effectiveness and impact of the training.



As demand for FASD training increased, we revitalized the Proof Alliance volunteer speakers bureau in 2019. There are now 16 certified speakers bureau members in Minnesota; 13 of which were recruited this year.



The 8th Annual FASD Conference: Opening Doors to a Brighter Future brought together 345 attendees with 22% residing outside of the seven-county Twin Cities metro region.



Partial scholarships were granted to 36 individuals on the fetal alcohol spectrum and family members experiencing financial barriers. To align with our dual-focused mission, we developed a conference agenda that was evenly split between prevention and support topics. This change was met with positive response - over 75% of attendees indicated they liked this balance. Overall feedback was positive, and 93% of conference participants expressed they either already have or plan to take action on what was learned at the conference.

COMMUNITY GRANTS

In 2019, 12 grants were implemented and 514 people were directly impacted by their programs.



Employment grantees are working to increase access to employment for individuals with an FASD that do not qualify or have access to traditional vocational rehabilitation supports. The grant is designed to be part of a safety net for those on the spectrum that are unable to receive supports that are available to others with disabilities. In addition to employment support, grantees have provided many wrap-around services to help these individuals maintain stability, which helps ensure their employment success.



North Valley Public Health, Polk-Norman-Mahnomen Community Health Services, Independent School District 287 and Southside Family Nurturing Center incorporated a prenatal alcohol exposure screening protocol into their preschool screening programs, student health services, Birth to Three and Family Support and Home Visiting programs. These programs screened 278 children and of those, 54 of the responses indicated that there was prenatal exposure to alcohol (19%). These organizations and communities are now better equipped to recognize and respond to prenatal alcohol exposure through this systemic change in their service delivery. This increases the early identification and intervention for children with prenatal alcohol exposure throughout Minnesota.



The School Law Center (SLC) and Southern Minnesota Regional Legal Services (SMRLS) provided consultation, legal advice, legal representation and brief service for Minnesota families with children that have a known or suspected FASD to ensure that their education rights are met. This year they provided services for 98 students with an FASD, with 74% of those students identifying as individuals of color.



In 2019, Cermak Rhoades Architects continued to create residential and interior design principles for individuals with an FASD. These design principles are in the final stages of development. They will be available for developers, architects and community-based agencies in 2020 as a resource for the development of housing that meets the needs of individuals on the spectrum.

2019 FINANCIALS

REVENUE

\$113,362	Contributions and Grants
\$264,906	In-Kind
\$30,086	Diagnostic billing
\$2,532,182	Government grants and contracts
\$45,039	Program fees
\$140,060	Special events - net
\$4,478	Other income
\$3,130,116	Total

EXPENSES

\$2,926,239	Program
\$154,395	Development
\$163,098	General/Administrative
\$3,243,732	Total

\$113,616 Net Revenue

\$987,772 Total Net Assets

PROGRAM SPENDING

\$1,053,463	Grants
\$589,562	Public Awareness
\$379,307	Family Support
\$317,437	Diagnosis and Screening
\$239,432	Professional Education
\$44,449	Policy



The Proof Alliance Board of Directors comprises 17 members from diverse backgrounds including parents raising children with an FASD and professionals from the medical, legal, human services and educational fields.

Maya Tester
President
Assistant County Attorney, Hennepin County Attorney's Office

Adrienne Oesterle
Vice President
Retired Cardiovascular Clinical Nurse Specialist

Theodore Chien
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Holly Andersen
Integrated Education Specialist
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Erica Bowen
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RS Eden
Individual with an FASD

Jennifer Moore
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Executive Director, Minnesota Municipal Beverage Association

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Hutton Phillips
Co-Chair, We Day MN
Philanthropist

Dr. Sari Witzke
Obstetrician-Gynecologist
Park Nicollet

Terri Yellowhammer
American Indian Community Relations Development Manager, Hennepin County



The Proof Alliance Team

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Executive Director

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Jennifer Stieve
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Prevention Coordinator

Shauna Feine
Senior Training Coordinator

Kendra Gludt, MPH
Program Manager

Betty GreenCrow, Elder
Outreach Specialist

Amy Johnston
Operations Coordinator

Roxanne King
Program Manager of Caregiver Support Services

Michelle Raven
Communications Coordinator

Deb Lange
Senior Administrative Assistant

Mercedes Rider
Senior Clinic Coordinator



IN CONCLUSION

This report reflects the work of 2019, and it also comes with a commitment to continue to provide Minnesotans and beyond with transformative programs to increase awareness and help all impacted by an FASD. We continue to take steps to disseminate and help replicate our successful initiatives across the state. We will accelerate our efforts to work with all communities to truly change the attitudes around drinking during pregnancy and help all people living with FASD reach 100% of their potential.