



GRASSROOTS ACTIVISM DRIVES STATEHOUSE SUCCESS

The Phone2Action platform engaged advocates to help secure near-unanimous passage.

A Nationwide Problem With Life-Or-Death Stakes

Shatterproof is a national nonprofit organization focused on ending the devastation that addiction causes families. The organization was born from a personal tragedy when founder Gary Mendell lost his son Brian to a battle with opioid addiction. The tragedy was compounded by the stigma surrounding addiction that made Gary feel so alone. Today, Shatterproof brings families together to end the devastation of addiction. In addition to state and federal advocacy, the organization engages the public through education, fundraising, and stigma-shattering public events.

In fact, the challenges of American addiction are quite widespread. Shannon Hartley, Shatterproof's Chief Marketing Officer, notes that alcohol or drug addiction touch about one in three Americans when accounting for family members. A recent government report¹ showed 129 overdose deaths in the United States every day, 61% of which involved opioids, including heroin and prescription pain relievers.

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“To reverse the epidemic of opioid drug overdose deaths and prevent opioid-related morbidity,” said the report, “efforts to improve safer prescribing of prescription opioids must be intensified.”

Shatterproof agrees. That's why in 2016, it was focused on the California legislature to enhance utilize of the state's prescription drug monitoring program.

Essential Legislation. Uncertain Prospects.

The bill in question enhanced the state prescription drug monitoring program (the Controlled Substance Utilization Review and Evaluation System, or CURES) to help prevent “doctor shopping”, requiring physicians to query a state database before prescribing certain medication. The goal is to prevent physicians from unwittingly prescribing a drug that a patient has already received or another drug that increases the risk of overdose. “In states that don't require mandatory querying,” says Hartley, “less than 14% of doctors ever check the database.”

To Shatterproof, the need for the bill was obvious. It's prospects, however, were not. Amid concerns about outdated technology, skepticism about overregulation, and a lack of public awareness, Hartley says her team believed there was only “a modest probability of success.” To improve its odds, Shatterproof led a vigorous grass roots advocacy campaign, including leveraging the Phone2Action platform.



Making It Easy To Acquire and Activate Advocates

“We needed a system that was going to make it as easy as possible for citizens to engage,” says Hartley. “A lot of the older advocacy tools required a heavy lift on the advocate to look up their State Senator or State Representative, make a phone call. Phone2Action provided that through a very simple registration.”

The platform made it easy to sign up advocates at publicity events and then activate them during the legislative process. The Shatterproof campaign included lawmaker contacts in key districts, paid Facebook advertising, and even a live event in Sacramento where advocates shared their stories. “We were able to tap into that group because we had done a robust group of advocates coming in through Phone2Action,” says Hartley.



Success: “The Numbers Speak for Themselves”

The campaign’s advocates came from every legislative district in California. 90% of them had never been part of Shatterproof campaigns before. They sent over 1,800 messages to legislators.

¹ Centers for Disease Control and Prevention. Morbidity and Mortality Weekly Report. Increases in Drug and Opioid Overdose Deaths — United States, 2000–2014. January 1, 2016.
<https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6450a3.htm>

² California Legislative Information. SB-482 Controlled substances: CURES database. (2015-2016).
https://leginfo.ca.gov/faces/billHistoryClient.xhtml?bill_id=201520160SB482

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In the end, the bill passed² with just one dissenting vote, and on September 27th, 2016, the Governor signed the measure into law.

“The numbers speak for themselves,” says Hartley. “It went from less than 50-50 probability to near unanimous support in large part because the legislators heard that this was a really important issue from their constituents.”

For Shatterproof, Phone2Action was a true platform on which to build a successful campaign. “In a very short period of time we were able to engage a really broad number of advocates,” says Hartley. “That’s just not possible with a lot of the other platforms and things that we’ve used in the past.”

Bringing Phone2Action To The Next Battle

Shatterproof’s ambitions stretch far beyond the state of California. Using Phone2Action at the federal level, Shatterproof helped aid the passage of The Comprehensive Addiction and Recovery Act. Next up are states like Georgia, Texas, Arkansas, and Missouri—the only state in the country with no controlled substance database at all.

“Phone2Action is a core platform to supporting our advocacy efforts, helping us engage passionate people at a grassroots level.” The addiction crisis, after all, reaches one in three Americans. And Shatterproof is determined to change that.

Ready to set up your own Phone2Action grassroots advocacy campaign in less than 30 minutes?

Schedule a demo today:

phone2action.com/schedule-demo or

call 202-888-7439.