



Adfam

# IMPACT REPORT

2021

# About Adfam

Adfam is a national charity tackling the effects of substance use on family members and friends. We do this by:

- empowering families and friends affected by drugs, alcohol or gambling to get the support they need.
- building the confidence, capacity and capability of frontline practitioners to provide effective services.
- influencing decision-makers to understand the needs of thousands of people coping with the effects of a family member or friend misusing alcohol or drugs, or gambling.

## Our reach

This year we have connected with more people online than ever before.



**7073** followers  
5% increase since 2020



**1400** people like our page  
23% increase since 2020



**1289** followers  
227% increase since 2020



**307** followers  
46% increase since 2020

*Engagement with content has increased across all social platforms.*



**226,972** website users (87% of users are new users).  
**50,779** users visited our 'Useful Organisations' page.  
**12,197** new users found the 'Help For Families' pages.

# Adfam @ Home:

In 2021, Adfam launched the Adfam@Home service. The service offers six counselling or support sessions to adults affected by a loved one's drug or alcohol use. The sessions are delivered via Zoom or over the phone and have been positively received.

Since its launch Adfam @ Home has supported over 150 people.

- When asked to rate the support or counselling that clients have received from Adfam@Home, the service received an average of **4.8\* (out of 5)**.
- **85%** of clients said that they felt the support/counselling was useful.

“

All areas of help and support were excellent

“

The support worker was very helpful and easy to talk to on the phone. She came up with proactive ideas for me.

“

The sessions were always carried out in an empathetic and professional way. The support worker was very knowledgeable.

- Adfam @ Home service users

# We directly supported over 250 people affected by someone else's substance use, including through a number of our local services and projects:

In partnership with the Dulverton Trust, Adfam ran a project for family members affected by a loved one's 'dual diagnosis' (substance use and mental ill-health) in Sunderland.

In partnership with Changing Lives, Adfam is providing one to one and group support to adults in York and North Yorkshire who are affected by someone else's substance use.

In partnership with Inclusion, Adfam work to deliver a Family Service within the One Recovery Bucks treatment service.

Adfam ran a monthly peer advocacy and support group for families affected by someone else's co-occurring mental ill health and substance use conditions (dual diagnosis).

Adfam is providing support to kinship carers in Cambridgeshire.

We provided one-on-one support for families affected by someone else's substance use in Essex and Suffolk.

We provided one-on-one support and activities for children of alcohol dependent parents in the London Borough of Haringey.

We continued to provide support to families via the Adfam East Sussex project. Supporting families caring for those with substance misuse problems.

“

I cannot express how much the support (peer support groups, talking to support worker, counselling, education sessions) has helped me, my partner and family. Other services such as children's services, mental health services, the alcohol team have all attempted to help with little effect and sometimes in my opinion a detrimental effect on the situation. But a service that really understands the background and disease itself is the key factor that has made a difference.

FAMILY MEMBER, EAST SUSSEX PROJECT

# We developed these resources for families and friends:

- **Video support sessions**

Thanks to support from the Sidney Ivor Luck Counselling Trust and the Charities Aid Foundation (CAF) Coronavirus Emergency Fund, Adfam launched a new series of online video support sessions. There are 14 videos in total, which are available for any family member or friend of someone with a substance use problem. They have been viewed over 5000 times.

- **Website & signposting**

We continued to host our online support map, which was used by **5411** people. Adfam also maintained an up to date list of online support groups and signposted hundreds of families and friends towards support via the telephone, email and social media messages.

- **Adfam's online support forum had 169,832 visitors in 2021 and 8,000 new registered users.**

- We helped amplify the work of members of our Lived Experience Advisory Group including Natalie, who created Stitch Away the Stigma, a creative art programme for people impacted by a loved one's substance use, and Jo who appeared in the Understanding Addiction film series to educate KS3/4 children in schools about the impact of parental drinking on children.
- Adfam ran a festive campaign and appeal to highlight how the festive period can be challenging for families affected by substance use. As part of the campaign, Adfam developed a series of Tips for Coping at Christmas.



# We worked with and supported over 850 practitioners in services working with families

- **Training**

We delivered our accredited training courses virtually to over 489 practitioners; this included family support workers, drug and alcohol practitioners, social workers, nurses, prison staff, volunteers and family members themselves. Topics included; Families, Drugs and Alcohol; Foetal Alcohol Spectrum Disorder; Parental Substance Use; Blue Light for Families; Child-Parent Abuse; Substance Related Bereavement and Understanding Family Dynamics.

- **Toolkits and resources**

In May we launched a new toolkit for practitioners working with families affected by someone else's co-occurring mental ill-health and substance misuse conditions. The toolkit was produced by Adfam and family members with lived experience.

In collaboration with Manchester Metropolitan University and Alcohol Change UK, we supported publication of a resource to help families that are caring for a loved one with an alcohol/drug problem that is seriously ill.

- **Forums and events**

We held monthly virtual national forums, with an average attendance of 43. The forum's featured a range of guest speakers, and were for practitioners working with anyone affected by someone else's drug or alcohol use. Topics included; County Lines; Problem Gambling and Families; Working with women, substance use and domestic abuse; End of Life Care; Supporting People Bereaved Through a Substance related death.

- **Buddy scheme**

We ran a virtual peer buddy scheme for practitioners across England to support one another's professional development and share best practice.

# We worked with over 119 strategic partners to effect positive structural change:

- Adfam, in partnership with 20 organisations, wrote a family-focused response to both Dame Carol Black's independent Review of Drugs, and the Government's Drugs Strategy *From Harm to Hope*. In these responses, we made the case for greater recognition of the needs of families affected by substance use, and increased provision of family support.
- Adfam published a research report on working with women affected by domestic abuse and someone else's substance use. The report reflects on the learning from an Adfam project from 2017-20 funded by DCMS's Tampon Tax initiative, provides context on current policy and support in place, and offers structural recommendations for government, local authorities and commissioners.
- We set up our Lived Experience Advisory Group to ensure that family members, who are at the heart of our organisational mission and purpose, are formally incorporated into Adfam's governance structure.
- Adfam and Faith Matters hosted an event looking at families affected by substance use across faith communities, and are continuing to learn about the needs of families in different faith communities and how services can help.
- Adfam published *Overlooked: Why we should be doing more to support families and friends affected by someone else's drinking drug use or gambling*, capturing the prevalence of people negatively affected by a family member's drinking, drug use or gambling, on the basis of a YouGov survey.

Adfam also promoted its four key policy recommendations:

- Increase services to support children and adults affected by a loved one's substance misuse or gambling
- Ensure that where services are available, families and friends of people with a drug, alcohol or gambling problem are prioritised for identification and referral
- Ensure that families and friends who have vital caring responsibilities are recognised and supported financially, emotionally and practically
- Ensure that family members of people with drug, alcohol and gambling issues are included in all relevant Parliamentary Inquiries and policy making



# Spotlight on Key Events:

## Alcohol and Relationships: A Bookish Exploration

Adfam was the charity sponsor of an online event organised by digital marketing agency Tandem Collective to mark Alcohol Awareness Week 2021, the theme of which was 'Alcohol and Relationships'. This panel discussion event looked at the representation of those with alcohol and drug dependency in books and films and the stigma that surrounds these often one dimensional depictions. The line-up consisted of key authors that are helping to rewrite the narrative around addiction:

- Bryony Gordon, event host and author of *Glorious Rock Bottom*
- Douglas Stuart, author of *Shuggie Bain* and Booker Prize 2020 winner
- Lisa Harding, author of *Bright Burning Things*
- Cathy McCulloch, Adfam's Family Voices creative competition winner



### Alcohol & Relationships: A Bookish Exploration

7:00pm on the 16th November



Douglas Stuart



Bryony Gordon



Lisa Harding



@TandemCollective  @AdfamUK @BryonyGordon @Douglas\_Stuart  @LisaSHarding



## Adfam's Festive Celebration 2021

Adfam held a free online festive celebration event to showcase the winning entries from our Family Voices creative writing competition and the winner of the Gary Seaman award.

Family Voices is our annual poetry and creative writing competition for friends and family members who have been affected by a loved one's substance use, to share their experiences and tell their story.

The Gary Seaman Award is presented each year to an outstanding practitioner or volunteer who has made a difference supporting family members affected by drugs or alcohol. The 2021 winner was Nick Blackshaw, a family support worker at We are With You North Somerset.





# Thanks to our funders and partners



## Get in touch



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