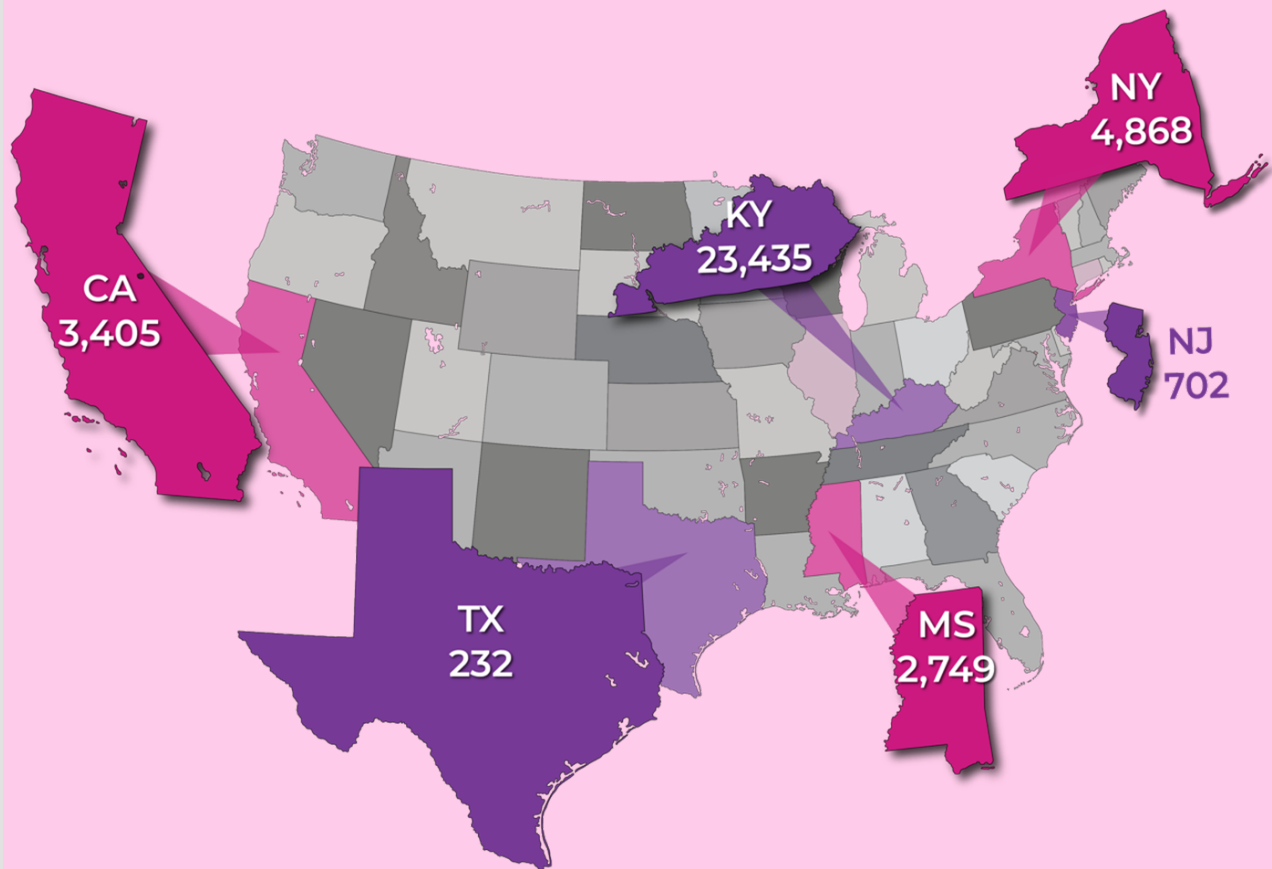


Uplift

A MONTHLY UPDATE
from your friends at Victoria's Voice

April 2024

Influencing Behavior



March 2024 Youth Engagement

27,290 students, staff and community members
31 schools
10 states
317 vapes surrendered

Why I Give

Discovery Resort Marketing (aka Getaway Dealz)

Why supporting Victoria's Voice's mission is important to us?

Discovery Resort Marketing recognizes the significance of the opioid crisis. We strive to be an ally in the fight against addiction by partnering with Victoria's Voice to bring awareness and policy changes that support recovery and overdose preventions. Donating to this crucial cause is especially important to Jenny Nelson, a senior executive with a deep and personal passion for addiction advocacy. Prior to joining Discovery Resort Marketing in 2014, Jenny worked full-time as a licensed mental health counselor specializing in substance abuse treatment. She now serves as our director of brand development and social media, and she continues to counsel substance abuse patients on a pro-bono basis.

It Takes a Village



A big thank you to Grace Church and our coalition partner Drug Free Lee for hosting our inaugural VITAL SIGNS community presentation in Cape Coral (FL) on March 12. We were thrilled to welcome leaders in prevention, recovery, mental health and education that evening for a facilitated discussion on intentional parenting and creating a strong family foundation—key protective factors for raising healthier, more resilient children.

Subsequent webinars held over the next two weeks guided lifesaving conversations about the early signs of risk in our children, from low self-esteem, bullying, sexual behavior and suicide to alcohol, vaping and drug use. Thank you to all of the local leaders who volunteered their time and expertise to facilitate these community discussions.

Our next live VITAL SIGNS Parent Forums will be held in Charlotte (NC) on May 23 and Baton Rouge (LA) on June 11. We hope to see you there! Please be on the look out for more information to come.

Showing up to Speak Up



Victoria's Voice Foundation was honored to participate in the Attorney General Alliance's Tribal Summit, hosted at the Westgate Las Vegas Resort & Casino.

Victoria's Voice Co-Founder Jackie Siegel served as a panelist on the session addressing mental health and substance abuse. Jackie joined an esteemed group of industry leaders who discussed the impact of socioeconomic factors on access to treatment and the importance of early intervention and prevention strategies.

Fellow panelists included Deillah Tenorio, General Counsel for the New Mexican Indian Affairs Department; Kevin Adams, Assistant Special Agent with the U.S. Drug Enforcement Administration; and LeeRoy Lucero, Director of Recovery and Outreach at Christian Counseling Professionals.

Hire Knowledge

For over a century, our approach to addiction has focused on punishment and morality. We built policies, systems, and treatment based on the idea that addiction is a personal failing. Even though we now recognize it as a public health issue, our actions haven't caught up. Funding, care models, and clinical approaches still reflect this outdated view, making it difficult for people struggling with addiction to get the help they need.

Why People with Substance Use Disorders Don't Get Help

[Kelly Fitzgerald, The Recovery Village](#)

It can be difficult to understand why people who are struggling don't get help. Let's take a look at some of the reasons why addicts don't get help.

I don't believe substance use disorders would be so devastating if everyone who needed help received it. Unfortunately, in our society getting help can be difficult for a number of reasons. Sometimes it's hard for people who don't have a substance use disorder to understand why people who are struggling just don't go get help, but it's harder than it seems. Let's take a look at the reasons why people with substance use disorders don't get help:

- They are unsure if their substance use disorder warrants help.
- They don't know how to live without alcohol or drugs.
- They are afraid to fail.
- They don't know what to expect.
- They don't believe they deserve help.
- They are in denial of their disease.
- They can't afford it.

Join the Victoria's Voice Foundation's Get. Give. Save. Campaign. Help reduce the stigma. Get your FREE toolkit at www.getgivesave.org today.

Special Events

APRIL 29, 2024

 **n.o.w. matters more**
F O U N D A T I O N



N.O.W. MATTERS MORE GOLF TOURNAMENT

Swing into action with us at the N.O.W. Matters More Foundation's 10th Annual Charity Golf Tournament! Join us on April 29, 2024, at Red Tail Golf Club for a day filled with camaraderie, competition, and compassion.

Since 2011, the N.O.W. Matters More Foundation has been dedicated to aiding the recovery and treatment of individuals battling addiction. From scholarships for detox and counseling to advocacy and support, they are committed to creating positive change in our communities. By participating in the 10th Annual Charity Golf Tournament, you're not just playing a round of golf—you're changing lives. Let's tee up for transformation and support a cause that truly matters. For more information and to register for the event visit nowmattersmore.org/golf.

Partnering for Impact





In a stirring display of solidarity and commitment to social responsibility, Starboard Cruise Service has joined forces with Victoria's Voice Foundation to tackle substance misuse head-on. The partnership honors the legacy of Victoria Siegel and marks a significant step forward in the fight against substance misuse.

At the heart of this collaboration lies a deeply personal connection between Starboard CEO Lisa Bauer and the Siegel family. Having known and conducted business with the Siegels for many years, Lisa shared her poignant reflections on how Victoria's untimely passing sent shockwaves through the industry, underscoring the urgent need for action.

Starboard Chief People Officer John Mc Girl made a resounding declaration of the company's commitment to Victoria's Voice's mission and invited employees to join the movement, signaling a groundswell of grassroots activism. Starboard has since established a dedicated section on the company's intranet to house valuable Victoria's Voice resources, toolkits, and educational materials to empower employees as they work to spread awareness and combat substance misuse within the company and beyond.



Victoria's Voice Foundation's Federal Tax ID number is 84-360664. The Foundation is a registered 501©3 charitable organization, State of Florida Registration Number CH62047. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free (800-435-7352). Registration does not imply endorsement, approval, or recommendation by the State.

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