



## **HAMS Annual Report - 2013**



**For the calendar year January 1, 2013 to December 31, 2013  
The HAMS Harm Reduction Network, Inc.**

Dear Friends, Members, and Supporters,

This has been a great year for HAMS. We have begun getting mentions in the national media and in books and recognition from major players in the addictions and psychotherapeutic fields. This has helped us to build book sales and increase membership in our support groups. But most important of all we have been able to help people resolve their problems with alcohol. As always, if we can help even one person to live a better life our mission has been fulfilled

Cheers to us all in the coming year!!

Kenneth Anderson - Executive Director

## **Who We Are**

### **Mission Statement**

The HAMS Harm Reduction Network provides information and support for people who wish to reduce the harm in their lives caused by the use of alcohol or drugs. HAMS neither encourages nor condemns alcohol use or alcohol intoxication. HAMS recognizes recreational intoxication as a reality and seeks to reduce harms associated with it. HAMS believes in the autonomy of the individual and supports each individual's choice of a goal vis a vis alcohol - whether the goal is safer drinking, reduced drinking, or quitting. HAMS supports every positive change. The focus of HAMS is alcohol harm reduction, but users of any substance are welcome. HAMS offers support via live and online groups and offers information via the web and printed page. HAMS support groups are lay-led and free-of charge.

### **Vision**

To make HAMS as well-known and readily available as sliced bread.

## What We Did

### HAMS Milestones for 2013

HAMS became much better known in the world of addiction treatment and the world at large this year as is evidenced by the following:

- January 28 - HAMS presentation to Brooklyn Chemical Dependency Council
- February 7 - HAMS cited in Anne Fletcher's book [Inside Rehab](#)
- March 27 - Article about HAMS, [First Do No Harm](#), appears in The Fix
- May 3 - [Kenneth Anderson interviewed on Shira Goldberg's The Addiction Show](#)
- June 17 - [Kenneth Anderson interviewed on Changing Direction W/Michele Rosenthal](#)
- July 2 - HAMS discussed in Gabrielle Glaser's book [Her Best Kept Secret](#)
- July 16 - HAMS mentioned on [Katie Couric](#) interview of Gabrielle Glaser
- July 19 - HAMS gets blog in Psychology Today called [Overcoming Addiction](#)
- July 20 - HAMS discussed in [Jezebel](#) interview of Gabrielle Glaser
- July - HAMS discussed in [Swag Magazine](#) interview of Gabrielle Glaser
- July 30 - Kenneth Anderson interviewed about college drinking in [USA Today College Edition](#)
- September 18 - HAMS discussed in [Topsy Lit](#) interview of Gabrielle Glaser
- September 24 - HAMS files [full IRS form 990](#) for the first time
- October 31 - Kenneth Anderson interviewed on [Get Inspired Radio with Sue London](#)
- November - HAMS mentioned in Shape Magazine November issue
- November 12 - Kenneth Anderson filmed for [Monica Richardson's movie](#)
- December 3 - HAMS book awarded [ABCT Self Help Seal of Merit](#)
- December 31 - HAMS press release [Alcohol and New Year's](#)

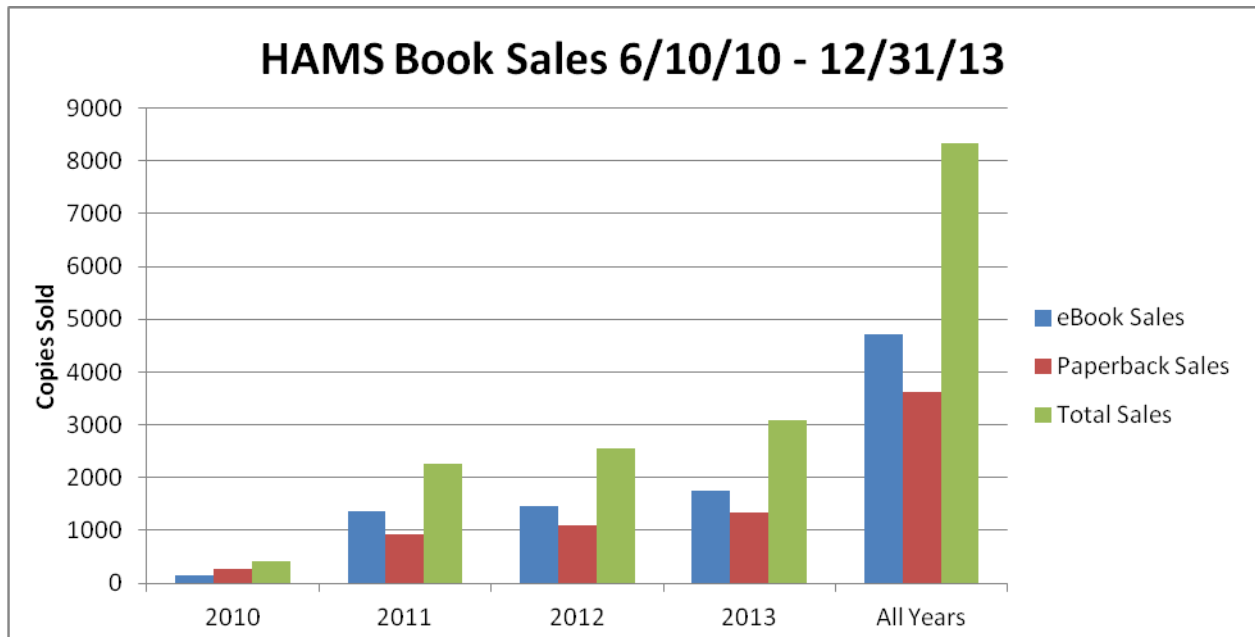
In addition to the above, HAMS was co-sponsor of the following:

- [LESHRC Harm Reduction Speakers Series](#)
- [Leading the Way: Toward a Public Health & Safety Approach to Drug Policy in New York](#),
- [New Directions: A Public Health and Safety Approach to Drug Policy](#)
- [2013 Drug Policy Reform Conference](#)
- [What Is Recovery Study](#)

HAMS now has 14 corporate sponsors which are listed on our [home page](#) and a greatly expanded Advisory Board of 27 members listed on our [About](#) page and at the end of this report. We also gained inbound links from [SMART Recovery](#) and the [Harm Reduction Coalition](#) this year.

The HAMS Book

From publication 6/10/10 to 12/31/13 the HAMS book, [How to Change Your Drinking: a Harm Reduction Guide to Alcohol](#), has sold 8341 copies--we count KOLL (Kindle owner lending library) lends as sales since each lend pays a royalty between two and three dollars. Sales figures are summarized in the charts below:



HAMS Book Sales 6/10/10 - 12/31/13 - data			
	eBook Sales	Paperback Sales	Total Sales
2010	149	269	418
2011	1356	914	2270
2012	1468	1095	2563
2013	1750	1340	3090
All Years	4723	3618	8341

HAMS also ran two Amazon free eBook promotions in 2013 resulting in a total of 1537 kindle editions being given away over a total of five days. Although this temporarily improved search rank it had little net value in the long term.

The HAMS book consistently outsells all other books on controlled drinking on Amazon and is available in [42 libraries](#) worldwide.

## HAMS Web Site

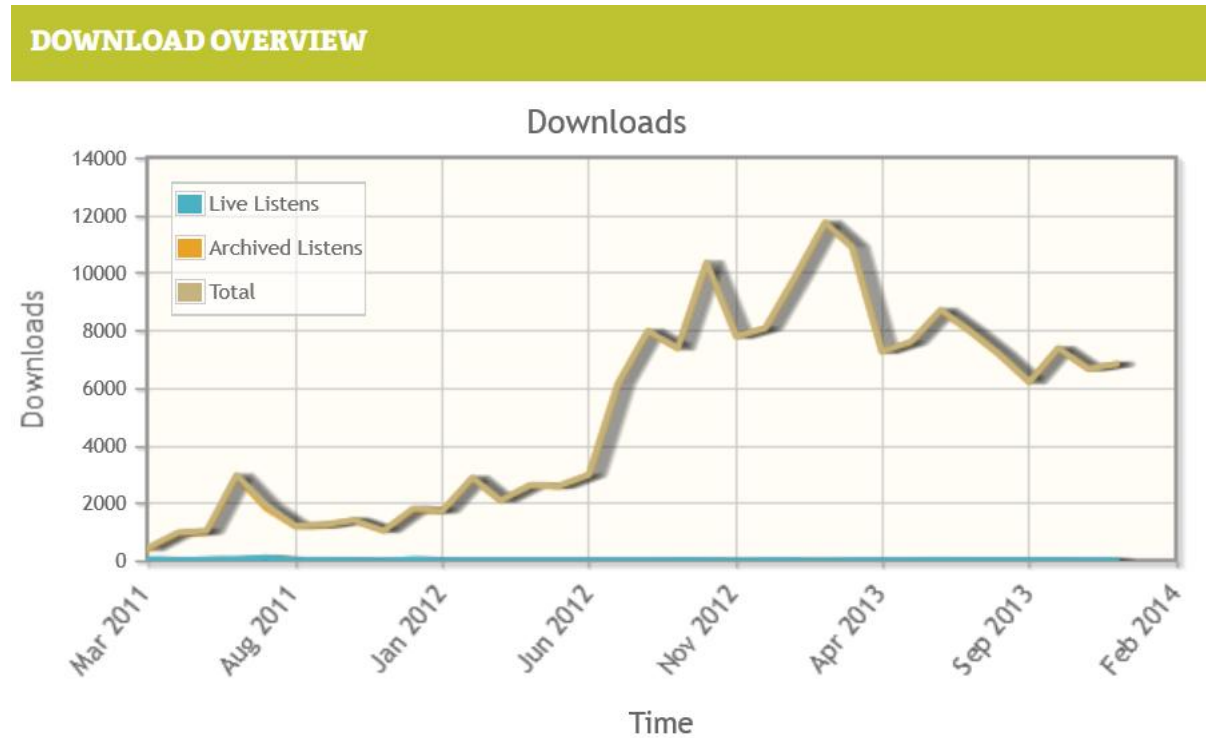
The HAMS web site has a totally revamped [home page](#) to reflect our philosophy visually and a new [flash chat room](#) to avoid the security problems found with Java chat. The HAMS site gets around 15,000 impressions and 1,000 hits per day according to Google webmaster tools. The following table shows data for the most popular pages on the site:

<b>HAMS top pages</b>					
Page	Impressions/month	Clicks/month	CTR	Avg position	% of site hits
<a href="#">/taper/</a>	50,000	5,500	11%	11	20%
<a href="#">/metabolism/</a>	50,000	3,500	6%	5.6	13%
<a href="#">/wetbrain/</a>	12,000	2,000	18%	6	7%
<a href="#">/blackouts/</a>	15,000	1,600	11%	6.8	6%
<a href="#">/carbs/</a>	15,000	1,300	10%	9.2	5%
<a href="#">/brain damage/</a>	15,000	1,300	8%	15	5%
<a href="#">/mods/</a>	22,000	1,000	6%	8.7	4%
<a href="#">/hangovercures/</a>	18,000	1,000	6%	11	4%
<a href="#">hamsnetwork.org/</a>	12,000	1,000	9%	5.8	4%
<a href="#">/odds/</a>	8,000	1,000	13%	8.7	4%
<a href="#">/spouses/how.pdf</a>	10,000	900	9%	8.3	3%
<a href="#">/dependence/</a>	8,000	700	9%	8.2	3%
<a href="#">/mm/</a>	5,500	600	11%	46	2%
<a href="#">/reverse/</a>	4,500	600	12%	5.5	2%
<a href="#">/withdrawal/</a>	8,000	500	6%	14	2%
<a href="#">/dopamine.pdf</a>	4,500	400	10%	14	1%

One new page was added to the site: [How Neuroscience Predicts The Spontaneous Remission Of Addiction](#).

## HAMS Internet Radio Show

The HAMS podcast, [Addiction Treatments That Work](#), has had 137 episodes, 175,204 downloads, and 41,377 profile views between its premiere, March 3, 2011 and December 31, 2013. The following table illustrates downloads per month:

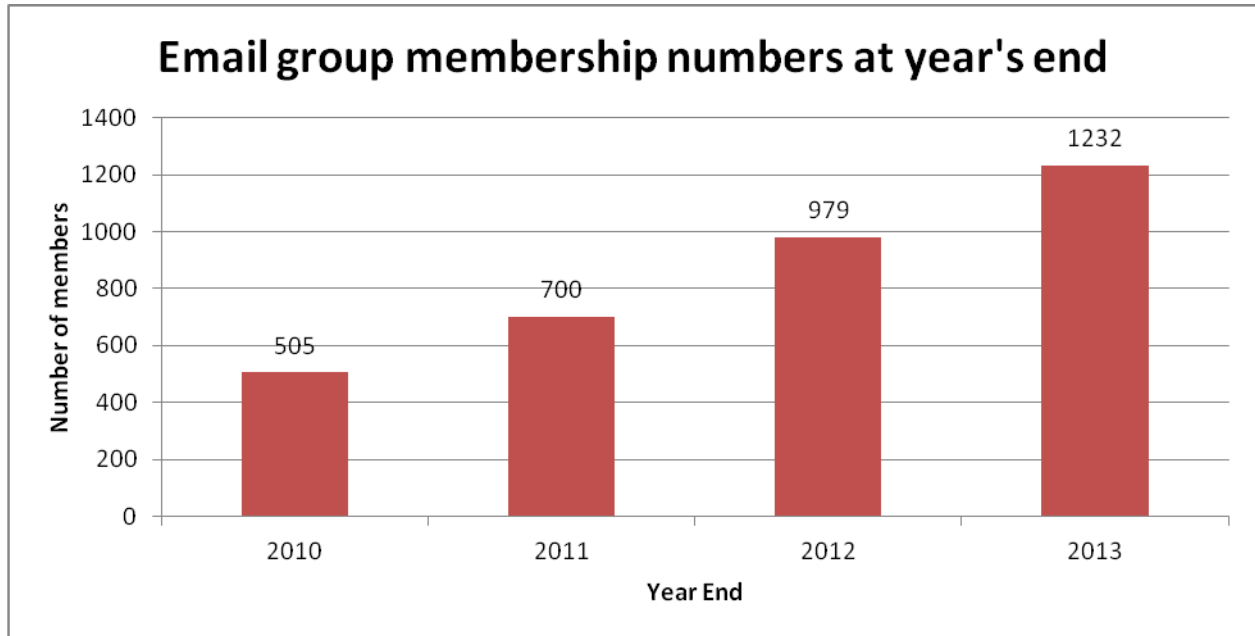


We did not have as many listens this past year as the previous year because time constraints prevented us from doing a show every single week.

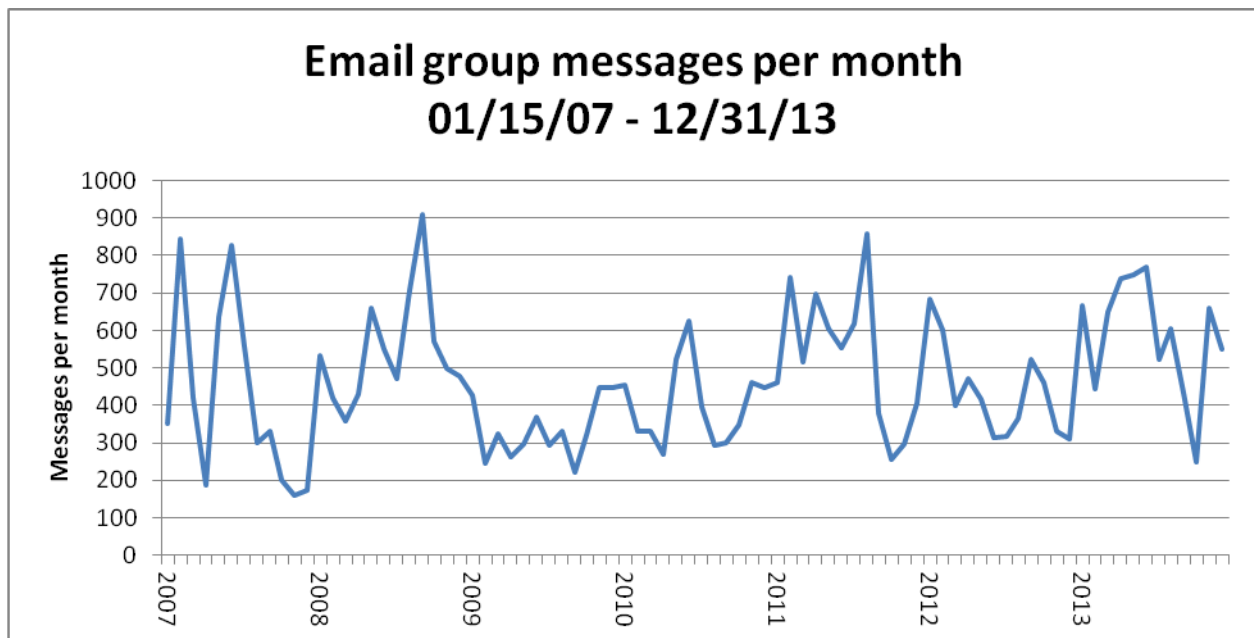
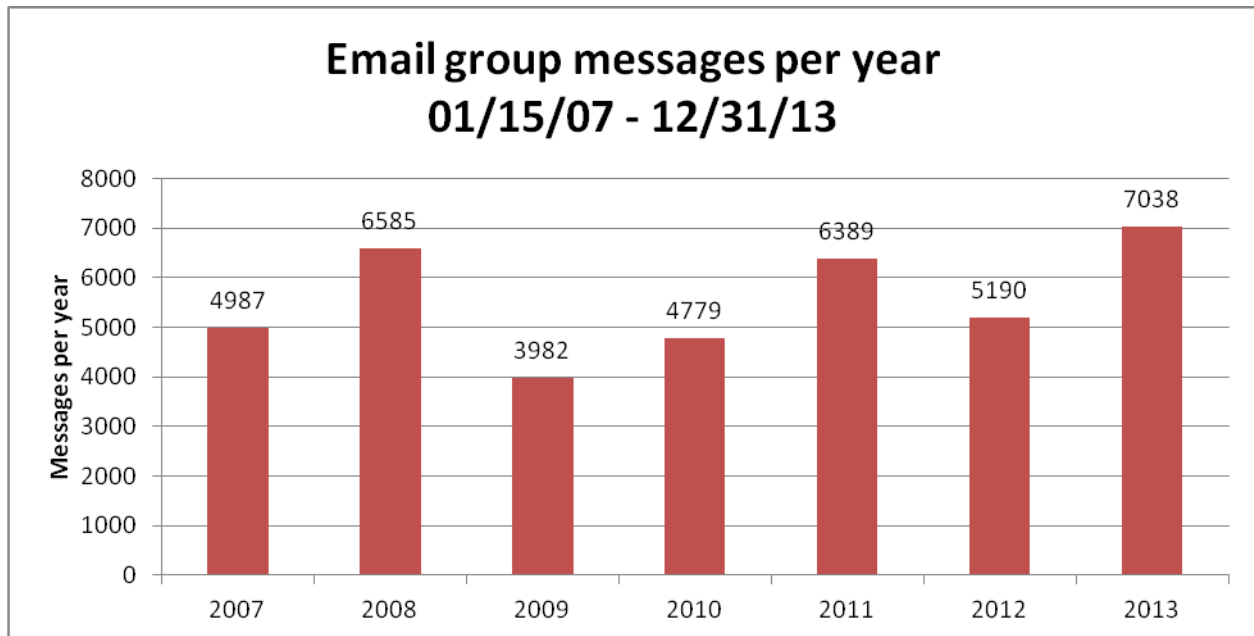
HAMS Support Groups

**Email Groups**

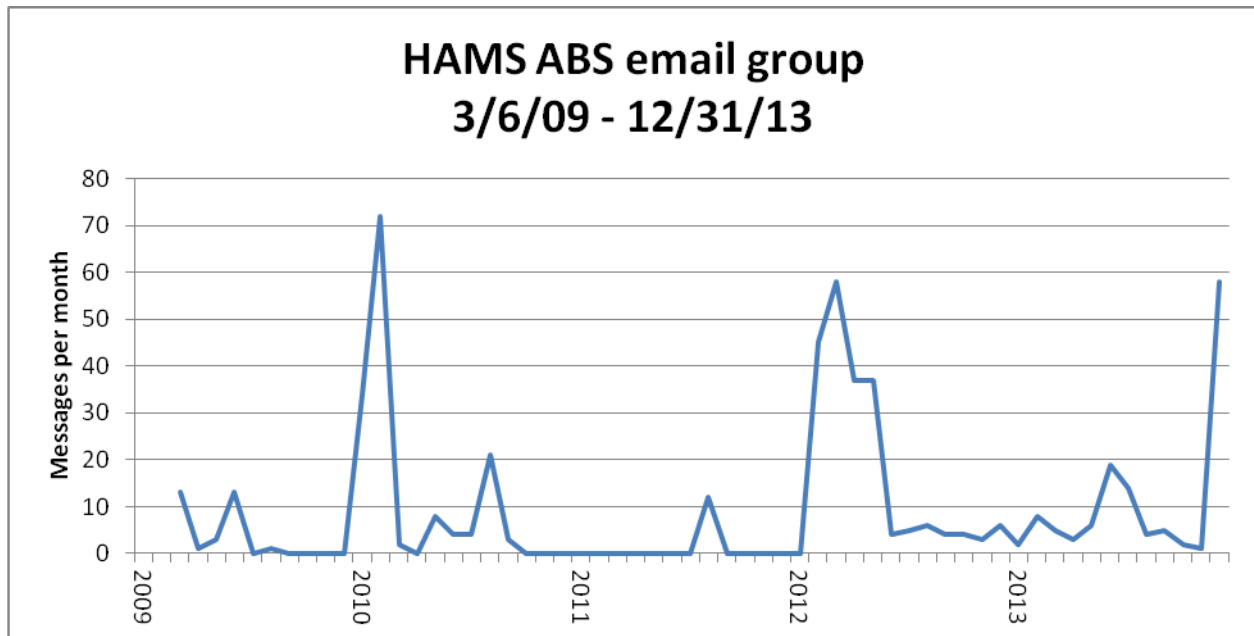
The HAMSHRN Yahoo group had 1,232 members as of 12/31/13. The following chart shows membership growth for the past few years (although the group was founded in 2007 membership numbers were not tracked until 2010):



A total of 38,950 emails were sent on the email group between its founding on 01/15/2007 and 12/31/2013. The following two charts show emails per year and pr month:



The HAMS abstainers Yahoo group currently has 29 members and has grown active again. The following chart shows messaging activity from its founding 3/6/09 to 12/31/13:

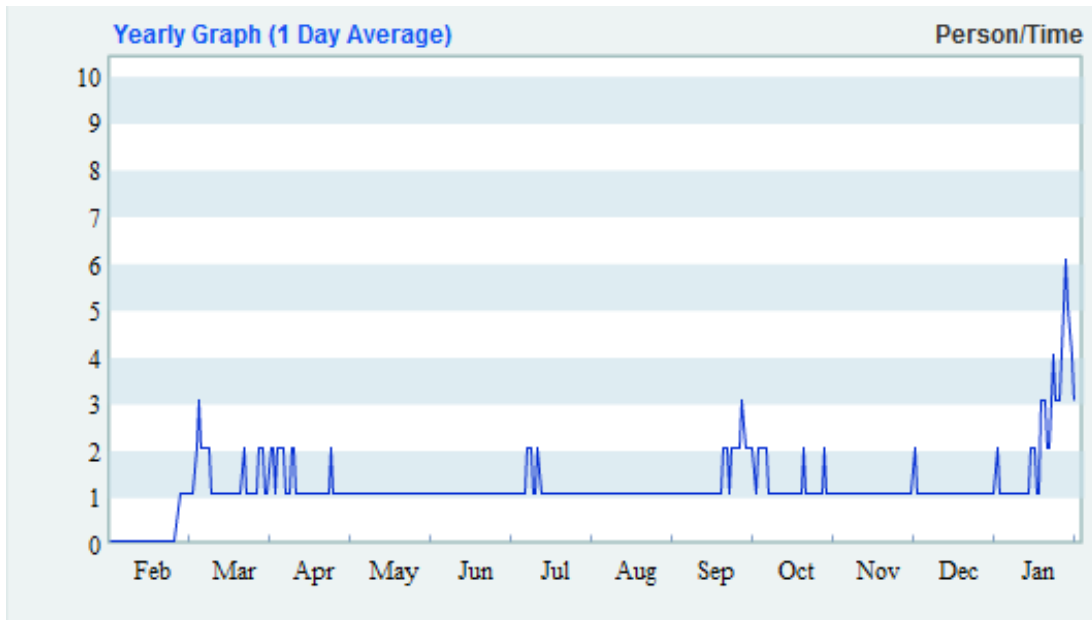


Other HAMS subgroups are currently inactive.

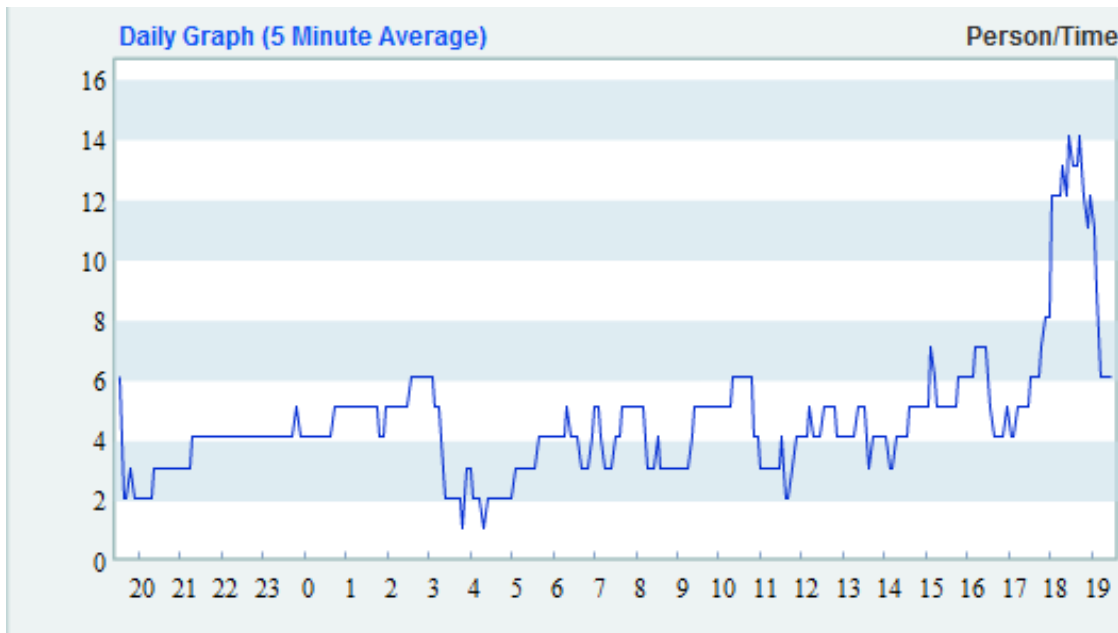
**HAMS Chat**

HAMS chat continues to be lively with 5 to 10 chatters at night. Recently the HAMS members have also been making much use of the room during the day as well--which helps make HAMS support more accessible to newcomers. The following chart shows person/days per year. One person/day might mean 10 people at night and none during the day. I include this chart because it helps show the great increase in chat usage over the past month or so due to the initiative of the hamsters themselves (data collected 01/02/14) Note that we replaced Java chat with Flash chat on 01/28/13 which is why this graph shows no data prior to that date:





The following is the daily graph of chat for January 2, 2014:



### Live Meetings

HAMS has a live meeting in Brooklyn, NY; there is also a professionally led HAMS group in San Francisco. We are looking at developing more professionally led HAMS groups as a possible route for expansion in the future.

## HAMS Social Media

<b>HAMS Social Media as of 12/31/2013</b>		
<a href="#">HAMS Facebook Page</a>	2,150 likes	<a href="http://facebook.com/alcohol.harm.reduction">facebook.com/alcohol.harm.reduction</a>
<a href="#">Twitter</a>	762 Followers	<a href="http://@harm_reduction">@harm_reduction</a>
<a href="#">LinkedIn Profile</a>	1,552 Connections	<a href="http://linkedin.com/in/harmreduction">linkedin.com/in/harmreduction</a>
<a href="#">LinkedIn Group</a>	1,204 Members	<a href="http://www.linkedin.com/groups/Addiction-Treatment-Professionals-Harm-Reduction-4237958">http://www.linkedin.com/groups/Addiction-Treatment-Professionals-Harm-Reduction-4237958</a>
<a href="#">Meetup</a>	60 Members	<a href="http://meetup.com/harmreduction">meetup.com/harmreduction</a>
<a href="#">YouTube Channel</a>	68,618 views, 94 subscribers	<a href="http://youtube.com/porkchoptze">youtube.com/porkchoptze</a>
<a href="#">Psychology Today Blog</a>	11,754 views	<a href="http://psychologytoday.com/blog/overcoming-addiction">psychologytoday.com/blog/overcoming-addiction</a>

## Goals for the Coming Year

HAMS will focus on more professional networking and collaborations, more media visibility, more fundraising, and adding more informational pages to the site. HAMS founder Kenneth Anderson will be completing professional credentials.

## Fiscal

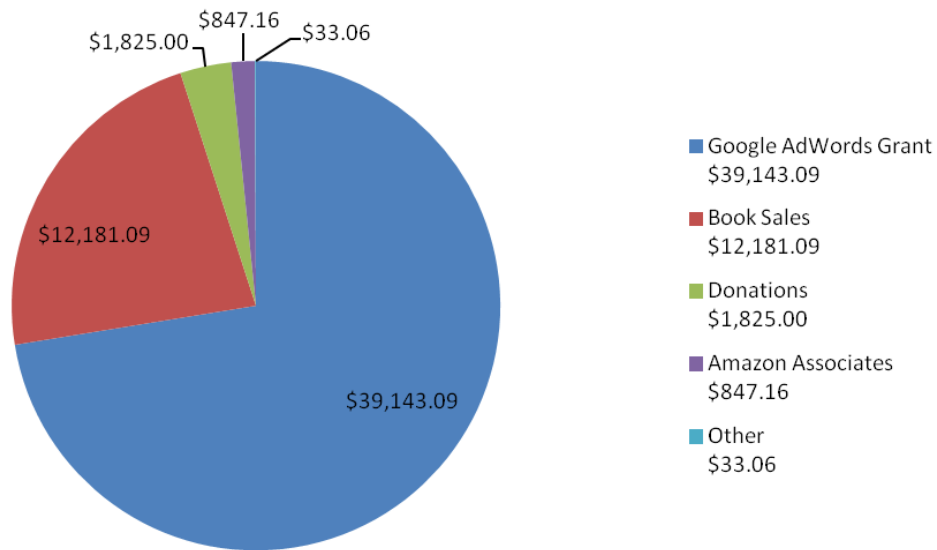
Federal Identification Number: 68-0657296. HAMS is a 501(c)3 not for profit corporation and files a form 990 with the IRS. The HAMS fiscal year begins August 1 and ends July 31.

Full HAMS Financial Statement can be found here: <http://hamsnetwork.org/12-13-financial.pdf>  
HAMS 990 can be found here: <http://hamsnetwork.org/990-2012.pdf>

August 1, 2012 Assets	\$3,132.31
August 1, 2012 Liabilities	\$0.00
Expenses	\$52,772.65
Revenues	\$54,029.40
July 31, 2013 Assets	\$4,389.06
July 31, 2013 Liabilities	\$0.00

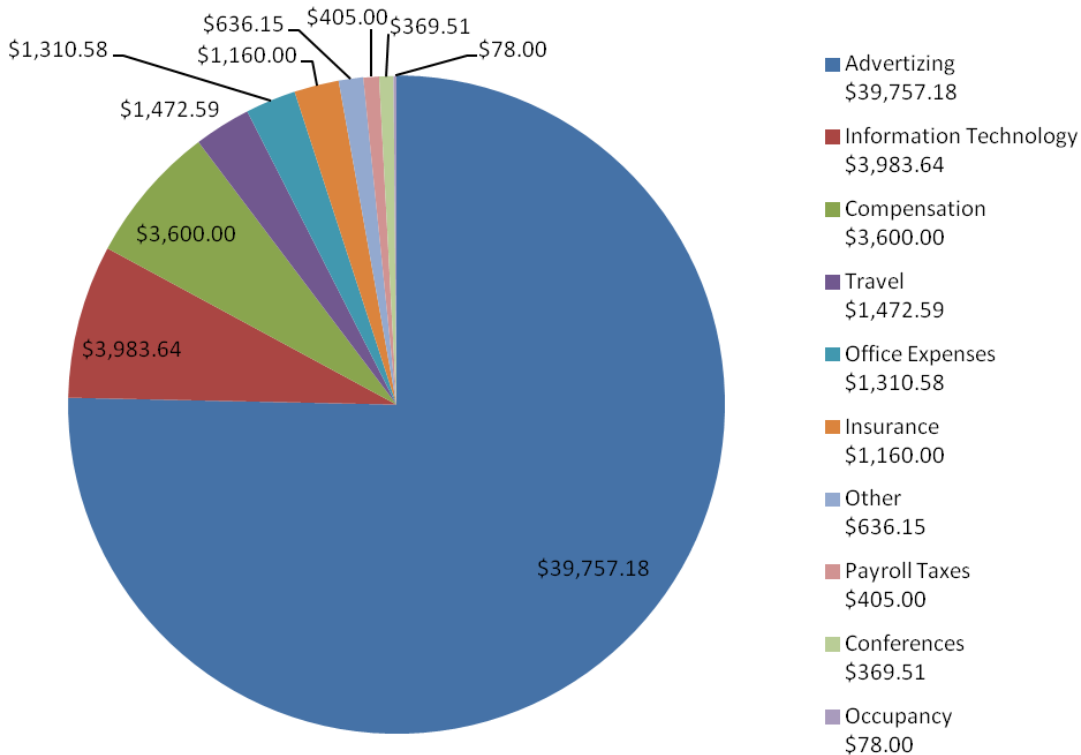
The following charts graphically break down revenues and expenses for the fiscal year:

### Revenue Breakdown 8/1/12 - 7/31/13



Total Revenue \$54,029.40

### Expenses Breakdown 8/1/12 - 7/31/13



Total Expenses \$52,772.65

## How To Help

HAMS can always use cash donations--for instructions how to donate by check or PayPal please visit: <http://hamsnetwork.org/donate>. HAMS is also always looking for volunteers to lead live or online meetings, graphic designers and copy writers. Our number one goal for the coming year is to spread the word that HAMS exists so all press contacts and PR work are most welcome. Contact us.

You can also help by asking your local libraries or book stores to carry the HAMS book and by letting local mental health and substance abuse professionals know about HAMS--we are preparing a packet for this.

## Boards

### The HAMS Executive Board

	Term Expires
Electra Weeks, Ph.D - Board Chair	2/28/2017
Kenneth Anderson, MA	2/28/2017
Mary Ellen Barnes, Ph.D	2/28/2014
Jane Conroy	2/28/2016
Angelique Dean	2/28/2016
David J. Hanson Ph.D.	2/28/2018
Michael Hornbeck, Ph.D	2/28/2017

### The Hams Board of Professional Advisers

**Mary Ellen Barnes, Ph. D.** ..... Non 12 Step Alcohol Treatment  
**Dan Bigg** ..... Executive Director, The Chicago Recovery Alliance  
**Eric Conrad** ..... Harlem Hospital Harm Reduction Program  
**Amy Lee Coy** ..... Author of From Death Do I Part: How I Freed Myself From Addiction  
**Patt Denning, Ph. D.** ..... Harm Reduction Therapy Center  
**Rae Eden Frank** .... former Executive Director, Access Works  
**Gabrielle Glaser** ..... Author of Her Best-Kept Secret: Why Women Drink-And How They Can Regain Control  
**David J. Hanson, Ph. D.** .... Alcohol Problems and Solutions  
**Daliah Heller, Ph. D., MPH** .... Project Director, Drug and Alcohol Policy Research, School of Public Health at Hunter College  
**Tom Horvath, Ph. D.** ..... Practical Recovery  
**Adi Jaffe, Ph. D.** ..... Alternatives Addiction Treatment  
**Lee Ann Kaskutas, Dr. P. H.** .... Senior Scientist & Co-Director of Training, Alcohol Research Group, Associate Adjunct Professor, Berkeley School of Public Health  
**Marc Kern, Ph. D.** ..... Alternatives Addiction Treatment  
**Marc Lewis, Ph. D.** ..... Author of Memoirs of an Addicted Brain: A Neuroscientist Examines his Former Life on Drugs  
**Brian Murphy, LCSW, M Ed** ..... Self-Led Solutions  
**Stanton Peele, Ph.D., J.D.** ..... The Life Process Program  
**Amanda Reiman, MSW, Ph. D.** ..... UC Berkeley Faculty, California policy manager for the Drug Policy Alliance  
**LeAnn Sharpe LCSW** ..... Therapist at Journey In Happiness Counseling and Therapy Services  
**Henry Steinberger, Ph. D.** ..... Henry Steinberger PhD LLC, SMART Recovery  
**Tommi Stevens** ..... former Hepatitis C Prevention Specialist at Access Works  
**Sima Stillings, MSW, LICSW, ACSW, SAP, MAC** ... Harm Reduction Psychotherapy Institute  
**Jenifer Talley, Ph. D.** .... Assistant Director of the Concentration in Mental Health and Substance Abuse Counseling - The New School for Social Research  
**Andrew Tatarsky Ph.D.** .... Center for Optimal Living  
**Sheila Vakharia, Ph. D.** .... Long Island University

**William White, MA** ...., Author of *Slaying the Dragon: The History of Addiction Treatment and Recovery in America*

**Edward W. Wilson, Ph. D.** .... Non 12 Step Alcohol Treatment

**Adam Zimbardo, MFT** .... <http://www.adamzmft.net>

Many thanks to the late **Dr. Alan Marlatt** for serving on our advisory board and writing the preface to our book.

### HAMS Organizational Structure

