

**For the calendar year January 1, 2014 to December 31, 2014
The HAMS Harm Reduction Network, Inc.**

Dear Friends, Members, and Supporters,

This has been a great year for HAMS. We have been getting significant coverage 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 Statement

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

What We Did

HAMS Milestones for 2014

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 18:** HAMS featured on *The Olive Branch Blog*
<http://www.olivebranchunited.blogspot.com/2014/01/how-to-change-your-drinking.html>
- **January 21:** HAMS on the *Mental Health Day Podcast*
<http://www.mentalhealthday.org/show/mental-health-day-podcast-19-harm-reduction-for-alcohol-with-kenneth-anderson/>
- **February 4:** Stanton Peele's new book *Recover!* includes a blurb written by HAMS Executive Director Kenneth Anderson and HAMS is referenced several times in the text
- **February 3:** HAMS is featured on *Choose Help*: "Introducing the HAMS Harm Reduction Program - An AA Alternative" <http://www.choosehelp.com/topics/harm-reduction/introducing-the-hams-harm-reduction-program-an-aa-alternative>
- **February 12:** HAMS featured in *Reader's Digest*
<http://www.rd.com/health/conditions/alternatives-to-aa-women/2/>
- **February 24:** HAMS on the *University of Victoria Centre for Addictions Research of BC blog* <http://carbc2300.wordpress.com/2014/02/24/abstinence-and-alternatives-alcohol-harm-reduction/>
- **March 7:** HAMS featured in *Recovery Today* <http://www.recoverytoday.net/articles/582-when-aa-doesnt-work-try-harm-reduction>
- **March 20:** HAMS Presentation at The New School for Social Research
- **March 27:** HAMS mentioned in *Social Work Helper*
<http://www.socialworkhelper.com/2014/03/27/harm-reduction-defined/>
- **April 29:** HAMS interviewed in *Social Work Helper* - "A Harm Reduction Perspective: An Interview with Kenneth Anderson, Founder of Harm Reduction Network"
<http://www.socialworkhelper.com/2014/04/29/harm-reduction-perspective-interview-kenneth-anderson-founder-harm-reduction-network-ham/>

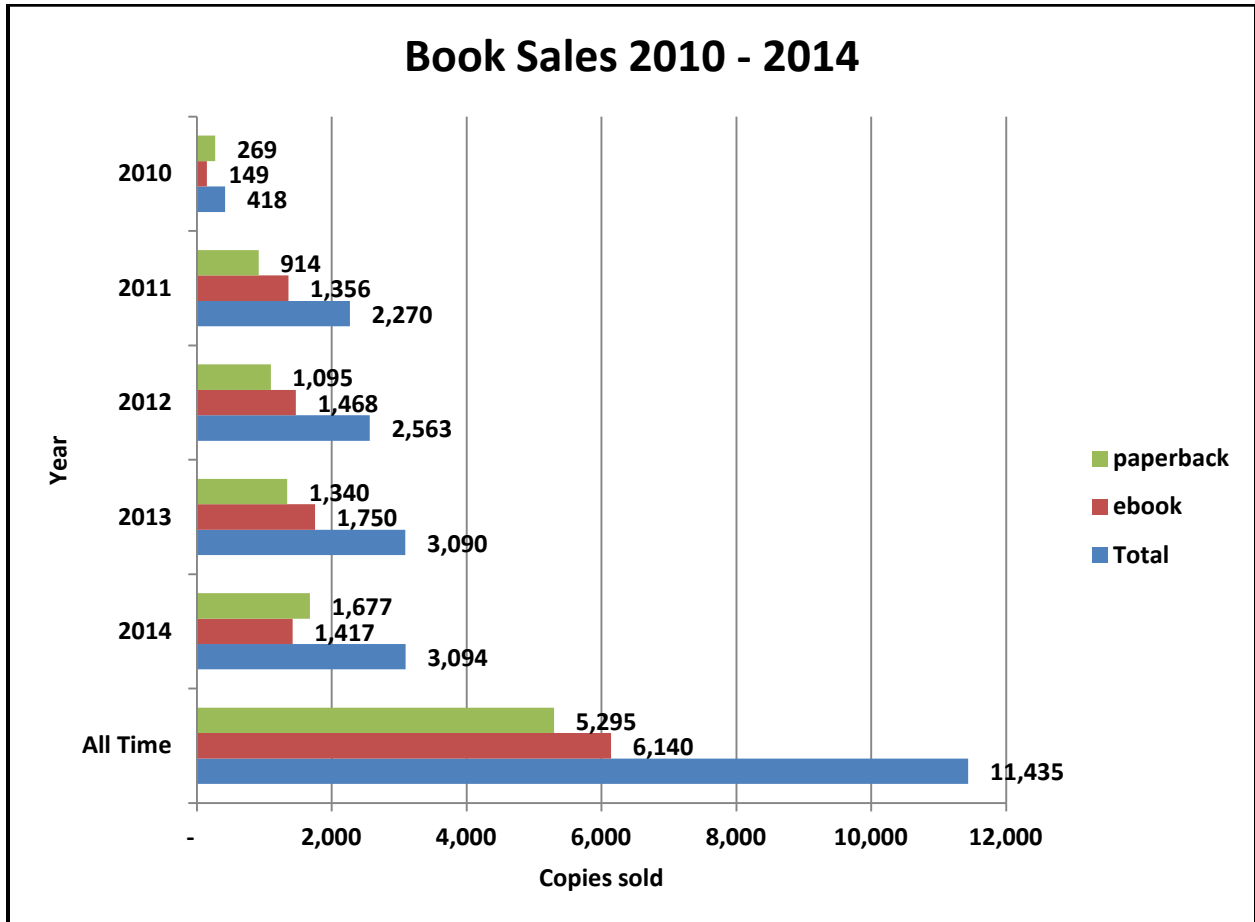
- **May 15:** HAMS on *Substance.com* "Guess What? Harm Reduction Is a Common Path to Abstinence From Alcohol" <http://www.substance.com/guess-what-harm-reduction-is-a-common-path-to-abstinence-from-alcohol/>
- **May 19:** HAMS strategies in action--my colleague Susan Collins applies HAMS strategies with homeless clients http://www.eurekaalert.org/pub_releases/2014-05/uow-ada051514.php
- **August 13:** HAMS mentioned in *Substance.com* article "Recovery 2.0: How the Internet Has Revolutionized Sobriety" <http://www.substance.com/recovery-2-0-how-the-internet-revolutionized-sobriety/10646/>
- **August 28:** HAMS Executive Director Kenneth Anderson discusses "Undoing the Mind Fuck of Alcoholics Anonymous" with host Monica Richardson on *Safe Recovery* <http://www.blogtalkradio.com/saferecovery/2014/08/28/undoing-the-mind-fk-after-leaving--alcoholics-anonymous-cult-or-cure>
- **September 13:** HAMS on Jenna Hollenstein's *Drinking to Distraction Blog* <http://drinkingtodistraction.com/2014/09/13/do-you-know-about-the-harm-reduction-network/>
- **September 15:** HAMS in *Substance.com* - "The Training Manual for US Addiction Counselors Is Full of Myths" <http://www.substance.com/the-training-manual-for-us-addiction-counselors-is-full-of-myths/12204/>
- **September 22:** HAMS article about errors in the addiction counseling study guide is viciously attacked by the guide's author and the credentialing agency which recommends it in *Alcoholism and Drug Abuse Weekly*. Data is deliberately misrepresented to make HAMS look bad <http://www.alcoholismdrugabuseweekly.com/Article-Detail/blog-post-on-icrc-training-full-of-errors.aspx>
- **September 24:** HAMS Professionals Google Group created <https://groups.google.com/forum/#!forum/hamspro>
- **October 3:** HAMS rebuttal of the *Alcoholism and Drug Abuse Weekly* attack on the *Psychology Today* blog <http://www.psychologytoday.com/blog/overcoming-addiction/201410/the-sick-culture-the-recovery-industry>
- **October 23-26:** HAMS at the 10th National Harm Reduction Conference <http://www.hamsnetwork.org/10th-conference/>
- **October 24:** HAMS in *Substance.com* - "Addiction Treatment: Who Gets It and Who Needs It?" <http://www.substance.com/addiction-treatment-who-gets-it-and-who-needs-it/14466/>

- **November 17:** HAMS in *Substance.com* - "Enough of the Media Distortions: Senior Citizens Are at Low Risk of Addiction" <http://www.substance.com/media-distortions-senior-citizens-low-risk-addiction/15833/>
- **December 1:** HAMS interviewed on *The Fix* about shortcuts to recovery <http://www.thefix.com/content/shortcuts>
- **December 3:** Stanton Peele discusses HAMS meeting guidelines on his *Psychology Today* blog in the article "How to make a support group safe" <http://www.psychologytoday.com/blog/addiction-in-society/201412/how-make-support-group-safe>
- **December 5:** HAMS story in *Substance.com* about addiction treatment is reprinted in *Pacific Standard Magazine* <http://www.psmag.com/navigation/health-and-behavior/addiction-treatment-gets-needs-95360/>
- **December 9:** HAMS interviewed on *Substance.com* "How to Drink More Safely During the Holiday Season" <http://www.substance.com/how-to-drink-more-safely-during-the-holiday-season/16937/>
- **December 10:** HAMS safe drinking interview reprinted on *Alternet* <http://www.alternet.org/drugs/how-drink-safely-holiday-season>
- **December 10:** HAMS is a featured guest on the [Booze 'n the Holidays Twitter Chat](http://www.substance.com/booze-n-the-holidays-twitter-chat-the-highlights/17310/) co-hosted by *Substance.com* and Phoenix House, highlights can be found here: <http://www.substance.com/booze-n-the-holidays-twitter-chat-the-highlights/17310/>
- **December 19:** HAMS in *Substance.com* - "Intoxicants in the Islamic World: A Rich and Telling History" <http://www.substance.com/intoxicants-in-the-islamic-world-a-rich-and-telling-history/17818/>

HAMS now has 16 corporate sponsors which are listed on our [home page](#) and a greatly expanded Advisory Board of 28 members listed on our [About](#) page and at the end of this report.

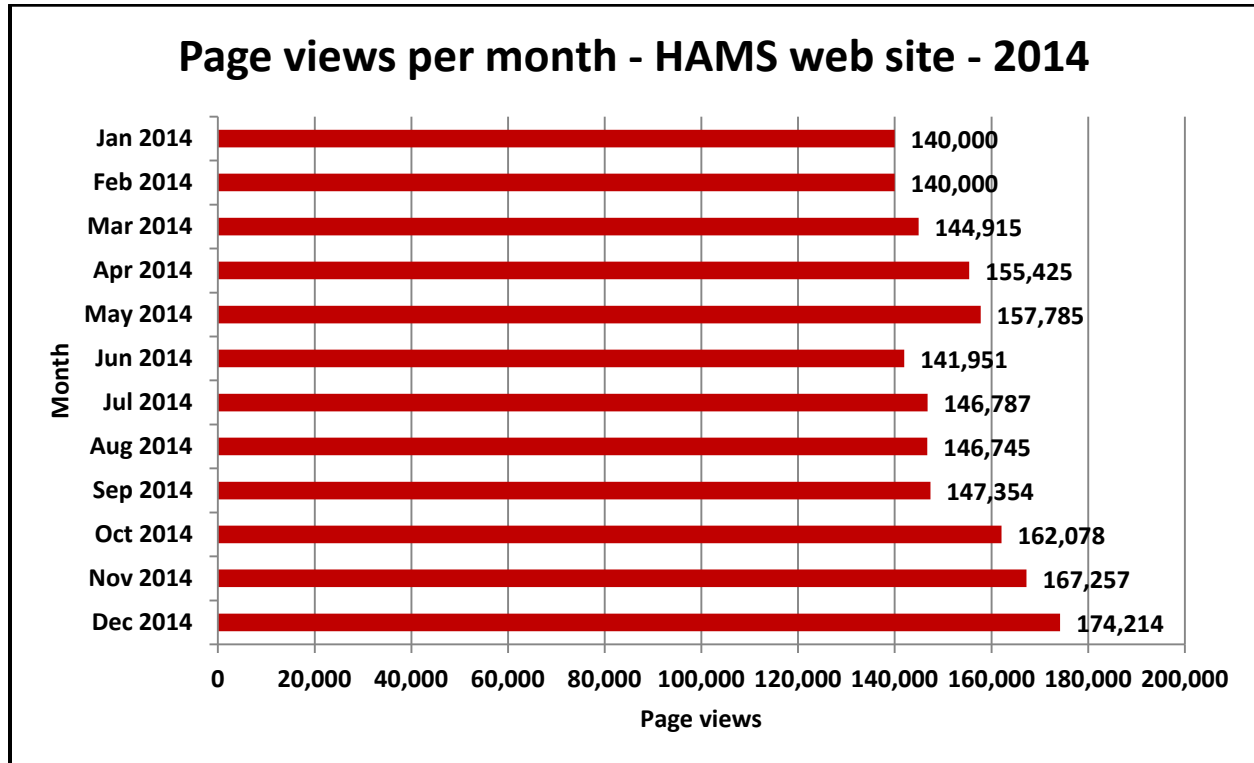
The HAMS Book

The following graph summarizes book sales from date of publication, June 22, 2010, to Dec 31, 2014. The dip in eBook sales for 2014 can be accounted for by the fact that no reduced price sales were run this year. Reduced price sales in previous years seemed to have had more cons than pros.



HAMS Web Site

HAMS web hosting was switched back to angelfire.com in early February of 2014; this has allowed us to know exactly how many page views we have had since that date because angelfire tracks this number explicitly. When we extrapolate for the missing data in January 2014 and very early February we get the results shown in the following figure:



In the calendar year of 2014 the HAMS web site had a total of approximately 1,824,511 page views total, which averages out to 4,999 page views per day.

HAMS Top 10 Pages in Google Search Results (Dec 1 - 31, 2014)			
Page	Clicks	Impressions	CTR
/taper/	8,074	71,991	11%
/metabolism/	4,256	72,249	6%
/brain damage/	2,458	31,206	8%
/wetbrain/	2,393	9,986	24%
/blackouts/	2,340	15,095	16%
/carbs/	2,137	23,464	9%
/odds/	1,994	13,434	15%
www.hamsnetwork.org/	1,248	16,592	8%
/dependence/	1,156	13,353	9%
/mods/	1,096	16,323	7%

HAMS Top 10 Google Search Queries (Dec 1 - 31, 2014)				
Query	Clicks	Impressions	CTR	Avg. position
wet brain	1384	3546	39%	1
alcohol metabolism	358	4719	8%	1.8
alcohol tolerance	325	1658	20%	2.3
wet brain syndrome	259	816	32%	1.9
alcohol detox at home	253	915	28%	1.3
hams	240	5364	4%	4
alcohol dehydrogenase	224	3545	6%	5.4
alcohol brain damage	190	617	31%	2.2
alcohol detox	182	3630	5%	7.1
tapering off alcohol	157	446	35%	1

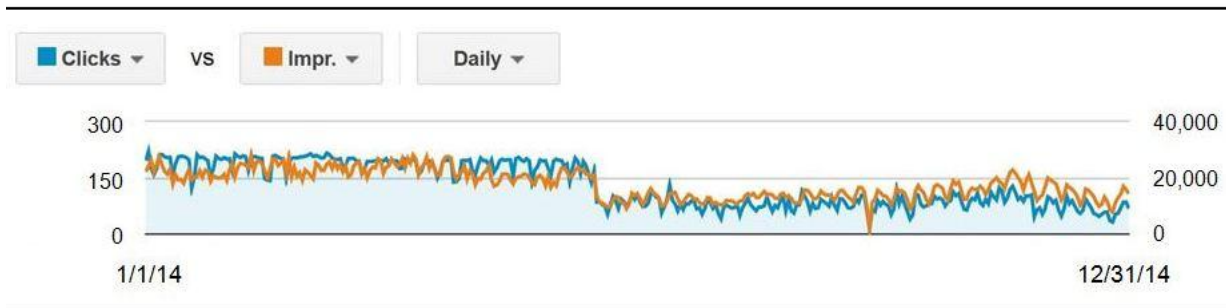
We wish to note that our 2013 annual report only reports data from Google Webmaster Tools which only reports the number of clicks that come as the result of a Google search.

Google AdWords Grant

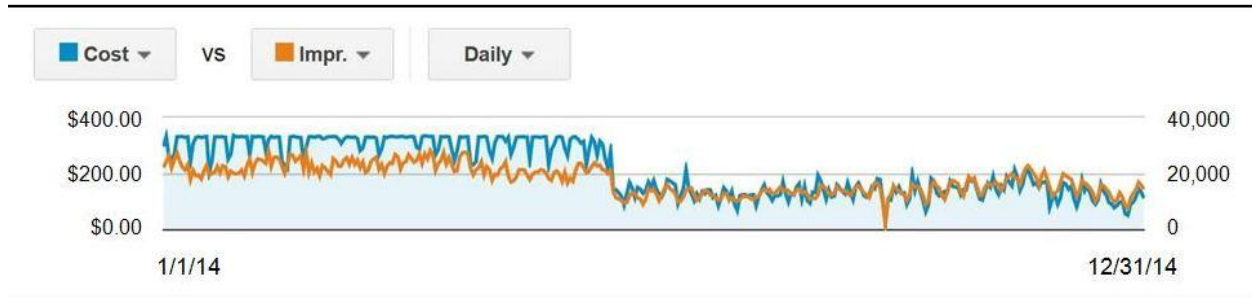
The Google AdWords Grant performed as follows

Google AdWords Grant 1/1/14 - 12/31/14				
Clicks	Impressions	CTR	CPC	Cost
47,356	6,467,869	0.73%	\$1.65	\$78,251.60

The following graph shows AdWord performance throughout the year; near maximal AdWord performance was attained until mid June, when for some unexplained reason performance fell to about half of maximal performance and remained there until the end of the year.

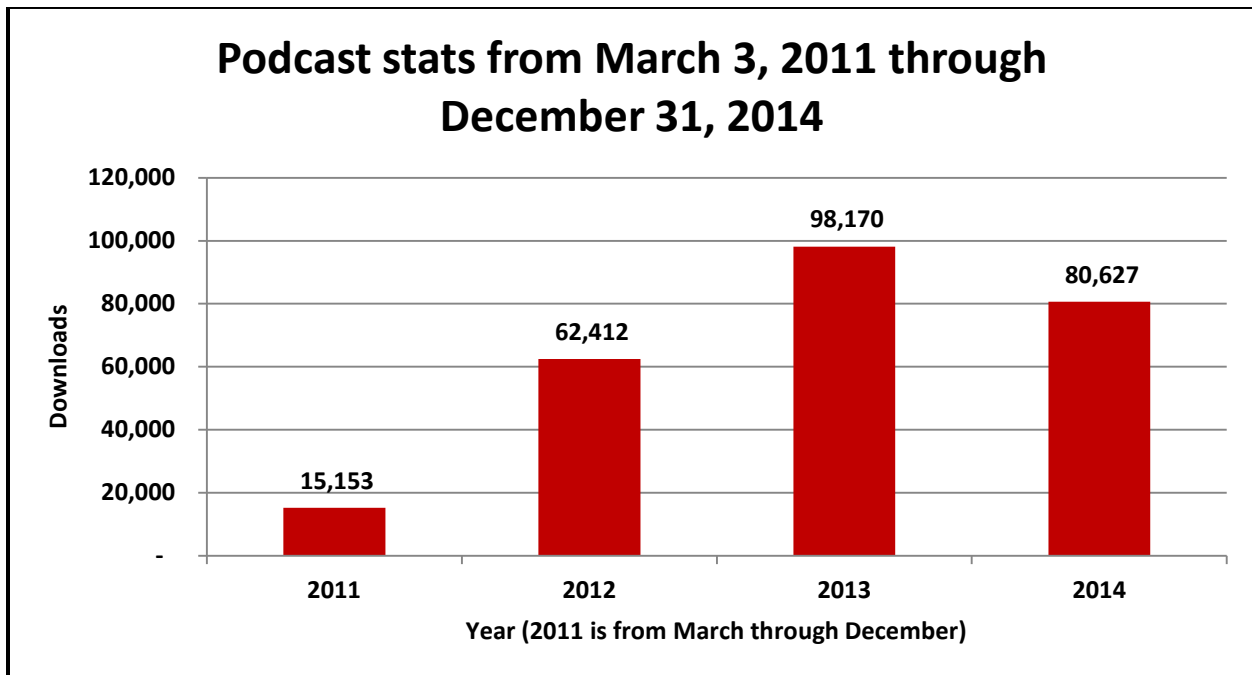


The previous graph shows clicks vs. impressions; the following graph shows cost vs. impressions. Maximum allowable cost per day under the terms of the Google grant is \$330.00 per day. We managed to attain this for the first half of the year but for some reason, probably competition, dropped to half of this at mid-year and remained there till the end of the year.



HAMS Internet Radio Show

The HAMS podcast, [Addiction Treatments That Work](#), has had 163 episodes, 256,362 downloads, and 44,820 profile views between its premiere, March 3, 2011, and December 31, 2014. The following graph illustrates downloads per year:

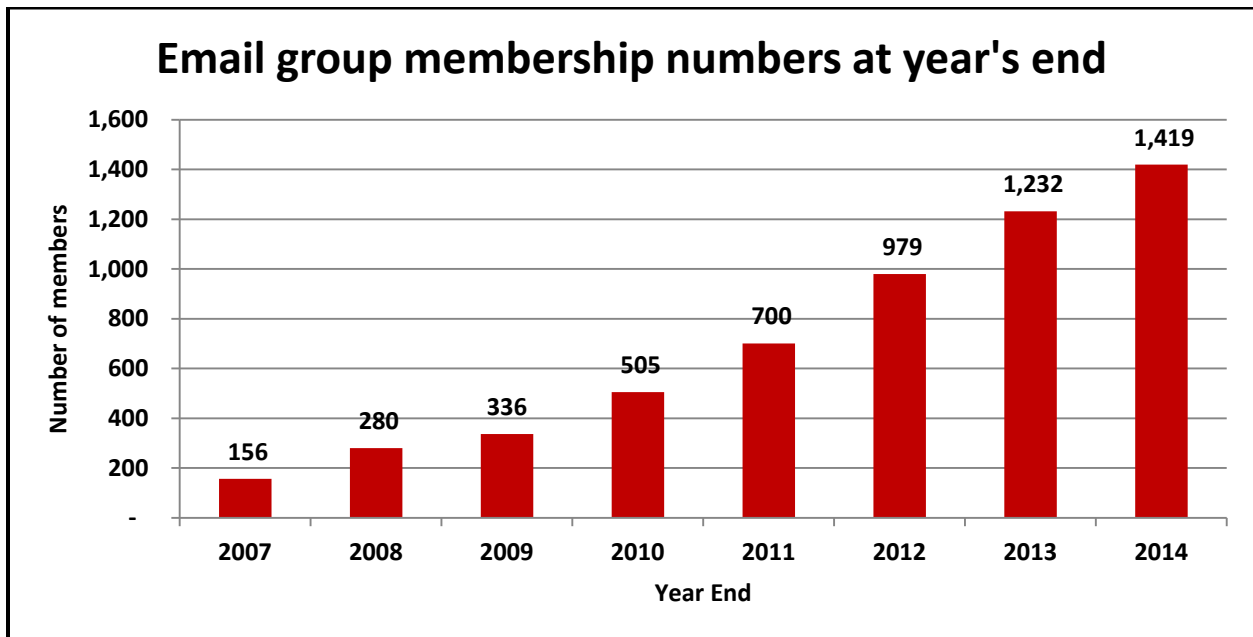


There has been a slight drop in performance in 2014 due to fewer shows being recorded this year.

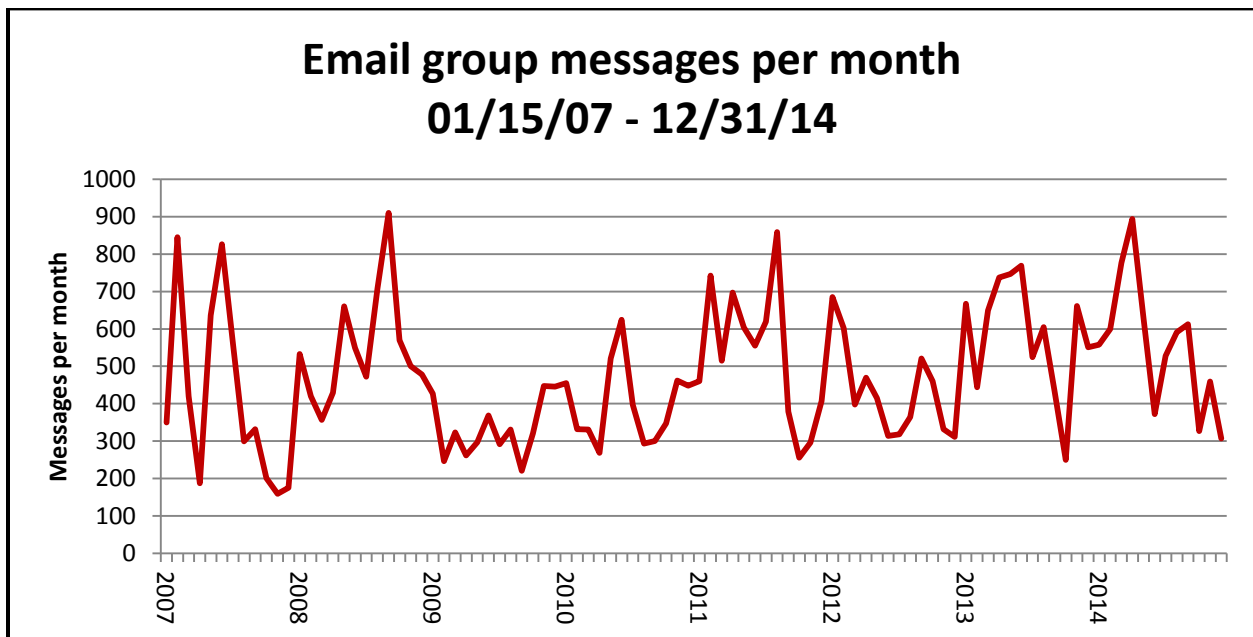
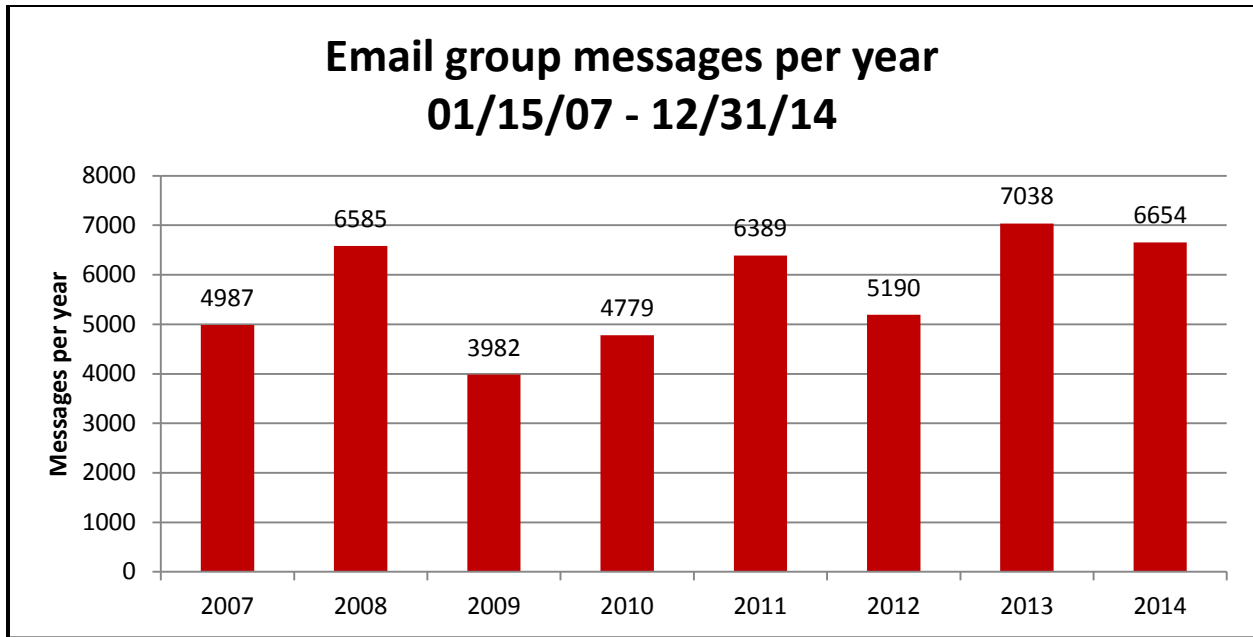
HAMS Support Groups

Email Groups

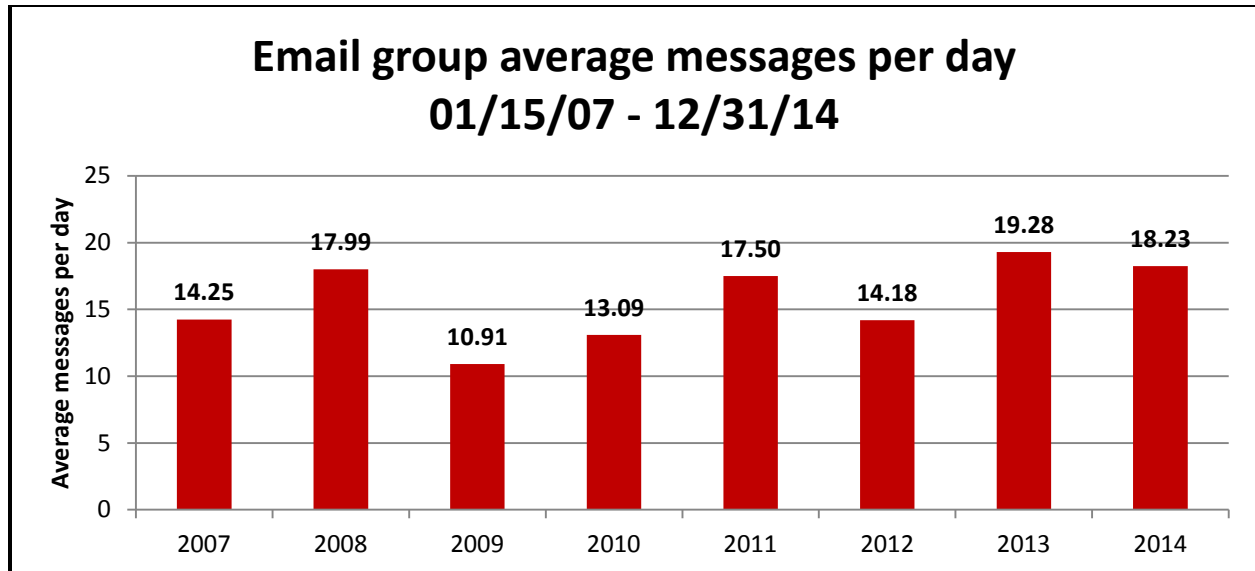
The HAMSHRN Yahoo group had 1,419 members as of 12/31/14. The following chart shows membership growth from the groups founding in 2007 to the present. Numbers for 2007, 2008, and 2009 were obtained using the wayback machine.



A total of 45,604 emails were sent on the email group between its founding on 01/15/2007 and 12/31/2014. The following two charts show emails per year and per month:



The following chart shows the average number of messages sent per day for each year of the group's existence.



HAMS Chat

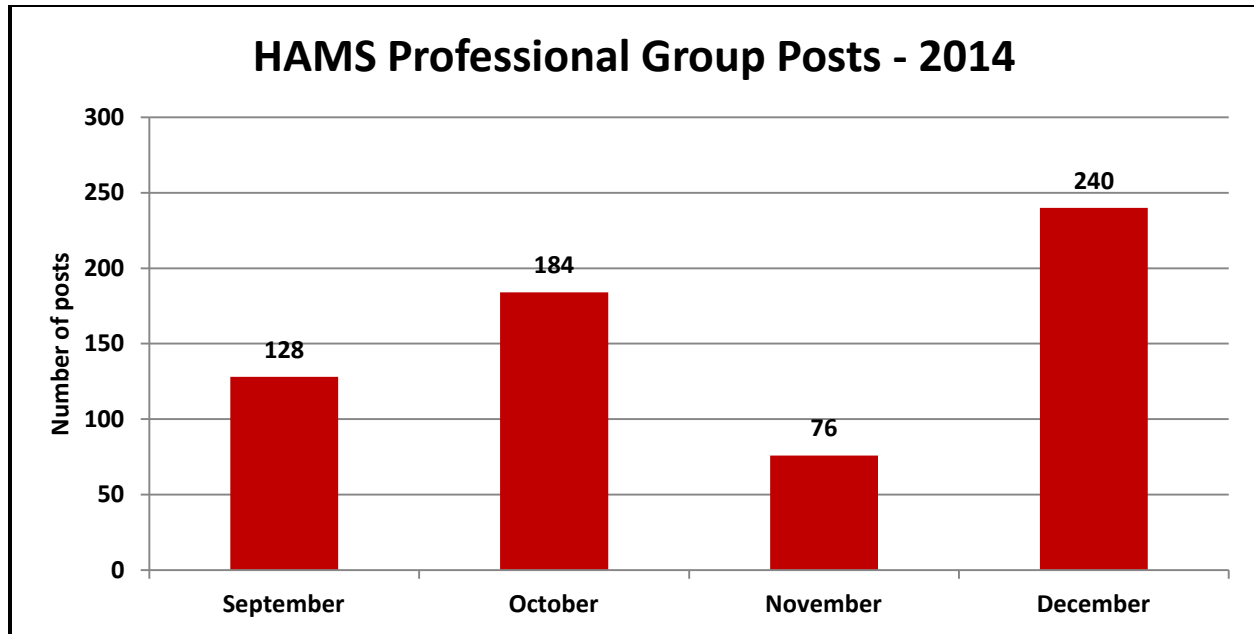
Because of numerous problems with 123 flashchat, HAMS switched back to parachat on May 29, 2005. The new improved version of parachat eliminates the need for Java and is wholly satisfactory. Nightly chats are lively with 6 to 10 chatters in the room each night. HAMS chat currently has 4 volunteer chat hosts.

Live Meetings

HAMS currently has live meetings in Brooklyn, NY, Reynoldsburg, OH, and Temecula, CA. 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. We are also considering the possibility of outreach to the court system.

HAMS Professionals Google Group

A HAMS Google group for harm reduction professional was created 9/23/14. As of December 31, 2014 this group has 124 members and 628 posts. Details are given in the following chart. The URL is <https://groups.google.com/forum/#!forum/hamspro>



HAMS Social Media

HAMS Social Media as of 12/31/2014		
HAMS Facebook Page	2,596 likes	facebook.com/alcohol.harm.reduction
HAMS Facebook Group	727 members	https://www.facebook.com/groups/harmreduction
Twitter	1,280 Followers; 577 tweets	@harm_reduction
LinkedIn Profile	1,973 Connections	linkedin.com/in/harmreduction
LinkedIn Group	2,255 Members	http://www.linkedin.com/groups/Addiction-Treatment-Professionals-Harm-Reduction-4237958
Meetup	78 Members	meetup.com/harmreduction
YouTube Channel	82,733 views; 136 subscribers	youtube.com/porkchoptze
Psychology Today Blog	44,836 views	psychologytoday.com/blog/overcoming-addiction

Goals for the Coming Year

A specific goal is a video series for the 17 elements. Another possible goal is the active pursuit of DUI referrals. Additionally, 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 Report

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.

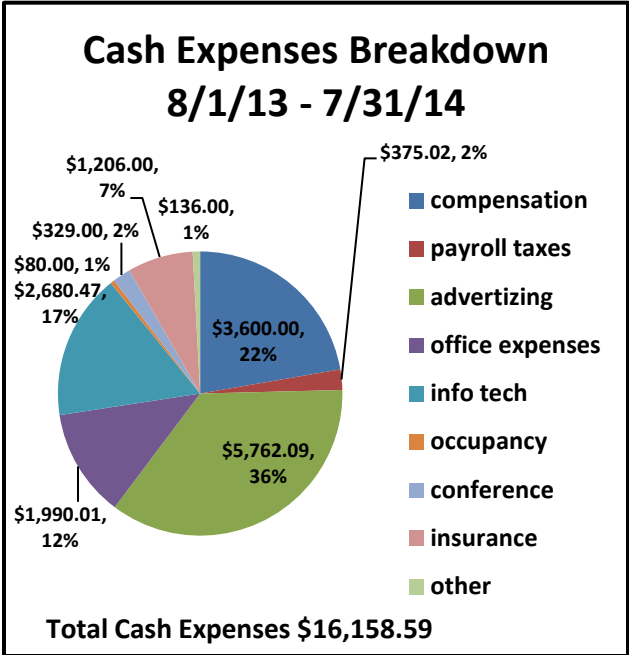
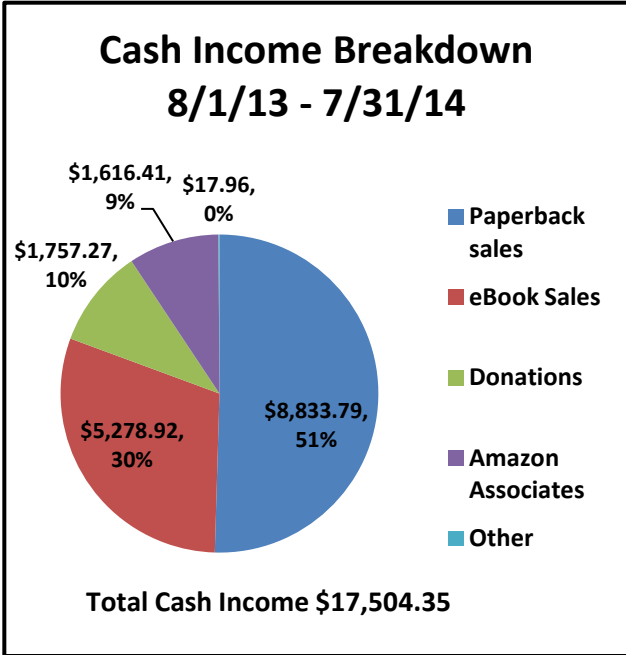
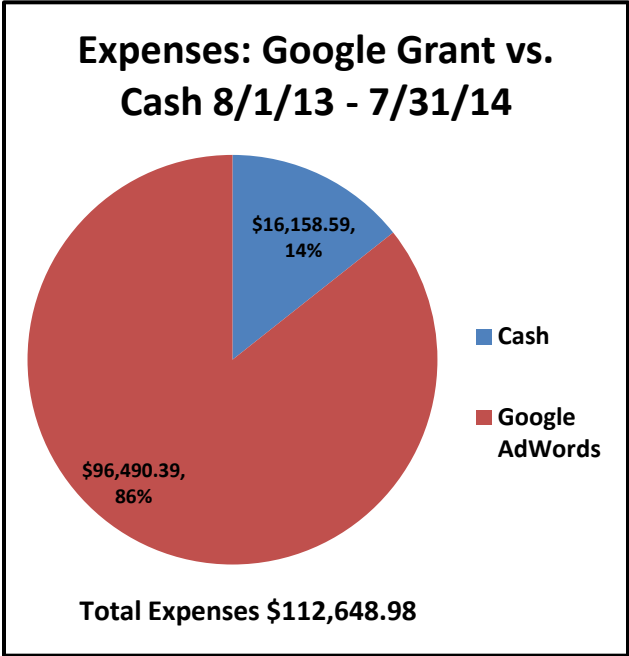
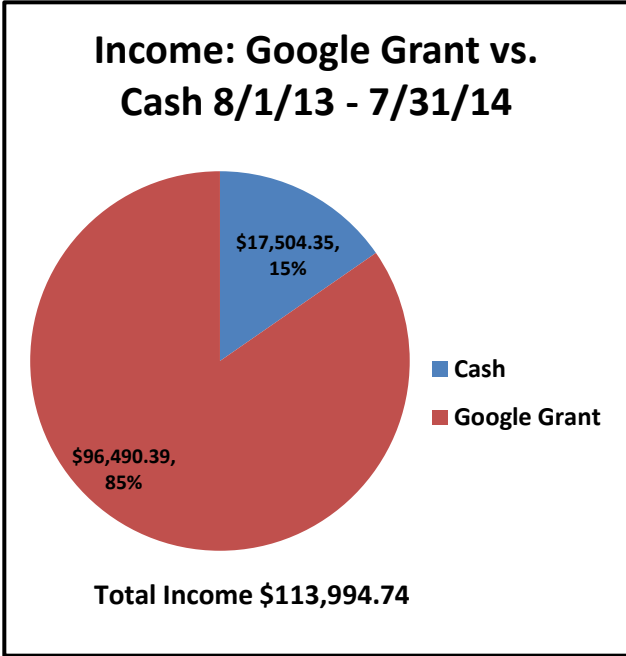
Full HAMS Financial Statement can be found here <http://www.hamsnetwork.org/13-14-financial.pdf>

HAMS 990 can be found here: <http://www.hamsnetwork.org/990-2013.pdf>

August 1, 2013 Assets	\$4,389.06
August 1, 2013 Liabilities	\$0.00
Revenues	\$113,994.74
Expenses	\$112,648.98
July 31, 2014 Assets	\$5,734.82
July 31, 2014 Liabilities	\$0.00

The Google Grant for the fiscal year consisted of an in-kind donation of \$96,490.39. Breakdowns of revenues and expenses are given in the following charts:

Revenues and Expenses



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.

HAMS Boards and Staff

The HAMS Executive Board

	Term Expires
Electra Weeks, Ph. D. - Board Chair	2/28/2017
Mary Ellen Barnes, Ph. D.	2/28/2019
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

HAMS Corporate Officers

Kenneth Anderson	Executive Director
Electra Weeks, Ph. D.	Secretary
Sheila Vakharia, Ph. D.	Treasurer

Online Volunteers

Morticia Addams
Tigress Erica
Oddnes
Diamondjibooli

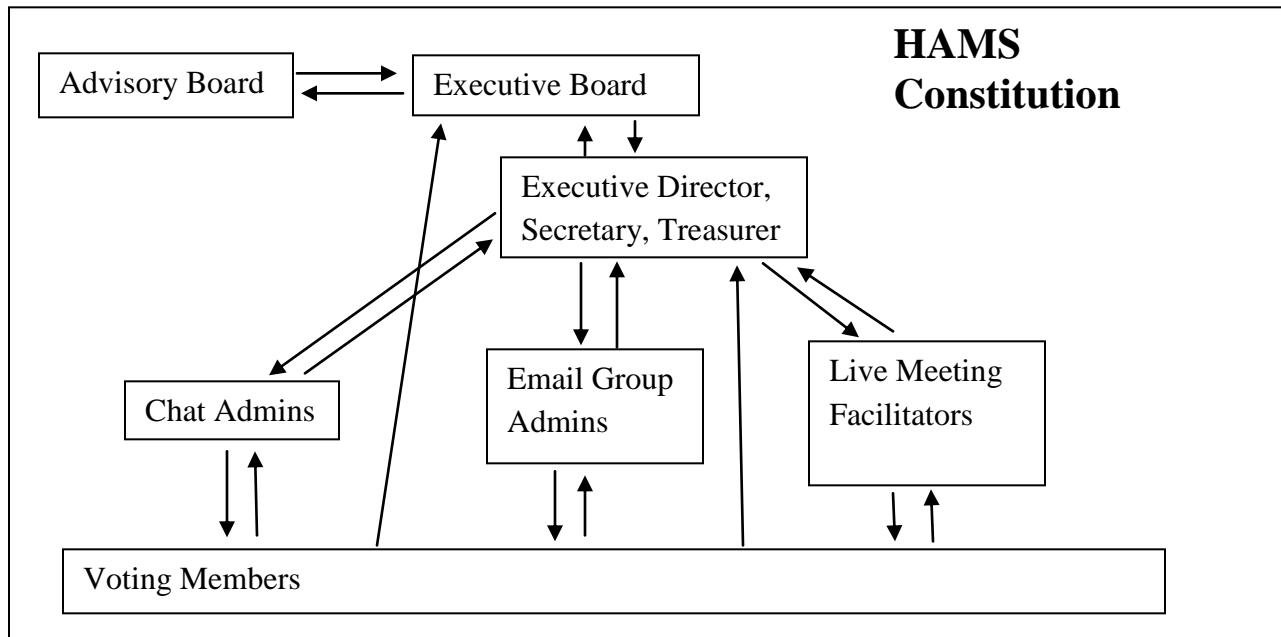
The Hams Board of Professional Advisers

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
Lance M. Dodes, M.D. Author of The Sober Truth
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.adamzmt.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



HAMS Timeline

September, 2003	Anderson begins working as online director for Moderation Management (MM).
January? 2004	Anderson visits MM headquarters in NYC, is introduced to the term "harm reduction," visits the Harm Reduction Coalition, and with the encouragement of MM pro tem director Alex Deluca, MD, begins developing and formalizing a harm reduction approach to alcohol
May, 2004	Anderson begins volunteering at Access Works needle exchange in Minneapolis in order to more firmly grasp the principles, ideals, and soul of harm reduction in order to apply them to alcohol. For the next several years Anderson develops alcohol harm reduction concepts in conjunction with numerous MM members via discussions online via the MM listserv and chatroom.
February, 2006	Anderson moves to NYC
???? 2006	Ana Kosok replaces James Cannon as ED of MM. Kosok is unfriendly to harm reduction based innovations
September 13, 2006	Anderson resigns as MM online director and with Kosok's approval creates the ModsAbsHR Yahoo group as an official MM subgroup. This group supports harm reduction, opposes censorship, and bans trolls. Early traffic is very heavy as many MM members leave the main MM listserv in order to escape censorship and trolls and to be supported in individually chosen harm reduction goals. ModsAbsHR soon starts referring to itself as HAMS--Harm reduction, Abstinence, and Moderation Support.
January 1, 2007	Original 14 elements of HAMS created by Anderson
January 15, 2007	HAMSHRN Yahoo group is created. This group is independent of MM. HAMS website is launched. This is the birth date of HAMS as an independent agency no longer functioning under the umbrella of MM. The ModsAbsHR Yahoo group continues to function as a subgroup of MM
January 15, 2007	HAMS website launched
January 28, 2007	HAMS chat room launched
March 21, 2007	ModsAbsHR constitution drafted
June 8, 2007	ModsAbsHR closes to new posts
August 21, 2007	HAMS is incorporated in the state of New York
August 21, 2007	First live HAMS meeting
September 28, 2007	HAMS constitution and corporate bylaws ratified by group members
November 15, 2007	HAMS receives 501 c 3 status from IRS
November 13-16, 2008	HAMS presents at the 7th National Harm Reduction Conference in Miami, FL
August 19, 2009	HAMS moves from 14 to 11 elements
March 5, 2010	HAMS adopts 17 elements because members hated the 11 element version

June 16, 2010	HAMS book 1st edition kindle eBook published
June 22, 2010	HAMS book 1st edition paperback published
October 5, 2010	HAMS book 2nd edition paperback published
November 5, 2010	HAMS book 2nd edition kindle eBook published
November 18-21, 2008	HAMS presents at the 8th National Harm Reduction Conference in Austin, TX
January 2011	First HAMS annual report is published. The rest is history

The following chart shows the posting history of the ModsAbsHR and HAMSHRN Yahoo groups. There was particularly heavy posting on ModsAbsHR from September 13, 2006 to October 31, 2006 due to the fact that 90% of posts left the MM listserv to avoid trolls and censorship and were posted on ModsAbsHR instead.

