

**CONTROL YOUR
ALCOHOL**



HAMS Annual Report 2015

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ALCOHOL**



**For the calendar year January 1, 2015 to December 31, 2015
The HAMS Harm Reduction Network, Inc.**

Dear Friends, Members, and Supporters,

This has been a great year for HAMS. We have completed our video series for the 17 elements on YouTube and have several video endorsements from addiction experts on YouTube as well. Our facebook support group has become extremely active, our email support group has doubled its activity, and we have launched an online forum as well. Book sales continue to be steady. 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 2015

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

1/6 HAMS in The SAGE Encyclopedia of Alcohol <http://knowledge.sagepub.com/view/the-sage-encyclopedia-of-alcohol-social-cultural-and-historical-perspectives/n243.xml>

1/7 HAMS on Cassiobury Court blog <http://www.cassioburycourt.com/article/40/moderation-management-vs-total-abstinence-an-alcoholics-dilemma>

1/13 HAMS Pro Talk article: Outcome of Alcoholism? Not 'Jails, Institutions or Death' <http://www.rehabs.com/pro-talk-articles/the-outcome-of-alcoholism-is-not-jails-institutions-or-death/>

2/3 HAMS Pro Talk article: Why Heroin is Not the New Marijuana <http://www.rehabs.com/pro-talk-articles/why-heroin-is-not-the-new-marijuana/>

2/17 Interview of HAMS founder Kenneth Anderson on the William White Papers <http://www.williamwhitepapers.com/pr/History%20of%20HAMS%20Ken%20Anderson%20Interview.pdf>

3/4 HAMS Pro Talk article: Ultimate Harm Reduction Guide to Drug Mixing <http://www.rehabs.com/pro-talk-articles/the-ultimate-harm-reduction-guide-to-drug-mixing/>

4/6 HAMS gets a shout out on WNYC, thanks Gabrielle Glaser! <http://www.wnyc.org/story/aa-everyone/>

4/10 HAMS Pro Talk article: Don't Blame Addicts for the Painkiller Overdose Epidemic <http://www.rehabs.com/pro-talk-articles/dont-blame-addicts-for-the-painkiller-overdose-epidemic/>

5/14 HAMS Pro Talk article: Death After Treatment for Heroin Dependence <http://www.rehabs.com/pro-talk-articles/death-after-treatment-for-heroin-dependence/>

5/28 HAMS gets a shout out from Jeannie Little in The Fix reprinted in in CHRT newsletter volume 13 issue 1 <http://www.thefix.com/content/under-harm-reduction-therapy-umbrella-part-1>

6/10 HAMS Pro Talk article: The Human Rights Model of Drug Use and Drug Problems
<http://www.rehabs.com/pro-talk-articles/the-human-rights-model-of-drug-use-and-drug-problems/>

6/23 HAMS on Experience Life <https://experiencelife.com/article/the-sipping-point/>

7/17 HAMS on Alcohol Problems and Solutions
<http://www.alcoholproblemsandsolutions.org/hams-harm-reduction-for-alcohol-and-drug-problems/>

7/21 HAMS Pro Talk article: How the Media Is Fueling the So-Called Opioid Overdose Epidemic <http://www.rehabs.com/pro-talk-articles/how-the-media-is-fueling-the-so-called-opioid-overdose-epidemic/>

8/2 HAMS on the Broken Brain Podcast <http://brokenbrain.libsyn.com/harm-reduction-addiction>

8/11 Stanton Peele talks about HAMS in The Fix <http://www.thefix.com/content/two-approaches-harm-reduction-goal-setting-and-meaning>

8/25 Drug Mixing Awareness facebook group created
<https://www.facebook.com/groups/drugmixing/>

8/26 Drug Mixing Awareness web site launched <http://drugmixing.org/>

8/28 HAMS Pro Talk article: How Many Kinds of Alcohol Dependence Are There?
<http://www.rehabs.com/pro-talk-articles/how-many-kinds-of-alcohol-dependence-are-there/>

8/31 HAMS in Vice.com <http://www.vice.com/read/how-not-to-die-of-an-overdose-831>

9/9 HAMS founder Kenneth Anderson discusses Marijuana Maintenance on BuzzFeed
<http://www.buzzfeed.com/katieherzog/how-i-smoked-my-way-sober#.xeGXKpbKN>

9/22 HAMS Pro Talk article: Who's in Favor of Addiction and Death?
<http://www.rehabs.com/pro-talk-articles/whos-in-favor-of-addiction-and-death/>

10/21 HAMS Pro Talk article: Ibogaine and Related Compounds: Safety and Effectiveness
<http://www.rehabs.com/pro-talk-articles/ibogaine-and-related-compounds-safety-and-effectiveness/>

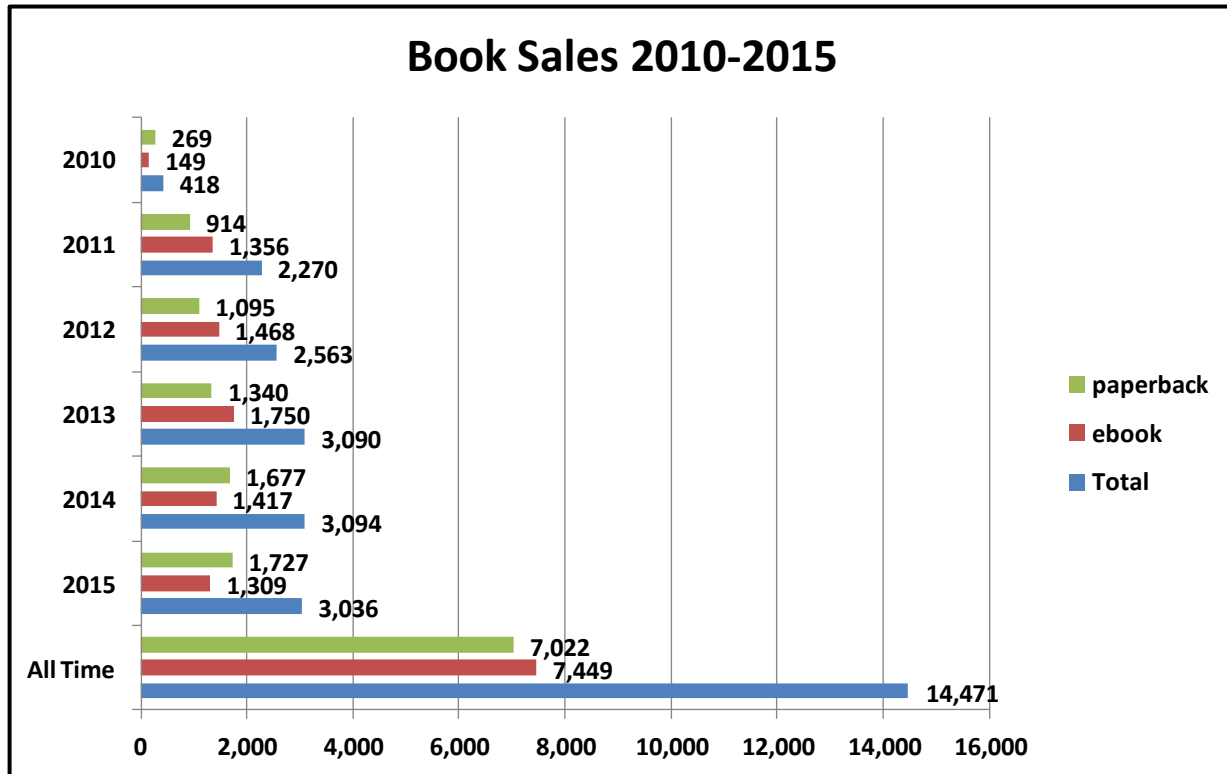
11/21 HAMS presentation at the Drug Policy Reform Conference
<http://www.hamsnetwork.org/dpa-2015/>

12/10 HAMS Pro Talk article: Heroin Hysteria: Media Misinformation and Responsible Reporting
<http://www.rehabs.com/pro-talk-articles/heroin-hysteria-media-misinformation-and-responsible-reporting/>

HAMS now has 21 corporate sponsors which are listed on our [home page](#) and an Advisory Board of 29 members listed on our [About](#) page and at the end of this report.

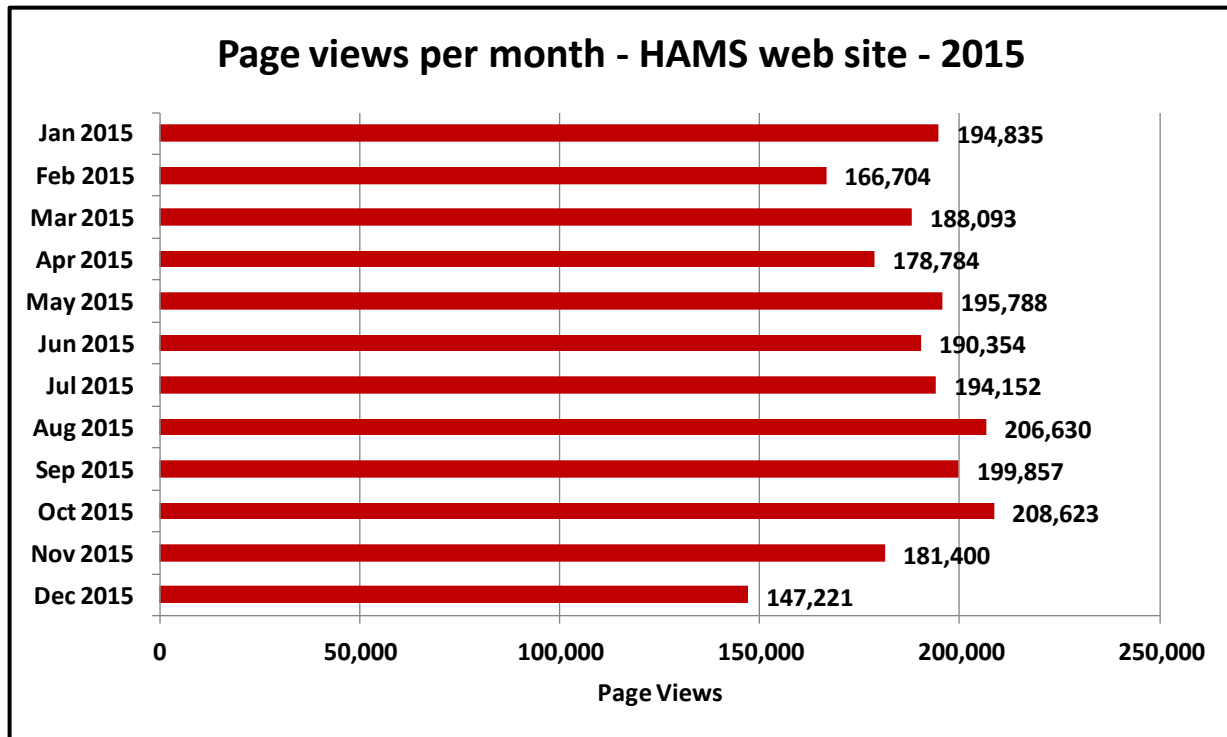
The HAMS Book

The following chart summarizes book sales from date of publication, June 22, 2010, to Dec 31, 2015.



HAMS Web Site

HAMS web site page views are given in the following figure:



In the calendar year of 2015 the HAMS web site had a total of 2,252,441 page views total, which averages out to 6171 page views per day.

Pages	Clicks	Impressions	CTR	Position
/taper/	13,422	192,525	6.97%	8.9
/metabolism/	4,695	102,461	4.58%	7.3
/blackouts/	4,295	47,053	9.13%	7
/odds/	3,423	21,410	15.99%	6.4
/brain_damage/	3,423	54,378	6.29%	9.5
/mods/	2,391	45,126	5.30%	8.7
/carbs/	2,341	70,440	3.32%	9.8
/wetbrain/	1,623	26,793	6.06%	7.7
/hangovercures/	1,616	39,058	4.14%	11.9
/spouses/how.pdf	1,521	15,846	9.60%	7.2

HAMS Top 10 Google Search Queries (Dec 1 - 31, 2015)				
Queries	Clicks	Impressions	CTR	Position
wet brain	559	8,887	6.29%	3.5
hams	440	15,546	2.83%	3.5
tapering off alcohol	346	942	36.73%	1
alcohol brain damage	329	1,685	19.53%	3.1
alcohol metabolism	235	5,115	4.59%	1.1
alcohol tolerance	229	4,622	4.95%	5
harm reduction alcohol	161	303	53.14%	2.1
how to detox from alcohol	159	2,547	6.24%	6.7
wetbrain	155	480	32.29%	1.2
weaning off alcohol	155	415	37.35%	1

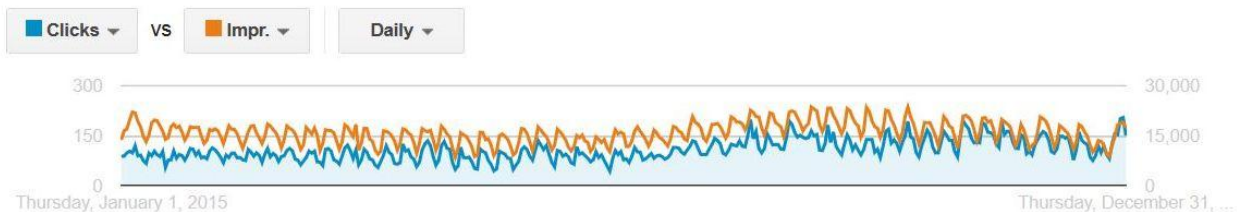
A drop in page rank for our "wet brain" page due to competing web pages seems to have resulted in some loss of site hits in November and December.

Google AdWords Grant

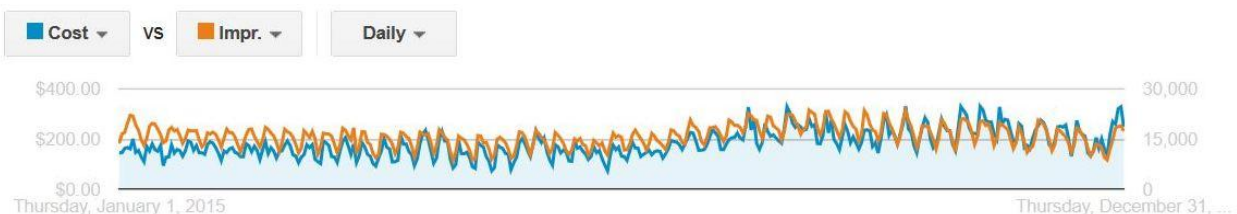
The Google AdWords Grant performed as follows

Google AdWords Grant 1/1/15 - 12/31/15				
Clicks	Impressions	CTR	CPC	Cost
39,237	5,792,958	0.68%	\$1.70	\$66,627.82

The following graph shows AdWord performance throughout the year.



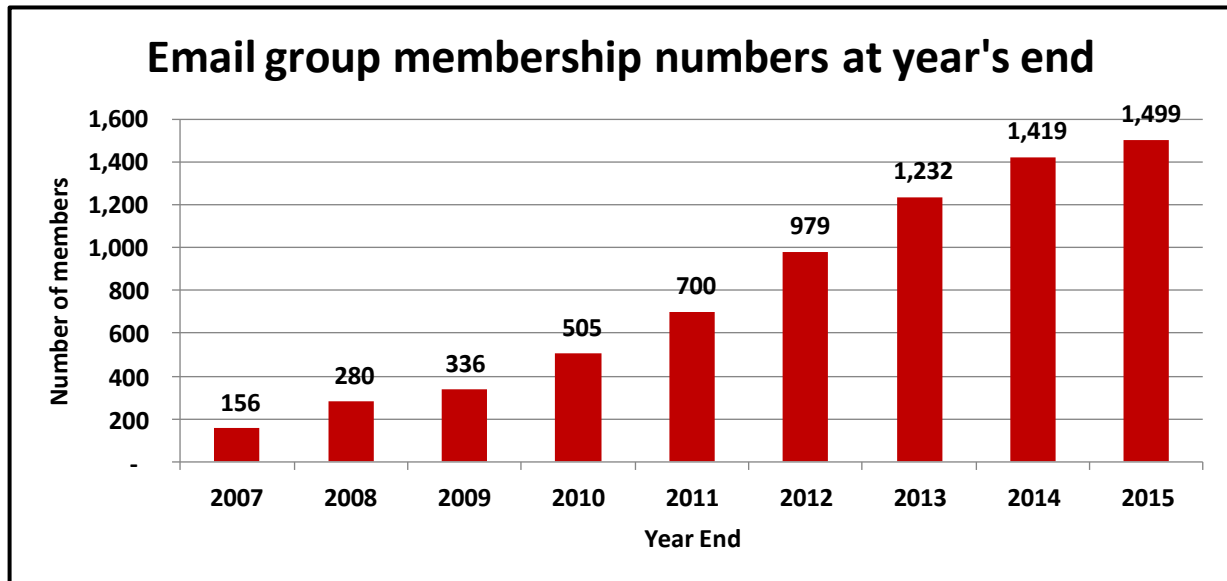
The previous graph shows clicks vs. impressions; the following graph shows cost vs. impressions. There has been a considerable increase in clicks starting the second half of the year.



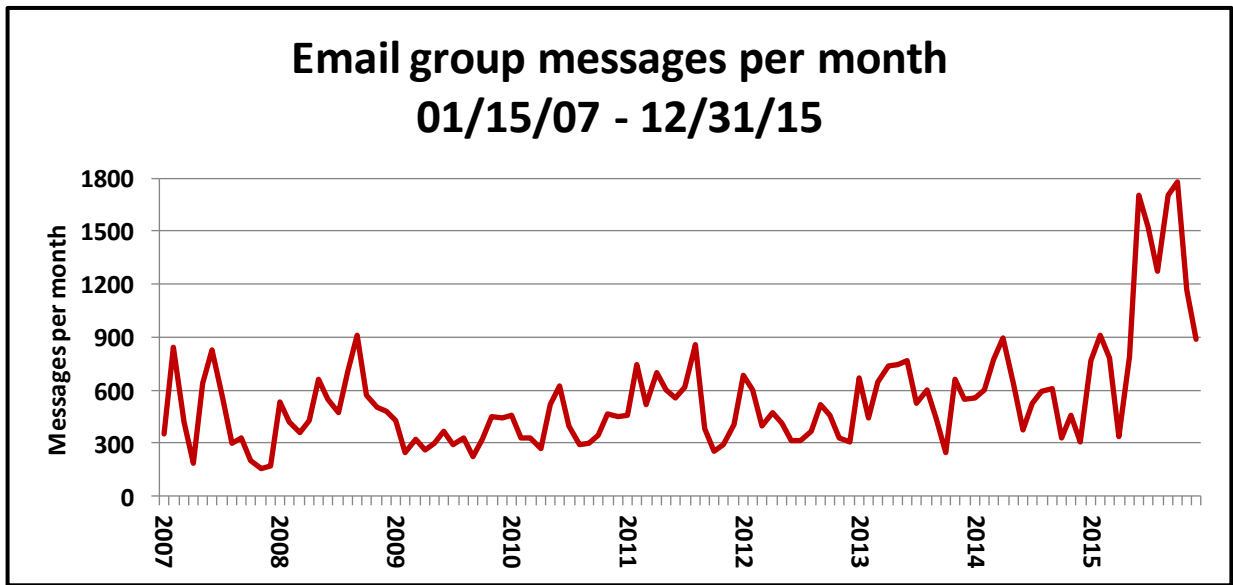
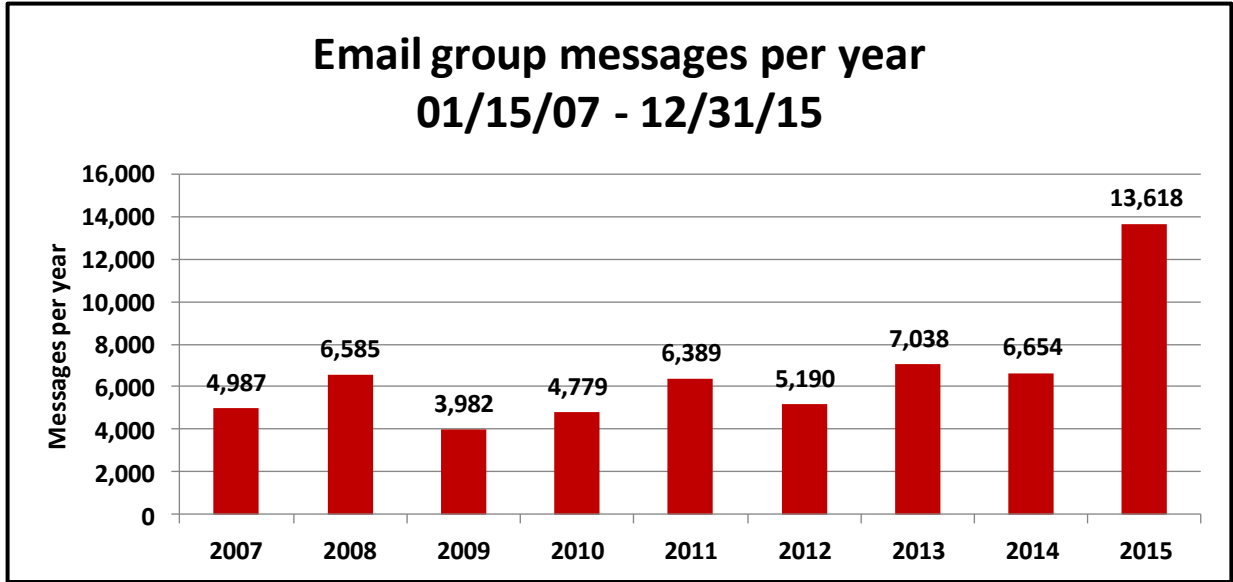
HAMS Support Groups

Email Group

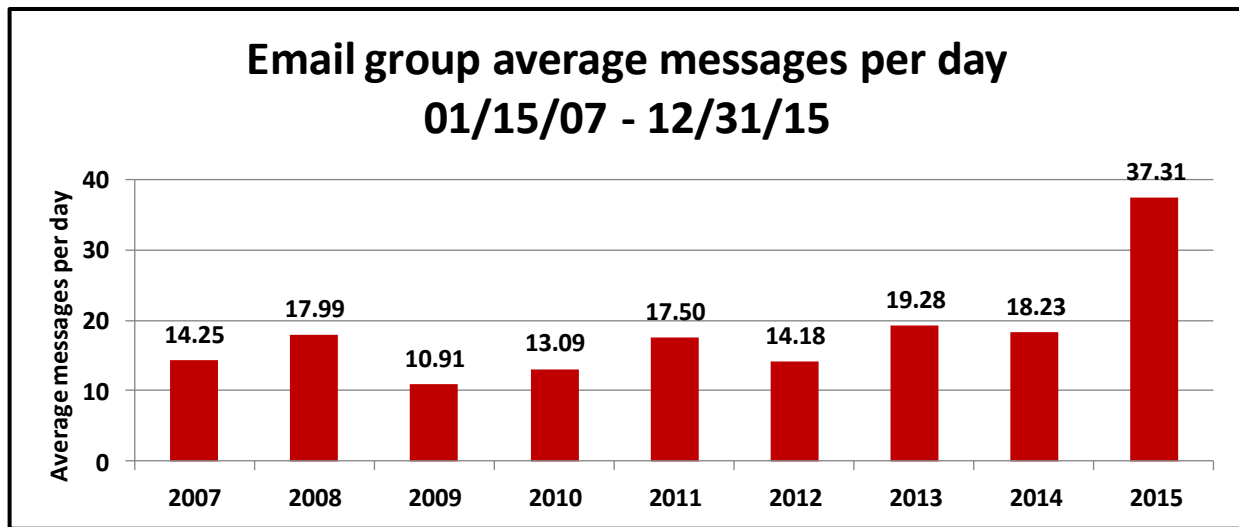
The HAMSHRN Yahoo group had 1,499 members as of 12/31/15. The following chart shows membership growth from the groups founding in 2007 to the present. Numbers for 2007, 2008, and 2009 were obtained using the wayback machine. Membership growth has slowed, probably due to loss of popularity of Yahoo as a site. For this reason we added a forum this year and also saw huge growth on facebook.



A total of 59,222 emails were sent on the email group between its founding on 01/15/2007 and 12/31/2015. Despite the slow growth in membership, email activity has more than doubled on the Yahoo group since 2014. The following two charts show emails per year and per month:

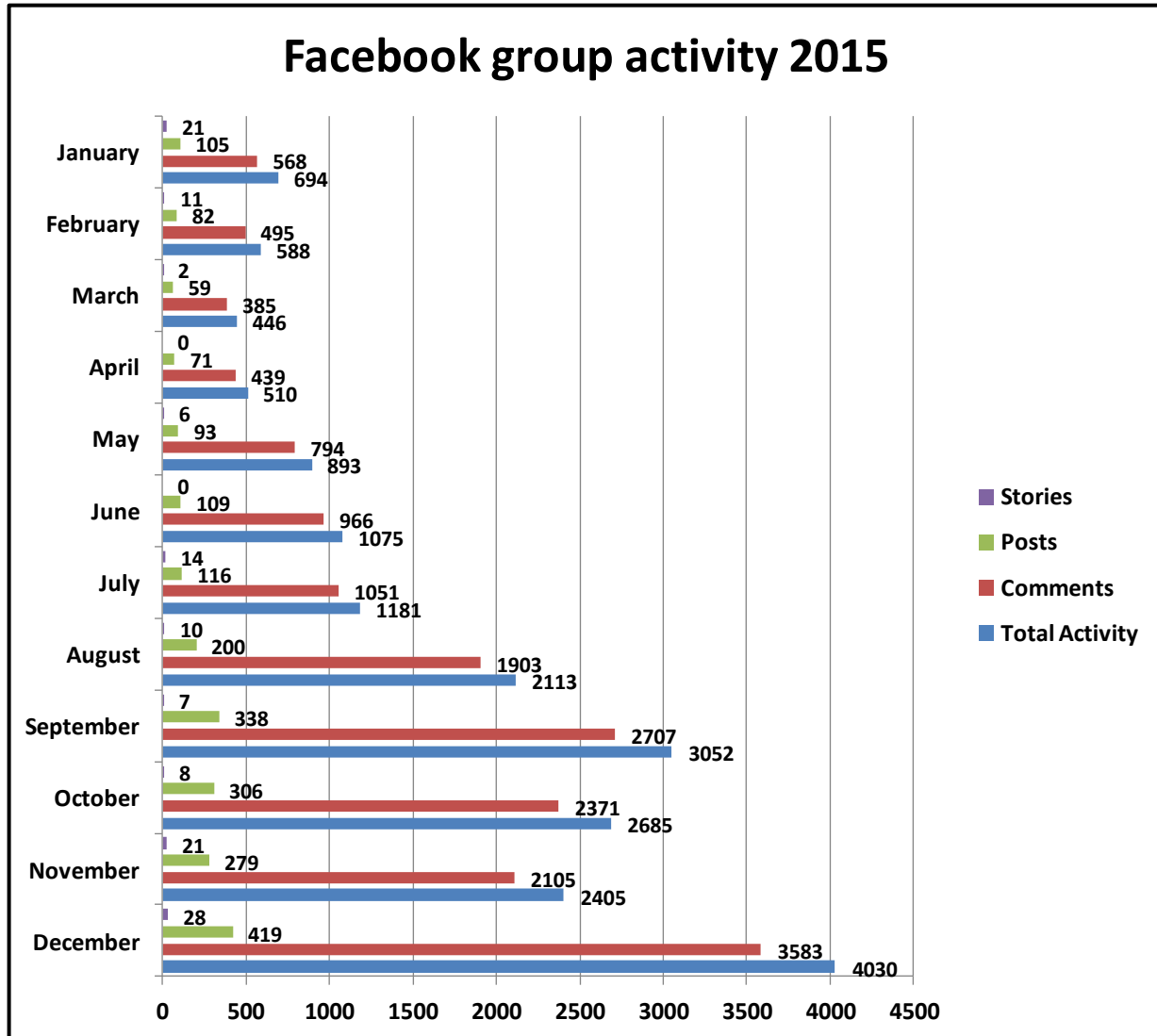


The following chart shows the average number of messages sent per day for each year of the group's existence.



HAMS Facebook Group

The privacy settings of the HAMS facebook group were changed from open to closed on September 10, 2014; subsequent to this, group activity began to increase as members began using it as an online support group. Total group activity increased 481% between January 1, 2015 and December 31, 2015. Total activity is defined as the sum of stories, posts, and comments. Membership in the facebook group also more than doubled between January 1, 2015 and December 31, 2015, going from 727 members to 1,474 members. Change in activity is given in the following chart:



HAMS Forum

The HAMS online forum was launched May 25, 2015, in response to slowed membership growth of the Yahoo group. As of December 31, 2015 there were 608 members and 2,698 posts. The forum URL is: <http://hams.vbulletin.net/>

HAMS Chat

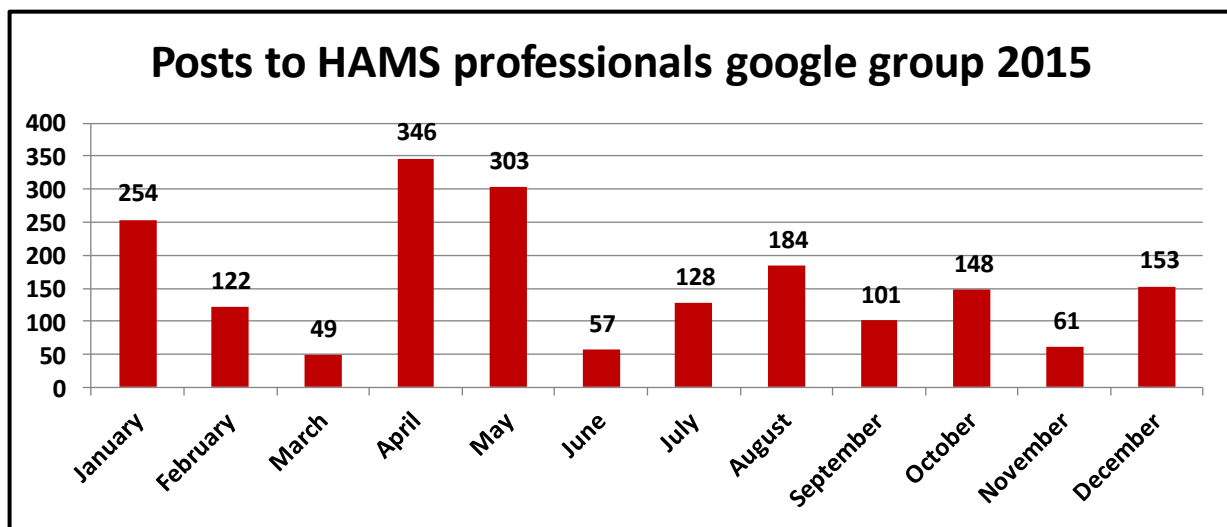
Chat room activity has been slow in recent months. We are considering finding new chat room software which will be smart phone compatible.

Live Meetings

HAMS currently has live meetings in Brooklyn, NY, Reynoldsburg, OH, Temecula, CA, Evanston, IL, and Nottinghamshire, UK. 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, 2015 this group has 135 members. There were 1,906 posts in 2015; this is broken down monthly in the following chart. The URL is <https://groups.google.com/forum/#!forum/hamspro>



HAMS Social Media

HAMS Social Media as of 12/31/2015		
HAMS Facebook Page	2,791 likes	facebook.com/alcohol.harm.reduction
HAMS Facebook Group	1,474 members	https://www.facebook.com/groups/harmreduction
Twitter	1,656 Followers; 1,373 tweets	@harm_reduction
LinkedIn Profile	2,455 Connections	linkedin.com/in/harmreduction
LinkedIn Group	3,287 Members	http://www.linkedin.com/groups/Addiction-Treatment-Professionals-Harm-Reduction-4237958
Meetup	168 Members	meetup.com/harmreduction
YouTube Channel	112,299 views; 203 subscribers	youtube.com/porkchoptze
Psychology Today Blog	91,355 views	psychologytoday.com/blog/overcoming-addiction

HAMS Internet Radio Show

The HAMS podcast, [Addiction Treatments That Work](#), has had 184 episodes, 325,338 downloads, and 71,847 profile views between its premiere, March 3, 2011, and December 31, 2015.

Goals for the Coming Year

A 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/14-15-financial.pdf>

HAMS 990 can be found here: <http://www.hamsnetwork.org/990-2014.pdf>

August 1, 2014 Assets	\$5,734.82
August 1, 2014 Liabilities	\$0.00
Revenues	\$72,221.57
Expenses	\$67,865.72
July 31, 2015 Assets	\$10,090.67
July 31, 2015 Liabilities	\$0.00

The Google Grant for the fiscal year consisted of an in-kind donation of \$52,777.67.

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
Erica Hart	2/28/2020
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

Tigress Erica

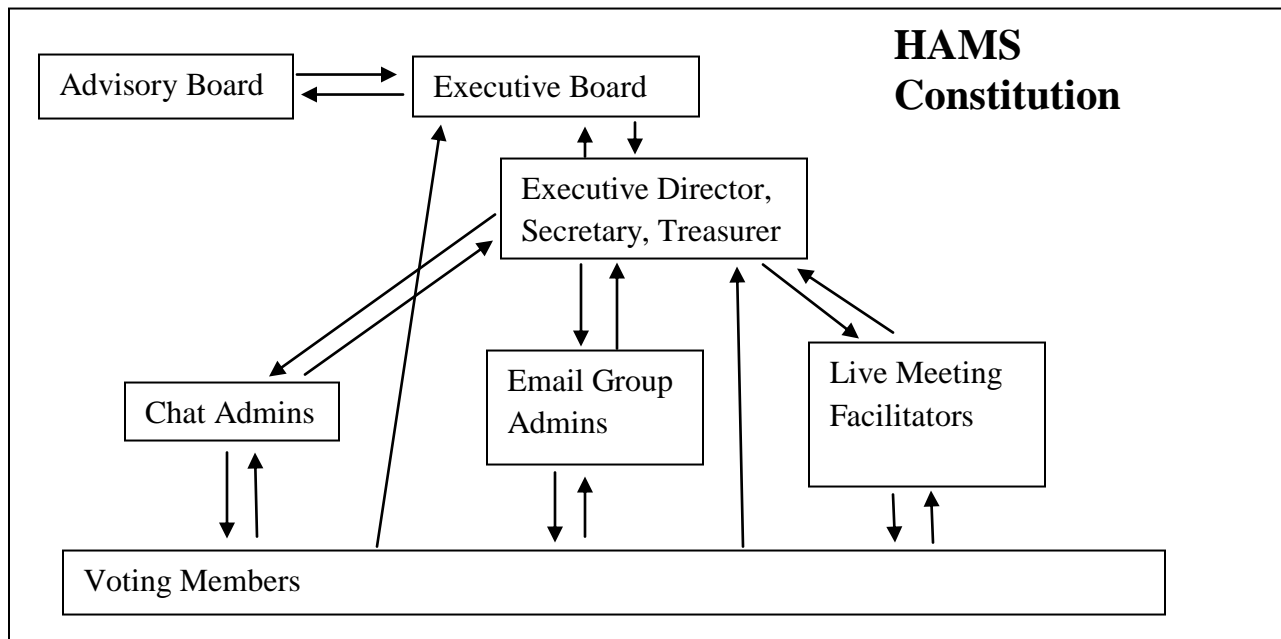
The Hams Board of Professional Advisers

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
Carl Hart, Ph. D. Associate Professor of Psychology at Columbia
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



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.

