



We Are Still Open!

Impact Report
2020-21



Scottish Families Affected by Alcohol and Drugs is a national charity which supports anyone concerned about someone else's alcohol or drug use in Scotland. We give information and advice to many people and help them with confidence, communication, general wellbeing, and we link them into local support. We also help people recognise and understand the importance of looking after themselves.

'Being able to chat with you online is the best thing I have found. It's been great to vent my frustration around mum's drinking when she is in the house and she has no idea that I am getting help to manage this. I appreciate the offer of ongoing support and I will consider that but I want to read through the information you have given me and I will come back to you if I need that further help...thanks for allowing me to come back to chat whenever, that support is invaluable.'

– Family Member, Helpline

'Sometimes during Covid, I felt really alone. I felt like my friends had drifted away and my family was falling apart. I wasn't speaking to mum, and dad had a new girlfriend and was using again. But then you would send a text asking how I was or turn up with a bag of nice stuff and it made me feel so much better. I remembered that I had someone on my side, thinking about me. It makes me want to do a job like yours when I'm older because I know the difference it can make.'

– Young Person, Routes

'Thank you so much for the fast delivery of my Naloxone kit, your chat, training and ongoing support makes me more equipped to help anybody that I should find. Having witnessed multiple overdoses on the streets and not being able to do something is heart breaking. I'm now equipped to save a life; you have given me that opportunity and I thank you.'

– Naloxone Click and Deliver Service

'The support that you offer families really is lifechanging. I have referred family members to your service and I am supporting their loved one. Having spoken to a mum a number of times when she has been in with her son for his appointment she says her life has completely changed with your support. I can see a huge difference. She looks well, she is happier and has a spring in her step. I don't know what we would do without your ongoing help.'

– Professional

Looking Back and Looking Forward, Reflections on 2020-21

Justina Murray, CEO

As the CEO of Scottish Families, you would expect me to have a pretty good handle on everything we are doing. But even I am left speechless (and that is unusual in itself) looking through the big, long list of everything #TeamSFAD delivered over 2020-21.

In any normal year, this would look like a busy programme of work, packed full of highlights (always hard to pick), and with lots of new developments. Reflecting that we have delivered all of this during a global pandemic, which has caused significant additional harm and distress to the families we support, is quite simply mind-blowing.

Of course, all CEOs like to shout about their charity's achievements, and the incredible contribution of their teams, but this year I am shouting louder than ever and I am proud to do so. I know that over the past year, families affected by substance use and their loved ones, have really struggled to access many services which are supposed to provide lifeline, essential and crisis support. This is a pattern which we have seen in all corners of Scotland, and over a sustained period of time – well beyond an understandable period of immediate contingency planning and response. We hope lessons have been learned to ensure this does not happen again.

Our [COVID Insights Report](#) is the place to go to read a detailed report on our emergency response; to gain insight into the challenging experiences of family members and staff; and to understand the trends we saw throughout the year. Throughout 2020-21, families affected by alcohol and drugs have faced greater risk and harm due to an increase in substance use, substance use being more likely to happen in the home (and when family members are also at home), and the removal of many of the things which help family members cope (such as getting out to work or learning, meeting family and friends, going to the gym or to classes, and so on).

One of the things which I am pleased to say stayed the same in families' lives over the year was our response. From Day One of lockdown, our services continued to be fully available. Our national services (Helpline, one to one Telehealth support, and Bereavement Support) continued as usual, while our local family support groups immediately moved online (and we made sure everyone was able to connect, including providing digital devices and support). We introduced a whole range of creative and engaging activities and events to keep people connected and supported, including doorstep deliveries of anything and everything people would need to take part (our now infamous 'Stay in the Hoose' packs) – from craft materials to ingredients and cooking utensils, to yoga mats and books). This programme is ongoing, and we are hugely grateful to all those funders who have helped us deliver this support.

"We are still open!" has been our rallying cry throughout the year (hence the name for this year's Impact Report). Hearing how family members have felt we have been there for them through this hardest of years has been humbling and pleasing in equal measure. I am tempted to get this family member quote, ***"Still an absolutely amazing service. Covid has not changed this"***, plastered onto a tee-shirt (or at least a mug).

I have to note huge thanks to my team for this achievement. I am always mindful that they have delivered this incredible COVID response whilst also juggling home working, home schooling, caring responsibilities, community response efforts, months of COVID restrictions and endlessly cancelled and rearranged plans, and the same concerns as everyone else has had around the wellbeing of their own families and friends.

It has been a year of goodbyes, to our longstanding Families and Communities Manager, John, and his colleague Ash (Connecting Families Development Officer) who have both moved on to new opportunities elsewhere. But it has also been a year full of hellos, with Callum, Laurie Lee, Daryl, Nicole, Lena, Gillian, Eve, Alison, Tich, Debra, Sarah O, Clare M and Rebecca M joining our merry band since our last Impact Report. By the middle of July we will have doubled our staff team in the space of twelve months as we respond to both growing demand and emerging issues for families affected by substance use.

It is fantastic to see our local support services now reaching into South Lanarkshire (in partnership with peer-led My Support Day), and Inverclyde, with Fife coming on stream shortly. We have also been able to expand our Helpline, Forth Valley, Connecting Families, and Routes young persons' teams, as well as introducing new, intensive Holding On support for family members whose loved ones are at high risk of drug-related death (thanks to funding from the national Drug Death Task Force).

The arrival of a new Minister for Drugs Policy, Angela Constance, in December 2020 came alongside a significant £250 million investment budget, and a renewed government-wide focus on improving support for families across all policy areas. This means that in 2021-22 we have a real and immediate opportunity to transform outcomes for children, young people and adults harmed by substance use. We are seizing this opportunity with both hands, and want this to be the year when we see at last a significant, strategic and sustained investment in family support across Scotland, and we have no more hidden families.



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- Justina Murray, CEO

Biggest achievements of 2020/21:



- When the pandemic was announced in March 2020, our team acted fast and all of our services were online within a day. Through lockdown **we delivered 2,108 #StayInTheHoose wellbeing packs** to young people and adult family members full of goodies and things to do in the house. We also provided **57 digital devices** that benefitted **193** wider family members so that families could access support and stay connected.
- We also delivered additional counselling support for family members to cope with the pressures of lockdown. To 31 March 2021, **47** people have been referred to Covid counselling, and a total of 291 hours of counselling were delivered.
- We launched our online **Naloxone 'Click and Deliver'** service in May 2020 with the support of Scottish Drugs Forum. Our service has been amazingly successful and we distributed **348** kits in 2020/21 with 129 kits to family members, 48 to people at risk of overdose and 158 to service workers.
- We welcomed our new South Lanarkshire service **All In The Family** in August 2020. Working in partnership with My Support Day, the service is based in The Beacons and empowers family members across South Lanarkshire to access one-to-one support, group support and learning and development.
- We launched our new strategy for **2020-2023 'Change Will Come'** in August 2020. Our strategy identifies 12 Key Changes we want to achieve over the next three years, as well as developing and improving our existing services. We also featured our new strategy in our online AGM and celebration webinar in November.
- We launched our new **Inverclyde Family Support Service** in November 2020 delivering one-to-one support, group support, and learning and development opportunities to family members in the local area.
- We also launched our new project **Holding On** (originally named Families as Lifesavers) in February 2021. The project works with family members who are deeply concerned about their loved one's substance use with a particular focus around drugs. The project is funded by the Drug Deaths Taskforce and delivers a bespoke package of intensive support for the family, depending on their specific situation.

Our 2020 - 2021 Highlights:



We moved all our services online within a day when lockdown was announced in Scotland in March 2020, including setting up virtual family support groups and online activity programmes, and issuing digital devices and support where needed.



We published our [Behind the Numbers Findings Report and Catch-Up conversation](#) films in May 2020. These summarised our campaign to date, and identified Five Key Recommendations for Change for treatment and care providers, based on our findings.



We sang our way through May 2020 with the first song from our virtual choir [#VoicesTogether](#), and reunited again in August and December.



Our [Alcohol Shorts](#) podcast was launched, exploring the issue of alcohol use during the pandemic with family members and partner organisations. We recorded 11 episodes through the year.



We launched our [Connect, Communicate, Learn and Thrive Festival](#) in the summer to connect communities across Scotland, delivering 11 different online activities for families. We reached 27 out of 32 local authority areas, and 54% of participants had never previously taken part in a Scottish Families event.



We launched our research project Rewriting the Media in collaboration with Scottish Recovery Consortium in August 2020. Our report '[Insert Standard Stigmatising Headline and Image Here](#)' includes six recommendations for journalists and editors when reporting on addiction and recovery issues.

Our 2020 - 2021 Highlights:



Our [Family Recovery College](#) moved online and delivered the course 'Understanding Substance Use and Holding Onto Hope' to 21 students in November, supporting family members to build knowledge, skills and confidence to support themselves and their loved ones.

CHANGE WILL COME

We hosted our 'Change Will Come' AGM event online and celebrated our work through Covid-19 in November 2020, hearing directly from our Routes young people and All In The Family team.



We launched our new animation '[Love Makes You Family](#)' in November 2020 with an online event along with a discussion pack for future events. This celebrates families from all walks of life, and promotes a broad and inclusive definition of family.

LOCKDOWN AND BEYOND A COVID Insights Report

December 2020



We launched our [Covid Insights report 'Lockdown and Beyond'](#) in December 2020, to show what 'Stay at Home' really meant for families harmed by substance use. This was featured on BBC's 'The Nine' programme, including a family member sharing her story.



#CRAFTDAFT

We moved our [Community Reinforcement and Family Training \(CRAFT\) course](#) online in January 2021 and now run a monthly course with facilitator and trainer George Charlton.

Reporting of Substance



We worked in partnership with Adfam and Scottish Recovery Consortium to launch 'Reporting of Substance' – a new project looking to develop UK-wide media guidelines around reporting on alcohol, drugs and families in March 2021. This builds on our previous [Rewriting the Media](#) report.

2,931 more people were supported by Scottish Families' services in 2020/21 as well as those we are already supporting



National Support Services:



Helpline

- **2,359** contacts, including:
 - **1,021** family members
 - **732** people who use alcohol and/or drugs
 - **606** professionals/other
- **66%** increase in demand for our Helpline
- **75%** of all Helpline contacts are now non voice based (e.g. webchat, email)
- **582** hours of volunteering delivered

Bereavement Support

- **110** new referrals to the service
- We paid for **466** hours of bereavement counselling
- **75** referrals for drug-related bereavement, **27** for alcohol-related bereavement and **8** for both drugs and alcohol-related bereavement

One to One Telehealth

- **153** new referrals to the service
- New fortnightly support group, weekly CRAFT group and young person's group
 - **790** one to one Telehealth sessions delivered, including **133** Brief Interventions

Holding On

- **11** new referrals to the service (went live December 2020)
 - **66** one to one sessions delivered
 - New weekly support group

Local Support Services:



All of our local support services moved online and hosted many groups through the year. People were invited to attend online groups with guest speakers, attend baking and cooking classes, writing and reading groups, connecting and learning groups, and even yoga and Pilates!

We have included the figures for the 'active caseload' in March 2021. This is the number of people the service supports through one to one sessions and groups each month.

Forth Valley

- **111** new referrals to the service
- Active caseload of **145** family members
- **438** one to one sessions delivered

East Dunbartonshire

- **37** new referrals to the service
- Active caseload of **98** family members
- **431** one to one sessions delivered

Aberdeenshire

- **44** new referrals to the service
- Active caseload of **45** family members
- **378** one to one sessions delivered

Inverclyde

- New service beginning November 2020
 - **30** new referrals to the service
- Active caseload of **30** family members
- **256** one to one sessions delivered

South Lanarkshire 'All In The Family'

- New service beginning August 2020 with My Support Day
 - **48** new referrals to the service
 - Active caseload of **42** family members
 - **202** one to one sessions delivered



Routes

- **28** new referrals to the service
- Active caseload of **62** young people
- **1,314** one to one sessions delivered
- **382** hours of delivering support group activities



Our Other Work:



Learning and Development

- **735** individuals and workforce attended learning and development sessions
- Including Family Inclusive Practice and Family Rights in East Lothian, Drug-Related Deaths: The Family Perspective Webinar, online CRAFT Training with George Charlton, Bereaved Through Substance Use in the Scottish Borders, Highlands and North Lanarkshire, Police Scotland Bereavement Training in Edinburgh, and many more!

Communications

- **872** new Twitter followers
- **738** new Facebook followers
- **462** new Instagram followers
- **71, 023** visitors to our website with **153,833** page views
 - **261** new subscribers to the mailing list
 - **75** media enquiries
- **43** media mentions including BBC's The Nine Programme, The Herald, STV Scotland Tonight, Evening Telegraph, BBC News, STV News, Radio News Hub, Radio Clyde, Greenock Telegraph, The National, The Times, The Ferret, The Scotsman and much more!

Fundraising

- **£403,435** overall fundraising income
- **£371,946** Trust and Strategic Income
- **£31,489** Other Income including Community and Events

In 2020 we were called upon to do more than ever to support families. We doubled our fundraising efforts to meet this new demand raising **£403,434** (£200,325 in 2019/20).

We are sincerely grateful to the trusts, businesses and people in our communities who helped us continue provide an amazing service for families during an unprecedented time.

Communities and Connecting Families:

We engaged with **1,400** individuals across our Community work in 2020/21



Communities

- **456** people engaged with our Communities programme
- Including South Ayrshire Youth Learning Events where we shared the findings of our study carried out in 2019. The Highland FARI (Families are Recognised and Included) Project – building a better understanding of the needs of families living with substance use and the supports that are currently available in the Highlands. And the Alcohol Action Group which was set up to influence and see change in the presence/role that alcohol plays in daily life in Scotland to reduce alcohol harms in our communities.

Connecting Families

- **944** people engaged with our Connecting Families Programme
- Including the launch of the Kinder Stronger Better campaign in June 2020, and our online Connect, Communicate, Learn, and Thrive (CCLT) festival which reached over **150** people from across Scotland
- We started our Leaders Network in October 2020 and have **21** active members
 - **21** students engaged in the online Family Recovery College
- **6** awards made from the Family Recovery Initiative Fund, valued at **£8,985**

'I would highly recommend the course to anyone. I learned a lot of helpful information and it made me think about things in a different way. Before the course I felt very alone and judged and wasn't feeling very hopeful about the future but this has changed now and I'm taking one day at a time.'

– Family Recovery College Student

'I found an opportunity to have a second chance at life. That I was here to help me and that I was worth loving.'

– Family Recovery College Student

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