

### **Report from the Chair of the ADSTV Foundation**

The past year has been an important one for the Foundation. Since our formation, we have been working on key policies and procedures to manage the priorities for the Foundation. Our purpose is to support the agency in every way. We have a strong board that is not only energetic and committed to the work of ADSTV, but also committed to a priority project. We have decided on a primary focus for our education campaign called the *Possible Campaign*. This information campaign has been created to educate the public about stigma related to addiction. We all know that stigma exists and keeps people silent about their need for assistance, or the fact that they may have had an addiction issue in the past. Stigma can keep people away from the treatment they need.

The Possible Campaign has been designed in cooperation with Red Rhino. They have assisted us in the development of a powerful message, sharing stories from real people in videos, photos, and written form, and utilizing beautiful graphics and a logo. If you have not had an opportunity to hear about the Possible Campaign, please check it out at [www.its-possible.ca](http://www.its-possible.ca).

We are very committed to seeing this campaign become national, but first we will start with Ontario! We feel the messages are strong and that the addiction field lacks a clear and coherent message about the fact that change is possible, and that people make important changes in their lives every day when it comes to gaming, gambling, and substance abuse. The ADSTV Foundation will host the second annual "Stage for Change" in 2013-14 and we look forward to seeing you there.

Remember to like us on Facebook, buy our song on the Possible website, and follow us on Twitter @itspossibleca. Share the message that Change is **Possible!** Please consider making a donation to the Possible Campaign to keep these positive messages flowing.

Respectfully submitted by

Michael Blewett  
Chair of ADSTV Foundation