



# **Box Now**

ACCELERATING THE START OF  
THE RECOVERY JOURNEY

## **“Box”:**

Formula 1 slang

**noun:** the drivers’ servicing area in the pit lane

**verb:** make a pit stop

// *Box* this lap. *Box* now.

# Our Focus

- Alcohol Use Disorder exacts a huge toll on society
- Recovery can be profound and long-lasting
- Yet most people with AUD<sup>1</sup> never get treatment
- Those who do often delay for years due to stigma and denial
- The result is preventable and significant lost time in recovery for individuals and their families
- *Box Now* is singularly focused on ***accelerating the start of the recovery journey***

# The Heavy Toll of Alcohol Use Disorder

- 14 million U.S. adults have Alcohol Use Disorder (6% overall; 8% of men and 4% of women)<sup>1</sup>
- An estimated 88,000 people die from alcohol-related causes annually
- Alcohol-related causes are the 3<sup>rd</sup> leading cause of death in the U.S., behind tobacco and poor diet/inactivity
- Excessive alcohol use shortens the lives of those who die from it by an average of 30 years<sup>2</sup>
- Excessive drinking is responsible for 1 in 10 deaths among working-age adults<sup>2</sup>
- Alcohol misuse costs the U.S. roughly \$250 billion annually

**Yet only 8% of adults with AUD in the past year received treatment**

Source: NIH, National Institute on Alcohol Abuse and Alcoholism;  
<https://www.niaaa.nih.gov/publications/brochures-and-fact-sheets/alcohol-facts-and-statistics>

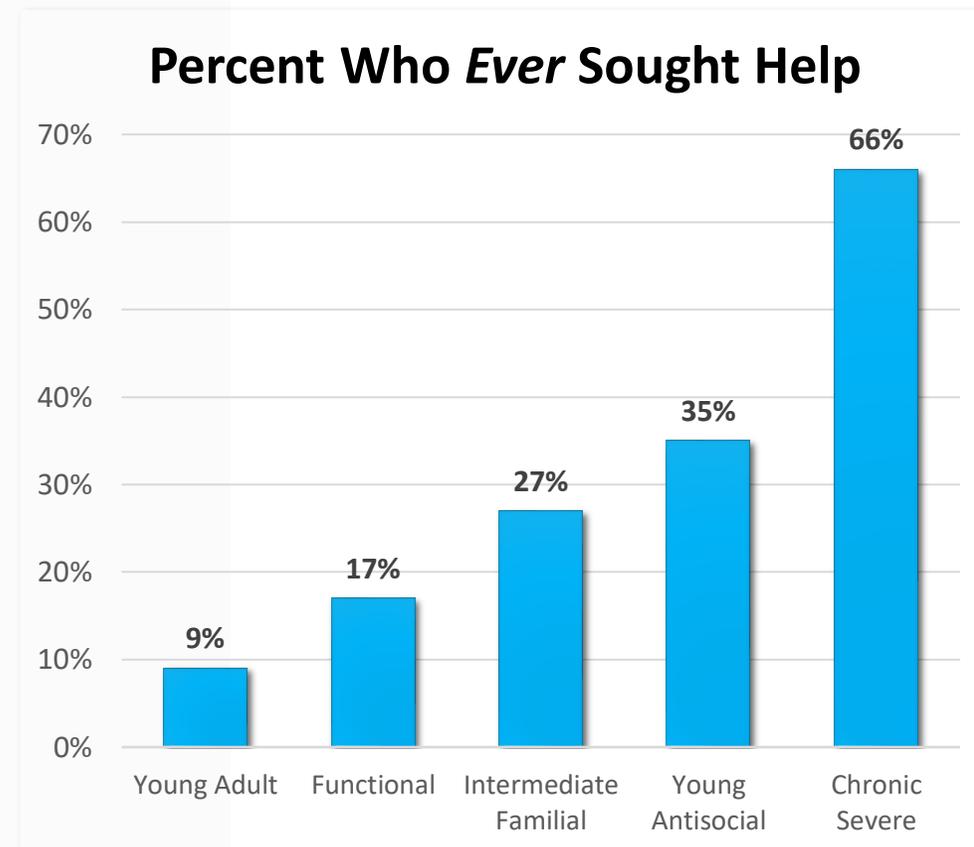
1. Other sources put the prevalence of AUD at 13% overall in the U.S. (17% for men and 9% for women);  
<https://jamanetwork.com/journals/jamapsychiatry/fullarticle/2647079>
2. Centers for Disease Control and Prevention; <https://www.cdc.gov/alcohol/fact-sheets/alcohol-use.htm>



# Segmentation for Deeper Understanding

## Five Categories of People with AUD

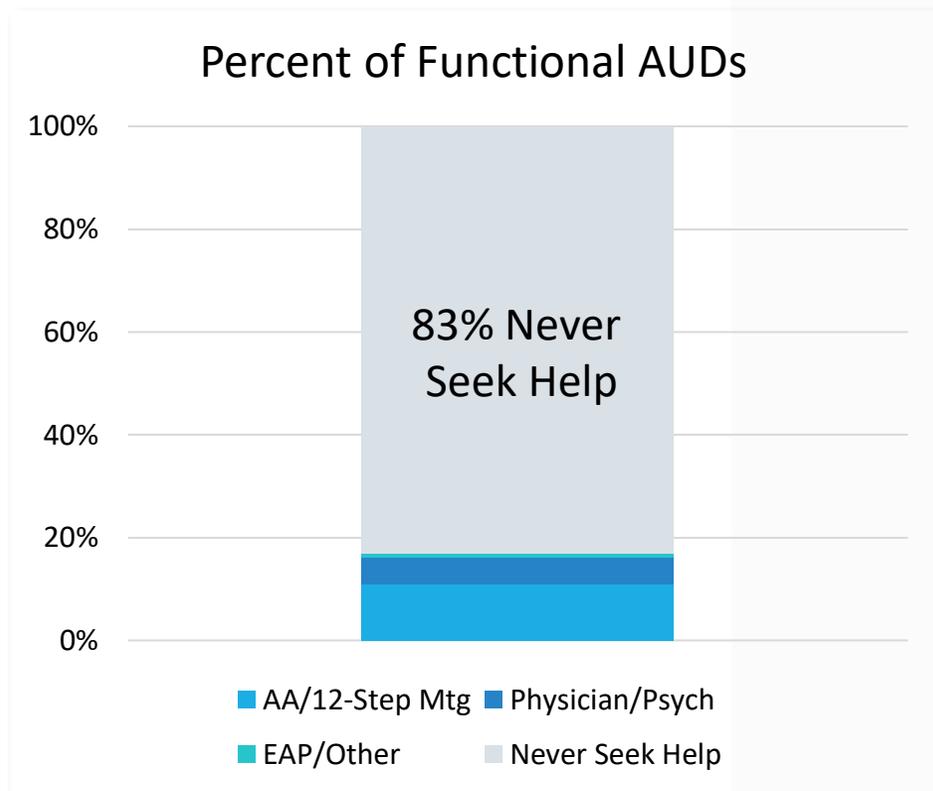
<p><b>Young Adult</b> 32% of people with AUD</p>	<p>Experience compulsive behaviors around 20 years old. Have fewer occasions during and average week in which they drink, but tend to binge drink on those occasions.</p>
<p><b>Functional</b> 19% of people with AUD</p>	<p>Have higher income, more education and stable relationships compared to other adults struggling with AUD. Tend to binge drink, on average, every other day.</p>
<p><b>Intermediate Familial</b> 19% of people with AUD</p>	<p>About half have close family members who abused alcohol. In response to family stress, these individuals typically began drinking around age 17.</p>
<p><b>Young Antisocial</b> 21% of people with AUD</p>	<p>Defined by having antisocial personality disorder, leading them to begin drinking in adolescence, around age 15 on average.</p>
<p><b>Chronic Severe</b> 09% of people with AUD</p>	<p>Most of the individuals in this group are male, with a high divorce rate and a high likelihood of polydrug misuse.</p>



Sources: The National Survey on Drug Use and Health for 2015; Subtypes of Alcohol Dependence in a Nationally Representative Sample; Howard B. Moss, Chiung M. Chen, and Hsiao-ye Yi, NIH, Drug Alcohol Dependency 2007 December 1; 91(2-3): 149-158.

1

# The Vast Majority of People with AUD Never Seek Help



## Perceived Barriers to Treatment

- “I should be strong enough to handle it alone” (42%)
- “Problem will get better by itself” (33%)
- “Not serious enough” to seek treatment (21%)
- “Too embarrassed to discuss it with anyone” (19%)

Sources: Subtypes of Alcohol Dependence in a Nationally Representative Sample; Howard B. Moss, Chiung M. Chen, and Hsiao-ye Yi, NIH, Drug Alcohol Dependency 2007 December 1; 91(2-3): 149–158; DHHS, Perceived Barriers to Treatment for Alcohol Problems: A Latent Class Analysis, Megan S. Schuler, Johns Hopkins University Bloomberg School of Public Health, Department of Mental Health, Baltimore, Savitha Puttaiah, Ramin Mojtabai, Rosa M. Crum

# The Impact of Stigma

- Stigma is defined as a “mark of shame or discredit”<sup>1</sup>; stems from *behavioral symptoms* of AUD
- The combination of personal shame and public stigma create huge barriers to proper diagnosis and treatment; the largest AUD recovery organization in the world by far is “anonymous”
- AUD is often seen as a moral failing or a character flaw, in the same category as being a gang member, being homeless or having a criminal record<sup>2</sup>
- The American Medical Association defines AUD as a “primary, chronic disease”<sup>3</sup>
- We can all help reduce the stigma around AUD
  - Celebrate recovery and the 1 in 10 adults who have overcome a problem with drugs or alcohol<sup>4</sup>
  - Strengthen education for healthcare professionals about AUD, treatment and recovery
  - Use stigma-reducing language (alcoholic → “person with AUD”, relapse → “recurrence”, etc.)

1. Merriam-Webster

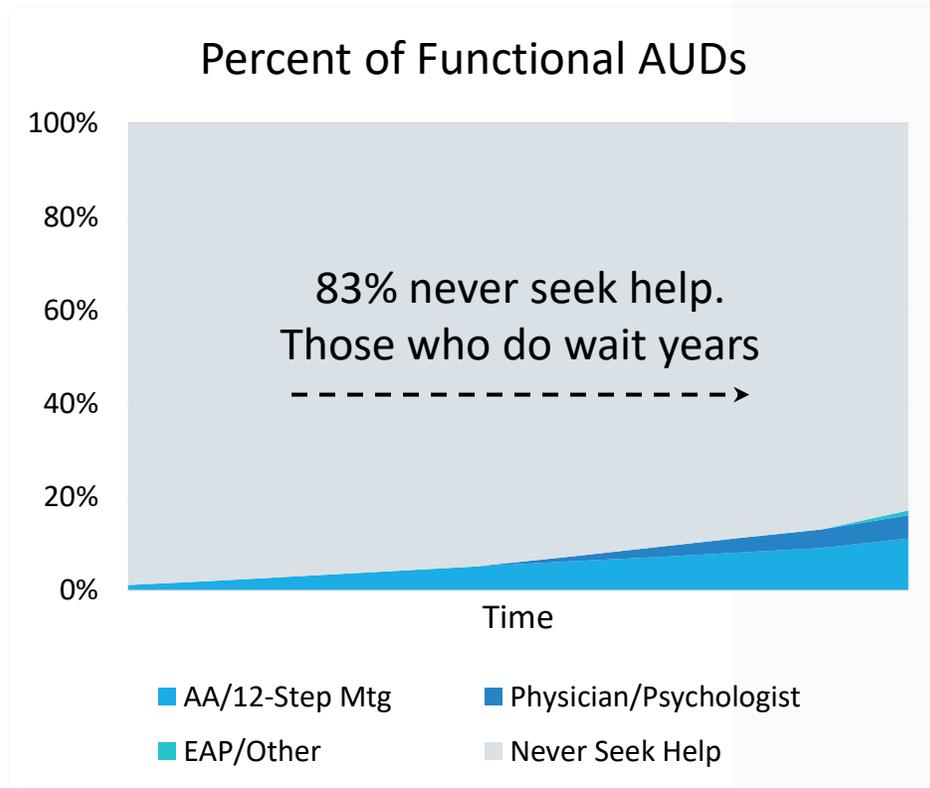
2. *The Burden of Stigma on Health and Wellbeing: A Taxonomy of Concealment, Course, Disruptiveness, Aesthetics, Origin, and Peril across 93 Stigmas*; John E. Pachankis, Mark L. Hatzenbuehler, Katie Wang, Charles L. Burton, Forrest W. Crawford, Jo C. Phelan, and Bruce G. Link; December 2017; <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5837924/>

3. *Journal of the American Medical Association*, August 1992; <https://jamanetwork.com/journals/jama/article-abstract/399449>

4. American Addiction Centers; <https://americanaddictioncenters.org/rehab-guide/addiction-statistics>



# The Vast Majority of People with AUD Never Seek Help And Those Who Do Often Delay – For Years



Illustrative model based on Box Now estimates

## Impact of Delayed Treatment

- Spouse / partner
- Children
- Other family
- Job / career
- Physical / mental health

**The vast majority of AUDs who sought treatment wish they had started earlier<sup>1</sup>**

1. Based on Box Now observation

# The Path of Addiction: Well Known and Predictable But So Is The Path Of Recovery



The Hairpin Curve in Monaco, one of the most famous corners in F1 and the slowest corner on the calendar. It is so tight that many F1 teams must redesign their steering and suspension specifically to negotiate it.

*Just like recovery requires a redesign.*

**Box Now** aspires to help bend the curve toward recovery sooner

# How We Help

Our overriding message is that treatment is a pit-stop on the road to best-ever living. The only thing is, you have to actually pit the car. Box now.

## One-on-One Conversations

### *Driver-Driver Consults*

Free, confidential one-on-one conversations with people in recovery to share experiences, lessons-learned and perspectives.

## Group Discussion / Presentation

### *Drivers' Meetings*

Reach and possibly motivate the surprising number of people in any given group who have AUD but will likely not seek treatment otherwise.

## Corporate / Organization Strategy

### *Pre-Race Strategy*

*Pro bono* consulting services to support efforts to address addiction and AUD challenges and opportunities in your organization.



# Core Messages

## Things Many People in Recovery Wish We Had Known Earlier

- Alcohol Use Disorder is a common, recognized chronic *disease*; not moral failing or character flaw
- Diagnosis is not difficult at its core (do you drink when you say you won't; deny or hide it when you do, etc.)<sup>1</sup>
- Seeking treatment is a pit-stop to get back out with even better performance; not admitting failure or weakness
- Having AUD is not the issue; having AUD and *not managing* it is
- People in recovery are all around us
  - Famous people (New headlines appear regularly)
  - Local people (Roughly 10,000 people in the Raleigh-Durham area are in recovery from AUD)<sup>2</sup>
- People in recovery often rebound higher
  - Often lead happier, more meaningful lives than the general population<sup>3</sup>; even have lower overall healthcare costs than average<sup>4</sup>
  - Further, recurrence rates of AUD decrease significantly with more time in recovery, making recovery “stick”<sup>5</sup>
- The only thing is, you have to pit the car. **Box now.**

1. WebMD, <https://www.webmd.com/mental-health/addiction/high-functioning-alcoholic#1>

2. Assumes the ratio of AA members per capita at the US-level applied to the Raleigh-Durham-Chapel Hill Combined Statistical Census Area (population 2.24M in 2018)

3. Dr. David Sack, CMO, Elements Behavioral Health <https://blogs.psychcentral.com/addiction-recovery/2012/02/are-recovering-addicts-happier/>

4. Journal of Occupational and Environmental Medicine <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5671784/>

5. Recovery Village, <https://www.therecoveryvillage.com/alcohol-abuse/related-topics/alcohol-relapse-statistics/>

# Logo

**Box Now**

## Meaning

“Box”:

Formula 1 slang

*noun*: the drivers’ servicing area in the pit lane

*verb*: make a pit stop, as in “box this lap...box now”

## Design

- Invokes Formula 1 bold red and black colors
- The underline design is meant to evoke the effect of a pit-stop on lap speeds:
  - As tires degrade, lap speed decreases
  - During the pit lap, average pace takes a significant dip
  - When the car returns to the track, generally average lap speed increases on the fresh tires
- Often, quality of life and general fulfillment for people with AUD follow a similar trajectory before, during and after treatment