

ABOUT US RESEARCH PATIENT CARE MEDICAL EDUCATION LEADERSHIP PERSPECTIVE MAKING AN IMPACT FACULTY NOTES

The making of a model program

This spring the John W. Pope Foundation announced a remarkable \$10 million gift to UNC-Chapel Hill as part of the new Campaign for Carolina to support a combination of core areas where Carolina excels—a gift which generously includes the UNC Horizons Program in the Department of Obstetrics and Gynecology.

The Pope gift earmarks \$250,000 that will allow UNC Horizons to conduct a follow-up study with up to 125 women and their children enrolled in the program and collect the kind of quantitative data needed to see what works best for women in recovery. Advisory Council member and donor Mark Daley matched that \$250,000 to amplify the study's reach. (See 'The gift of research')

UNC Horizons has been treating new and expecting mothers with substance use disorders, while keeping the mother-child dyad intact, since 1994. Founded by UNC OB-GYN McAllister Distinguished Professor of Obstetrics and Gynecology Dr. John Thorp, UNC Horizons began with two employees. The program has grown to 80 dedicated employees, including Dr. Hendrée Jones, professor of obstetrics and gynecology and internationally known expert on substance use disorder and pregnancy.

"This generous gift will provide the needed systematic outcome and cost effectiveness data to unlock the potential for the Horizons model to help women and children in North Carolina and across the country," said Dr. Hendrée Jones, UNC Horizons executive director and professor of obstetrics and gynecology.

UNC Horizons provides both outpatient and residential treatment services to pregnant and parenting women with substance use disorders. In 2017-18 the program provided services to 233 women, with over 50% pregnant when they came into the program.

Dr. Hendrée Jones, far left, listens as Art Pope announces his family's historic gift.



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We've seen over two decades that UNC Horizons' treatment model for mothers with substance use disorders works. Now, they will have the data they need to help heal women all over the world.



233

women treated this year



75

children received services in residential program



27

of NC's 100 counties represented



70%

of clients employed at graduation



95%

of graduates had stable or positive Child Protective Services outcomes



51

babies born to women in our program



65

children served in our onsite, licensed 5-star child development center

The data collected as part of the study will not only be purposeful for foundations, institutions and other potential funders who may be interested in investing in the success of UNC Horizons, but it will also be useful for state policy makers and other substance use disorder treatment programs interested in replicating the UNC Horizons trauma-responsive model. UNC Horizons aims to show state and national entities the economic benefits of their program, with savings related to avoiding incarceration and reducing involvement with Child Protective Services for families in the program.

Joyce L. Pope is a board member of the Pope Foundation, as well as a member of the UNC Horizons Advisory Council, and spoke at the event of her family's desire to give toward programs that make a difference.

"The challenges ahead of us, on all fronts, will only be solved by those who understand how interconnected we all are," she said. "The Campaign for Carolina is investing in our future. We hope that other families and individuals will join us in insuring that our tomorrow remains bright."

The gift of research

In the 15 years that Mark Daley has been engaged with the UNC Horizons Program as an ambassador, donor and volunteer, he's seen the lives of women and their children change right before his eyes. With trauma-responsive care that addresses the painful life experiences that often precede substance use, UNC Horizons provides women who enter the program with an opportunity to wholly heal and lead the lives they deserve.

Mark Daley knew that UNC Horizons worked, but as a business leader, he also knew that potential supporters of the program would need hard data on its outcomes. Daley knew one more thing: he'd found a new way to make an impact.

This year Daley and his wife Lisa made a substantial gift to UNC Horizons that complements the \$250,000 gift from the Pope Foundation. He said UNC Horizons' innovative nature and desire to continually evaluate their processes is symbolic of a world-class program that deserves to grow.

"Early on, I was struck how by how integrated and holistic the program is, and it was clear that is a big reason in why they are so successful. Other programs deal with issues of addiction in isolation, and UNC Horizons has proven the efficacy of healing the whole person, which includes the previous trauma that so frequently precedes substance use," he said. "By keeping a client's children with her, the entire family can heal."

Of particular interest to Daley and his family is the collection of data to measure the importance of responding to women's spiritual needs while they are in treatment, and what role their spiritual lives play in recovery. For this research, UNC Horizons will collaborate with UNC's Kenan Distinguished Professor of Psychology and Neuroscience Barbara Fredrickson, whose research on human emotions has added scientific weight to the power of positive thinking.



Right to left: Mark and Lisa Daley, two of the Daley's three daughters Kate and Becca, and Daley's parents Mark (Jr.) and Susan Daley.

"Other scientific research has shown that what is going on with a client spiritually – how they view God or a higher power or their own belief system – is tied to mental and emotional health. Horizons' work to heal the whole person touches on this, but we're interested in finding out through Frederickson's work how this truly impacts someone therapeutically." Daley said an objective, data-driven approach will produce results that can inform better treatment protocols all over the world.

"What we learn from this study will have a huge ripple effect. We have enormous public and private resources that are spent on ineffective treatment programs or incarceration. These programs mean well, but we want them to learn from our success," he said. "In order for women and families to heal, here in North Carolina and around the world, UNC Horizons needs to fine tune what it already does well so that we can reach more women and children, and so we can change the trajectory of their lives."



To give to the UNC Horizons Program, contact **Jodie Gisser**, Director of Development—Women's Health, at **919-843-9898** or **jodie_gisser@med.unc.edu**.