

Raising awareness of prenatal alcohol exposure and supporting those affected by fetal alcohol spectrum disorders (FASD).















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Dear Community,

Alcohol is the most detrimental of all substances a developing fetus can be exposed to prenatally – more damaging than opioids, heroin, crack/cocaine, meth or cannabis. Prenatal alcohol exposure (PAE) causes fetal alcohol spectrum disorders (FASD), impacting up to 1 in 20 children in the United States. People with an FASD typically require life-long assistance, may be at higher risk for difficulty in school, involvement in the justice system, homelessness, substance use, inconsistent employment and mental health challenges. This has implications for every major system in the country – legal, justice, educational, health, human services, housing and employment. We're working relentlessly to ensure families impacted by an FASD have access to timely diagnosis, community support and specialized care. Why? Because every child deserves the opportunity to reach their full potential. For nearly 30 years, we've been raising awareness about FASD, providing education to professionals to build an FASD-informed workforce, training clinicians how to diagnose FASD and advocating at the legislature for funding and policy change to improve the lives of people living with an FASD.

Proof Alliance is creating a community, for this generation and the generations to come, where people with an FASD are identified, supported and valued so they can thrive and grow into their full potential. With your continued support, over time we can reduce incidence rates of FASD. And for those living with an FASD, together, we can improve health care utilization, cost of care, educational attainment, employment and lifetime wellbeing. With your support, every child with an FASD will have the opportunity to reach their potential and babies will be born without prenatal exposure to alcohol.

With gratitude,

— Mollie O'Brien

United Nations Sustainable Development Goals addressed by Proof Alliance:







Proof Alliance's 2023 Estimated Social Return on Investment (SROI)

\$1 → \$55.70

This impact value map shows the total expenditures of Proof Alliance in 2023, and the benefits estimated from that investment. For every \$1 dollar spent to deliver the Proof Alliance programs, there is an estimated social return of \$55.70. This value is being realized through increased lifetime earnings, reduced substance use disorders, improved mental health, improved social-emotional skills, and avoided cases of FASD.

Increased support to those at risk of prenatal alcohol exposure (PAE)

Increased prenatal screening by health care provider for risk of PAE

Reduced risk of PAE for people served by Proof Alliance grantees

Person who avoided an FASD \$95,506,200

Healthcare System

\$66,169,900

Additional Tax Revenue \$27,408,500

Person living with an FASD \$22,613,000

Social Service System \$16,505,400

Justice System \$6,863,700

Families/Caregivers \$5,271,800

Society \$359,300

Increased public awareness of FASD

Reduced risk of PAE from media campaign

Reduced PAE risk from Our Children are Sacred program

Increased knowledge of, support to, and identification of FASD

Reduced risk of substance use disorder
Increased high school graduation
Reduced risk of arrest and incarceration
Improved social-emotional skills
Improved understanding of appropriate management

Proof Alliance 2023 Total Expenditures

Estimated SROI

Estimated Return on Investment in 2023

\$4,323,939

\$1 → \$55.70

\$240,805,120

InvestmentThe dollar value used to generate impact

ImpactsThe value realized as a result of the investment

Stakeholder Value

The total benefits shared by stakeholders

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Intro SROI Overview Theory o

Theory of Change

Impact Metrics

\$112,020,200

\$77,533,000

\$51,144,500

Stories

Theory of Change

To prevent prenatal alcohol exposure and to support all impacted by FASD throughout Minnesota and beyond by bringing awareness, research, trainings and direct services to those affected by an FASD and the systems they interact with most.

Logic Model

Inputs	Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-Term Outcomes	Impact
 Proof Alliance staff Volunteers Contracted services Program expenses Development expenses Training and conferences Expenses Management and general Development expenses Proof Alliance rentals 	Prevention Ambassador and grant programs Prenatal screening best practices Professional Training and Education E-Campus Proof Alliance Certified Trainers Health Systems Practice Change Physician screening training Diagnostic training Our Children Are Sacred Native Reach app Community awareness initiatives Care and Support	Prevention Ambassador and grant programs Prenatal screening best practices Professional Training and Education E-Campus Proof Alliance Certified Trainers Health Systems Practice Change Physician screening training Diagnostic training Our Children Are Sacred Native Reach app Community awareness Prevention Trainings on preventing FASD # of people reached through events and media campaigns Professional Training and Education Support and resource navigation # of people with children reached Health Systems Practice Change # of patients screened # of health care practitioners reached	↑ Knowledge and Awareness of FASD Program: ↑ Awareness in the medical sector ↑ Access to trainings ↑ Knowledge and skills of FASD across sectors Progra ↓ Increased screening for FASD and PAE risk ↑ Provider skills, knowledge, and confidence ↑ Educational and health resources Progra Progra ↑ Complications during pregnancy ↑ Educational and health resources ↑ Knowledge and awareness of FASD ↑ Support in Native communities for FASD ↑ Connection to others affected by FASD	Intermediate Outcomes Program: Prevention ↓ Prenatal Alcohol Exposure Professional Trainings and Education ↑ Behavioral skills ↑ Practice change across sectors/across systems ↑ Skills to attend to a person with an FASD m: Health Systems Practice Change ↓ Reduced risk of PAE ↑ Practice changes in clinics ↑ Screening for PAE and FASD ↑ Increased diagnosis of FASD Ogram: Our Children Are Sacred ↑ Skills to support a pregnant person ↑ Sense of Community ↑ Screening for PAE and FASD Program: Care and Support	PAE risk ↓ Incidence of FASD ↑ FASD informed systems ↓ FASD symptoms ↑ Independence and employment ↓ Risk of FASD ↓ Incorrect treatments from misdiagnosis ↓ Incidence of PAE ↑ Early diagnosis ↓ Risk of an prenatal alcohol exposure ↓ Incidence of PAE and FASD ↑ Quality of life	 People with FASD are identified, supported, and valued Healthier society Improved quality of life of the families Productive population Prenatal alcohol exposures are prevented Decreased health
• Funders		↑ Connection to supportive resources ↑ Access to information, knowledge, and support ↑ Resource navigation and access to services ↑ Social-connectedness ↑ Parenting and life skills ↑ Sense of community ↑ Independence and self-efficacy	↑ Sense of community ↑ Educational attainment and employment Outcomes to Society	↑ Quality of day to day life ↑ Independence and income for caregivers and those with an FASD ↑ Reduced out of home placements ↑ Successful foster permanence ↑ Quality of life	Decreased health care utilization and cost	
			↑ Mental health and well-being ↑ Access to therapeutic information	 ↓ Justice system engagement ↓ Substance use disorders 	↓ Increased productivity↓ Early mortality	

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Intro SROI Overview Theory of Change Impact Metrics Stories

Key Performance Indicators (KPIs)

Scale KPIs

- # of people reached in childbearing years via media campaigns, events, grantees, etc.
- # of patients newly screened and potentially diagnosed with an FASD
- # of youth
- # of caregivers
- # of health care professionals trained on PAE screening
- # of pregnant people served
- # of support group participants each year disaggregated by youth, caregivers, etc.

Quality KPIs

- % of caregivers reporting improved mental health
- % of caregivers reporting youth with FASD have improved behavioral regulation
- % of health care professionals screening more youth for FASD and pregnant people for PAE risk
- % of diagnostic clinic patients that are newly diagnosed
- % of people who report changing drinking behavior while pregnant

Proof Alliance's Five Dimensions of Impact

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		WHAT: Proof Alliance is a nonprofit working to prevent instances of prenatal alcohol
(expo	sure and support those already affected by FASD. This leads to social and economic
i	impa	cts including improved lifetime well-being, educational attainment, employment and
ı	reduc	ced justice system involvement, special education, and health care utilization/costs.

WHO: Individuals affected and/or individuals who may become affected by FASD. This includes youth and adults with FASD, pregnant or may become pregnant persons, and the various systems those people engage with - health, social services, education, legal, private sector, etc. Minnesota has been the historical geography of focus although Proof Alliance continues to expand throughout the U.S.

HOW MUCH: Thousands of people reached via trainings, hundreds of families/caregivers supported, millions of people reached via awareness programs every year.

CONTRIBUTION: Proof Alliance is a one of a kind organization focused on FASD and PAE. FASD is estimated to affect 1 in 20 youth in the U.S. with implications for every major system in the country - legal, justice, educational, health, human services, employment, etc. There is a tremendous need for awareness, prevention, treatment, and support and without Proof Alliance, there are no other organizations ready to take up the reins to help address this need.

IMPACT RISK MITIGATION: Proof Alliance works to engage as many stakeholder groups as possible to create a systems level shift. Proof Alliance also acknowledges the great capacity needed to effectively serve and prevent FASD, and works to train industry professionals to help reach more people than Proof Alliance would otherwise be able to reach on their own.

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IMPACT MANAGEMENT PROJECT

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Intro SROI Overview Theory of Change Impact Metrics Stories



Alcohol use and pregnancy is pervasive, and Proof Alliance has empowered me to promote positive changes in my pregnant patients. Knowing about the problem of prenatal alcohol exposure is important, but this training went beyond the epidemiology and taught me various skills to effectively engage with my patients surrounding the theme of prenatal alcohol use.

- Health care provider



"Proof Alliance has had a significant importance in the life of myself and my children. They have supported us all both emotionally and mentally. Proof has also been a huge blessing to us as well."

- Caregiver





I don't know what I would do without Proof Alliance. They have helped me at my lowest when I felt alone. They have supported and fought with me in the court system trying to explain my son's brain differences. They gave me hope when I had none and the service providers are excellent and are definitely for the families who are referred. Even as my children age, they still care and make referrals...one day I can give back what they gave to me...

- Caregiver







It has been an honor and a privilege to contribute to this cause and watch the next generation of advocates continue to fight for what they believe in. I truly am reminded everyday how much of an influence these people of this organization have had throughout my life.

- Adult with an FASD



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