

TO | Cindy Holland
DATE | February 20, 2017
FROM | The Recovery Research Institute
SUBJECT | Addiction Training Agenda Proposal For Netflix Creative Staff



1. Introductions

2. Overview, Goals for Session, Outcomes

- a. Awareness & Education
- b. Integration & Execution

3. Education

What is Addiction?

What is the scope of the problem (opioid epidemic)?

What is Recovery?

What are the most likely outcomes?

What is working in treatment & recovery?

What are the effects of Stigmatization?

Hot Topics: (examples) is addiction a disease? what is AA? Medical Marijuana.?

4. Application

Why is this important?

What is Entertainment Education?

How does this apply to Netflix (creative staff specifically)?

Why & Where Netflix can play a Role?

A Closer Look at:

- a. Language: The Words to Say, The Words Not to Say
- b. Storylines: realistic (health behavior) outcomes and behaviors in scenes
- c. Characters: realistic attributes of individuals with substance use disorders

Potential Interactive Teaching Tools:

Do's & Don'ts: video compilation of popular TV & movie clips

Do's & Don'ts: group skits or scenarios

Alternative Endings: madlib type/fill-in-the-blank (endings)

Comprehensive Resource Guide: includes presentation items + addition resources & contacts

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SUBJECT | Budget Proposal



Hourly Billing Rate of \$90.00 not to exceed 15 hours for a total of \$1,350 for this specific project.

Course creation estimate: approx. 10 hours

Presentation of course materials: approx. 2-5 hours

Travel Expenses for In-person Training Option (Video Call as Alternative Option)

Airfare from Boston to Los Angeles + Lodging & Hotel x2 people: approx. \$1,400 (date TBD)