

1. OUR STORY

I started WIRED, as it was then known, eight years ago as a way of empowering people to tackle substance use problems.

After working as a neuroscientist for nearly 25 years, I had become frustrated. Whilst I could tell a good story about brain mechanisms underlying drug addiction, I did not feel that I (nor other neuroscientists) was actually helping anyone overcome their addiction. The idea that addiction could be “cured” by a drug, which was suggested by many neuroscientists, made me laugh.

As a psychologist, I was intrigued by addiction and I felt the only way that I could understand it and begin to help people was by talking to those who were affected by substance use problems. I met some treatment agency workers in Swansea who introduced me to some of their clients. And so began a journey which has taken Wired In to where it is today.

I was fortunate enough to win the tender to evaluate all projects supported by the Drug and Alcohol treatment Fund, the largest treatment fund in Wales. Over the next two years, I spent a good deal of time visiting treatment agencies and other organisations around Wales (and later England), talking to practitioners, clients and family members. Several things became apparent – and are still evident today!

Firstly, as a society we were not very good at helping people overcome substance use problems. Whilst I met many excellent practitioners, they were the first to admit that the system they operated within needed massive improvement. Moreover, there were many people working in the field who did not really understand what addiction and recovery were really about.

Secondly, information flow in the field was poor. Even today, when much more information is available, there are still serious problems. Clients, practitioners and family members will tell you that they are not getting the right information. The leading addiction experts will tell you that whilst we know a lot about how to help people overcome addiction, little of this information is actually used in practice to help people get better.

Thirdly, the long-term changes required to change how we helped people overcome substance use problems were not going to come from a “top-down” approach. Government was far too divorced from the reality of what was needed on the ground and did not understand the key issues. Fourthly, I discovered the tremendous passion that exists in this field, shown by people who have overcome a substance use problem, their family members, and by practitioners.

I knew at this time that the future of Wired In had to be about empowering people to tackle substance use problems, be it their own, those of a loved one, or those of a person visiting a treatment agency. Wired In had to harness this passion and energy at a grassroots level.

I was further inspired by reading "Beating the Dragon: The Recovery from dependent Drug Use" by James McIntosh and Neil McKeganey and made the decision to start a research programme involving qualitative analysis of interviews. Here I was, trying to make sense of addiction and recovery by analysing what people had to say, whilst a few years earlier I had been trying to do the same by recording the neuronal activity of single cells in an anaesthetised rat. What a wonderful change!

Over the coming years, I have learnt a lot from listening to the voices of people who have been affected by substance use problems, either directly or through the problems of a loved one. I believe strongly that these voices are not currently used effectively to improve the way that society helps people overcome addiction and reduce the harms that substance use can cause. Wired In will change this.

One of the best decisions I've made was to launch Daily Dose, which has become the world's leading news portal on substance misuse. Jim Young, our Editor, does a fantastic job in keeping people around the world informed about drug and alcohol issues. We are proud of the fact that we have over 5,000 subscribers to the service, are linked to by many major organisations in the world, and are top of over 15 million listings on Google.

I am also pleased that we partner the publishers CJ Wellings and helped them launch Drink and Drugs News. Claire Brown and Ian Ralph do a brilliant job in ensuring this magazine is of the highest quality. DDN helps people in the field see what is going on around the country at a grassroots levels, and showcases so much best practice. I also enjoy writing my regular column for the magazine.

It is a joy to see and hear about our work in the community, much of which is organised by Sarah Davies and Lucie James. I am so proud of the WIRED ethos that Sarah and Lucie have helped create – the warmth and empathy shown, the asking rather than telling, the giving of hope, our volunteers becoming role models, the passion, and the creation of a "voice" of the people. I love watching the films we make, reading the Personal Stories, but most of all I love seeing people who have overcome, or are overcoming, their substance use problems. It gives me such a wonderful feeling.

I've enjoyed reading a lot of books and scientific papers focusing on substance use and addiction during the past years. I'm one of those people who loves learning about an issue (or in this case a field), and assimilating the best and most relevant material into a framework from which we can learn from and generate new original ventures. This has been a major endeavour during the past year, learning from addiction experts and people affected by substance misuse, so that Wired In can generate a range of self-help, education and training materials.

I've loved the last eight years, but it has also been a struggle. It's not been easy doing two jobs and we've survived on minimal money throughout this period, despite many people thinking we are some big organisation. It has been very frustrating seeing so much money being poorly used in this field, particularly when our organisation has done so much with so little.

In September 2006, I decided to concentrate full-time on WIRED, and so took early retirement from my University. I invested some of my money into our organisation to help the move forwards to our next stage of development. I brought together a small group of business people and other advisors to help us build the foundation for this next stage. They have been infected by the cause and our passion!

Strangely enough, one of this group was one of my best schoolmates, who I had not seen for 35 years. At our reunion, I discovered that Tom [Wragg] had been Head of Production for BBC News and Current Affairs Television, before leaving and heading a media consultancy group. His expertise and support has been very valuable.

It was Tom who suggested that we change name from WIRED to Wired In, given that the former is the name of an American magazine. Yes, this initiative is about wiring people into tackling substance use problems, whatever their background. And as it is about helping people find recovery from addiction, we decided to make this explicit in our logo.

I've always considered WIRED a grassroots initiative, trying to influence the field in a 'bottom-up' manner. However, it is only recently that I have appreciated Wired In for what it really is – it is a recovery movement. We exist because we aim to help individuals, families and communities recover from serious substance use problems and addiction. We also aim to educate, train and inform practitioners, so that the services available to those in need are improved and the right environment is created enabling people to move from a culture of addiction to a culture of recovery.

My early retirement money has also helped Lucie and I start developing the next Wired In initiatives. We've been working on the first of our multimedia training packages, as well as the new online recovery community we aim to launch in the summer. I can tell you, it's pretty tough being only two of us doing this, but it's fun, challenging and very exciting.

During March 2008, we were forced to take some time off from our normal activities to 'save' Daily Dose, which had run out of funding. I made the decision that the field either had to contribute £100,000 to help us maintain and develop this service over the next year, or we would suspend the service. We'd been struggling for eight years with either no money or a minimal level of funding. And guess what – we had pledges for £100,000 in less than two weeks!!

Now I need to take some more time out to fundraise, as my early retirement funds have run out – and both Lucie and I need to find a salary! But hey, we've got used to that, although it is sometimes soul-destroying seeing so much money being wasted on certain initiatives in this field.

This is the beginning of an exciting time – Wired In will make a difference. Please support in any way you can, in order to make sure that our vision becomes a reality. Sign up to our Recovery Movement, and give recovery the voice it deserves.

2. THE TEAM

We have a small core Wired In team, supported by a Non-Executive Board who advise us on various issues, and a small number of consultants who we hire when needed. Some of the latter group will work with us to a much greater extent when we have raised the additional funding we require.

Core Team:

David Clark, CEO of Wired In, is an Emeritus Professor in Psychology. He spent 25 years as a neuroscientist, having trained with Professor Arvid Carlsson, winner of a Nobel Prize for Physiology and Medicine.

David changed "career" eight years ago to work in the substance misuse field and set up Wired In (formerly WIRED). During this time, he launched Daily Dose, now the world's leading news portal on substance misuse, and www.wiredinitiative.com, which contains a wealth of content, including Personal Stories, research studies, agency profiles, and educational material. He also writes a regular column (Background Briefings) for the magazine Drink and Drugs News, Blogs regularly (<http://davidclarkwired.blogspot.com/>), and is co-ordinating several film projects.

David also helps improve professional standards in the field, via roles as Chair of the Professional Certification Advisory Panel for the Federation of Drug and Alcohol Professionals (FDAP), and External Examiner for the Action on Addiction/Bath University degree on Addictions Counselling.

As a neuroscientist, David ran his own research laboratory for 15 years, received a number of prestigious awards for his research, was supported by sixteen funding bodies in seven countries, and published over 60 peer-reviewed articles, some of which were seminal review and theoretical papers.

Lucie James, a Psychology graduate who won her department's 'Student of the Year Award', has been a key member of Wired In for the past three years. She writes content for the Wired In products and websites, produces and helps edit the Wired In films, and works closely in the community with people affected by substance misuse. She has also conducted several large research studies, including a project on treatment in prisons for a major service provider.

Jim Young is the Content Editor of the Daily Dose news portal. A trained nurse, Jim works in molecular biology research at the Medical School at Swansea University. He is also a freelance medical writer, including a regular monthly column in The Southern Medical Journal, USA, and is curator of the research bibliography for the International Society for the Study of Drug Policy.

Sarah Davies, a Psychology graduate, has been a key member of Wired In for four years. She has worked closely with people with substance use problems and their families, as well as treatment agencies, on engagement projects. She has conducted research studies, written Personal Stories and agency profiles, and been

involved in one of our filmed Personal Stories. Sarah has prepared treatment and training manuals, as well as an education programme on binge drinking, for major UK service providers. [Sadly, Sarah has been poorly the past year, but whilst she has been unable to work she is committed to our initiative and will rejoin as soon as she is able].

We are helped by a group of **volunteers** who we will be introducing in the near future. They are **Paul Bradshaw, Sian Bridge, Mark Drewett, Martine Girault, Chris Goodge, Chris Hobbs, Gemma Horton, Chris Ling, Kerry Manley, Kevin Manley, Mark Saunders, Tim Tweedy** and **David Wright**.

In addition, **Canon Peter Williams, Mike Ashley** and **Jeffrey Zorko** act as **Trustees of our charity** Wired International Ltd.

Non-Executive Board

Clive Parritt, Non-Executive Chairman, is a chartered accountant with over 30 years experience of providing strategic, financial and commercial advice to businesses in the services sector. Until February 2001, he was chairman of Baker Tilly, having been its national managing partner for 10 years until June 1996. He is a member of the Council and the Board of the Institute of Chartered Accountants in England and Wales. He is chairman of Baronsmead VCT 2 plc, BG Consulting Group Limited and Digico UK Limited. He is a director of London & Associated Properties plc, Baronsmead AIM VCT plc, F & C US Smaller Companies plc and Harvard Managed Offices Limited. He specialises in corporate finance and until July 2003 he was chief executive of a leading independent corporate finance house. Previously, he has chaired or been a director of a number of investment trusts, VCTs and media businesses.

Tom Wragg, Non-Executive Board Member, was Head of Production for BBC News and Current Affairs Television, and then became Head of Resources and Operations for all BBC News and Current Affairs operations on TV & Radio. After a 22-year career at the BBC, Tom left to join Omnibus Systems as Operations Director responsible for all customer delivery services. He then joined the Autocue Group and moved to the US to run a new company acquisition and build Autocue's American presence. Tom helped form Media Asset Capital, which is an International consultancy and investment practice specialising in media. He holds the position of CEO.

Mark Hennessy, Non-Executive Board Member, has over 20 years experience in Executive Recruitment, team building and HR consulting specifically for early stage technology and services firms across Europe. He has run his own business, Objective Professional Services, since 1994. He has been very closely involved with assisting a number of well-known IT companies such as Sybase, Siebel, Cambridge Technology Partners and Portal, and maintains an extensive network of contacts with entrepreneurs, VC's and senior executives across a number of market sectors.

His interest in early stage businesses has lead Mark to become involved with numerous fledgling companies, assisting them with planning, identifying funding, building sales strategies etc. He is also a mentor within SetSquared, the technology spinout incubator for the UK South Coast Universities.

Consultants

Jonathan Kerr-Smith, a degree graduate in Digital Video Design, has filmed and edited the first three Wired In Personal Stories and other material. He has freelanced as a cameraman and editor for various production houses, and produced a film for a major UK private treatment provider. He has also made a feature length documentary about the last person to leave the World Trade Centre on September 11th, in collaboration with this person, William Rodriguez. This has recently been accepted as an entry in the New York Film Festival. Jon has won Best Music Media, Ffresh Awards 2005, and D&AD awards 2005, commendation, Film Titles.

Spoken Image is a specialist creative communication design company, with more than 20 years experience helping organisations to communicate effectively to their wide and varied audiences. The company comprises of an award winning team of graphic designers, writers, producers and directors who work in a range of media to suit the requirement; this includes digital, video, audio and printed media. Awards, include three from the British Medical Association, two Bafta nominations and the top placed public information site at the UK Biz Net web awards, for the Shipman Inquiry website.

Key members of the Spoken-Image team directly involved with Wired In include **Mark Laycock** BA Hons, principal designer and producer responsible for developing the look and style of the Wired In resources, and **Geoff Allman** ADF (Manc), FRSA who is the project director in relationship to the final outcome of the resources in context to their intended audiences.

Nathan Pitman, Managing Director of Nine Four, and his team are developing our recovery community website and providing other web-based services for the team. Nathan has over ten years experience in digital media design and development, and set up the company Nine Four to provide creative and cost effective digital media solutions. He has worked with a various businesses, including charities, start-ups, creative agencies, and international companies, and has developed a range of applications, including both community and e-commerce web sites. He has a network of talented and trusted partners upon which he can draw, and works closely in collaboration with Spoken Image on some of our work.

Inga Rose has 18 years experience in sales and marketing, with particular skills in strategic marketing, and communications with strong account management disciplines. She is founder and managing director of Air Marketing, a consultancy specialising in strategic and tactical marketing support for organisations ranging from small start-ups to multinational corporates.

Jackie Woolhead has a marketing background within the consumer durables market (Black & Decker, LG Electronics), with 12 years' expertise in product (portfolio) management, new product development and marketing communications. She has managed numerous new product introductions, and is also experienced in managing external agencies and suppliers.

Deborah Parritt, CEO of adhoc pr, specialises in providing PR solutions on a national basis working for a variety of business sectors. Recent clients have come from sectors including professional practices, hotels, restaurants and contract caterers, golf, travel & leisure, charities, government, and chemicals and industrial products. Before starting adhoc pr, Deborah worked in-house for trade bodies and a professional firm, and was account director for an international advertising and public relations agency.

Andrew Phillips has over 20 years experience in financial management in a range of leisure and catering businesses. He has played a key role in the development and expansion of high-profile business ventures and start-up operations such as the Candover-backed travel catering business, OBS Services, Jean-Christophe Novelli's restaurant group, Mourad Mazouz's Momo and Sketch restaurants, and David Ponte's Mocoto Brazilian restaurant & bar in Knightsbridge. He is highly effective in turning-round financial performance of companies, putting in place efficient and effective structures and processes for sound business management.

Alan Clark has 28 years IT experience covering a wide range of disciplines in communications, banking, commerce and military domains. His specialties include writing object-oriented real-time software, user interface design, software and hardware integration, networking and file server/database design and support. He has worked closely with Boeing, Microsoft and the Ministry of Defense on a variety of projects.

3. ADVISORY BOARD

Mike Ashton (UK) is editor of Drug and Alcohol Findings, a collaborative project involving the National Addiction Centre, DrugScope and Alcohol Concern. Drug and Alcohol Findings is the world's only magazine devoted to evaluations of the effectiveness of alcohol and drug interventions.

Nick Barton (UK) is joint CEO of Action on Addiction, a new charity which is a merger of Action on Addiction and two major treatment centres, Clouds and The Chemical Dependency Centre. He is also CEO of the charity Clouds, which he has expanded so that it not only runs the residential treatment centre Clouds House, but also other community-based treatment services, work with families, and the professional education of addictions counsellors.

Carlo C. DiClemente (USA) is Professor and Chair in the Department of Psychology, University of Maryland. He is internationally recognised as co-creator of the Transtheoretical Model of Change, a seminal model that identifies stages of change and other factors that predict treatment outcomes. He received The Robert Wood Johnson Foundation's Innovators Combating Substance Abuse award in 2002.

Barry A. Grant (USA) is a renowned communicator who exemplifies the process of successful Community Re-entry. After years in prison, fighting his addiction and unsuccessfully trying many treatment programmes, Barry found his own "natural resources" to overcome his problems. The sharing of his knowledge of re-entry strategies at federal, state and local levels has been recognised by former First Lady Hillary Rodham Clinton .

Dr. Harald Klingemann (Switzerland) is currently Professor and Head of Applied Research at the University of Applied Sciences, School of Social Work, Bern. He is a world leading researcher, one of the leading advocates for self-change, and senior author of the seminal book "Promoting Self-change from Problem Substance Use: Practical Implications for Policy, Prevention and Treatment".

Peter Martin CBE (UK), a former service user, was CEO of the drug and alcohol treatment provider Addaction from 1990 to 2005. During his tenure, Addaction grew from an organisation of three staff to one with almost 700 staff, 26,000 clients, 70 services in 46 locations, and a budget of £26 million. He has been a Council Member of the Advisory Council for the Misuse of Drugs (ACMD) in the UK from 2002.

Professor Neil McKeganey (UK) is Director of the Centre for Drug Misuse Research, which he established in 1994 at the University of Glasgow. He is one the world's leading researchers in the field, and acts in an advisory capacity to the Scottish Executive, the UK Home Office, the World Health Organisation, and the U.S. Department of Justice. He is co- author of the seminal book "Beating the Dragon - Recovery from Dependent Drug Use."

Dr Bill Saunders (Australia) is a clinical psychologist working in private practice in Perth. In previous lives, he has been an academic (three times) a clinician (three times) a researcher (twice) and a public servant (once, short-lived). He currently uses emotions-focused therapy in the management of adult psychopathology, including the addictive behaviours.

Simon Shepherd (UK) has been Chief Executive of the Federation of Drug and Alcohol Professionals (FDAP) for the last five years, during which time this professional organisation has made major advances. He spent the first nine years of his career working as a psychologist in the Prison Service, Simon played a key role in the development of the magazine Drink and Drugs News and runs the web site www.drinkanddrugs.net.

Dr. Linda Sobell (USA) is Professor at the Center for Psychological Studies, Nova Southeastern University in Florida. She is internationally known for her clinical research in the addictions field, particularly on brief motivational interventions. She has received several awards for her work, is past-President of major societies in the field, and co-author of the seminal book on self-change (cf. Harald Klingemann).

Dr. Mark Sobell (USA) is currently Professor at the Center for Psychological Studies at Nova Southeastern University (NSU) in Fort Lauderdale, Florida. He is also Co-Director of the Guided Self-Change clinic at NSU. His research achievements, particularly on brief motivational interventions, have led to a number of awards, including the Jellinek Memorial Award for outstanding contributions to knowledge in the field of alcohol studies.

John Strang (UK) is Director of the National Addiction Centre, Institute of Psychiatry, King's College London. He is also Clinical Director of the Drug, Alcohol and Smoking Cessation Services of the South London and Maudsley NHS Trust. He has worked in the addictions field for 25 years, in statutory and non-statutory settings, as trainee and trainer, clinician as well as researcher, advisor and consultant, and in policy formation and practitioner capacity.

Sitharthan Thiagarajan (Australia) is an Associate Professor in the Department of Psychological Medicine (Psychiatry), Faculty of Medicine, the University of Sydney, and is the founding Director of the Australian Centre for Addiction Research. He has an extensive research programme, and is well-known for promoting scientific findings to the lay public,

David Clark, 29th April 2008