

Addiction 101 Impact Evaluation

September 2025

Addiction 101 is a one-day addiction literacy workshop that increases awareness and understanding and reduces the stigma associated with addiction.

From **January 2023 to November 2024**, an in-depth evaluation was conducted using participant feedback, focus groups, wānanga and in-depth interviews to measure the impact of the Addiction 101 programme.



164 workshops were delivered to over **2,700 participants** in communities and organisations throughout Aotearoa New Zealand.

The impact evaluation found that Addiction 101:

Expertly delivered



Consistent, high praise for facilitators across all our data

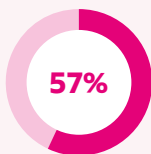


of learners agreed that facilitators' lived experience stories added value

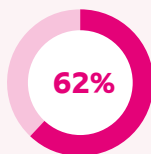
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Everyone was absolutely gobsmacked hearing the facilitator's story. It connected with me and the whānau I work with.

Supports participants' own wellbeing, even months later



of respondents were doing more to maintain their own wellbeing



of respondents were suggesting self-help strategies more often

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I've used the workbook at work, at home, even with my son. Te Whare Tapa Whā gave us a framework to talk things through.

Shifts stigma

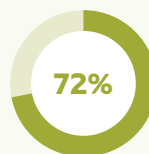
» A scale was adapted to measure a reduction in stigma from attending Addiction 101

» The greatest reduction was stigma towards the workplace

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It's really important to see the person not the issues that result from the addiction.

Builds lasting confidence and capability



of learners were more confident talking about addiction & recovery – even months later

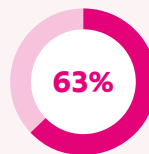


of survey respondents started a conversation with someone they were concerned about

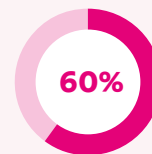
Confidence to respond supportively increased after the workshop and was sustained months later

84% of learners were confident knowing when to seek professional help after the workshop, compared to **44%** before the workshop

Valuable at home and work

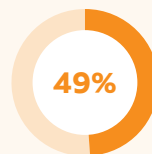


found it useful in their work



found it useful in their personal lives

Builds a culture of care



were supporting others more at work



were making more effective referrals

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After the training I put the workbook in our staff room... it started a real conversation about stigma and the language we use.