

*Join the Voices
for Recovery:*

National Alcohol
& Drug Addiction
Recovery Month

Celebrating Health

A Guide for Media Action

2003



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov



Table of Contents

Letter to Media Representatives	3
Radio Public Service Announcements	4
Television Program and PSA Descriptions	5
TV Program and PSA Order Form	7
Feature Story and News Coverage Ideas	8
General Facts About Mental Disorders and Substance Use Disorders, Treatment, and Recovery	
Drop-In Article	13
Resources and Services	15
Tips for Promoting Substance Use Disorder Treatment in September and Throughout the Year . 7	
Community Forums	18
PSA Reply Form	19



August 2003

Dear Media Representative:

The 14th annual *National Alcohol and Drug Addiction Recovery Month* (**Recovery Month**) will be observed during September 2003. The month is set aside to highlight the strides made in substance use disorder treatment and to educate the public that addiction is a chronic, but treatable, public health problem that affects us all.

The Center for Substance Abuse Treatment (CSAT), within the United States Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), has created this *Guide for Media Action* to help print and broadcast media outlets raise awareness about addiction treatment issues facing your community. We encourage you to use it not only during **Recovery Month**, but also throughout the year.

This year's **Recovery Month** theme is "Join the Voices for Recovery: Celebrating Health." You can play a valuable role by helping to articulate the needs of those with substance addictions, acknowledging the courage of persons striving to maintain sobriety, and identifying resources for your audience. We encourage you to adopt the suggestions in this kit and use its resources to increase awareness and mobilize your community to action. Here are a few suggestions for your media outlet:

- Run the enclosed **Recovery Month** public service announcements throughout September.
- Use the enclosed feature story ideas to explore **Recovery Month** themes in articles and public affairs programs.
- Support or initiate local **Recovery Month** events in your community to raise awareness about the benefits of addiction treatment.
- Conduct on-air interviews with local or national experts on issues related to addiction and recovery.
- Broadcast the 1-hour, fully produced **Recovery Month** television programs referenced later in this guide.

It would be my pleasure to assist you in any matter related to **Recovery Month**. Whether you need assistance identifying national or local experts for interviews, want additional help developing program ideas, or need additional suggestions for supporting local **Recovery Month** events, feel free to contact me at 301-443-5052. It is through working with media outlets like yours that we can effectively confront addiction and improve the quality of life for millions of Americans.

Sincerely,

A handwritten signature in black ink, appearing to read "Ivette Torres".

Ivette Torres, M.Ed., M.S.
Associate Director for Consumer Affairs
Center for Substance Abuse Treatment
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov



Radio Public Service Announcements (PSAs)

These radio PSA scripts can help your station raise awareness about the benefits of treatment for substance use disorders. Feel free to adapt them to reflect local needs and resources.

Note: A variety of prerecorded PSAs (both in English and Spanish) also are available. To request prerecorded PSAs on CD, please call 1-800-729-6686, ext. 5052.

Live-Read Radio Scripts

(:30)

To someone struggling with drugs or alcohol, your voice can make a difference. This September, join the **Voices for Recovery** and celebrate health during **National Alcohol and Drug Addiction Recovery Month**. Families, friends, and treatment providers in your community are helping people recover. You can, too. For treatment information, call 1-800-662-H-E-L-P. A public service of this station and the U.S. Department of Health and Human Services.

(:15)

Celebrate health during **National Alcohol and Drug Addiction Recovery Month**. Call 1-800-662-H-E-L-P. A service of this station and the U.S. Department of Health and Human Services.

Live-Reads About Co-Occurring Disorders

(:30)

Do you know someone who's using drugs or alcohol to deal with anxiety, depression, or another mental disorder? Help them by joining the **Voices for Recovery**—families, friends, and treatment providers in your community who are celebrating health and making recovery happen. For treatment information, call 1-800-662-H-E-L-P. A public service of this station and the U.S. Department of Health and Human Services.

(:15)

If someone you know uses drugs or alcohol to deal with a mental disorder, call 1-800-662-H-E-L-P. A public service of this station and U.S. Department of Health and Human Services.



Jim Ramstad,
U.S. House of
Representatives,
Minnesota's 3rd
District

"I am a grateful recovering alcoholic, and every day I do healthy, positive things so I won't take another drink. My own experience has led me to work to combat the number one public health issue facing our country: Chemical addiction. Expanding access to treatment is a matter of life and death for 26 million Americans."



Television Program and PSA Descriptions

Use the form on Page 7 to order these programs available to stations wishing to use them for broadcast purposes only.

2003 Programs

- ***When Addiction and Mental Disorders Co-Occur (VHS167)***

This program examines the issues and promising practices associated with treating individuals with co-occurring and coexisting disorders.

Panelists include: Charles Curie, Substance Abuse and Mental Health Services Administration (SAMHSA), U.S. Department of Health and Human Services (HHS); Michael M. Faenza, National Mental Health Association; Andrea Barnes, Outpatient Addiction Services (OAS) at Twinbrook; and Thomas A. Kirk, Jr., Department of Mental Health and Addiction Services, State of Connecticut.

- ***Expanding Addiction Treatment Capacity to Meet All Needs (VHS168)***

This show discusses programs designed to address discrepancies in treatment capacity, such as SAMHSA's Targeted Capacity Expansion (TCE).

Panelists include: Jerome Jaffe, M.D., Clinical Professor of Psychiatry at the University of Maryland and Former Director, Office of Evaluation and Scientific Analysis and Synthesis, CSAT/SAMHSA/HHS; Mady Chalk, Ph.D., Division of Services Improvement, CSAT/SAMHSA/HHS; Jeff Morrow, President, Scripps McDonald Center Alumni Association; Henry Lozano, Co-chair, President's Advisory Commission on Drug-Free Communities.

- ***Helping Addicted Youth Find Recovery (VHS169)***

This program explores the complexities faced by students experiencing problems with and addictions to alcohol and/or illicit drugs. It identifies the barriers they face in seeking treatment and support. It also looks at the range of experiences of youth who have overcome dependence and now are leading healthy lives. The program highlights effective treatment modalities and innovative strategies for meeting the treatment needs of this special population.

Panelists include: Maeve O'Neill, Deep Run Lodge; Rita Rumbaugh, Safe and Drug-Free Schools; Justin, Person in Recovery; Bob Story, Epoch Counseling Center.

- ***Alcohol & Drug Use and the Cultures of Addiction (VHS171)***

This program explores how such "cultures of addiction" promote and sustain excessive alcohol and illicit drug use.

Panelists include: June M. Gertig, Community Support Services Project; Joe Powell, Association of Persons Affected by Addiction; Sis Wenger, National Association for Children of Alcoholics (NACoA); Linda Kaplan, Danya Institute/Central East ATTC.



- **Cultures of Recovery (VHS172)**

This Webcast celebrates and examines the courage, shared behaviors, needs, and values of people striving to overcome substance use disorders. In addition, it identifies the barriers these people face in seeking treatment and support. This Webcast highlights what communities can do to support and encourage individuals with substance use disorders.

Panelists: Stacia Murphy, National Council on Alcohol and Drug Dependence; Maryanne Frangules, Massachusetts Organization for Addiction Recovery; Patty Denney, Father Martin's Ashley; Peter Palanca, Treatment Alternative for Safe Communities, Chicago, IL.

- **Finding and Paying for Addiction Treatment in Your Community (VHS173)**

This Webcast identifies various barriers to receiving treatment and highlights innovative approaches to locating and funding treatment.

Panelists: Stephenie Colston, SAMHSA; Henry Lozano, President's Advisory Commission on Drug-Free Communities; Ilene Baker, Pima Prevention Partnership; Janice Ford Griffin, Join Together.

- **Helping the Justice and Child Welfare Systems Meet the Needs of Families Affected by Addiction (VHS174)**

This Webcast examines how the justice and child welfare systems and drug courts have changed over the years to work in collaboration to address substance abuse disorders. It also identifies ways the justice and child welfare systems are working to meet the needs of those affected by substance abuse disorders.

Panelists: Shay Bilchik, Child Welfare League of America; Judge Arthur Burnett, District of Columbia Superior Court; Gloria Danzinger, Center for Families, Children, and the Courts; Honorable Karen Freeman-Wilson (ret.), National Association of Drug Court Professionals.

- **Business Community Voices for Recovery (VHS175)**

Many employers offer substance use disorder treatment options and recovery support services under their employee assistance programs. This Webcast explores the benefits of these policies for employers actively supporting treatment for substance use disorders and promoting recovery in the workplace.

Panelists: Elena Carr, Working Partners for an Alcohol- and Drug-Free Workplace, U.S. Department of Labor; Jean Matteson, Employee Health Programs (EHP); Garry Giannone, Prudential Financial; and Bob O'Connell, Radio Group, Inc.

Stations may request a series of award-winning public service announcements (PSAs) that address the benefits of addiction treatment. These broadcast-quality PSAs (Beta-SP format) are free of charge and available in English and Spanish.

Included are:

- **“Psyched Up:”** A message about parents talking to their kids about alcohol and drug abuse and supporting them if they are in recovery.
- **“Runner:”** A message stating that substance abuse is not the way to deal with stressful current or life events.

Both messages are available in :15 and :30 spots.



TV Program and PSA Order Form

VHS167 _____	VHS168 _____	VHS169 _____	VHS171 _____
VHS172 _____	VHS173 _____	VHS174 _____	VHS175 _____
PSA Reel _____			

Ship To:

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: (____) _____

Add my name to your mailing list:

Yes _____

No _____

Check out the **Recovery Month Web site** at www.recoverymonth.gov/2003/multimedia to preview and order additional videos.

Please complete this form and send to:

Media Relations
SAMHSA's National Clearinghouse for Alcohol and Drug Information
P.O. Box 2345
Rockville, MD 20847-2345
 or fax to **301-468-6433** or call in your order at **1-800-729-6686, ext. 5052.**



Feature Story and News Coverage Ideas

National Alcohol and Drug Addiction Recovery Month: What People Are Doing to Promote Addiction Recovery in Our Community

Every community suffers from problems associated with addiction, regardless of the socioeconomic status of its residents. Conduct on-air interviews with representatives from private and publicly funded addiction treatment programs in your community. Find out how they are helping individuals, families, and communities recover from the ravages of addiction. Also, highlight **Recovery Month** events that have been planned for your community. You can find currently planned activities by visiting www.recoverymonth.gov/2003. If no events are currently scheduled in your area, encourage on-air dialogue, contests, etc. to stimulate planning of **Recovery Month** activities.

National Alcohol and Drug Addiction **Recovery Month** will be observed during September 2003. The month is set aside to highlight the strides made in addiction treatment and to educate the public that addiction is a chronic, but treatable, public health problem that affects us all.



Susan Rook,
Director,
Communications
and Outreach,
Faces and Voices of
Recovery

"I am a public advocate because a CEO of a very large educational organization withdrew the offer of employment after we talked about my recovery. I'll never forget the moment he said, 'How could you ever begin to think we would want someone like you to represent us?'"

Stigma and Denial: Twin Barriers to Treatment

Negative attitudes about individuals seeking treatment and those in recovery continue to pervade every facet of society. As a result, the Nation's treatment programs and service infrastructure are underfunded and insufficient to meet ever-increasing demand.

Treatment providers and public health officials often point to stigma and denial as significant barriers to treatment. They say such negative attitudes exist despite ample evidence that addiction is a brain disease for which people need treatment.

Conduct on-air interviews with local

experts about overcoming negative attitudes that prevent individuals, family members, and communities from understanding and supporting addiction treatment.



How Drug-Free Is Your Workplace?

Most of the Nation's 11.8 million adult illicit drug users are employed. Studies show that 9.1 million of them (77 percent) were employed either full- or part-time in 2000.

Summary of Findings from the 2000 National Household Survey on Drug Abuse; SAMHSA, 2001

capacity. Conduct on-air interviews with local employers who have established programs, policies, and procedures that ensure employees with illicit drug and alcohol problems and their families have access to treatment services. Discuss the impact such efforts have made on productivity and business success.

Telling Their Story: Individuals Raising Voices in Support of Addiction Treatment

Perhaps the most powerful statements about the value of addiction treatment come from persons in recovery. For example, this year, U.S. Congressman Jim Ramstad of Minnesota's 3rd District is using the stature of his office to bring attention to his own recovery from alcoholism. Ramstad says, "I

am a grateful recovering alcoholic, and every day I do healthy, positive things so I won't take another drink." Conduct on-air interviews with a cross-section of people who represent divergent backgrounds, income levels, professions, and cultures to help dispel myths about the

disease of addiction. Allow them to tell their stories "live" and take phone calls from others in recovery or in need of addiction treatment.

"We in recovery have been part of the problem.... By hiding our recovery, we have sustained the most harmful myth about addiction disease: That it is hopeless. And without the examples of recovering people, it's easy for the public to continue thinking that victims of addiction disease are moral degenerates—and that those who recover are the morally enlightened exceptions. We are the lucky ones—the ones who got well. And it is our responsibility to change the terms of the debate, for the sake of those who still suffer..."

The late Sen. Harold E. Hughes



Diane Crookham-Johnson,

Vice President of Administration, Musco Lighting

"We've had people with breast cancer and no one would ever suggest to us, while they're going through chemo, 'You should just get rid of them.' To say that about alcoholism or an abuse situation makes no sense to us. We can be a voice in the community and say, 'It's time to step up to the plate and do something.'"



Making the Grade: Schools, Teachers, and Administrators Who Support Addiction Recovery for Students

Today, many schools have student assistance programs (SAPs) to identify adolescents with illicit drug and alcohol problems and to provide a range of services that help them achieve their potential and maintain sobriety. Some communities have “alternative” or “sober” high schools to support students recovering from alcoholism or drug addiction while offering an environment for academic achievement. Conduct on-air interviews with students, teachers, and administrators from programs like these in your community. Discuss what makes these programs work and offer advice to those interested in starting similar programs.

“... the earlier a child smokes, drinks, or uses drugs, the greater the likelihood of dependence on those substances.”

Journal of Drug Education, 29(1): 63-75, 1999

Making the Case for Drug Courts

A growing body of evidence has confirmed that treating offenders for their drug and alcohol problems, not just incarcerating them, saves money. Treatment alternatives for nonviolent offenders do much more; they save lives and improve the quality of life for individuals and communities across the country. Conduct on-air interviews with judges or other drug court officials to educate listeners about the effectiveness of local drug court programs. Also, interview individuals who have successfully completed such programs to find out how their lives have changed for good.

In the 12 months following treatment, the number of offenders using any drug or those using crack cocaine and heroin dropped by as much as 50 percent.

Drugs and Crime Facts; Office of Justice Programs, August 2001



Dennis Wholey,

TV interviewer, Host of “This is America!”

“Father Vaughn Quinn, who ran the Sacred Heart Rehabilitation Center in Detroit, and I talked for 3 hours. The conversation was frank. I put my life on the table. All the loneliness, the depression, the anger, frustration with people and jobs, thoughts of suicide, and fears. Quinn listened to all of it without interruption. Finally, it was his turn. There was no hesitation. He said it quietly but forcefully: ‘The problem in your life is alcohol.’ He was right. Father Quinn [then] told me about a group of non-drinking alcoholic friends he wanted me to meet. They were the ones who helped me quit drinking. I couldn’t do it on my own.”

From “The Courage to Change: Personal Conversations About Alcoholism” by Dennis Wholey



General Facts About Mental Disorders and Substance Use Disorders, Treatment, and Recovery

As we celebrate **Recovery Month**, all individuals and groups should be well informed on the subjects of substance use disorders, mental disorders, treatment, recovery, and coexisting and co-occurring disorders. Please note the following facts and statistics:

Understanding Mental Disorders

- More than 54 million Americans have a mental disorder in any given year, although fewer than 8 million seek treatment.¹
- About half of people with a lifetime addictive disorder also experience a lifetime history of at least one mental disorder. Roughly 50 percent of those with a lifetime mental disorder also have a lifetime history of at least one addictive disorder.²
- In 2001, there were an estimated 14.8 million adults with serious mental illness (SMI). This represents 7.3 percent of all adults. Of those with SMI, 6.9 million received mental health treatment in the 12 months prior to the interview. Among adults with SMI, 20.3 percent were dependent on or abused alcohol or illicit drugs; the rate among adults without SMI was 6.3 percent. An estimated 3 million adults had both SMI and substance abuse or dependence problems during the year.³

Societal Benefits of Drug and Alcohol Treatment

- The social cost of drug and alcohol addiction treatment in the United States is estimated at \$294 billion per year in lost productivity and costs associated with law enforcement, health care, justice, welfare, and other programs and services.⁴
- Conservative estimates note that for every \$1 invested in addiction treatment, there is a return of between \$4 and \$7 in reduced drug-related crime, criminal justice costs, and theft. When savings related to health care are included, total savings can exceed costs by a ratio of 12 to 1.⁵

Prescription Drugs

- Prescription drugs can be broken down into three distinct categories: Opioids, which are most often prescribed to treat pain; CNS depressants, which are used to treat anxiety and sleep disorders; and stimulants, which are prescribed to treat narcolepsy, ADHD, and obesity.⁷
- In 2001, approximately 957,000 persons aged 12 or older had used Oxycontin nonmedically at least once in their lifetime. This number is higher than estimates for both 1999 (221,000) and 2000 (399,000).⁸



Peter Nicks,
Producer/Director

"I used to be terrified of passing through the beer and wine aisle to get to the milk section of the supermarket. I'm an alcoholic and a drug addict, you see. My addiction also came with a criminal record. I had gone from a comfortable life in New England to a Federal prison in West Virginia for conspiracy to import cocaine. I got out, discovered crack, and continued my downward spiral. Eventually, through the support of friends, family, and others suffering with addiction, I was able to get clean. But I still had this nagging shame. Then, about 8 years into my recovery, I decided to produce an autobiographical documentary about my recovery process. It aired in early 2002 on ABC's 'Nightline.' Addiction is a serious problem that we live with amid temptation every day. But I have found that my management and openness about it is a source of pride. And that takes the fear out of getting milk every week."



Illicit Drugs⁶

- An estimated 16 million Americans (7.1 percent of the population aged 12 and older) were current users of illicit drugs in 2001, meaning they had used an illicit drug at least once during the 30 days prior to being interviewed.
- Illicit drug use among youth was highest for those between the ages of 18 and 25 (18.8 percent) in 2001.
- The rate of illicit drug use in metropolitan counties was higher than the rate in non metropolitan counties. Current drug use rates were 7.6 percent in large metropolitan counties, 7.1 percent in small metropolitan counties, 5.8 percent in nonmetropolitan counties, and 4.8 percent in completely rural, nonmetropolitan counties.
- The rates of current illicit drug use for major racial/ethnic groups in 2001 were similar to previous years: 7.2 percent for whites, 6.4 percent for Hispanics, and 7.4 percent for African Americans. Rates were highest among American Indian/Alaska Natives (9.9 percent) and persons of multiple races (12.6 percent). Asians had the lowest rates (2.8 percent).



David Marley,
Executive Director,
NC Pharmacists
Recovery Network

"I got kicked out of pharmacy school twice due to a full-blown cocaine addiction—the school [called it] 'academic difficulty.' I call it the conspiracy of silence. People don't know where to turn when [addiction] happens. There isn't a lot of discussion about what to do and where to go."

Sources

1 *Mental Health: A Report of the Surgeon General. 19 Prescription Drugs: Abuse and Addiction, National Institute on Drug Abuse Research Report Series.* NIH Publication No. 01-4881. Rockville, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Institute on Drug Abuse, printed April 2001.

2 Kessler, R.C., Nelson, C.B., McGonagle, K.A., et al. "The epidemiology of co-occurring addictive and mental disorders: Implications for prevention and service utilization." *American Journal of Orthopsychiatry* 66(1), January 1996.

3 *Summary of Findings from the 2001 National Household Survey on Drug Abuse.* DHHS Publication No. (SMA) 02-3758. Rockville, MD: U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, 2002.

4 Coffey, R.M., Ph.D., et al. *National Estimates of Expenditures for Substance Abuse Treatment, 1997.* U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Treatment, Medstat Group, February 2001.

5 *Principles of Drug Addiction Treatment: A Research-Based Guide.* NIH Publication No. 00-4180. Bethesda, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Institute on Drug Abuse, printed October 1999/reprinted July 2000.

6 *Summary of Findings from the 2001 National Household Survey on Drug Abuse.*

7 *Prescription Drugs: Abuse and Addiction, National Institute on Drug Abuse Research Report Series.* NIH Publication No. 01-4881. Rockville, MD: U.S. Department of Health and Human Services, National Institutes of Health, National Institute on Drug Abuse, printed April 2001.

8 *Summary of Findings from the 2001 National Household Survey on Drug Abuse.*



Drop-In Article

(484 words)

Recovery Month to Celebrate 14th Anniversary

National Alcohol and Drug Addiction Recovery Month is celebrated each September. The month-long observance, sponsored by the U.S. Department of Health and Human Service's Substance Abuse and Mental Health Services Administration (SAMHSA), unites public and private sector partner organizations nationwide in an effort to highlight the societal benefits, importance, and effectiveness of drug and alcohol treatment. In addition, the observance aims to reduce the stigma associated with addiction treatment. **Recovery Month** also celebrates people in recovery and those who help them overcome addiction.

This September will mark the 14th anniversary of **Recovery Month**. "This year's theme, 'Join the Voices for Recovery: Celebrating Health,' is intended to focus the Nation's attention on responding to Americans who seriously need addiction treatment," said SAMHSA Administrator Charles G. Curie, M.A., A.C.S.W.

CSAT Director H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, added, "According to SAMHSA's National Household Survey on Drug Abuse from 2001, there were an estimated 16.6 million people in the United States with a diagnosable substance abuse problem. Millions of these people who need help do not receive treatment."

The activities and materials for the **Recovery Month** campaign are wide ranging, including: The **Recovery Month** toolkit, Web site (www.recoverymonth.gov), TV and radio public service announcements (PSAs), community forums, and community-sponsored events.

The centerpiece of the **Recovery Month** outreach effort is the **Recovery Month** campaign toolkit. Seventy-five thousand kits have been distributed to various national and local organizations; Federal, State, and local Government agencies and officials; grantees; professional treatment associations; and public and private treatment organizations.

The free kit contains helpful resources, event ideas, samples of ways to reach local media, and fact sheets for key constituency groups and special audiences to initiate and conduct a successful public education campaign. It also includes information for launching a comprehensive education campaign through local print and broadcast media, as well as for



Carol McDaid,
Principal, Capitol
Decisions

"I never felt comfortable in my own skin. I only felt lovable when I excelled at school or sports. By the time I was 12, I was drinking and smoking pot every day. I progressed to cocaine and heroin. By 15, I knew I used differently than others; ashamed, I knew I was an addict. At 29, my sister and my employer intervened. Already demoralized, it wasn't a struggle to get me to an inpatient residential treatment center. My insurance did not cover my treatment. I am grateful that I had loved ones who could. I stayed clean for 6 years. My relationships with my family, my employer, and my past were healed. I made new friends who were living a recovery lifestyle, and I became a vice president of a lobbying firm in Washington, DC. My life was flourishing, except in the area of intimate relationships. After a particularly painful breakup, I relapsed and went back to treatment. I've been clean 5 years, am happily married, and have helped found a new Government relations firm in Washington, DC—one of the few focusing on addiction and recovery issues. I am grateful that I had two shots at treatment and that my relapse gave me the gift of learning to be vigilant about protecting and sustaining my recovery."



educating parents and families, schools and educators, health and wellness professionals, health insurers, criminal justice system professionals, elected officials and civic leaders, labor and trade organizations, community organizations, the faith community, and employers.

SAMHSA also offers an interactive Web site where the entire toolkit and other materials can be downloaded or ordered. The Web site includes additional planning resources, media updates, Web events, and a schedule of activities occurring across the country.

In calling for participation in **Recovery Month**, Office of National Drug Control Policy Director John P. Walters said, "Healing America's drug users is one of the cornerstones of our National Drug Control Strategy."

Health and Human Services Secretary Tommy G. Thompson said, "Providing treatment for people in need is compassionate public policy and a sound investment."

For a **Recovery Month** kit, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information, P.O. Box 2345, Rockville, MD 20847. Telephone: 1-800-729-6686 (English and Spanish) or 1-800-487-4889 (TDD). Kits may be ordered or downloaded in a PDF file from SAMHSA's Web site at www.samhsa.gov.



Tim Bradley,
Utah
Director/Founder

"When I was 12, I experimented with inhalants for the first time. A year later, I was smoking marijuana on a regular basis. Over the next 4 years, I abused even more serious drugs. I depended on them to make it through the day, but didn't have the power to stop. I feared I would never get clean if I didn't get help from my parents and a residential treatment program. My parents sent me to the Caron Foundation. I went through the 4-week primary care program and, luckily, the 6-week extended care program. I say 'luckily' because my parents' insurance company only covered my first 19 days. But if I had gone home then, I would've never stayed clean. The Caron Foundation let me stay free for 10 days while my parents gathered money from my family. After treatment, I returned to society and changed my lifestyle. I started hanging out with people who were better for me and going to places that would not harm my recovery. I celebrated 5 years clean and sober in March 2003, and I owe it all to God and the Caron Foundation. Treatment works and saves lives."



Resources and Services

Media Resources

SAMHSA Media Services Line 301-443-8956

SAMHSA understands editorial deadlines. A toll-free telephone number (1-800-487-4890) has been established so that media representatives can get accurate information in a timely fashion. We also can coordinate interviews with expert spokespersons on all matters related to substance abuse prevention and treatment.

SAMHSA Radio Newslines 1-800-272-7723

The SAMHSA Radio Newslines provides broadcast-ready substance use disorder news and public affairs reports. The audio spots feature actualities from nationally recognized experts in the fields of substance abuse prevention and treatment. Broadcast-ready Newslines reports (usually :60 to :90) can easily be folded into radio news or public affairs programming or serve as a source of quotes and actualities for your own news coverage. Look for **Recovery Month**-themed segments throughout September.

SAMHSA Media Services Web Sites

www.samhsa.gov/news/news

The SAMHSA Media Services Web site provides SAMHSA's latest news releases, statistics, fact sheets, data, and policy reports on mental health, substance abuse, prevention, managed care, and the workplace. It also provides links to other SAMHSA resources on the Web.

ncadi.samhsa.gov/newsroom

The NCADI Newsroom is the most comprehensive online resource for journalists covering issues related to substance abuse. Be sure to check out the new and improved Newsroom with news angles, programming ideas, and other resources specifically created for the media. The Newsroom also offers press releases, links to online substance abuse-related articles (updated daily), campaign information, PSA scripts, and much more.



Shireda Prince,
President,
Substance Abuse
Addiction and
Recovery Alliance of
Northern Virginia

"My last day [using], I worked 12 hours and came home to cops opening the door for me. I was taken to jail. I cried for days and days, [and] admitted that I was an addict. [The judge] said his conscience would not allow him to find me guilty. Today, I work for alcohol and drug services in the jail. I was destined to be there. Today, I give back."

--OVER--



Resources (continued)

Community Resources

SAMHSA CSAT National Helpline

1-800-662-HELP (Toll-free)
Center for Substance Abuse Treatment (CSAT)
Substance Abuse and Mental Health Services Administration (SAMHSA)
U.S. Department of Health and Human Services

The SAMHSA National Helpline is a resource for locating drug and alcohol abuse treatment programs in communities throughout the country. It is a great tool for communities, families, or individuals who want to identify the most appropriate State-certified treatment services located closest to them.

National Clearinghouse for Alcohol and Drug Information (NCADI)

1-800-729-6686 (Toll-free)
Substance Abuse and Mental Health Services Administration (SAMHSA)
P.O. Box 2345
Rockville, MD 20847
<http://ncadi.samhsa.gov>

SAMHSA's NCADI is the Nation's one-stop resource for the most current and comprehensive information available about substance use disorder prevention and treatment. NCADI is one of the Federal Government's largest clearinghouses, offering more than 500 items to the public, most of which are free-of-charge.



Molly Potter,
Student

"I have been public about my addiction and recovery for almost a year. I'm still amazed by the reaction. Often, the response is shock and bewilderment. These reactions result from society's stereotype of alcoholics and addicts, but I am neither a 'drunk on the corner,' nor a social or academic failure. I have dreams for the future."



Tips for Promoting Substance Use Disorder Treatment in September and Throughout the Year

- Share helpful information and success stories with your audience to encourage persons with illicit drug and alcohol addictions to seek appropriate treatment services.
- Be an in-house advocate for donating air-time for public service messages that support substance use disorder treatment. Remind the “powers-that-be” that substance abuse treatment deserves top priority among many deserving requests for public attention.
- When reporting crimes, fires, car accidents, and other tragedies, query law enforcement, hospital, and rescue personnel about the possible role of substance use disorders in the incident. Include their findings in your coverage.
- Ensure that treatment messages are culturally sensitive and relevant to the needs of your listeners or viewers.
- Sponsor events in support of local substance use disorder treatment efforts.
- Encourage community affairs and news programming producers to be proactive in developing substance use-related programs.
- Volunteer with community-based substance use disorder treatment groups. Advise and assist with their public information and media relations efforts. Volunteer to help write informational materials, news releases, and PSA scripts.
- Counter and challenge the stereotypes of heavy-smoking, hard-drinking “heroes.” Identify as role models those leaders in your profession who do not engage in these practices. Discuss how such high-risk activities affect the health, careers, and lives of those who do.



Darrell Williams,
Prevention
Specialist

“My son is 5 years old. A couple of months ago, some friends were over and I had a [soda] can in my hand. One of my friends said to my son, ‘Look, your dad has a beer in his hand.’ And my 5-year-old said, ‘No, my dad doesn’t drink. He teaches people not to.’ I’ve had three car crashes and by the grace of God, I never ran into anybody. I got four DUIs in about 4 years. The end result was a Class D felony that resulted in a 5-year prison sentence. The lawyer worked out a deal to get me into treatment in the department of corrections. Now, I’m in a master’s program in clinical psychology, and things are unbelievable. I can’t even tell you how I got here or how this is happening. [I went] from a scared, shamed, beat-down little boy to a flourishing adult, and all because of recovery.”



Community Forums

The purpose of the **Recovery Month** Community Forums is to strengthen dialogue and raise awareness about substance abuse treatment at the local level. The following cities will be holding Community Forums this September during the 2003 **Recovery Month** observance:

- Albuquerque, NM
- Anchorage, AK
- Atlanta, GA
- Baltimore, MD
- Baton Rouge, LA
- Billings, MT
- Birmingham, AL
- Boston, MA
- Chicago, IL
- Columbus, OH
- Dallas, TX
- Detroit, MI
- Honolulu, HI
- Houston, TX
- Jefferson City, MO
- Kansas City, MO
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL
- Minneapolis/St. Paul, MN
- Nashville, TN
- Newark, NJ
- New York, NY
- Philadelphia, PA
- Phoenix, AZ
- Salt Lake City, UT
- San Diego, CA
- San Francisco, CA
- San Jose, CA
- San Juan, PR
- Tampa, FL
- Washington, DC

Community forum agendas may include the following topics:

- An overview of the extent, magnitude, and consequences of illicit drug and alcohol problems in families and in the community.
- Identification of current treatment efforts that are effective and a dialogue about unmet needs for treatment and recovery programs and services.
- Testimony from someone in recovery and a discussion on “stigma” and its effect on those who might otherwise seek treatment.
- Recommendations to health professionals, community leaders, and schools on the benefits of identifying, discussing, and providing treatment to those in need.



Henry Lozano,
White House
Advisor on
Substance Abuse
and Addiction

“I’d been a heroin addict for years. My first days of awakening were walking into a faith-based community organization [Teen Challenge International]. I graduated in 1974. [Since then.] I’ve walked the excellence that I know is there to be walked. The man I’ve been now for 29 years is who I am.”

Information about community forums and other **Recovery Month** activities can be found at www.recoverymonth.gov/2003/events.



PSA Reply Form

Please take a moment to complete this form and fax it back to us. Your feedback will enable us to evaluate our efforts. Forms may be faxed to 301-468-6433.

Did you use the PSAs? Yes No

Did you use the drop-in article? Yes No

Did you use the story ideas? Yes No

Did you use other materials in the kit? Yes No

If applicable, how many times did you or will you run the PSAs from August to September? _____

Ideally, how far in advance do you need to receive PSA scripts and other programming information?

Which do you prefer (check one)? Prerecorded PSAs PSA Scripts

If you prefer prerecorded spots, please indicate the one format you find most helpful:

CD Cassette Other (specify): _____

Would you like to be included in the SAMHSA's National Clearinghouse for Alcohol and Drug Information media database? This will allow you to receive future press releases, PSAs, and other useful substance abuse information.

Yes No

Your Media Outlet Name: _____

Audience: _____

Your Name: _____

Title: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Should you have additional questions or comments, please call 1-800-729-6686, ext. 5052. Thank you in advance for your response.