

2007 Recovery Month Live-Read Radio Scripts

Celebrate :30

If you are addicted to alcohol and drugs, the support of your family and friends is priceless. They give you hope so you can get treatment and get back to life.

Together, you can celebrate your accomplishments.

This September, celebrate **National Alcohol and Drug Addiction Recovery Month** with your family and friends. Together, you can make a difference.

For drug and alcohol information and treatment referral for you or someone you know, call 1-800-662-H-E-L-P (or replace this number with a local treatment provider's).

Celebrate :15

If you are addicted to alcohol and drugs, the support of your family and friends is priceless.

Together, celebrate your accomplishments and give back during the annual **National Alcohol and Drug Addiction Recovery Month** this September.

For more information, call 1-800-662-H-E-L-P (or replace this number with a local treatment provider's).

Cost :30

Drug and alcohol addiction can take a lot away from you. It can take away your job...your home...your health... your self-respect...your freedom.

But there is a solution: Reach out for help and get your life back.

Remember, treatment is available and recovery is possible.

This September, celebrate the 18th annual **National Alcohol and Drug Addiction Recovery Month** and help yourself and others get back to life.

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Cost :15

Drug and alcohol addiction can take a lot away from you.

But there is a solution: Reach out for help. Treatment is available and recovery is possible.

Celebrate **National Alcohol and Drug Addiction Recovery Month** and get back to life.

For more information, call 1-800-662-H-E-L-P (or replace this number with a local treatment provider's).

Promoting Recovery Month With Live-Read Radio Public Service Announcements

This year's theme for *National Alcohol and Drug Addiction Recovery Month (Recovery Month)* is *"Join the Voices for Recovery: Saving Lives, Saving Dollars."* This theme emphasizes the need to understand the financial and human benefits that recovery from substance use disorders can have and the need to reintegrate recovering individuals into the community and their families. The preceding scripts can be used to disseminate the messages of *Recovery Month* through local radio stations.

Live-Read Radio Public Service Announcement (PSA) = A script provided to local radio disc jockeys (DJs) to read on air during blocks of time dedicated to raise awareness of public campaigns, such as *Recovery Month*.

Radio PSAs: Catchy and Informative

Two 30-second and two 15-second radio PSA scripts to distribute to local radio stations are provided at the beginning of this document. The scripts include a toll-free national helpline, 1-800-662-HELP, a resource managed by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services. *Feel free to use your state, county, or community's own toll-free number in place of the national hotline, should one exist.*

Tools to Make Your Outreach More Efficient

- If you refer people to a local hotline in your script, please advise those operating it that you will be including their number in the scripts, so that they can be prepared for a potential increase in calls.
- For local information, contact your state's Single-State Agency listed in the "Resources" section of this planning toolkit. State and local information also is available from SAMHSA's *2005 National Survey on Drug Use and Health: National Findings* at www.oas.samhsa.gov/nsduh.htm and the *Treatment Episode Data Set* at www.dasis.samhsa.gov/webt/NewMapv1.htm, as well as from the *National Survey of Substance Abuse Treatment Services*. Information on treatment facilities in your area can be found at www.findtreatment.samhsa.gov.
- Pre-produced radio and television PSAs are available to order and localize by contacting SAMHSA's National Clearinghouse for Alcohol and Drug Information at recoverymonth@iqsolutions.com or 240-221-4273.

Distributing Live-Read Scripts to Local Radio Stations

- **Call local radio stations** to find out the name and address of the public affairs director for each station. If they do not have one, ask for the name and title of the person in charge of PSAs or public campaigns. Call this person and explain that you are working as part of the national effort to promote *National Alcohol and Drug Addiction Recovery Month* and would like the support of local radio stations to help raise awareness of the issues at hand: promoting the benefits of treatment for people with substance use disorders, their families, and the entire community.
- **Fax, e-mail, or mail copies of the PSA scripts** to the contact person for their consideration, after calling to introduce them to *Recovery Month*. When you send the scripts, remember to include a cover letter. This letter should reference your previous conversation and list your contact name, organization, and phone number. The letter also should summarize the main points that are discussed in the PSA, and be clear about your appreciation for the station's support in disseminating the message of *Recovery Month* to the community.