

Recovery Month 2001: "We Recover Together: Family, Friends, and Community"

September 2001 marked the 12th year of the ***Recovery Month*** observance and focused on raising the public's awareness that everyone has a role to play in the treatment and recovery process. The primary theme stressed that substance abuse treatment and recovery involves more than the individual who needs treatment; it also requires the support of family, friends, and community. A secondary theme addressed the issue of stigma which persists because the public fails to understand that addiction is like any other chronic health disease that can be managed. CSAT and its ***Recovery Month*** planning partners therefore selected the 2001 theme, ***We Recover Together: Family, Friends, and Community***, to underscore the need for those who interact with individuals in recovery, whether in the home or in the community, to support the substance abuse treatment and recovery process to ensure a healthy future for the whole community.

Outreach Materials and Initiatives

CSAT and its planning partners developed a user-friendly, comprehensive ***Recovery Month*** toolkit; a two-color 30" x 40" commemorative ***Recovery Month*** poster; a consumer brochure; an 8.5" x 11" promotional flyer used in mailings and conference exhibits prior to distribution of the printed kits; and television, radio, and print public service announcements as well as an interactive web presence at www.samhsa.gov.

Recovery Month Kit and Poster

The centerpiece of the ***Recovery Month*** community outreach effort is the ***Recovery Month*** campaign toolkit, 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. In response to an ever-increasing demand for the kit, CSAT produced 75,000 kits in 2001, compared to 50,000 in 2000. CSAT also produced 7,500 commemorative posters in 2001, compared to 5,000 in 2000. [See appendices for samples.]

The kit serves as a tool for organizations and local government entities to plan events that educate the public that substance abuse is a national health crisis, but addiction is a treatable disease, and recovery is possible. The kit contains a variety of materials that organizations can duplicate directly or tailor the templates provided to create customized materials and programs for their communities. Nine fact sheets target key stakeholder groups and discuss specific steps each can take to make a difference. Other resources include reference listings for web sites, clearinghouses, and State Substance Abuse Directors, as well as community organizations that offer assistance or referrals to local substance abuse treatment services. Media outreach materials in the kit include letterhead; campaign logo sheets; samples of an op-ed article, press release, and media advisory; and 30- and 15-second public service announcement live-read scripts for radio

announcers. Suggestions for promotional ideas and sample legislative proclamations are also provided.

Section/Topic	Number of pages
Signed Support Letters	
HHS Secretary Tommy Thompson	1
Acting SAMHSA Administrator, Dr. Joseph H. Austry III and CSAT Director, Dr. H. Westley Clark	1
Web Promotional Flyer	1
Media Outreach Materials	
Promotional Event Ideas	4
Sample Press Release	3
Sample Media Advisory	2
Sample Op-Ed Articles	2
Radio Public Service Announcements	2
Sample Proclamations	3
Camera-ready Logo Sheet	1
Letterhead	1
Targeted Outreach Materials	
General Facts about Drug and Alcohol Addiction, Treatment, Recovery and Use	8
Community-based Organizations Serving Children and Families	9
Educators/Schools	8
Employers	7
Faith Community	6
Health Policymakers and Insurers	7
Health Professionals	8
Individuals Working in the Criminal Justice System	7
Organizations Serving Racial, Ethnic, and Cultural Groups	9
Recovery Month Partners	
Allied Organizations (132 organizations)	9
Planning Partners (56 organizations)	1
Resource Materials	

Section/Topic	Number of pages
Clearinghouses, Web Sites and Additional Resources (167 organizations)	15
Single State Agencies	8
Diversity Resources (36 organizations)	4
Evaluation Form	1

Distribution List for the *Recovery Month* 2001 Kits

Name of Organization
Addiction Technology Transfer Centers
Al-Anon Family Group Headquarters
American Council on Alcoholism, Inc.
American Bar Association
American Medical Association
Association of Addiction Medicine
Child Welfare League
Community Anti-Drug Coalitions of America
Community Events/Forum for High Point
Congress
El Paso Alliance
Equals Three Communication®
Faith Partners
Florida Alcohol and Drug Abuse Association, Inc.
Governors
Join Together
Legal Action Center
Massachusetts Organization for Addiction Recovery
Mayors
Methamphetamine Conference
National Association of Addiction Treatment Providers
National Asian Pacific American Families Against Substance Abuse
National Association for Children of Alcoholics

Name of Organization
National Leadership Forum
National League of Cities
National Association of Social Workers
National Council on Alcoholism and Drug Dependence
National Association for Children of Alcoholics
National Mental Health Association
National Council on Alcoholism and Drug Dependence - Greater Detroit Area
New York State Association of Alcoholism and Substance Abuse Programs
Office of the Assistant Secretary of Defense
Recovery Community Support Program
<i>Recovery Month</i> Planning Partners
SSA Directors
Step One, Inc.
The Media Network
The Alliance Project
Therapeutic Communities of America
Treatment Alternatives for Safe Communities
U.S. Department of Labor
White Bison, Inc.
Individual Requests
Alcohol Drug Counsel of North Carolina
Binding Together
Bishop's Council on Alcohol and Other Drugs
Building Healthy Communities
Capital Area Human Services District
Catholic Charities
Charleston Center
Chautauqua Alcoholism and Substance Abuse Council
Chesapeake Substance Abuse Problem
Child Welfare League of America
City of Brentwood

Name of Organization
Connecticut Pharmacist Association
Dr. Bomtrog, Inc.
Duke University
Easter Seals
Family Life Centers
Family Services Woodfield
Green Mountain Needle Co-op, Act-One
Health Complex
Higher Ground
Iowa Veterans Home
Jewish Intake Residential Rehabilitation Facility
Johnson Institute Foundation
Kentucky Division of Substance Abuse
Maranatah Through Christ
Mayor's Office, Houston
Montsour Medical Center
Mountain Side
NAIC
New Southern Rock Baptist Church
Ohlhoff Recovery Program
Onsite
Pacific Clinics
PG County Health Dept.
Phoenix House
Pima Prevention Partnerships
Prevention Resource Center
Print Source Catalog, Government Printing Office
Solutions Outpatient Service
St. Vincent Streets Center
Steppin' Out - Powerful Radio Productions, Inc.
U.S. Department of Labor

Name of Organization
Vanguard Foundation
West Virginia Prevention Resource Center
Women's Recovery Association

Consumer Brochure

CSAT also produced two consumer brochures for use during **Recovery Month**. The first brochure was a two-sided quick reference card that offers the general public 12 tips on what to look for in a treatment program—*A Quick Guide to Finding Effective Alcohol and Drug Addiction Treatment*. The second brochure, *You Can Help: A Guide for Caring Adults Working with Young People Experiencing Addiction in the Family* is aimed at intermediaries who work with young people experiencing addiction in their families. The brochure describes characteristics of these children and what adults can do to help. *You Can Help: A Guide for Caring Adults Working with Young People Experiencing Addiction on the Family* would not have been possible without the assistance of the White House Office of National Drug Control Policy (ONDCP) and information from the National Association for Children of Alcoholics (NACoA). Both brochures are available free of charge through SAMHSA’s National Clearinghouse for Alcohol and Drug Information (NCADI) at www.health.org or at 1-800-729-6686.

CSAT-Sponsored Community Forums/Events

CSAT also supported local outreach by sponsoring 16 Community Forums planned in local communities throughout the country. These Forums/events examined key treatment and recovery-related issues in local communities and defined specific objectives and actions steps to broaden support and access to treatment and recovery. Cities that hosted official Community Forums for Recovery Month included:

Atlanta, Georgia
 Baltimore, Maryland
 Boston, Massachusetts
 Charlotte, North Carolina
 Columbus, Ohio
 Detroit, Michigan
 Hartford, CT
 Jacksonville, Florida
 Los Angeles, California
 Madison, Wisconsin
 New Orleans, Louisiana
 Philadelphia, Pennsylvania
 Portland, Oregon

St. Louis, Missouri
 St. Paul, Minnesota
 Washington, D.C.

The local events took many different forms and were hosted by various groups: a town meeting hosted by the state substance abuse prevention office; a rally at the state legislature hosted by the Department of Alcohol and Drug Addiction Services; a panel discussion hosted by a community college; a conference organized by a faith-based group; and a guest speaker luncheon hosted by a community-based organization. Each event brought media visibility to local substance abuse treatment priorities. The following are examples of some of the Community Forums and events that took place to celebrate **Recovery Month**. For a complete list of the Community Forums and events for **Recovery Month** 2001, please refer to the Community Events appendix.

Event Locations and Dates:

Location	Date
St. Louis, MO	September 5
Columbus, OH*	September 5
Portland, OR	September 7
Charlotte, NC	September 10
Chicago, IL	September 14
Madison, WI	September 15
Philadelphia, PA*	September 16
Hartford, CT	September 16
Washington, DC	September 17
Baltimore, MD*	September 17
Los Angeles, CA	September 22
Boston, MA*	September 26
Detroit, MI	September 27
Atlanta, GA	September 28
Minneapolis, MN	September 29
Jacksonville, FL	September 29
New Orleans, LA	September 29

* Community Forums in which CSAT Director H. Westley Clark participated.

Event Dates and Summaries

Location	Date	Contact Information	Event Summary
Baltimore, Maryland	9/17	Debbie Green Alcohol and Drug Abuse Administration of MD (410) 402-8592	Baltimore Forum and Open House sponsored by the Alcohol and Drug Abuse Administration of Maryland. The Forum featured CSAT Director H. Wesley Clark and others from the recovery community.
Los Angeles, California	9/22	Chris Wade CAADP-AWARE (818) 342-5897 x114	Community Forum, “Breaking Our Silence, We Recover Together: Families, Friends and Community” at Los Angeles Community College. This Forum featured workshops and various speeches on recovery.
Boston, Massachusetts	9/26	Maryanne Frangules MOAR (617) 423-6627	Recovery Month kick-off rally at the State House featuring a walk and remarks from Mayor Thomas Menino.
Detroit, Michigan	9/27	Benjamin Jones Council on Alcohol and Drug Dependence (313) 341-9891	Speaker’s Panel and Community Forum in celebration of Recovery Month . In addition to the Detroit event, another was held in Lansing, Michigan.
Atlanta, Georgia	9/28	David Whitters NCADD (404) 508-5383	“Reducing the Impact” Conference sponsored by the Georgia Council on Substance Abuse and featuring former CNN host Susan Rook.
Minneapolis/St. Paul, Minnesota	9/29	Dan Griffin Recovery Works	Walk and Concert held at State Capitol sponsored by Recovery Works and featuring U.S. Senator Paul Wellstone and people recovering from substance abuse.
New Orleans, Louisiana	9/29	Patrick Cahn (504) 348-0480	5K Recovery Walk sponsored by the Louisiana Office for Addictive Disorders and featuring food, music and a proclamation reading from the Mayor.
Jacksonville, FL	9/29	Gara Monde Gateway Community Services, Inc. (904) 472-4283	Jacksonville Community Rally featuring various types of performances and speeches highlighting recovery. Also presented was a proclamation from the Mayor.

Locally Sponsored Community Events

To promote local community events and inspire more communities to participate, community organizers were encouraged to list their events and activities on the official *Recovery Month* web site. The events-listing page was configured as a map of the United States, so viewers could click directly on a state or select it from a menu of states to easily explore the activities planned around the country. Twenty-eight states and the District of Columbia listed 85 events on the site as of January 29, 2002. Illinois listed the most events with 15.

Due to the tragic events of September 11th, many cities and communities, like New York City, cancelled their *Recovery Month* activities. However, even with these sudden cancellations, the community events that did occur for *Recovery Month* 2001 far exceeded the attendance for previous years.

To generate such a ground-swell of activities and events takes the dedication of many. The results of community planning and outreach for the *Recovery Month* 2001 celebration were nothing short of phenomenal. The following are just a few of the many highlights:

- **Star Awards Brunch, sponsored by Pro-Act, Doylestown, Pennsylvania**

The Pennsylvania Recovery Organization Achieving Community Together (Pro-Act) hosted the STAR Awards brunch at which six individuals who have made significant contributions towards increasing the public awareness of the nature of addiction and influenced public policy to promote recovery were honored. Dr. H. Westley Clark, M.D., J.D., M.P.H., received one of the six awards presented on Sunday, September 16, 2001 at the brunch held at the Wyndham Hotel in Philadelphia. The Pro-Act program receives grant funding from CSAT for its community programs.

- **Oregon Partnership Press Conference**

Leaders in the alcohol and drug recovery field, along with the Oregon Partnership held a press conference on September 7 to kick-off *Recovery Month* 2001. At the press conference, the Oregon Partnership unveiled its new web site that allows access to over 800 information and treatment services throughout the state. Also presented, were new billboard and radio public service announcements to highlight the Partnership's 24-hour, confidential toll-free HelpLine.

- **Bowery Residential Treatment Program, New York**

A particularly poignant story of *Recovery Month* occurred in New York City on September 11. The staff and clients for the Bowery Residential Treatment Program had the opportunity to reach out and help others in crisis. The Bowery Residential Treatment Program is located only a few blocks from the World Trade

Center and as the events unfolded these individuals focused on helping those in need, rather than saving their own lives. They extended themselves to help in any way they could the people who were fleeing the debris and turmoil of the collapse of the World Trade Center buildings. For instance, they hosed down individuals so their injuries could be assessed by medical personnel. Their efforts were a true demonstration of a community giving by helping others. Their story reflects the true meaning of a community supporting others in need.

Recovery Month Kick-Off

The 2001 ***Recovery Month*** observance started with three major events held on September 6th.

The first was a ***Recovery Month*** Breakfast hosted by Tommy G. Thompson, Secretary of the U.S. Department of Health and Human Services (HHS). Key stakeholders were invited from national and local organizations and public and private provider groups to a sit-down breakfast at HHS Headquarters in the Hubert H. Humphrey Building, Washington, DC. The attendees engaged in a 45-minute dialogue with the Secretary on such issues as the treatment payment structure, Medicare coverage, and the coordination of services across disciplines to provide more cohesive substance abuse treatment services nationwide. The breakfast was a unique event for ***Recovery Month***. The offer by the Secretary to host this affair demonstrated unequivocally his personal interest and support of the ***Recovery Month*** observance and in improving substance abuse treatment services across the country.

The second ***Recovery Month*** kick-off event was a press conference on September 6th at the National Press Club, one of the most well-attended conferences for ***Recovery Month*** to date.

A panel of 10 speakers announced the release of a new study on effective grantee projects that provide residential substance abuse treatment for pregnant and postpartum women and their children. The panelists included:

Joseph H. Autry, M.D., Acting Administrator, SAMHSA
Edward Jurith, J.D., Acting Director, White House Office of National Drug Control Policy
H. Westley Clark, M.D., J.D., M.P.H., Director, CSAT
Shay Bilchik, Executive Director, Child Welfare League
James M. Herrell, Ph.D., Social Science Analyst, CSAT
Kenneth Burgdorf, Ph.D., Project Director, RWC/PPS Cross-site Evaluation
Rebecca Taylor, Vice President of Treatment Services, Seabrook House, Seabrook, NJ
Ginny Vicini, Executive Director, Chrysalis House Inc., Lexington, KY
Vicki Horseman, graduate of Chrysalis House
Jackie Hinton, graduate of Seabrook House

The study, entitled *Benefits of Residential Substance Abuse Treatment for Pregnant and Parenting Women: Highlights from a Study of 50 Center for Substance Abuse Treatment Demonstration Programs*, highlights one of CSAT's most successful program initiatives. The initiative addresses the needs of women with severe and chronic alcohol or drug abuse problems. The key features of the programs are the provision for women-centered targeted addiction treatment and additional service components that allow women and their children to stay together. The study results showed outstanding pregnancy outcomes, sharp drops in alcohol and drug use, and reduced criminal behavior for the participants of these model programs. Six-month follow-up studies showed that these programs are very successful in treating women who averaged more than 15 years of substance abuse and had past histories of unsuccessful treatment.

In addition to the study, CSAT released a report on the original 11 projects funded by this initiative, *Telling Their Stories: Reflections of the 11 Original Grantees That Piloted Residential Treatment for Women and Children for CSAT*.

The final kick-off event on September 6th was the Al-Anon Family Groups, Inc. 50th Anniversary Luncheon in the Russell Senate Office Building on Capitol Hill in Washington, DC, from 12 p.m. to 2 p.m. The Honorable Paul Wellstone, Senator, State of Minnesota and The Honorable Jim Ramstad, Representative, State of Minnesota co-hosted and presented at the luncheon. The keynote speaker, Claudia Black, Ph.D., noted therapist and author, discussed her research on families facing alcoholism. In addition to her presentation, special guest, Chaplain John Lundin, a retired Air Force Chaplain and founder of the North American Family Renewal Institute, a leader in the field of recovery of families from alcoholism, also spoke. The luncheon was another **Recovery Month** first, a prominent display of support by Al-Anon, an international group that embraces recovery yet also promotes anonymity. Al-Anon supported **Recovery Month** despite different beliefs in discussing substance abuse and addiction. People celebrating the **Recovery Month** observance believe in openly discussing these issues of abuse and addiction and eliminating the silence and the stigma associated with the disease of addiction and recovery. However, both CSAT and Al-Anon found commonality in the fight against the disease and the need for treatment while honoring each organizations beliefs in anonymity versus outwardsly speaking about addiction and recovery.

These three extremely successful events launched numerous federal and local events around the country.

Recovery Month 2001 Proclamations

Senators/Congressional Representatives

Tribute from the 11th District of Ohio, U.S. Representative Stephanie Tubbs Jones
Senator Paul Wellstone (MN)
Representative Jim Ramstad (MN)

Governors

State of Alabama
State of Alaska
State of Connecticut
State of Florida
State of Indiana
State of Iowa
State of Kentucky
State of Louisiana
State of Maryland
State of New Jersey
State of New York
State of Pennsylvania
State of Texas
State of Virginia
State of West Virginia
State of Wisconsin
State of Wyoming

Mayors:

California

City of South Gate
City of Mountain View
City of Escondido
City of Anaheim
City of Diamond Bar

Colorado

City of Littleton

Florida

City of Cape Coral

Indiana

City of Elkhart

Illinois

Village of Hoffman Estates (Village President)
Village of Palatine
City of Chicago

Kentucky

City of Paducah

Louisiana

City of New Iberia, St. Mary Parish

Missouri

County of Jackson for the Combat Commission

Ohio

City of Upper Arlington

City of Willowick

Oregon

City of Tigard

Rhode Island

City of Warwick

Virginia

Arlington County (Chairman)

City of Leesburg

Co-sponsored CSAT events

The 6th Annual 5K “*Run for Recovery*” was co-sponsored by CSAT and the Vanguard Group for the third time, and was scheduled to be held on September 16, 2001. It was originally canceled due to the events of September 11th. However, with the help of dozens of local community organizations, the race was successfully rescheduled for October 21st, in Washington, DC. Over 1,000 participants pre-registered for the September 16th event, and over 800 racers finished the race on October 21st, including eight CyberRace™ entrants who ran on certified tracks elsewhere in the country, then reported their time via email to the race officials prior to the start of the official race.

This year’s race expanded to include national participation via the Internet. Racers could register to run on local tracks, then submit their times prior to the start of the official race. The best three times won prizes.

The race had 10 sponsors and numerous businesses donated prizes and gift certificates. The fastest runners received cash prizes from \$300 to \$25, while the fund-raisers who collected the most contributions also received prizes such as golf shirts, sweatshirts and warmup jackets. All participants received giveaways such as t-shirts, discount coupons to local eateries, and a souvenir bag filled with a water bottle, cup and gift certificates. Various raffles and events held throughout the race gave away other prizes to all in attendance.

Proceeds from the race will be used to improve the local addiction and recovery programs locally and nationwide, including helping to complete a new building to house Vanguard Foundation’s Phoenix House treatment center and corporate headquarters.

Interactive Web-Based Activities and Information

CSAT hosts a *Recovery Month* interactive web site that makes information about *Recovery Month* accessible to local communities and the general public either as online or downloadable files. Viewers can view and order materials, distribute news, and post events by locality. This interactive web site can be reached through www.samhsa.gov by clicking on the *Recovery Month* logo. Web site hits grew over 400 percent from previous years, receiving nearly 761,000 hits from June to October 2001, compared to just over 150,000 hits for 2000 for the same time period. Activity for 2000 was more than double the hits received in 1999 (more than 65,000). An expanded feature of the web site was the addition of 16 interactive web events that substantially increased this outreach effort over the one web chat and teleconference hosted in 2000. This site is available year-round; materials are available from the 1998-2001 observances.

Recovery Month 2001 Web site hits compared to 2000 and 1999:

Month	2001 Site Hits	2000 Site Hits	1999 Site Hits
Prior to June	114,413	--	--
June	127,852	17,507	18,229
July	158,274	37,655	15,401
August	212,043	45,988	16,378
September	176,016	51,235	15,254
October	85,975	27,983	27,490
November	57,167	22,033	10,470
December	55,373	16,238	2,301
Total	987,113	218,639	105,523

Web Chats

CSAT developed seven web chats that aired on the first Wednesday of the month at 3:00 p.m. EST or 7:00 p.m. EST, beginning in April and running through September (two web chats were held in September). Questions were taken both in advance of the actual chats through the *Recovery Month* web site or live during the chat. Audience participation for the four programs where data were captured showed that more than 200 individuals took part in the live web chats. The programs were archived and are now available on the 2001 *Recovery Month* site www.samhsa.gov by clicking on the *Recovery Month* logo.

Web Chats Summary Table

Chat	Theme/Title	Date	Time
1	<i>Planning and Executing a Successful Recovery Month Event</i> Host: Ivette Torres, MEd., M.S., CSAT	April 4	3:00 p.m.
2	<i>Criminal Justice Approaches to Addiction/Treatment</i> Host: Pam Rodriguez, Vice President of Illinois TASC (Treatment Alternatives for Safe Communities)	May 2	3:00 p.m.
3	<i>Family Approaches to Addiction/Treatment</i> Host: Sis Wenger, Executive Director, National Association for Children of Alcoholics	June 6	7:00 p.m.
4	<i>Faith Community Approaches to Addiction/Treatment</i> Host: Reverend Eric Ovid Donaldson, Executive Director, One Church– One Addict	July 11	7:00 p.m.
5	<i>Workplace Approaches to Addiction/Treatment</i> Host: Elena Carr, U.S. Department of Labor	August 1	3:00 p.m.
6	<i>Community-based Organization Approaches to Addiction/Treatment</i> Host: Reverend Dr. Alpha Estes Brown, Founder, 'Cause Children Count Coalition, Inc.	September 5	7:00 p.m.
7	<i>Social Service Approaches to Addiction/Treatment</i> Host: Steve Hornberger, Director of Behavioral Health Services, Child Welfare League of America	September 26	3:00 p.m.

Other media messages were disseminated throughout the month of September through news releases and interviews. It is estimated that radio interviews alone reached more than 4.5 million potential listeners.

Web Casts

CSAT also produced a series of seven web casts in a talk show format with a host and four guests. In addition to the guests, taped footage of past ***Recovery Month*** events was shown, all provided by CSAT grantees and various local and national treatment-related organizations. All web casts were aired the third Wednesday of the month at 3:00 p.m. EST, beginning in April and running through September (two web casts were scheduled in September). Viewers had an opportunity to send in topic-related questions, which

were addressed during the program, prior to each web cast, via the **Recovery Month** web site. Archive copies of the web casts were made available on the web site immediately following each aired program. Through December 2001, NCADI logged 11,188 page views for the web casts. These figures indicate the number of times a viewer accessed the page but do not reflect the number of times the supporting graphics/files were viewed.

Further web cast distribution was achieved through Cable Access Television, a broad universe of public, educational, and government cable-based broadcasters. This outlet reaches 40 million households. The Recovery Network also picked up the web casts, which reached an additional 12.5 million households.

Cast	Theme/Title	Date	Time
1	<i>Overview of CSAT and Recovery Month</i> Host: Ivette Torres, MEd., M.S. Panelist: Dr. H. Westley Clark, M.D., J.D., M.P.H.	April 18	3:00 p.m.
2	<i>Treatment 101</i> Host: Dennis Wholey Panelists: Dr. H. Westley Clark, CSAT Dr. Bernard Arons, Center for Mental Health Services Dr. Frank Vocci, National Institute of Drug Abuse Dr. Larry Siegel, DC Addiction Prevention and Recovery Administration	May 16	3:00 p.m.
3	<i>What Families Can Do to Prevent and Intervene with Alcohol and Drug Problems</i> Host: Susan Rook, Former CNN Anchor Panelists: Tim Bradley, Teen Treatment Advocate Dr. Phillip Brewer, Yale Univ. School of Medicine Jeff Jay, Interventionist Dr. Andrew Hamid, Columbia University, School of Social Work	June 20	7:00 p.m.

Cast	Theme/Title	Date	Time
4	<i>Exploring the Connection between Addiction and Other Health and Social Problems</i> Host: Susan Rook, Former CNN Anchor Panelists: Janice Ford Griffin, Join Together Dr. Constance Horgan, Brandeis University Dr. James Callahan, ASAM Elena Carr, U.S. Department of Labor Phillip Brewer, Yale Emergency Medicine	July 18	3:00 p.m.
5	<i>Children of Alcohol- and Drug-Addicted Parents: Protecting Our Future</i> Host: Ivette Torres, MEd., M.S., CSAT Panelists: Dr. Donna Mogan, Eagle Wing Enterprises Sis Wenger, NACoA Don Coyhis, White Bison Steve Hornberger, Child Welfare League of America	August 15	3:00 p.m.
6	<i>The Science of Addiction and Treatment</i> Host: Dennis Wholey, PBS Host and author Panelists: Dr. H. Westley Clark, CSAT Dr. Alan Leshner, NIDA Dr. Mary Dufour, NIAAA Dr. Daniel Hommer, NIAAA	September 12	3:00 p.m.
7	<i>The Roles of Friends and Community in the Recovery Process</i> Host: Ivette Torres, MEd., M.S., CSAT Panelists: Dr. Linda Wolf Jones, Therapeutic Communities of America Stacia Murphy, National Council on Alcoholism and Drug Dependence Jim O’Hair, Northrop Grumman Steve Hornberger, Child Welfare League of America	September 19	3:00 p.m.

Media Outreach

To draw the media’s attention to the ***Recovery Month*** celebration, CSAT held several press events. The ***Recovery Month*** campaign theme, radio and TV PSAs, and other campaign materials were unveiled at a June 12th press conference held at the National

Press Club in Washington, DC. This event was followed by the kick-off press conference held on September 6, 2001.

Trade Press Attendees for September 6th Press Event:

B. Alpcit, Reporter, *New Orleans Times Picayune*
Barry Bagrato, Correspondent, CBS News
Alison Burns, Reporter, COX-TV
Jeremy Bond, Editor, *Mental Health Report*
Jenny Collier, Editor, Legal Action, *Washington Weekly*
Chris Fleming, Washington Editor, *Medicine and Health*
Rob Fleming, Editor, *Progress Notes*
Peter Hardin, Reporter, *Richmond Times*
Vlademire Herard, Editor, *Substance Abuse Family News*
Stacy Hutchins, Belo Broadcast
Jessica Jacob, Intern, *Nation's Health*
Emol Jentrain, Finncorn Press
Frank Lockwood, Reporter, *Lexington (KY) Herald Leader*
Al Millikan, Writer, Washington Independent Writers
Larry O'Rourke, Washington Correspondent, McClatchy Newspapers
Molly Parrish, Editor, Pace Publications
Maria Recio, Reporter, *Fort Worth Star-Telegram*
Jan Rosack, Editor, *Psychiatric News*
Ananda Shorey, Reporter, The Associated Press
Kristen Stephen, Staff, Network News

Dr. Clark also granted individual interviews with the following media:

ABC Network News
AP Network News

Print Coverage

Print coverage was monitored nationwide for ***Recovery Month*** in national and local newspapers, magazines, and on the Internet. To date 294 press clippings have been collected. In Chicago, 63 mentions were found in area newspapers as guest essays, news briefs, or area event listings. The Chicago area exposure alone reached a combined circulation of more than 397,000 readers.

Public Service Announcements (PSAs)

CSAT produced broadcast and print PSAs aimed at reducing stigma associated with substance abuse treatment and those in recovery. All of the PSAs were produced in English and Spanish. The broadcast PSAs put an everyday face on addiction and recovery, and offer CSAT's 24-hour, toll-free National Helpline, 1-800-662-HELP as the call to action if viewers or someone they know is in need of treatment. The TV PSAs from CSAT won the 2001 Global Award and Certificate, an award sponsored by the New York Festivals and a 2001 National Association of Government Communicators Award. They also won a Washington, DC Addy Award and have been nominated for a regional Addy award.

Television PSAs

Two television PSAs were produced in English and Spanish in varying lengths and sent to more than 800 TV stations and networks, as well as being a part of the White House Office of National Drug Control Policy's Media Match Campaign. Through January 2002, the PSAs were aired by 353 outlets in 137 markets and seen by potentially 169 million viewers.

Television PSA Statistics:

Spot	Stations Reporting Use	No. of Markets	Total Telecasts	Broadcast Hours	Viewer Impressions	Estimated Time Value
Crosswalk :30	186	131	3,668	30.57	39,545,078	\$321,809
Crosswalk :15	36	28	1,224	5.10	14,599,963	\$95,666
Subtitles :30	242	157	4,457	37.14	50,393,717	\$538,861
Subtitles :15	87	69	1,559	6.50	54,316,340	\$252,517
Crosswalk :30 (Spanish)	8	8	852	7.10	14,781,888	\$156,088
Crosswalk :15 (Spanish)	2	2	51	0.21	526,241	\$7,198
Subtitles :30 (Spanish)	6	6	417	3.48	8,204,147	\$81,277
Subtitles :15 (Spanish)	7	6	682	2.84	24,540,559	\$158,233
Totals	574	407	12,910	92.94	206,907,933	\$1,611,629

* The viewer numbers for the White House Office of National Drug Control Policy's Media Match Campaign are not included. Campaign numbers will be released in September 2002.

Radio PSAs

Eight radio PSAs (four English and four Spanish) were produced. These were distributed directly to 2,000 radio stations nationwide. By January 2002, the eight radio spots were played 37,925 times (up from 19,922 times in 2000) on 294 AM and FM stations across the country, resulting in 240,553,450 impressions (up from 93,554,570 in 2000). The PSAs played over a total of 316.04 hours, for an estimated time value of \$2,085,875 in donated air time (nearly \$600,000 more than in 2000).

Radio PSA Statistics:

Spot	AM	FM	States	Cities	Plays	Projected Impressions	Hours	Est. Time Value
How To :30	122	144	44	157	17,592	113,712,480	146.60	\$967,560
Kid :30	98	116	42	135	14,827	92,950,230	123.56	\$815,485
Consejos :30	20	17	18	25	2,741	17,123,360	22.84	\$150,755
Nino :30	20	15	17	25	2,765	16,767,380	23.04	\$152,075
Totals	260	292	121	342	37,925	240,553,450	316.04	\$2,085,875

* The viewer numbers for the White House Office of National Drug Control Policy's Media Match Campaign are not included. Campaign numbers will be released in September 2002.

Print PSAs

A black-and-white print PSA was designed in varying sizes. The ad aims to debunk the myth that recovery does not work by challenging the reader with the fact that millions of Americans annually receive help for their addictions and are living productive lives. The call to action is CSAT's toll-free Helpline or web site www.samhsa.gov. The ads were sent out to 100 national consumer publications, then followed with phone calls to the editors to encourage placement.

Radio Tours

Following the press conference on September 6th, CSAT hosted a nationwide multi-city radio tour to address national, state, and local substance abuse issues in the United States. CSAT Director Dr. H. Westley Clark used this opportunity to educate and inform

the public on the nature of substance abuse addiction and prevention and to discuss the need to alleviate the stigma of treatment. The 2001 radio tour reached an estimated 5,855,056 listeners, a 142 percent increase in reach over the 2,461,280 listeners reached in 2000. Other media messages were disseminated throughout the month of September through news releases and interviews.

The final figures for the radio tour interviews were somewhat depressed due to the impact of the events of September 11. Two cities, New York and Phoenix, cancelled tours. Media outreach in seven other cities was cut back substantially and Portland, Oregon rescheduled its air dates. Prior to September 11, 32 interviews had been scheduled. By October 4, the date of the last scheduled interview, only 22 interviews had been held. Even with this modified schedule, the total number of viewer impressions exceeded efforts in 2000 by more than twice the number of viewer impressions. Fourteen networks hosted interviews with one of three CSAT representatives: Dr. H. Westley Clark, M.D., J.D., M.P.H.; Ivette Torres, MEd., M.S.; or Dr. James M. Herrell, Ph.D, M.P.H. Twenty-two stations aired these interviews, which had an estimated reach of 280,500 gross impressions. Total network gross impressions were estimated to reach 5.5 million listeners.

Radio Network Statistics:

Radio Network	Coverage	Listeners	Affiliates	Usage
Issues Today, Radio Network	National	1,600,000	168	1
Black Radio Network	National	245,448	75	2*
Illinois Radio Network	Illinois	173,200	70	2
Florida Radio Network	Florida	154,700	57	3-6*
North Carolina Network	North Carolina	151,600	91	4-7*
Wisconsin Public Radio	Wisconsin	150,000	12	1
Metro Networks St. Louis	St. Louis	133,924	30	4-5**
Georgia Radio Network	Georgia	103,900	108	4-6*
Michigan News Network	Michigan	76,400	69	2*
Tennessee Radio Network	Tennessee	68,200	85	3
Minnesota News Network	Minnesota	62,800	61	6

Radio Network	Coverage	Listeners	Affiliates	Usage
Metro Networks-Minneapolis/St. Paul	Twin Cities	24,300	2	2*
South Dakota Network	South Dakota	18,000	18	2*
North Dakota Network	North Dakota	16,100	25	2*
Total Gross Impressions		5,574,556 (2,978,572)	871	

Individual Radio Station Statistics:

Station	AM/FM	Listeners	DMA Rank	DMA Name	Usage
WYBA	FM	6,700	3	Chicago, IL	1
WTAG	AM	3,900	6	Boston, MA	1
WASH	FM	24,700	7	Washington, DC	1
WMZQ	FM	24,000	7	Washington, DC	1
WWDC	FM	23,800	7	Washington, DC	1
WBIG	FM	22,200	7	Washington, DC	1
WTEM	AM	8,200	7	Washington, DC	1
WGAY	AM	4,600	7	Washington, DC	1
WJMO	FM	4,200	7	Washington, DC	1
WMJI	FM	20,700	13	Cleveland, OH	1
WGAR	FM	20,600	13	Cleveland, OH	1
WTAM	AM	17,900	13	Cleveland, OH	1
WMMS	FM	15,200	13	Cleveland, OH	1
WMVX	FM	12,200	13	Cleveland, OH	1
WAKS	FM	6,000	13	Cleveland, OH	1
KEZK	FM	21,600	20	St. Louis, MO	1

Station	AM/FM	Listeners	DMA Rank	DMA Name	Usage
KWIP	AM	1,400	25	Portland, OR	1
WCLT	FM	20,000	34	Columbus, OH	1
WLVQ	FM	11,800	34	Columbus, OH	1
WHOK	FM	6,500	34	Columbus, OH	1
WAZU	FM	3,000	34	Columbus, OH	1
WCLO	AM	1,300	85	Madison, WI	1
Total Gross Impressions		280,500			

Summary Figures for Radio Tours:

Gross Impressions of Networks: 5,574,556 listeners
Gross Impressions of Stations: 280,500 listeners
Network Affiliates Airing Interviews: 871
Total Number of Networks Airing Interviews: 14
Total Number of Stations Airing Interviews: 22