# Substance Abuse and Mental Health Services Administration Center for Substance Abuse Treatment National Alcohol and Drug Addiction Recovery Month

Overview of the Celebration

Held annually in September, *National Alcohol and Drug Addiction Recovery Month* (*Recovery Month*) is sponsored by the U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Treatment (SAMHSA/CSAT). The month-long observance unites public and private sector partner organizations nationwide in an effort to reduce the stigma associated with treatment of substance abuse. *Recovery Month* also celebrates people in recovery and those who serve them. Each year, *Recovery Month* provides a platform for thousands of treatment programs around the country to celebrate their successes and to host events and activities that involve their neighbors, friends, and colleagues in an effort to educate the public about treatment, how it works, for whom, and why.

In support of these efforts, SAMHSA/CSAT and more than 75 public and private sector partner organizations develop and distribute *Recovery Month* kits to various public and private organizations, coalitions, and agencies from a variety of disciplines including the health care, education, business, criminal justice, and government sectors, among others. This user-friendly, comprehensive package of materials is designed to assist the recipients with localized efforts such as community rallies, legislative forums, and other events to promote treatment effectiveness to the media, key constituency groups, and special audiences, and through its theme, encourage communities to invest in addiction treatment services.

SAMHSA/CSAT hosts a *Recovery Month* interactive web site where materials can be accessed electronically or ordered. In addition, news and articles are posted and events being held throughout the country are listed by locality. During *Recovery Month*, the activities throughout the U.S. are numerous and vary according to the resources and level of effort put forth by the national and local sponsors. For example, each September SAMHSA/CSAT hosts both a national kick-off media event in Washington, D.C. and live web chats and webcasts on the *Recovery Month* web site. Activities taking place at the local level include community forums at which experts and legislators host a dialogue about local addiction treatment issues; health and information fairs sponsored by concerned community organizations; and other creative community-based events, such as walks and runs. Many communities also focused their efforts on the placement of special news features about people in recovery and the promotion of radio and television coverage about addiction treatment-related issues.

To complement the local media efforts, SAMHSA/CSAT produces television and radio public service announcements (PSAs) that highlight the effectiveness of treatment and encourage individuals with substance abuse problems and/or their loved ones to call SAMHSA/CSAT's 24-hour, toll-free National Helpline, 1-800-662-HELP.

**Recovery Month** is the national opportunity to educate the public about the scope of the public health problem of substance abuse and the benefits of treatment and recovery. According to the 2001

National Household Survey on Drug Abuse:

- An estimated 15.9 million Americans aged 12 or older were current users of illicit drugs in 2001, meaning they had used an illicit drug at least once during the past 30 days. Marijuana was used by 76 percent of current illicit drug users.
- 12.9 million Americans aged 12 and older were heavy drinkers (5 or more drinks at one occasion on at least 5 different days in the past 30 days), and approximately one-fifth (20.5 percent) of them participated in binge drinking (5 or more drinks on one occasion at least once in the past 30 days).
- 66.5 million Americans 12 years or older, 29.5 percent of the population, reported current use of a tobacco product in 2001.
- Overall, an estimated 16.6 million Americans aged 12 or older in 2001 were classified with dependence on or abuse of either alcohol or illicit drugs (7.3 percent of the total population). Of these, 2.4 million were classified with dependence on or abuse of both alcohol and illicit drugs.
- An estimated 3.1 million people aged 12 or older (1.4 percent of the population) received some kind of treatment for a problem related to the use of alcohol or illicit drugs in the prior 12 months prior to being interviewed in 2001. Of these, 1.2 million received treatment for alcohol and illicit drugs, .5 million for illicit drugs alone, and 1.0 million for alcohol.

In celebration of the success of *Recovery Month*, each year, a new theme is selected for the *Recovery Month* observance; both the kit and the PSAs address the theme. The following report details the results of the 2002 campaign and the impact it has had on raising the public's awareness about substance abuse treatment and recovery.

# 2002 Outcomes for National Alcohol and Drug Addiction Recovery Month Join the Voices of Recovery: A Call to Action

September 2002 marked the 13th observance of *Recovery Month* and focused on emphasizing five guidelines for positive action as defined by Changing the Conversation: The National Treatment Plan Initiative to Improve Substance Abuse Treatment (Changing the Conversation). This SAMHSA/CSAT report, released in November 2000, focuses on action steps that a community can use to expand its efforts for substance abuse treatment and recovery.

This year's theme encouraged everyone to help incorporate community treatment and recovery services as a vital part of the Nation's public health system. Changing the Conversation envisions a society in which people with a history of alcohol or drug problems, people in recovery, and people at risk for these problems are valued and treated with dignity, and where stigma, discrimination, and other barriers to recovery are eliminated. A society in which substance abuse/dependence is recognized as a public health issue, a treatable illness for which individuals deserve treatment. This vision includes a society in which high-quality services for alcohol and drug problems are widely available and where treatment is recognized as a specialized field of expertise.

In an effort to continue to rally at the forefront of the public debate for effective, accessible substance abuse treatment services, the 13th annual *Recovery Month* observance adopted the theme, "Join the Voices of Recovery: A Call to Action." This theme recognized people currently in recovery who personified the gains made as a result of addiction treatment. It also educated the public that addiction is a chronic, but treatable, disease and public health problem that affects everyone.

### Outreach Materials and Initiatives

SAMHSA/CSAT and its planning partners developed a *Recovery Month* toolkit, a commemorative *Recovery Month* poster, and a promotional flyer used in mailings and conference exhibits prior to distribution of the printed toolkits. Television and radio public service announcements were also created. SAMHSA/CSAT not only developed new radio and television PSAs for 2002, but also rereleased the very successful 2001 radio and television PSAs. In addition, a new 2002 *Recovery Month* web site, www.recoverymonth.gov, was developed. On this web site, the general public can view SAMHSA/CSAT-sponsored web chats and webcasts, download a virtual *Recovery Month* toolkit, view the PSAs, and post their community forums and events. Further details about the *Recovery Month* web site are reported in the Interactive Web-Based Activities and Information section.

## **Recovery Month** Kit and Poster

Building upon the success of the 2001 campaign, SAMHSA/CSAT and its planning partners worked together to develop a toolkit for local community-based organizations to use as a resource for developing a variety of options for planning *Recovery Month* events. In addition, to answer the

demand for *Recovery Month* materials, SAMHSA/CSAT printed 75,000 kits for distribution.

The kit is a tool for organizations and government entities to plan events that educate the public on substance abuse and addiction related issues. The kit contains a variety of materials that organizations can duplicate directly or tailor to create customized materials and programs for their communities. Ten fact sheets target key audiences and discuss specific steps each can take to make a difference. Resource materials include reference listings for clearinghouses, web sites, allied organizations, diversity resources, and State Agency Directors. Media outreach materials in the kit include *Recovery Month* logos, a letterhead template, and samples of a media advisory, press release, op-ed, proclamations, and promotional event ideas. Live-read radio public service announcements are also included.

The kit contains resources for individuals seeking substance abuse treatment information. Two sample proclamations were provided to encourage national, state, and local governments to dedicate September as *Recovery Month* in their jurisdictions.

SAMHSA/CSAT also designed and produced 10,000 color 30" x 30" commemorative *Recovery Month* posters (up from 7,500 in 2001), and 12,000 color 8.5" x 11" flyers for use in mailings and conference exhibits prior to release of the printed kits. This year, 10,000 teaser brochures were produced to increase awareness of *Recovery Month* activities and the availably of materials.

The following materials were included in the 2002 toolkit.

| Section/Topic  | Number of |
|--|-----------|
|  | pages     |
| Signed Support Letters   |           |
| HHS Secretary Tommy Thompson                                     | 1         |
| ONDCP Director John Walters                                      | 1         |
| SAMHSA Administrator Charles G. Curie and CSAT Director Dr. H.   | 1         |
| Westley Clark  |           |
| Web Promotional Flyer  | 1         |
| Media Outreach Materials   |           |
| Promotional Event Ideas  | 4         |
| Sample Press Release   | 4         |
| Sample Media Advisory  | 3         |
| Sample Op-Ed   | 4         |
| Radio Public Service Announcements (live-read announcer scripts) | 2         |
| Sample Proclamations   | 3         |
| Logo Sheet   | 1         |
| Letterhead   | 1         |
| Targeted Outreach Materials                                      |           |
| Overview of Changing the Conversation and General Facts          |           |

| about Addiction, Treatment, Recovery, and Drugs and Alcohol       | 10 |
|---|----|
| Community-Based Organizations and Faith and Spiritual Communities | 10 |
| Educators and Schools   | 10 |
| Employers   | 8  |
| Health and Wellness Professionals and Practitioners               | 9  |
| Health Insurers   | 9  |
| Individuals in the Recovery Community, Their Families and Friends | 7  |
| Individuals Working in the Criminal Justice System                | 8  |
| Labor Unions and Trade Associations                               | 8  |
| Public Officials and Civic Leaders                                | 8  |
| Recovery Month Partners   |    |
| Allied Organizations (123 organizations)                          | 9  |
| Planning Partners (68 organizations)                              | 2  |
| Resource Materials  |    |
| Clearinghouses, Web Sites, and Additional Resources (151          | 14 |
| organizations)  |    |
| Single State Agency Directory                                     | 8  |
| Diversity Resources (39 organizations)                            | 4  |
| Evaluation Form   | 1  |

# A Partial Distribution List for the Recovery Month 2002 Kits

# Name of Organization

- 26 Community Forums
- Alcohol Drug Council of North Carolina
- Alliance Project
- American Psychological Association
- Child Welfare League of America
- CSAT Grantees
- Employee Assistance Professionals Association
- Envision the Potential
- Join Together
- Kniseley International Associates
- Main Community Events
- Methadone Facilities
- MOAR
- NAPAFASA
- National Association for Children of Alcoholics
- National Association of Social Workers
- National Conference of State Legislators
- National Council on Alcoholism and Drug Dependence

- National Mental Health Association
- RADAR Network Mailing
- SSA Members
- State Association of Addiction Services
- TASC
- U.S. Conference of Mayors
- U.S. Congressmen
- U.S. Department of Labor Working Partners
- U.S. Governors
- U.S. League of Cities
- U.S. Senators
- White Bison
- White Bison Community Forums

# **Individual Requests**

- ADCNC
- Association of Persons Affected by Addiction
- Baptist Regional Medical Center
- Californians for Drug-Free Youth
- Child Welfare League
- Chinese Com Social Services and Health
- DHMHAS
- New Futures
- PIMA Prevention Partnership
- Step One
- Vanguard Foundation

# CSAT-Sponsored Community Forums/Events

Working closely with partners in 31 major cities this year, SAMHSA/CSAT sponsored community forums/events where experts and legislators discussed local addiction treatment issues. In 1998, the first year of community forums, eight forums were held around the country in local cable station recording studios. Most were broadcast in the immediate area. By 2002, SAMHSA/CSAT-sponsored *Recovery Month* forums/events had grown to 31. As in past years, forums/events included an emphasis on multicultural populations. Cities that hosted official Community Forums for *Recovery Month* 2002 included:

- Albuquerque, New Mexico
- New Orleans, Louisiana
- Anchorage, Alaska
- New York, New York

- Atlanta, Georgia
- Phoenix, Arizona
- Baltimore, Maryland
- Portland, Oregon
- Billings, Montana
- Raleigh/Durham, North Carolina
- Birmingham, Alabama
- Salt Lake City, Utah
- Boston, Massachusetts
- San Antonio, Texas
- Chicago, Illinois
- San Diego, California
- Dallas, Texas
- San Francisco, California
- Detroit, Michigan
- San Juan, Puerto Rico
- Honolulu, Hawaii
- Seattle, Washington
- Indianapolis, Indiana
- Sioux Falls, South Dakota
- Ithaca, New York
- U.S. Virgin Islands
- Kansas City, Missouri
- Washington, DC
- Los Angeles, California
- Yuma, Arizona
- Minneapolis, Minnesota

During September SAMHSA/CSAT sponsored community forums/events in 31 cities throughout the country. These forums/events examined key treatment and recovery-related issues and recommendations highlighted in Changing the Conversation: The National Treatment Plan Initiative to Improve Substance Abuse Treatment as they pertained to local needs. Community events addressed local community issues and defined specific objectives and action steps to broaden support and access for individuals in recovery, their families, and friends. The goal of each forum was to unite a range of stakeholders to take action including families; policymakers; judges; insurers; health professionals; treatment providers; educators/schools; faith-based organizations; individuals working in the criminal justice system; community-based organizations serving children and families; diverse racial, ethnic and cultural groups; members of the media; and other community leaders. Together, these SAMHSA/CSAT-sponsored events reached more than an estimated 33,000 people throughout the U.S. For a complete list of the Community Forums and events for *Recovery Month* 2002, please refer to the Community Events appendix.

## **EVENT LOCATIONS AND DATES**

| Location                  | Date           |
|---------------------------|----------------|
| Portland, Oregon          | September 1    |
| Yuma, Arizona             | September 1    |
| Kansas City, Missouri     | September 4    |
| Albuquerque, New Mexico   | September 9    |
| Atlanta, Georgia          | September 12   |
| Indianapolis, Indiana     | September 12   |
| Anchorage, Alaska         | September 14   |
| Los Angeles, California   | September 14   |
| Virgin Islands            | September 14   |
| Washington, District of   | September 18   |
| Columbia                  |                |
| Honolulu, Hawaii          | September 20   |
| San Diego, California     | September 20   |
| San Francisco, California | September 20   |
| Dallas, Texas             | September 21   |
| San Antonio, Texas        | September 21   |
| Chicago, Illinois         | September 22   |
| New York, New York        | September 24   |
| Boston, Massachusetts     | September 25   |
| Minneapolis, Minnesota    | September 26   |
| Baltimore, Maryland       | September 27   |
| Detroit, Michigan         | September 27   |
| Ithaca, New York          | September 27   |
| San Juan, Puerto Rico     | September 27   |
| Billings, Montana         | September 28   |
| Birmingham, Alabama       | September 28   |
| Phoenix, Arizona          | September 28   |
| Raleigh/Durham, North     | September 28   |
| Carolina                  |                |
| Salt Lake City, Utah      | September 28   |
| Sioux Falls, South Dakota | September 28   |
| Seattle, Washington       | October 1      |
| New Orleans, Louisiana    | April 19, 2003 |

# 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 list page was re-configured as a map of the United States, so viewers could click

directly on a state or select it from a drop-down menu in order to view the events that took place across the country. As of October 2002, 47 states, the District of Columbia, the Virgin Islands, and Puerto Rico listed 239 events.

To generate such a large number of activities and events takes the dedication of many. *Recovery Month* 2002 celebrations were outstanding thanks to widespread community planning and outreach. The following are just a few of the many highlights:

## Texas SOBERFEST, Austin, Texas, May 11, 2002

Over 5,000 people attended this all-day event to celebrate recovery with live music, speakers, and a variety of other booths and events. The event was born from the desire to show the community that they could have a good time without being under the influence. The idea came from a promise made between a brother and a sister. The brother saved lives as a Para jumper in the U.S. Air Force, while the sister wanted to spare others the life of addiction she once led. The brother lost his life in 2001 serving our country and the sister vowed to make what was then just the idea of "Soberfest" into a reality.

RICARE's Third Annual Legislative Day, Providence, Rhode Island, September 10, 2002 RI Communities for Addiction Recovery Efforts-RICARE hosted its Third Annual Legislative Day. Legislators spoke about their plans for addressing alcohol and other drug issues in Rhode Island. A panel of individuals in recovery shared their personal stories and members who have done great work for the recovery community were honored. This event was designed to increase community awareness and to educate the public, media, and legislators about addiction and recovery. RICARE helped to reduce stigma associated with substance abuse and addiction and put a positive face and voice on recovery in the Rhode Island community.

# Hands Across the Bridge, I-5 bridge between Vancouver, Washington and Portland, Oregon, September 1, 2002

More than 200 community members in Vancouver and Portland held hands across the I-5 bridge that joins the two cities. There were opening ceremonies on each side of the bridge, and as people from the two cities met in the middle of the bridge, the Tidewater Tug Boat "Rebel" blew its horn and all joined hands for a moment of silence. Many people expressed feeling a great sense of energy and power at that moment; one described the event as "A group of community-minded citizens working together towards a drug-free community is the beginning of the healing we need in our families and neighborhoods."

\* All 50 states planned and held events to celebrate *Recovery Month*.

## Recovery Month Kick-Off

The *Recovery Month* 2002 observance began with two major events September 5. The first was a *Recovery Month* press conference and a kick-off event at the National Press Club. The press conference highlighted the release of the 2001 National Household Survey on Drug Abuse

(NHSDA), which surveyed 70,000 people aged 12 and older to gather the latest statistics on substance abuse. Speakers at the press conference included:

- Tommy G. Thompson, Secretary, Department of Health and Human Services (HHS)
- John Walters, Director, White House Office of National Drug Control Policy (ONDCP)
- Charles G. Curie, Administrator, Substance Abuse and Mental Health Services Administration (SAMHSA)
- Rock DiSessa, Oakland, CA, student in recovery

NHSDA provides a comprehensive and accurate snapshot of substance abuse trends for the past year. This year, questions on mental health were included in the survey for the first time. According to the newly released NHSDA, alcohol and tobacco use by underage youth and illicit drug use continue to be leading public health issues for our Nation. The survey further showed that the use of illicit drugs such as marijuana, cocaine, heroin, and inhalants has increased. For example, marijuana use is up from 4.8 percent in 2001 to 5.4 percent in 2002. Also on the rise is the dangerous "club drug" MDMA, commonly referred to as Ecstasy. An estimated 1.9 million people used Ecstasy for the first time in 2002. The statistics continue to be alarming: 29.5 percent of the American population age 12 and older are regular tobacco smokers and nearly two-thirds (65 percent) of young people have tried cigarettes by 12th grade. In 2002, more than one in 10 Americans or 25 million people reported driving under the influence of alcohol at least once in the prior 12 months.

The second event, also on September 5, was the *National Alcohol and Drug Addiction Recovery Month* Congressional Kick-off Luncheon held in the Rayburn House Office Building in Washington, D.C. from noon to 2 p.m., sponsored by the American Foundation for Addiction Research (AFAR). Co-hosting this luncheon were Congressional leaders Representative Jim Ramstad and the late Senator Paul Wellstone, both of Minnesota. The speakers included: AFAR Chairman Dr. Patrick Carns, a pioneering researcher in addictive disorders; Dr. Andrea Barthwell, Deputy Director of ONDCP; and Charles G. Curie, Administrator of SAMHSA. Chaplain John Lundin, AFAR Executive Director, moderated.

In addition to the September 5 events, SAMHSA/CSAT hosted a press conference on June 27 to announce the release of the new *Recovery Month* 2002 radio and television PSAs. Both SAMHSA Administrator Charles Curie and CSAT Director Dr. H. Wesley Clark spoke about the importance of *Recovery Month* and the new PSAs. For additional information on the PSAs, please refer to the PSA appendix.

## **Recovery Month** 2002 Proclamations

President George W. Bush issued a proclamation celebrating September 2002 as *National Alcohol* and *Drug Addiction Recovery Month*. In addition, as of October 2002, 11 gubernatorial and 30 mayoral proclamations have been issued for *Recovery Month* 2002. Also, this year 13 Native American tribes and affiliated centers issued proclamations celebrating Native American Wellbriety Month. The cities and states issuing proclamations this year are listed below:

#### **GOVERNORS**

State of California

State of Indiana

State of Maryland

State of Massachusetts

State of Michigan

State of Oregon

State of Pennsylvania

San Juan, Puerto Rico

State of South Carolina

State of Texas

State of Washington

#### **MAYORS**

Arizona: City of Mesa

California: City of Anaheim, City of Cypress, City of Davis, City of Fullerton,

City of La Puente, City of Morgan Hill, City of Palo Alto, City of Placentia, City of Santa Maria

Delaware: City of Dover

Florida: City of Cooper City, City of Delray Beach, City of Indian Rocks Beach

Georgia: City of Atlanta Kansas: City of Leawood

Massachusetts: City of Agawam, City of Boston

Michigan: City of Grosse Pointe Woods, City of Lansing, City of Southgate

Missouri: City of Independence New Jersey: Borough of Fair Lawn North Carolina: Town of Cary

Ohio: City of Brook Park, City of Oakwood, City of Willowick

Oregon: City of Portland, City of Tigard

Pennsylvania: City of Bothell

The Vanguard Foundation sponsored the 7th Annual National RUN FOR RECOVERY® on Saturday, September 21, 2002. The run raises funds for Vanguard Foundation, a non-profit organization which is now among the largest alcohol and drug addiction treatment providers in the Washington, DC area. Over the past 40 years, Vanguard helped 30,000 teenagers and adults to get healthy and return to their communities.

Among the participants were DC Mayor Anthony Williams, SAMHSA administrator Charles Curie, CSAT director Westley Clark, Drug Enforcement Agency museum director Sean Fearns, White House Office of National Drug Control Policy general counsel Edward Jureth, and 2,000 participants in 12 one-mile races between 8:30 a.m. and 9:50 a.m. and one 5K (3.1-mile) race at 10 a.m.

The National RUN FOR RECOVERY® is the largest event in the DC area that is part of *National Alcohol and Drug Addiction Recovery Month*, sponsored by CSAT. Other programs around the

country are invited to use National RUN FOR RECOVERY® as their pledge race, contributing to the large size and impact of the event.

Interactive Web-Based Activities and Information

SAMHSA/CSAT hosts a *Recovery Month* interactive web site, making information on *Recovery Month* accessible to local communities and the general public either online or through downloadable files. Everyone who accesses the site can view and order materials, distribute news, and post events by locality. The virtual kit placed on the *Recovery Month* web site received 83,564 hits through December 2002. The *Recovery Month* web site as a whole received 2,609,244 hits since March 2002.

The virtual kit placed on the *Recovery Month* web site received 88,878 hits through April 2003. The *Recovery Month* web site as a whole received 4.471,801 hits since March 2002.

As mentioned, the *Recovery Month* web site was redesigned for improved access to numerous activities listed on the site. The events list was reconfigured as a map of the United States, so the public could click directly on a state or select it from a menu of states to make it easy to explore activities planned around the country.

The web site includes the virtual *Recovery Month* kit, additional resources and publications, and online ordering capabilities. SAMHSA/CSAT press releases, archived web chats and webcasts, English and Spanish versions of television and radio PSAs produced in 2001 and 2002, along with openended versions of *Recovery Month* 2002 spots, are also available.

## RECOVERY MONTH 2002 WEB SITE HITS COMPARED TO 2001, 2000, AND 1999

| Month         | 2002 Site Hits | 2001 Site Hits | 2000 Site Hits | 1999 Site<br>Hits |
|---------------|----------------|----------------|----------------|-------------------|
| Prior to June | 633,187        | 114,413        | -              | -                 |
| June          | 228,496        | 127,852        | 17,507         | 18,229            |
| July          | 284,609        | 629,657        | 37,655         | 15,401            |
| August        | 375,530        | 212,043        | 45,988         | 16,378            |
| September     | 452,433        | 176,016        | 51,235         | 15,254            |
| October       | 243,100        | 85,975         | 27,983         | 27,490            |
| November      | 240,932        | 57,167         | 22,033         | 10,470            |
| December      | 150,957        | 55,373         | 16,238         | 2,301             |
| Total         | 2,609,244      | 1,458,496      | 218,639        | 105,523           |

#### WEB CHATS

SAMHSA/CSAT developed seven web chats that aired on the third Wednesday of the month at 3:00 p.m. or 7:00 p.m. EST, from April 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. There were a total of 530 chat logins and 242 simultaneous users for the 2002 web chats. The programs, listed below, were archived and are available on the *Recovery Month* 2002 web site.

| Chat | Theme/Title  | Date      | Time      |
|------|--|-----------|-----------|
| 1    | Alcohol Awareness Month: Recovery-It's a Family Affair and       | April 17  | 3:00 p.m. |
|      | Everyone's Invited   |           |           |
|      | Stacia Murphy, President, NCADD                                  |           |           |
| 2    | Helping Students in Trouble                                      | May 15    | 3:00 p.m. |
|      | Ellen Morehouse, Executive Director, Student Assistance Services |           |           |
| 3    | Calling Community-Based Voices to Action                         | June 19   | 3:00 p.m. |
|      | Janice Ford Griffin, Deputy Director of Join Together            |           |           |
| 4    | Treatment Alternatives in the Criminal Justice System            | July 17   | 3:00 p.m. |
|      | Judge Arthur Burnett, Superior Court of the District of Columbia |           |           |
| 5    | Civic and Appointed Officials: Raising Voices for Recovery       | August 21 | 3:00 p.m. |
|      | Anita Marton, Senior Attorney with the Legal Action Center       |           |           |
| 6    | <b>Employers and Employees in Unison: Supporting Recovery</b>    | September | 3:00 p.m. |
|      | Through the Workplace  | 18        |           |
| 7    | <b>Speaking Out About Healthcare and Recovery</b>                | September | 3:00 p.m. |
|      |  | 25        |           |

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

#### **WEBCASTS**

SAMHSA/CSAT developed 12 webcasts in a talk and magazine show format, with a host and four guests. All webcasts were aired on the first Wednesday of the month at 3:00 p.m. EST, beginning in March and running through November. Viewers had an opportunity to send in topic-related questions, which were addressed during the program, prior to each webcast via the *Recovery Month* web site. Archive copies of the webcasts were made available on the web immediately following the aired program and can be ordered via the *Recovery Month* web site. Through September, the site logged 7,581 page views of the webcasts. (These figures indicate the number of times a viewer accessed the web page, but do not necessarily reflect the number of times the supporting graphics/files were viewed.) The 2002 webcasts are listed below:

| Webc | Theme/Title   | Date     | Time |
|------|---|----------|------|
| ast  |   |          |      |
| 1    | The Road to Recovery: 2002                                  | March 27 | 3:00 |
|      |   |          | p.m. |
| 2    | Alcohol Awareness Month: Recovery: It's a Family Affair and | April 3  | 3:00 |
|      | <b>Everyone's Invited</b>                                   |          | p.m. |

| 3  | Student Assistance and the Recovery Process: A Call to Action         | May 1    | 3:00 |
|----|---|----------|------|
|    |   |          | p.m. |
| 4  | Exploring the Community's Role in Recovery                            | June 5   | 3:00 |
|    |   |          | p.m. |
| 5  | Webcast: 2002 Recovery Month Observance                               | June 27  | 1:00 |
|    | Targeted for September TV and Radio Public Service                    |          | p.m. |
|    | Announcements Unveiled  |          |      |
| 6  | Recovery and the Criminal Justice System                              | July 3   | 3:00 |
|    |   |          | p.m. |
| 7  | Civic and Appointed Officials: Raising their Voices for Recovery      | August 7 | 3:00 |
|    |   |          | p.m. |
| 8  | <b>Employers and Employees in Unison: Supporting Recovery Through</b> | Septemb  | 3:00 |
|    | the Workplace   | er 4     | p.m. |
| 9  | 2002 Recovery Month Kick Off and Press Conference                     | Septemb  | 3:00 |
|    |   | er 4     | p.m. |
| 10 | Speaking Out About Healthcare and Recovery                            | Septemb  | 3:00 |
|    |   | er 11    | p.m. |
| 11 | The Nation's Response to the Call: A National Showcase of Faces       | October  | 3:00 |
|    | and Voices of Recovery Month Conference                               | 30       | p.m. |
| 12 | ONDCP's Marijuana Initiative: Facts and Solutions                     | Novembe  | 3:00 |
|    |   | r 30     | p.m. |

#### Media Outreach

To draw the media's attention to the *Recovery Month* 2002 celebration, CSAT held several press events. SAMHSA/CSAT hosted a press conference on June 27 at the National Press Club in Washington, DC to announce the release of the new *Recovery Month* 2002 radio and television PSAs. This event was followed by the kick-off press conference on September 5.

#### TRADE PRESS ATTENDEES FOR SEPTEMBER 5 PRESS EVENT

Tony Batt, Stevens Media Group
Eve Bender, Psychiatric News
Lee Brown
Connie Cass, Associated Press
Sumana Chattergie, Knight Ridder
Deborah Christie-Smith, Psych-Service, APA
Martin Dougherty, CNN
Christine Feig, CNN
Christopher Fleming, Medicine and Health
Rob Fleming, Progress Notes
Maggie Fox, Reuters America, Inc.

Melissa Green, Knight Ridder Tribune Stuart Hales, EAPA Exchange N. Ikeeda, Associated Press Martin Jimenez, CNN Shira Kantor, Chicago Tribune Svetlana Kolchik, USA Today Richard LeSchneider, U.S. Newswire Andy Mollison, Cox Newspaper Ali Rad, Fox Ashley Shroyer, ABC Radio Richard Vliano, CNN Radio Cathy Wright, Nation's Health Todd Zwilich, Reuters Health NY

Dr. Clark also granted individual interviews with NPR, Issues Today, Wisconsin Public Radio, and other radio stations across the country.

## Print Coverage

Print Coverage was monitored nationwide for *Recovery Month* in national and local newspapers, magazines, and on the Internet. To date 623 press clippings have been collected. Coverage in California alone led to a combined circulation of more than four million readers.

# Public Service Announcements (PSAs)

For *Recovery Month* 2002, CSAT produced both radio and television public service announcements. The PSAs focused on two distinct topics—teens in treatment and cooccurring disorder, which is defined as a person suffering from both substance abuse and mental health disorders. The broadcast PSAs put an everyday face on addiction and recovery, and offer SAMHSA'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. All PSAs were produced in English and Spanish.

All of the 2002 English and Spanish TV and radio PSA spots received play as part of the White House Office of National Drug Control Policy's Media Match Campaign. In the past, placement of SAMHSA/CSAT PSAs on the Ad Council reel has generated over \$1 million in additional free air time.

SAMHSA/CSAT also created open-ended spots for customization. These open-ended spots allowed local television stations and community groups to personalize the PSAs with their logo, slogan, or telephone number at the end of the PSA. These spots were available via the National Clearinghouse for Alcohol and Drug Information.

In addition to the placement of the spots on the Ad Council reel, CSAT distributed the PSAs to national and local stations. The results are listed below. Additionally, due to the impressive number of plays and great demand, all radio and television spots from *Recovery Month* 2001 were re-released as part of the PSA package.

## The 2001 PSAs included:

**Television PSAs** 

"Crosswalk" (:15 and :30)

"Subtitles" (:15 and :30)

"Cruce Peatonal" (:15 and :30)

"Subtittulos" (:15 and :30)

Radio PSAs

"How To" (:30)

"Kid" (:30)

"Consejos" (:30)

"Nino" (:30)

## **TELEVISION PSAs**

Eight new television spots (four English and four Spanish) were produced in varying lengths and sent to more than 800 TV stations and networks. Through May 2003, the PSAs were aired by 186 outlets in 131 markets and seen by potentially 300 million viewers.

| Spot                | Stations<br>Reporting | No. of<br>Markets | Total<br>Telecasts | Broad cast | Viewer<br>Impressions | Estimated<br>Time Value |
|---------------------|-----------------------|-------------------|--------------------|------------|-----------------------|-------------------------|
|                     | Use                   |                   |                    | Hours      | •                     |                         |
| Psyched Up:30       | 97                    | 80                | 4,107              | 34.23      | 45,834,550            | \$429,696               |
| Psyched Up:15       | 42                    | 37                | 876                | 3.65       | 10,862,947            | \$61,833                |
| Runner:30           | 68                    | 60                | 2,420              | 20.17      | 29,276,245            | \$248,636               |
| Runner:15           | 36                    | 30                | 1,077              | 4.49       | 15,965,591            | \$94,977                |
| Psyched Up:30       | 15                    | 12                | 1,035              | 8.63       | 27,250,863            | \$272,228               |
| (Spanish)           |                       |                   |                    |            |                       |                         |
| Psyched Up:15       | 12                    | 8                 | 736                | 3.07       | 44,454,514            | \$268,387               |
| (Spanish)           |                       |                   |                    |            |                       |                         |
| Runner:30 (Spanish) | 9                     | 7                 | 316                | 2.63       | 6,737,755             | \$68,206                |
| Runner:15 (Spanish) | 15                    | 12                | 991                | 4.13       | 28,262,278            | \$172,105               |
| Totals              | 294                   | 246               | 11,558             | 81.00      | 208,644,743           | \$1,616,068             |

RADIO PSAs

Eight new radio spots (four English and four Spanish) were produced. These were distributed directly to 2,000 radio stations nationwide. By May 2003, the eight radio spots were played 55,131 times (up from 37,925 times in 2001) on 340 AM and FM stations across the country, resulting in 305,418,610 impressions. The PSAs played totaled over 436.55 hours, for an estimated time value of \$2.95 million in donated air time.

| Spot           | AM  | FM  | States | Cities | Plays  | Projected     | Hours  | Est. Time  |
|----------------|-----|-----|--------|--------|--------|---------------|--------|------------|
|                |     |     |        |        |        | Impressions   |        | Value      |
| Accomplishment | 127 | 145 | 48     | 175    | 12,514 | 72,852,410    | 104.28 | \$688,270  |
| :30            |     |     |        |        |        |               |        |            |
| Accomplishment | 36  | 37  | 27     | 47     | 3,214  | 24,014,190    | 17.86  | \$144,630  |
| :20            |     |     |        |        |        |               |        |            |
| Drain:30       | 103 | 103 | 43     | 138    | 10,235 | 55,386,750    | 85.29  | \$562,925  |
| Drain:20       | 34  | 31  | 28     | 42     | 2,878  | 21,516,890    | 15.99  | \$129,510  |
| Accomplishment | 27  | 31  | 28     | 39     | 2,344  | 11,687,620    | 19.53  | \$128,920  |
| :30 (Spanish)  |     |     |        |        |        |               |        |            |
| Accomplishment | 16  | 17  | 16     | 19     | 1,188  | 5,747,470     | 6.6    | \$53,460   |
| :20 (Spanish)  |     |     |        |        |        |               |        |            |
| Drain :30      | 23  | 24  | 24     | 32     | 1,917  | 8,075,680     | 15.98  | \$105,435  |
| (Spanish)      |     |     |        |        |        |               |        |            |
| Drain :20      | 17  | 18  | 17     | 21     | 1,196  | 5,760,130     | 6.64   | \$53,820   |
| (Spanish)      |     |     |        |        |        |               |        |            |
| Totals         | 383 | 406 | 231    | 513    | 35,486 | \$205,041,140 | 272.17 | \$1,866,97 |
|                |     |     |        |        |        |               |        | 0          |

#### Radio Tours

Following the press conference to kick-off *Recovery Month* on September 5, SAMHSA/CSAT hosted a nationwide multi-city radio tour to address national, state, and local substance abuse issues in the United States. SAMHSA Administrator Charles Curie, CSAT Director Dr. H. Wesley Clark, and CSAT Associate Director of Consumer Affairs Ivette Torres used this opportunity to educate and inform the public on the nature of substance abuse treatment and recovery. Approximately 251 radio stations and 50 networks were contacted in the 31 target cities where community forums were held. A total of 132 press advisory faxes were distributed to assignment editors, reporters, and producers. The 2002 radio tour reached an estimated 4,985,630 listeners.

On National Public Radio, Dr. Clark was interviewed in studio by host Tavis Smiley for 15 minutes about *Recovery Month*. During his session on "Issues Today," Dr. Clark discussed recovery topics in general and looked at the disparity among those that receive treatment and those that need treatment and not receiving it. While participating in Wisconsin Public Radio, Dr. Clark spent 25 minutes as a guest on the live call-in talk show, "Conversations." The segment was lively, with Dr. Clark responding to detailed questions from the host, Jim

Packard, and taking calls from listeners, including several in recovery.

| Radio Network          | Coverage            | Listeners | Affiliate | Usage |
|------------------------|---------------------|-----------|-----------|-------|
|                        |                     |           | S         |       |
| National Public Radio  | National            | 2,820,614 | 39        | 1     |
| Issues Today           | National            | 1,600,000 | 108       | 1     |
| Illinois Radio Network | Illinois            | 173,200   | 70        | 1     |
| Metro Networks         | Twin Cities<br>Area | 48,600    | 2         | 2     |
| Wisconsin Public Radio | Wisconsin           | 11,616    | 16        | 1     |
| <b>Total Gross</b>     |                     | 4,654,030 | 235       |       |
| Impressions            |                     |           |           |       |

# INDIVIDUAL RADIO STATION STATISTICS

| Station    | AM/F<br>M | Listener<br>s | DMA<br>Rank | DMA Name                    | Number of Times Aired |
|------------|-----------|---------------|-------------|-----------------------------|-----------------------|
| WCBS       | FM        | 101,300       | 1           | NEW YORK, NY                | 1                     |
| KTSA       | AM        | 75,000        | 37          | SAN ANTONIO, TX             | 10                    |
| WUSN       | FM        | 33,200        | 3           | CHICAGO, IL                 | 1                     |
| KNBR       | AM        | 24,000        | 5           | SAN FRANCISCO, CA           | 1                     |
| KKOB       | AM        | 23,400        | 50          | ALBUQUERQUE-SANTA<br>FE, NM | 3                     |
| WHUR       | FM        | 22,800        | 8           | WASHINGTON, DC              | 1                     |
| WTOP       | AM        | 16,200        | 8           | WASHINGTON DC               | 1                     |
| WVON       | AM        | 11,200        | 3           | CHICAGO, IL                 | 1                     |
| WDRC       | FM        | 7,600         | 27          | BLOOMFIELD, CT              | 1                     |
| KFAB       | AM        | 6,900         | 75          | OMAHA, NE                   | 1                     |
| WFRE       | FM        | 6,400         | 8           | FREDERICK, MD               | 1                     |
| WAZX       | AM        | 2,700         | 10          | ATLANTA, GA                 | 1                     |
| WFMD       | AM        | 900           | 8           | FREDERICK, MD               | 1                     |
| WNAV       | AM        | N/A           | 8           | ANNAPOLIS, MD               | 1                     |
| KLJZ       | FM        | N/A           | 174         | YUMA, AZ                    | 10                    |
| KBLU       | AM        | N/A           | 174         | YUMA, AZ                    | 1                     |
| Total      |           | 331,600       |             |                             |                       |
| Gross      |           |               |             |                             |                       |
| Impression |           |               |             |                             |                       |

| SUMMARY FIGURES FOR RADIO TOURS      |                     |  |  |  |  |
|--------------------------------------|---------------------|--|--|--|--|
| Gross Impressions of Networks        | 4,654,030 listeners |  |  |  |  |
| Gross Impressions of Stations        | 331,600 listeners   |  |  |  |  |
| Network Affiliates Airing Interviews | 235                 |  |  |  |  |
| Total Number of Networks Airing      | 5                   |  |  |  |  |
| Interviews                           |                     |  |  |  |  |
| Total Number of Stations Airing      | 16                  |  |  |  |  |
| Interviews                           |                     |  |  |  |  |

# Conclusion

The figures and events outlined in this report are a testament to the countless individuals who both worked hard in their communities and showed a tremendous demonstration of public support for *Recovery Month*. The *Recovery Month* 2002 celebration was the largest effort to date to raise public awareness about substance abuse, treatment, and recovery.

It takes continued vigilance to educate the public about the benefits of addiction treatment, and a conscious decision to actively work to reduce the stigma and eliminate the barriers that persist with addiction and recovery.

All materials for the 2002 campaign and past observances can be viewed by visiting www.recoverymonth.gov. To order materials, contact the National Clearinghouse for Alcohol and Drug Information at 1-800-729-6686, TDD 1-800-487-4889.