



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

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 (SAMHSA) Center for Substance Abuse Treatment (CSAT). The month-long observance unites public and private sector partner organizations nationwide in an effort to reduce the stigma associated with treatment of alcohol and drug use disorders. ***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, 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 hosts a ***Recovery Month*** interactive web site where materials can be accessed electronically or ordered. In addition, news and articles are posted and events held throughout the country are listed by locality. During ***Recovery Month***, the activities throughout the country 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 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 are sponsored by concerned community organizations; and other creative community-based events, such as walks and runs. Many communities also focus 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 produces and/or redistributes television and radio public service announcements (PSAs) that highlight the effectiveness of treatment and encourage individuals with alcohol and drug disorders and/or their loved ones to call SAMHSA'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 alcohol and drug use disorders and the benefits of treatment and recovery. It's also a time when people in recovery celebrate their sobriety and help to dispel the negative stereotypes associated with those in need of treatment. According to the 2002 National Household Survey on Drug Abuse:

- An estimated 19.5 million Americans aged 12 or older were current illicit drug users in 2002, meaning they had used an illicit drug at least once during the past month. Marijuana was used by 14.6 million persons, making it the most commonly used illicit drug.
- 120 million Americans aged 12 or older were current drinkers of alcohol, while 54 million (22.9 percent) of them participated in binge drinking at least once in the past 30 days.
- 71.5 million Americans (30.4 percent of the population aged 12 or older) reported current use of a tobacco product in 2002.
- An estimated 22 million Americans in 2002 were classified with dependence on or abuse of either alcohol or illicit drugs (9.4 percent of the total population aged 12 or older).
- An estimated 3.5 million people aged 12 or older (1.5 percent of the population) received some kind of treatment for a problem related to the use of alcohol or illicit drugs in the 12 months prior to being interviewed in 2002. Of these, 2.2 million received treatment for alcohol use or dependence.

In celebration of the success of **Recovery Month**, each year a new theme is selected for the **Recovery Month** observance; the toolkit and supporting materials reflect the theme. The following report details the results of the 2003 campaign and the impact it has had on raising the public's awareness about alcohol and drug use disorders, addiction, treatment and recovery.





2003 Outcomes for National Alcohol and Drug Addiction *Recovery Month*

Join the Voices for Recovery: Celebrating Health

September 2003 marked the 14th observance of *Recovery Month* and focused on alcohol and drug use disorders, co-occurring disorders, and co-existing disorders. The issue of co-occurring disorders is of major importance, and in late 2002, SAMHSA published a *Report to Congress on the Prevention and Treatment of Co-occurring Substance Abuse Disorders and Mental Disorders*. This report described the human, social, and economic costs of co-occurring disorders, and the toll they take on families, communities, and the nation.

The 2003 theme, "*Join the Voices for Recovery: Celebrating Health*," encouraged everyone to help incorporate community treatment and recovery services as an integral part of the Nation's public health system. The effort also educated the public that addiction is a chronic, but treatable, disease and a public health problem that affects everyone.

Outreach Materials and Initiatives

SAMHSA and its planning partners developed a *Recovery Month* toolkit, a commemorative *Recovery Month* poster, and a promotional flyer and brochure used in mailings and conference exhibits prior to distribution of the printed toolkits. Additionally, SAMHSA re-released their 2001 and 2002 radio and television PSAs. A new 2003 *Recovery Month* web site, www.recoverymonth.gov, was developed. On this web site, the general public can view SAMHSA-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 of this report.

Recovery Month Printed Materials

Building upon the success of the 2002 campaign, SAMHSA and its planning partners worked together to develop a toolkit for local community-based organizations to use as a resource for developing and planning *Recovery Month* events. To meet the demand for *Recovery Month* materials, SAMHSA printed 75,000 kits for distribution.

The toolkit is a resource for organizations and government entities to plan events that educate the public on alcohol and drug use disorders and addiction related issues. It contains a variety of materials that organizations can duplicate directly or tailor to create customized materials and programs for their communities. Eight fact sheets target key audiences and discuss specific steps each can take to make a difference. The resource section includes reference listings for a wide spectrum of organizations that may be





helpful to users of the kit. There is also a separate listing of 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 addiction treatment information. Two sample proclamations were provided to encourage national, state, and local officials to dedicate September as **Recovery Month** in their jurisdictions.

A new addition to the toolkit in 2003 was the “Join the Voices of Recovery” fact sheet. It featured vignettes—personal stories of recovery told by the people who live it every day and the people who support them. Their unique stories were meant to be shared with others on their way to recovery as an inspiration and to relay the positive way they have reclaimed their lives.

SAMHSA also designed and produced 10,000 color 35" x 50" commemorative **Recovery Month** posters, 10,000 color 8.5" x 11" announcement flyers, and 10,000 3 ¼" x 9" teaser brochures for use in mailings and conference exhibits prior to release of the printed kits. Seventy-five thousand web flyers were also produced to increase awareness of **Recovery Month** activities and the availability of materials.





The following materials were included in the 2003 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. Westlev Clark	1
Web Promotional Flier	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	4
Logo Sheet	1
Letterhead	1
Targeted Outreach Materials	
Overview of Co-occurring and Co-existing Disorders, Substance Abuse Disorders, Treatment, and Recovery	10
Youth	9
Workplace	7
Community-Based and Service Organizations	9
Health Care Providers and Payers	10
Treatment and Recovery Communities	6
Justice And Child Welfare Systems	10
Join the Voices for Recovery	8
Recovery Month Partners	
Planning Partners (64 organizations)	2
Resource Materials	
Additional Resources	19
Single State Agency Directory	8
Evaluation Form	1





A Partial Distribution List for the Recovery Month 2003 Kits

Al-Anon Family Group
Alcohol and Drug Council of North Carolina
American Association for Marriage and Family Therapy
American Bar Association, Standing Committee on Substance Abuse
American Society of Addiction Medicine
Asian American Recovery Services
Association of Person Affected by Addiction
Catholic Charities
Child Welfare League of America
Community Anti-Drug Coalitions of America
Department of Labor
Faces and Voices of Recovery
Florida Alcohol & Drug Abuse Association
Hope Networks
International Certification and Reciprocity Consortium/Alcohol and Other Drug Abuse
Johnson Institute
Join Together
La Jova Independent School District
Massachusetts Organization for Addiction Recovery
Narcotics Anonymous
National Asian Pacific American Families Against Substance Abuse
National Association for Children of Alcoholics
National Association of Addiction Treatment Providers
National Association of Alcohol and Drug Addiction Counselors
National Association of County Behavioral Health Directors
National Association of Governors
National Association of Social Workers
National Council for Community Behavioral Health Care
National Council of Alcoholism and Drug Dependence
National League of Cities
National Mental Health Association
New York Association of Alcoholism and Substance Abuse Providers, Inc.
Oxford House
Partnership for Drug-Free America
Pima Prevention Partnership
SAMHSA Grantees
Skills Home Healthcare, Inc.
State Substance Abuse Directors
State Associations of Addiction Services
Treatment Alternatives for Safe Communities, Inc. (TASC)
Teen Challenge
U.S. Conference of Mayors
U.S. Congress
We Care America
White Bison





RECOVERY MONTH 2003 KICK-OFF

The **Recovery Month** 2003 celebration began with two major events on September 5th. The first was a **Recovery Month** press conference and a kick-off event in Washington, D.C. The press event highlighted the release of the 2002 National Survey on Drug Use and Health (previously the National Household Survey on Drug Abuse), which surveyed 70,000 Americans to determine the latest statistics on substance abuse. Speakers at the press conference included:

- John P. Walters, Director, White House Office of National Drug Control Policy (ONDCP)
- Charles G. Curie, Administrator, Substance Abuse and Mental Health Services Administration (SAMHSA)
- Melody Heaps, Founder and President of TASC, Inc.
- Lynn Cooper, Harrisburg, PA, Senior Policy Specialist at the Pennsylvania Community Providers Association, person in recovery, parent of an adult child in recovery

The National Survey on Drug Use and Health provides a comprehensive and accurate snapshot of substance abuse trends for the past year. The annual survey is the largest of its kind, and provides annual estimates of the prevalence of illicit drug, alcohol, and tobacco use in the United States, while monitoring trends over time. The 2002 survey showed nearly 20 million Americans age 12 and older were using illicit drugs—over eight percent of the population. The results further showed that there were an estimated 2.6 million new marijuana users, with marijuana continuing to be the most commonly used illicit drug. Fifty-five percent of youth reported that marijuana was fairly or very easy to obtain. The statistics continue to be troubling: 71.5 million Americans reported current use of a tobacco product, while 17.3 percent of pregnant women aged 15 to 44 smoked cigarettes.

The second event, also held on September 5th, was the annual **National Alcohol and Drug Addiction Recovery Month** Kick-off Luncheon, sponsored by the National Association for Children of Alcoholics (NACoA). At the luncheon, held on Capitol Hill, Senator Joseph R. Biden, Jr. and Representative Jim Ramstad were each presented with the Betty Ford National Leadership Award by NACoA. The award honors a person who has demonstrated leadership in addressing the needs of individuals, families, and children affected by alcoholism and drug addiction.

MEDIA OUTREACH

To draw media attention to the **Recovery Month** 2003 celebration, SAMHSA hosted the kick-off press conference on September 5th in the HHS Auditorium at the Hubert Humphrey Building in Washington, D.C.





Print coverage for national and local events was monitored nationwide for **Recovery Month** in national and local newspapers, magazines, and on the Internet. To date over 350 press clippings have been collected, with circulation of more than one million.

SAMHSA-Sponsored Community Forums/Events

Working closely with partners in major cities across the country, SAMHSA sponsored community forums/events where individuals in recovery, 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. In 2003, there were 33 SAMHSA-sponsored **Recovery Month** forums/events. As in past years, forums/events included an emphasis on multicultural populations. Together, these SAMSHA-sponsored community events reached more than 28,000 people throughout the nation.

Cities that hosted official community forums for **Recovery Month** 2003 included:

- Albuquerque, New Mexico
- Anchorage, Alaska
- Atlanta, Georgia
- Baton Rouge, Louisiana
- Billings, Montana
- Birmingham, Alabama
- Boise, Idaho
- Boston, Massachusetts
- Chicago, Illinois
- Columbus, Ohio
- Dallas, Texas
- Detroit, Michigan
- Honolulu, Hawaii
- Houston, Texas
- Jefferson City, Missouri
- Kansas City, Missouri
- Las Vegas, Nevada
- Los Angeles, California
- Miami, Florida
- Minneapolis, Minnesota
- Nashville, Tennessee
- Newark, New Jersey (Jersey City)
- New York, New York
- Philadelphia, Pennsylvania
- Phoenix, Arizona
- San Diego, California
- San Francisco, California
- San Jose, California
- San Juan, Puerto Rico





Salt Lake City, Utah
 Tampa, Florida
 Topeka, Kansas
 Washington, DC (Baltimore, MD)

The 33 community forums/events sponsored by SAMHSA began and/or continued a community discussion on alcohol and drug use recovery and established a community environment supporting treatment programs that help individuals reclaim their lives. They served to increase overall awareness that alcohol and drug use disorders and co-occurring and co-existing disorders are a national public health problem affecting millions of Americans. 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 the recovery community; 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.

Location	Date
Baton Rouge, Louisiana	September 6, 2003
Chicago, Illinois	September 6, 2003
Nashville, Tennessee	September 6, 2003
Philadelphia, Pennsylvania	September 6, 2003
Salt Lake City, Utah	September 6, 2003
New York, New York	September 12, 2003
San Diego, California	September 12, 2003
Detroit, Michigan	September 13, 2003
Houston, Texas	September 13, 2003
Jefferson City, Missouri	September 13, 2003
Atlanta, Georgia	September 15, 2003
Honolulu, Hawaii	September 15, 2003
Las Vegas, Nevada	September 15, 2003
Washington, DC	September 16, 2003
Columbus, Ohio	September 18, 2003
San Jose, California	September 18, 2003
San Juan, California	September 18, 2003
Topeka, Kansas	September 18, 2003
Albuquerque, New Mexico	September 20, 2003
Miami, Florida	September 20, 2003
Birmingham, Alabama	September 21, 2003
Newark, New Jersey (Jersey City)	September 21, 2003
Minneapolis, Minnesota	September 23, 2003





Los Angeles, California	September 24, 2003
Phoenix, Arizona	September 24, 2003
Baltimore, Maryland	September 25, 2003
Dallas, Texas	September 25, 2003
San Francisco, California	September 26, 2003
Anchorage, Alaska	September 27, 2003
Boise, Idaho	September 27, 2003
Kansas City, Missouri	September 27, 2003
Tampa, Florida	September 28, 2003
Billings, Montana	September 30, 2003
Boston, Massachusetts	September 30, 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 configured as a map of the United States. 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 April 2003, 42 states, the District of Columbia, Guam, and Puerto Rico had held 288 **Recovery Month** events in 189 cities, reaching more than 88,000 people.

To generate such a large number of activities and events takes the dedication of many. **Recovery Month** 2003 celebrations were outstanding thanks to widespread community planning and outreach. The following are just a few of the many highlights.

6th Annual Wai`anae Men's Camp-out 2003, Wai`anae, Hawaii, September 19-21, 2003

Over 800 participated in the sixth camp-out hosted by the Wai`anae Men in Recovery. The event focused on raising public awareness of substance abuse issues, establishing relationships between people for lasting solutions, and empowering communities to take action. Speakers from across the state shared their experiences and life-long struggles with drugs and alcohol with the attendees. By promoting healthier drug free life styles through education and community activity, residents came closer towards a healthier and safer Hawaii.

Smithers Alcoholism Treatment and Training Center Art Festival, New York City, New York, Week of September 22, 2003

To pay tribute to those in recovery, the Smithers Alcoholism Treatment and Training Center introduced "The Smithers Art Festival." Current patients of all Smithers programs participated in the festival, contributing essays, poems, oil paintings, drawings, photography, and crafts. A movie and a play about addiction were





also featured. The festival served as a way for the public to join in celebrating health and enjoy the many forms of artistic expression of the center's talented patients.

RASE Project Walk for Recovery 2003, Harrisburg, PA, September 14, 2003

The third annual Walk for Recovery was hosted by the RASE Project, the central Pennsylvania coordinating office of the PA Recovery Organizations Alliance. The walk included participants wanting to call attention to **Recovery Month** who traveled from all over the state. Following the walk at Riverfront Park, a celebration highlighting recovery was held at City Island. This portion of the event included speakers and participants gathering to celebrate recovery.





RECOVERY MONTH 2003 PROCLAMATIONS

President George W. Bush issued a proclamation celebrating September 2003 as ***National Alcohol and Drug Addiction Recovery Month***. In addition, as of October 2003, 34 gubernatorial and 89 mayoral proclamations have been issued for ***Recovery Month*** 2003—three times those issued in 2002. There were also 12 proclamations from Native American tribes and affiliated centers issued to celebrate Native American Wellbriety Month. The cities and states issuing proclamations this year are listed below.





National Alcohol
& Drug Addiction
Recovery Month





STATE SENATE

Massachusetts State Senate

GOVERNORS

State of Alabama
State of Arizona
State of California
State of Delaware
State of Florida
State of Georgia
State of Hawaii
State of Illinois
State of Iowa
State of Kansas
State of Kentucky
State of Louisiana
State of Maine
State of Massachusetts
State of Michigan
State of Minnesota
State of Mississippi
State of Missouri
State of Nevada
State of New Hampshire
State of New Jersey
State of New York
State of North Carolina
State of North Dakota
State of Ohio
Puerto Rico
State of South Carolina
State of South Dakota
State of Tennessee
State of Texas
State of Utah
State of Virginia
State of Washington
State of Wisconsin





MAYORS

Arizona

City of Lake Havasu. City of Tucson. City of Winslow. City of Yuma

California

City of Anaheim, City of Azusa, City of Burbank, City of Cerritos, City of Citrus Heights, City of Colton, City of Costa Mesa, City of Cypress, City of Diamond Bar, City of Fairfield, City of Garden Grove, County of Los Angeles, City of Fountain Valley, City of Hawthorne, City of Irvine, City of Laguna Hills, City of Lake Forest, City of Lancaster, City of Los Angeles, City of Malibu, City of Martinez, City of Murrieta, City of Newark, City of Palm Desert, City of Pomona, City of Redwood City, City of Santa Clarita, City of Santa Cruz, City of South Gate, City of Walnut

District of Columbia

Clinica del Pueblo
District of Columbia
With-in With-Out the Circle. Inc.

Delaware

City of Dover

Florida

City of Cape Coral, City of Delray Beach, City of Greenacres, City of Indian Rocks Beach, City of Lake Worth, City of Tampa

Illinois

City of Chicago. City of Hanover Park. Village of Glenview

Indiana

City of Evansville

Kansas

County of Shawnee. City of Topeka

Louisiana

City of Kenner

Maine

City of Scarborough

Maryland

City of Baltimore

Massachusetts





North American Indian Center of Boston, Inc., Raynham

Michigan

City of Lansing, City of Livonia, City of Southgate

Mississippi

City of Biloxi

Missouri

City of Independence

Nebraska

City of Norfolk

Nevada

County of Clark, Congresswoman Shelly Berkley for WestCare, City of Las Vegas, City of North Las Vegas

New Jersey

City of Jersey City, Town of Westfield

New Mexico

Bernillo, Five Sandoval Indian Pueblos, Inc.

New York

City of Olean

North Carolina

Town of Cary, City of Durham, City of Raleigh, City of Rocky Mount

Ohio

City of Brook Park, City of Cincinnati, City of Mentor, City of Upper Arlington, City of Willowick, City of Youngstown, Middleport Substance Abuse and Mental Illness

Oklahoma

Cherokee Nation – Tahlaquah, City of Edmond, City of Eufaula, Linda Standing Cloud – Tahlaquah, City of McAlester, Friends of Jumping Mouse – Norwata, Eagle & Condor Indigenous Peoples – Park Hill, Legacy Cultural Learning Community – Park Hill, City of Tulsa, Circle of Friends N.S.K.I.N.S. – Tulsa

Oregon

City of Ashland, City of Klamath Falls, City of Tignard

Pennsylvania

City of Baldwin, City of Pittsburgh

Puerto Rico

City of San Juan

South Carolina

City of Charleston





Tennessee
City of Nashville

Texas
City of Dallas. Town of Flower Mound

Utah
City of Salt Lake City

Virainia
City of Virainia Beach

Washington
City of Lynwood

INTERACTIVE WEB-BASED ACTIVITIES AND INFORMATION

SAMHSA 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. Visitors can view and order materials, distribute news, and post events by locality. The **Recovery Month** web site received nearly 8 million hits from January 2003 through October 2003. Site traffic for new visitors was up 75 percent, total visits were up 82 percent and traffics from search engines increased 124 percent to the 2003 site from 2002.

New features on the web site for 2003 include an interactive events counter, an option for contributors to automatically receive the 2003 **Recovery Month** kit, and event photos. A new electronic flyer was also made available each month for organizations hosting events, with the result that a record number of downloads were recorded for the site. In 2003, 289 events were posted on the site, an increase of 22 percent over the previous year. The Web site continues to include the virtual **Recovery Month** kit, additional resources and publications, the proclamations, event listings, and on-line ordering capabilities. SAMHSA press releases, archived web chats and webcasts, English and Spanish versions of television and radio PSAs produced in 2001 and 2002, along with open-ended versions of **Recovery Month** 2002 spots. The 2003 webcast and webcast series experienced three times the viewership from 2002.

RECOVERY MONTH WEB SITE HITS COMPARED TO PREVIOUS YEARS

Month	2003 Hits	2002 Hits	2001 Hits	2000 Hits	1999 Hits
Prior to June	2,533,370	633,187	114,413	-	-
June	683,796	228,496	127,852	17,507	18,229
July	767,676	284,609	629,657	37,655	15,401
August	1,231,059	375,530	212,043	45,988	16,378





National Alcohol
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Recovery Month

September	1,157,533	452,433	176,016	51,235	15,254
October	614,676	243,100	85,975	27,983	27,490
November	474,020	240,932	57,167	22,033	10,470
December	337,088	150,957	55,373	16,238	2,301
Total	7,799,218	2,609,244	1,458,496	218,639	105,523





WEBCASTS

SAMHSA developed 10 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 February 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. The ten monthly webcasts logged 31,448 page views, three times the previous year's activity. (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.) Archive copies of the webcasts were made available on the web immediately following the aired program and VHS video cassette tapes could be ordered via the **Recovery Month** web site. With the sale of 2,314 tapes in 2003, these have become NCADI's most widely distributed video series. The webcast on co-occurring disorder was the most widely promoted and purchased. The 2003 webcasts are listed below.

	Webcast Theme/Title	Date	Time
1	The Road to Recovery 2003	February 5	3:00 p.m.
2	When Addiction and Mental Disorders Co-Occur	March 5	3:00 p.m.
3	Expanding Addiction Treatment Capacity to Meet All Needs	April 2	3:00 p.m.
4	Helping Addicted Youth Find Recovery	May 7	3:00 p.m.
5	Alcohol and Drug Use and the Cultures of Addiction	June 4	1:00 p.m.
6	The Cultures of Recovery	July 2	3:00 p.m.
7	Finding and Paying for Addiction Treatment in Your Community	August 6	3:00 p.m.
8	Helping the Justice and Child Welfare Systems Meet the Needs of Families Affected by Addiction	September 3	3:00 p.m.
9	Business Community Voices for Recovery	September 17	3:00 p.m.
10	The Nation Celebrates Recovery- 2003: A National Showcase of Events	November 5	3:00 p.m.





WEB CHATS

SAMHSA developed eight web chats that aired on the third Wednesday of the month at 3:00 p.m. EST, from March 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 473 chat logins and 206 simultaneous users for the 2003 web chats. The programs, listed below, were archived and are available on the **Recovery Month** 2003 web site.

Chat	Theme/Title	Date	Time
1	When Addiction and Mental Disorders Co-Occur Ivette Torres, Associate Director for Consumer Affairs, CSAT/SAMHSA	March 19	3:00 p.m.
2	Expanding Addiction Treatment Capacity to Meet All Needs David Rosenbloom, Ph.D., Director, Join Together	April 16	3:00 p.m.
3	Helping Addicted Youth Find Recovery Rita Rumbaugh, Prevention Specialist, Montgomery County	May 21	3:00 p.m.
4	Alcohol and Drug Use and the Cultures of Addiction Stacia Murphy, President, National Council on Alcohol and Drug	June 18	3:00 p.m.
5	Cultures of Recovery William L. White, addiction expert and author	July 16	3:00 p.m.
6	Finding and Paying for Addiction Treatment in Your Community Charles G. Curie, SAMHSA Administrator	August 20	3:00 p.m.
7	Helping the Justice and Child Welfare Systems Meet the Needs of Families Affected by Addiction Honorable Karen Freeman-Wilson (ret.), National Association of Drug	September 10	3:00 p.m.
8	Business Community Voices for Recovery Elena Carr, Director, Working Partners for an Alcohol- and Drug-Free Workplace, DOL	September 24	3:00 p.m.





PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

For **Recovery Month** 2003, due to the impressive number of plays and great demand, SAMHSA re-released the radio and television public service announcements produced in 2001 and 2002. The 2002 PSAs focused on two distinct topics—teens in treatment and co-occurring 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 PSAs on the Ad Council reel has generated over \$1 million in additional free air time.

SAMHSA 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 SAMHSA's 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.





TELEVISION PSAs

The 2003 television spots, Crosswalk, Psyched Up, Runner and Subtitles, were produced in English and Spanish in 15-second and 30-second lengths. From its re-release in August 2003 through February 2005, the PSAs aired 30,289 times in 128 markets over 244 stations, at an estimated earned media value of \$3,628,222 and 420,431,984 in viewer impressions.

RADIO PSAs

The 2003 radio spots, Accomplishment, Drain, How To and Kid, were produced in English and Spanish in 20-second and 30-second lengths. From August 2003 through February 2005, the radio spots were broadcast 37,686 times reaching 184 cities in 48 states, resulting in an estimated earned media value of \$1,990,950 and 217,551,090 in listener impressions.

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** 2003 celebration was the largest effort to date to raise public awareness about alcohol and drug use disorders, 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 2003 campaign and past observances can be viewed by visiting www.recoverymonth.gov. To order materials, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information at **1-800-662-HELP (4357)**, TDD **1-800-487-4889**.

