

JOIN THE

VOICES FOR RECOVERY

Healing Lives, Families & Communities



Final Report 2005: Overview

SEPTEMBER

National Alcohol
& Drug Addiction
Recovery Month

2005



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



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

The U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), through its Center for Substance Abuse Treatment (CSAT), sponsors ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)*** each September to inspire government, business, and society to work toward enhancing Americans' access to alcohol and drug treatment programs, while celebrating people and families in recovery. Nationwide throughout the month of September, public and private sector organizations celebrate people in recovery and the many people who have helped them on their path of recovery. ***Recovery Month*** events and activities promote the successes of treatment programs in communities across the country, ultimately underscoring the message that treatment is effective and recovery is possible.

Recovery Month is a national opportunity to educate the public about the scope of the public health problem of substance use disorders while recognizing the benefits of treatment and recovery. It is also a time when people in recovery celebrate their sobriety and help to dispel the stigma associated with addiction, treatment, and recovery. According to the 2004 National Survey on Drug Use and Health:

- An estimated 19.1 million Americans, 7.9 percent of the population aged 12 or older, were current illicit drug users in 2004, 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 in 2004.
- An estimated 22.5 million Americans in 2004 were classified with dependence on or abuse of either alcohol or illicit drugs (9.4 percent of the total population aged 12 or older).
- More than 12 million people aged 12 or older have tried methamphetamine.

In particular, ***Recovery Month*** 2005 recognized the collective effort that goes into achieving recovery from substance use disorders. From health care professionals who proactively recognize and treat these disorders, to employers and insurers who provide affordable treatment options, to community and family members who offer acceptance and encouragement, meaningful recovery often involves a group of caring individuals who support the recovery of both the person experiencing a substance use disorder and the person's family members, who also are affected.



To raise awareness about the **Recovery Month** campaign each year, SAMHSA and more than 100 public and private sector organizations that serve as **Recovery Month** Planning Partners guide the creation and distribution of comprehensive, user-friendly planning toolkits and other materials to a wide selection of organizations planning to hold **Recovery Month** events in September, ranging from national and local organizations and agencies in the health care, criminal justice, education, business, and government sectors. The toolkits contain template media materials and a variety of audience-specific fact sheets and resources that can help organizations plan their September activities.

The planning toolkit provides examples of types of events that recipients can hold, including community rallies, legislative forums, and other events to promote treatment effectiveness to the media and key constituency groups. Each year, a new theme is selected for the **Recovery Month** observance, and the toolkit, supporting materials, and events promote this theme. In 2005, the theme was **“Join the Voices for Recovery...Healing Lives, Families & Communities.”**

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. SAMHSA hosts both a national kick-off media event in Washington, D.C., and multiple community events in selected localities across the country. 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 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.

Each year, SAMHSA also hosts an interactive **Recovery Month** Web site where materials can be accessed electronically or hard copies ordered. In addition, news and articles are posted, and events held throughout the country are listed by locality. Individuals can also participate in **Recovery Month** by viewing Webcasts, posting their individual stories of recovery, and participating in “Ask the Expert” forums on the **Recovery Month** Web site.

Finally, to complement local media efforts, SAMHSA produces and/or redistributes television and radio public service announcements (PSAs) in both English and Spanish, that highlight the effectiveness of treatment and encourage individuals with substance use disorders and/or their loved ones to call SAMHSA's 24-hour, toll-free National Helpline, **1-800-662-HELP**.

The following report details the results of the 2005 campaign and the impact it has had on raising community awareness about substance use disorders, treatment, and recovery.



2005 Outcomes for the 16th Annual National Alcohol and Drug Addiction Recovery Month

Join the Voices for Recovery...Healing Lives, Families & Communities

September 2005, which marked the 16th observance of **Recovery Month**, was the most successful **Recovery Month** yet. More events were held this year and they were better attended than ever before. Online activity also increased, with more people than ever before accessing the **Recovery Month** Web site. The celebration focused on the importance of community involvement to help people in recovery fight one of the hardest battles there is – addiction.

The 2005 theme, "**Join the Voices for Recovery...Healing Lives, Families & Communities**" 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. Of particular importance to a wide range of public and private organizations in the substance use disorders treatment field is the **Access to Recovery** initiative launched by President Bush to help those in need secure the best treatment options available to meet their specific needs.

This year's **Recovery Month** materials highlighted three areas that communities can continue to improve:

- Assessing addiction problems and referring people to the treatment and support services they need, and providing their families with support programs that can help them
- Helping them gain access to those treatment and ongoing recovery support services
- Promoting measures that can make treatment more affordable, equitable, and available



Outreach Materials and Initiatives

Recovery Month Toolkit

Building upon the success of the previous **Recovery Month** campaigns, 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 in 2005. To meet the high demand for **Recovery Month** materials, SAMHSA printed 75,000 toolkits for distribution 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.

The 2005 **Recovery Month** planning toolkit was a valuable resource to help organizations and government entities plan events that educate the public on substance use disorders and addiction-related issues. It contained a variety of materials that organizations could duplicate directly or tailor to create customized materials and programs for their communities. As in previous years, the toolkit was divided into three sections:

- **Media Outreach**
- **Targeted Outreach**
- **Resources**

Following is a more detailed description of each of these sections of the 2005 planning toolkit.





Media Outreach

The Media Outreach section offered suggestions on the types of events that community-based organizations could hold to celebrate **Recovery Month**, and was specifically designed to help organizations with little media relations experience. This section was packed with tips on how to plan and execute successful events that have a strong impact on the community and attract local media attention. This section of the toolkit included sample media materials such as a sample press release, media advisory, and op-ed, and instructions on how organizations could tailor the sample materials or write their own for distribution to media outlets. Many of the provided materials can be used by organizations long after **Recovery Month** to continue successful community and media relations efforts.

Of particular use to event organizers was a tip sheet titled “Speaking Effectively with the Media About **Recovery Month**,” which provided handy tips about how to get messages across in a media interview. It also included suggestions on key points to convey to media during **Recovery Month**, so that event organizers in communities across the country presented a uniform message about the national **Recovery Month** initiative.

Also included in the Media Outreach section of the toolkit were two sample proclamations for national, state, and local officials to use in declaring September as **Recovery Month** in their jurisdictions. The proclamations were accompanied by instructions on how to secure an official’s interest in issuing a **Recovery Month** proclamation and ways to publicize a proclamation to maximize its effectiveness.

Live-read radio public service announcements also were included, and organizations were encouraged to distribute them to local radio stations to give listeners basic information about **Recovery Month** along with a national toll-free or local number to learn more about treatment services. The Media Outreach section also included instructions on how to develop a media list to most effectively target local media with **Recovery Month** messages.

To aid event organizers in distributing their outreach materials, the toolkit contained **Recovery Month** logos and a letterhead template. These items allowed event organizers across the country to further brand their materials as part of the national initiative.



Targeted Outreach

The most in-depth portion of the planning toolkit was the Targeted Outreach section, which contained a wealth of up-to-date and useful information used to educate the event organizers and also the attendees of events about the nature of substance use disorders and the effectiveness of treatment. This section of the toolkit contained seven fact sheets that communicated the key themes of the entire **Recovery Month** initiative, such as the effectiveness of treatment, the importance of community involvement to help people in recovery, and the value of recovery. Many of the targeted outreach fact sheets can be used by organizations and community leaders year-round for educational outreach long after **Recovery Month** has ended. These handouts can help organizations continue successful community and media relations efforts as well as secure support for community treatment options.

Some of the fact sheets featured general background information, such as a list of the most commonly misused substances, accompanied by up-to-date statistics indicating the number of Americans who misuse them. The toolkit also contained audience-specific fact sheets with information relevant to key audiences. Event organizers could use these fact sheets to target specific audiences through their events and activities. The audience-specific fact sheets featured a list of steps each audience could take to make a difference in the lives of people suffering from substance use disorders.

The 2005 toolkit also 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 in need of treatment or others who are on their way to recovery as an inspiration and to relay the positive way recovery allows people to reclaim their lives.



Resources

The Resources section of the 2005 planning toolkit provided a comprehensive set of resources to help event organizers plan and execute **Recovery Month** activities. It also provided added value by listing treatment organizations and other resources for the general public to contact to learn more about substance use disorders and how to get help. This section is particularly useful long after **Recovery Month** by providing materials for organizations and individuals to continue successful community and media relations efforts and to seek treatment.

A list of Planning Partners participating in the **Recovery Month** celebration was included to provide event organizers with the opportunity to contact other organizations to coordinate efforts.

To provide resources for individuals seeking addiction treatment and other information about substance use disorders, the 2005 toolkit included a Single-State Agency list for local support, with contact information, as well as a comprehensive resource brochure complete with descriptions of hundreds of organizations. Listings of additional resources in the brochure were organized by category to facilitate finding a particular organization, and listings were cross-referenced under multiple categories.

Also included was a Customer Satisfaction Form for event organizers to evaluate the success of their **Recovery Month** events and the usefulness of the provided materials. This was an excellent way to evaluate the strengths and weaknesses of the planning toolkit and to make adjustments accordingly.



The following materials were included in the 2005 toolkit:

Section/Topic

Signed Support Letters

HHS Secretary Michael O. Leavitt

ONDCP Director John Walters

SAMHSA Administrator Charles G. Curie

and CSAT Director Dr. H. Westley Clark

Web Promotional Flyer

Media Outreach Materials

Media Tips: Speaking Effectively with the Media About *Recovery Month*

Promotional Event Ideas

Sample Press Release

Sample Media Advisory

Sample Op-Ed

Radio Public Service Announcements (live-read announcer scripts)

Sample Proclamations

Logo Sheet

Letterhead



Targeted Outreach

Overview: Healing Lives, Families, and Communities

Employers: Helping Workers with Substance Use Disorders Start a Path To Recovery: A Guide for Employers

Insurers: Ensuring Access to Treatment: A Guide for Private Insurers

Commonly Misused Substances

Community: The Role of the Community: Families, Clergy, Recovery Communities, and People in the Social Services, Child Welfare, and Justice Systems

Health Care Providers: Screenings, Referrals, and Affordable Addiction Treatment Options: A Guide for Health Care Providers

Resources

Planning Partners List

Customer Satisfaction Form

Single-State Agency Directory

Additional Resources Brochure



Supplemental Printed Materials

SAMHSA also designed and produced 10,000 color 35" x 50" commemorative **Recovery Month** posters, 20,000 giveaways (bracelets), 10,000 **Recovery Month** bookmarks, 10,000 color 8.5" x 11" announcement flyers, and 10,000 3 ¾" x 9" teaser brochures used in mailings and conference exhibits prior to release of the printed kits. Seventy-five thousand Web flyers were also produced and distributed with the toolkits to increase awareness of **Recovery Month** activities and the availability of materials.

Below is a partial distribution list for the *Recovery Month 2005* toolkits and supplemental materials:

9th Circuit Court Kalamazoo
Addiction Technology Transfer Centers
Administrative Office of Pennsylvania Courts
Administrative Office of the Courts, Family Division, New Jersey
Administrative Office of the Courts, Georgia
Administrative Office of the Courts, Illinois
Administrative Office of the Courts, Kentucky
Administrative Office of the Courts, Maine
Administrative Office of the Courts, Maryland
Administrative Office of the Courts, Nebraska
Administrative Office of the Courts, New Mexico
Administrative Office of the Courts, North Carolina
Administrative Office of the Courts, Supreme Court of Arkansas
Administrative Office of the Courts, Utah
Administrative Office of the Courts, Vermont
Advocates for Recovery Through Medicine (ARM) – DC
Alabama Administrative Office of Courts
Al-Anon/Alateen World Service Organization
Alaska Court System
Alaska Judicial Council
Alcoholics Anonymous World Service Organization
Alexandria Community Services Board
American Association of Marriage and Family Therapy



American Association of Pastoral Counselors
American Bar Association
American Psychological Association
American Society of Addiction Medicine
AOC, Criminal Practice Division, New Jersey
Arizona Supreme Court, Admin Office of the Courts
Asian American Drug Abuse Program
Association for Persons Affected by Addiction
Behavioral Health Services
Riedel Communications
California Association of Addiction Recovery Resources
Child Welfare League of America
Circuit Court of Hawaii
Community Anti-Drug Coalitions of America
Community Justice Assistance Division, Texas Department of Criminal Justice
Connecticut Community for Addiction Recovery
Court Services Division State Court Admin. Office, Minnesota Supreme Court
Criminal Court of the City of New York
Criminal Justice Division, Office of the Governor, Texas
Dept of Health Substance Abuse Division, Wyoming
Department of Human Services, Minnesota
District Court of Maryland
District of Columbia Pretrial Services Agency
Division of Alcohol and Substance Abuse, Washington
Faces and Voices of Recovery
Four Corners Community Behavioral Health
Friends of Recovery
Hamilton House; Asian American Recovery Services
Hawaii Judiciary
Idaho Supreme Court



Illinois Department of Human Services
Indiana Judicial Center
Join Together
Judicial Council/ AOC, California
Judiciary of Guam, Probation Services Division
Maine Alliance for Addiction Recovery
Mary Francis Center
Massachusetts Organization for Addiction Recovery
Michigan Hall of Justice
Minnesota Drug Courts
Minnesota Office of Justice Programs
Minnesota Supreme Court
Narconon
Narcotics Anonymous
Nashua District Court
Nashville Area Recovery Alliance
National Association for Children of Alcoholics
National Association of Addiction Treatment Providers
National Association of Drug Court Professionals
National Association of Governors
National Association of Methadone Advocates
National Association of Social Workers
National Council of State Legislatures
National Council on Alcoholism and Drug Dependence
National Inhalant Prevention Coalition
National League of Cities
National Mental Health Association
Nebraska Supreme Court
Nevada Supreme Court AOC
New Hampshire - Dartmouth-Hitchcock Medical Center



New York State-Unified Court System
North Dakota Dept. of Corrections
North Dakota Supreme Court
Northeast Iowa Mental Health Center
NYS Drug Treatment Courts
ODMHSAS
Office of Courts Administration Directorate of Judicial Programs, Puerto Rico
Office of Criminal Collaboration, Dept. of Alcohol and Drug Programs, California
Office of Criminal Justice Programs
Office of Public Defender
Office of the Administrative Judge of the District Courts, New Hampshire
Office of the Executive Secretary, Judicial Planning Department, Supreme Court of Virginia
Office of the Judicial Administrator, Louisiana
Office of the State Courts Administrator, Florida
Office of the State Courts Administrator, Missouri
Office of the State Court Administrator, Oregon
Ohio Department of Alcohol and Drug Addiction Services
Oxford Houses
Partnership for a Drug-Free America
Recovery Schools
Rhode Island Family Court
Rhode Island Supreme Court
SAMHSA Grantees/Contractors
Single-State Agencies
South Carolina Judicial Department
State Association of Addiction Services
State Court Administrative Office, Michigan
Superior Court Alaska Court System
Superior Court, Connecticut
Superior Court of the District of Columbia, Family Court



Superior Court of the District of Columbia Social Services Division

Superior Court, Prothonotary Office

Supreme Court of Mississippi

Supreme Court of Ohio

Supreme Court of Virginia

Toronto Drug Treatment Court

Treatment Accountability for Safer Communities

Upper Valley Substance Foundation

U.S. Conference of Mayors

U.S. Congress

U.S. Department of Labor, Small Business Administration

VA Medical Centers, Puerto Rico

Vermont Dept. of Health, Division of Alcohol and Drug Abuse Programs

Virginia Department of Mental Health, Mental Retardation and Substance Abuse Services

Volunteers of America

White Bison, Inc.



Recovery Month 2005 Kick-Off Event

The **Recovery Month** 2005 celebration began with a major press event on September 8, 2005, at the U.S. Department of Health and Human Services' Auditorium at 200 Independence Avenue SW, Washington, D.C. The press event highlighted the release of SAMHSA's 2004 *National Survey on Drug Use and Health: National Findings*, which surveyed 67,760 Americans to determine the latest statistics on substance use. Speakers at the press conference included:

- John Walters, Director, White House Office of National Drug Control Policy
- Charles G. Curie, Administrator, U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration
- Dr. H. Westley Clark, Director, U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Treatment
- Diedre Drohan Forbes, Chair, Friends and Voices of Recovery, Westchester County, NY, and a person in recovery from co-occurring substance use and depression
- Carrick Forbes, a student at Hunter College, NY, in recovery from heroin abuse
- Vicki Sickels, a person in recovery from methamphetamine abuse from Des Moines, Iowa

The National Survey on Drug Use and Health provides a comprehensive and accurate snapshot of substance use trends for the past year. The annual survey, formerly called the "Household Survey," is the largest of its kind, and provides annual estimates of the prevalence of illicit drug, pharmaceutical, alcohol, and tobacco use in the United States, while monitoring trends over time. Some of the more encouraging highlights of the 2004 survey discussed at the press conference included:

- There was a 9-percent decline in illicit drug use among American youth between the ages of 12 and 17 from 2002 to 2004.
- Marijuana use declined by 7 percent among young adults between the ages of 18 and 25 from 2002 to 2004. However, marijuana continues to be the most commonly used illicit drug.
- Among the 93.4 million people who had ever smoked cigarettes daily in their lifetimes, nearly half (46.2 percent) had stopped smoking in 2004.

Despite this progress, the press conference emphasized that there is more work to be done. The following statistics show that drug and alcohol use is still a very serious public health problem in the United States.

- The illicit drug category with the largest number of new users, 2.4 million people, was nonmedical use of pain relievers.
- 121 million Americans aged 12 or older were current drinkers of alcohol, while 55 million participated in binge drinking (defined as 5 or more drinks on at least 1 occasion) at least once in the past 30 days.



Media Outreach

The **Recovery Month** 2005 kick-off press conference received media attention from major television and newspaper outlets.

In attendance were: Cox Television, NBC Television, ABC Radio, NBC Radio, *Washington City Paper*, *Voice of America*, *Oncology News International*, *Orange County Register*, and seven trade publications in various areas. Other media outreach included:

- Craig Warner of CBS Radio and Katherine Loomans of AP Radio interviewed SAMHSA's Mark Weber about the new drug abuse data released at the **Recovery Month** press conference.
- Joel Goldstein of the *Arkansas Daily Citizen* was provided data on the racial breakdown of drug use from SAMHSA's 2004 National Survey on Drug Use and Health.
- Peter Schworm of *The Boston Globe* was informed following the press conference about the National Survey on Drug Use and Health data on inhalants.
- Allison Knopf from *Alcohol and Drug Abuse Weekly* was provided definitions from the National Survey on Drug Use and Health.
- Kevin Fraking of *AP* was provided information at the press conference on the National Survey on Drug Use and Health.
- ABC World News Tonight was provided data from the National Survey on Drug Use and Health.
- Kimberly Trobee of the "Family News in Focus" radio show interviewed SAMHSA's Director of the Center for Substance Abuse Treatment, Dr. H. Westley Clark, on the new substance use data in the National Survey on Drug Use and Health.
- Greg Reed of the *Kansas City Star* was provided tables from the National Survey on Drug Use and Health.
- Thea Singer, writing for the *Washington Post Magazine*, was provided data from the National Survey on Drug Use and Health on methamphetamine.
- Melba Newsome from *Family Circle* was provided data from the National Survey on Drug Use and Health on methamphetamine.
- Claudia Salas of *La Conexión USA* was provided data from the National Survey on Drug Use and Health on Hispanics' use of drugs.
- Miranda Hitti of Web MD was provided materials from the press conference on the new substance use data in the National Survey on Drug Use and Health.



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, 629 press clippings have been collected, with coverage in publications with a collective circulation of more than 39,032,566.

In tandem with the 2005 **Recovery Month** kick-off event, *Faces & Voices of Recovery Rising!* held a Recovery in Action Summit. This advocacy summit was held from September 6 to 8, 2005, in Washington, D.C., with recovery advocates from around the country. Recovery advocates connected and planned how best to build a growing network of grassroots recovery community organizations and recovery advocates to effectively change public attitudes and policies. Additionally, participants attended a Washington Nationals baseball game and a **Recovery Month** luncheon on Capitol Hill at the Rayburn House Office Building on September 8. Speakers at the luncheon included:

- The Honorable Jim Ramstad (R-MN)
- The Honorable John Dingell (D-MI)
- Dr. H. Westley Clark, Director, Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services
- The Faces & Voices of Recovery 2005 Award Recipients:
 - Charlotte Wethington
 - Tom Gilbert
 - Walter Ginter
 - Susan Masara
 - Mark Helijas
 - Robyn Leary
 - Joel Hernandez



SAMHSA-Sponsored Community Forums/Events

SAMHSA sponsored a total of 41 community forums/events that reached a total of 35,062 people throughout the nation in 2005. As in past years, forums/events included an emphasis on multicultural populations.

The SAMHSA-sponsored community forums/events began and/or continued a community discussion on substance use disorder recovery and established a community environment supporting treatment programs that help individuals reclaim their lives. SAMHSA helped highlight three major areas for improvement: improving the assessment and referral of people in need to treatment services; providing greater access to personalized treatment programs; and continuing to increase the availability of treatment services. 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.

Cities that hosted official SAMHSA-sponsored **Recovery Month** 2005 community forums or other events included:

- Tucson/Phoenix, Arizona
- Little Rock, Arkansas
- Los Angeles, California
- Hartford, Connecticut
- Waianae, Hawaii
- Davenport, Iowa
- Mayetta, Kansas
- Baton Rouge, Louisiana
- Augusta, Maine
- Jackson, Mississippi
- Lincoln, Nebraska
- Las Vegas, Nevada
- Nashua, New Hampshire
- Columbus, Ohio
- Portland, Oregon
- San Juan, Puerto Rico
- Providence, Rhode Island
- Columbia, South Carolina



- Nashville, Tennessee
- Houston, Texas
- Montpelier, Vermont
- Vermont/New Hampshire (joint event)
- Richmond, Virginia
- Martinsburg, West Virginia
- Cheyenne, Wyoming

Working closely with partners in major cities across the country, SAMHSA sponsored 13 community forums/events where individuals in recovery, experts, and legislators discussed local addiction treatment issues. The combined estimated attendance for all 13 events was 12,841. These events were extremely successful and included a variety of activities such as: recovery walks; festivals; freedom rallies; information and entertainment forums; and health fairs.

SAMHSA also sponsored 15 minority focused events that reached 18,085 people. Some of these events included: “Healing Asian American and Pacific Islander Lives, Families and Communities; Native American Wellness Association Summit; and Wyoming’s Voices for Recovery. Two of the events, one in Texas and one in Mississippi, had to be postponed due to Hurricanes Katrina and Rita.

For the first time ever, SAMHSA sponsored state-wide 3 recovery rides in Florida, Massachusetts, and California that reached 812 people. Highlights of these events included family festivals, live entertainment and speeches by local public officials.

Also included in SAMHSA’s 2005 sponsored events were 10 **Recovery Month** Major League Baseball (MLB) events where more than 3,000 individuals attended in celebration of **Recovery Month**. Highlights from this years MLB events include the production and distribution of 4,000 t-shirts and Game Day Programs featuring **Recovery Month**. The games drew local recognition and media attention for recovery issues. **Recovery Month** was recognized and saluted during the first pitch. Bobby Petrocelli, nephew of former Red Sox player Rico Petrocelli, attended the Tampa Bay Devil Rays Game in Florida and shared his recovery story at a pre-game VIP party. MLB events were held in the following cities:

- Detroit Tigers – September 14
- Kansas City Royals – September 14
- Texas Rangers – September 15



- Philadelphia Phillies – September 15
- Tampa Bay Devil Rays – September 15
- Baltimore Orioles – September 18
- Colorado Rockies – September 19
- Chicago White Sox – September 21
- Cincinnati Reds – September 23
- Arizona Diamondbacks – September 24

In addition, SAMHSA was a sponsor of *Under the Influence: The Film Series*. The festival, presented by the Recovery Network Foundation, began September 13 at the American Film Institute Silver Theater in Silver Spring, MD. *Under the Influence: The Film Series* was a showcase of feature films and documentaries in which addiction and recovery play leading roles. Following the D.C.-area launch, *Under the Influence* conducted a national tour of select cities and college campuses across the U.S. Panel discussions followed the screenings, with filmmakers, recovery advocates, addiction and mental health superstars, public policy-makers and other experts, and focused on how the films in question enhance or subvert the precepts and goals of recovery from alcoholism, drug and other addictions.

CSAT Director Dr. H. Westley Clark participated in a post-screening discussion in October where topics of discussion included issues such as stigma, the role of spirituality in recovery, and the relationship between art and addiction. *Under the Influence: The Film Series* was attended by a total of 324 people and was supported by professionals of the highest stature. The Recovery Network Foundation Web page provided a link to SAMHSA's Web site, www.recoverymonth.gov. Due to the success of *The Film Series*, Discovery Communications is now considering *Under the Influence* for an episodic feature series on the Discovery Health Channel.

Locally Sponsored Community Events

As of December 2005, 49 states, the District of Columbia, and Puerto Rico held 508 events in 261 cities, an increase of 22 percent over 2004 **Recovery Month** events, reaching over 1 million people—this includes the SAMHSA-sponsored local community events and MLB initiative. To promote local community events and inspire more participation, community organizers were encouraged to list their local events and activities on the official **Recovery Month** Web site at www.recoverymonth.gov. These events are recognized on the events list page, which was configured as a map of the United States, so viewers could click directly on a state or select it from a drop-down menu to view the events that took place in each state nationwide.



Recovery Month 2005 Proclamations

President George W. Bush issued a proclamation celebrating September 2005 as **National Alcohol and Drug Addiction Recovery Month**. In addition, another 125 proclamations were issued throughout the country: 21 by governors and state legislators; 89 by mayors and county and city council members. There were also 15 proclamations from Native American tribes and affiliated centers issued to celebrate Native American Wellbriety Month. Following is a copy of the Presidential proclamation and a list of other proclamations issued for **Recovery Month 2005**.



National Alcohol and Drug Addiction Recovery Month, 2005

A Proclamation by the President of the United States of America

The devastating effects of alcohol and drug addiction have destroyed the lives and families of countless Americans. During National Alcohol and Drug Addiction Recovery Month, we recognize the dangers of substance abuse and renew the hope of overcoming addiction for individuals across our Nation. This year's theme, "Join the Voices for Recovery: Healing Lives, Families and Communities," encourages those striving to recover from this disease and recognizes the many families, support organizations, faith based and community groups, and volunteers working to help overcome addiction.

Substance abuse leads to a cycle of addiction and despair that too often causes disease and death among young people. The Helping America's Youth initiative, led by First Lady Laura Bush, is promoting positive youth development and combating alcohol and drug addiction. This initiative is helping our children to make healthy choices and build lives of purpose. To aid citizens seeking treatment and recovery for substance abuse, my Administration also has provided \$200 million over the past 2 years for the Access to Recovery program. My 2006 budget requests an additional \$150 million for this program to further expand treatment choices. Directing resources to individuals allows them to choose a program that suits their needs and increases their chances of success. In addition, we have increased opportunities for communities and faith-based providers to aid those suffering from addiction.

I encourage all Americans to support individuals striving to overcome addiction and the groups that are helping to fight alcohol and drug addiction. By working together, we can continue to build a more compassionate society that transforms lives and provides health, hope, and healing to those who hurt.

NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim September 2005 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with appropriate programs and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty ninth day of August, in the year of our Lord two thousand five, and of the Independence of the United States of America the two hundred and thirtieth.

GEORGE W. BUSH



Recovery Month 2005 Proclamations Issued

Alaska

Kake
Ketchikan Gateway Borough
State of Alaska

Arizona

State of Arizona
Town of Gilbert

California

Anaheim
California State Assembly
Calimesa
Chickasaw/Choctaw Council of NWLA
Colton
County of Fresno
County of Los Angeles
County of Santa Barbara
Fairfield
Hawthorne
Hillsborough
Irvine
Laguna Niguel
Lake Forest
Lompoc
Long Beach
Malibu
Palm Desert
Placentia
Rohnert Park
Sacramento Native American Health
Center
San Clemente
San Dimas
San Pablo
Santa Clara
Santa Fe Springs
Santa Monica
South Gate
United American Indian Involvement
Inc.
Vacaville
West Covina

Colorado

Arvada
Denver
Englewood



Connecticut

Burlington
New Britain
Plymouth
Southington

Florida

Bartow
Boca Raton
Cooper City
Lake Worth
Margate
Parkland
Safety Harbor
Tarpon Springs

Georgia

Brunswick
State of Georgia

Hawaii

County of Hawaii
County of Honolulu
State of Hawaii

Illinois

State of Illinois
Village of Alsip
Village of East Hazel Crest
Village of Morton Grove
Village of Skokie
Zion

Indiana

State of Indiana

Iowa

Ames
County of Story
State of Iowa

Kansas

County of Sedgwick

Kentucky

Estill County
Florence
McKee and County of Jackson

Maine

State of Maine



Massachusetts

Senate Resolution
State of Massachusetts
Turning Point, Inc.

Michigan

Dearborn
East Lansing
Livonia
Southgate

Minnesota

Juel Fairbanks Chemical Dependency Services
Inc.

Montana

Blackfeet Community College
Butte-Silver Bow

Nebraska

Omaha Tribe of Nebraska Tribal Council

Nevada

Fallon

New Jersey

County of Monmouth
County of Sussex
Passaic
Passaic
Passaic

New Mexico

Farmington
Hobbs
Totah Behavioral Health Authority

New York

State of New York

North Carolina

Cherokee Diabetes Program
County of Carteret
County of Onslow
Healing Through The Elders Wisdom Wellbriety
Group
Jacksonville
Morehead City
Town of Cary

Ohio



State of Ohio
East Cleveland
Upper Arlington

Oklahoma
Riverside Indian School

Oregon
Beaverton
Tigard

Pennsylvania
Senate of Pennsylvania
The Lenape Nation of Indians

Rhode Island
Rhode Island House of Representatives
Rhode Island Senate
Town of Westerly

South Carolina
Orangeburg
State of South Carolina

Tennessee
State of Tennessee

Texas
Houston

Vermont
St. Johnsbury

Washington
County of Clallam
State of Washington
Vancouver
Yakama Nation

West Virginia
Morgantown
Ranson

Wisconsin
State of Wisconsin

Wyoming
Shoshone & Arapaho Tribes
State of Wyoming
Wind River Shoshone and Arapaho Tribal
Substance Abuse Court



Interactive Web-Based Activities and Information

In 2005, SAMHSA hosted a new **Recovery Month** interactive Web site, www.recoverymonth.gov, making information on **Recovery Month** accessible to local communities and the general public either online or through downloadable files. Visitors had access to numerous helpful activities.

The 2005 www.recoverymonth.gov Web site won a Gold award for the World Wide Web Health Awards and was the only government Web site to win this award. The World Wide Web Health Awards recognize the best health-related Web sites for consumers and professionals – providing a “seal of quality” for electronic health information.

The Web site won the 2005 Aesculapius Award of Excellence presented by the Health Improvement Institute. Aesculapius Awards are named for the ancient Greek god of healing. The award encourages excellence in health communications by challenging producers of health-related PSAs and WWW sites.

The **Recovery Month** Web site also won a Marcom Gold award in the category of Electronic/Interactive Media. The mission of the MarCom Creative Awards is to honor excellence and recognize the creativity and hard work of marketing and communication professionals. The MarCom Creative Awards gives winners the opportunity to show that their work is highly regarded within the creative industry. Winning a MarCom Creative Award gives recognition to the creative talent, firms, departments and/or clients that collaborate on outstanding marketing and communications projects.

The **Recovery Month** Web site also was recognized by the 2005 National Association of Government Communicators (NAGC) Gold Screen Awards competition as a Blue Pencil Awards Winner in the category of Web site. NAGC awards underscore the association's high standards of professionalism in public service. Awards of Excellence recognize government agencies or individuals for significant achievement. NAGC is the only organization for, by and about government communicators and communications.

The 2005 Web site included materials that could be ordered online, such as the virtual **Recovery Month** toolkit and an electronic flyer made available for organizations hosting events. Also posted were SAMHSA press releases, additional resources and publications, proclamations, and the English and Spanish versions of the television and radio **Recovery Month** PSAs produced in 2004 and 2005.

Visitors could post their **Recovery Month** events by locality using an interactive events counter. In 2005, 508 events were posted. Many of the events were highlighted with event photos.



Webcasts

SAMHSA developed the *Road to Recovery* Webcasts series, in a talk and magazine show format, with a host and four guests. Eight out of the 10 were aired on the first Wednesday of the month, beginning in January and running through November. The 10 monthly Webcasts logged 17,832 views. (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.) In addition, more than 254 distinct public education government cable channels throughout the country aired the *Road to Recovery* series, reaching more than 14.6 million cable households, representing an estimated earned media value of \$3 million. 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. The Webcast “Treatment 101: The Science and Methodologies of Treating Alcohol and Drug Use Disorders” received the largest viewership. The 2005 Webcasts are listed below:

- *The 2005 Road to Recovery* (1/12/05)
- *Today’s Recovery Movement: Remembering the Past and Planning for the Future* (2/2/05)
- *Treatment 101: The Science and Methodologies of Treating Alcohol and Drug Use Disorders* (3/2/05)
- *Binge Drinking and Youth: What Everyone Needs to Know* (4/6/05)
- *Treatment Approaches for Women* (5/4/05)
- *The Dangerous Frontiers of Substance Abuse: A Look at Alcohol and Drug Use Trends* (6/1/05)
- *Medication-Assisted Therapies* (7/6/05)
- *Addiction in the Home: Healing Lives, Families, and Communities* (8/3/05)
- *Recovery and Policy: How States Transform Systems of Care* (9/7/05)
- *Healing Lives, Families and Communities: A National Showcase of Events* (11/2/05)

Two of the Webcasts were also recognized by the Omni Intermedia Awards. “The Dangerous Frontiers of Substance Abuse: A Look at Alcohol and Drug Use Trends” and “*Treatment Approaches for Women*”, received bronze awards from the Omni Intermedia Awards for outstanding media production. The Omni Awards carries the distinction of being chosen by peers as an example of excellence.

The Web site enabled visitors to distribute news about **Recovery Month**. A special feature on the site was the Road to Recovery listserv, where people could sign up to receive periodic e-mail updates on activities and resources featuring **Recovery Month**.



New features on the Web site for 2005 include: a credit card process to order videos/DVDs of Webcasts; an additional resource area specific to each Webcast topic; welcome video clips from SAMHSA Administrator Charles G. Curie and CSAT Director Dr. H. Westley Clark; an HTML version of the Road to Recovery listserv message; and promotional PowerPoint presentations provided in four different viewing options to help promote **Recovery Month** and educate people that recovery is possible.

The site experienced tremendous growth over the past two years, especially during the month of September. In September 2005, there were 157,883 unique visitors to the site, compared to 105,924 unique visitors in September 2004 – a 40 percent increase. Overall, there were 269,896 visits during September 2005, compared to 168,705 visits during September 2004 – a 60 percent increase.

From January through December 2005, the official **Recovery Month** Web site received more than 12.6 million hits (12,672,408 an indicator of Web server traffic) and the site logged in 605,956 “unique visitors” (an indicator of new visitors). Total unique visitors in 2005 increased 31 percent compared to 2004, and 333 percent compared to 2003.

This significant growth indicates a consistent, loyal, and continuously growing audience.

Recovery Month Web Site Hits Compared to Previous Years

Month	2005 Hits	2004 Hits	2003 Hits	2002 Hits	2001 Hits	2000 Hits
Prior to June	4,461,986	2,415,654	2,533,370	633,187	114,413	-
June	939,386	533,355	683,796	228,496	127,852	17,507
July	1,018,337	693,215	767,676	284,609	629,657	37,655
August	1,734,017	1,169,034	1,231,059	375,530	212,043	45,988
September	2,076,098	1,140,801	1,157,533	452,433	176,016	51,235
October	1,136,990	764,454	614,676	243,100	85,975	27,983
November	752,606	878,528	474,020	240,932	57,167	22,033
December	552,988	715,477	337,088	150,957	55,373	16,238
Total	12,672,408	8,310,518	7,799,218	2,609,244	1,458,496	218,639



“Ask the Expert”

During the weeks following a Webcast’s debut via the **Recovery Month** Web site, viewers had an opportunity to send in topic-related questions to get expert advice from SAMHSA-approved experts. SAMHSA developed eight “Ask the Expert” forums that ran from February through September. The experts in 2005 answered an average of 10 questions each, which is an increase of 150 percent from 2004.

Public Service Announcements (PSAs)

For **Recovery Month** 2005, SAMHSA produced two new radio and television public service announcements in English and Spanish. The 2005 PSAs were developed to inform the public about the effectiveness of treatment for substance use disorders, the nature of addiction and the recovery process, and the tremendous need to increase treatment service capacity across the country.

One of the 2005 PSAs, “Treat Me,” addressed the stigma associated with people who suffer from substance use disorders. Addiction affects men and women of all ages, from every race and ethnic group, and from different social circumstances – and it is never too early or too late to benefit from treatment. People who are in treatment for substance use disorders deserve to be treated with respect and admiration for fighting and winning one of the hardest battles there is – addiction.

“Treat Me” received two silver awards for demonstrating excellence in production during the fall Omni Intermedia Awards season. The Omni Intermedia Awards recognize the accomplishments of outstanding media productions in a variety of fields. The awards were given in the areas of Public Service and Government. The Omni Intermedia Awards are owned and operated by Media Corp Inc. and are judged by a panel of talented professionals from highly respected companies. Each area of the competition is evaluated by a board of advisors with expertise in that respective area. Only submissions that exhibit the highest level of production are recognized, which made this a very exciting accomplishment.

“Treat Me,” also received a Gold Mercury Award for outstanding achievement in communications in the government public service announcements category. “Treat Me” was further selected from the top scoring Gold winners and received the Mercury Grand Award for the government public service announcements category. The Mercury Awards are given by MerComm, Inc. which was founded in 1987 with the purpose of advancing the arts and sciences of communications in an international arena. MerComm strives to establish and promote high standards of individual and collective achievement by recognizing the multi-disciplines involved in professional communications. MerComm’s award programs are now in their nineteenth year drawing over 3,900 entries from around the world. Their mission is to honor the individuals whose work has made an outstanding contribution to their organization, corporation, or client.



The second PSA, “Artist,” featured a young artist who shared his struggle toward recovery. His journey began as he found himself isolated and alone, facing depression and a substance use disorder. Once he sought treatment, he was able to surround himself with people he loved and find recovery through his art. The PSA emphasized the beauty and reconnection to society that is associated with recovery from substance use disorders.

The broadcast PSAs put an everyday face on addiction and recovery, and offered SAMHSA's 24-hour, toll-free National Helpline, 1-800-662-HELP, as a call to action if viewers, or someone they know, is in need of treatment. All PSAs were produced in English and Spanish in 15-second and 30-second lengths.

The “Treat Me” and “Artist” TV and radio English and Spanish 2005 PSAs were also submitted as part of the White House Office of National Drug Control Policy’s (ONDCP) Media Match Campaign.

SAMHSA distributed the PSAs to national and local stations and airlines’ in-flight entertainment departments.

In 2005, 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 (NCADI).

In addition to the 2005 public service announcements, SAMHSA continued to track previous years’ spots throughout 2005. These spots – “Boat”, “Tony”, “Crosswalk”, “Psyched Up”, “Runner”, and “Subtitles” – were all produced in English and Spanish and continue to make an enormous impact on people in recovery and those who have helped them on their path to recovery.

Television PSAs

The 2005 television spots, “Treat Me” and “Artist,” were distributed to 1,089 TV stations and networks, including 80 Spanish stations nationwide. From August through December 2005, the PSAs aired 6,433 times (equaling 43.21 broadcast hours) through 342 outlets reaching 175 markets, at an estimated earned media value of \$663,997 and 92,741,692 in viewer impressions.

Since 2002 through December 2005, the 12 spots released in previous years continued to air, producing an estimated earned media value of \$10,238,049 and 883,858,771 in viewer impressions.



In total, the overall estimated earned media value for all television PSAs released from 2002 through 2005 is \$10,902,046 with a collective viewership of 976,600,463.

A major accomplishment in 2005 was that the 2005 “Treat Me” PSA was selected for airing in New York’s Times Square on the Panasonic Astrovision throughout the month of August. According to the Times Square Alliance, 1.5 million people of various demographics pass through Times Square every day. This was a tremendous opportunity to showcase the message of recovery in a highly visible location, and it is a testament to the success of the **Recovery Month** efforts.

Radio PSAs

The 2005 radio spots, “Treat Me” and “Artist,” were produced in English and Spanish in 20-second and 30-second lengths and were distributed to nearly 3,500 radio stations nationwide. From August through December 2005, the radio spots were broadcast 32,793 times (equaling 245.57 broadcast hours) through 209 outlets reaching 173 cities in 46 states, resulting in an estimated earned media value of \$1,703,327 and 197,615,530 in listener impressions.

From 2002 through December 2005, 12 additional spots from previous **Recovery Month** efforts continued to air, producing an estimated earned media value of \$5,856,924 and 564,811,779 in listener impressions.

In total, the overall estimated earned media value for all radio PSAs released from 2002 through 2005 is \$7,560,251 with a collective listenership of 762,427,309.



Conclusion

The figures and events outlined in this report showcase the countless individuals who worked hard in their communities and made a tremendous commitment to public support for **Recovery Month**. The **Recovery Month** 2005 celebration was the most successful effort to date in raising public awareness about substance use disorders, treatment, and recovery.

It takes continued effort and outreach 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. SAMHSA is proud of its contribution to this goal through the ongoing success of **Recovery Month**.

All materials for the 2005 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.