

September
National Alcohol
& Drug Addiction
Recovery Month 2009

JOIN THE VOICES FOR **RECOVERY**

TOGETHER WE **LEARN**, TOGETHER WE **HEAL**

2009 Final Report Overview



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

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2009 Final Report – Executive Summary

In 2009, the **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** observance celebrated its 20th anniversary. The 2009 theme, “**Join the Voices for Recovery: Together We Learn, Together We Heal,**” emphasized the need to use all available resources to educate people about substance use disorders, the effectiveness of treatment and the hope of recovery. Each aspect of the campaign reflected the 2009 observance’s record-breaking success.

Events and Media Coverage

As of December 2009, 50 states, the District of Columbia, Puerto Rico, American Samoa, and Guam held 1,001 events in 476 cities, reaching approximately 1,003,209 individuals – including 115 SAMHSA-sponsored local community events. This is nearly a 17 percent increase (148 more events) from 2008, reaching 55,846 more individuals.

Media coverage of events increased 26 percent from 2008. Through 2009, **Recovery Month** garnered mentions in 1,528 press and Web clippings, with coverage in publications and outlets with collective impressions of more than 1,007,505,322. In September 2009, **Recovery Month** received 44.1 percent more daily newspaper media coverage than in September 2008.

Toolkit and Materials

To help local organizations plan, promote, and educate the community during **Recovery Month**, the 2009 toolkit offered a streamlined set of materials, with important information found exclusively online. This new online content also helped to drive traffic to the **Recovery Month** Web site, bolstering the site’s reputation as a premier resource for **Recovery Month** materials and information.

SAMHSA reached community members at public and private organizations, coalitions, and government agencies by distributing 75,000 hardcopies of the **Recovery Month** toolkit and the PDF version available at <http://www.recoverymonth.gov>. Additional materials included color posters, flyers, “teaser” brochures, and 30,000 pens, drawstring bags, and tote bags.

Television and Radio PSAs

The 2009 public service announcements, “Black and White in Color” and “Making Sense” were distributed to 1,089 TV stations and networks, including 100 Spanish stations and 6 networks nationwide. From July through December 2009, the PSAs aired 17,508 times (equaling 122.98 broadcast hours) through 237 outlets reaching 110 markets, at an estimated earned media value of \$1,705,911, with 157,338,454 viewer impressions.

The radio PSAs were distributed to nearly 3,493 radio stations nationwide, including 193 Spanish stations and 1 network nationwide. The radio spots were broadcasted 17,378 times from July through December (equaling nearly 136.68 broadcast hours) via 195 outlets, reaching 142 cities

in 45 states, and resulting in an estimated earned media value of \$926,136, with 137,745,119 listener impressions.

Interactive Recovery Month Web-Based Activities and Information

During the 20th anniversary year, the **Recovery Month** Web site was redesigned to provide a more sophisticated online audience with an even more user-directed experience, additional information and maintained access to all past years' materials. With a streamlined Web site, users can find information faster and more easily.

This year's Web impression numbers rated higher overall than last year, with more than 17,261,499 hits to www.recoverymonth.gov. During **Recovery Month**, there were 1 million more total Web sites hits compared to September 2008. In all of 2009, SAMHSA increased traffic flow to the Web site resulting in 375,000 more visits than in 2008. There were 45 Voices for Recovery stories submitted on the 2009 Web site, an increase of 67 percent from 2008.

The 2009 *Road to Recovery* television series reached 22.7 million households (21.4 million in 2008), through 488 cable stations, nearly a 12 percent increase from the 437 stations in 2008, generating \$14 million in free airtime (\$12.4 in 2008), still airing on average 12 times a month. The *Road to Recovery* radio series reached 2.8 million listeners, through 38 stations, an increase of 58 percent from 2008.

Social Media

In 2009, SAMHSA established the online presence of **Recovery Month** through various social media channels. SAMHSA conversed with 115 bloggers and **Recovery Month** has been featured in 21 blog posts as a result. **Recovery Month's** Facebook fan page accumulated more than 1,894 friends, 597 "likes" from fans, and 210 comments. The YouTube channel garnered more than 1,422 channel views, 870 video views, and 40 subscribers.

SAMHSA also created an events widget for organizations to showcase community events in their area. To date, this widget has been added to 170 Web sites.

Proclamations

For this year's observance, 206 proclamations were issued across the country and from President Barack Obama, an increase of nearly 26 percent (42 more proclamations) from 2008.

Introduction

In 2009, **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** observance celebrated its 20th anniversary. Through the years, **Recovery Month** has recognized the accomplishments of individuals in recovery from substance use disorders, acknowledged the treatment providers who help them achieve long-term recovery, and celebrated the power of community support and understanding.

Over the past 20 years, significant progress has been made in how the recovery community engages in **Recovery Month**. Positive developments include:

- In 1999, the first **Recovery Month** developed television and radio PSAs, **Recovery Month's** non-designated Web site within SAMHSA's site saw increased traffic, and the first SAMHSA infomercial appeared about **Recovery Month**.
- In 2000, the number of community events held in celebration of **Recovery Month** doubled from the previous year.
- In 2002, all 50 states planned and held events to celebrate **Recovery Month**. There were 239 events held, including 31 SAMHSA-sponsored community events, and the first **Recovery Month** presidential proclamation was signed. By 2009, **Recovery Month** events nearly quadrupled to 1,001, including 115 SAMHSA-sponsored events, reaching approximately 1,003,209 people.

With the advances in the recovery community over the years, it remains important that SAMHSA continues to educate communities and offer help, support, and services to those who need it. According to SAMHSA's 2008 **National Survey on Drug Use and Health**:

- Of the 23.1 million people who needed treatment for a substance use disorder in 2008, approximately 20.8 million did not receive treatment for it.
- 3.9 million people aged 12 or older received some form of treatment in a hospital, rehabilitation facility, doctor's office, self-help group, or other treatment or recovery center for a problem related to alcohol or drug use.
- 2.3 million people received treatment at a specialty facility.

The 2009 Theme – “Join the Voices for Recovery: Together We Learn, Together We Heal”

The addiction, treatment, and recovery landscape has changed dramatically since the inception of **Recovery Month**. To celebrate its 20th anniversary, **Recovery Month** reflected on the progress and accomplishments that have been made to date and looked forward to future successes.

The 2009 theme, “**Join the Voices for Recovery: Together We Learn, Together We Heal,**” emphasized the need to use all available resources, in our communities and on the Internet, to educate people about the disease of addiction and to help those with substance use disorders, and those close to them, find treatment and achieve recovery. It also celebrated the power of community support and understanding.

The 2009 **Recovery Month** campaign achieved three campaign goals:

- Educated individuals about effective treatment and recovery services to help people achieve long-term recovery
- Emphasized the importance of using all resources, online and in communities nationwide, to educate people about addiction, treatment, and recovery
- Reached audiences through new online channels to make it easier for organizers to obtain and customize materials

This report showcases all of the successes and activities that took place during the 2009 **Recovery Month** celebration and beyond, such as:

- Outreach materials and distribution
- Event successes and results
- Public service announcement descriptions, distribution, and viewership
- Web site changes and hits
- Social media engagement and results
- **Recovery Month** proclamations

Outreach Materials and Initiatives

Recovery Month Toolkit

To help local organizations plan, promote, and educate the community during **Recovery Month**, as well as throughout the year, SAMHSA and the 130 **Recovery Month** Planning Partners created a comprehensive toolkit. Available in printed and online formats, the campaign's toolkit guides local community-based organizations in developing and executing **Recovery Month** events to educate communities about addiction, treatment, and recovery issues. The toolkit materials are available year-round and can be used beyond **Recovery Month**.

The toolkit offers customizable media template materials, audience-specific information and fact sheets to re-purpose and distribute to audiences, and an abundance of resources available throughout the country. The toolkit is divided into three sections:

- Media Outreach – Offers tips and templates to plan and promote events and treatment options in local communities – available exclusively on <http://www.recoverymonth.gov> for the first time in 2009.
- Targeted Outreach – Provides background on how substance use disorders affect different groups and how to help – with a streamlined printed booklet and more in-depth versions available on the Web site.
- Resources – Includes additional guides for collaborating with other organizations, how to reach people online, and listings of national and local organizations throughout the country in the addiction, treatment, and recovery field.



By offering several of the toolkit sections exclusively online, SAMHSA significantly reduced printing and shipping costs. This new online portal for many toolkit pieces also drives more traffic to the **Recovery Month** Web site because this is the exclusive way to obtain valuable resources and to customize materials. These changes were extremely well received by event planners, who praised the new streamlined approach and its ease of use.

SAMHSA reached community members at public and private organizations, coalitions, and government agencies by distributing 75,000 hardcopies of the **Recovery Month** toolkit and by providing the downloadable PDF version at <http://www.recoverymonth.gov>. The recipients of the printed toolkit include health care, treatment, education, criminal justice, business, community- and faith-based, and government sectors.

Media Outreach

The Media Outreach section offers tips and tools for planning and promoting **Recovery Month** events. Organizations can customize template media materials for local outreach to newspapers and television and radio stations.

This year, the Media Outreach section focused on how to reach both traditional and online media. For example, the “Promotional Event Ideas and Publicity Tips” piece outlined how to plan both in-person and online events, and how to publicize them in communities and online.

Additionally, this section provided tools for garnering media and community attention, including:

- Tips to connect with the media, how to prepare for an interview, and an overview of this year’s theme, **“Join the Voices for Recovery: Together We Learn, Together We Heal.”**
- Guidance and templates to develop customized media advisories, press releases, and op-eds for local events.
- Tips on writing a proclamation with a sample template and instructions for working with civic and elected officials to issue a proclamation.
- Fully customizable letterhead and logos to tailor materials.

Targeted Outreach

In the 2009 toolkit, the Targeted Outreach section of the toolkit was redesigned. This section provides the most detail in the planning toolkit, containing audience-specific materials to provide **Recovery Month** event organizers and attendees up-to-date information about substance use disorders, the benefits of treatment and recovery, and other facts concerning the targeted groups. New this year in the printed toolkit was a single booklet of shorter, easy-to-read fact sheets. More in-depth versions of each piece were available online at <http://www.recoverymonth.gov>, along with the shorter print versions.

The fact sheets included in the Targeted Outreach section contain a list of steps readers can take to make a difference in the lives of people with substance use disorders. The pieces that addressed specific groups in the 2009 toolkit included:

- Helping Educators Address Substance Use Disorders
- How Young Adults Can Help Themselves or Loved Ones Heal From Addiction
- The Internet's Role in Substance Use Disorders and Recovery Support
- A Guide to Help Media Accurately Cover Substance Use Disorders

In addition to audience-specific materials, the Targeted Outreach section featured general background information, including:

- An overview of the prevalence of substance use disorders
- Statistics and trends broken down by commonly misused substance
- A review of treatment and recovery options
- Real stories from people who have overcome addiction and are living in long-term recovery

Part of this year's redesign of the printed Targeted Outreach section included weaving powerful, personal quotes into each piece. These quotes supported the theme and celebrated the power of community support and understanding, in order to resonate with readers.



Resources

The Resources section of the toolkit provided a comprehensive list of federal and state agencies, treatment facilities and organizations by focus area or state, and resources for the general public and people in need to learn more about substance use disorders and how to get help. These resources go beyond **Recovery Month** and are available year-round to connect services with those who need them, instruct people how to build coalitions, and tips to find the recovery community online.

The Internet is a valuable asset to the treatment and recovery community. New to the Resources section this year was the “Online Voices for Recovery” piece, which highlighted how to find and engage the recovery community online, as well as how to find online treatment options. It included an online glossary of terms to define commonly used terms, explained how to find recovery voices online, and tips on gathering information.

Coalitions greatly influence the success of **Recovery Month** because they help raise awareness about the issue. The “Building Community Coalitions” piece outlined how organizations can create community-wide coalitions to continue collaborative work through the year and increase the visibility and credibility of their **Recovery Month** efforts. By building coalitions, organizations are able to establish and maintain relationships that help address the various issues related to substance use disorders, treatment, and recovery. The document also showcased sample coalition Web pages and examples of **Recovery Month** Planning Partners’ coalitions.

A list of the 2009 **Recovery Month** Planning Partners participating in the 2009 celebration also was included in the Resources section. The Planning Partners are deeply involved in **Recovery Month** and are major contributors to the observance’s success. The Planning Partners provide valuable support and feedback during the planning process, plan and host events, and provide individuals with vital services and resources. For state support, the toolkit contained a “Single-State Agency” list with contact information, as well as a comprehensive “**Recovery Month** Resources” brochure with contact information and descriptions of hundreds of organizations related to addiction, treatment, and recovery.

The final piece in the Resources section was the “Customer Satisfaction Form.” Event organizers are encouraged to evaluate the success of their **Recovery Month** events and the usefulness of the materials. Feedback is valuable for developing future **Recovery Month** observances and a satisfaction survey can be completed online.

List of Toolkit Materials

Following is a complete list of all the materials included in the 2009 toolkit:

Signed Support Letters

HHS Secretary Kathleen Sebelius

SAMHSA Acting Administrator Eric B. Broderick and CSAT Director Dr. H. Westley Clark

Web Promotional Flyer

Media Outreach (Online)

Promotional Event Ideas and Publicity Tips

Media Tips: Connecting With the Media

Developing a Media Advisory and Press Release and samples

Official Proclamations

Promoting **Recovery Month** with Public Service Announcements

Drafting and submitting an Op-Ed

Camera-Ready Letterhead

Camera-Ready Logo Sheet

Targeted Outreach (Print and Online)

Overview: *Together We Learn, Together We Heal*

Commonly Misused Substances

Treatment and Recovery

Join the Voices for Recovery

Helping Educators Address Substance Use Disorders

How Young Adults can Help Themselves or Loved Ones Heal From Addiction

The Internet's Role in Substance Use Disorders and Recovery Support

A Guide to Help Media Accurately Cover Substance Use Disorders

Resources (Print and Online)

Building Community Coalitions

Online Voices for Recovery

Recovery Month Planning Partners List

Recovery Month Resources Brochure

Single-State Agency Directory

Customer Satisfaction Form

Supplemental Printed Materials and Distribution List

In addition to distributing nearly 75,000 toolkits, SAMHSA designed and produced:

- 40" x 40" commemorative **Recovery Month** color posters
- **Recovery Month** 8.5" x 11" announcement flyers
- 3 3/4" x 9" teaser brochures used in mailings and conference exhibits prior to the release of the printed toolkits
- 15,000 pens
- 10,000 drawstring bags
- 5,000 tote bags

Below is a partial distribution list for the **Recovery Month** 2009 toolkits and supplemental materials, which were distributed to 75,000 organizations, government entities, and people nationwide:

A Chance for Change	Centro Judicial de San Juan
Administración de Servicios de Salud Mental y Contra la Adicción, Puerto Rico	Community Anti-Drug Coalitions of America
Advocates for Recovery through Medicine	Community Mental Health and Substance Abuse Services
Alcohol/Drug Council of North Carolina and RecoveryNC	Faces and Voices of Recovery
American Association for Marriage and Family Therapy	Illinois Division of Alcoholism and Substance Abuse
American Bar Association, Standing Committee on Substance Abuse	International Nurses Society on Addictions
Association of Persons Affected by Addiction	Massachusetts Organization for Addiction Recovery
Behavioral Health Service Harvest House	Michigan Recovery Month Coalition
Behavioral Health Services, Recovery United	NAADAC, The Association for Addiction Professionals
California Association of Addiction	National Association for Children of Alcoholics
Catholic Charities	

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VOICES FOR

RECOVERY

September
National Alcohol
& Drug Addiction
Recovery Month 2009

National Association of Governors

Providence Community Services

National Conference of State Legislatures

Recovery Alliance

National Council on Alcoholism and Drug
Dependence

Recovery Resources

National Inhalants Prevention Coalition,
Synergies

SAMHSA

Stepping Stone of San Diego

National League of Cities

Texas Department of State Health Services

National Rural Institute on Alcohol and Drug
Abuse

The Benevolent & Protective Order of Elks of
the USA

Native American Rights Fund

The General Board of Church and Society,
United Methodists

New York State Office of Alcoholism and
Substance Abuse Services

U.S. Conference of Mayors

Office of National Drug Control Policy

U.S. Department of Labor, Working Partners

Oxford House

U.S. Small Business Administration

Pennsylvania State Community Associations

White Bison

Recovery Month 2009 Events

Recovery Month Kick-Off Events

June

On Thursday, June 25, 2009, SAMHSA held a press conference to announce the 20th anniversary celebration of **Recovery Month**. The observance's theme, materials, events, and activities were unveiled. Speakers highlighted the progress made over the past 20 years, emphasizing that people in recovery increasingly identify addiction as a disease that must be treated just like any other disease. The field also has seen an influx of new addiction services treatment options including online communities and e-counseling. Speakers included:

- Admiral Eric Broderick, Acting Administrator, SAMHSA
- Dr. H. Westley Clark, M.D., J.D., M.P.H., Director, CSAT, SAMHSA
- General Arthur Dean, Chairman and CEO, Community Anti-Drug Coalitions of America
- Chris Kelly, Director, Advocates for Recovery through Medicine
- Tom Hill, MSW Senior Associate Altarum Institute

September

To officially kickoff the observance, a press event was held to unveil the results of SAMHSA's 2008 **National Survey on Drug Use and Health** on Thursday, September 10, 2009. The annual survey is the largest of its kind, with 67,500 people surveyed, and is the government's primary vehicle for determining how many persons are abusing prescription and illegal drugs, alcohol, and tobacco, as well as how many people receive treatment and recovery services.

The release of the 2008 survey results was the keynote of the 20th annual **National Alcohol and Drug Addiction Recovery Month** press conference marking the month-long observance recognizing the accomplishments of people in recovery, the contributions of treatment providers, and advances in addiction treatment and recovery throughout the nation. The results of this survey revealed that significant progress has been made. However, it is important that we continue to educate communities and offer help, support, and services to those who need it:

- The misuse of prescription drugs decreased significantly between 2007 and 2008 among those aged 12 and older, including among adolescents.
- Past month methamphetamine use among those aged 12 and older dropped sharply from approximately 529,000 people in 2007 to 314,000 in 2008.

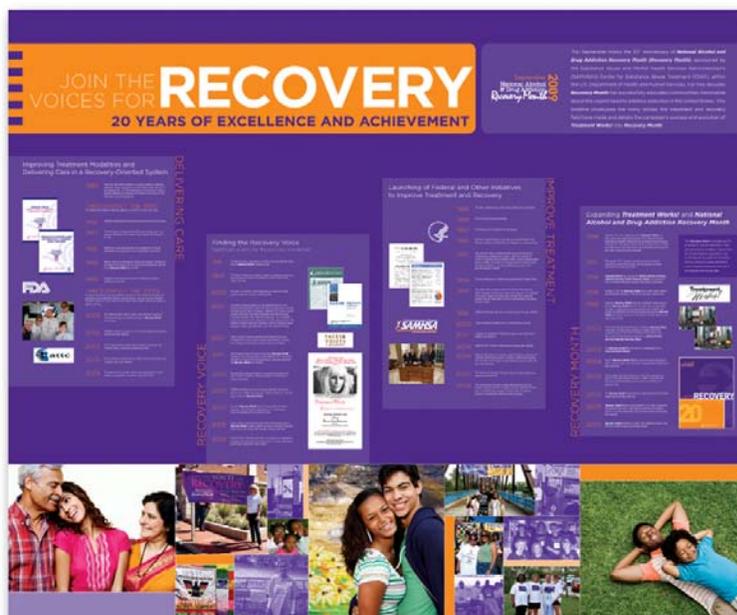
- 23.1 million people needed specialized treatment for a substance use problem, but only 2.3 million (or roughly 10 percent) received it.

Speakers who addressed these findings and the importance of treatment and recovery included:

- Gil Kerlikowske, Director, White House Office of National Drug Control Policy, Executive Office of the President
- Eric Broderick, D.D.S, M.P.H., Acting Administrator, SAMHSA
- H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director, CSAT, SAMHSA
- Bob DeBitetto, President and General Manager A&E Network
- James Gillen, person in recovery
- Neil Kaltenecker, person in recovery

Another highlight of the event was a newly created 20th anniversary **Recovery Month** exhibit and handout designed by SAMHSA to highlight the **Recovery Month** accomplishments over the past 20 years. The timeline showcases milestones over the years that include the establishment of the Office of National Drug Control Policy (ONDCP) in 1988, the launch of **Treatment Works!** in 1989, the establishment of SAMHSA in 1992, and the creation of the Planning Partners' coalition in 1997. The exhibit highlighted milestones in four areas:

- Improving treatment modalities and delivering care in a recovery-oriented system
- Finding the recovery voice (significant events for the recovery movement)
- Launching of federal and other initiatives to improve treatment and recovery
- Expanding **Treatment Works!** and **National Drug and Alcohol Addiction Recovery Month**



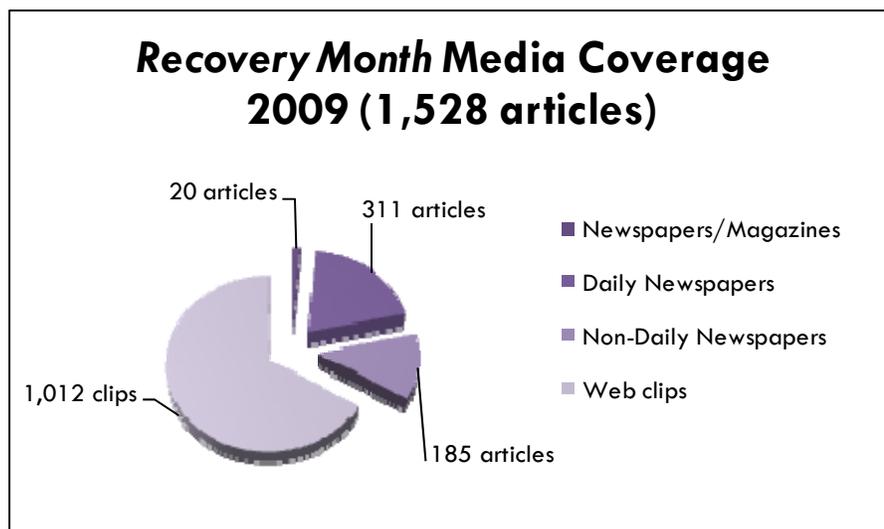
Media Coverage

The **Recovery Month** 20th anniversary press conference received media attention from a variety of national media, including major television and newspaper outlets. Additionally, SAMHSA officials, Dr. H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director of the Center for Substance Abuse Treatment, and Frances M. Harding, Director of the Center for Substance Abuse Prevention, conducted interviews with 10 radio stations and networks, with 686 stations and affiliates airing the interview clips. This **Recovery Month** radio tour helped increase the audience reach and coverage garnered.

Media coverage highlights include:

- National and local press – Associated Press, CBS News, Fox News, CNN, *The Los Angeles Times*, *USA Today*
- Trade – *Alcohol and Drug Abuse Weekly* and *Join Together*.
- Radio tour – Among other stations, the news feed aired on the American Urban Radio Network and KMOX-AM, St. Louis, reaching nearly 8,455,800 listeners, with an earned media value of \$344,000 (an increase of almost \$35,000 more value compared to 2008)

Print coverage for all national and local **Recovery Month** events taking place throughout the country during September was monitored in newspapers, magazines, and online. To date, **Recovery Month** garnered mentions in 1,528 press and Web clippings, with coverage in publications and outlets with collective impressions of more than 1,007,505,322. In September 2009, **Recovery Month** garnered 44.1 percent more daily newspaper media coverage than in September 2008.



Recovery Month Luncheon

To continue the **Recovery Month** 20th anniversary celebration, the Community Anti-Drug Coalitions of America (CADCA) hosted the 2009 luncheon, **“Join the Voices for Recovery: Together We Learn, Together We Heal,”** at the Willard Intercontinental Hotel on September 10, 2009, following the press event. During the luncheon, attendees signed a copy of Faces & Voices of Recovery’s “Recovery Bill of Rights,” a statement of the principle that all Americans have a right to recover from addiction to alcohol and other drugs. The luncheon speakers included:

- General Arthur Dean, Chairman and CEO, Community Anti-Drug Coalitions of America
- H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director, CSAT, SAMHSA
- Representative Mary Bono Mack, California
- Gil Kerlikowske, Director, White House Office of National Drug Control Policy, Executive Office of the President

The 20th anniversary **Recovery Month** exhibit was displayed at this event.



SAMHSA-Sponsored Community Forums and Events

This year, SAMHSA sponsored 115 community forums and events that reached 713,769 people nationwide, including American Samoa and Guam, in 2009 – holding 14 more events and reaching 666,400 more people than in 2008. A new SAMHSA-sponsored event, the Prism Awards, a nationally-televised awards show recognizing the accurate depiction of drug, alcohol and tobacco use and addiction in film, television, interactive, music, DVD, and comic book entertainment, accounted for 650,000 people. The 2009 events emphasized the importance of educating people about addiction, treatment, and recovery, as well as celebrating people in recovery.

SAMHSA-sponsored community events showcased personal experiences, addressed local 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** 2009 community forums or other events include:

- Spokane, WA
- Cherokee, NC
- Dallas, TX
- Albuquerque, NM
- Gardena, CA
- Helena, MT
- Eugene, OR
- Bemidji, MN
- Spokane, WA
- Fredricksburg, VA
- Washington, DC
- Des Moines, IA
- Detroit, MI
- Charlotte, NC
- Miami, FL
- San Juan, PR
- El Paso, TX
- Boulder, CO

For the past five years, SAMHSA has sponsored statewide recovery motorcycle rides. The 2009 motorcycle events were held in Arizona, California, Florida, Ohio, Oregon, and New England. On September 5, 2009, in Ohio, 100 riders participated and more than 300 people attended the event throughout the day. The event kicked off with a rally, followed by the motorcycle ride, and featured a raffle, picnic, and admittance to the Cleveland Zoo, Rain Forest, and the Dinosaur exhibition. The Florida event, held on September 26, 2009, was hugely successful, with 75 riders, 15 officers, and 1,500 attendees, for a total of 1,590 participants. The motorcycle ride concluded at the Daytona Beach boardwalk and the rally celebration included stories of

recovery, raffles, DARE Xtreme motor bike stunt riders, a local youth band and dance team, and the music of renowned artist Bryan Duncan and the Nehosoul Band.

On September 7, 2009, SAMHSA sponsored the “Hands Across the Bridge” project, a celebrating linking residents from both Oregon and Washington. With more than 2,500 participants, Washington and Oregon kicked off the event with a ceremony on each side of the bridge that included stories from people in recovery, words of encouragement from elected officials, and a reading of the proclamation signed by Washington Governor Chris Gregoire. The walk was led by a Native American Drumming group. Walkers met in the middle of the Interstate Bridge, held hands, and recited the Serenity Prayer. At noon, a tug boat sounded its horn to declare that **Recovery Month** had begun in the States of Oregon and Washington.

On September 16, 2009, the CRC Health Group, the nation’s largest drug and alcohol treatment provider, held their annual nationwide event, “Recovery Takes Flight.” With the help and creativity of 110 CRC facilities, 1,965 people participated across the country. Keystone Treatment Center, located in Canton, South Dakota, was the official headquarters for this year’s event. Speakers included retired Four-Star General and the former Director of the White House Office of National Drug Policy Barry McCaffrey, CRC CEO Barry Karlin, South Dakota Lt. Governor Dennis Daugaard, Sioux Falls Mayor Dave Munson, and Brig. General Dave Holman of the South Dakota Air National Guard. During the events, balloons were released to celebrate those affected by substance use disorders.



With the assistance and partnership of local organizations, SAMHSA sponsored 10 events at professional baseball games. The events secured seats for **Recovery Month** advocates who were recognized before, during, or after the game. Picnics, press conferences, and opening game ceremonies were also held. Participating professional baseball teams include:

- Baltimore Orioles
- Cleveland Indians
- Texas Rangers
- Colorado Rockies
- Detroit Tigers
- Los Angeles Dodgers
- Philadelphia Phillies
- Pittsburgh Pirates
- St. Louis Cardinals
- Washington Nationals

To meet its goal of reaching as many people as possible no matter their geography, SAMHSA sponsored several events in American territories, including American Samoa and Guam. For the **Recovery Month** Family Picnic in Guam, CSAT Director Dr. H. Westley Clark spoke and emphasized the importance of educating people about addiction, treatment, and recovery to the 500 attendees. Treatment providers, individuals in recovery, and family members socialized and promoted the importance of recovery and unity.

The 4th Annual SAMHSA **Recovery Month** Fun Walk/Run took place at SAMHSA's Headquarters in Rockville, Maryland, to celebrate the 20th year of **Recovery Month**, with 300 SAMHSA staff members in attendance. Twenty additional staff members participated this year compared to 2008.

Locally Sponsored Community Events

As of December 2009, 50 states, the District of Columbia, Puerto Rico, American Samoa, and Guam held 1,001 events in 476 cities, reaching approximately 1,003,209 individuals – including the SAMHSA-sponsored local community events.

2009's redesigned **Recovery Month** Web site at <http://www.recoverymonth.gov> features a convenient event interface that encouraged users to promote their events and follow-up with pictures and descriptions after. The event interface and widget also allowed users to easily search and find events, save and edit their events, and use their event template for future years.



Recovery Month Public Service Announcements (PSAs)



The 2009 **Recovery Month** public service announcements (PSAs) were developed to raise awareness among individuals in need of treatment and recovery services for themselves or someone they know. The PSAs promote SAMHSA's 24-hour, English and Spanish toll-free, confidential National Helpline, **1-800-662-HELP** as a call to action if viewers, or someone they know, are in need of treatment

The 2009 PSAs, "Black and White in Color" and "Making Sense," were produced for television and radio audiences in both English and Spanish. The spots are evergreen and are available on the **Recovery Month** Web site at <http://www.recoverymonth.gov>.

"Black and White in Color" is a realistic depiction of a father's daily struggle with addiction and the emotional toll it has on his life and family. Though physically present when interacting with family and friends, he is emotionally detached and isolated from the world around him. While others thrive in color, his distance is evident by living a life in black and white. Through treatment and recovery, he is able to regain control of his life, transitioning to a life of color and reconnecting with family and friends.

"Making Sense," illustrates the isolation and confusion that addiction inflicts on a young woman's life, and the sense of community that is rediscovered through treatment and long-term recovery. Though surrounded by friends, she is unable to comprehend where she is and what people are saying. With treatment and recovery, she begins to see the world around her – and everything becomes much clearer. She is able to interact with others and enjoy what is going on around her as she takes part in an exercise class with friends.

With the goal of educating and reaching as many individuals as possible about the effectiveness of treatment and the hope of recovery, the 2009 PSAs, as well as past years' PSAs, are available on <http://www.recoverymonth.gov> and the **Recovery Month** YouTube channel. The 2009 PSAs are also still available through the National Association of Broadcasters' (NAB) Web site.

Radio stations also were able to download the PSAs on NAB's Web site and television stations were able to download the PSAs through the satellite feed in September. Also, SAMHSA distributed open-ended spots that allow local television stations and community groups to personalize the PSAs with their own logo, slogan, or telephone number at the end.

In addition to national and radio network distribution, the spots were distributed to CNN's airport network and a number of services that broadcast to medical waiting rooms. SAMHSA followed up with each television station individually to ensure the PSAs were received and to encourage the station directors to play them.

Television PSA Distribution and Airtime

"Black and White in Color" and "Making Sense" were produced in English and Spanish in 15- and 30-second lengths and distributed to 1,089 TV stations and networks, including 100 Spanish stations and 6 networks nationwide. From July through December 2009, the PSAs aired 17,508 times (equaling 122.98 broadcast hours) through 237 outlets reaching 110 markets, at an estimated earned media value of \$1,705,911, with 157,338,454 viewer impressions. The campaign ranked 25 out of 1,271 campaigns that Nielsen monitored from August 31, 2009 through October 25, putting it in the top 2 percent. Compared to July through December 2008, 65,431,393 more viewers were reached. Each year, the campaigns receive more attention, increasing viewership through new markets.

Radio PSA Distribution and Airtime

"Homework" and "Making Sense" were produced in English and Spanish in 20-second and 30-second lengths and distributed to nearly 3,493 radio stations nationwide, including 193 Spanish stations and 1 network nationwide. The radio spots were broadcasted 17,378 times from July through December (equaling nearly 136.68 broadcast hours) via 195 outlets, reaching 142 cities in 45 states, and resulting in an estimated earned media value of \$926,136, with 137,745,119 listener impressions. As evidence of the campaign receiving more attention, from July through December 2009, the 2009 PSAs reached six additional cities and one additional state compared to July through December 2008.

Sustainability

SAMHSA continues to track previous years' spots still playing in English and Spanish in media outlets throughout the country. As seen in the volume of impressions, older spots continue to reach people who need treatment or already in recovery, and those who help them along the way.

The spots continue to gain recognition in the media field. In 2009, the 2008 **Recovery Month** PSAs, "Butterfly" and "Lock and Key," won a silver Mercury Award, a Bronze Telly Award, a Gold and Platinum MarCom Award, and a Gold and Platinum Ava Award.

From 2002 through December 2009, **Recovery Month** television PSAs from previous years continued to air, producing a total estimated earned media value of \$22,643,441 and 2,574,229,885 in viewer impressions. Similarly, from 2002 through December 2009, radio PSAs from previous years continued to air, producing an estimated earned media value of

\$13,350,662 and 1,520,458,147 in listener impressions. Because the PSAs are evergreen, they continue to play in markets years after their release, accumulating millions of viewer impressions, as seen in the 2005 PSA numbers.

The following charts represent the sustainability of each year's campaign over time – with the oldest spots having the highest numbers, as they have been playing the longest amount of time. Because the PSAs are evergreen, they continue to play in markets years after their release, accumulating millions of viewer impressions, as seen in the 2005 PSA numbers.

Television Impressions, 2005 – 2009 (Cumulative Totals)

Year (Title)	Airings	Broadcast Hours	Outlets	Markets	Media Value	Viewer Impressions
2002/2003 (Psyched Up/Runner/Crosswalk/Subtitles) (2002-2008)	64,326	452.35	328	148	\$7,756,453	932,966,705
2004 (Tony/Boat) (2004 only)	3,371	22.21	22	15	\$539,931	27,397,600
2005 (Artist/Treat Me) (2005-2009)	49,306	378.78	673	199	\$4,317,086	508,635,338
2006 (Labyrinth/New Morning) (2006-2009)	43,379	310.10	339	132	\$3,444,631	383,387,668
2007 (Celebrate/Cost) (2007-2009)	22,432	166.39	390	174	\$2,325,300	303,709,627
2008 (Butterfly/Lock & Key) (2008-2009)	37,759	281.40	860	200	\$2,554,129	260,794,493

Radio Impressions, 2005 – 2009 (Cumulative Totals)

Year (Title)	Airings	Broadcast Hours	Outlets	Cities/States	Media Value	Listener Impressions
2002/2003 (Accomplishment/Drain/How to/Kid) (2002-2008)	97,499	764.08	578	184/48	\$5,188,165	560,036,020
2004 (Tony/Boat) (2004 only)	57,659	N/A	349	211/47	\$606,383	4,068,711
2005 (Friends/Treat Me) (2005-2009)	35,016	262	228	184/46	\$1,800,000	208,000,000
2006 (A Way Out/New Morning) (2006-2009)	43,020	332	229	194/50	\$2,200,000	249,000,000
2007 (Celebrate/Cost) (2007-2009)	25,075	190	161	140/41	\$1,311,539	189,000,000
2008 (Butterfly/Lock & Key) (2008-2009)	25,119	191.92	177	158/46	\$1,318,439	172,608,297

Markets

The 2009 PSAs played in several top-tier media markets, many of which include Spanish-speaking audiences. These markets include:

- New York, NY
- Los Angeles, CA
- Philadelphia, PA
- Dallas-Ft. Worth, TX
- San Francisco, CA
- Boston, MA
- Atlanta, GA
- Washington, D.C.
- Houston, TX
- Phoenix, AZ

Airings in these markets account for more than 6 million viewer impressions between July and December 2009.

Interactive Recovery Month Web-Based Activities and Information

During the 20th anniversary year, the **Recovery Month** Web site was redesigned to meet the needs of an evolving audience and to take advantage of new technologies. This new comprehensive Web site provides additional information, access to all past years' materials in a single interface, is more accessible for users, and treatment options are easier to find with defined links. With fewer pages, users can discover information faster and more easily. Users can find the entire toolkit in PDF form to share with others, as well as exclusive pieces available solely online. A scrollable "News" section on the home page allows easy access to SAMHSA, **Recovery Month**, and other organizations' press releases and announcements. A new events widget makes finding **Recovery Month** events simple and accessible because events can be found from any Web site that has the widget. Other new additions include:



- A right hand navigation menu that allows users to easily scroll from one page to another
- A Planning Partners portal with newsletters, updates, and contact information
- A resource section featuring searchable articles, studies, and reports on the medical aspects of addiction treatment and recovery, and innovative treatment and recovery services.
- The ability to embed videos directly on the **Recovery Month** Web site instead of downloading them before viewing
- An events interface that allows users to view previous years events and starting with 2009 events, allows events planners to use their previous year's event listings as starting data for new event listings

The Web site continues to feature the virtual **Recovery Month** toolkit, customizable media and event tools, SAMHSA press releases, **Recovery Month** resources and publications, and English and Spanish versions of all television and radio **Recovery Month** PSAs produced from 2002 to 2009.

Since January, 45 people have shared their recovery experiences through the “Voices for Recovery” feature, an online vehicle that allows people to submit their stories of recovery to reach and educate others.

This year’s Web impression numbers were higher overall than last year, particularly during **Recovery Month**, with over 1 million more total Web sites hits during in September 2009 compared to September 2008. In all of 2009, SAMHSA increased traffic flow to the **Recovery Month** Web site, resulting in 375,000 more visits than in 2008.

- From January through December 2009, the entire **Recovery Month** Web site received 17,261,499 total hits and 1,447,346 total visits, more than the 16,887,458 and 1,711,584 hits in 2008, respectively.
- From January through December 2009, there were 659,859 unique visitors, compared with 952,938 in 2008. The decrease in site visits and unique visitors between 2008 and 2009 can be attributed to the new streamlined Web site, which has less overall pages for people to visit.
- In September, there were 3,601,504 hits to the Web site, which is between 1 and 2 million more than any other month in 2009, showing the culmination of the **Recovery Month** effort in 2009.

	2009 Hits	2008 Hits	2007 Hits	2006 Hits	2005 Hits	2004 Hits	2003 Hits	2002 Hits	2001 Hits
Before June	4,505,341	6,084,291	5,577,152	5,093,854	4,461,986	2,415,654	2,533,370	633,187	114,413
June	1,508,272*	1,186,868	1,097,613	1,245,649	939,386	533,355	683,796	228,496	127,852
July	1,690,328	1,540,936	1,365,455	1,422,865	1,018,337	693,215	767,676	284,609	629,657
August	2,154,179	1,823,414	1,734,545	2,696,227	1,734,017	1,169,034	1,231,059	375,530	212,043
September	3,601,504	2,604,027	2,022,594	2,064,226	2,076,098	1,140,801	1,157,533	452,433	176,016
October	1,459,425	1,418,453	1,582,484	1,397,778	1,136,990	764,454	614,676	243,100	85,975
November	1,108,330	1,166,573	1,169,713	1,022,629	752,606	878,528	474,020	240,932	57,167
December	1,234,120	1,062,896	2,037,201	885,081	552,988	715,477	337,088	150,957	55,373
Total	17,261,499	16,887,458	16,586,757	15,827,985	12,672,408	8,310,518	7,799,218	2,609,244	1,458,496

*indicates launch of redesigned Web site

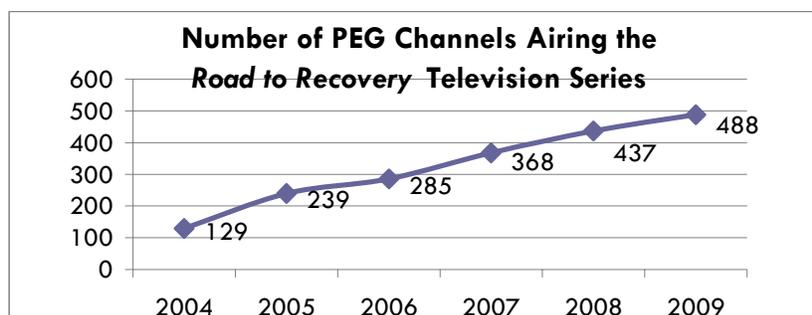
In recognition of the **Recovery Month** Web site’s redesign and the user friendly format, the Web site was awarded a Bronze 2009 World Wide Web Health Award for the government category in patient education and a Bronze Omni Award for education.

Road to Recovery Television and Radio Series

The 2009 *Road to Recovery* Television and Radio Series aired eight television and six radio episodes in a talk show, roundtable format that included panels of nationwide experts from the field. Generally aired on the first Wednesday of the month from March through November, the 8 monthly programs logged 5,686 launches and 4,459 trailer 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 completion) in 2009.

The **Recovery Month** video podcast, which is an alternative format for previewing trailers of the monthly programming, is also available. The video podcasts are approximately 60 seconds and provide viewers with a brief overview of the month’s upcoming program. Between January and December 2009, there were 19,134 audio podcast and 45,883 video podcast views. This massive increase from 2008, which saw 3,760 audio podcast and 13,752 video podcast views, can be attributed to more people seeking the recovery community online.

In addition, more than 488 public, educational, government (PEG) access, cable television channels in 465 distinct cable areas throughout the country aired the *Road to Recovery* television series, which totals 51 more channels and 73 more cable outlets than in 2008. Playing an average of 12 times each month and reaching more than 22.5 million cable households and 20 million satellite households, the series generated an estimated \$14 million in free airtime per year. This is 1.1 million households and \$1.6 million more than 2008. Additionally in 2009, the radio programming increased its reach airing on the 30 Native American radio stations reaching an estimated 2 million listeners, compared 24 stations and more than 1.3 million listeners in 2008.



The 2009 *Road to Recovery* Television and Radio series included:

- “Join the Voices of Recovery: Together We Learn, Together We Heal” (3/5/09)
- “Treatment 101: Recovery Today” (4/2/09)*
- “Providing a Continuum of Care: Improving Collaboration Among Services” (5/2/09)*
- “Recovery and the Health Care/Insurance Systems: Improving Treatment and Increasing Access” (6/2/09)*
- “Treatment and the Justice System: Preventing Problems and Ensuring Recovery” (7/2/09)*
- “The Social Services System: Supporting Treatment and Recovery for Individuals and Families” (8/6/09)*
- “Recovery in the Workplace: Treatment Benefits Both Employees and Employers” (9/3/09)*
- “The *Road to Recovery* 2009: A Showcase of Events” (Wrap Show) (11/1/09)

**indicates both television and radio series*

“Ask the Expert”

During the weeks following each *Road to Recovery* episode debut on the **Recovery Month** Web site, viewers had an opportunity to submit questions related to the topics discussed and receive expert advice from SAMHSA-approved experts. Starting in March, SAMHSA developed six “Ask the Expert” forums that ran through September. The “Ask the Expert” feature delivered an average of four questions for each session in 2009.

The 2009 “Ask the Expert” forums included:

- “Treatment 101: Recovery Today” (4/2009) with expert Wilson M. Compton, M.D., M.P.E., Director, Division of Epidemiology, Services and Prevention Research, National Institute on Drug Abuse, National Institutes of Health, U.S. Department of Health and Human Services
- “Providing a Continuum of Care: Improving Collaboration Among Services” (5/2009) with expert Thomas A. Kirk, Jr., Ph.D, Commissioner of the Connecticut Department of Mental Health and Addiction Services

- “Recovery and the Health Care/Insurance Systems: Improving Treatment and Increasing Access” (6/2009) with expert Renata Henry, M.Ed., Deputy Secretary for Behavioral Health and Disabilities, Maryland Department of Health and Mental Hygiene
- “Treatment and the Justice System: Preventing Problems and Ensuring Recovery” (7/2009) with expert Pamela Rodriguez, M.S., Executive Vice President, Treatment Alternatives for Safe Communities
- “The Social Services System: Supporting Treatment and Recovery for Individuals and Families” (8/2009) with expert Nachson Zohari, L.C.S.W., Program Administrator for Substance Abuse Treatment, Denver Department of Human Services
- “Recovery in the Workplace: Treatment Benefits both Employees and Employers” (9/2009) with expert Robert White, L.C.P.D., C.E.A.P., Director of Behavioral Health for the University of Maryland, Baltimore, Department of Psychiatry

Social Media

In 2009, SAMHSA increased the online presence of **Recovery Month** through various social media channels. With the creation of a Facebook page, a YouTube channel, an events widget, and increased interaction with bloggers and forum users, SAMHSA interacted with and offered **Recovery Month** resources to people where they are online, sharing that treatment is effective and recovery is possible.

Blogger Engagement

SAMHSA initiated the **Recovery Month** blogger engagement program in June 2009. Since the beginning of the interactions, SAMHSA conversed with 115 bloggers and **Recovery Month** was featured in 21 blog posts as a result of our outreach. By initiating conversations with bloggers, SAMHSA increased the awareness of **Recovery Month** and shared resources on the **Recovery Month** Web site. Beyond that, engagement offers bloggers appreciation and encouragement to those in recovery or loved ones, as SAMHSA seeks to expand the online community to help support those in recovery. Bloggers have responded positively to the conversations with SAMHSA and appreciate the agency for reading their blog. They often request additional resources and ask what they can do to help or become more involved in **Recovery Month** programs and initiatives.

SUBDURAL FLOW
FOR EVERYTHING THERE IS A SEASON, AND A TIME FOR EVERY MATTER UNDER HEAVEN.

Andrew's Release Date
6 days 12 hours 56 minutes and 22 seconds

CLICK PIC FOR BEGINNING

Andrew's Addiction

ARCHIVES
ARCHIVES

HEART ON SLEEVE
Lou
There may be trouble ahead, But while there's moonlight and music and love and romance, Let's face the music and dance.
VIEW MY COMPLETE PROFILE

Subscribe in a reader

8/16/09
September is Recovery Month

September National Alcohol & Drug Addiction Recovery Month Celebrating 20 Years!

SAMHSA/CSAT (the government agency on substance abuse and mental health) sponsors **Recovery Month**, which celebrates recovery, highlights the benefits of treatment, and educates the public on recovery and treatment options.

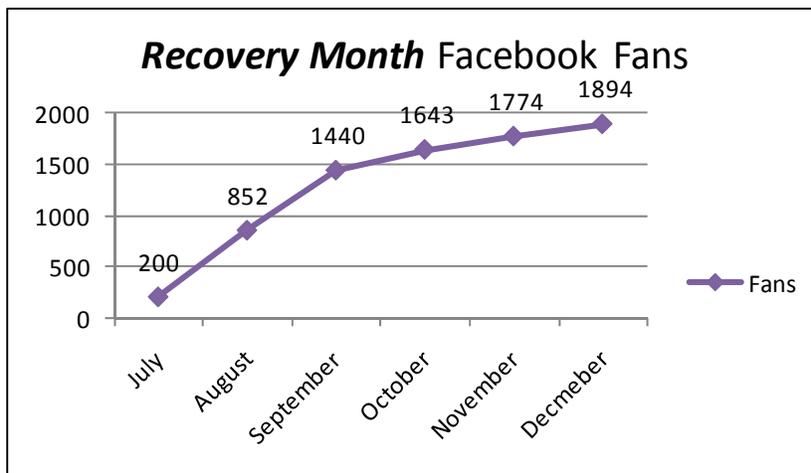
The recovery month website has great resources for bringing recovery education and celebrations to your group or facility. There are banners, logos, pamphlets and a complete free toolkit for putting on a recovery event in your community, rehab, or group.

There is a section on the site to tell your story, lots of heartfelt shares here.

18 THOUGHTS:
Lori said...
Wow, I didn't know there was a Recovery Month. It's about time. This disease affects so many people, destroys them and their loved ones. It affects our workplace. I will check out the website. Thanks for posting important, positive info.
8/16/2009

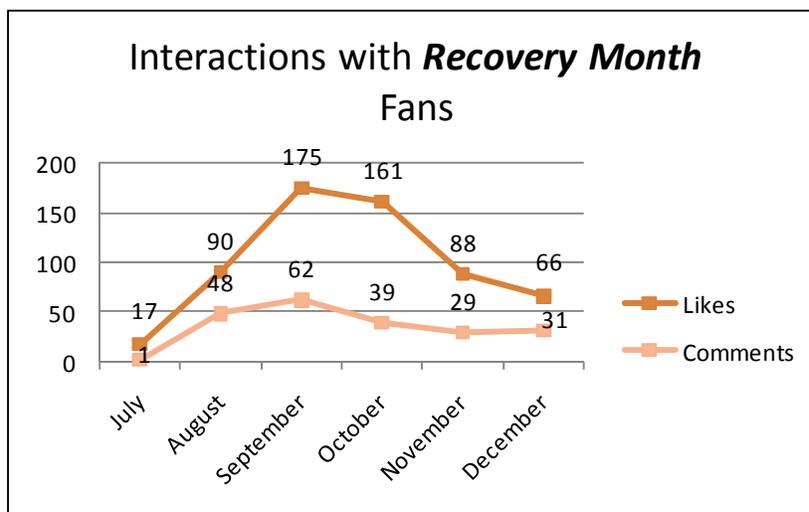
Facebook

The **Recovery Month** Facebook Fan page launched in July 2009 to increase communication with Planning Partners, provide online resources to individuals in recovery, and interact with those in the online treatment and recovery community. Since the launch, the page has garnered 1,894 fans. The largest growth occurred from the launch of the page



through September, which indicated that people and organizations were looking for information about recovery and **Recovery Month** online. After September, and as expected, the growth rate of the page has leveled off; however, this provides SAMHSA with the opportunity to more aggressively engage fans throughout the year as the campaign lives on.

The Fan page evolved into an engaged community through interactions between fans and discussion of questions posed in the status updates. The fans not only answer questions or reply to the status updates, but also answer each others' questions and support one another in their recovery process. Fans share their recovery stories, affiliation with recovery organizations, respond to questions posed by SAMHSA/**Recovery Month** in the status updates, and promote their **Recovery Month** community event. Planning Partners, recovery counselors, and members of the recovery community are fans of the **Recovery Month** page. From July to December, there were 597 "likes" from fans and 210 comments. The "likes" show a fan's appreciation or enjoyment of a **Recovery Month**



update, which peaked in September because of the constant exciting updates of activities happening across the country at that time. The most interaction occurred in September when the

fans were actively involved in **Recovery Month** activities both online and offline; however, the page continues to see comments and “likes.” In 2010, SAMHSA will increase the online engagement effort throughout the year to continue the educational efforts and outreach.

Examples of interactions with fans on the Recovery Month Facebook Page:

The screenshot shows the Facebook interface for the Recovery Month page. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', 'RecoveryMonth Spokesperson', 'Settings', 'Logout', and a search bar. The main content area features a post from 'Recovery Month' dated November 24, 2009, at 9:56am. The post text reads: 'With Thanksgiving just a few days away, we w... Month is grateful for everyone in recovery, those who teach others the... everyone who participates in Recovery Month events. What are you gr...'. Below the post are tabs for 'Wall', 'Info', 'Photos', 'Video', 'Events', and 'My Stuff'. A 'Recovery Month Just Fans' section is visible, showing a list of fans with their profile pictures and names: Patricia Pillowtalk Garner, Eric Boisvert, Carole Forystek, Mark Daniels, Blake Prochnow, and Hosannah Cousineau. A comment from Mavis Jackson is highlighted in a box: 'I have been a fan of Recovery Month for some time now and have initiated activities in two different cities in Texas. Keep it going!!' dated October 26 at 2:13pm. To the right, a scrollable list of comments from various users is shown, including Joel Nichols, Cheryl Chapman, Portland Prevention, Kathy Cervantes, Karen Chappelow, Angie Carter, Leslie Wood, Robert Rhodes, Ronald Grover, Neli Vazquez-Rowland, Beverlee Smith, Bo Trapeze, and Carlos Birdsong. Each comment includes the user's profile picture, name, text, and date/time.

Widget

In 2009, SAMHSA created a widget – an online tool that can be added to any Web site to display or share information from various sources – for organizations to add to their Web sites or blogs. Web site visitors to these organizations’ pages can then search for **Recovery Month** community events in their area, or can view a specific event on any site with the widget. So far, the widget has been added to 170 Web sites. There are two versions of the widget. A wide version displays the events on a map, and has been added to 95 sites. A tall version provides information about each event, and has been added to 75 sites.

The 170 Web sites that added the widget were the result of promotion of the widget through an e-mail to the Planning Partners, interaction with bloggers, and posting the widget on the Facebook Page. New engagement with organizations through the widget included [The Discovering Alcoholic](#), [Cenpatico](#), [Treatment Solutions Network](#), [Shields for Families](#), and [An Addict in our Son’s Bedroom](#).

Example of a blog with the wider version of the widget:

The Discovering Alcoholic

The Discovering Alcoholic is a top rated recovery blog covering alcoholism, substance abuse, treatment and recovery issues.

September is 2009 National Alcohol and Drug Addiction Recovery Month

by THE DISCOVERING ALCOHOLIC on AUGUST 27, 2009

Thank you Sarah Ikenberry, a Public Health Advisor in the Substance Abuse and Mental Health Administration’s Center for Substance Abuse Treatment, for sending me this 2009 Recovery Month widget. Enter your zip code to see what Recovery Month events closest to you have been scheduled, but what makes this widget even cooler is that you can submit your own events so that they too show up. [Go here](#) to submit your Recovery Month events and [go here](#) to get this great widget for your own website or blog.



September 2009 National Alcohol & Drug Addiction Recovery Month

Switch to Accessible View (Without Map) Visit www.RecoveryMonth.gov

Enter your zip code to find the Recovery Month events closest to you.

Search

Share Follow © National Alcohol & Drug Addiction Recovery Month 2009

Share and Enjoy:

[Facebook](#) [Twitter](#) [LinkedIn](#) [StumbleUpon](#) [Delicious](#) [Dribbble](#) [RSS](#)

{ 2 comments... read them below or [add one](#) }

tattooired August 28, 2009 at 5:22 am

This is a great website! I will recommend this to others who I work with in the addictions field. Beside being a resourceful tool for current events & seminars in the community. Thanks!

REPLY

The Discovering Alcoholic August 28, 2009 at 7:34 am

that you can also add your own events.

META

[Register](#)

[Log in](#)

[Entries RSS](#)

[Comments RSS](#)

[WordPress.org](#)

SEARCH TDA

To search, type and hit enter

RECENT POSTS

Shelby County Treatment Center Aces CARF

TDA Stupid Drunk Tricks: DUI Busted Wearing Breathalyzer Costume

Adding It Up: FDA Favors Prohibition

43 Cars Waited for Your Nose to Turn Green

A Veteran’s Recovery

RECENT COMMENTS

Adding It Up: FDA Favors Prohibition on Deceptive and Dangerous Alcoholic Energy Drinks... So What’s New?

Jake Collins on A Veteran’s Recovery

The Discovering Alcoholic on A Veteran’s Recovery

YouTube

SAMHSA launched a **Recovery Month**-branded YouTube channel in August 2009. Since the launch, the channel has received 1,422 views. The channel's videos include the 2008 and 2009 PSAs, which received a total of 870 views. Forty YouTube users subscribed to the **Recovery Month** channel and receive notices of the channel's updates. The channel was included in the U.S. Department of Health and Human Services (HHS) brand of channels and other government channels, recovery organizations, and individuals have subscribed to the channel. The inclusion of the channel by HHS resulted in nearly triple the number of subscribers, a 165-percent increase in channel views, and a 209-percent increase in video views in a three-week time span. HHS' linking to the **Recovery Month** channel verified the page's credibility and increased its visibility.



Community Engagement

Online communities, forums, and message boards provide an opportunity for people in recovery to discuss their experiences and create online support networks to aid in their recovery process. In addition to existing conversations about **Recovery Month** on forums, SAMHSA contacted the most popular and active communities' moderators to find appropriate channels to share resources and raise awareness, including [The Sober Recovery Community](#), [In the Rooms](#), [Cyber Recovery Social Network](#), and [Recover Your Life](#) Forums. Forums are specialized groups, where members create a sense of community and a support group for people in recovery or with loved ones in recovery.

The screenshot shows a forum post on Inhalant.org. The header includes the site logo and the text "INHALANT.ORG SHARE YOUR EXPERIENCES". Below the header is a welcome message: "Welcome to the Inhalant.org Message Board. This is a forum where teachers, students, children, and parents can share their experiences. Please remember that the purpose of this message board is to share with the mindset of helping one another and learning from each of our life experiences." The forum title is "Inhalant Abuse Prevention". There are navigation links for "Register", "Login", "Search", and "Chat". A login form is present with fields for "Username:" and "Password:", a "Login" button, and a "Remember Me?" checkbox. The post itself is by a moderator on 08/26/09 at 11:28 AM. The comment text reads: "I wanted to let everyone know that September is **National Alcohol and Drug Addiction Recovery Month**- a month long awareness campaign put on by the *U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA)*; highlighting the importance of substance abuse treatment and extending support to those individuals currently suffering with substance use disorders. Every year millions of Americans gather across the country to raise awareness about addiction, share their stories of recovery, and assist others who are still struggling; all in an effort to promote the message that **RECOVERY IS POSSIBLE!** Many of you have shared your personal 'recovery story' on the board- each uniquely inspiring and moving. I would love to celebrate these amazing accomplishments and create a thread dedicated to inhalant abuse treatment and recovery! This will undoubtedly provide hope and motivation for those struggling with addiction, providing **REAL** success stories from **REAL** people. I encourage you to share your personal 'journey' to recovery -as your insight, knowledge, and experience of drug addiction (whether directly or indirectly) will provide much needed motivation, inspiration, and guidance to those contemplating treatment, and those doubting their ability to stay clean. For more information on **Recovery Month 2009** - "Join the Voices for Recovery: Together We Learn, Together We Heal" be sure to visit <http://www.recoverymonth.gov> - where you can also find a list of community events and activities taking place nationwide all month long!

The author information for the post is:

<p>Author</p> <p>moderator</p> <p>Alyssa Registered: 01/24/08 Posts: 85</p>	<p>Comment</p> <p>08/26/09 at 11:28 AM #1</p> <p>I wanted to let everyone know that September is National Alcohol and Drug Addiction Recovery Month- a month long awareness campaign put on by the <i>U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA)</i>; highlighting the importance of substance abuse treatment and extending support to those individuals currently suffering with substance use disorders.</p> <p>Every year millions of Americans gather across the country to raise awareness about addiction, share their stories of recovery, and assist others who are still struggling; all in an effort to promote the message that RECOVERY IS POSSIBLE!</p> <p>Many of you have shared your personal 'recovery story' on the board- each uniquely inspiring and moving. I would love to celebrate these amazing accomplishments and create a thread dedicated to inhalant abuse treatment and recovery! This will undoubtedly provide hope and motivation for those struggling with addiction, providing REAL success stories from REAL people.</p> <p>I encourage you to share your personal 'journey' to recovery -as your insight, knowledge, and experience of drug addiction (whether directly or indirectly) will provide much needed motivation, inspiration, and guidance to those contemplating treatment, and those doubting their ability to stay clean.</p> <p>For more information on Recovery Month 2009 - "Join the Voices for Recovery: Together We Learn, Together We Heal" be sure to visit http://www.recoverymonth.gov - where you can also find a list of community events and activities taking place nationwide all month long!</p> <p>Alyssa ACE TEAM</p>
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Recovery Month 2009 Proclamations

For this year's observance, President Barack Obama issued a proclamation declaring September as ***National Alcohol and Drug Addiction Recovery Month***. Additionally, 205 proclamations were issued throughout the country and U.S. territories, including 35 by governors and state legislators, 163 by mayors, county and city council members, 4 by Native American associations, and 3 by Congress. With a total of 206 proclamations in 2009, there were 42 more proclamations issued than in 2008, further emphasizing the importance and focus of recovery and treatment to communities. Following is a copy of the Presidential proclamation and a list of other proclamations issued for ***Recovery Month*** 2009.



NATIONAL ALCOHOL AND DRUG ADDICTION RECOVERY MONTH, 2009

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Every year, Americans across the country overcome their struggles with addiction. With personal determination, and the support of family and friends, community members, and health professionals, they have turned the pages on an illness and sought the promise of recovery. On this occasion, we recognize these brave role models and express support for those in treatment, applaud those in recovery, and encourage those in need to seek help.

As a Nation, we must work together to provide a safe and effective system that reduces substance abuse and promotes healthy living. Without effective treatment, abuse of alcohol, illicit drugs, or prescription medications, a disease that affects mind and body. With treatment, substance use disorders can be managed, giving individuals the effective tools necessary to address their addiction. This year's theme, "Together We Learn, Together We Heal," calls us to unite and encourage drug-free living. Treatment programs, family members, and neighbors can all help ease this often-expensive condition.

During National Alcohol and Drug Addiction Recovery Month, we also pay special tribute to the medical professionals and everyday citizens who, with skill and empathy, guide people through the treatment and recovery process. Across America, they are offering a message of hope and understanding. These compassionate individuals, required by the strength of our character, derive not from the mistakes we make, but from our ability to recognize and address them. What we cannot do on our own, in these times, we do for the American spirit and move our Nation towards a brighter tomorrow.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority invested in me by the Constitution and laws of the United States, do hereby proclaim September 2009 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with appropriate programs, activities, and observances.

IN WITNESS WHEREOF, I have hereunto set my hand this first day of August, in the year of our Lord two thousand nine, and of the Independence of the United States of America the two hundred and thirty-third.

BARACK OBAMA

Recovery Month 2009 Proclamations Issued

Presidential Proclamation

Alabama

City of Russellville
State of Alabama

Alaska

Gastineau Human Services

Arizona

City of Avondale
City of Kingman
City of Kingman
City of Litchfield Park
State of Arizona

California

City of Alhambra
City of American Canyon
City of Artesia
City of Bellflower
City of Beverly Hills
City of Chino Hills
City of Downey
City of Lafayette
City of Laguna Woods
City of Long Beach
City of Malibu
City of Manhattan Beach
City of Martinez
City of Mission Viejo
City of Napa
City of Palm Springs
City of Pico Rivera
City of Pinole
City of Salinas
City of San Dimas
City of Santa Clarita
City of Santa Fe Springs
City of Santa Monica
City of Santa Rosa
City of South Gate
City of St Helena

City of Sunnyvale
City of Torrance
City of Twentynine Palms
City of Union City
City of Vernon
County of Contra Costa Board of Supervisors
County of Los Angeles
County of Napa
State Legislature
State of California

Colorado

City and County of Denver
City of Arvada
City of Boulder
City of Colorado Springs
City of Englewood
City of Westminster
Indian Education Denver
State of Colorado

Connecticut

City of Newtown
State of Connecticut
Town of Windham

Delaware

State of Delaware

Florida

City of Altamonte Springs
City of Cape Coral
City of Daytona Beach
City of Fort Myers
City of Hollywood
City of North Lauderdale
City of Sebastian
City of Tamarac
County of Lee
County of Volusia
State of Florida

Illinois

City of Washington
State of Illinois
Village of Bloomingdale
Village of Hoffman Estates
Village of Palatine
Village of Skokie

Indiana

City of Bedford
City of Jeffersonville
City of Kendallville
County of Allen
County of Noble
State of Indiana

Iowa

State of Iowa

Kansas

State of Kansas

Louisiana

City of Bossier
City of Carencro
City of Coushatta
City of Covington
City of Gonzales
City of Hammond
City of Jennings
City of Kenner
City of Lake Charles
City of Mandeville
City of Minden
City of Opelousas
City of Thibodaux
Jefferson Parish
State of Louisiana
Town of Golden Meadow
Town of Greenwood
Town of Jena
Town of Jonesboro
Town of Olla
Town of Plain Dealing
Town of Stonewall

Maryland

City of Baltimore
State of Maryland

Massachusetts

City of Greenfield
City of Worcester
Commonwealth of Massachusetts
State of Massachusetts Senate

Michigan

Algoma Township Board
City Council of Grand Ledge
City of Battle Creek
City of Cedar Springs
City of Charlotte
City of Detroit
City of Eaton Rapids
City of Grand Rapids
City of Kalamazoo
City of Lansing
City of Olivet
City of Walker
City of Wyoming
Ingham County Board of Commissioners
State of Michigan
State of Michigan Senate
Tyrone Township Board
Village of Bellevue
Village of Dimondale
Village of Kent City
Village of Vermontville

Minnesota

7 Clans Wellbriety Coalition
City of Bemidji
City of Brooklyn Center
Indian Health Board
Red Lake Chemical Health Programs
Red Lake Safe Neighborhoods
State of Minnesota

Mississippi

State of Mississippi

Missouri

City of Washington
State of Missouri

Montana

City of Billings
Missoula Indian Health Center
State of Montana

Nebraska

City of Hastings
Ponca Tribe

Nevada

City of Fallon
Nevada Annual Conference

New Hampshire

State of New Hampshire

New Jersey

State of New Jersey
Sussex County Board of Chosen Freeholders

New Mexico

Albuquerque Indian Center
State of New Mexico

New York

City of Binghamton
State of New York

North Carolina

City of Clinton
City of Durham
City of Greenville
City of Rocky Mount
County of Durham
County of Moore
County of Sampson
State of North Carolina
Town of Cary

Ohio

City of Upper Arlington

City of Willowick

County of Hocking

Native American Indian Center of Central
Ohio

State of Ohio

Oklahoma

City of McAlester

Oregon

State of Oregon

Pennsylvania

Borough of Chambersburg
City of Pittsburgh
Commonwealth of Pennsylvania
County of Washington
Northeast Woodlands Alliance
Wernersville State Hospital

Puerto Rico

U.S. Territory of Puerto Rico

South Carolina

City of Florence
State of South Carolina

South Dakota

State of South Dakota

Tennessee

City of Alcoa

Texas

City of Copperas Cove
City of Decatur
City of El Paso
City of Houston
City of Plano
City of San Antonio
State of Texas

Utah

City of Centerville

JOIN THE
VOICES FOR

RECOVERY

September
National Alcohol
& Drug Addiction
Recovery Month 2009

Vermont

State of Vermont
Town of St Johnsbury

Virginia

City of Alexandria
City of Colonial Heights
State of Virginia

Washington

City of Aberdeen
City of Bellevue
City of Cowley
City of Greybull

State of Washington

West Virginia

State of West Virginia

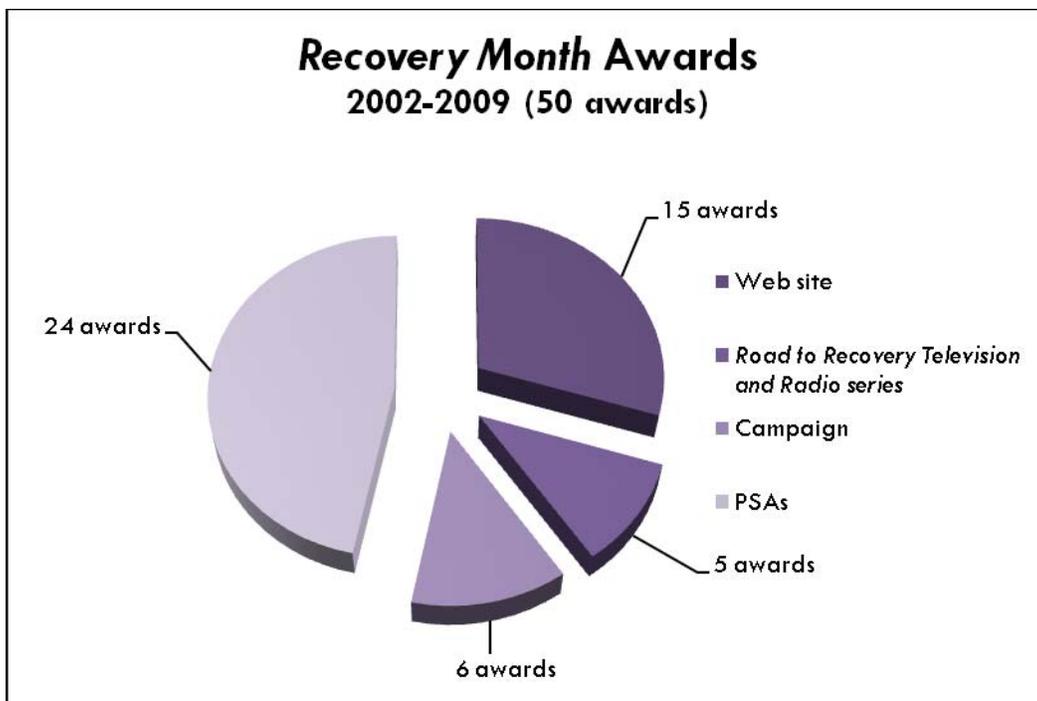
Wyoming

Other

Congressional Commendation of SPA7
Congressional Recognition of Bridge of Faith
Congressional Recognition of LACADA

Awards

Since 1999, the **Recovery Month** campaign has received 50 awards – representing both national and international attention – for the creation and production of campaign and materials. In 2009, the campaign continued to receive awards. The 2009 **Recovery Month** Web site received a Bronze World Wide Web Health Award for the government category in patient education and a Bronze Omni Award for education. The 2008 **Recovery Month** toolkit was awarded a 2009 Bronze Anvil Award of Commendation. In 2009, the 2008 PSAs, “Butterfly” and “Lock and Key,” won a Silver Mercury Award, a Bronze Telly Award, a Gold and Platinum MarCom Award, and a Gold and Platinum Ava Award.



Conclusion

In its 20th year, **Recovery Month** recognized the years of accomplishments of individuals in long-term recovery from substance use disorders, and celebrated the power of community support and understanding. The number of events held, proclamations issued, Web site hits, and Facebook friends are a testament to the power of the recovery community and the major accomplishments that have been made over the past 20 years.

This year's observance was highly successful. To celebrate the milestone, 1,001 **Recovery Month** events were held in 476 cities, reaching approximately 1,003,209 individuals, including 115 SAMHSA-sponsored events. Toolkits were distributed to more than 75,000 individuals and the PSAs reached 157,338,454 viewers and 137,745,119 listeners. With more than 17,261,499 hits to the **Recovery Month** Web site, www.recoverymonth.gov, more people than ever had access to **Recovery Month** tools and resources.

SAMHSA's social media campaign was extremely successful. **Recovery Month's** Facebook fan page garnered more than 1,894 friends and the YouTube channel accumulated more than 1,422 channel views, 870 video views, and 40 subscribers.

SAMHSA is dedicated to educating people about addiction, treatment, and recovery, and providing resources to as many people as possible. SAMHSA is proud of the advances **Recovery Month** has made over the past 20 years and will continue to help those who suffer from addiction and their loved ones.

This year's materials, as well as materials from previous observances, are available on the **Recovery Month** Web site at www.recoverymonth.gov. To order materials, please contact SAMHSA's National Helpline at **1-800-662-HELP**.