

Join the Voices for  
**recovery**



**2010 Final Report**

september **2010**  
National Alcohol  
& Drug Addiction  
*Recovery Month*

**now** more than **ever!**



**U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES**  
Substance Abuse and Mental Health Services Administration  
Center for Substance Abuse Treatment  
[www.samhsa.gov](http://www.samhsa.gov)

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## 2010 Final Report – Executive Summary

Over the past 21 years of **National Alcohol and Drug Addiction Recovery Month (Recovery Month)**, communities throughout the United States have observed and celebrated treatment and recovery each September. In 2010, the theme, **“Join the Voices for Recovery: Now More Than Ever!”** emphasized that individuals affected by substance use disorders can achieve recovery and reclaim their lives. The observance also emphasized how we live in a stressful society, and how external circumstances can contribute to the onset or relapse of substance use disorders, particularly among specific groups that face stressful life situations, such as public safety officials, older adults, and families. This theme emphasized the importance of helping people understand that substance use disorders are treatable and that people can and do recover. The following summary highlights the success of this past year’s campaign and the millions of people it reached.

### Events and Media Coverage

In 2010, there were 1,072 **Recovery Month** events (a 7-percent increase, or 71 more events than the 1,001 events held in 2009) in all 50 States, the District of Columbia, Guam, Puerto Rico, and the United Kingdom, with a projected attendance of 3,888,160 individuals (an increase from 1,003,209 in 2009). In 2010, SAMHSA sponsored 53 events, a decrease from 115 events in 2009, but attendance increased by 31 percent to 1,046,229 in 2010 from 713,769 in 2009.

Between August and December, **Recovery Month** garnered mentions in 408 print and 1,131 web articles, for a total of 1,539 mentions in publications and online outlets, with collective impressions reaching 1,008,506,229 individuals.

### Toolkit and Materials

To help local organizations plan, promote, and educate the community during **Recovery Month**, as well as throughout the year, 75,000 hard copies of the 2010 toolkit were distributed to health care, education, business, and faith-based organizations, as well as coalitions and government agencies. To expand the reach and usefulness of the toolkit, a more comprehensive version of the **Recovery Month** toolkit was available on the official **Recovery Month** website at <http://www.recoverymonth.gov>. The online version included more in-depth versions of the print materials, resources for garnering media coverage, and materials that organizations could adapt and localize for their own events. This online content enhanced the **Recovery Month** website and increased access to all **Recovery Month** materials and information, with 611,759 hits and 79,566 visits to the **Recovery Month** toolkit pages in 2010. Additional materials produced for **Recovery Month** were distributed across the country, including color posters, flyers, “teaser” brochures and 35,000 reusable shopping bags.

### Television and Radio Public Service Announcements

The 2010 **Recovery Month** public service announcements (PSAs) were developed to raise awareness about individuals in need of treatment and recovery support services for themselves or

someone they know. “Hard Work” and “Mother” were produced in both English and Spanish for television and radio audiences. The spots are evergreen and are available on the **Recovery Month** website at <http://www.recoverymonth.gov/Multimedia.aspx>.

From August through December, the 2010 television PSAs aired 14,096 times (equaling 105 broadcast hours) through 194 outlets in 80 markets. The PSAs garnered an estimated earned media value of \$2,195,967, with approximately 177,550,588 viewer impressions. Compared with the 2009 PSAs, this is an increase of \$490,056 in earned media value and more than 20 million viewer impressions. The **Recovery Month** 2010 PSA campaign ranked 58 out of 1,427 campaigns Nielsen tracked in September 2010, placing in the top 4 percent of all campaigns for September, October, and November. Additionally, 51 percent of the plays to date are in the 50 largest television markets.

The 2010 radio PSAs were broadcasted 12,223 times (equaling 95.53 broadcast hours) in 131 outlets, reaching 86 cities in 37 States, resulting in an estimated earned media value of \$649,397, with more than 83,581,365 million listener impressions. Compared with the 2009 PSAs, this was a decrease of \$276,739 in estimated earned media value and 54,163,754 listener impressions. Among those airing the PSAs were New York’s WABC-AM and Philadelphia’s top-rated KYW-AM, the CBS all-news station.

### **Interactive Recovery Month Web-Based Activities and Information**

The **Recovery Month** website continued to evolve to meet the needs of its growing audience. In 2010, the website added additional pages, features, and products to promote the campaign and Planning Partner activities related to the campaign. The new pages and products included a Community Events PSA for use in campaigns every year, a “Gratitude and Support” page to post compliments and comments of appreciation from **Recovery Month** participants, and a “Home Page Feature” to highlight rotating content from Planning Partners and other relevant sources.

This year’s web impression numbers continued to show tremendous growth and were higher overall than ever before, with approximately 24,366,353 hits on <http://www.recoverymonth.gov>, an increase of 41 percent over the 17,261,499 hits in 2009. During 2010, there was also a 120-percent increase in page views per day, with an average of 17,560 daily visitors (compared with 7,950 in 2009). The website also increased the numbers of repeat visitors, with 107,444 in 2010 compared with 85,245 in 2009. In addition, 23 *Voices of Recovery* (personal stories of recovery) were posted on the 2010 website, with 42 submitted originally. Only those with signed release forms could be posted, resulting in a decrease from 45 *Voices of Recovery* posted in 2009.

The *Road to Recovery* television and radio series expanded in 2010, providing broadcast-quality educational programming to television and radio stations throughout the country about issues surrounding substance use disorders and the effects on individuals, families, and communities, and best practices for treatment and recovery programs. In 2010, the *Road to Recovery* television series reached 23.6 million households (up from 22.7 million in 2009), and aired on 541 Public, Educational and Government (PEG) access channels in 523 unique cable markets, a 10.8-percent increase from the 488 stations in 2009. This generated approximately \$15.5 million in free airtime (up from \$14 million in 2009), and the series continues to air an average of 12 times a month.

In addition, DISH Network (or Channel 9412) through the University of Southern California aired the *Road to Recovery* television series, reaching 20 million households and, generating approximately \$288,000 annually in free airtime. Between the cable stations and the DISH Network satellite distribution, *Road to Recovery* generated nearly \$15.87 million per year in free airtime, reaching 43.6 million households, or 43.6 percent of all cable and satellite households in the United States, estimated to be 100.1 million cable and satellite subscriber households in the United States as of August 26, 2010, according to *Digital Journal* magazine.

The *Road to Recovery* radio series reached 4.9 million potential listeners in 2010, an impressive increase of more than 2.2 million potential listeners in 2009. The radio series was aired on 52 stations, up from 38 stations in 2009 (an increase of 61 percent).

### Social Media

In 2010, SAMHSA expanded **Recovery Month's** social media initiatives while growing its pre-existing and thriving social media channels and outreach. A Twitter account was launched on January 27, 2010, during the quarterly **Recovery Month** Planning Partner Meeting. The site garnered 1,038 Twitter followers throughout the year. In addition, a Twibbon (badge/icon for a Twitter profile picture) was created in September and immediately downloaded by 555 individuals. Due to the high volume of interest, the **Recovery Month** Twibbon was highlighted on the Twibbon "Trending" home page. Additionally, SAMHSA sponsored a Flickr photo challenge and highlighted 17 of the photos in a gallery on SAMHSA's Flickr account. The **Recovery Month** New Media E-Newsletter was also published on a monthly basis starting in January. SAMHSA conversed with 116 bloggers, which resulted in 25 blog posts that focused on **Recovery Month**. The Facebook page increased its visibility by 58.6 percent, adding 3,004 new "likes" for a total of 4,898 "likes" since the page's launch in 2009. The **Recovery Month** YouTube channel garnered 9,501 new channel views, an increase of 668 percent over 2009, for a total of 10,923 channel views from its launch. Video views increased by 5,047 (or 580 percent) for a total of 5,917 video views, and subscribers increased to 594, a 1,485-percent increase from 40 subscribers in 2009.

### Proclamations

For this year's observance, 176 proclamations were issued across the country, including a proclamation from President Barack Obama. Substance use disorders have been recognized as a serious national health crisis by multiple administrations and, since 2002, presidents have proclaimed September as **National Alcohol and Drug Addiction Recovery Month**.

## Introduction

Throughout the years, **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** has worked to improve the lives of those suffering from substance use disorders, celebrate people in long-term recovery, enhance awareness of and access to alcohol and drug treatment programs and support services, and acknowledge those working in the field who provide recovery support services.

Over the past 21 years, **Recovery Month** has made significant progress in the recovery community. Positive developments have allowed people to become more open about their experiences with substance use, and many now recognize that addiction is a disease, not a character flaw. Advancement has also been made in how the recovery community engages in **Recovery Month**. Milestones in 2010 included:

- The **Recovery Month** events in 2010 had a total projected attendance of 3,888,160 individuals, up from 1,003,209 in 2009, an increase of 287 percent.
- This year's web impression numbers were the highest ever, with approximately 24,366,353 hits on <http://www.recoverymonth.gov>, compared with 17,261,499 hits in 2009, an increase of 41 percent.
- The **Recovery Month** Facebook page visibility increased by 158.6 percent, adding 3,004 new "likes" in 2010 for a total of 4,898 "likes" since the page's launch in 2009. The YouTube channel video views increased by 580 percent for a total of 5,917 video views. The newly established Twitter account launched on January 27, 2010, and garnered 1,038 Twitter followers throughout the year.

These milestones showcase the great need for **Recovery Month**, but more work needs to be done to eliminate the discrimination faced by those affected by substance use disorders. The message that treatment services are effective and recovery is possible must reach a broader audience. SAMHSA's voice can educate people in the United States and offer help, support and services to those who need it. According to SAMHSA's 2009 **National Survey on Drug Use and Health**:

- Of the 23.5 million people who needed treatment for a substance use disorder in 2009, nearly 20.9 million people, or 8.3 percent of the population, needed but did not receive treatment for substance use disorders.
- In 2009, 4.3 million people received treatment (at any location) for a substance use disorder.
- A total of 2.6 million people in 2009 received treatment for a substance use disorder at a specialty facility (a hospital, drug or alcohol rehabilitation facility, or mental health center).
- Between 2002 and 2009, the percentage of youths ages 12 to 17 with a substance use disorder declined from 8.9 to 7.0 percent.

### The 2010 Theme – “Join the Voices for Recovery: Now More Than Ever!”

Year after year, **Recovery Month** witnesses tremendous success through the dedication of people and organizations across the country. In 2010, **Recovery Month** focused on raising awareness about the increasing level of stress in society and the impact it has on addiction. Nearly half of all Americans reported in 2008 that their stress level had increased over the past year, with as many as 30 percent rating their average stress level as extreme, according to the American Psychological Association.

The 2010 theme, “**Join the Voices for Recovery: Now More Than Ever!**” emphasized how high levels of stress may contribute to or exacerbate alcohol or drug use, which can lead to a substance use disorder or relapse. In 2009, more than 23.5 million people needed treatment for a substance use disorder according to the **2009 National Survey on Drug Use and Health**, making now the time to act and help anyone who needs services to achieve recovery.

This final report showcases the successes and activities that took place during the 2010 **Recovery Month** celebration and beyond and includes information on:

- Outreach materials and distribution
- **Recovery Month** community event successes and results
- Public service announcement (PSA) descriptions, distribution, and viewership
- Website changes and user statistics
- Social media engagement and results
- **Recovery Month** proclamations

## Outreach Materials and Initiatives

### Recovery Month Toolkit

Every year, SAMHSA engages public entities, national and local coalitions, and other groups as **Recovery Month** Planning Partners to develop a comprehensive toolkit to help organizations plan, promote, and educate communities during **Recovery Month** and throughout the year. This toolkit guides community-based organizations in developing and executing **Recovery Month** events to educate communities about addiction, treatment, and recovery. The toolkit materials are available in print and online formats, and can be accessed and used year-round, beyond **Recovery Month**.



In 2010, the toolkit offered customizable media template materials, audience-specific fact sheets to distribute to target audiences, and a compilation of an abundance of resources available throughout the country. The toolkit was divided into three sections:

- The **Media Outreach** section offered tips and templates to plan and promote events and treatment options in local communities—available exclusively online and accessible at <http://www.recoverymonth.gov>.
- The **Targeted Outreach** section provided background on how substance use disorders affect different groups and how to help—produced as a streamlined printed booklet with more in-depth versions on the website.
- The **Resources** section included guides for collaborating with other organizations, and how to reach people online, as well as listings of national and local organizations throughout the country in the addiction, treatment, and recovery field and beyond.

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

By offering several of the toolkit sections exclusively online, SAMHSA significantly reduced printing and shipping costs. The **Recovery Month** website toolkit pages garnered 611,759 hits, with 79,566 visits in 2010.

## Media Outreach

The Media Outreach section offered tips and tools for planning and promoting **Recovery Month** events. Customizable templates included media materials for organizations to use in local outreach to newspapers, television, and radio stations, and for online outreach to blogs and social media outlets. This section was accessible exclusively online at <http://www.recoverymonth.gov>.

The "Planning **Recovery Month** Events" and "Guide to **Recovery Month** Event Publicity and Media Interviews" were two new pieces that outlined how to plan both in-person and online events, and how to publicize them in communities and through social media. These pieces, along with other toolkit sections, featured "Toolkit Tips," which advised readers how to best use the kit to fit their needs and linked to other sections or documents within the toolkit.

The Media Outreach section also contained the following documents to help garner media and community attention:

- **Planning Your Recovery Month Event** – Helped participants plan in-person and online events by giving tips on popular event ideas and trends
- **A Guide to Recovery Month Publicity and Media Interviews** – Offered guidance about how to publicize events and other **Recovery Month** activities. It also included tips on giving interviews with print and television reporters
- **Press Materials for Your Recovery Month Event** – Demonstrated how to develop and distribute media advisories and press releases, providing customizable templates
- **Drafting and Submitting an Op-ed During Recovery Month** – Outlined how to write and submit an op-ed, which is placed opposite a newspaper's editorial page, and included a template to follow
- **Official Proclamations** – Gave tips for what content to include in a proclamation—an official notice from a government official to raise awareness about an issue—and provided a template with instructions for recruiting an official to sponsor the proclamation
- **Promoting Recovery Month With Public Service Announcements (PSAs)** – Presented ideas for distributing live-read public service announcements and how to promote pre-recorded **Recovery Month** PSAs in local communities

## Targeted Outreach

The Targeted Outreach section of the 2010 toolkit offered audience-specific information about how stress and substance use disorders, treatment, and recovery influence various groups. This section provided the most detail in the planning toolkit and provided **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 discussed below’.

Part of this year’s Targeted Outreach section, along with other toolkit documents, included the development of “Toolkit Tips” which highlighted helpful information throughout the toolkit to allow the reader to explore more information through links to other sections or documents.

The printed toolkit contained a 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 Targeted Outreach section featured general background information, including:

- **Overview: Now More Than Ever!** – Offered a general overview about how stress and substance use disorders are related, as well as how to manage stress in recovery
- **Commonly Misused Substances** – Provided current statistics and trends broken down by type of drug
- **Treatment and Recovery: Finding Specialized Help for Substance Use Disorders** – Contained an overview of treatment and recovery options for people with substance use disorders and their loved ones
- **Join the Voices for Recovery** – Showcased a snapshot of real stories of people who have struggled with addiction and are on a path of long-term recovery. This section appeared online only, with select quotes woven throughout the printed booklet

In addition, the toolkit included audience-specific fact sheets to illuminate the specific needs of various groups affected by substance use disorders, which included:

- **Addressing Substance Use Disorders and Stress Among Public Safety Officials** – Focused on local military, police, firefighter, and emergency medical technician (EMT)



groups and offered information on addiction, treatment, and recovery. This section contained information on how to help people working in the public safety fields who may suffer from an addiction

- **Addressing Substance Use Disorders and Stress in the Workplace** – Targeted businesses to educate them on how to support co-workers with an addiction
- **Stress and Substance Use Disorders in Families** – Educated families about managing personal and financial stress while incorporating recovery into the whole family and showed how stress can exacerbate an existing addiction
- **Development of Substance Use Disorders in Older Adults** – Targeted local senior centers and activity groups to help educate older adults about addiction, treatment, and recovery

## Resources

The Resources section of the 2010 toolkit provided additional guidance about substance use disorders and planning for **Recovery Month**. A comprehensive list of Federal and State agencies, treatment facilities, and organizations by focus area or State was also included. These resources are available to connect services with those who need them and provide information on how to build coalitions, and access recovery communities online. Additionally, this section included information on how to create and build a coalition and ways to communicate and engage in online communities.

New to the Resources section in 2010 was the “New Media Glossary” document, which provided definitions of commonly used social media and online terms to help navigate the growing online treatment and recovery community. This new document served as a go-to reference guide for the recovery community.

Documents in the Resources section included:

- **Building Community Coalitions** – Offered information on how to create and build a coalition to bolster the **Recovery Month** campaign
- **Online Voices For Recovery** – Contained tips on how to engage online communities through social media websites (e.g., Facebook, Twitter, YouTube), blogs, and message boards
- **New Media Glossary** – Contained definitions of commonly used social media and online terms to help navigate the growing online treatment and recovery community
- **Planning Partners** – Listed organizations that are partners involved in planning **Recovery Month** activities
- **Recovery Month Resources** – Offered descriptions and contact information for hundreds of organizations related to addiction, treatment, and recovery that can help during **Recovery Month** and throughout the year
- **Single-State Agency Directory** – Listed contact information for U.S. State and Territory substance use treatment authorities and agencies facilities
- **Customer Satisfaction Form** – Provided a feedback mechanism through a survey that could be completed online or submitted in hard copy; input informs future **Recovery Month** observances and improves materials

## List of Toolkit Materials

Following is a complete list of all the materials included in the 2010 toolkit:

### Signed Support Letters

HHS Secretary Kathleen Sebelius

SAMHSA Administrator Pamela S. Hyde, J.D.,  
and SAMHSA/CSAT Director Dr. H. Westley  
Clark

### Web Promotional Flyer (printed version)

### Media Outreach (Online)

A Guide to **Recovery Month** Event Publicity  
and Media Interviews

Drafting and Submitting an Op-Ed During  
**Recovery Month**

Official **Recovery Month** Proclamations

Planning Your **Recovery Month** Event

Press Materials for your **Recovery Month**  
Event

Promoting **Recovery Month** with Public  
Service Announcements

Camera-Ready Letterhead

Camera-Ready Logo Sheet

### Targeted Outreach (Print and Online)

Overview: Now More Than Ever!

Addressing Substance Use Disorders and  
Stress Among Public Safety Officials

Addressing Substance Use Disorders and  
Stress in the Workplace

Stress and Substance Use Disorders in  
Families

Treatment and Recovery: Finding  
Specialized Help for Substance Use  
Disorders

Commonly Misused Substances

Development of Substance Use Disorders in  
Older Adults

### Resources (Print and Online)

Building Community Coalitions

Online Voices for Recovery

New Media Glossary

**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:
- 10,000 printed 36" x 46" **Recovery Month** color posters
- 15,000 printed **Recovery Month** 8.5" x 11" printed announcement flyers
- 15,000 printed 3 ¾" x 9" teaser brochures distributed via mailings and conference exhibits prior to the release of the printed toolkits
- 35,000 reusable shopping bags

The **Recovery Month** 2010 toolkits and supplemental materials were sent to organizations, government entities, and individuals nationwide. The toolkit was also distributed to all **Recovery Month** Planning Partner organizations (a full list of the coalition can be found in the next section of this document). The toolkit was also sent to the Single State Agencies, a list of 60 U.S. State and Territory substance use treatment authorities and agencies facilities, which can be accessed on the Recovery Month website at <http://www.recoverymonth.gov/Recovery-Month-Kit/Resources/Single-State-Agency-SSA-Directory.aspx>. Below is a sample of hundreds of organizations that received the 75,000 printed toolkits.

- A&E Network
- Advocates For Recovery
- Alaska Addiction Professionals Association (AAPA)
- American Association for Marriage and Family Therapy
- American Bar Association, Standing Committee on Substance Abuse
- Association of Persons Affected by Addiction
- Association of Recovery Schools
- Berkeley Alcohol and Substance Abuse Providers (BASAP)
- Central Virginia Community Services, The Courtland Center
- Children's Health Initiative
- Chrysalis House
- SAMHSA's Clearinghouse Direct Orders and Conferences
- Community Anti-Drug Coalitions of America
- Comprehend Inc. of Maysville, KY
- Corporation for Supportive Housing
- Drug Free Marion County
- SAMHSA/CSAT Advisory Council
- Faces and Voices of Recovery
- Florida Recovery Month
- Hawaii Substance Abuse Coalition
- Hazelden Foundation
- Hina Mauka
- Idaho Association for Addiction Professionals

- Illinois Department of Human Services, Division of Alcoholism and Substance Abuse
- Indiana Addictions Issues Coalition
- INSIGHT Recovery High School
- Institute for Research, Education and Training in Addictions (IRETA)
- Join Together Northern Nevada
- Massachusetts Organization for Addiction Recovery
- McShin Foundation
- Members of Congress
- METAS Consulting, Inc.
- Mid-Atlantic ATTC
- Minnesota Drug Courts
- Minnesota Recovery Connection
- Mississippi Association of Addiction Professionals (MAAP)
- Mothers Against Drunk Driving (MADD)
- Mountain West Addiction Technology Transfer Center (Mountain West ATTC)
- NAADAC, The Association for Addiction Professionals
- National Asian Pacific American Families Against Substance Abuse (NAPAFASA)
- National Association for Children of Alcoholics
- National Association of Governors
- National Conference of State Legislatures
- National Council on Alcohol and Drug Dependence (NCADD)
- National Council on Alcoholism and Drug Dependence - Greater Detroit Area (NCADD-GDA)
- National League of Cities
- Nevada Association of Addiction Professionals
- North Dakota Addiction Counselors Association
- Northeast Addiction Technology Transfer Center (Northeast ATTC)
- Northern Ohio Recovery Association
- Oregon Association Of Addiction Professionals
- Oxford House and Alumni
- People Advocating Recovery (PAR)
- Pennsylvania Recovery Organization - Achieving Community Together (PRO-ACT)
- Project Ready, Set, Go! (RSG)
- Recovery Alliance of El Paso
- Recovery Works!
- ReStart, Inc.
- Saginaw Chippewa Tribe
- Saint Mary's University, Student Health Center
- Scottsdale Prevention Institute
- Shelby County Christians United Against Drugs
- Sister Cities
- Student Organization of Addiction Professionals (SOAP)
- Stewart-Marchman-Act Behavioral Health Services
- Synergies, National Inhalant Prevention Coalition

- Teen Challenge International
- Tennessee Department of Mental Health and Development Disabilities (TDMHDD)
- Texas Department of State Health Services, Mental Health and Substance Abuse Division
- The Juvenile Justice Fund
- The New Dawn Program
- The Oregon Association of Addiction Professionals, ADACO
- The Providence Center
- Tucson Indian Center
- U.S. Conference of Mayors
- U.S. Department of Transportation, National Highway Traffic Safety Administration
- Waianae Men In Recovery
- Waianae Women In Recovery
- Weber Human Services
- West Virginia Association of Alcoholism & Drug Abuse Counselors
- West Virginia Certification Board for Addiction & Prevention Professionals
- White Bison
- Wisconsin Association on Alcohol and Other Drug Abuse, Inc.

## 2010 Recovery Month Planning Partners

The **Recovery Month** Planning Partners are directly involved in planning many aspects of the **Recovery Month** campaign, including helping with the writing and editing of the annual toolkit, review and feedback of the PSAs, planning events, and providing overarching support to community members during **Recovery Month** activities.

The Planning Partners are considered experts in the substance use disorder and recovery fields and meet quarterly to discuss **Recovery Month** activities and goals. The Planning Partners are also instrumental in the distribution of **Recovery Month** materials, including the toolkit, and work to spread the message that treatment is effective and recovery is possible.

In 2010, the **Recovery Month** Planning Partners included 150 organizations, an increase from 123 partner organizations in 2009.

Below is a list of the 2010 Planning Partner organizations.

- A&E Network
- Addiction Survivors
- Addiction Technology Transfer Center Network National Office (ATTC)
- Adult Children of Alcoholics WSO
- Advocates for Recovery Through Medicine (ARM)
- Alcoholism and Substance Abuse Providers of New York State (ASAPNY)
- Aliviane NO-AD, Inc.
- Alliance for Children and Families
- American Association for Marriage and Family Therapy (AAMFT)
- American Association of Pastoral Counselors (AAPC)
- American Association for the Treatment of Opioid Dependence (AATOD)
- American Bar Association (ABA)  
Standing Committee on Substance Abuse
- American Council for Drug Education (ACDE) and Children of Alcoholics Foundation (COAF)
- American Dental Association (ADA)
- American Mental Health Counselors Association (AMHCA)
- American Psychological Association (APA)
- American Society of Addiction Medicine (ASAM)
- Anchor Media, LLC
- Arab American and Chaldean Council (ACC)
- Association of Persons Affected by Addiction (APAA)
- Association of Recovery Schools (ARS)
- Behavioral Health Services (BHS)
- Benevolent and Protective Order of Elks of the USA, The
- California Association of Addiction Recovery Resources (CAARR)
- Capitol Decisions, Inc.
- Caron Treatment Center
- Catholic Charities, USA

- Celebrate Recovery®
- Center for Alcohol and Drug Research and Education
- Center for Families, Children and the Courts
- Chicanos Por La Causa, Inc.
- Children's Health Initiative (CHI)
- Community Anti-Drug Coalitions of America (CADCA)
- Connecticut Turning to Youth and Families (CTYF)
- CRC Health Group
- DC Bar – Lawyers Assistance Program
- Discover Films
- Employee Assistance Professionals Association, Inc. (EAPA)
- Employee Health Programs
- Entertainment Industries Council, Inc. (EIC)
- EXECUTIVE OFFICE OF THE PRESIDENT (EOP) - White House Office of Faith-Based and Neighborhood Partnerships
- EOP, White House Office of National Drug Control Policy (ONDCP)
- EOP, ONDCP - Information Clearinghouse
- Faces & Voices of Recovery
- Faith Partners
- Foundations Associates
- Friends of SAMHSA
- Gaudenzia, Inc.
- Georgetown University - Health Policy Institute
- George Washington University - Ensuring Solutions to Alcohol Problems Initiative
- Griffin Recovery Enterprises
- Haight Ashbury Free Clinics, Inc.
- Hazelden Foundation
- Health Matrix, Inc.
- International Nurses Society on Addictions
- Join Together Project
- Legal Action Center (LAC), The
- Massachusetts Organization for Addiction Recovery (MOAR)
- McShin Foundation, The
- Mental Health America (MHA)
- Minnesota Department of Human Services - Alcohol and Drug Abuse Division
- MusiCares
- Narconon
- National Alliance for Medication Assisted Recovery (NAMA Recovery)
- National Alliance of Advocates for Buprenorphine Treatment (NAABT)
- National Alliance to End Homelessness
- National Asian Pacific American Families Against Substance Abuse, Inc. (NAPAFASA)
- National Association of Addiction Treatment Providers (NAATP)
- National Association for Children of Alcoholics (NACoA)

- National Association for Alcoholism and Drug Abuse Counselors (NAADAC)
- National Association on Alcohol, Drugs and Disability, Inc. (NAADD)
- National Association of County Behavioral Health and Developmental Disability Directors (NACBHD)
- National Association of Drug Court Professionals (NADCP)
- National Association of Lesbian and Gay Addiction Professionals
- National Association of Public Child Welfare Administrators (NAPCWA)
- National Association of Social Workers (NASW)
- National Association of State Alcohol and Drug Abuse Directors (NASADAD)
- National Center on Addiction and Substance Abuse at Columbia University (CASA)
- National Civic League (NCL)
- National Conference of State Legislatures (NCSL)
- National Council on Alcoholism and Drug Dependence, Inc. (NCADD)
- National Council on Alcoholism and Drug Dependence - Greater Detroit Area (NCADD-GDA)
- National Council for Community Behavioral Healthcare
- National Council on Patient Information and Education (NCPPIE)
- National Drug Court Institute (NDCI)
- National Governors Association (NGA) Center for Best Practices
- National Inhalant Prevention Coalition (NIPC)
- National Latino Council on Alcohol and Tobacco Prevention (NLCATP)
- National Organization on Fetal Alcohol Syndrome (NOFAS)
- National Safety Council (NSC)
- Network for the Improvement of Addiction Treatment (NIATx)
- Newport Academy
- New York State Office of Alcoholism and Substance Abuse Services
- North Carolina Department of Health and Human Services - Division of Mental Health - Developmental Disabilities and Substance Abuse
- Northern Ohio Recovery Association (NORA)
- Odyssey Networks
- Opiate Dependence Resource Center (ODRC)
- Oxford House, Inc.
- Partnership for a Drug-Free America (PDFA)
- Partnership for Recovery (PFR)
- Pennsylvania Department of Health - Bureau of Drug and Alcohol Programs
- Phoenix House
- Pills Anonymous
- Portland State University - Graduate School of Social Work
- PRO-ACT
- Providence Center, The
- Psychology Today
- RASE Project, The
- Recovery Alliance of El Paso
- Recovery Connection

- Recovery Consultants of Atlanta, Inc. (RCA)
- RecoveryNC
- Recovery Network Foundation (RNF)
- ReStart Inc.
- Roxane Laboratories, Inc.
- Second Road, Inc., The
- Shinnyo-en Foundation
- SMART Recovery® (Self-Management And Recovery Training)
- State Associations of Addiction Services (SAAS)
- Stepping Stone of San Diego
- Substance Abuse and Addiction Recovery Alliance (SAARA), The
- Suicide Prevention Resource Center - Education Development Center, Inc.
- Support for Addictions Prevention and Treatment in Africa Foundation (SAPTAF)
- Texas Department of State Health Services - Community Mental health and Substance Abuse Services
- Teen Challenge International
- Therapeutic Communities of America (TCA)
- Treatment Alternatives for Safe Communities (TASC, Inc., of Illinois)
- Turning Point
- USAID
- U.S. DEPARTMENT OF DEFENSE (DOD)
- U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES (HHS)
- HHS, Food and Drug Administration (FDA)
- HHS, Health Resources Services Administration (HRSA) - Poison Control Program
- HHS, NIH - National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- HHS, NIH - National Institute on Drug Abuse (NIDA)
- HHS, Substance Abuse and Mental Health Services Administration (SAMHSA)
- HHS, SAMHSA - Center for Mental Health Services (CMHS)
- HHS, SAMHSA - Center for Substance Abuse Prevention (CSAP)
- HHS, SAMHSA - Center for Substance Abuse Treatment (CSAT)
- U.S. DEPARTMENT OF JUSTICE (DOJ) - Drug Enforcement Administration (DEA)
- DOJ, DEA - Get Smart About Drugs
- DOJ, Community Capacity Development Office
- U.S. DEPARTMENT OF TRANSPORTATION (DOT) - National Highway Traffic Safety Administration (NHTSA)
- U.S. SMALL BUSINESS ADMINISTRATION (SBA)
- United for Recovery
- United Methodist Church - General Board of Church and Society of the United Methodist Church
- University of Baltimore Center for Families, Children and the Courts
- Volunteers of America
- Watershed, The
- White Bison, Inc.

## Recovery Month 2010 Events

### Recovery Month Kick-Off Events

#### September

On Thursday, September 16, 2010, a press conference announcing the kick-off of **Recovery Month** and to release SAMHSA's **2009 National Survey on Drug Use and Health (NSDUH)** was held. The annual NSDUH survey is the largest of its kind and is the government's primary vehicle for determining how many people receive treatment services, as well as how many people are abusing prescription and illegal drugs, alcohol, and tobacco.

The release of the 2009 **NSDUH** results helped SAMHSA celebrate the 21<sup>st</sup> annual **Recovery Month** observance by focusing on the need for greater access to treatment and recovery support services for substance use disorders. The survey revealed that progress had been made in lowering levels of tobacco consumption among people ages 12 and older, but the rate of illicit drug use has increased. Other statistics from the 2009 **NSDUH** included:

- Nonmedical use of prescription drugs rose to 2.8 percent of the population in 2009, from 2.5 percent in 2008.
- The estimated number of past-month ecstasy users rose to 760,000 in 2009 from 555,000 in 2008, and the number of methamphetamine users rose to 502,000 from 314,000 during that period.
- Between 2002 and 2009, the percentage of youths ages 12 to 17 with a substance use disorder declined from 8.9 percent to 7.0 percent.
- In 2009, 4.3 million people received treatment (at any location) for a substance use disorder.
- In 2009, nearly 20.9 million people, or 8.3 percent of the population, needed but did not receive treatment for a substance use disorder in the United States.

Speakers who addressed these findings and the importance of treatment and recovery included (in order of appearance):

- Gil Kerlikowske, Director, White House Office of National Drug Control Policy, Executive Office of the President
- Pamela S. Hyde, J.D., Administrator, SAMHSA, HHS
- H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director, CSAT, SAMHSA
- Tom Coderre, Chief of Staff, Office of the Rhode Island Senate President
- Roxy Olin, Actress, Person in Recovery

### **Recovery Month Luncheon**

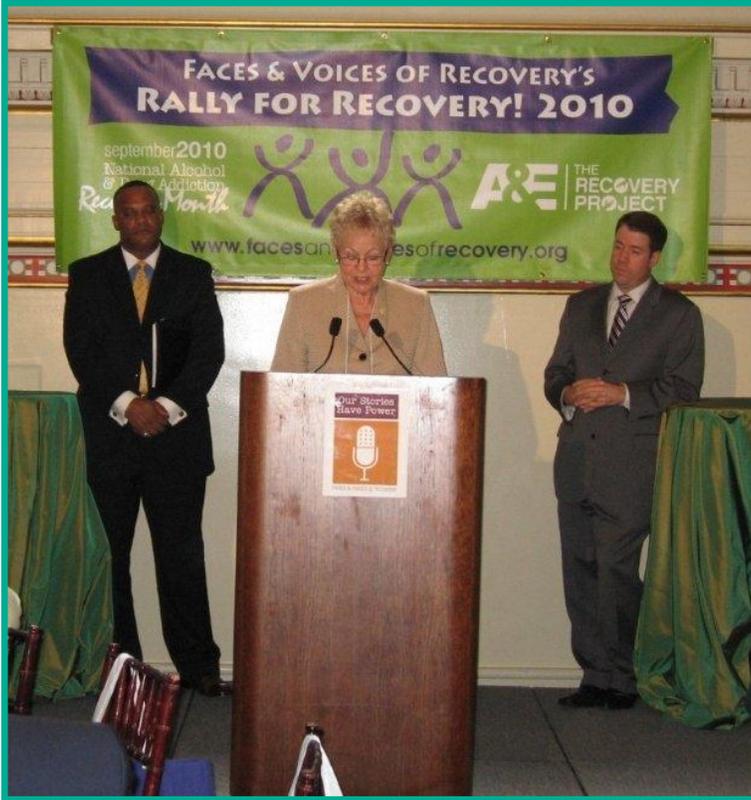
The **Recovery Month** Luncheon took place on September 16, 2010, at the Columbus Club in Washington, D.C. The luncheon was hosted by Faces & Voices of Recovery, a national nonprofit organization working to mobilize, organize, and rally the millions of Americans in recovery from addiction to alcohol and other drugs, their families, friends and allies in a campaign to end discrimination, broaden social understanding, and achieve a just response to addiction as a public health crisis.

During the luncheon, Faces & Voices of Recovery released the *Our Stories Have Power: Recovery Community Messaging Training*, a tool for the growing numbers of people in recovery and family members who are talking about their experiences with friends, relatives, neighbors, employers – and in the media. A copy of a training DVD was given to all luncheon attendees, and Faces & Voices of Recovery board chair Stephen Gumbley stated, “we’re pleased to offer this new resource that includes a video and support materials to get the word out about the reality of recovery.”

The luncheon speakers included (in order of appearance):

- Pat Taylor, Executive Director, Faces & Voices of Recovery
- The Honorable Jim Ramstad, Former Congressman of the State of Minnesota
- Thomas A. Kirk, Jr., Ph.D., Commissioner, Connecticut Department of Mental Health and Addiction Services
- Tom Coderre, Chief of Staff, Office of the Rhode Island Senate President
- Betty Currier, Friends of Recovery New York, Board Member
- Carroll Conquest, Recovery Empowerment Group, Inc.
- Pamela S. Hyde, J.D., Administrator, SAMHSA, HHS
- H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director, CSAT, SAMHSA
- Gil Kerlikowske, Director, White House Office of National Drug Control Policy, Executive Office of the President

Photos from the 21<sup>st</sup> National Alcohol and Drug Addiction Recovery Month Luncheon



Carroll Conquest, Betty Currier, Tom Coderre



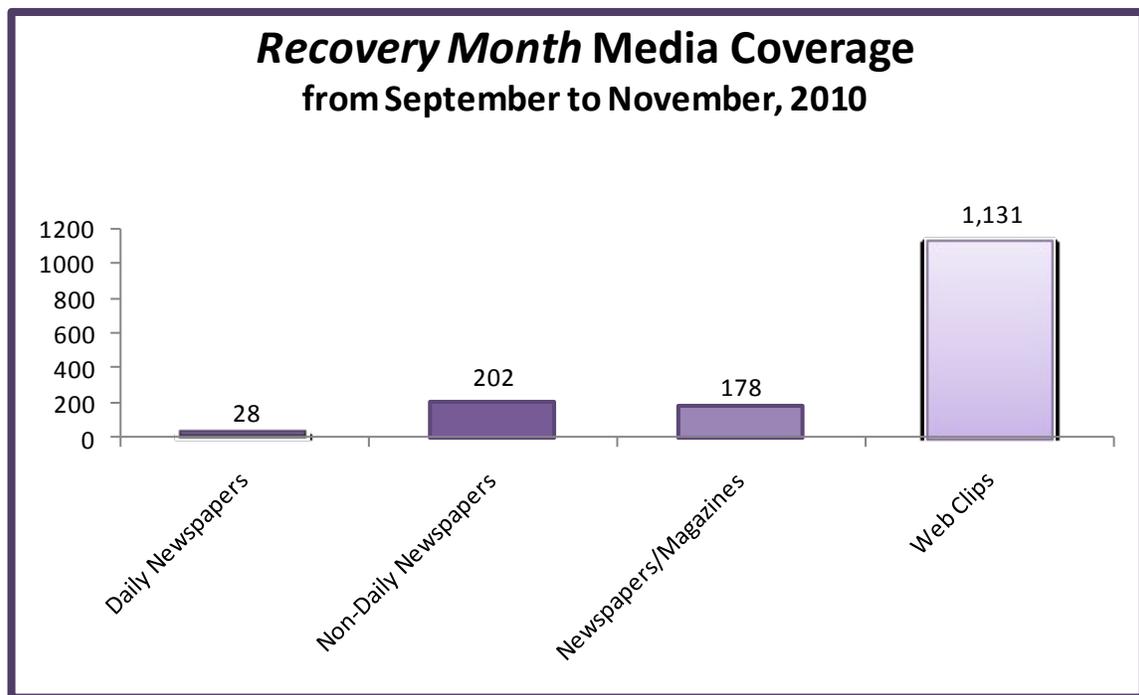
Gil Kerlikowske



Pamela S. Hyde

### Media Coverage

Media coverage for all national and local **Recovery Month** events taking place throughout the country during September, October, and November were monitored in newspapers, magazines, and online. To date, **Recovery Month** garnered mentions in 408 print and 1,131 web articles, for a total of 1,539 mentions in publications and online outlets, with collective impressions reaching 1,008,506,229 individuals. In September 2010, **Recovery Month** garnered 1,000,907 more mentions in media coverage than in September 2009. The chart below displays the different types of media coverage garnered from September to November in 2010.



### SAMHSA-Sponsored Events and Community Forums

This year, SAMHSA there were 53 **Recovery Month** SAMHSA-sponsored local community events, reaching 1,046,229 people nationwide, including the Marshall Islands and Puerto Rico. Although SAMHSA-sponsored events decreased by more than half in 2009, attendance increased by 31 percent in 2010 (from 713,769 in 2009). The Prism Awards, a nationally televised awards show that first aired in 2009, is presented by the Entertainment Industries Council, Inc. (EIC) in collaboration with SAMHSA, FX Network, and News Corporation. This award show recognizes the accurate depiction of drug, alcohol and tobacco use and addiction in film, television, interactive, music, DVD, and comic book entertainment. This event accounted for 1,025,931 people.

Cities that hosted official SAMHSA-sponsored **Recovery Month** 2010 community events included:

- Baltimore, MD
- Bayamon, Puerto Rico
- Bismarck, ND
- Daytona Beach, FL
- Denver, CO
- Eugene, OR
- Lansing, MI
- Madison, WI
- Maysville, KY
- Minneapolis, MN
- Philadelphia, PA
- Pittsburgh, PA
- Richmond, VA
- San Antonio, TX
- San Jose, CA
- Somerville, ME
- Waianae, HI
- Wilmington, NC

SAMHSA-sponsored community events showcased personal experiences, addressed local issues, and highlighted specific objectives and action steps to broaden support and access for individuals in recovery, their families, and friends.

SAMHSA sponsored the 10<sup>th</sup> annual Celebrate Recovery Walk and Rally, which was held in Louis Adado Park in Lansing, MI and had approximately 5,000 attendees. The walk commemorated the successes of those recovering from substance use disorders and included individuals in recovery, their family members and friends, treatment professionals, and others in support of recovery. The event featured keynote speaker Kitty Dukakis, wife of 1988 presidential candidate Michael Dukakis, who shared her personal battle with alcoholism and depression following her husband's failed campaign. Event organizers encouraged participants to wear a blue ribbon to show support for the recovery movement and to wear a white ribbon as well, if they had lost

someone to addiction. Additionally, attendees brought their own written stories of recovery to share with elected officials attending the rally.

In 2010, SAMHSA sponsored events at professional baseball games through partnerships with local organizations. The events secured seats for **Recovery Month** advocates who were recognized before, during, or after the game. Opening game ceremonies, picnics, and press conferences were also held. Participating professional baseball teams included:

- Baltimore Orioles
- Colorado Rockies
- Los Angeles Dodgers
- Minnesota Twins
- Oakland Athletics
- Philadelphia Phillies
- Pittsburgh Pirates
- San Francisco Giants
- Texas Rangers

A press conference honoring recovering servicemen and women was held on September 1, 2010 in Wilmington, NC with approximately 200 attendees. The event, "Recovery Takes Flight," was led by General Barry McCaffrey, former Director of the Office of National Drug Control Policy; Dr. Barry Karlin, CEO of CRC Health Group; Charles Smith, North Carolina State Veterans Affairs Director; and U.S. Congressman Mike McIntyre, as well as elected officials, police chiefs, treatment experts, State and local veteran officials, and families. The press conference highlighted the importance of mental health disorder and addiction issues that impact many active-duty and returning service men and women. Following the press conference, biodegradable balloons were released to show support for those in recovery and the many treatment professionals who dedicate their lives to making a difference.

SAMHSA sponsored several events in American Territories as well. In 2010, SAMHSA sponsored events in the Marshall Islands and Puerto Rico. An open house was held in Majuro Atoll in the Marshall Islands on September 25, 2010, and allowed substance use and mental health service providers to showcase their programs and services to the general public. The providers answered questions from participants and provided referral assistance to those seeking help. A symposium was held in Bayamon, Puerto Rico, and included a roundtable discussion as well as a presentation by SAMHSA/CSAT's Associate Director for Consumer Affairs Ivette Torres. Puerto Rican representatives and legislators, as well as substance use and mental health specialists, attended the symposium and shared ideas, experiences, and solutions to promote the participation of different sectors of the community who are impacted by addiction.



**Above:** Marshall Island Substance Abuse and Behavioral Health Service Providers along with their clients and their families got together on Saturday, September 25, 2010, at the Nitijela Conference Room to celebrate life and to spread the word that they are not alone and that they have community members to help them.

**Below:** (Left) Participants join hands to show support. (Right) Students volunteered their time to stuff *Recovery Month* bags for dissemination at Saturday's event.



### Locally-Sponsored Community Events

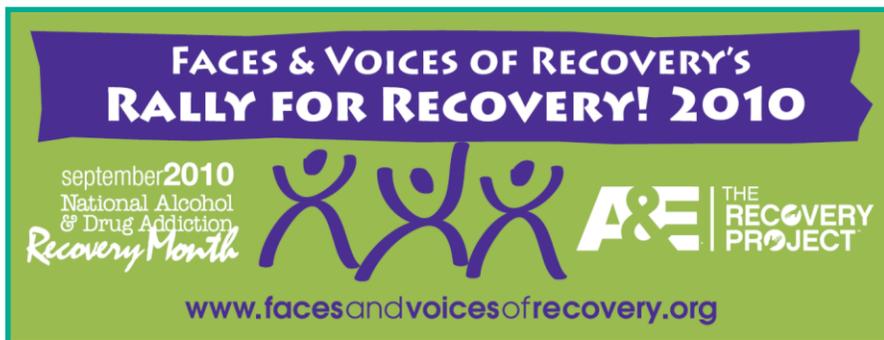
Community events have consistently spread the *Recovery Month* message and engaged the community. In 2010, there were 1,072 *Recovery Month* events (a 7-percent increase, or 71 more events than the 1,001 events held in 2009) in all 50 States, the District of Columbia, Guam, Puerto Rico, and the United Kingdom, with a projected attendance of 3,888,160 individuals, an increase from 1,003,209 in 2009.

The *Recovery Month* website, located at <http://www.recoverymonth.gov>, encouraged supporters to promote their events by posting detailed information about the location, time, and overall theme or goal. Event planners and attendees were also encouraged to submit pictures and descriptions after the event. The event interface and interactive tool (i.e. widget – details in social media section) also allowed users to easily search and find events, save and edit their events, and use their event template for future years. *Recovery Month* events can encompass a variety of activities, such as festivals, recovery worship services, recovery walks and 5K races, town-hall meetings, and local rallies. Some examples of successful 2010 community events follow.

One event, the Pennsylvania Recovery Organization—Achieving Community Together (PRO-ACT) Recovery Walks! 2010 (in Philadelphia) was chosen as the national hub for the **Recovery Month** Rally for Recovery, coordinated by Faces & Voices of Recovery. The event took place on September 25, 2010, at Philadelphia's Penn's Landing and encouraged the 11,000 participants to show support for the recovery community by walking 1.5 miles through historic Philadelphia. The funds raised by the walk were used to serve the recovery community with services designed to help people access and sustain long-term recovery. In addition, the proceeds will help local groups educate the public and media, raise awareness, fight stigma, provide individual recovery support, and advocate at the State, Federal, and local levels. In addition to the Philadelphia Rally for Recovery event, there were more than 40 additional Rally for Recovery events that took place throughout the nation and in the UK, with an estimated total attendance of 71,000 people.

The Association of Persons Affected by Addiction (APAA) hosted a "Recovery at the Movies" event in Dallas, TX on August 26, 2010, and invited community members to view "El Cantante," a story of addiction and depression, featuring Jennifer Lopez and Marc Anthony. APAA offers free movies every month to show diverse populations and cultures affected by alcoholism, addiction, and mental illness, and after each movie encourages the audience to participate in Q&A and discussion.

Several events were coordinated to help the community, while raising awareness for **Recovery Month**. For example, The Port Morris Wellness Center in the Bronx in New York City got its patients and staff involved by decorating its waiting room in the **Recovery Month** 2010 colors of purple and green. The Center also partnered with Per Scholas, an agency that provides computer training. This "Digital Families Initiative" gave free computers to families with children ages 9-13 who attended a 5-hour computer training class.



Attendees showed their support at PRO-ACT Recovery Walks! 2010 in Philadelphia, PA.

## Recovery Month Public Service Announcements (PSAs)

The 2010 **Recovery Month** public service announcements (PSAs) were developed to raise awareness among individuals in need of treatment and recovery support services for themselves or someone they know. The PSAs promoted SAMHSA's National Helpline, a confidential, 24-hour English and Spanish toll-free number, **1-800-662-HELP (4257)**, as a call to action if viewers, or someone they knew, were in need of information or treatment referral.



The 2010 PSAs, “Hard Work” and “Mother,” were produced for television and radio audiences in both English and Spanish.

“Hard Work” was a realistic depiction of a doctor’s struggle to balance his stressful career while dealing with his own recovery from a substance use disorder. The PSA conveyed that the doctor thought it was easier to heal others than to heal himself, and he knew that working for his recovery would be the hardest job he ever had, but the most important.

“Mother,” portrayed the strain that a substance use disorder can have on a family. The PSA conveyed that over time, with family support, the mother could achieve recovery and actively live her life with her family, and the spot depicted the love and affection a teen daughter and mother had for each other. The PSA enforced the message that family support is needed in helping a loved one to achieve recovery.

The 2010 PSAs, as well as past years’ PSAs, were made available on <http://www.recoverymonth.gov> and the **Recovery Month** YouTube channel. The 2010 PSAs were also made available through the National Association of Broadcasters’ (NAB) website, and they continue to be available through these websites.

Radio stations also were able to download the PSAs on NAB’s website and television stations were able to download the PSAs through a satellite feed in September. Additionally, copies of the PSAs could be ordered by calling 617-520-2567 or emailing [recoverymonth@samhsa.hhs.gov](mailto:recoverymonth@samhsa.hhs.gov).

All PSAs had the option of being open-ended and allowed local television stations and community groups to personalize the PSAs with their own logo, slogan, or telephone number at the end. Additionally, SAMHSA distributed the **Recovery Month** Community Event Television PSA, developed by Odyssey Networks, that can be used by any organization and community throughout the year and highlights **Recovery Month** events held throughout the United States.

### Television PSA Distribution and Airtime

“Hard Work” and “Mother” were produced in English and Spanish in 15- and 30-second lengths and distributed to approximately 1,000 TV stations and networks, including 98 Spanish stations and 8 national networks. From August through December 2010, the television PSAs aired 14,096 times (equaling 105 broadcast hours) through 194 outlets reaching 80 markets, at an estimated earned media value of \$2,195,967 with approximately 177,550,588 viewer impressions. Compared with the 2009 PSA campaign, this is an increase of \$490,056 in earned media value and more than 20 million viewer impressions. The **Recovery Month** 2010 PSA campaign ranked 58 out of 1,427 campaigns Nielsen tracked in September 2010, and ranked in the top 4 percent of all campaigns for September, October, and November. Additionally, 51 percent of the plays to date were in the 50 largest television markets.

### Radio PSA Distribution and Airtime

“Hard Work” and “Mother” 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 national English network. The radio spots were broadcasted 12,223 times from August through December (equaling nearly 95.53 broadcast hours) via 131 outlets, reaching 86 cities in 37 States, and resulting in an estimated earned media value of \$649,397, with 83,581,365 listener impressions. Compared with the 2009 **Recovery Month** PSA campaign, this was a decrease of \$276,739 in estimated earned media value and 54,163,754 listener impressions. Among those airing the 2010 PSAs were large markets including New York’s WABC-AM and Philadelphia’s top-rated KYW-AM, the CBS all-news station.

### Sustainability

SAMHSA continued to track previous years’ spots still playing throughout the country. As seen in the volume of impressions, older spots continue to reach people who need treatment or are already in recovery, and those who help them along the way.

From 2006 through December 2010, all available **Recovery Month** television PSAs yielded a total estimated earned media value of \$12,863,349 and approximately 1,421,120,794 viewer impressions. Similarly, from 2006 through December 2010, the radio PSAs yielded an estimated earned media value of \$5,811,539 and approximately 773,000,000 listener impressions.

The following charts represent the exposure of each year’s campaign over time. The **Recovery Month** PSAs also won 3 awards in 2010, which are detailed in a later section.

**Television Impressions, 2006 – 2010 (Cumulative Totals)**

Year (Title)	Airings	Broadcast Hours	Outlets	Markets	Media Value	Viewer Impressions
2006 (Labyrinth/New Morning) (2006-2010)	43,519	310.9	339	132	\$3,454,741	384,673,594
2007 (Celebrate/Cost) (2007-2010)	22,432	166.39	390	174	\$2,325,300	303,709,627
2008 (Butterfly/Lock & Key) (2008-2010)	46,546	346.79	896	200	\$3,255,898	337,251,514
2009 (Making Sense/Black and White in Color) (2009-2010)	43,804	308.83	331	114	\$3,827,410	395,486,059
2010 (Mother/Hard Work) (August-December 2010)	14,096	105.37	194	80	\$2,195,967	177,550,588

**Radio Impressions, 2006 – 2010 (Cumulative Totals)**

Year (Title)	Airings	Broadcast Hours	Outlets	Cities/ States	Media Value	Listener Impressions
2006 (A Way Out/New Morning) (2006-2009)	43,020	332	229	194/50	\$2,200,000	249,000,000
2007 (Celebrate/Cost) (2007-2010)	25,075	190	161	140/41	\$1,311,539	189,000,000
2008 (Butterfly/Lock & Key) (2008-2010)	25,119	191	177	158/46	\$1,300,000	173,000,000
2009 (Making Sense/Black and White in Color) (2009-2010)	20,554	162	247	142/45	\$1,000,000	162,000,000
2010 (Mother/Hard Work) (August-December 2010)	12,223	95.53	131	86/37	\$649,397	83,581,365

## Markets

The 2010 television PSAs played in several top-tier media markets, many of which include Spanish-speaking audiences. These markets include:

- Los Angeles, CA
- San Francisco, CA
- Washington, DC
- Atlanta, GA
- Chicago, IL
- Boston, MA
- New York, NY
- Philadelphia, PA
- Dallas-Ft. Worth, TX
- Houston, TX

Airings in these markets accounted for more than 65 million impressions, or almost one-third of viewer impressions between August and December 2010.

The 2010 radio PSAs played in several top-tier media markets, many of which include Spanish-speaking audiences. These markets include:

- New York, NY
- Los Angeles, CA
- Chicago, IL
- Philadelphia, PA
- San Francisco-Oakland-San Jose, CA
- Boston (Manchester), MA
- Washington, DC-Frostburg, MD

Airings in these markets accounted for more than 9 million out of the 83,581,365 impressions between August and December 2010.

## Interactive *Recovery Month* Web-Based Activities and Information

The **Recovery Month** website continued to evolve to meet the needs of a growing audience. In 2010, the website added additional pages, features, and products to promote the campaign and Planning Partner activities related to the campaign. These included Home Page Features to highlight rotating content from Planning Partners and other relevant sources, a Community Events PSA page for use in campaigns every year, and a Gratitude and Support page to post compliments and comments of appreciation from **Recovery Month** participants.

Additionally, the 2010 website provided access to 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 2010. The “News” section on the home page allowed easy access to SAMHSA’s, **Recovery Month’s**, and other organizations’ announcements and current news. An events widget (discussed in depth in the social media section of the Final Report), is a tool that can be posted on anyone’s website and made finding **Recovery Month** events simple.

In addition, 23 *Voices of Recovery* were posted on the 2010 website. The Voices for Recovery mechanism allowed people to submit their stories of recovery to educate others by posting them on the **Recovery Month** website. While 42 stories were submitted, 19 did not include signed release forms required for posting, which resulted in a decrease from 45 *Voices of Recovery* stories posted in 2009.

This year’s web impression numbers showed tremendous growth and were higher overall than ever before, with approximately 24,366,353 hits on <http://www.recoverymonth.gov>, an increase of 41 percent over 17,261,499 hits in 2009. During 2010, there was also a 120-percent increase in page views per day, with an average of 17,560 visitors per day (compared with 7,950 per day in 2009). The website also increased the number of repeat visitors by 20 percent, with 107,444 in 2010 compared with 85,245 in 2009. Other web traffic statistics included:

- From January through December 2010, the site received 1,633,479 total visits, a 13-percent increase from 2009’s 1,447,346 visits.
- From January through December 2010, there were 6,291 average visits per day, a 44-percent increase from 2009.
- In September 2010, there were 4,395,325 hits to the website, a 22-percent increase from 2009, which had 3,601,504 hits to the website during the month of September.

**Recovery Month Website Monthly Hits from 2001-2010**

Year	January-May	June	July	August	September	October	November	December	Total
2010	7,116,797	1,694,545	2,214,667	3,446,584	4,395,325	2,211,620	1,699,462	1,587,353	<b>24,366,353</b>
2009	4,505,341	1,508,272	1,690,328	2,154,179	3,601,504	1,459,425	1,108,330	1,234,120	<b>17,261,499</b>
2008	6,084,291	1,186,868	1,540,936	1,823,414	2,604,027	1,418,453	1,166,573	1,062,896	<b>16,887,458</b>
2007	5,577,152	1,097,613	1,365,455	1,734,545	2,022,594	1,582,484	1,169,713	2,037,201	<b>16,586,757</b>
2006	5,093,854	1,245,649	1,422,865	2,696,227	2,064,226	1,397,778	1,022,629	885,081	<b>15,827,985</b>
2005	4,461,986	939,386	1,018,337	1,734,017	2,076,098	1,136,990	752,606	552,988	<b>12,672,408</b>
2004	2,415,654	533,355	693,215	1,169,034	1,140,801	764,454	878,528	715,477	<b>8,310,518</b>
2003	2,533,370	683,796	767,676	1,231,059	1,157,533	614,676	474,020	337,088	<b>7,799,218</b>
2002	633,187	228,496	284,609	375,530	452,433	243,100	240,932	150,957	<b>2,609,244</b>
2001	114,413	127,852	629,657	212,043	176,016	85,975	57,167	55,373	<b>1,458,496</b>

### Road to Recovery Television and Radio Series

The 2010 *Road to Recovery* Television and Radio Series aired nine television and radio episodes in a talk show, roundtable format that included panels of nationwide experts from the field.

The television series premiered on the first Wednesday of the month from February through November. The 9 monthly programs were broadcasted in 50 States on 541 Public, Educational and Government (PEG) access television channels in 523 unique cable markets. The program aired an average of 12 times per month, generated approximately \$15.5 million per year in free airtime and was viewed in 23.6 million cable households in the United States and its Territories (including America Samoa). Compared with 2009, the series saw a 10.8-percent increase in channels, with 53 new channels in 2010, an increase of over 1 million cable households (up from 22.4 million households in 2009). Additionally, the series saw an increase of \$1.5 million in the value of the free airtime (up from \$14 million in 2009).

In addition, the DISH Network, Channel 9412 through the University of Southern California, aired the *Road to Recovery* television series via satellite, reaching 20 million households and generating approximately \$288,000 in free airtime in 2010.

In sum, the *Road to Recovery* television series generated a total of \$15.87 million in free airtime, reaching 43.6 million households or 43.6 percent of all cable and satellite households in the United States. There were a total of 100.1 million cable and satellite subscriber households in the United States as of August 26, 2010, according to Digital Journal magazine.

The *Road to Recovery* radio series aired on 52 radio stations across the country, with the majority of these stations in Native American territories. The show reached an estimated 4.9 million potential listeners. Compared with 2009, the series had 2.2 million more potential listeners (a 61-percent increase from 2009) and aired on 32 new radio stations.

The **Recovery Month** video vodcasts and audio podcasts were alternative formats for watching or listening to the full versions of the *Road to Recovery* programs and are 30 to 60 minutes in duration. The vodcasts and podcasts could be downloaded on the **Recovery Month** website and visitors to the site could also subscribe to have them downloaded automatically every month. Older programs were only available on the website as vodcast trailers, usually lasting for about 60 seconds to provide an overview of the program. In 2010, there were 19,991 audio podcast and 26,430 video vodcast views.

The 2010 *Road to Recovery* Television and Radio Series included:

- ***Join the Voices for Recovery: Now More Than Ever!* aired 2/3/10**
  - Kicked off the *Road to Recovery's* 10<sup>th</sup> season, highlighting the many successes enjoyed during the **Recovery Month** campaign's 20<sup>th</sup> Anniversary in 2009
- ***Homelessness and Substance Use Disorder Treatment: Recovery-Oriented Housing and Achieving Healthy Lifestyles* aired 3/3/10**
  - Examined the relationship between homelessness and substance use disorder treatment from a program and policy perspective; it also explored the issues of permanent supportive housing, comprehensive treatment protocols, and recovery support systems to assist individuals in achieving long-term recovery
- ***Ignoring Instructions: The Importance of Using Prescription and Over-the-Counter Medications Properly* aired 4/7/10**
  - Looked at the importance of using medications properly, how certain populations (e.g., teens, older adults) may be at special risk, what treatment and recovery options are available, and why we need to increase public understanding through education about this issue
- ***Maintaining Resiliency and Sustaining Recovery: Ensuring That Recovery Lasts a Lifetime* aired 5/5/10**
  - Examined how to prevent relapse from occurring and what to do if relapse happens, and emphasized the importance of establishing and maintaining a solid support system to ensure that individuals in long-term recovery continue to lead healthy and fulfilling lives in the community
- ***Recovery at Any Age: Young People Can and Do Recover* aired 6/2/10**
  - Highlighted the importance of recovery high schools and colleges and other educational supports for young people in recovery; and discussed other support networks available to youth, such as family, faith, and community, to help them live healthy and productive lives in long-term recovery
- ***Recovery and the Media: Addiction and Treatment in Entertainment and News* aired 7/7/10**
  - Examined how addiction, treatment and recovery have been portrayed historically and where we are today
- ***Embracing Diversity: Crossing Barriers To Deliver Treatment to Everyone* aired 8/4/10**
  - Looked at how substance use is acceptable in some cultures and how this may create a barrier for individuals seeking treatment and recovery support services
- ***Language Matters: Talking About Addiction and Recovery* aired 9/1/10**
  - Addressed how language can influence public perceptions, what research has shown about the use of language, and suggestions and tips on how to speak about addiction, treatment, and recovery
- ***The Road to Recovery 2010: A Showcase of Events* aired 11/3/10**
  - Featured footage, photos, and interviews of participants from events held around the country as individuals, families, and entire communities united in celebration of **Recovery Month**

### “Ask the Expert”

During the weeks following each *Road to Recovery* episode debut on the **Recovery Month** website, viewers had an opportunity to submit questions related to the topics discussed and receive expert advice from SAMHSA-approved experts. Starting in March 2010, SAMHSA developed seven “Ask the Expert” forums that ran through September. The “Ask the Expert” feature answered an average of four questions for each session in 2010.

The 2010 “Ask the Expert” forums included:

- ***Homelessness and Substance Use Disorder Treatment: Recovery-Oriented Housing and Achieving Healthy Lifestyles ran 3/2010*** featured expert Jesse B. Milby, Ph.D., ABPP, Director of the Medical/Clinical Psychology Doctoral Program and Professor in Psychology, Medicine, Psychiatry, and Public Health at the University of Alabama at Birmingham
- ***Ignoring Instructions: The Importance of Using Prescription and Over-the-Counter Medications Properly ran 4/2010*** and featured expert H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, Director of SAMHSA’s CSAT
- ***Maintaining Resiliency and Sustaining Recovery: Ensuring That Recovery Lasts a Lifetime ran 5/2010*** and featured expert Alexandre B. Laudet, Ph.D., Director, Recovery Research Center, Institute for Research, Education, and Training in Addictions (IRETA)
- ***Recovery at Any Age: Young People Can and Do Recover aired 6/2010*** and featured expert Greg Williams, Co-Director, Connecticut Turning to Youth and Families
- ***Recovery and the Media: Addiction and Treatment in Entertainment and News ran 7/2010*** and featured expert Ronald Tannebaum, Co-Founder, CEO, and President of In The Rooms (an online social network for the recovery community)
- ***Embracing Diversity: Crossing Barriers To Deliver Treatment to Everyone ran 8/2010*** and featured expert John de Miranda, Ed.M., President and CEO of Stepping Stone of San Diego and the pro bono Executive Director of the National Association on Alcohol, Drugs and Disabilities, Inc.
- ***Language Matters: Talking About Addiction and Recovery ran 9/2010*** and featured expert John Kelly, Ph.D., Associate Professor in Psychiatry at Harvard Medical School, Associate Director of the Massachusetts General Hospital (MGH)-Harvard Center for Addiction Medicine, and Program Director of the MGH Addiction Recovery Management Service

## Social Media

In 2010, SAMHSA expanded **Recovery Month's** social media initiatives, while maintaining and growing its existing and thriving social media channels and outreach. To foster and further interaction between the **Recovery Month** campaign, Planning Partners, and members of the online recovery community, SAMHSA employed the following tactics:

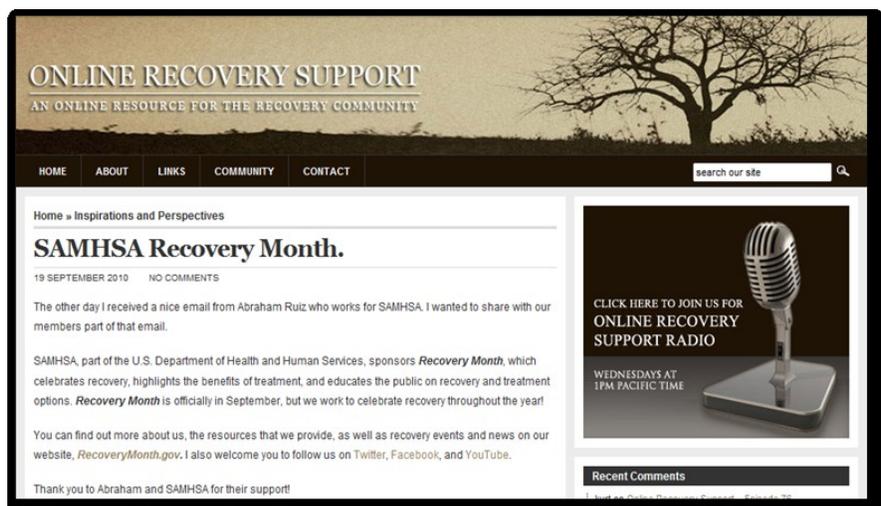
- Continued interacting with bloggers
- Increased its audience on Facebook
- Created a Twitter account and corresponding Twibbon image
- Encouraged the Planning Partners and other audiences to use the events widget
- Uploaded additional content to its YouTube channel
- Published a monthly new media e-newsletter
- Sponsored a photo challenge on Flickr
- Promoted its social media channels as resources for those planning **Recovery Month** events

## Blogger Engagement

SAMHSA's **Recovery Month** blogger engagement program began in June 2009. In 2010, SAMHSA sent 116 e-mails to bloggers, and **Recovery Month** was featured in 21 blog posts and 4 guest blog posts as a result of this outreach. The resulting posts yielded approximately 113,000 impressions. Impressions are based on the unique monthly visitors to the blogs that published the 25 posts. The posts were positive in tone and discussed **Recovery Month's** mission, as well as specific events or **Recovery Month** efforts. By initiating and continuing conversations with bloggers, SAMHSA increased awareness of **Recovery Month**, shared resources available on the **Recovery Month** website, and built valuable relationships with members of the online recovery community.

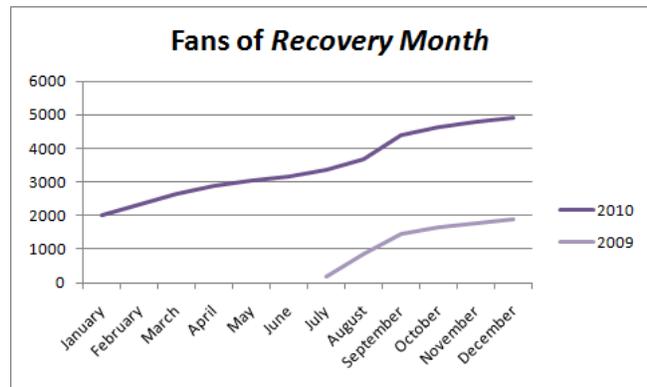
Building these relationships helped SAMHSA provide support to those in the recovery community and spread awareness that recovery is possible. Bloggers responded

positively to conversations with SAMHSA and expressed gratitude for the support and resources that were provided. Additionally, they often requested additional information about how to become more involved in **Recovery Month** programs and initiatives offline. The image above is a sample of one of the blog posts, Online Recovery Support, that resulted from blogger engagement efforts.

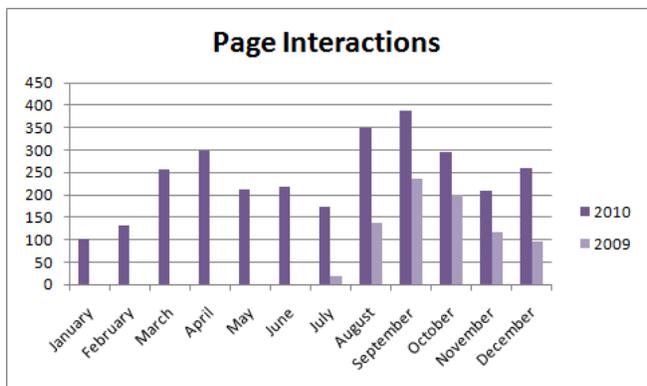


**Facebook**

Since the **Recovery Month** Facebook Page was launched in July 2009, it has served as a platform for communicating with Planning Partners, providing online resources to individuals in recovery, and interacting with those in the treatment and recovery community. In 2010, the Page garnered 3,004 additional fans, for a total of 4,898 fans (fans are also referred to as people who like the Page). The Page’s growth remained steady throughout the year, averaging 300-400 new fans per month. As shown in the “Fans of **Recovery Month**” chart on the right, there was a spike in Facebook activity in August and September, coinciding with the observance of **Recovery Month** in September.



The Page has proven to be an evergreen source for inspiration, support, resources, and discussion. As highlighted in the “Page Interactions” chart, participants were active throughout the year and used the site as a portal for the recovery community during September. Specifically, the Facebook Page was used to promote **Recovery Month** events that the community was planning and attending, as well as an online meeting place.



Status updates on the Facebook Page shared new research, posed questions to the Page’s fans and generated conversation. Users interacted with the Page by “liking” and commenting on status updates to show support and generate conversation. Those in the online recovery community treated the Page as a safe haven to discuss their struggles and successes in recovery and often shared their personal experiences with others as a way of providing support. The included screen shot, shows one of **Recovery Month’s** updates with interaction from the fans.



## Twitter

Every day, the online recovery community turns to Twitter as a source of inspiration, support, and knowledge. In January 2010, at a **Recovery Month** Planning Partner meeting, SAMHSA launched the **Recovery Month** Twitter handle to promote the campaign and its events and resources. In 12 months, more than 1,000 Twitter users followed the **Recovery Month** account; regular interaction with these users has been a cornerstone of the campaign's success. The image on the right displays the **Recovery Month** Twitter account.

One effective way that **Recovery Month** interacted with users on Twitter was by retweeting other users' tweets to share them with **Recovery Month's** followers. Retweeting uses a Twitter message someone else has posted and broadcasting that same message to your followers. This technique demonstrates support for topics that the user finds important and relevant.

Another way SAMHSA interacted with users was by replying, or responding, to their tweets. Whether it was congratulating them on a recovery anniversary or thanking them for spreading the word about **Recovery Month**, SAMHSA was able to directly interact with users. All of these efforts allowed SAMHSA to tap into the recovery community that already existed on Twitter, connect with people who may have needed information, and promote recovery events in real time.

In 2010, **Recovery Month** posted a weekly average of 24 tweets on Twitter and was mentioned an average of 16 times per week by other users.



## Twibbon



In addition to the Twitter account, SAMHSA also created a Twibbon. Similar to a blogger badge, a Twibbon is an image for Twitter users to add to their profile picture to show support for **Recovery Month** throughout the year, and especially in September. Twibbons are often used to show support for different nonprofit organizations and social causes. In 2010, 555 users added the **Recovery Month** Twibbon to their Facebook profile picture or Twitter profile. The **Recovery Month** Twibbon was highlighted on the Twibbon homepage as a "trending" Twibbon, which meant that it had one of the fastest adoption rates of the day.

### Widget

In 2010, SAMHSA continued to host and promote the events widget—a searchable online tool that can be added to any website, allowing users to find **Recovery Month** events based on location. Individuals can then search for **Recovery Month** community events in their area, or can view a specific event on any site that hosts the widget. In November 2010, the widget received a Silver Award in the government division of the Web Health Awards, a program that recognizes high-quality electronic health information. The widget was one of only two resources that won a Silver Award.

In 2010, the widget was added to 184 websites. There were two versions of the widget. A wide version displayed multiple events on a map and was added to 115 sites. A tall version provided information about specific events and was added to 69 sites. There were 322,512 impressions, or views of the pages that housed the widget on other organizations' websites.

The 184 websites that added the widget were the result of promotion via engaging with bloggers, posting the widget on the Facebook Page and the **Recovery Month** website, and discussing the widget on Twitter. Some organizations or individuals that added the widget to their sites included [Houston Run for Recovery](#), [David Wever](#), [AddictShuns](#), [RecoveryNC](#), and [NAADAC](#). An example of the widget on the RecoveryNC website is shown on the right.



## YouTube

The **Recovery Month** branded YouTube channel was launched in August 2009. In 2010, the channel received 9,501 channel views and 5,047 video views. Thirteen videos were uploaded, including the 2010 PSAs and trailers promoting the *Road to Recovery* series. In 2010, there were 594 subscribers to the **Recovery Month** YouTube channel who received notices when the channel was updated. The channel was included in the HHS brand of channels and was subscribed to by other government channels, recovery organizations, and individuals. The image below shows the **Recovery Month** YouTube channel.

The screenshot shows the YouTube channel page for Recovery Month. The header includes the YouTube logo, a search bar, and navigation links for 'Browse', 'Upload', 'Create Account', and 'Sign In'. The channel banner features the 'RECOVERYMONTH' logo and the text 'U.S. Department of Health & Human Services' and 'www.samhsa.gov'. Below the banner is a navigation bar with a 'Subscribe' button and tabs for 'All', 'Uploads', and 'Favorites'. The main content area displays a video player for 'THE ROAD TO RECOVERY 2010: A Showcase of Events'. To the right of the video player is a list of uploads, including 'Road to Recovery September: Language', 'Mother 2010 PSA', and 'Road to Recovery August: Embracing'. Below the video player is the video title 'Road to Recovery November: The Road to Recovery 2010' and its description. At the bottom, there is a 'Channel Comments (5)' section with two comments from 'SiamLegal' and 'waysidehouseinc'.

### New Media E-Newsletter

On February 16, 2010, SAMHSA published its first monthly new media e-newsletter that provided resources, particularly for Planning Partners, **Recovery Month** event planners, and supporters. This publication helped educate subscribers on new media and provided tactics to plan events, promote events, and educate the public on how to use new media. The new media e-newsletter also was honored with a Merit award in the e-newsletter government division of the Web Health Awards.

In addition to highlighting the **Recovery Month** toolkit, which included resources for successful event planning and promotion, the e-newsletter discussed new media tools and platforms that enable Partners to engage current and new audiences. The e-newsletter contained sections on new media news, best practices, case studies, and highlights from the **Recovery Month** social media properties. These monthly updates provided readers with a resource on new media news and guidance and helped readers generate ideas on how to leverage new media to enhance their **Recovery Month** programming.

To date, 15,679 people subscribe to the e-newsletter to receive a monthly electronic copy. The e-newsletter can also be found on the **Recovery Month** website. The image below displays the e-newsletter from December 2010.

Join the Voices for  
**recovery**  
now  
MORE THAN ever

september 2010  
National Alcohol  
& Drug Addiction  
*Recovery Month*

www.recoverymonth.gov  
www.samhsa.gov

**Recovery Month New Media E-Newsletter**      **December**

**NEW MEDIA NEWS**

**How To: Use Social Media to Enhance Your Event (*Mashable*)**  
*Mashable* outlined five ways that event planners can use social media to enhance the success of their events. The post included tips to help attendees connect with each other and share information, broaden event participation, provide engaging activities, and pull all the planning pieces together. While many **Recovery Month** event planners use Facebook and Twitter to promote events within their own networks, this article outlines other strategies that can be used to enhance the attendance and experience before, during, and after your event. For more tips and resources, view the [2010 toolkit](#) and [preorder the \*\*Recovery Month\*\* 2011 toolkit](#). [Read More >](#)

**AMA Policy: Professionalism in the Use of Social Media (*American Medical Association*)**  
The American Medical Association recently published a list of

**TIPS OF THE MONTH**

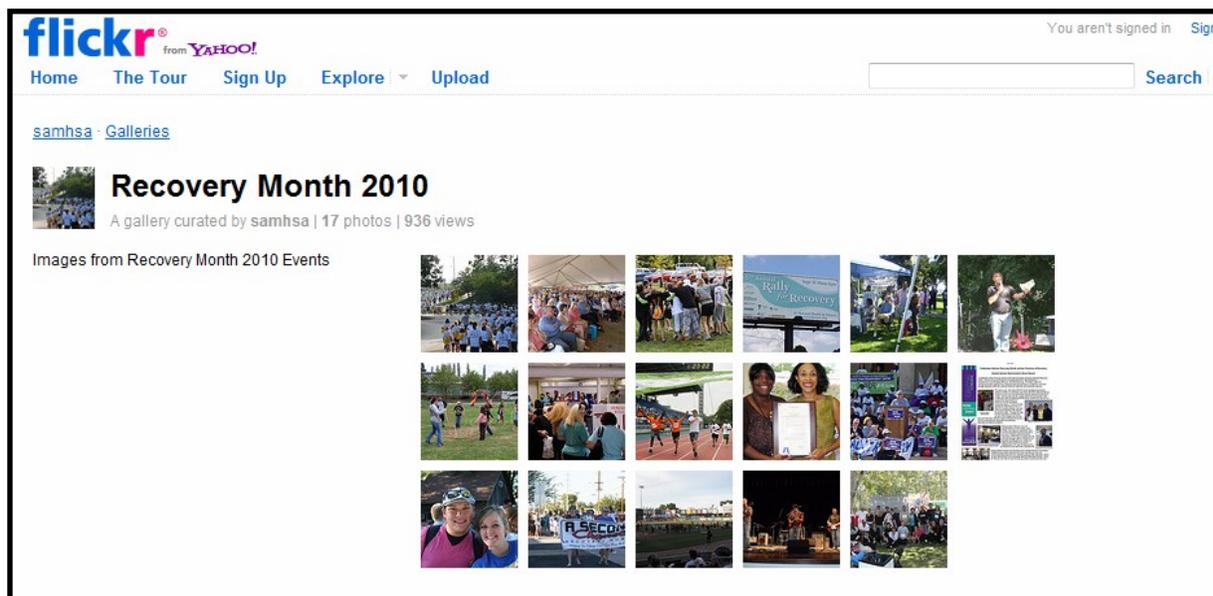
*December's tips describe ways to use social media to enhance your **Recovery Month** events (via [Mashable](#))*

- 1 Help attendees connect with each other** by providing them with a platform for networking.
- 2 Broaden participation** by providing real-time updates via Facebook and Twitter to involve those who are not in

## Flickr Challenge

**Recovery Month** had 1,072 events in 2010 and attendees took pictures, filmed videos, and developed other content to highlight the positive aspects of recovery. In 2010, SAMHSA held a photo challenge through the popular photo-sharing website Flickr. Event attendees were encouraged to take pictures, upload them to Flickr, and tag them with the phrase “**Recovery Month 2010.**” Nearly 1,800 pictures were submitted by 19 individuals, highlighting events such as walks and picnics for those in recovery and their loved ones.

The result was a stunning visual representation of events nationwide and the outpouring of support for recovery. The photos were created into a gallery that received nearly 1,000 views and resided on the **Recovery Month** Facebook Page and SAMHSA Flickr page. The winning user was EWeber2010, who uploaded 517 photos taken at **Recovery Month** events.



## Social Media Promotion at Recovery Month Events

SAMHSA representatives attended two local **Recovery Month** events specifically to raise awareness of **Recovery Month's** social media resources. A **Recovery Month** social media booth was set up at “Recovery Fest” in Richmond, VA, and “PRO-ACT Recovery Walks! 2010” in Philadelphia, PA, to explain the information and resources available through social media platforms. SAMHSA representatives encouraged individuals to sign up for the **Recovery Month** Facebook Page, follow the **Recovery Month** Twitter account, post their *Voices of Recovery*, subscribe to the new media e-newsletter, and to visit the **Recovery Month** website. Booth attendees could sign up for **Recovery Month's** social networking sites in real time via a laptop and were given basic instructions on how to use each social media property. SAMHSA reached an estimated 15,000 people through this engagement.

## Recovery Month 2010 Proclamations

In 2010, 176 **Recovery Month** proclamations were issued across the country, including a proclamation from President Barack Obama. Substance use disorders have been recognized as a serious national health crisis by multiple administrations and, since 2002, presidents have been proclaiming September as **National Alcohol and Drug Addiction Recovery Month**.

### Presidential Proclamation

#### Alabama

City of Dothan  
Houston County  
State of Alabama

#### Arizona

City of Bullhead  
City of Kingman  
City of Safford  
Graham County  
The Hopi Tribe  
Town of Pima  
Town of Thatcher

#### Arkansas

State of Arkansas

#### California

City of American Canyon  
City of Cerritos  
City of Hawthorne  
City of Laguna Niguel  
City of Martinez  
City of Mission Viejo  
City of Moorpark  
City of Napa

City of Pacific Grove  
City of Rancho Cordova  
City of Roseville  
City of Santa Maria  
City of Walnut Creek  
City of West Covina  
Los Angeles County  
Napa County  
State of California  
United American Indian  
Involvement

#### Colorado

City of Colorado Springs  
City of Englewood  
Colorado Springs Indian Center  
Denver Indian Family Resource  
Center

#### Connecticut

Borough of Naugatuck  
State of Connecticut

#### Florida

City of Cape Coral  
City of Live Oak  
City of Port St. Lucie

City of Tampa  
Lee County  
State of Florida  
State of Florida District 74  
Town of Fort Myers Beach  
Volusia County

#### Georgia

City of Savannah  
Chatham County  
Rockdale County

#### Hawaii

State of Hawaii

#### Illinois

Brown County  
City of Hamilton  
City of Mt. Sterling  
City of Skokie  
State of Illinois  
Town of Cicero  
Village of Palatine

#### Indiana

State of Indiana

## Iowa

State of Iowa

## Kansas

State of Kansas

## Kentucky

Bracken County

Fleming County

Lexington-Fayette County

Mason County

Robertson County

State of Kentucky

## Louisiana

City of New Orleans

State of Louisiana

## Maine

Wabanaki Mental Health  
Association

## Maryland

City of Baltimore

## Massachusetts

City of Greenfield

City of Somerville

State of Massachusetts

State of Massachusetts General  
Court

## Michigan

Barry County

Branch County

Calhoun County

City of Brighton

City of Charlotte

City of Detroit

City of Eaton Rapids

City of Grand Ledge

City of Grand Rapids

City of Kalamazoo

City of Kirkland

City of Lansing

City of Marquette

City of Olivet

City of Owosso

City of Saline

Eaton County

Kent County

Lansing City Council

Saginaw Chippewa Tribe of  
Michigan

State of Michigan

State of Michigan (House of  
Representatives)

State of Michigan (Congressional  
Recognition)

Village of Bellevue

Village of Dimondale

Village of Vermontville

## Minnesota

American Indian Family Center

Pine City

State of Minnesota

## Missouri

Franklin County

State of Missouri

## Montana

City of Great Falls

City of Missoula

Missoula Indian Center

North American Indian Alliance

State of Montana

## Nebraska

City of Gering

State of Nebraska

## Nevada

City of Las Vegas

State of Nevada

## New Hampshire

State of New Hampshire

## New Jersey

State of New Jersey

Township of Freehold

Township of Robbinsville

Township of Willingboro

## New Mexico

City of Alamogordo

State of New Mexico

## New York

City of Albany

City of Rochester

State of New York  
Village of Hempstead

### **North Carolina**

City of Beulaville  
City of Conover  
City of Durham  
County of Edgecombe  
Durham County  
State of North Carolina  
Town of Tarboro

### **North Dakota**

State of North Dakota

### **Ohio**

City of Bellbrook  
City of Kettering  
City of Logan  
Highland County  
Hocking County  
Native American Center of  
Central Ohio

### **Oklahoma**

City of Tulsa  
The Cheyenne and Arapaho  
Tribal College

### **Oregon**

City of Tigard  
State of Oregon (Office of the  
Governor)

State of Oregon (Office of the  
State Representative and State  
Senator)

### **Pennsylvania**

State of Pennsylvania

### **Rhode Island**

City of Newport  
City of Warwick  
Narragansett Indian Behavioral  
Health Department  
Narragansett Indian Tribe  
State of Rhode Island (Office of  
Rep. Patricia Serpa)  
State of Rhode Island (Office of  
US Senator Jack Reed)  
State of Rhode Island (Senate  
Citation)  
State of Rhode Island (Office of  
Rep. Edwin Pacheco)  
State of Rhode Island (Office of  
Rep. James R. Langevin)  
State of Rhode Island (House of  
Representatives Citation)  
State of Rhode Island (Office of  
US Senator Sheldon Whitehouse)  
State of Rhode Island (Office of  
Governor Donald L. Carcieri)

### **South Carolina**

City of Florence  
State of South Carolina

### **Tennessee**

City of Chattanooga

Hamilton County

### **Texas**

City of Euless  
City of Highland Village  
City of Lewisville  
City of San Antonio  
State of Texas  
Town of Flower Mound

### **Utah**

State of Utah

### **Vermont**

State of Vermont

### **Virginia**

City of Norfolk  
Dickenson County  
State of Virginia

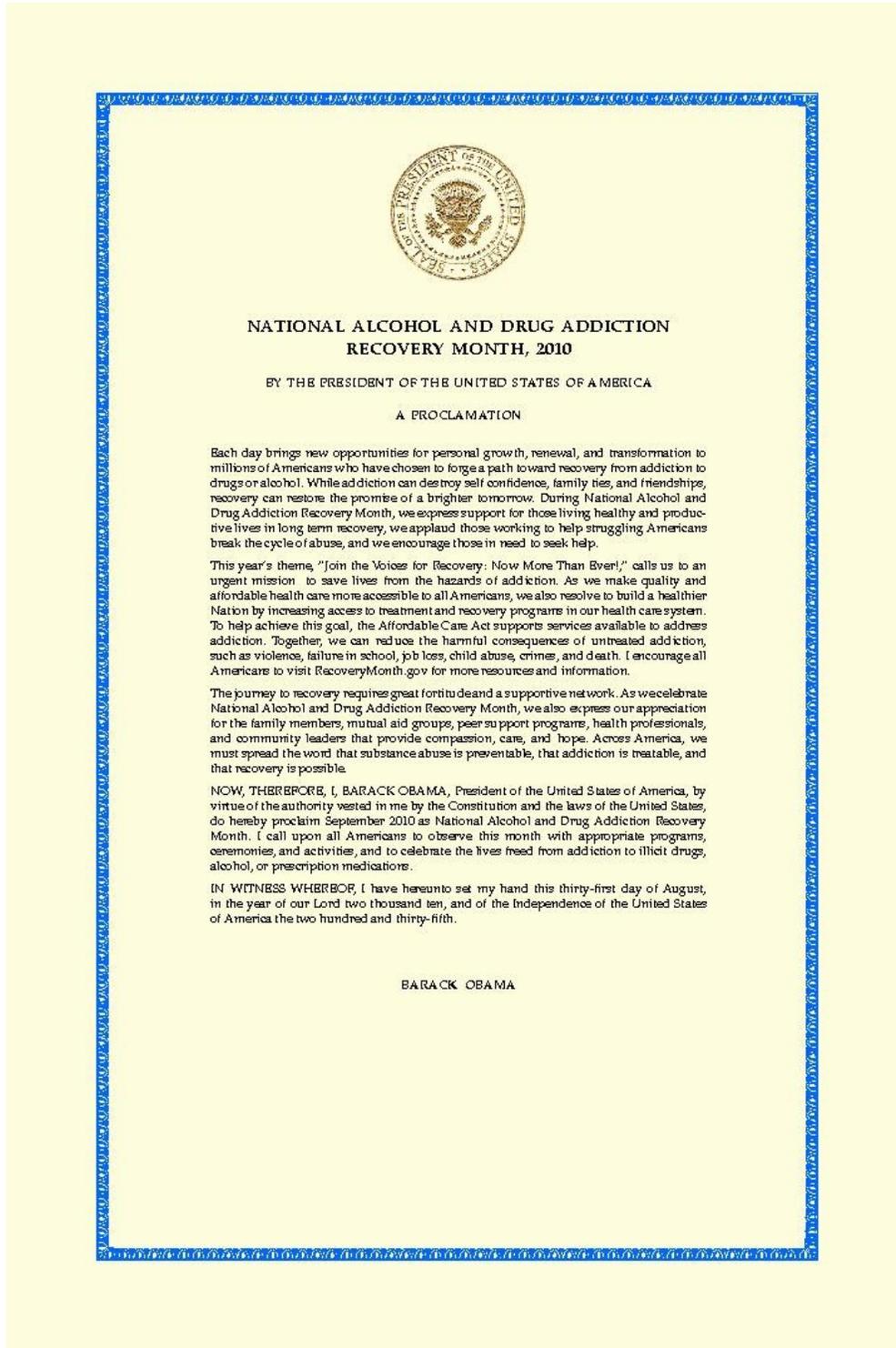
### **Washington**

City of Edmonds  
City of Kirkland  
State of Washington

### **Wisconsin**

City of Madison  
City of Milwaukee

## The Presidential Proclamation



## Awards

In 2010, **Recovery Month** received a total of eight awards for its social media tools, the website, the PSAs, and the full 2010 **Recovery Month** campaign.

The 2010 **Recovery Month** events widget received a Silver Award in the government division of the Web Health Awards. The widget was one of only two resources/tools that won a Silver Award. The new media e-newsletter was also awarded Merit Award in the e-newsletter government division. Additionally, the **Recovery Month** 2010 website won a Merit Award in the website category from the Web Health Awards.

The 2010 **Recovery Month** television and radio PSAs, “Hard Work” and “Mother,” won a Platinum Ava Award. The international Ava Awards recognize outstanding work by creative professionals involved in the concept, writing, direction, shooting, and editing of audio-visual materials and programs. In the 2010 competition, there were more than 1,700 entries from around the world. The Platinum award is the highest-ranked award and is presented to entries that are among the most outstanding submissions in the competition. About 12 percent of submitted entries were Platinum Winners.

The 2010 **Recovery Month** television and radio PSAs also won a Bronze Telly Award. The Telly Awards honor the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions, and work created for the web. There were approximately 13,000 entries from all 50 states and 5 continents for the 2011 competition and only 18 to 25 percent of entrants receive a Bronze Telly.

A Bronze Mercury Award was given to the 2010 **Recovery Month** “Join the Voices for Recovery: Now, More Than Ever!” campaign. In 2010, there were over 760 entries from 21 countries. The Mercury Awards are internationally recognized as a measure of success, and a good predictor of future success.

Lastly, the 2010 television PSAs as well as the 2010 **Recovery Month** overall campaign (which includes the toolkit and supporting materials) won Platinum Hermes awards. The Platinum award is the highest ranked award given to an entry. The Hermes Creative Awards is an international competition for creative professionals involved in the concept, writing and design of traditional materials and programs, and emerging technologies. The entries are judged by the Association of Marketing and Communication Professionals.



Additionally, the 2009 PSA campaign continued to win awards in 2010. A Bronze Omni was awarded to the television PSAs, “Black and White in Color” and “Making Sense,” in the government category. Additionally, the overall 2009 PSA campaign won three awards in the 2010 Hermes Award competition. The radio and television 2009 PSA campaign also won Bronze MarCom Awards. The overall campaign won a Platinum Award in the PR campaign category. The radio PSAs, “Making Sense” and “Homework,” won a Platinum Award in the radio PSA category, and the television PSAs won a Platinum Award in the TV PSA category.



## Conclusion

For 21 years, **Recovery Month** has encouraged and recognized individuals in long-term recovery from substance use disorders and honored the treatment and recovery service providers who make recovery possible. **Recovery Month** promotes the message that recovery in all its forms is possible and encourages citizens to take action to help expand and improve the availability of effective recovery support services for those in need.

The number of events held, proclamations issued and website hits garnered, as well as the depth of social media outreach conducted, shows that the power of the recovery community is growing and will continue to grow through the support of communities in the United States and around the world.

In 2010, 1,072 **Recovery Month** events were held in all 50 States, the District of Columbia, Guam, Puerto Rico, and the United Kingdom, with a projected attendance of 3,888,160 individuals, including 53 SAMHSA-sponsored events. More than 75,000 toolkits were distributed and the PSAs reached 177,550,588 viewers and 83,581,365 listeners. With more than 24,366,353 hits to the **Recovery Month** website, <http://www.recoverymonth.gov>, more people than ever had access to **Recovery Month** tools and resources.

SAMHSA's social media campaign grew tremendously over the past couple of years. **Recovery Month's** Facebook fan page garnered 3,004 friends (up from 1,894 in 2009). Since its launch in August 2009, the YouTube channel accumulated more than 9,501 channel views, 5,047 video views (up from 1,422 and 870 in 2009, respectively), and 594 subscribers (up from 40 in 2009). The newly established **Recovery Month** Twitter feed acquired more than 1,000 Twitter users within 12 months, and regular interaction with these users has been a cornerstone of the campaign's success.

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 two decades and will continue to help individuals affected by addiction and their loved ones.

This year's materials, as well as materials from previous observances, are available on the **Recovery Month** website at <http://www.recoverymonth.gov>. To order materials, please contact SAMHSA's National Helpline at 1-800-662-HELP (4357) or 1-800-487-4889 (TDD).