

National
Recovery Month

Prevention Works • Treatment is Effective • People Recover

SEPTEMBER 2011

JOIN THE VOICES FOR RECOVERY

**RECOVERY BENEFITS
EVERYONE**

2011 FINAL REPORT



Table of Contents

Table of Contents.....	2
2011 Final Report – Executive Summary.....	4
Introduction.....	9
The 2011 Theme – “Join the Voices for Recovery: Recovery Benefits Everyone”	10
Outreach Materials and Initiatives	11
<i>Recovery Month Toolkit</i>	11
List of Toolkit Materials	16
Supplemental Printed Materials and Distribution List	17
2011 <i>Recovery Month</i> Planning Partners	19
<i>Recovery Month</i> 2011 Events	24
<i>Recovery Month Kick-Off Events</i>	24
Media Coverage.....	28
SAMHSA-Sponsored Events and Community Forums.....	31
Locally-Sponsored Community Events	34
<i>Recovery Month</i> Public Service Announcements (PSAs).....	36
Television PSA Distribution and Airtime.....	37
Radio PSA Distribution and Airtime.....	37
Sustainability.....	37
Television Impressions, 2007 – 2011 (Cumulative Totals)	38
Radio Impressions, 2007 – 2011 (Cumulative Totals)	38
Markets.....	39
Interactive <i>Recovery Month</i> Web-Based Activities and Information.....	40
<i>Recovery Month</i> Web site.....	42
Social Media.....	43
Facebook.....	43
Twitter Chats.....	44

Pledge for Recovery	45
Recovery e-Cards	45
Inspirational Quotes Widget.....	47
New Media E-Newsletter.....	47
YouTube	48
Blogger Engagement.....	48
<i>Road to Recovery</i> Television and Radio Series	49
<i>Road to Recovery</i> E-Blasts.....	53
“Ask the Expert”	55
Proclamations	56
Presidential Proclamation	60
Awards	61
Conclusion.....	63

2011 Final Report – Executive Summary

In 2011, the Substance Abuse and Mental Health Services Administration (SAMHSA) expanded **National Alcohol and Drug Addiction Recovery Month** to honor accomplishments achieved across all aspects of behavioral health, including mental health, and therefore renamed it **National Recovery Month (Recovery Month)**. During the 22nd year of this national observance, communities throughout the United States celebrated treatment and recovery from mental and/or substance use disorders, and spread the message that prevention works, treatment is effective, and people recover from mental and/or substance use disorders. The 2011 theme, “*Join the Voices for Recovery: Recovery Benefits Everyone,*” emphasized that all Americans have the opportunity to access provisions within the Affordable Care Act and Mental Health Parity and Addictions Act, aimed at improving physical and emotional health, and providing health care at a more reasonable cost. The theme showcased how public awareness increases access for those in need of essential treatment and recovery support services, and how these legislative changes improve the overall health and well-being of people across the world. The achievements of the 2011 campaign and its impact on millions of people are summarized below.

Events and Media Coverage

Events and media coverage were instrumental in delivering **Recovery Month’s** key messages to widespread audiences. In 2011, there were 1,227 **Recovery Month** events held in all 50 States, the District of Columbia, the Bahamas, and the United Kingdom. This represents a 14 percent increase from the 1,072 events held in 2010. Of these, SAMHSA sponsored 81 events in 30 States, a 53 percent increase from the number of SAMHSA-sponsored events in 2010. The 2011 events had an estimated attendance of more than 1.5 million individuals.

Between August and December 2011, **Recovery Month** was mentioned in 455 print and 2,594 web articles, totaling 3,049 mentions in publications and online outlets. This represents a 49 percent increase over coverage in 2010. Collective media impressions reached 1,352,188,877 individuals, a 25 percent increase from 2010 figures.

Toolkit and Materials

To assist in the planning of **Recovery Month** events and provide resources for community outreach, SAMHSA distributed 75,000 hard copies of the 2011 toolkit to education, business, and faith-based organizations, as well as coalitions and government agencies and officials. The toolkit was also available to all audiences on the **Recovery Month** website – <http://www.recoverymonth.gov>. The online version featured more comprehensive fact sheets, best practices for garnering media coverage, and materials that organizations could tailor for use at their own events. The website improved the accessibility of **Recovery Month** materials and information, and registered 534,659 hits and 92,629 visits to the toolkit pages in 2011.

In addition to the toolkit, SAMHSA also distributed **Recovery Month** posters, flyers, brochures, and reusable **Recovery Month**-branded lunch bags around the country.

Television and Radio Public Service Announcements

SAMHSA developed the 2011 **Recovery Month** public service announcements (PSAs) to raise awareness among individuals in need of treatment and recovery services (or someone they know) that help is available. Two PSA concepts, “Steps” and “Milestones,” were produced for television and radio audiences in both English and Spanish. SAMHSA also created the initiative’s first online viral video, “Why Recovery?,” to show the benefits of recovery. The spots, designed to be relevant year-round, were available on the **Recovery Month** website at <http://www.recoverymonth.gov/Multimedia.aspx>, as well as the **Recovery Month** YouTube channel at <http://www.youtube.com/user/recoverymonth>.

From August through December, the 2011 television PSAs “Steps” and “Milestones,” aired a total of 11,336 times, equaling 79.46 broadcast hours, on 173 outlets in 79 markets. The PSAs garnered an estimated earned media value of \$1,442,880, with approximately 141,411,615 viewer impressions. The **Recovery Month** 2011 television PSA campaign ranked 61 out of 1,692 campaigns Nielsen tracked in December 2011, placing it in the top 3 percent of all campaigns for September, October, November, and December. Additionally, 46 percent of plays were in the 50 largest television markets, and 75 percent of the plays were during the day and during prime time hours of 6 a.m. to 2 a.m.

The 2011 radio PSAs were broadcasted 8,868 times (equaling 64.32 broadcast hours) in 81 outlets, reaching 60 cities in 31 States. They resulted in an estimated earned media value of \$465,370, with more than 65,311,187 million listener impressions.

Recovery Month’s online viral video, “Why Recovery?,” received more than 90,000 views since its launch in July 2011.

The Road to Recovery Television and Radio Series

The *Road to Recovery* television and radio series expanded in 2011, providing broadcast-quality educational programming to television and radio stations throughout the country. The series covered issues surrounding behavioral health conditions and their effects on individuals, families, and communities, including best practices for treatment and recovery programs.

In 2011, the *Road to Recovery* television series reached 27.4 million households, an increase of more than 3.8 million cable households from 23.6 million in 2010. The series aired on 581 Public, Educational and Government (PEG) access channels in 550 unique cable markets. The 2011 series was shown on 40 new channels, a 7.4 percent increase from 2010. Airing an average of 12 times a month, the *Road to Recovery* series

generated approximately \$16.7 million in unpaid airtime on PEG access channels, an increase from \$15.5 million in 2010. In addition, the California Channel began carrying the *Road to Recovery* series in 2011, reaching an additional 5.5 million households. Overall, the *Road to Recovery* television series generated more than \$17.2 million in free airtime, reaching 47.4 million households or 51.4 percent of all cable and satellite households in the United States.

The *Road to Recovery* radio series garnered 13.6 million potential listeners in 2011, a notable increase of more than 8.7 million potential listeners over 4.9 million in 2010. The radio series was aired on 71 stations, up from 52 stations in 2010, an increase of 26 percent.

Interactive *Recovery Month* Web-Based Activities and Information

The *Recovery Month* website continued to expand to meet the needs of its diverse audiences. In 2011, the website introduced additional pages, features, and products to promote the initiative and increase accessibility among those in the recovery community, and people who seek to learn about mental and/or substance use disorders. Enhancements to the site included a Spanish portal, SAMHSA's first mobile website, a "Get Involved" page highlighting various ways to participate in *Recovery Month*, and multiple formats for viewing or sharing *Recovery Month* video products. SAMHSA initiated fresh activities to develop new audiences or deepen relationships with existing audiences – including a website usability study, an event planner case study, and a Google advertising campaign.

A usability study was conducted in June and July 2011 to learn how to improve <http://www.recoverymonth.gov>'s information architecture, design, terminology, task flow, and overall user experience. Twenty five participants who represented a cross-section of four typical *Recovery Month* user categories participated in the study. The usability study provided recommendations for improvement, which will be incorporated into the 2012 website design.

An event planner case study was conducted in June and July 2011 to determine themes and trends experienced by *Recovery Month* event planners so that new resources could be tailored to meet their needs. In-depth interviews were conducted with 11 event planners (9 were *Recovery Month* 2010 event planners and 2 were event organizers who have not participated in *Recovery Month*). Recommendations stemming from the case study included methods to recruit new and retain current participants, improve visibility, expand the observance, and provide education and outreach.

The first-ever SAMHSA Google campaign ran from September 9 – October 13, 2011. The goals of the campaign were to 1) drive awareness of *Recovery Month*, 2) increase the number of new visitors to the *Recovery Month* website while specifically promoting participation in *Recovery Month* events, and 3) promote the extensive resources available on the website. The Google campaign contained both search ads and display ads. Google Adwords delivered 15,146 incremental visitors to <http://www.recoverymonth.gov> and 17,344,555 *Recovery Month* ad impressions.

The 2011 web impression numbers showed tremendous growth and were higher overall than ever before, with approximately 31,292,952 hits on <http://www.recoverymonth.gov>, an increase of 28 percent over 24,366,353 hits in 2010. There was also a 6 percent increase in total visits from 1,633,479 in 2010 to 1,742,733 in 2011. The site also saw a 54 percent increase in page views per day, with an average of 38,295 daily views, compared with 17,560 in 2010. The website also increased the numbers of repeat visitors, with 127,094 in 2011 compared with 107,444 in 2010. In addition, 65 *Voices of Recovery* (personal stories about individual recovery journeys) were posted on the 2011 website.

Social Media

In 2011, SAMHSA built upon existing *Recovery Month* social media properties, adding new tools and resources to support and encourage individuals in recovery and to show others that people recover. In response to positive feedback about quotes posted on the *Recovery Month* Facebook page and Twitter account, SAMHSA developed and launched a widget to provide a daily inspirational quote for individuals affected by recovery. The widget generates a daily quote and allows users to share them on their blog, Facebook page, or Twitter account. Since its July 2011 launch, these quotes were shared 492 times on blogs, Facebook, and Twitter. To supplement the English versions, the development of the Spanish daily inspirational quote widget began in December 2011.

In September, *Recovery Month* developed and published the *Pledge for Recovery*. Housed on the *Recovery Month* Facebook page, it's a way for those in recovery to show their dedication by pledging to complete a variety of small steps, such as sharing your story to help others see that recovery is possible or attending a *Recovery Month* event. Since the launch, 694 people have taken the pledge. In October, *Recovery Month* also launched an assortment of recovery e-cards to provide recognition for the hard work of those in recovery and the people who support them. Between launch and the end of the year, 489 e-cards have been sent. To supplement the English versions, the development of the Spanish e-cards began in 2011.

Throughout the year, *Recovery Month's* core social media properties, including Twitter and Facebook, continued to grow and serve as valuable communities for those in recovery. For instance, more than 100 participants joined SAMHSA's series of three Twitter chats. The chats offered a real-time forum for the recovery community to engage with experts and cover topics ranging from substance misuse and prevention to young people in recovery.

As a result of these social media drivers, in 2011, the number of *Recovery Month* Twitter followers increased by nearly 250 percent to 3,512. The Facebook page added 2,223 new likes, for a total of 7,121 likes since the page's launch in 2009.

The *Recovery Month* YouTube channel is another vehicle that has seen growth, garnering 23,913 new channel views in 2011. This is an increase of 252 percent from 2010, for a total of 33,414 channel views since its launch in 2009. The *Recovery Month* New Media e-newsletter continued to provide monthly tips and resources

throughout 2011, and SAMHSA conversed with more than 100 bloggers, resulting in 17 blog posts that focused on ***Recovery Month***.

Proclamations

A total of 164 proclamations were issued across the country in 2011, including a proclamation from President Barack Obama and from governors of numerous States. Since 2002, Presidential administrations have declared September ***Recovery Month***, amplifying the message that prevention works, treatment is effective, and people recover.

Introduction

Throughout the last 22 years, **Recovery Month** has educated Americans that mental health services, addiction treatment, and recovery support services can enable those with a mental and/or substance use disorder to live a healthy and rewarding life. **Recovery Month** offers resources to people with behavioral health conditions, as well as their families, and builds awareness about these conditions among the larger community.

This final report showcases the successes and activities that took place during the 2011 **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 enhancements and user statistics
- Social media engagement and results
- Awards won for **Recovery Month** successes
- **Recovery Month** proclamations

Recovery Month has made significant progress in the recovery community, and millions of Americans have transformed their lives through recovery, reflected through the following achievements in 2011:

- A total of 1,227 **Recovery Month** events were held in all 50 States, the District of Columbia, the Bahamas, and the United Kingdom. This was a 14-percent increase from the 1,072 events held in 2010.
- The 2011 web impression numbers were the highest ever, with approximately 31,292,952 hits on <http://www.recoverymonth.gov>, compared with 24,366,353 hits in 2010, an increase of 28 percent.
- The **Recovery Month** YouTube channel grew tremendously in 2011, garnering 23,913 new channel views. This is an increase of 252 percent from 2010, for a total of 33,414 channel views since its launch in 2009.

While **Recovery Month** has achieved many notable milestones, there is more work to be done. SAMHSA can continue to reach people in the United States and offer help, support, and services to those who need it. According to SAMHSA's 2010 **National Survey on Drug Use and Health**:

- 23.1 million people needed treatment for an illicit drug or alcohol use problem in 2010 and 2.6 million people (1.0 percent of people aged 12 or older and 11.2 percent of those who needed treatment) received treatment for an illicit drug or alcohol use problem at a specialty facility.
- Nearly 20.5 million people, 89 percent of those who needed it, did not receive treatment at a specialty facility in the past year. Total percentage of individuals not receiving any treatment for an illicit drug or alcohol use problem declined slightly over the past several years, from 9.7 percent in 2002 to 9.1 percent in 2010.
- In 2010, 20 percent of all adults aged 18 or older in this country had a mental illness in the past year.
- In 2010, 31.3 million adults aged 18 or older received services for mental health problems during the past 12 months.

While significant progress has been made in the behavioral health field, these statistics demonstrate that there are still people with untreated conditions, and the **Recovery Month** campaign can motivate these people to seek the help they need.

The 2011 Theme – “Join the Voices for Recovery: Recovery Benefits Everyone”

For 22 years, **Recovery Month** has celebrated people in recovery, lauded the work of treatment and service providers, and spread the message that prevention works, treatment is effective, and people recover. In 2011, **Recovery Month** stressed that all individuals have the right to be accepted and treated with respect, dignity, and worth. In addition, the observance highlighted that behavioral health is an essential part of health and one's overall wellness.

The 2011 theme, “**Join the Voices for Recovery: Recovery Benefits Everyone,**” emphasized that all Americans have the opportunity to access provisions within the Affordable Care Act and Mental Health Parity and Addictions Equity Act (MHPAEA), aimed at improving physical and emotional health while ensuring people receive the care they need at a more reasonable cost. The theme showcased how public awareness of health reform would increase access to essential mental and/or substance use services, and how these legislative changes would improve the overall health and well-being of people in the United States.

Outreach Materials and Initiatives

Recovery Month Toolkit

Every year, SAMHSA engages public entities, national and local coalitions, and other groups to hold events to observe **Recovery Month**. To assist them, SAMHSA develops a comprehensive toolkit to help organizations plan, promote, and educate communities during **Recovery Month** and throughout the year about prevention, treatment, and recovery. The toolkit materials are available in print and online formats, and can be accessed and used year-round.

In 2011, the toolkit offered customizable media template materials, audience-specific fact sheets, and a compilation of recovery support 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 mental and/or substance use disorders affect different groups and how to help those in need—produced as a brief printed booklet with more in-depth versions available on the website.
- The **Resources** section included guides for collaborating with other organizations and reaching people online, as well as listings of national and local organizations throughout the country in the prevention, treatment, and recovery field.

SAMHSA distributed 75,000 hard copies of the **Recovery Month** toolkit and provided the materials online at <http://www.recoverymonth.gov> to reach widespread audiences. The recipients of the printed toolkit included health care, treatment, education, criminal justice, business, community- and faith-based organizations, and government organizations, agencies, and officials. By offering several of the toolkit sections exclusively online, SAMHSA significantly reduced printing and shipping costs. The **Recovery Month** website toolkit pages garnered 534,659 hits and 92,629 visits to the toolkit pages in 2011.

Media Outreach

The Media Outreach section of the toolkit 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, as well as outreach to blogs and social media outlets. This section was accessible exclusively online at <http://www.recoverymonth.gov>.

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

- **Promoting *Recovery Month* with Events** – Helped participants plan in-person and online events by giving tips on popular event ideas and trends.
- **Working with the Media** – Offered guidance about how to publicize events and other **Recovery Month** activities; also included template pitch materials and tips for creating relationships with the media and giving interviews with print and television reporters.
- **Press Materials for Your *Recovery Month* Event** – Showed how to develop and distribute media advisories, press releases, and backgrounders, and included customizable templates.
- **Writing an Op-ed During *Recovery Month*** – Outlined how to draft and submit an op-ed and place it in local newspapers, and included a sample template.
- **Official *Recovery Month* Proclamations** – Provided 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 sign one.
- **Using Public Service Announcements to Promote *Recovery Month*** – Presented ideas for distributing the provided live-read radio public service announcements (PSAs), and how to promote these pre-recorded **Recovery Month** PSAs and the community events PSA available exclusively online.

Targeted Outreach

The Targeted Outreach section offered comprehensive information about mental and/or substance use disorders, the benefits of treatment and recovery, and other facts concerning specific target audiences. This section provided the most detail in the planning toolkit and provided **Recovery Month** event organizers and attendees with up-to-date information. The Targeted Outreach section was available both in hard copy and online. The printed toolkit contained a booklet of short, 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.

This year's Targeted Outreach section included important information about the health care reform law's provisions. It referred readers to the "Key Research" document in the Resources section of the toolkit for more information on provisions within the Affordable Care Act and Mental Health Parity and Addictions Equity Act (MHPAEA).



The Targeted Outreach section featured general background information, including:

- **Overview: Recovery Benefits Everyone!** – Offered a general overview about how all Americans have the opportunity to access provisions within the MHPAEA which aims to improve physical and emotional health while ensuring that people will receive the care they need at a more reasonable cost.
- **Commonly Misused Substances** – Provided statistics and trends on various types of substances that are misused; which can be useful to distribute to other support organizations.
- **Treatment and Recovery: Finding Personalized Help** – Contained an overview of treatment and recovery support services; which can be useful for people with mental and/or substance use disorders, as well as their loved ones.
- **Join the Voices for Recovery** – Showcased a snapshot of real stories of people who have struggled with a mental and/or substance use disorder and are on a path of recovery. This piece was printed as a portable mini-book that can be easily shared with others to provide strength and inspiration.

In addition, the toolkit included four audience-specific fact sheets to highlight the needs of various groups affected by mental and/or substance use disorders, including:

- **A Policymaker's Guide for Addressing Substance Use and Mental Disorders** – Contained information on how to contact local, State, or Federal policymakers to address the prevalence of mental and/or substance use disorders in communities throughout the United States and urge them to support *Recovery Month*.
- **Substance Use and Mental Disorders Affect All Individuals** – Educated family and friends on ways to help loved ones who suffer from mental and/or substance use disorders seek treatment and recovery support services.
- **Health Care Providers' Role in Addressing Substance Use and Mental Disorders** – Focused on health care providers- including those who work at primary care centers or practices, community health centers (including Federally Qualified Health Centers), trauma centers, pharmacies, and emergency rooms- to educate them about how health reform affects treatment and recovery support services and how to effectively assess and refer patients to these services.
- **Addressing Substance Use and Mental Disorders in the Workplace** – Educated businesses and workplaces on addressing mental and/or substance use disorders in the workplace setting, and how health reform may affect their business.

Resources

The Resources section provided information about local and national behavioral health organizations, and included guidance for promoting **Recovery Month**. A comprehensive list of Federal and State agencies, treatment facilities, and organizations by focus area or State was also included. These resources were available to connect services with those who need them and provide information on how to build coalitions and access recovery communities online.

Documents in the Resources section included:

- **Fast Facts About Health Reform, Substance Use and Mental Disorders, Treatment and Recovery** – A new section for 2011, this fact sheet served as a quick reference to find the latest statistics about mental and/or substance use disorders, treatment and recovery, and health reform and its provisions.
- **New Media Glossary** – A glossary to help promote **Recovery Month**, as well as the effectiveness of treatment and the possibility of recovery, through online channels.
- **Developing Your Social Network** – An instructional guide for developing pages on social media platforms, such as Facebook and Twitter, to interact with the online recovery community.
- **Building Community Coalitions** – Information on how to create and build a coalition, and how to partner with other organizations during **Recovery Month** and year round.
- **Customer Satisfaction Form** – A survey feedback mechanism that could be completed online or submitted in hard copy; input informs future **Recovery Month** observances and materials.
- **Single-State Agency (SSA) Directory: Prevention and Treatment of Substance Use and Mental Disorders** – Contact information for U.S. State and Territory offices that can provide local information and guidance about mental and/or substance use disorders, treatment, and recovery in your community.
- **Planning Partners Directory** – A list of organizations that meet regularly throughout the year to plan **Recovery Month** celebrations.
- **Prevention, Treatment, and Recovery Resources** – An extensive list of mental and/or substance use disorder treatment and recovery resources that cover a wide range of support services.

List of Toolkit Materials

Following is a complete list of all the materials included in the 2011 toolkit:

Signed Support Letters

Health and Human Services 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)

Promoting **Recovery Month** with Events
Working with the Media
Press Materials for Your **Recovery Month** Event
Writing an Op-ed During **Recovery Month**
Official **Recovery Month** Proclamations
Using Public Service Announcements to Promote **Recovery Month**

Targeted Outreach (Print and Online)

Overview: Recovery Benefits Everyone!
Commonly Misused Substances
Treatment and Recovery: Finding Personalized Help
Join the Voices for Recovery
A Policymaker's Guide for Addressing Substance Use and Mental Disorders
Substance Use and Mental Disorders Affect All Individuals
Health Care Providers' Role in Addressing Substance Use and Mental Disorders
Addressing Substance Use and Mental Disorders in the Workplace

Resources (Print and Online)

Fast Facts About Health Reform, Substance Use and Mental Disorders, Treatment and Recovery
New Media Glossary
Developing Your Social Network
Building Community Coalitions
Customer Satisfaction Form
Single-State Agency (SSA) Directory: Prevention and Treatment of Substance Use and Mental Disorders
Recovery Month Planning Partners Directory
Prevention, Treatment, and Recovery Resources

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
- 10,000 printed **Recovery Month** 8.5" x 11" printed announcement flyers (English and Spanish versions)
- 10,000 printed 3.75" x 9" teaser brochures distributed via mailings and conference exhibits prior to the release of the printed toolkits (English and Spanish versions)
- 30,000 reusable lunch bags with a **Recovery Month** logo, National Help Line, and the SAMHSA and **Recovery Month** websites

The **Recovery Month** 2011 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 and mental health treatment authorities and agencies, 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 the hundreds of organizations that received the 75,000 printed toolkits:

- **Addiction Technology Transfer Centers (ATTC)**
- **American Association for Marriage and Families Therapy (AAMFT)**
- **American Dental Association (ADA)**
- **Association of Addiction Professionals (NAADAC)**
- **Association of Persons Affected by Addiction (APAA)**
- **CADCA- Community Anti-Drug Coalitions of America (CADCA)**
- **Catholic Charities**
- **Faces & Voices of Recovery**
- **LifeRing**
- **Massachusetts Organization for Addiction Recovery**
- **National Association for Children of Alcoholics (NACOA)**
- **National Association of State Alcohol and Drug Abuse Directors (NASADAD)**
- **National Conference of State Legislatures**
- **National Council for Alcohol and Drug Dependence (NCADD)**
- **National Council for Patient Information and Education (NCPIE)**
- **National League of Cities**
- **Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs**
- **Talk Therapy TV**

- Teen Challenge
- Texas Department of State Health Services, Community Mental Health and Substance Abuse Services
- The General Board of Church and Society of The United Methodist Church
- U.S. Conference of Mayors
- White Bison

2011 *Recovery Month* Planning Partners

The ***Recovery Month*** Planning Partners are directly involved in planning many aspects of the ***Recovery Month*** initiative, including reviewing and editing the annual toolkit, providing feedback on the PSA concepts, planning events, and providing overarching support to community members during ***Recovery Month*** activities.

The Planning Partners are considered experts in the behavioral health field 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 2011, the ***Recovery Month*** Planning Partners included 159 organizations, an increase of 12 percent, or 17 organizations, from 2010. New Planning Partner organizations in 2011 include:

- American College of Mental Health Administration, The College for Behavioral Health Leadership
- Beit T'Shuvah
- Easy Does It, Inc.
- Foundation for Recovery
- Jewish Alcoholics, Chemically Dependent Persons, and Significant Others (JACS), A Program of the Jewish Board of Family and Children Services
- LifeRing
- Minnesota Recovery Connection
- National Coalition for Mental Health Recovery
- National Rural Alcohol and Drug Abuse
- Reality House
- Reclaiming Futures
- Rockstar Superstar Project
- Sagebrush
- Sobriety TV
- Steppin' Out Radio
- Talk Therapy Television, Inc.
- U.S. Psychiatric Rehabilitation Association (USPRA)

Below is a list of all 2011 Planning Partner organizations:

- A&E Network
- Addiction Survivors
- Addiction Technology Transfer Center (ATTC) Network National Office
- Adult Children of Alcoholics (ACA)World Service Organization (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 for the Treatment of Opioid Dependence (AATOD)
- American Association of Pastoral Counselors
- American Bar Association (ABA) Standing Committee on Substance Abuse
- American Council for Drug Education (ACDE)
- American College of Mental Health Administration (ACMHA)
- American Dental Association (ADA)
- American Mental Health Counselors Association (AMHCA)
- American Psychological Association (APA)
- American Society of Addiction Medicine (ASAM)
- Arab and Middle East Resources Center (AMERC)
- Association for Addiction Professionals (NAADAC), The
- Association of Lesbian and Gay Addiction Professionals and Their Allies, The (NALGAP)
- Association of Persons Affected by Addiction (APAA)
- Association of Recovery Schools (ARS)
- Behavioral Health Services (BHS)
- C4 Recovery Solutions, Inc.
- California Association of Addiction Recovery Resources (CAARR)
- Capitol Decisions, Inc.
- Caron Treatment Center
- Catholic Charities, USA
- Center for Alcohol and Drug Research and Education
- Chicanos Por La Causa, Inc.
- Communities of Tomorrow's Economic Development (CT)
- Community Anti-Drug Coalitions of America (CADCA)
- Connecticut Turning to Youth and Families (CTYF)
- Corporation for Supportive Housing (CSH)
- CRC Health Group
- DC Bar – Lawyers Assistance Program
- Elks Drug Awareness Resource Center
- Employee Assistance Professionals Association, Inc. (EAPA)
- Employee Health Programs
- Executive Office of the President (EOP), White House Office of Faith-Based and Neighborhood Partnerships
- Executive Office of the President (EOP), White House Office of National Drug Control Policy (ONDCP)
- Executive Office of the President (EOP), ONDCP, Information Clearinghouse
- Faces & Voices of Recovery

- Faith Partners
- Foundations Associates
- Foundation for Recovery
- Friends of SAMHSA
- Gaudenzia, Inc.
- Georgetown University, Health Policy Institute
- George Washington University, Ensuring Solutions to Alcohol Problems Initiative
- Health Matrix, Inc.
- International Nurses Society on Addictions
- Jewish Alcoholics, Chemically Dependent Persons and Significant Others (JACS)/A Program of the Jewish Board of Family and Children's Services (JBFC)
- Join Together
- Legal Action Center (LAC), The
- LifeRing
- Massachusetts Organization for Addiction Recovery (MOAR)
- McShin Foundation, The
- Mental Health America (MHA)
- Minnesota Recovery Connection (MRC)
- MusiCares
- Narconon
- Narconon of Oklahoma
- 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 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 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 Coalition for Mental Health Recovery (NCMHR)
- 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 (NCCBH)

- 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 Organization on Fetal Alcohol Syndrome (NOFAS)
- National Rural Alcohol and Drug Abuse Network, Inc. (NRADAN)
- 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
- Oxford House, Inc.
- Partnership at Drugfree.org, The
- Partnership for Recovery (PFR)
- Pennsylvania Department of Health, Bureau of Drug and Alcohol Programs
- Phoenix House
- Portland State University, Graduate School of Social Work
- PRO-ACT
- Providence Center, The
- Psychology Today
- RASE Project, The
- Reclaiming Futures
- Recovery Alliance of El Paso
- Recovery Connection
- Recovery Consultants of Atlanta, Inc. (RCA)
- Recovery Living Network
- Recovery Network Foundation (RNF)
- RecoveryNC
- ReNew Media, LLC
- ReStart, Inc.
- Rockstar Superstar Project (RSSS)
- Sagebrush
- Second Road, Inc., The
- Shinnyo-en Foundation
- SMART Recovery®
- Sobriety TV
- State Associations of Addiction Services (SAAS)

- Steppin' Out Radio
- Stepping Stone of San Diego
- Substance Abuse and Addiction Recovery Alliance (SAARA)
- Support for Addictions Prevention and Treatment in Africa Foundation (SAPTAF)
- Talk Therapy Television
- TASC, Inc. of Illinois
- T.A. Libby Group, The
- Texas Department of State Health Services, Community Mental Health and Substance Abuse Services
- Teen Challenge International
- Treatment Communities of America (TCA)
- Turning Point
- U.S. Department of Defense (DOD)
- U.S. Department of Health and Human Services (HHS)
- HHS, Food and Drug Administration (FDA)
- HHS, Health Resources and Services Administration (HRSA) Poison Control Program
- HHS, National Institutes of Health (NIH), National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- HHS, National Institutes of Health (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, 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
- United States Agency for International Development (USAID)
- University of Baltimore, School of Law Center for Families, Children and the Courts
- Volunteers of America
- White Bison, Inc.

Recovery Month 2011 Events

Recovery Month Kick-Off Events

Recovery Month Press Conference

On Thursday, September 8, 2011, SAMHSA held a press conference to announce the kick-off of **Recovery Month** and release SAMHSA's 2010 **National Survey on Drug Use and Health (NSDUH)** at the National Press Club in Washington, D.C. 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 misusing prescription and illegal drugs, alcohol, and tobacco.

The release of the 2010 NSDUH results helped SAMHSA celebrate the 22nd 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 an increase in illicit drug use from 2008 to 2010, largely driven by a rise in marijuana use, especially among young adults. Statistics from the 2010 NSDUH included:

- 22.6 million Americans aged 12 or older were illicit drug users.
- 17.4 million Americans were current users of marijuana, compared with 14.4 million in 2007.
- The percentage of young adults using illicit drugs rose from 19.6 percent in 2008 to 21.4 percent in 2010.
- 5.1 million adults aged 12 or older were current nonmedical users of prescription pain relievers in 2010.
- The majority (55 percent) of people aged 12 and older who used prescription pain relievers non-medically in the past 12 months received them from a friend or relative for free.
- In 2010, 2.6 million people aged 12 or older (11.2 percent of those who needed treatment for a substance use disorder) received treatment at a specialty facility.
- In 2010, nearly 20.5 million people, or 8.1 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 ONDCP, 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
- **Sandra Huffman**, Person in Recovery
- **Mildred Minor**, Program Coordinator, Arlington Recovery Empowerment Center

Recovery Month Luncheon

Following the press conference, the **Recovery Month** luncheon took place on September 8, 2011, at the Washington Court Hotel in Washington, D.C. The luncheon was hosted by the National Council on Alcoholism and Drug Dependence, Inc. (NCADD), a voluntary health organization dedicated to fighting alcoholism, drug addiction, and the devastating consequences they have on individuals, families, and communities.

More than 200 people attended the luncheon and wore “Believe in Recovery” wrist bands that were provided by the NCADD.

“I wear my wristband all the time and people always ask me about it,” said NCADD President and CEO Robert J. Lindsey. “Virtually everyone has a personal story to tell about how their life has been affected by alcoholism and addiction.”

During the luncheon, Gil Kerlikowske, ONDCP Director, presented NCADD with President Obama’s presidential proclamation which officially declared September as **Recovery Month**.

In the proclamation, President Obama stated that “Recovering from addiction to alcohol and other drugs takes strength, faith and commitment. Men and women in recovery showcase the power each of us holds to transform ourselves, our families and our communities. As people share their stories and celebrate the transformative power of recovery, they also help dispel myths and stigmas surrounding substance abuse and offer hope for lifestyles free from alcohol and other drugs.”

SAMHSA Administrator, Pamela Hyde and CSAT Director, Dr. H. Westley Clark, presented awards to four organizations in recognition of their outstanding work in support of **Recovery Month**. The winners of the inaugural **Recovery Month** Community Event Award were MATForce (Prescott, AZ), Providence Center for Recovery (Providence, RI), NCADD Greater Detroit (Detroit, MI), and the Massachusetts Organization For Addiction Recovery (Boston, MA). In addition, the 9th Annual Rhode Island Rally 4 Recovery was recognized by SAMHSA as the top rally in the Nation in 2010.

“The State of Rhode Island is honored to be a part of the **National Recovery Month** movement, and we look forward to making this month the biggest and best ever,” said Jim Gillen, event organizer and executive director of the Anchor Recovery Community Center in Providence.

The luncheon’s featured speaker was singer and songwriter Judy Collins, an advocate of recovery for many decades. The author of two books, one of which focused on the loss of her son after his own struggles with addiction, Collins spoke of her experiences and the role recovery has played in her life. “I am grateful that everywhere I go I can have a sober life – grateful because I am one of the fortunate ones, able to talk about this disease, my recovery and tell my experience,” Collins said.

The luncheon speakers included (in order of appearance):

- **Harold G. Hathaway III**, Chair of NCADD Board of Directors
- **Robert J. Lindsey**, President and Chief Executive Officer of NCADD
- **Benjamin A. Jones**, President and Chief Executive Officer of NCADD Greater Detroit Area
- **Roger Bensinger**, NCADD Board Member
- **Judi M. Kosterman**, NCADD Board Member
- **R. Gil Kerlikowske**, ONDCP Director
- **Donald G. Jorgensen**, NCADD Board Member
- **Pamela S. Hyde**, SAMHSA Administrator
- **Beverly Haberle**, Executive Director of the Council of Southeast Pennsylvania, Inc.
- **Dr. H. Westley Clark**, CSAT Director
- **Martha B. Alexander**, NCADD Board Member
- **Judy Collins**, Special Guest

Photos from the 22nd Annual *Recovery Month* Luncheon



R. Gil Kerlikowske, ONDCP Director and Robert J. Lindsey, NCADD President/CEO



Martha B. Alexander, NCADD Board Member



Harold G. Hathway, NCADD Chairman, at podium

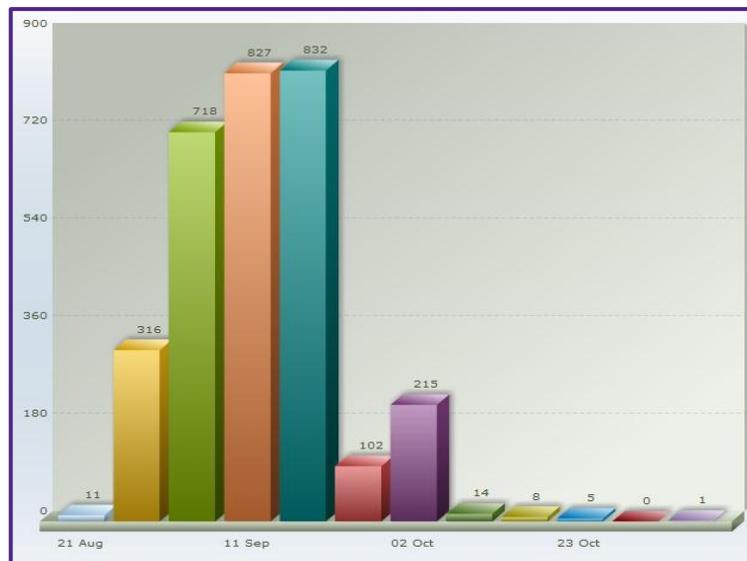


SAMHSA Award Recipients Jim Gillen of the Providence Center and Craig Stenning of the Rhode Island Department of Mental Health with Pamela Hyde, SAMHSA Administrator and Dr. H. Westley Clark, SAMHSA/CSAT Director

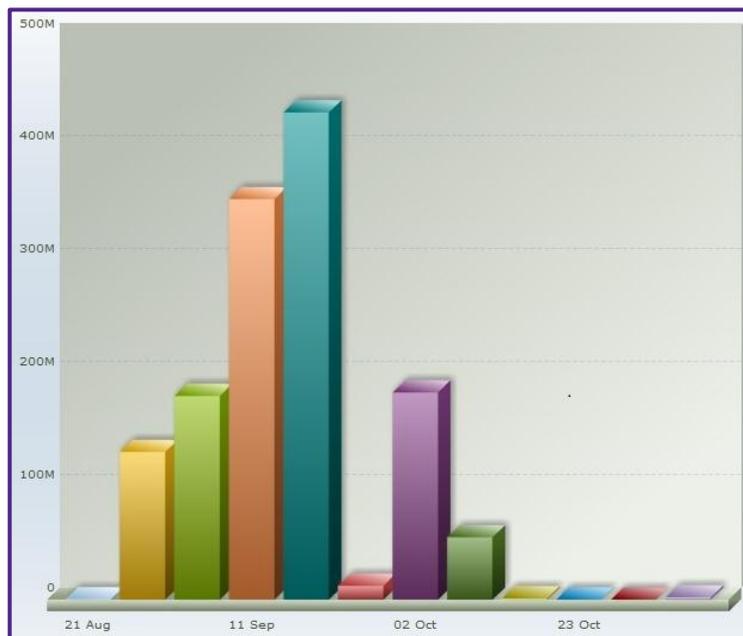
Media Coverage

SAMHSA monitored media coverage for all national and local **Recovery Month** events taking place throughout the country during August, September, October, and November in newspapers, magazines, and online. To date, **Recovery Month** 2011 has garnered mentions in 455 print and 2,594 web articles. This amounted to a total of 3,049 mentions in publications and online outlets, with collective impressions reaching 1,352,188,877 individuals. Compared with 2010, **Recovery Month** garnered 1,510 more mentions in media coverage and 343,682,648 more impressions in 2011. By type of media (print articles and impressions), the charts below display the amount of coverage accrued from August to November 2011.

**Number of Articles by Week
(August 21 – November 6
2011)**

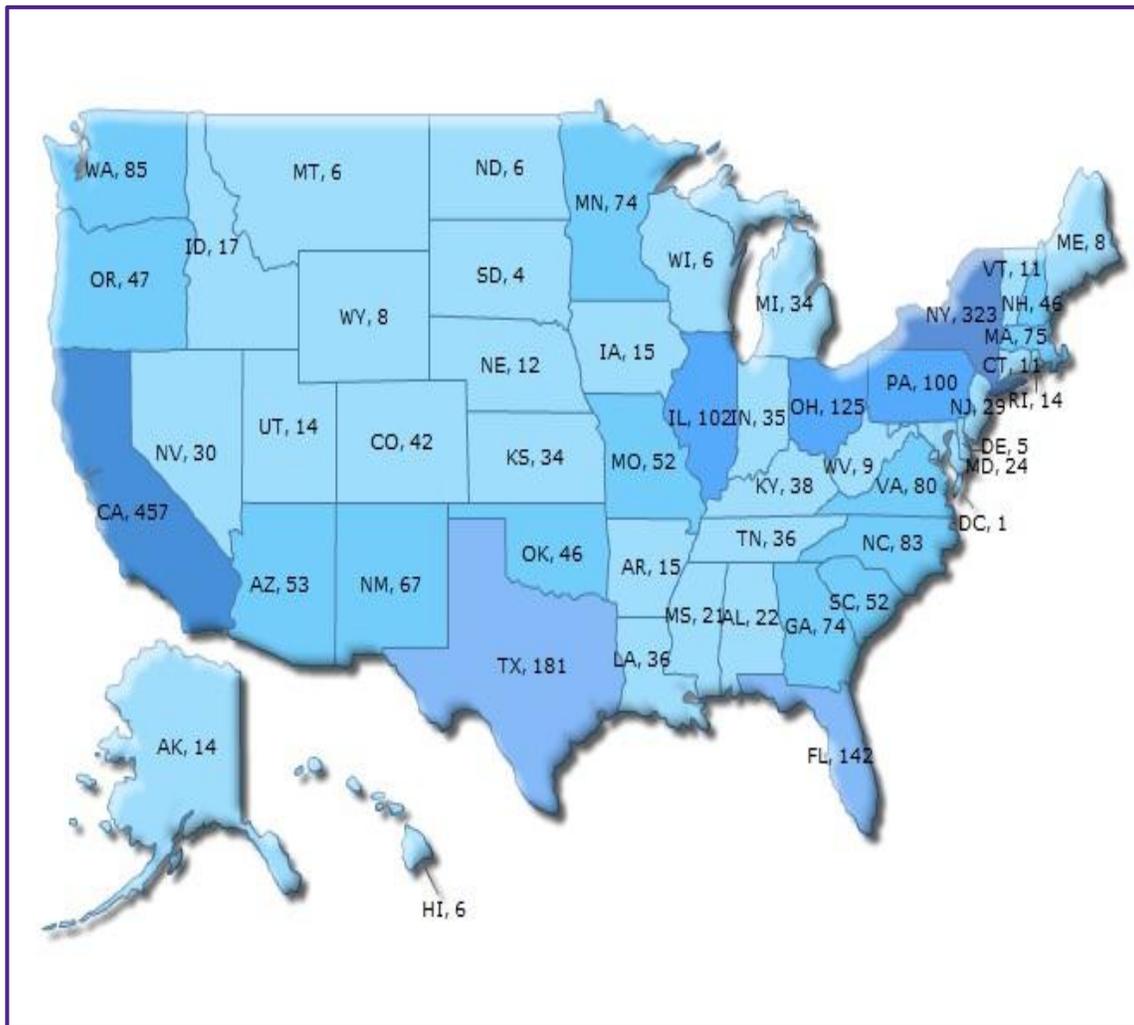


**Number of Impressions by Week
(August 21 – November 6
2011)**



Media coverage from August through November had a combined media value of about \$7,328,026, derived from the 1,352,188,877 individual media impressions collected across the country. California had the most **Recovery Month** media coverage, with 457 articles written. In addition, New York had 323 articles, Texas had 181, and Florida had 142. The map below outlines the total media coverage (newspaper, magazine, and online) by State for August through November.

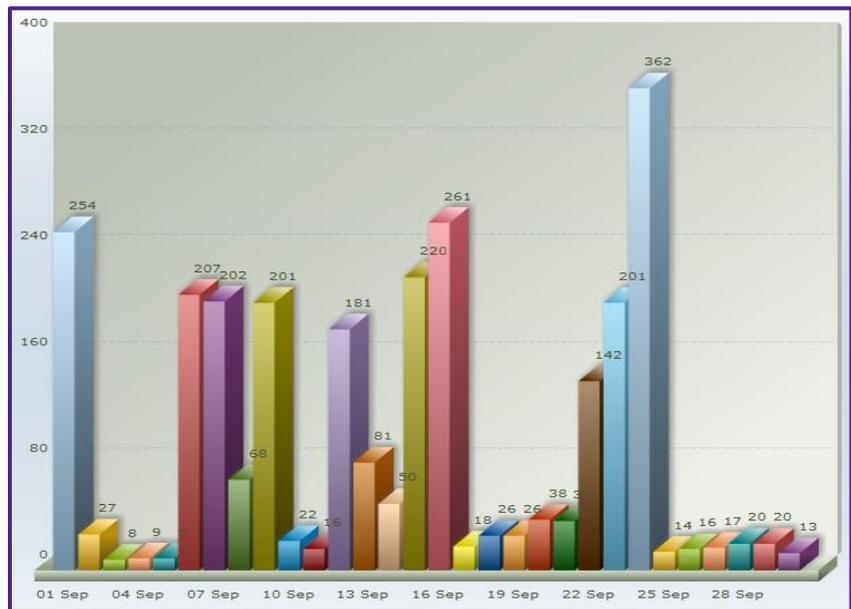
Coverage by State



In September, **Recovery Month** was mentioned in 403 print and 2,363 web articles. This was a total of 2,766 mentions in publications and online outlets, which was 1,227 more mentions than in 2010. September articles garnered 1,103,166,393 out of the total 1,352,188,877 individual media impressions for **Recovery Month** in 2011. The total media value for publications and online mentions in September was approximately \$7,042,874. Combined, August, September, October, and November had a media value of about \$7,328,026. Days around September 1, 16, and 24 accrued the most media coverage for the month.

In September and October, event organizers distributed 17 press releases about **Recovery Month**, helping to garner more than 1,600 mentions of **Recovery Month** in the media. Press releases with the greatest media coverage included “Gateway Foundation to Host Open House Events Across Illinois in Honor of National **Recovery Month** in September,” which was picked up by approximately 197 media outlets. Additionally, “Treatment Solutions Network Kicks Off **National Recovery Month** with 2nd Annual High School Essay Contest” was redistributed by about 170 media outlets.

Number of Articles by Day
September 2011



SAMHSA-Sponsored Events and Community Forums

This year, SAMHSA sponsored 81 **Recovery Month** local community events, reaching 2,165,166 people nationwide. SAMHSA sponsored 28 more events in 2011 than in 2010. 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.

Cities that hosted official SAMHSA-sponsored **Recovery Month** 2011 community events included:

- Buffalo, NY
- Daytona Beach, FL
- Denver, CO
- Fresno, CA
- Honolulu, HI
- Kansas City, MO
- Lansing, MI
- Los Angeles, CA
- Minneapolis, MN
- Philadelphia, PA
- Phoenix, AZ
- Portland, OR
- Salt Lake City, UT
- Somerville, MA
- Tampa, FL
- Vancouver, WA
- Washington, DC

In particular, SAMHSA collaborated with the Entertainment Industries Council, Inc. (EIC), FX Network, and News Corporation to present the Prism Awards, a nationally televised awards show that first aired in 2009. This awards show recognized the accurate depiction of drug, alcohol, and tobacco use and addiction in film, television, interactive outlets, music, DVDs, and comic book entertainment. The Prism Awards garnered 557,000 viewer impressions.



SAMHSA Administrator Pamela Hyde along with EIC CEO Brian Dyak at the Prism Awards

SAMHSA sponsored the Art of Recovery Expo, an all-day public event in Phoenix that celebrated **Recovery Month** while providing a host of educational workshops and resources. On September 24, dozens of exhibitors - including counselors, agencies, treatment facility representatives, marriage and family therapists, and behavioral health specialists - gathered to discuss prevention, treatment, and recovery options. They provided positive solutions to anyone facing challenges from mental and/or substance use disorders.



Panelists field questions at the Art of Recovery Expo

In Kansas City, MO, SAMHSA sponsored the 2nd Annual Mike Johnson Memorial Walk for Recovery. The event was held to raise community awareness about mental and/or substance use disorders and to remember Mike Johnson, whose life ended too short due to these behavioral health conditions. The event took place in Washington Square Park on September 10 where attendees participated in a 5K walk and enjoyed a live performance by blues musician Ernest James Zydeco.

In 2011, SAMHSA continued to sponsor events at various Major League Baseball games across the country. Community Anti-Drug Coalitions of America (CADCA) contracted with five local organizations to host these events:

- Minnesota Twins: Minneapolis, MN – Minnesota Recovery Connection
- Tampa Bay Devil Rays: Tampa, FL – BayCare Behavioral Health
- Philadelphia Phillies: Philadelphia, PA – Pro-Act
- Washington Nationals: Washington, DC – DC Recovery Community Alliance
- Los Angeles Dodgers: Los Angeles, CA – Behavioral Health Services



Attendees at the Mike Johnson Memorial Walk for Recovery



To promote the events, local organizations developed news releases, event invitations, and flyers with SAMHSA and **Recovery Month** logos. Event invitees included State and local lawmakers and dignitaries, and leaders in the recovery community, including CSAT Director of Consumer Affairs, Ivette Torres, who attended the Washington, DC, event. **Recovery Month** was recognized during opening game ceremonies, on-field presentations, and during PSA airings on the jumbotron.

In Hawaii, SAMHSA sponsored two events – the Waianae Men in Recovery & Children in Recovery Campout and the Waianae Women in Recovery & Children Campout. The three-day campouts brought together people in recovery and their children for a weekend. Meetings and workshops focused on issues pertaining to teens and families. With these bonding activities, the campouts strengthened, encouraged, and united families through awareness, unity, compassion, and hope.

Special guest SAMHSA/CSAT Consumer Affairs
Director Ivette Torres at Nationals Park.

Locally-Sponsored Community Events

Community events have consistently spread the **Recovery Month** message and engaged the community. In 2011, there were 1,227 **Recovery Month** events (a 14 percent increase, or 155 more events than the 1,072 events held in 2010) in all 50 States, the District of Columbia, Puerto Rico, and five countries outside of the U.S. A total of 1,556,990 individuals attended **Recovery Month** events, a 66 percent decrease from the 3,888,160 projected attendance in 2010, but 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 their event's 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 report template for future years. Also available on the **Recovery Month** website was a Community Event PSA, which allows supporters to promote their event with either a generic or customizable television public service announcement. The PSAs were developed by Odyssey Networks and have an unlimited shelf life. After adapting the PSA with local event information, users can then encourage local television stations to air or upload it to a website.

Recovery Month events encompassed a variety of activities, such as festivals, recovery worship services, recovery walks and 5K races, town-hall meetings, fundraisers, sporting events, and local rallies. Some examples of successful 2011 community events follow.

As in previous years, Rally for Recovery! events sponsored by Faces & Voices of Recovery united thousands in the recovery community. The 2011 hub event Recovery Walks!, held in partnership with PRO-ACT, drew a record crowd of 15,000. On September 24, thousands gathered at Penn's Landing in Philadelphia and walked through the heart of this historic city. The Honor Guard, those with 10 or more years of recovery, led the group with 377 Honor Guard members representing 6,244 years of recovery.



SAMHSA Administrator Pam Hyde and SAMHSA/CSAT Director Dr. Westley Clark lead Recovery Walks! participants in Philadelphia.

Many special guests attended the event, including ONDCP Director Gil Kerlikowske, SAMHSA Administrator Pamela Hyde, and SAMHSA/CSAT Director Dr. Westley Clark. The program was emceed by veteran broadcast journalist and person in recovery Laurie Dhue. One of the most entertaining portions of the event was the "Recovery Idol" competition, which had attendees on their feet and dancing.

Rally 4 Recovery – the largest recovery event in Rhode Island to date – brought together an estimated 4,000 attendees to recognize those in the recovery community, promote recovery services, and educate the community about mental and/or substance use disorders. The festival-style event was held on September 10, at the Roger Williams National Memorial in Providence. The family-friendly day of celebration included educational speakers, live bands and performers, and even a rock-climbing wall. In Tampa, FL, the Drug Abuse Comprehensive Coordinating Office, along with the Recovery Center at University of Florida, hosted "Opening Doors to a Drug Free Community" on September 25. The main event of the afternoon was the screening of a personal documentary, "The Secret World of Recovery," which follows Leslie Glass and her daughter Lindsey as they travel the country exploring changes in treatment and perceptions surrounding behavioral health conditions since Lindsey entered a treatment facility 11 years ago.



Live entertainment at the Rally 4 Recovery in Providence, RI

Both Leslie and Lindsey attended the event to answer questions and share their personal stories. The event also included a silent auction, a prevention expo, and an art exhibit featuring local Tampa artists. It was a huge success, with 2,300 attendees gathering to celebrate the recovery journey.

While these are just a sample of the 1,227 events held for **Recovery Month** in 2011, events nationwide brought individuals together to raise awareness about behavioral health issues and share that people can recover.

International Recovery Month Events

Several international communities celebrated **Recovery Month** this year. Eight events were held in Cardiff, Wales; Nassau, Bahamas; Toronto, Canada; Hertfordshire, England; and Berlin, Germany. These events included educational programs, barbeques, conferences, and yoga retreats. This is an increase from the four international events held in 2010, which took place in Bermuda, Egypt, and Scotland.



Participants of the UK Recovery Walk gather at Cardiff City Centre

Building upon the success of prior UK Recovery Walks held in Glasgow and Liverpool, 2,000 people attended the 3rd annual UK Recovery Walk held in Cardiff. The event, sponsored by the UK Recovery Federation, brought thousands of people to Cardiff City Centre to celebrate that recovery is a reality.

The UK Recovery Federation also hosted a Recovery Summit, titled *“Many Pathways to Recovery: Building on Our Strengths.”* The summit featured speakers from the U.S. Veterans Health Administration, the National Addictions Centre at King’s College London, and the UK Harm Reduction Association.

In Nassau, Yoga of Recovery hosted 14 students at a certification course, as well as 9 students at a recovery retreat. One student in recovery from a substance use disorder said the retreat “strengthened me at the very core of my existence and gave me tools that allow me to have inner peace in the most chaotic situations.”

Recovery Month is truly becoming a worldwide effort. In fact, an affiliate chapter of the United States-based Faces and Voices of Recovery was established in South Africa to advocate against social prejudice associated with substance use disorders, and promote recovery from all types of addictions. Other **Recovery Month** supporters are working to establish similar collaborations across the world to emphasize prevention, encourage treatment, and celebrate recovery.

Recovery Month Public Service Announcements (PSAs)

SAMHSA developed the 2011 **Recovery Month** public service announcements (PSAs) to raise awareness that help is available among individuals in need of treatment and recovery services, for themselves or someone they know. Two concepts, “Steps” and “Milestones,” were produced for television and radio audiences in both English and Spanish. In 2011, a viral video, “Why Recovery,” was created and released online to show the benefits of recovery.

The “Milestones” PSA illustrated the literal walk of a man who has recognized his need for treatment for a mental and/or substance use disorder. The man begins his journey walking by others who have benefited from recovery, including a support group member in long-term recovery, a woman who has started her own business, a father and son who have reconnected, and a group of friends celebrating a recovery milestone.



Numerical graphics represent the days, months, or years they have been in recovery. In the final scene, the lead character walks into his house and is greeted by his wife and daughter. He then reveals it is his first day in recovery and shows his face for the first time by looking in a mirror with a sense of determination and contentment.

The “Steps” PSA was depicted from the point of view of a woman who has prevailed in her recovery journey and is living a fulfilling life free of addiction and depression. The story shows how recovery has positively affected her educational and professional aspirations, personal achievements, and relationships with family and friends. The character conveys that every step she takes in recovery benefits everyone around her.

The PSAs featured a diverse casting of individuals and used both English and Spanish voiceover tracks. The PSAs encouraged viewers to call SAMHSA’s National Helpline, 1-800-662-HELP (4357) for 24-hour, free and confidential information and treatment referral.

Additionally, SAMHSA created open-ended versions of the spots to allow local television stations and community groups to personalize the PSAs with their logo, slogan, or telephone number at the end of the PSAs.

The viral video PSA, “Why Recovery,” was created exclusively for online purposes and is longer than the two traditional PSAs. The video, created in both English and Spanish, is 1 minute and 20 seconds long and depicts the benefits of recovery through graphics and upbeat music.

The 2011 PSAs, as well as past years’ PSAs, are available on <http://www.recoverymonth.gov> and the **Recovery Month** YouTube channel. The 2011 PSAs are also available through the National Association of Broadcasters’ (NAB) website, <http://www.nab.org/>.

Television PSA Distribution and Airtime

The 2011 television spots, “Steps” and “Milestones,” were produced in 15-, 20-, and 30-second spots in both English and Spanish. The television PSAs were distributed to approximately 1,000 TV stations starting in August 2011 through the end of December. Between those months, the PSAs aired a total of 11,336 times, equaling 79.46 broadcast hours, through 173 outlets in 79 markets. The PSAs garnered approximately 141 million viewer impressions at an estimated earned media value of \$1,442,880. The 2011 **Recovery Month** TV PSA campaign ranked 48 out of 1,562 campaigns monitored by Nielsen through December 2011, putting it in the top 3 percent of all campaigns for September, October, November, and December. Additionally, 41 percent of the plays to date have been in the 50 largest TV markets.

Radio PSA Distribution and Airtime

The 2011 “Steps” and “Milestones” radio PSAs were developed in 20-second and 30-second spots in both English and Spanish. The radio spots were distributed to approximately 3,500 radio stations nationwide. By the end of December, the radio spots aired 8,868 times in 81 outlets, reaching 60 cities in 31 States, resulting in an estimated earned media value of \$465,370, with more than 65 million listener impressions.

Sustainability

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

From 2007 through December 2011, all television PSAs from 2007-2011 **Recovery Month** campaigns yielded a total estimated earned media value of \$15,717,882 and approximately 1,636,011,885 viewer impressions. Similarly, from 2007 through December 2011, all radio PSAs from 2007-2011 **Recovery Month** campaigns yielded an estimated earned media value of \$4,791,126 and approximately 683,920,874 listener impressions.

The following charts represent the exposure of each year’s campaign over time. The **Recovery Month** PSAs have been recognized with multiple awards, which are detailed in a later section.

Television Impressions, 2007 – 2011 (Cumulative Totals)

Year (Title)	Airings	Broadcast Hours	Outlets	Markets	Media Value	Viewer Impressions
2007 (Celebrate/Cost) (2007-2010)	22,432	166.39	390	174	\$2,325,300	303,709,627
2008 (Butterfly/Lock & Key) (2008 -2011)	51, 234	346.79	908	200	\$3,607,778	383,968,492
2009 (Making Sense/Black and White in Color) (2009-2011)	54,037	367.77	347	119	\$4,668,984	476,454,546
2010 (Mother/Hard Work) (2010- 2011)	36,367	270.51	232	89	\$4,124,085	371,495,597
2011 (Steps/Milestones) (August-December 2011)	8,772	61.83	140	62	\$991,735	100,383,623
TOTAL	121,608	1,213	2,017	644	15,717,882	1,636,011,885

Radio Impressions, 2007 – 2011 (Cumulative Totals)

Year (Title)	Airings	Broadcast Hours	Outlets	Cities/ States	Media Value	Listener Impressions
2007 (Celebrate/Cost) (2007-2010)	25,075	190	161	140/41	\$1,311,539	189,000,000
2008 (Butterfly/Lock & Key) (2008-2011)	25,119	191	177	158/46	\$1,300,000	173,000,000
2009 (Making Sense/Black and White in Color) (2009-2011)	20,554	162	247	142/45	\$1,000,000	162,000,000
2010 (Mother/Hard Work) (2010- 2011)	13,980	108.62	150	96/39	\$740,462	96,888,884
2011 (Steps/Milestones) (August-December 2011)	8,379	63.83	78	58/29	\$439,125	63,031,990
TOTAL	93,107	715	813	594/200	4,791,126	683,920,874

Markets

The 2011 television PSAs played in several top-tier media markets, many of which included Spanish-speaking audiences. These markets included:

- Los Angeles, CA
- San Francisco, CA
- Washington, DC
- Atlanta, GA
- Chicago, IL
- Boston, MA
- New York, NY
- Philadelphia, PA
- Houston, TX
- Detroit, MI

Among these top 10 markets, viewer impressions totaled 30,866,410 million out of the total 100,383,623 impressions. Television PSA spots in top-50 markets accounted for 43 percent of plays.

The 2011 radio PSAs also played in several top-tier media markets, many of which included Spanish-speaking audiences. These markets included:

- Los Angeles, CA
- Dallas-Ft. Worth, TX
- Seattle-Tacoma, WA
- Tampa-St. Petersburg, FL
- Minneapolis-St. Paul, MN
- Denver, CO
- Portland, OR

Airings in these markets accounted for more than 7 million out of the 65,311,187 million listener impressions between August and December 2011.

Interactive *Recovery Month* Web-Based Activities and Information

In 2011, the **Recovery Month** website introduced additional pages, features, and products to promote the initiative and increase accessibility. Enhancements to the site included a Spanish portal, SAMHSA's first mobile website (an optimized version of <http://www.recoverymonth.gov>), a "Get Involved" page highlighting various ways to participate in **Recovery Month**, recovery e-cards, an inspirational quotes widget that can be shared on websites or social media platforms, and multiple formats for viewing or sharing **Recovery Month** video products. Additionally, SAMHSA launched new activities to reach new audiences or deepen relationships with existing audiences – including a website usability study, an event planner case study, and a Google advertising campaign.

A usability study was conducted in June and July 2011 to learn how to improve <http://www.recoverymonth.gov>'s information architecture, design, terminology, task flow, and overall user experience. A total of 25 participants who represented a cross-section of four typical **Recovery Month** types of website users participated in the study. The user types were: people in recovery and friends and family of those in recovery; treatment and recovery service providers; event planners; and community leaders. The usability study provided recommendations for improvement, which will be implemented into the 2012 website design.

An event planner case study was conducted in June and July 2011 to determine themes and trends among **Recovery Month** event planners so that new resources could be tailored to meet their needs. In-depth interviews were conducted with 11 event planners (9 were **Recovery Month** 2010 event planners and 2 were event organizers who have not participated in **Recovery Month**). Recommendations stemming from the case study included methods to recruit new and retain current participants, improve visibility, expand the observance, and provide education and outreach. These recommendations will be implemented for the 2012 website.

The first-ever SAMHSA Google campaign ran from September 9 – October 13, 2011. The goals of the campaign were to 1) drive awareness of **Recovery Month**, 2) increase the number of new visitors to the **Recovery Month** website while specifically promoting participation in **Recovery Month** events, and 3) promote the extensive resources available on the website. The Google campaign contained both search ads and display ads. According to the campaign results, Google Adwords drove 30 percent of site traffic during **Recovery Month**, and 89 percent were new visitors. Google Adwords delivered 15,146 incremental visitors to <http://www.recoverymonth.gov> and 17,344,555 **Recovery Month** ad impressions.

Additionally, the 2011 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 2011. The “News” section on the home page allowed easy access to current news from SAMHSA, **Recovery Month**, and other organizations. A total of 65 *Voices for Recovery* stories (personal stories about individual recovery journeys) were posted on the 2011 website, including some *Video Voices*.

The 2011 web impression numbers showed tremendous growth and were higher overall than ever before, with:

- Hits: 31,292,952 in 2011 , an increase of 28 percent over the 24,366,353 hits in 2010
- Page views: 13,807,734 in 2011, a 115 percent increase from 6,431,179 in 2010
- Total visits: 1,742,733 in 2011, a 7 percent increase from 1,633,479 in 2010
- Repeat visitors: 127,094 in 2011, an 18 percent increase compared with 107,444 in 2010
- Average daily views: 38,295 in 2011, a 118 percent increase from 17,560 in 2010

September 2011 saw a dramatic increase in traffic when compared with September 2010, including:

- Page views: 1,950,397 in September 2011, a 119 percent increase from 891,697 in September 2010
- Hits: 5,536,848 in September 2011, a 26 percent increase from 4,395,325 in September 2010
- Visits: 391,403 in September 2011, a 65 percent increase from 237,806 in September 2010
- Unique Visits: 190,164 in September 2011, a 62 percent increase from 117,494 in September 2010
- Repeat Visitors: 31,641 in September 2011, a 59 percent increase from 19,901 in September 2010

Please refer to the next page to view the **Recovery Month** 2011 home page.

Recovery Month Web site



A Life in the Community for Everyone
SAMHSA
Substance Abuse and Mental Health Services Administration

*Prevention Works
Treatment is Effective
People Recover*

Home | About Recovery Month | Banners, Logos, and Flyers | Contact Us
Log In

**National Alcohol & Drug Addiction
Recovery Month
SEPTEMBER 2011**

Search the Site for Resources
Enter a Keyword [GO](#)

Find Recovery Events Near You
Enter a ZIP Code [GO](#)

- About *Recovery Month* >
- Press Room >
- Banners, Logos, and Flyers >
- Recovery Month* Kit >
- Community Events >
- Recovery Month* Multimedia >
- Planning Partners >
- Proclamations >
- Gratitude & Support >
- Resources >
- Voices for Recovery >
- Need Treatment or Help? >



The 2011 Kit
Pre-Order it today.

September is *Recovery Month*
The *Recovery Month* Web site aims to promote the societal benefits of alcohol and drug use disorder treatment, laud the contributions of treatment providers, and promote the message that recovery from alcohol and drug disorders in all its forms is possible.

[Learn More](#) | [Resources Throughout The Year](#) | [How To Participate](#)

Resources For Event Planners

Tools and information for individuals and organizations planning a *Recovery Month* event.

- Become an Event Planner
- Post an Event or Activity

Recovery Resources

For individuals seeking information on treatment, recovery and where to turn for help.

- Need Treatment or Help?
- Search for Recovery Resources

Year To Date 1065 Events 33 Voices 173 Proclamations

What's New [View all the News](#)

(12/07/2010) Second-hand Smoke Kills 600,000 A Year: WHO Study
(12/07/2010) More Teens Getting Dangerous Prescriptions

Community Event PSA 1 2 3

Community Event PSA
The *Recovery Month* television PSAs are available in two formats: The first is a generic PSA that discusses *Recovery Month* and encourages individuals to visit the *Recovery Month* Web site and find a *Recovery Month* event in their area. The second PSA is customizable with an open ending so that organizations can add in their local *Recovery Month* event information to promote support and attendance.
[View PSA](#)

Events By State Accessible view (without map)



Map Legend: Number of Events
1 18 35 52 69 or more

[View All Events Worldwide](#)
[Search For An Event](#) | [Post An Event](#)

Connect with *Recovery Month*   



The *Recovery Month* effort aims to promote the societal benefits of alcohol and drug use disorder treatment, laud the contributions of treatment providers, and promote the message that recovery from alcohol and drug use disorders in all its forms is possible.

Materials and events posted on the *National Alcohol and Drug Addiction Recovery Month (Recovery Month)* Web site are solely the responsibility of the authors and do not necessarily represent the official views the U.S. Department of Health and Human Services, the Substance Abuse and Mental Health Services Administration or the Center for Substance Abuse Treatment.

© *National Alcohol & Drug Addiction Recovery Month* 2010

Contact *Recovery Month* | Staff Directory | CSAT | CSAP | CMHS



Behavioral Health is Essential to Health

[SAMHSA Home](#)
[SAMHSA News](#)
[Contact SAMHSA](#)
[Accessibility](#)
[Privacy](#)
[Disclaimer](#)
[FOIA](#)
[Site Map](#)

[The White House](#)
<http://www.HHS.gov>
<http://www.HHS.gov>
<http://www.Grants.gov>

Adobe™ PDF and MS Office™
formatted files require software viewer programs to properly read them. Click here to download these FREE programs now.

Connect with SAMHSA



Treatment is Effective

People Recover



SAMHSA's mission is to reduce the impact of substance abuse and mental illness on America's communities.

Substance Abuse & Mental Health Services Administration • 1 Choke Cherry Road • Rockville, MD 20857 • 1-877-SAMHSA-7

Social Media

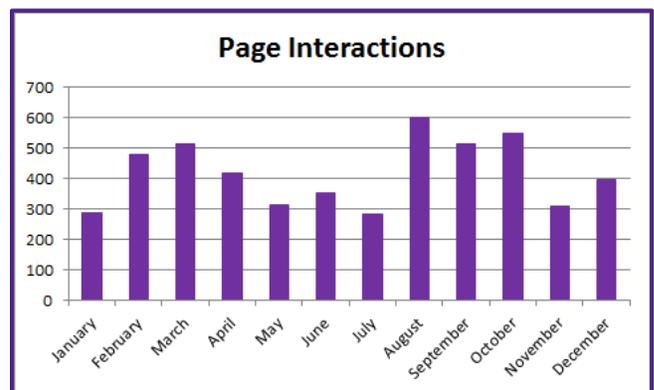
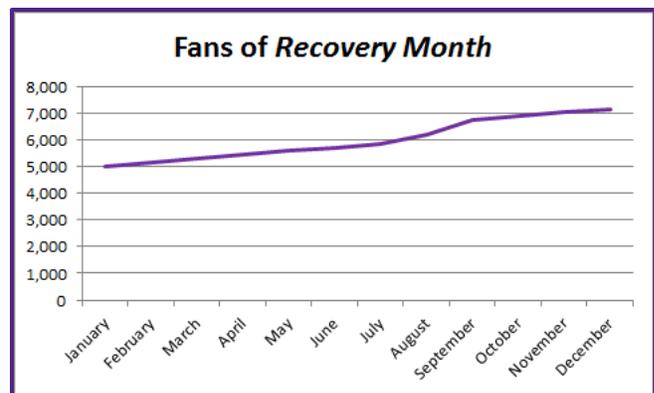
In 2011, SAMHSA bolstered its **Recovery Month** online program by adding new tools and resources to support those in recovery and increase awareness of **Recovery Month**. To garner support and expand interaction between the **Recovery Month** campaign and members of the online recovery community, SAMHSA implemented the following tactics:

- Increased its audience on Facebook and Twitter
- Hosted a series of Twitter chats
- Developed an online *Pledge for Recovery*
- Launched an assortment of recovery e-cards
- Created an inspirational quotes widget
- Published a monthly new media e-newsletter
- Uploaded additional content to its YouTube channel
- Continued interacting with bloggers

Facebook

Since the **Recovery Month** Facebook page was launched in July 2009, it has served as a place where people can speak openly about recovery and interact with their peers. The Facebook page is also a social hub of recovery information where SAMHSA can share news, resources, and words of encouragement.

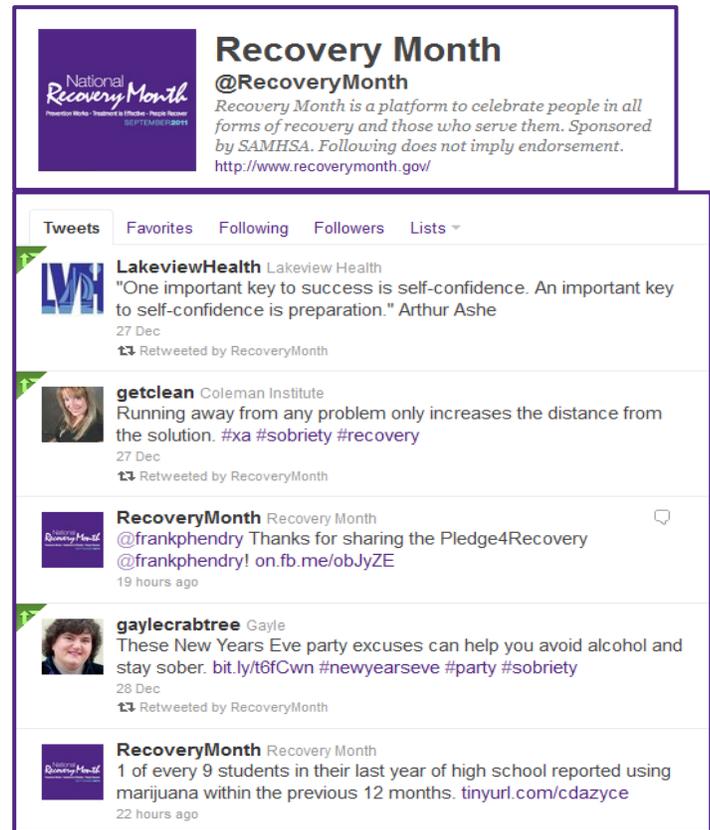
In 2011, the page garnered 2,223 additional fans, for a total of 7,121 fans (fans are also referred to as people who “like” the Page). The page’s growth remained steady throughout the year, averaging 150-200 new fans per month. As highlighted in the “Page Interactions” chart, participants, including treatment centers, people in recovery, and recovery organizations, were active throughout the year commenting on, liking, and sharing **Recovery Month** statuses.



Twitter

Twitter is a social network service that allows its users to send posts of a maximum of 140 characters. It fosters real-time, rapid response communication with key audiences, including treatment providers, those in recovery, and **Recovery Month** Planning Partners. The **Recovery Month** Twitter account allowed SAMHSA to increase interactions with the community by sharing inspirational quotes, congratulations, and words of encouragement. It also allowed SAMHSA to position **Recovery Month** as an expert voice on the topic of recovery.

Since its launch in January 2010, the **Recovery Month** Twitter account has gained more than 3,512 followers; the account gained 2,390 followers in 2011 alone. Regular interaction with these users helped to raise awareness of **Recovery Month** and allowed others to see that recovery is possible. The image on the right displays a snapshot of conversation through the **Recovery Month** Twitter account.



Twitter Chats

For the first time in 2011, SAMHSA held a series of three Twitter chats – organized discussions centered on the topic of recovery. To further share the expertise of **Recovery Month** and its Planning Partners, SAMHSA hosted Twitter chats on topics ranging from prevention of substance use to young people in recovery. The Twitter chats educated participants, further demonstrated the expertise of those involved with **Recovery Month**, drove traffic to the **Recovery Month** Twitter platform, and allowed supporters of **Recovery Month** to engage with one another in real time.

The June #RecoveryChat was co-hosted by SAMHSA/CSAP Director Frances Harding and focused on prevention and early intervention for mental and/or substance use disorders. The July #RecoveryChat discussed young people in recovery and was co-hosted by Danielle Tarino, SAMHSA employee and Association

of Recovery Schools board member. The September #RecoveryChat focused on **Recovery Month**, including how to celebrate recovery year round, and was co-hosted by SAMHSA employees, CMHS Director Kathryn Power and CSAT Director Dr. H. Westley Clark.

More than 100 Twitter users participated in the three chats and news of the chats and the chat content yielded over one million impressions. Participants included recovery organizations, treatment facilities, counselors, and individuals in recovery. To the right is a snapshot of the Twitter chat conversation.

Q1: What approaches to treatment and recovery are effective for young people with mental and/or substance use disorders? #RecoveryChat

Q1: outpatient programs w/schools as part of the infrastructure work well bc there's available treatment staff at the ready. #recoverychat

Q1: A treatment program should address both issues simultaneously otherwise the young person will cycle in and out of each #recoverychat

Pledge for Recovery

To provide the public with actionable ways to support recovery, SAMHSA developed a Facebook pledge that highlights numerous “small steps” people can take to support recovery, such as attending a support meeting or hosting an alcohol-free event. Participants can pick up to four options on four topics – prevention, awareness, support, or education – as a pledge of support to themselves or others in recovery. Participants are then encouraged to share their pledge with friends and ask them to take the pledge, too. The pledge is also a way to combat misconceptions about people in recovery and to raise awareness of **Recovery Month** and SAMHSA’s *Strategic Initiatives*. Since its launch in August, 694 people have taken the pledge.

PLEDGE 4 RECOVERY National Recovery Month SAMHSA

1 Pledge to Support Recovery

Recovery benefits everyone and we can all do something—however small—to make a difference. Choose up to four items below to pledge your support for prevention of mental and substance use disorders, individuals in recovery, and programs that provide resources to those in recovery and their loved ones.

After taking the pledge, share it via Facebook, Twitter, and email. Encourage your friends, neighbors, and loved ones to “Pledge 4 Recovery” as well. Together we can make a difference, one action at a time!

Prevention Awareness Support Education

- Be a role model for youth in your community by abstaining from alcohol and substance use.
- Encourage your local school district to implement an alcohol and substance misuse [prevention program](#).
- Talk with a loved one who has been having a difficult time and discuss things that are bothering him/her.
- Point loved ones in the direction of [resources](#) that can help them improve their emotional, behavioral and mental health.
- Support a [program or organization](#) that provides support for at-risk populations, such as youth, Tribal communities, and military families.
- Encourage your children, friends, and family members to improve their behavioral and emotional health by promoting ample rest, a healthy diet, physical exercise, and time outdoors.

First Name (Optional) Zip Code (Required)

Why I Support Recovery (Optional) **SUBMIT**

Post to Your Wall

I just took the pledge for recovery! You should, too.

Take The Pledge
www.facebook.com
I just Pledged 4 Re-
pledge here http://
/RecoveryMonth/2
4 via Pledge4Recovery (RM)

Share this with your friends

To: Import contacts
From: Google | Yahoo!

Write your comment here...

RecoveryMonth Pledge
RecoveryMonth Pledge
<http://www.facebook.com>

Pick one or more destinations:

Email Facebook Twitter LinkedIn Yahoo! More **Share**

@liammersereau
Brad Mersereau

I just Pledged 4 Recovery with @RecoveryMonth! Support recovery with me shar.es/bSWgm

Recovery e-Cards

Members of the online recovery community often use Facebook and Twitter to support one another, express gratitude for loved ones, and congratulate those in recovery on their accomplishments and milestones. For example, many celebrate their recovery anniversaries like birthdays or wedding anniversaries. However, there was a lack of materials for those in the recovery community and their loved ones to formally congratulate, thank, or express support for one another. To fill this void, SAMHSA developed and published in October, **Recovery Month**-branded e-cards to help empower those in the recovery community, as well as their loved ones, to feel proud of their accomplishments.

Visitors are able to access a selection of four different types of e-cards on the **Recovery Month** website: anniversary, congratulations, thank you, and thinking of you. They can then choose from three different text options and six different images. A total of 489 e-cards were sent since the October launch.

[+ Share/Print](#)

Recovery Month e-Cards

Recovery is a journey for everyone, so celebrate the milestones with **Recovery Month** e-cards! Honor a recovery anniversary or congratulate someone on his or her success. Say thank you for support you have received or just drop a thinking-of-you note to someone you care about in recovery. Choose a topic, design, and message, enter your recipient's email address and send! Prevention works, treatment is effective, and people recover, so share your gratitude, congratulations, and support with the cards below.

Select your Topic

- Anniversary
- Congratulations
- Thank You
- Thinking of You

Select a Design



New Day



Success



Thank You



Journey

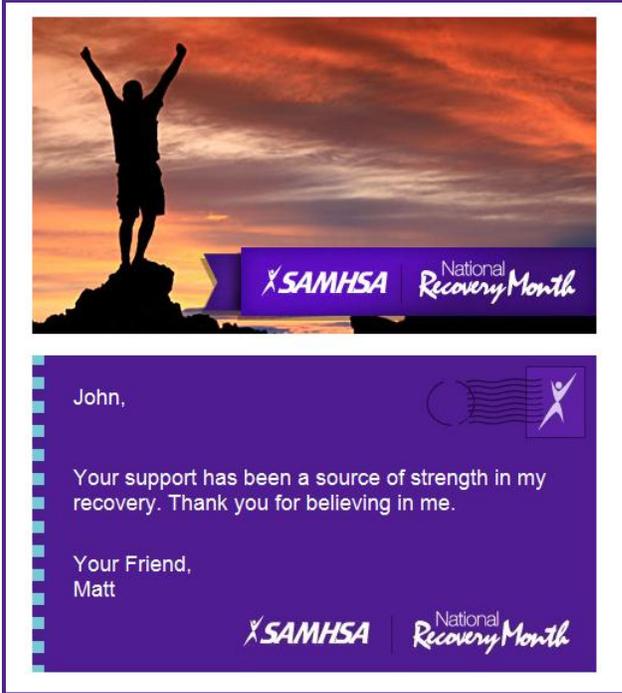


Helping Hand



Serenity

[Next Step](#)

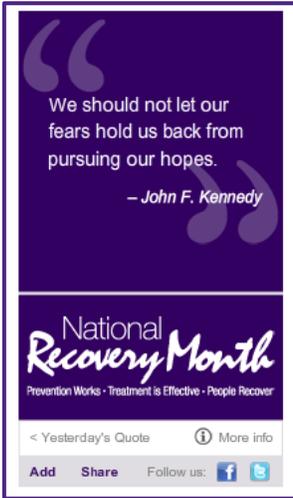


John,
Your support has been a source of strength in my recovery. Thank you for believing in me.
Your Friend,
Matt

SAMHSA National
Recovery Month

46





Inspirational Quotes Widget

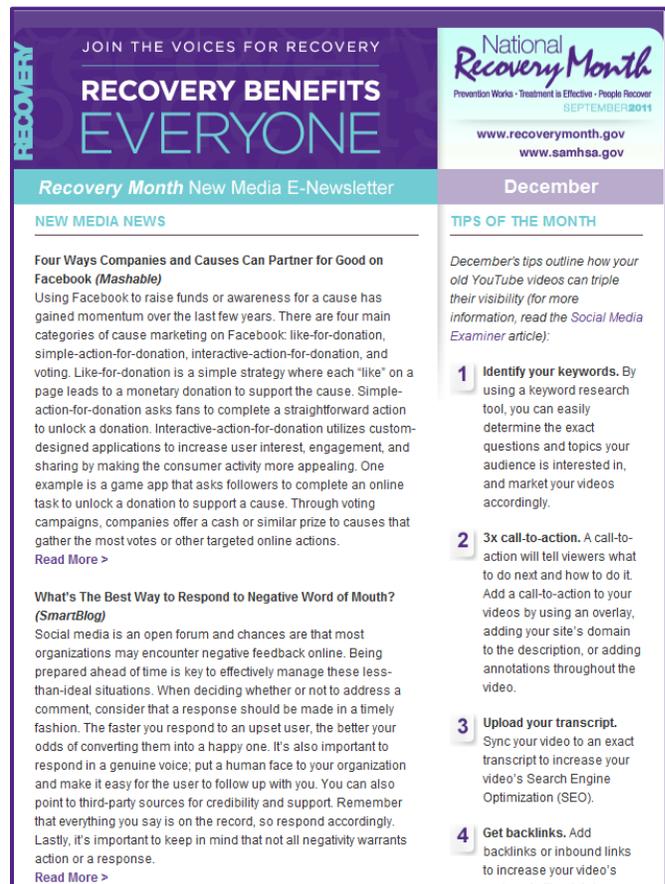
SAMHSA developed a widget, which can be added to any website, to provide a daily inspirational quote that resonates with the recovery audience. The widget generates a new quote each day, and also links to **Recovery Month's** Facebook, YouTube, and Twitter platforms. Visitors can add the widget to their website or blog to help inspire others, provide support, and promote awareness of **Recovery Month**. The widget's quotes can also be shared with others by clicking the "share" button and clicking a social network, "email," or "bookmark."

Since the widget launched in July, it has been added or shared 492 times.

New Media E-Newsletter

Each month, SAMHSA sent a new media e-newsletter, serving as a valuable resource for Planning Partners, **Recovery Month** event planners, and members of the recovery community who requested to receive information. The e-newsletter discussed new media tools and provided tips and resources for leveraging new media to raise awareness of an event, cause, or organization. These monthly updates included trends, tips, and case studies highlighting best practices in social media, such as the joint Phoenix House and Huffington Post Health Twitter chat about the causes and consequences of binge drinking, and the development of **Recovery Month's** Pledge 4 Recovery.

The newsletter often highlighted **Recovery Month** and Planning Partner online tools and resources. To date, 19,220 people have subscribed to the e-newsletter to receive a monthly electronic copy. The e-newsletter can also be found on the **Recovery Month** website. The image to the right displays the e-newsletter from December 2011.



YouTube

The **Recovery Month**-branded YouTube channel was launched in August 2009. In 2011, the channel received 23,913 channel views and 101,706 video views, a 252 percent increase in views since 2010. A total of 24 videos were uploaded, including the 2011 PSAs and trailers promoting the *Road to Recovery* series. In 2011, there were 580 new 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 to the right shows how the **Recovery Month** YouTube channel appears on screen.



Blogger Engagement

In 2011, SAMHSA continued to identify new opportunities to engage online audiences through its blogger engagement program. SAMHSA sent 154 e-mails to bloggers, and **Recovery Month** was featured in 17 blog posts and 2 guest blog posts as a result of this outreach. The resulting posts yielded approximately 630,000 impressions. Impressions are based on the unique monthly visitors to the blogs that published the 17 posts.

The posts were positive in tone and shared information about **Recovery Month**, events, or tools created by SAMHSA. SAMSHA engaged new bloggers, while deepening relationships with previously contacted bloggers, sharing new tools or resources.

the fix
addiction and recovery, straight up

NEWS FEATURES CULTURE SOBER LIVING REHAB REVIEWS READER FORUMS ASK AN EXPERT RESOURCES ABOUT US

HOT TOPICS: Diane Schuler Pharma Pushes Pills on Kids Murder In The Rooms The Fix 411

September Push to Teach US that Recovery is Real

Hundreds of organizations and events all over the country seek to make addiction more visible and less stigmatized this month.

Hot on the heels of yesterday's International Overdose Awareness Day comes the first day of September, AKA **National Recovery Month**—an observance instigated by the government's Substance Abuse and Mental Health Services Administration (SAMHSA). It's now in its 22nd year of trying to educate Americans on how treatment and mental health services can turn lives around. But it's fair to say that the disease of addiction, despite killing many thousands of Americans annually, still lags behind conditions such as breast cancer or Parkinson's when it comes to visibility and awareness. This year's efforts to change that involve 140 government entities at state, federal and local levels, as well as hundreds more non-governmental organizations. Over 600 community events are officially listed so far, covering every state but New Hampshire and South Dakota. Mass events include **Hands Across the Bridge** on Labor Day, when hundreds will join hands over the Columbia River between Washington and Oregon states, and the **Philadelphia Walk for Recovery** on September 24, a day when many more gatherings are being organized by the advocacy group **Faces and Voices of Recovery**. Meanwhile, one determined recovering addict named **Sandra Huffman** is currently undertaking a **1300 mile trek** from Florida to Philadelphia to raise money and awareness.

Numerous rehab facilities are getting in on the act. The large Hazelden network, for example, is holding **multiple events**. **Howard Melitner**, the President and CEO of **Phoenix House**, which runs over 120 treatment programs, told *The Fix*, "We hope that National Recovery Month will inspire the millions of people who are in recovery to speak out." He added, "The more we increase the public visibility of recovery, the more we can reduce the stigma associated with substance abuse treatment." Phoenix House and *The Fix* will co-host a Twitter chat about the different paths to recovery on September 21. Media outlets involved in promoting National Recovery Month include **Talk Therapy Television** and a campaign is urging people to **pledge support** on Facebook. SAMHSA also offers **treatment information and referral** online. One of the main aims of all this is to put millions of Americans who have overcome addictions and mental disorders on the map—demonstrating that recovery can and does happen.

SOBER LIVING
Recovery's Other Big Books
They may not be AA-approved, but writers from Eckhart Tolle to Marianne Williamson have been avidly adopted by 12-steps.
By Kristen McGuinness

- Fifty Ways to Leave Your Lover
- The Hollywood Trainer Who'll Kick Your Wasted Ass into Shape
- Time to Send Granny to Rehab?
- THE FIX 411: A Directory of 700 Top Addiction Resources

News junkie? Sign up for your weekly Fix

ASK AN EXPERT

Dr. Reef Karim, Psychiatrist: Is sex addiction real, or just an excuse for people to behave however they want?

SEE MORE EXPERTS

FANDANGO
Know Before You Go.
Movie tickets, showtimes, trailers and more!

Road to Recovery Television and Radio Series

The 2011 *Road to Recovery* television and radio series aired eight television and radio episodes in a talk show, roundtable format that included panels of nationwide experts from the behavioral health field.

The television series premiered on the first Wednesday of the month from March through November (it did not air in October). The eight monthly programs were broadcasted in 50 States on 581 Public, Educational and Government (PEG) access television channels in 550 unique cable markets. The program aired an average of 12 times per month, generated approximately \$16.7 million per year in free airtime, and was viewed in 27.4 million cable households in the United States and its Territories (including American Samoa). Compared with 2011, the series saw a 7.4 percent increase in channels, with 40 new channels in 2011. This represented an increase of over 3.8 million cable households (up from 22.4 million households in 2009). Additionally, the series saw an increase of \$1.2 million in the value of the free airtime (up from \$15.5 million in 2010).

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. Also in 2011, the California Channel began carrying the *Road to Recovery* series, reaching 5.5 million households. In total, the *Road to Recovery* television series generated more than \$16.9 million in free airtime, reaching 47.4 million households or 47 percent of all cable and satellite households in the United States.

The *Road to Recovery* radio series aired on 71 radio stations across the country, with the majority of these stations in Native American territories. The show reached an estimated 13.6 million potential listeners. Compared with 2010, the series had 8.7 million more potential listeners (a 177 percent increase from 2010) and aired on 19 new radio stations.

The 2011, the *Road to Recovery* television and radio series included:

- **Join the Voices for Recovery: Recovery Benefits Everyone (aired 3/2/11)**
 - The ***National Recovery Month (Recovery Month)*** campaign offers help and hope not only for individuals receiving recovery services, and in recovery, but also for families, loved ones, and friends. The benefits of treatment and recovery in behavioral health ripple out across entire communities throughout our Nation, proving there are effective treatments and people do recover. As the *Road to Recovery* series kicks off its 11th season, this episode will highlight the many accomplishments of the 2010 ***Recovery Month*** campaign and look forward to a successful September 2011 ***Recovery Month***.
- **Prevention and Early Intervention for Substance Use and Mental Disorders: What's Working, What's Needed? (aired 4/6/11)**
 - Preventing mental and/or substance use disorders is critical and early intervention and treatment is essential to avoid devastating impact and reduce the high cost to society. What really works in prevention and early intervention? How can prevention and early intervention strategies and services be coordinated more effectively with treatment and recovery services? What role does prevention and early intervention play in a recovery-oriented system of care? What happens when someone is identified with a mental and/or substance use disorder? What should happen to ensure people are able to access the help they need? How can schools, health and justice systems, and other institutions in our society be more actively engaged in the practice of prevention and early intervention? This show will address these pressing issues, focusing on creating communities where individuals, families, schools, workplaces, and communities take action to promote behavioral health.
- **Military Families: Access to Care for Active Duty, National Guard, Reserve, Veterans, Their Families, and Those Close to Them (aired 5/4/11)**
 - In the nine years since September 11, more than two million U.S. troops have been deployed to Iraq and Afghanistan. Although most returning service men and women do not return with a service-related condition, a significant proportion does return with post-traumatic stress disorder, depression, traumatic brain injury, and substance use problems. Mental and/or substance use disorders can also be seen among some of the service men and women who have never been deployed: The rate of suicide within the Army National Guard and Reserves

doubled between 2009 and 2010—and half of those men and women had never deployed to a combat zone. Too many service members die from suicide, and too many are homeless. Military deployment and trauma-related stress can have a major impact on returning service men and women and their families, making the need for treatment and recovery in behavioral health an urgent national priority. Yet, many either are not interested in or are unable to access the care they need, and the same can be said of their spouses and children. This show will examine the serious issue of need in these sectors by exploring the nature and scope of these mental and/or substance use disorders, the strengths and weakness of the system to address these problems, and the efforts underway to improve our Nation’s ability to meet its obligations to service members and their families. Specific improvement strategies are highlighted including collaboration and coordination that increases access to care; community-based solutions that foster access to evidence-based prevention, treatment, and recovery support services; and development of the behavioral health workforce to better serve the military and their families.

- **Recovery Support: Collaboration, Coordination, and Recovery Management (aired 6/1/11)**
 - While the first steps toward long-term recovery are major achievements for individuals with mental and/or substance use disorders, the next challenge is learning how to sustain recovery over time. Long-term recovery requires addressing the factors and conditions that contributed to the dependence in the first place. For many, recovery involves healing relationships, developing improved life skills, and attaining “emotional sobriety,” which makes it possible to contribute to their families and communities in healthy and meaningful ways. This show will examine the elements that contribute to long-term recovery and how advances in improved collaborations, service coordination, and recovery management have led to more effective systems of support. Effective models for providing this support, such as recovery-oriented systems of care (ROSC) and peer-to-peer support, will be discussed, along with the resources individuals can access to assist them at every stage of recovery.
- **Health Reform: What It Means for People With Substance Use and Mental Disorders (aired 7/6/11)**
 - With the passage of the Patient Protection and Affordable Care Act, commonly known as health reform, important and far-reaching changes are underway in our Nation’s health system. The Affordable Care Act gives Americans more freedom and control over their healthcare, as well as new benefits that ensure you will receive the care you need at a more reasonable cost. In addition, changes will include the adoption of electronic health records, allowing the comprehensive management and secure exchange of health information among insurers, primary care practitioners, general practitioners, pharmacists, and those in specialty fields such as pediatrics, cardiology, oncology, orthopedics, and treatment and recovery in behavioral health. There are many questions about what health reform changes will take effect and when the changes will be implemented. This show will provide information to help

answer these questions and suggest other means for consumers to stay informed and determine what health reform will mean to them.

- **Treatment and Recovery in Behavioral Health for Americans With Disabilities (aired 8/3/11)**
 - Persons with disabilities in our society experience mental and/or substance use disorders at relatively high rates, yet special challenges exist for those who want to access and use treatment and recovery support services. The Americans with Disabilities Act prohibits discrimination against persons with disabilities, but how does this protection apply in providing treatment and recovery services for individuals with mental and/or substance use disorders? What are the barriers to access disabled persons face and how can these barriers be overcome? This show will explore a range of issues associated with treatment and recovery in behavioral health for disabled persons, including barriers to access, differences in outcomes, and options to diminish the incidence of discrimination.
- **Trauma and Justice: Treatment and Recovery Through the Delivery of Behavioral Health Services (aired 9/7/11)**
 - Trauma is a universal experience of people in treatment and recovery for mental and/or substance use disorders. Trauma is a widespread, harmful, and costly public health problem. Trauma occurs as a result of violence, abuse, neglect, disaster, war, and other emotionally destructive experiences. Similar to mental and/or substance use disorders, trauma can affect anyone regardless of age, gender, economics, race, ethnicity, geography, disability, or sexual orientation. People can overcome traumatic experiences with appropriate support and intervention; but left untreated, trauma significantly increases the risk of mental and/or substance use disorders, chronic physical diseases, and early death. The effects of trauma place a heavy burden on individuals, families, and communities and create challenges for all public institutions, jails, prisons, and service systems. This show will examine the need to address trauma in the delivery of mental and/or substance use disorder treatment and recovery services, how to screen and identify individuals with trauma-related problems, and provide suggested interventions and support services. Discussion will include what interventions work, how to collaborate, and how to provide a full range of support services to ensure a full and sustained recovery.
- **The Road to Recovery 2011: A Showcase of Events (aired 11/2/11)**
 - Building on the 2011 **National Recovery Month (Recovery Month)** theme—“*Join the Voices for Recovery: Recovery Benefits Everyone!*”—this episode will feature footage, photos, and interviews of participants from events held around the country as individuals, families, and entire communities unite in celebration of **Recovery Month**. In addition, the show will highlight the positive and affirming message realized by millions of Americans: Treatment is effective and people can and do recover!

Road to Recovery E-Blasts

To promote the *Road to Recovery* television and radio series and **Recovery Month** campaign, SAMHSA developed and distributed e-blasts throughout the year. Each e-blast featured three to four news items relevant to **Recovery Month** and other SAMHSA activities, including *Road to Recovery*, the “Ask the Expert” series, **Recovery Month** materials, community event awards, social media outreach, and new website features. The e-blasts also highlighted select Planning Partner news and upcoming events.

In addition to highlighting all elements of the campaign, the e-blasts engaged readers in **Recovery Month’s** social media activities. The e-blasts urged readers to sign the Facebook pledge, send e-cards, submit questions for “Ask the Expert,” download widgets, submit personal recovery stories, and attend webinars and Twitter chats.

Road to Recovery e-blasts were sent to an email distribution list of nearly 30,000 individuals on the first and third Wednesday of each month throughout the year. Individuals interested in receiving the *Road to Recovery* e-blasts could sign up on the **Recovery Month** and SAMHSA websites. All *Road to Recovery* e-blasts from 2011 are available to view in the multimedia section of RecoveryMonth.gov.

The following page contains an example of a *Road to Recovery* e-blast from March 16, 2011.

SAMHSA's ROAD to RECOVERY
visit RecoveryMonth.gov **UPDATE**

Premiering April 6, 2011, The Road to Recovery Program: Prevention and Early Intervention for Substance Use and Mental Health Problems: What's Working, What's Needed?

This show discusses how preventing substance use and mental health problems is critical and why early intervention and treatment are essential to avoid the devastating impact and reduce the high cost to society. This program will explore the following:

- What really works in prevention and early intervention?
- How can prevention and early intervention strategies and services be coordinated more effectively with treatment and recovery services?
- What role does prevention and early intervention play in a recovery-oriented system of care?
- What happens when someone is identified with a substance use or mental health problem?
- What should happen to ensure people can access the help they need?
- How can schools, primary health care, the justice system, and other institutions in our society be more actively engaged in the practice of prevention and early intervention?

This show will address these pressing issues, focusing on creating communities where individuals, families, schools, workplaces, and communities take action to promote behavioral health.

[View the Program Schedule](#)

Enter SAMHSA's PSA Contest To Recognize and Encourage Youth-Led Prevention

SAMHSA is sponsoring a public service announcement (PSA) video contest to help kick off a new initiative, National Prevention Week 2012.

SAMHSA is encouraging young adults, age 18 to 25, to create a 15- or 30-second PSA highlighting how they're making a difference in their communities to prevent alcohol and drug problems, and reflecting the theme, "We are the ones. How are you taking action?"

Please share this opportunity with young adults in your community and provide them with the contest website (<http://challenge.gov/samhsa>) for more details or to enter. The deadline for entries is April 15, 2011.

Nominate a Single State Agency for the Ramstad/Kennedy Award

Since 2008, the *Recovery Month* Planning Partners have presented the Ramstad/Kennedy Award to the head of a Single State Agency, who oversees addiction prevention, treatment, and recovery services. The award honors their outstanding support of recovery from addiction to alcohol and other drugs, as well as their support of *Recovery Month* activities and programs.

All *Recovery Month* Planning Partners and supporters are encouraged to nominate a Single State Agency Director whom they feel exemplifies the intent of this award and for their outstanding support of *Recovery Month* activities within their state agency, throughout other state agencies, and throughout the state. The deadline for submission is May 4, 2011.

[Download the Application](#)

Preorder the 2011 *Recovery Month* Kit Today
The 2011 toolkit will provide materials and information on this year's

National
Recovery Month
Prevention Works • Treatment is Effective • People Recover
SEPTEMBER 2011

JOIN THE VOICES FOR RECOVERY

**RECOVERY BENEFITS
EVERYONE**

Recovery Updates

View the various contributions made to *Recovery Month*.

130 Events

0 Proclamations

11 Voices for Recovery

Planning Your Event

Looking to plan an event or increase your event attendance in 2011? Post your events to build awareness and interest.

[Post Your Event](#)

Voices for Recovery

Do you know someone who is celebrating recovery? Let him or her know that he or she has a 'voice!' People can share their stories with others about treatment.

[Share Your Stories](#)

Connect With Us

Help support and spread the message of recovery. Follow us on Twitter, "Like" us on Facebook, or watch our videos on YouTube.

[Twitter](#) [Facebook](#) [YouTube](#)

About Recovery Month

National Recovery Month is a national observance that educates Americans on the fact that addiction treatment and mental health services can enable people to live a healthy and rewarding life.

“Ask the Expert”

During the weeks following each *Road to Recovery* episode debut on the **Recovery Month** website, viewers had an opportunity to anonymously submit questions related to the topics discussed and receive expert advice from SAMHSA-approved experts. Starting in April 2011, SAMHSA developed six “Ask the Expert” forums that ran through September.

The 2011 “Ask the Expert” forums included:

- **Prevention and Early Intervention for Substance Use and Mental Disorders: What's Working, What's Needed? (aired 4/6/11)** – Featured Wendy R. Greene, M.D., F.A.C.S., assistant director of trauma and critical care and the chairman of the Quality Improvement and Management Committee for Howard University Hospital, and assistant professor of surgery for the Howard University College of Medicine.
- **Military Families: Access to Care for Active Duty, National Guard, Reserve, Veterans, Their Families, and Those Close to Them (aired 5/4/11)** – Featured Dr. Bradley Karlin, national mental health director for psychotherapy and psychogeriatrics for the U.S. Department of Veterans Affairs (VA).
- **Recovery Support: Collaboration, Coordination, and Recovery Management (aired 6/1/11)** – Featured Keith Humphreys, Ph.D., professor (research) of psychiatry and behavioral sciences, a VA senior research career scientist and a CHP/PCOR associate.
- **What It Means for People With Substance Use and Mental Disorders (aired 7/6/11)** – Featured Richard G. Frank, Ph.D., Margaret T. Morris Professor of Health Economics in the department of health care policy at Harvard Medical School.
- **Treatment and Recovery in Behavioral Health for Americans With Disabilities (aired 8/3/11)** – Featured Barbara L. Kornblau, J.D., O.T.R./L, F.A.O.T.A., D.A.A.P.M., A.B.D.A., C.D.M.S., C.C.M., C.P.E., former dean of the School of Health Professions and Studies at the University of Michigan-Flint.
- **Trauma and Justice: Treatment and Recovery Through the Delivery of Behavioral Health Services (aired 9/7/11)** – Featured H. Westley Clark, M.D., J.D., M.P.H., CAS, FASAM, director of the Center for Substance Abuse Treatment under the Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services.

Proclamations

Federal, State, and local officials in the regions below helped to raise awareness of mental and/or substance use disorders by declaring September **National Recovery Month**. By issuing proclamations, these public officials demonstrate a commitment to increasing access to behavioral health treatment and services, and to celebrating those in recovery.

Presidential Proclamation

Alabama

City of Alabaster

City of Albertville

City of Guntersville

City of Scottsboro

City of Selma

Jackson County Commission

Marshall County

State of Alabama

Alaska

North Slope Borough

Arizona

State of Arizona

The Hopi Tribe

Arkansas

City of Hope

California

City of Cerritos

City of Fresno

City of Laguna Niguel

City of Martinez

City of Pacific Grove

City of Pacifica

City of Red Bluff

City of Rohnert Park

City of Santa Monica

City of Sebastopol

Contra Costa County

County of San Mateo

Los Angeles County

Napa County

San Luis Obispo County

State of California

Ventura County

Colorado

City of Denver

City of Englewood

City of Northglenn

State of Colorado

Connecticut

Borough of Naugatuck

City of Hartford

State of Connecticut

Town of Manchester

Florida

City of Cape Coral
City of Daytona Beach
City of Fort Myers
City of Pinellas Park
City of St Petersburg
City of Tampa
Hillsborough County
State of Florida
State of Florida 2
Tampa City Council
Town of Fort Myers Beach
Volusia County

Georgia

City of Dublin
State of Georgia

Hawaii

City of Honolulu
State of Hawaii

Idaho

City of Lewiston
City of Moscow

Illinois

Village of Hanover Park
Village of Skokie

Indiana

State of Indiana

Iowa

Mills County
State of Iowa

Kansas

City of Manhattan
Johnson County

Kentucky

Russell County
State of Kentucky

Louisiana

City of New Orleans

Maine

State of Maine

Maryland

State of Maryland

Massachusetts

City of Somerville
City of Springfield
State of Massachusetts

Michigan

Branch County
City of Albion
City of Brighton
City of Charlotte
City of Grand Rapids
City of Kalamazoo
City of Lansing
City of Oakland
City of Olivet
Delta Township

Eaton County

Kent County

State of Michigan

State of Michigan 2

State of Michigan 3

Village of Bellevue

Village of Dimondale

Minnesota

City of Northfield

City of Rochester

State of Minnesota

Missouri

City of Kansas City

City of Marble Hill

State of Missouri

Nebraska

City of Gering

State of Nebraska

Nevada

City of Henderson

New Hampshire

State of New Hampshire

New Mexico

City of Alamogordo

City of Las Vegas

State of New Mexico

New York

City of Albany

City of Buffalo

Putnam County

North Carolina

City of Clinton

Durham County

North Dakota

State of North Dakota

Ohio

City of Brunswick

City of Kettering

City of Logan

City of Willowick

Hocking County

Oregon

City of Medford

City of Newport

City of Port Orford

City of Springfield

City of Tigard

Douglas County

Lincoln County

Multnomah County

State of Oregon

Pennsylvania

Allegheny County

South Carolina

City of Florence

State of South Carolina

Tennessee

City of Chattanooga

City of Knoxville/Knox County

City of Sevierville

Texas

City of Euless

City of Watauga

City of Wylie

State of Texas

Utah

City of Salt Lake City

State of Utah

Virginia

City of Arlington

State of Virginia

Washington

City of Auburn

City of Bellevue

City of Black Diamond

City of Bothell

City of Carnation

City of Covington

City of Duvall

City of Federal Way

City of Issaquah

City of Kenmore

City of Kirkland

City of Lake Forest Park

City of Maple Valley

City of Medina

City of Mercer Island

City of Newport

City of North Bend

City of Olympia

City of Pacific

City of Renton

City of Sammamish

City of Seattle

City of Shoreline

City of Snoqualmie

King County

State of Washington

West Virginia

State of West Virginia

Wisconsin

State of Wisconsin

Wyoming

City of Green River

Presidential Proclamation



NATIONAL ALCOHOL AND DRUG ADDICTION RECOVERY MONTH, 2011

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Recovering from addiction to alcohol and other drugs takes strength, faith, and commitment. Men and women in recovery showcase the power each of us holds to transform ourselves, our families, and our communities. As people share their stories and celebrate the transformative power of recovery, they also help dispel myths and stigmas surrounding substance abuse and offer hope for lifestyles free from alcohol and other drugs.

This month and throughout the year, we must promote recovery and support the growth of healthy, resilient individuals and families in the United States. Today, alcohol and other drugs threaten the future of millions of Americans. Abuse of prescription medication has reached epidemic levels, drunk and drugged driving pose significant threats to public safety, and individuals in recovery continue to confront barriers to full participation in our society. My Administration is committed to reducing substance abuse, and this year we released our 2011 National Drug Control Strategy, which supports successful, long-term recoveries through research, education, increased access to treatment, and community-based recovery support.

As a Nation, we must strive to promote second chances and recognize each individual's ability to overcome adversity. We laud and support the millions of Americans in recovery from substance abuse, their loved ones, and the communities that help them sustain recovery, while encouraging those in need to seek help. As we celebrate National Alcohol and Drug Addiction Recovery Month, we pay tribute to the transforming power of recovery, which will continue to heal individuals and communities across our country.

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority invested in me by the Constitution and the laws of the United States, do hereby proclaim September 2011 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with appropriate programs, ceremonies, and activities.

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

A handwritten signature in black ink, appearing to be "Barack Obama".

Awards

The 2011 **Recovery Month** campaign won a 2011 AVA Platinum Award in the TV Spots/PSA category. This international competition recognizes outstanding work involved in the concept, direction, design, and production of media. The Platinum Award is presented to those entries judged to be among the most outstanding submissions in the competition, and are commended for their excellence in quality, creativity, and resourcefulness.

To date, **Recovery Month** has received one award for its 2011 television PSAs; since most deadlines for awards are in the spring, additional awards will be submitted for the 2011 **Recovery Month** campaign at a later date.

Additionally, the 2010 **Recovery Month** campaign continued to win awards in 2011. The 2010 PSAs won three Silver Omni awards in the Government, Commercial, and Public Service categories. The Omni Awards recognize productions that engage, empower, and enlighten various audiences. Additionally, the 2010 **Recovery Month** PSAs won a merit award in the Government division of the Public Service Ad Category.



The **Recovery Month** 2010 toolkit was awarded a Bronze Anvil Award in the Publication – Single Issue Newsletters/Booklets/Calendar category. For more than 40 years, the Bronze Anvil Awards have celebrated the “best of the best” in public relations tactics.



The 2010 campaign as a whole was also recognized in 2011, winning a bronze National Health Information Award in the Government division of the Total Health Information Program category.



In addition, the 2010 *Recovery Month* campaign was awarded the Distinction Award in the eHealthcare Leadership Award program for the Best Health/Healthcare and Content category. This award program recognizes the very best websites of health care organizations (both large and small), online health companies, pharmaceutical/medical equipment firms, suppliers, and business improvement initiatives.

Lastly, in 2011, the 2010 Recovery Month campaign won a Platinum MarCom Award in the Marketing/Promotion Campaign/Materials category. This international creative competition recognizes outstanding achievement by marketing and communication professionals.



Conclusion

For 22 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. Last year, **Recovery Month** expanded to include mental health in order to spread the message that all behavioral health disorders are preventable and treatable health conditions. **Recovery Month** promotes the message that prevention works, treatment is effective, and people recover, as well as 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, materials developed, website visitors, and 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 2011, 1,227 **Recovery Month** events were held in all 50 States, the District of Columbia, the Bahamas, and the United Kingdom, with a projected attendance of 1,556,990 individuals, including 81 SAMHSA-sponsored events. More than 75,000 toolkits were distributed, and the PSAs reached 141,411,615 viewers and 65,311,187 listeners. With more than 31,292,952 hits to the **Recovery Month** website, <http://www.recoverymonth.gov>, more people than ever before accessed **Recovery Month** tools and resources.

Recovery Month's social media campaign continued to grow over the past year. **Recovery Month's** Facebook page added 2,223 new likes, for a total of 7,121 likes since the page's launch in 2009. Since its launch in August 2009, the YouTube channel accumulated more than 23,913 new channel views, an increase of 252 percent from 2010. The **Recovery Month** Twitter account increased its followers by nearly 250 percent to 3,512 followers.

SAMHSA is dedicated to educating people about mental and/or substance use disorders, prevention, 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 these disorders 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).