

# Application

## SAMHSA's *Recovery Month* Annual Event Award Program

The **Substance Abuse and Mental Health Services Administration** (SAMHSA) is pleased to acknowledge the efforts of those who planned and organized events for ***National Recovery Month*** (*Recovery Month*). Through SAMHSA's ***Recovery Month*** Annual Event Award Program application, you can self-select your event for award consideration.

All events must be posted on the ***Recovery Month*** website and need to have checked the icon indicating interest in consideration for the ***Recovery Month*** Annual Event Award Program by **December 31, 2011** to be eligible. *Award winners are not eligible to receive awards in consecutive years.*

Please complete the Application form and return it with all required materials listed within the Application electronically, by mail or fax to the email, postal address or fax number listed on page 5 by **January 31, 2012**. (*Award winners will be notified by May 15, 2012*).

There are four award categories – listed on page 2. One winner from each category will be selected. Travel arrangements and expenses will be paid for one person from each of the winning organizations to attend the 2012 ***Recovery Month*** Luncheon to accept the 2011 ***Recovery Month*** Annual Event Award.

Winners will be highlighted on the ***Recovery Month*** Web site at [www.recoverymonth.gov](http://www.recoverymonth.gov) and through ***Recovery Month*** social networking initiatives such as Facebook, Twitter and YouTube. Winners will also be highlighted in *SAMHSA News*, *SAMHSA ENetwork*, as well as through SAMHSA's press office.

First Name: \_\_\_\_\_ Last Name \_\_\_\_\_

Title: \_\_\_\_\_ Organization: \_\_\_\_\_

Role:  Event Planner       Researcher       Policy Specialist  
 Event Participant       Treatment/Recovery Provider       General Audience  
 Other (please describe): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_

Email: \_\_\_\_\_

Organization web site address: \_\_\_\_\_

### **Recovery Month Annual Event Award Program Categories**

Please select the box of the **one\*** (1) Award Category for which you are submitting your event for an award:

- Rally and Walk/Run Events** – Includes events such as, but not limited to – walks and/or runs, motorcycle/bicycle rides, and rallies.
- Educational Events** – Includes events such as, but not limited to – forums, town hall meetings, trainings, health fairs, movie or video discussion groups, provider or treatment center open houses with educational components and faith-based lectures or trainings.
- Special Celebrations** – Includes events such as, but not limited to – art shows, picnics, cookouts, awards programs, concerts, open houses, entertainment events, communication/media events, sporting events, baseball games, festivals, poetry jams, and worship or prayer services.
- SAMHSA–Sponsored Events** – Events for which recipients received SAMHSA-support for planning and conducting the event.

**\*Organizations may only apply for one (1) Award Category per year.**

**Recovery Month Annual Event Award Program Selection Criteria** – Please answer each question as detailed as possible.

**Please provide a brief description of your event or major activities.**

(Please attach additional sheets, if necessary.)

**Did you receive media coverage?**      Yes    No

**If yes, who covered your event?** (Please attach a brief summary or copies of articles.)

**Describe the prominent use of *Recovery Month* materials/logos:**

(Please attach copies of articles and/or materials used.)

**Describe the Engagement of Innovative and collaborative partnerships.** (Establishment of innovative and collaborative partnerships created to organize and conduct the event and potential for ongoing field relationship building.)

**Did you have Community leaders and/or celebrity involvement?**       Yes     No

If yes, describe ways in which community or entertainment industry principals were involved and included. (i.e. signing of a proclamation, as the event's master of ceremonies, guest speaker, etc.) (Please attach a brief summary or copies of articles.)

**Describe use of technology and/or social media.** (Ways in which technology and/or social media was used to promote or carry out each event.)

**Uses of Print/Broadcast/On-line Media Coverage ~ please describe the innovative ways in which various forms of media were used to promote and cover your event.** (Please attach press clippings, articles, etc.)

**Describe your inclusion of the recovery community in your event (i.e. individuals in recovery, family members, treatment and recovery service providers and advocates, and the general public), .**

**Describe the impact on your community.** (Events will need to demonstrate impact by including information on the numbers of new groups participating, organizational resources made available from organizations, photos; testimonials, and quotes from participants.)

**Leveraging your *Recovery Month* event to future events.** (Describe ways in which your event leveraged its success to further encourage local community support for individuals and families in recovery.)

**If you have questions regarding this Application please contact:**

***Recovery Month***

Phone: (617) 520 2576 • Email: [Recoverymonth@samhsa.hhs.gov](mailto:Recoverymonth@samhsa.hhs.gov)

**Electronically Submit Your Completed Application and Required Materials to:**

[Recoverymonth@samhsa.hhs.gov](mailto:Recoverymonth@samhsa.hhs.gov)

or

**Mail or Fax Your Completed Application and Required Materials to:**

***Recovery Month***

c/o Abt Associates Inc, 55 Wheeler Street, Cambridge, MA 02138

Phone: (617) 520-2576

Fax: (617) 386-8415

The questions listed below concerning the Toolkit materials are for information purposes only and are **NOT** part of the rating criteria for the **Recovery Month Annual Event Award Program** evaluation. Your responses assist in providing the most useful products and information in future Toolkits and materials produced for **Recovery Month**.

Did you use the following Toolkit materials either in hardcopy or online?

- Yes  No Planning Your **Recovery Month** Event
- Yes  No A Guide to **Recovery Month** Publicity and Media Interviews
- Yes  No Press Materials for Your **Recovery Month** Event
- Yes  No Drafting and Submitting an Op-Ed during **Recovery Month**
- Yes  No Official **Recovery Month** Proclamations
- Yes  No Promoting **Recovery Month** with Public Service Announcements
- Yes  No **Recovery Month** Banners, Letterhead, and Logos
- Yes  No An Overview: Recovery Benefits Everyone
- Yes  No A Policymakers Guide for Addressing Substance Use and Mental Disorders
- Yes  No Substance Use and Mental Disorders Affect All Individuals
- Yes  No Healthcare Providers Role in Addressing Substance Use and Mental Disorders
- Yes  No Addressing Substance Use and Mental Disorders in the Workplace
- Yes  No Treatment and Recovery: Finding Personalized Help
- Yes  No Commonly Misused Substances
- Yes  No New Media Glossary

Did you use the following Booklet Sections?

- Yes  No Building Community Coalitions
- Yes  No **Recovery Month** Planning Partners List
- Yes  No **Recovery Month** Resources
- Yes  No Single-State Agency Directory
- Yes  No Online Voices for Recovery
- Yes  No Targeted Outreach Booklet
- Yes  No Commonly Misused Substances Handout