

The *Recovery Month* planning toolkit, available online at <http://www.recoverymonth.gov>, provides:

- Media outreach tips and tools that offer guidance for garnering media coverage;
- Infographics that showcase the latest behavioral health data in a visual and accessible format;
- Ideas on how people can support their communities through ***Recovery Month*** events and customizable documents to share with media and members of the community;
- A top-level fact sheet about the current landscape of mental and/or substance use disorders, prevention, treatment, and recovery;
- Tips on how to engage social media as part of your ***Recovery Month*** campaign;
- Materials available to download and print; and
- Listings of online tools and useful resources.

2011 *Recovery Month* observance successes include:

- 164 proclamations issued: A Presidential proclamation issued on September 1, 2011 and 163 gubernatorial, mayoral, Native American Nation, and organizational proclamations issued;
- 1,276 overall events held and 81 SAMHSA-sponsored and local events with an estimated attendance of 2,165,166 individuals throughout the country;
- More than 141,411,615 million viewers and 65,311,187 million listeners reached via SAMHSA-produced television and radio public service announcements, respectively;
- Approximately 26,267 average monthly calls to the Substance Abuse and Mental Health Services Administration's (SAMHSA)'s National Helpline and more than 31,292,592 hits logged on <http://www.recoverymonth.gov> between January and December 2011;
- SAMHSA's ***Road to Recovery*** Television Series aired on 550 cable channels, available to an estimated 27.4 million cable households, representing an estimated \$16.7 million in earned media value; and
- SAMHSA's ***Road to Recovery*** Radio Series aired on 71 radio stations, available to an estimated 13.6 million listeners.

Celebrate *Recovery Month* and support your community by:

- Linking to the ***Recovery Month*** website at <http://www.recoverymonth.gov>;
- Joining ***Recovery Month*** on Facebook at <http://www.facebook.com/RecoveryMonth>;
- Viewing ***Recovery Month*** videos on YouTube at <http://www.youtube.com/user/RecoveryMonth>;
- Following ***Recovery Month*** on Twitter at <http://www.twitter.com/RecoveryMonth>;
- Placing the ***Recovery Month*** widgets on your website available at <http://www.recoverymonth.gov/Multimedia/Widgets-Landing-Page.aspx>; and
- Downloading a planning toolkit, and by embracing this year's theme: ***"Join the Voices for Recovery: It's Worth It."***

For more information on *Recovery Month*, contact:

SAMHSA's Center for Substance Abuse Treatment (CSAT)

240-276-2750

<http://www.samhsa.gov>

<http://www.recoverymonth.gov> (official ***Recovery Month*** website)

Substance Abuse and Mental Health Services Administration (SAMHSA)

877-SAMHSA-7 (877-726-4727) (Toll-Free)

800-487-4889 (TDD) (Toll-Free)

<http://www.samhsa.gov>

For materials and information on mental and/or substance use disorders, prevention, treatment, and recovery or for referral to services, call:

SAMHSA's National Helpline

800-662-HELP (4357) (Toll-Free)

800-487-4889 (TDD) (Toll-Free)

Provides 24-hour free and confidential information for prevention, treatment and recovery services for mental and/or substance use disorders in English and Spanish.

Or visit <http://www.samhsa.gov/treatment>: SAMHSA's "Find Substance Abuse and/or Mental Health Treatment" website.