

public service announcements

Promoting *Recovery Month* With Public Service Announcements

Every year, the Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Substance Abuse Treatment (CSAT), within the U.S. Department of Health and Human Services, provides a series of public service announcements (PSAs) in a variety of formats. PSAs are advertisements aired at no cost on television and radio stations. You can put your own stamp on the **National Alcohol and Drug Addiction Recovery Month (Recovery Month)** PSAs to generate media interest in your community for **Recovery Month** and to alter public attitudes surrounding substance use disorders and their impact on affected family members. Use the PSAs in conjunction with advertising your event, and year-round to encourage individuals to seek recovery services.

This year's **Recovery Month** theme, "**Join the Voices for Recovery: Now More Than Ever!**," emphasizes how stress in our society may contribute to or exacerbate alcohol and/or drug use, which can lead to a substance use disorder or relapse. For more than 20 years, **Recovery Month** has worked to improve the lives of those suffering from addiction, to celebrate individuals and families in long-term recovery, and acknowledge those working in the field who provide recovery services. The **Recovery Month** PSAs encourage all people and families experiencing an alcohol or drug problem to seek help.

This document discusses how to distribute **Recovery Month** live-read radio scripts and pre-recorded television and radio PSAs to local stations. It also provides valuable promotional tips for sharing the PSAs in new ways, including posting or linking to the PSAs online.

Distributing Live-Read Radio PSAs

Live-read radio PSAs are scripts read by disc jockeys (DJs) on air to raise awareness about a particular topic, such as **Recovery Month** and issues surrounding addiction and recovery. Distribute the two 30-second and two 15-second radio PSA scripts, provided at the end of this document, to local radio stations. These scripts serve as a call to action for listeners, or someone they know, who may be in need of treatment. They include the **Recovery Month** Web address, <http://www.recoverymonth.gov>, and SAMHSA's National Helpline, **1-800-662-HELP**, or 1-800-487-4889 (TDD), a 24-hour free and confidential treatment referral resource in English and Spanish.

The PSA scripts should be mailed, faxed, emailed, or hand-delivered to the radio station's PSA director for broadcast consideration. You should call in advance to figure out which format is preferred. When you distribute the scripts, include a cover letter explaining the PSAs' message, the **Recovery Month** campaign, and your contact information. Remember to express your appreciation of the station's support in spreading the message of **Recovery Month** to its listeners throughout the community.

media outreach

Use the following resources to localize your cover notes. Please note that local recovery and substance use disorder data will make your argument stronger by demonstrating the true impact to your community, so only use national numbers if you don't have access to community statistics. Resources include:

- Your Single-State Agency (SSA)
- SAMHSA's ***National Survey on Drug Use and Health***
- SAMHSA's National Survey of Substance Abuse Treatment Services (N-SSATS)
- SAMHSA's Drug Abuse Warning Network
- SAMHSA's Treatment Episode Data Set

Pre-Recorded Television and Radio PSAs

There are two sets of ***Recovery Month*** radio and television PSAs produced each year, which are sent to more than 1,000 television and 3,000 radio stations nationwide. They are available in both English and Spanish in 30- and 15-second lengths for television, and in 30- and 20-second lengths for radio. You can use these PSAs as recorded, or you may request versions you can customize by adding local resource information at the end of the spot. For further information on how to receive and customize the open-ended versions, contact recoverymonth@samhsa.hhs.gov.

To insert supplementary information, work with a local production studio to insert a voiceover, logo, Web site, or phone number. Remember to alert any local resources that you decide to incorporate into your PSA, so they can prepare for an increase in inquiries.

Promoting Television and Radio PSAs

Promote the ***Recovery Month*** television and radio PSAs by using the following traditional media and online tactics:

- **Call** local television and radio outlets and request that they play the PSAs. Find this information through an online search to find your local station's contact information, and remember to ask for the PSA director when you call. Email recoverymonth@samhsa.hhs.gov or call 617-520-2576 to obtain additional copies of the PSAs to send to stations that request them.

TOOLKIT TIP

Refer to the "**Online Voices for Recovery**" document for additional tips about online outreach.

media outreach

- **Play** the PSAs, in English and Spanish, at your **Recovery Month** events.
- **Include** a link on your Web site or in promotional materials to the PSAs housed on the **Recovery Month** Web site, Facebook page, and YouTube channel, and embed them directly on your Web site.
- **Send** an email blast with the PSAs to supporters, including detailed information about how they, too, can help promote them.

TOOLKIT TIP

Refer to the “Multimedia” section of the **Recovery Month** Web site, <http://www.recoverymonth.gov>, for electronic copies of the PSAs.

Inclusion of Web Sites and other event examples in this document and on the *Recovery Month* Web site does not constitute official endorsement by the U.S. Department of Health and Human Services or the Substance Abuse and Mental Health Services Administration.

now more than ever!

2010 Live-Read Radio PSA Scripts

:30

If you are struggling with a drug or alcohol problem, you are not alone. Millions of Americans and their families suffer from the effects of substance use disorders.

For drug and alcohol information and treatment referrals, call **1-800-662-HELP (or replace this number with a local treatment provider's)**.

This September, you can celebrate ***National Alcohol and Drug Addiction Recovery Month*** and help yourself or someone you know find recovery.

:15

If you are struggling with a drug or alcohol problem, you are not alone. Millions of Americans suffer from the effects of substance use disorders.

This September, celebrate ***National Alcohol and Drug Addiction Recovery Month*** and call **1-800-662-HELP (or replace this number with a local treatment provider's)** for drug and alcohol information or treatment referrals.

:30

Celebrate ***National Alcohol and Drug Addiction Recovery Month*** with your friends, loved ones, and your community this September. You can learn how at <http://www.recoverymonth.gov>.

If you or someone you know are struggling with a drug or alcohol problem, remember that recovery is possible through treatment resources and recovery support programs.

For drug and alcohol information and treatment referrals, call **1-800-662-HELP (or replace this number with a local treatment provider's)**.

:15

Celebrate ***National Alcohol and Drug Addiction Recovery Month*** this September. Learn how at <http://www.recoverymonth.gov>. Call **1-800-662-HELP (or replace this number with a local treatment provider's)** for drug and alcohol information or treatment referrals if you or someone you know needs help.