

**U.S. Department of Health and Human Services
Substance Abuse and Mental Health Services Administration**

National Recovery Month Planning Partners Meeting

Thursday, March 29, 2012

8:30 a.m. – 3:00 p.m.

Substance Abuse and Mental Health Services Administration
1 Choke Cherry Road, Rockville, MD 20857

Participants

Erica Ahmed
Daphne Baille
Evan Barlow
Pat Beauchemin
Jacob Berelowitz
Cliff Bersamira

Mike Buscemi
William Caltrider, Jr.
Page Chiappella
Brian Chodrow

Donna Cotter
Don Coyhis
John de Miranda
Dona Dmitrovic
Natalia Martinez Duncan
Marie Dyak
Maryanne Frangules
G. Peter Gaumond
Jim Gillen
Walter Ginter
Leslie Glass
Lindsey Glass
Ralph Gonzalez
Vickie Griffiths

Sarah Hansen
Steve Hornberger

Sharan Jayne
Anna Mable Jones
Benjamin Jones
Diana Kamp
Andrew Kessler
Cathy Khaledi
Joan Kub
Ting Fun May Lai

Organization

Mental Health America
TASC, Inc.
McShin Foundation
Therapeutic Communities of America
Talk Therapy Television, Inc.
National Association of State Alcohol and Drug Abuse Directors
(NASAADAD)
Lions Club International
Center for Alcohol & Drug Research & Education
National Institute on Alcohol Abuse and Alcoholism (NIAAA)
National Highway Traffic Safety Administration- Impaired Driving
(NHTSA)
Recovery North Carolina
White Bison, Inc.
Stepping Stone of San Diego, Inc.
RASE Project
Community Anti-Drug Coalitions of America
Entertainment Industries Council, Inc.
Massachusetts Organization for Addiction Recovery (MOAR)
Office of National Drug Control Policy (ONDCP)
The Providence Center
National Alliance for Medication Assisted Recovery
Reach Out Recovery/Rehab Productions
Reach Out Recovery/Rehab Productions
Talk Therapy Television, Inc.
Jewish Alcoholics, Chemically Dependent Persons and
Significant Others
State Associations of Addiction Services (SAAS)
The American College of Mental Health Administration: The
College for Behavioral Health Leadership
National Institutes on Drug Abuse (NIDA)
Oxford House, Inc.
National Council on Alcoholism and Drug Dependence - Detroit
The Association of Addiction Professionals, (NAADAC)
Friends of SAMHSA
Nar-Anon
International Nurses Society on Addictions
National Asian Pacific American Families Against Substance Abuse
(NAPAFASA)

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Roberta Leis	The Leis Group
Alan Levitt	National Association for Children of Alcoholics (NACOA)
Nataki MacMurray	Office of National Drug Control Policy (ONDCP)
Lureen McNeil	New York State Office of Alcoholism and Substance Abuse Services
Raymond Mills	Voices of Recovery San Mateo County
Cynthia Moreno-Tuohy	The Association of Addiction Professionals, NAADAC
Kristin Noecker	RASE Project
Julia Parnell	Minnesota Recovery Connection
Claire Ricewasser	Al-Anon Family Group Headquarters, Inc., World Service Office
Tom Stanitis	National Rural Alcohol and Drug Abuse
Pat Taylor	Faces & Voices of Recovery
Megan Valin	McShin Foundation
Becky Vaughn	State Associations of Addiction Services (SAAS)
Kevin Wehle	Talk Therapy Television, Inc.
Harvey Weiss	Synergies; National Inhalant Prevention Coalition (NIPC)
Tiffanie Woods	Office of National Drug Control Policy (ONDCP)

SAMHSA Staff

Alex Camacho	SAMHSA/CSAP
Rashetta Fairnot	SAMHSA/CSAT
Tracy Farmer	SAMHSA/CSAP
Wilmarie Hernandez	SAMHSA/CSAT
Steve Mason	SAMHSA/CSAT
Leah McGee	SAMHSA/CMHS
Michele Monroe	SAMHSA/CSAT
Ivette Torres	SAMHSA/CSAT
Wilma Townsend	SAMHSA/CMHS

Abt/Edelman Staff

Paul Cheh	Abt Associates Inc.
Diane Fraser	Abt Associates Inc.
Lauren-Jei McCarthy	Edelman
Amanda Phraner	Edelman
Tracy Major Sarria	Edelman
Cori Sheedy	Abt Associates Inc.
Megan Humphries	Edelman

ORC/Macro Staff

Bill Beard	ICF/Macro International
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Riedel Communications

Bunnie Riedel	Riedel Communications
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I. Welcome & Introductions – Ivette Torres, SAMHSA/CSAT

Ms. Torres, SAMHSA/CSAT, welcomed everyone to the March *Recovery Month* Planning Partners meeting and reviewed the meeting agenda.

Planning Partner Updates

Planning Partners provided updates on their organizations' activities, which included:

- Jacob Berelowitz told the group that Talk Therapy TV is planning to host a recovery event at the Intrepid Museum for the second year in a row. Mr. Berelowitz noted that Dr. Westley Clark, Paolo Del Vecchio and the New York Academy of Medicine will attend, and that they have partnered with YouTube to webcast the event live online. If the Planning Partners are interested in setting up a live webcast of this event in their area, they should contact Mr. Berelowitz for further details. Kevin Wehle also added that Martha Washington, a singer, would be performing at their Intrepid Museum event this year. Ralph Gonzalez told the Partners that at Talk Therapy TV's event at the Intrepid Museum this year, they would also be kicking off a 1 Million Laces campaign, where they will put behavioral health facts on shoelaces. **Mr. Gonzalez explained to the Partners that if they send them brief facts for this shoelace campaign, they will put the organization's name on the other side of the shoelace.**
- Ben Jones said that in preparation for hosting this year's hub event on September 15 in Detroit, MI, NCADD-Detroit is organizing logistics, has booked hotel rooms for attendees, and **is looking to connect with Partners about sponsorship opportunities.**
- Cynthia Moreno-Tuohy stated that NAADAC gathered leadership from across the country last week, March 19-21, for their *Advocacy in Action* conference. She also reported that Representative Tim Ryan agreed to co-host the *Recovery Month* kickoff luncheon on September 6. NAADAC is currently looking into possible sites for the luncheon. Additionally, Ms. Moreno-Tuohy noted that NAADAC has produced a recovery CD called "Imagine Recovery," of which 100% of sales from this product will go to helping counselors who need training and support for their jobs. Lastly, Ms. Moreno-Tuohy announced that NAADAC would have their annual conference in Indianapolis, IN this year, August 12-15.
- Claire Ricewasser stated that Al-Anon Family Group completed their 2012 membership survey, which incorporated more mental health and spiritual questions than in any previous year. Ms. Ricewasser also noted that Al-Anon has developed a new online training manual, audio podcasts, and a DVD on creating effective presentations.
- Cathy Khaledi reported that Nar-Anon will be hosting their 2012 Nar-Anon World Service Conference from April 20-22 and that their meetings across the world are gearing up for *Recovery Month*.
- Dona Dmitrovic was pleased to announce that the RASE Project was awarded a grant to conduct a pilot project providing peer-to-peer support services. Ms. Dmitrovic also noted that they would be hosting two *Recovery Month* events this year, a Recovery Rocks

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celebration in Lancaster, PA and a recovery comedy show in Harrisburg, PA at the end of September.

- Vickie Griffiths said that Jewish Alcoholics, Chemically Dependent Persons and Significant Others is preparing for their ***Recovery Month*** activities, which will include a rabbi and clergy training in September and a sober and spiritual Birthright trip to Israel.
- Ting-Fun May Lai announced that NAPAFASA would be hosting recovery events in Hawaii, California, and New York this year. She also explained that both NAPAFASA and NAADAC would be co-hosting a conference in Maui from October 10-11.
- Megan Valin said that the McShin Foundation is planning a range of recovery events, including an awards banquet on April 2, a pool party in July, and a recovery fest and barbeque in September. Ms. Valin also noted that they have received funding from the State of Virginia to maintain their Virginia recovery support program.
- Walter Ginter told the Partners that the National Alliance for Medication Assisted Recovery finished piloting their Beyond MARS (Medication Assisted Recovery Service) training institute. Mr. Ginter stated that the institute went very well and that they are planning to conduct training from June 8-10 with additional programs.
- Pat Taylor of Faces & Voices of Recovery noted that tomorrow is the deadline to submit an application for the *America Honors Recovery Awards*. Ms. Taylor reminded the Partners that this awards ceremony will take place on June 27 in Washington, DC and is an annual event that recognizes leaders in recovery. Furthermore, Ms. Taylor shared that they are working with Ray Bullman at NCPIE on compiling print and video vignettes of young people in recovery to release in conjunction with the JMATE conference in April (April 10-12). Faces & Voices also launched the Recovery Voices Count campaign, which will create recovery wellness rooms and space on/off the floors of the Democratic and Republican National conventions to allow places to have meetings with State delegates. Ms. Taylor also thanked Lindsey Glass for speaking at a briefing organized by NASADAD on funding for services for people with mental illness and substance abuse disorders.
- Steve Hornberger reported that ACHMA held their annual summit in Charleston, SC last week and will host two webinars on peer leadership later this year.
- Maryanne Frangules said that MOAR participated in Faces & Voices' youth training held in February in the Boston area, attended a policy conference on integration with the prevention sector, and is also planning for their recovery motorcycle ride on August 18. Ms. Frangules also noted that they were recognized by an Access to Recovery (ATR) grant to do recovery coaching in Massachusetts.
- Jim Gillen told the Partners that the Providence Center is preparing for their Rhode Island State event on September 15, will be hosting a kickoff event at the State's Women's Correctional Facility on September 21, and will be dedicating a new garden and stone path called the "Pathway to Recovery."

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- Roberta Leis stated that the New England Association of Drug Court Professionals will be holding their annual conference in Boston, MA from September 27-28 this year and is currently accepting abstracts for their workshops.
- Raymond Mills announced that after *Voices of Recovery* in San Mateo County had such great success with their Picnic Rally for ***Recovery Month*** event last year, with over 800 people, the Park service would not be able to handle the larger expected attendance this year. Mr. Mills explained that as a result they are looking for a proper venue for this year's event.
- John de Miranda told the Partners that Stepping Stone of San Diego will conduct their first recovery coach training this June and will launch an initiative for the LGBT community this year, with pride events scheduled for September.
- Joan Kub stated that the International Nurses Society on Addictions would host their annual meeting September 5-8 this year.
- Lureen McNeil told the Partners that she is looking into developing funding streams for the development of peer supports in New York State.
- Andrew Kessler of Friends of SAMHSA stated that they are working with the International Certification & Reciprocity Consortium (ICRC) to certify addictions counselors in co-occurring disorders. Mr. Kessler also noted that they are developing a pilot program to assist returning veterans through military peer recovery that trains these individuals to become peer counselors.
- Alan Levitt stated that the NACOA is looking to fill Sis Wenger's old position as President/CEO, has redesigned their [website](#) and will launch it later this Spring, and is accepting creative works (i.e. poems, stories, videos, etc.) from children and youth for their *In Our Own Words* campaign. In addition, Mr. Levitt announced that NACOA would be celebrating their 30th year anniversary at a conference in Las Vegas or Santa Fe this year.
- Erica Ahmed reminded the Partners that May is Mental Health Month. Ms. Ahmed also said that Mental Health America has received funding to work on research looking at the implications of obesity on mental health.
- Tracy Farmer announced that SAMHSA/CSAP would be conducting town hall meetings on underage drinking across the country in honor of April being *Alcohol Awareness Month*. In addition, SAMHSA will be conducting an underage drinking media campaign with TV, radio, and print spots being played in five pilot sites (Sacramento, CA, Chicago, IL, Buffalo, NY, Frisco, CO, and Knoxville, TN). Ms. Farmer also noted that May 20-26 is the first National Prevention Week.
- Sharan Jayne noted that the NIDA has launched their [mobile website](#) and will be launching their PeerRx campaign, which is a campaign designed to empower teens about the dangers of prescription drug abuse. Ms. Jayne also explained that the next National Drug Facts Week would be January 28-February 3, 2013.
- Tiffanie Woods stated that the ONDCP is working on their quarterly recovery update and that the National Drug Control Strategy will be made available to the public soon.

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- Don Coyhis said that White Bison is planning to host ***Recovery Month*** events in over 100 Native American communities this year and that they will have a new focus on intergenerational trauma. Mr. Coyhis also explained that they have developed a forgiveness and recovery journey for the Trail of Tears starting on May 23.
- Donna Cotter told the Partners that Recovery North Carolina has been asked to develop a recovery support center, so she will be calling upon the Partners to see what other programs are currently doing and how they are funding their work. Ms. Cotter also announced that Recovery North Carolina would be sponsoring a candlelight vigil in Wilmington, NC on April 28 for the 650,000 North Carolinians who need treatment every year but do not get it.
- Marie Dyak of the EIC stated that the Prism Awards will occur on April 19 in California and that they have received over 430 submissions this year. Ms. Dyak noted that there were many mental health and co-occurring storylines submitted for consideration this year.
- Anna Mable Jones reported that Oxford House will hold their world convention in Oklahoma City, OK from September 13-16 and are expecting approximately 700 attendees. Additionally, Oxford House is scheduled to host about 1,500 events across their 1,528 houses worldwide.
- Nataki MacMurray said the ONDCP has put together a strategy to allocate their resources and that they have set aside money to attend events this year. Ms. MacMurray asked the Partners to contact her if they are interested in having ONDCP leadership attend their events. In addition, Ms. MacMurray stated that the language for this year's proclamations would be made available shortly. She also noted that ONDCP is working with the Secretary of the Housing and Urban Development (HUD) Department to send out advocacy letters to local housing directors and private landlords to encourage them to make publicly supported housing available to people who have prior convictions and who are in recovery.
- Harvey Weiss stated that the NIPC celebrated their 20th anniversary during National Inhalants and Poisons Awareness week March 18-24. Mr. Weiss also brought to the Partners attention the issue of huffing helium among children and young adults, saying that this issue got good coverage at the kickoff at the National Press Club and was inspiration for a Good Morning America piece on nitrous oxide. **Mr. Weiss stated that Good Morning America will do another segment on this topic in about 2 months and is requesting the Partners send him any interesting information to add to this segment.**
- Tom Stanitis told the Partners that the National Rural Institute on Alcohol and Drug Abuse is celebrating their 28th anniversary this year and is focusing on issues surrounding veterans returning from combat, and the lack of resources in rural America. Mr. Stanitis also announced that they would be hosting their annual meeting in Wisconsin on June 14.
- Brian Chodrow stated that the NHTSA is providing funding to conduct teen *Driving While Intoxicated* court trainings this year. Additionally, from mid-August to Labor Day

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Weekend, NHTSA will be enforcing a National Law Enforcement crack down on drunk driving by doing sobriety checks throughout the country.

- Lindsey Glass introduced herself to the Partners and told them that Reach Out Recovery will be screening their newest documentary on teens in recovery at the JMATE conference in Washington, DC on April 10.
- Leslie Glass stated that she and her daughter co-founded Reach Out Recovery in the hopes of lifting the stigma around substance abuse disorders and is pleased to announce that their documentary entitled, “The Secret World of Recovery” was nominated for a 2012 Voice Award.
- Becky Vaughn told the Partners that the SAAS would be celebrating their 25th anniversary this year at their annual conference on June 19-22 in the French Quarter in New Orleans, LA. Ms. Vaughn explained that they would be focusing on health care reform implementation. She said they have posted the results from their readiness and capabilities assessment on their [website](#). Ms. Vaughn stated that over 500 providers responded to this assessment.
- Julia Parnell of the Minnesota Recovery Connection said that they are planning their 2nd Annual Recovery Day at the Minnesota Capital, will host a parity field hearing in July, and are organizing multiple events for **Recovery Month**. Ms. Parnell noted that the Minnesota Recovery Connection would be hosting another Twins baseball game this year, a spirituality breakfast, and their Art in Recovery event, where they will rent out a local art gallery to display works of art on recovery by artists in recovery. Ms. Parnell also announced that she would be celebrating 20 years in recovery this year.
- Cliff Bersamira stated that NASADAD would be hosting their annual meeting in Savannah, GA in June, and a research conference on prevention and recovery in Pittsburgh, PA in September.
- Bunnie Riedel told the Partners that the *Road to Recovery* TV and radio series is getting a lot of play time, with 527 TV channels airing this show nationwide for an average of 20 times per month and 77 radio stations currently broadcasting the audio format. **Additionally, Ms. Riedel asked the group to contact her directly if anyone is interested in getting local TV or radio stations to cover their community events.**

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II. Status of 2012 *Recovery Month* Materials – Ivette Torres & Michele Monroe, SAMHSA/CSAT

2012 *Recovery Month* Community Events

Ms. Torres, SAMHSA/CSAT, told the Partners that SAMHSA will not fund any *Recovery Month* community events in 2012.

2012 *Recovery Month* Toolkit & Printed Materials Status

Ms. Torres informed the Partners that the toolkits would not be printed this year, but that they may be able to print out a limited number of posters, flyers, and slim jims. Ms. Torres said that they would send an email to the Partners to notify them about this year's distribution process.

2012 *Recovery Month* PSA Review of Rough Cuts & Production Status

Mrs. Monroe, SAMHSA/CSAT, announced that the PSA rough cuts were approved by HHS and that the *Recovery Month* team will be flying to Atlanta, GA on Monday, April 2 to work on the sound and voiceovers for these spots.

SAMHSA/CSAT and Edelman presented the PSA rough cut videos for *Own It* and *Pick Up the Pieces* and the Planning Partners provided feedback, which included:

- Ms. Dyak wondered why the final tagline at the end of the PSAs did not include recovery referral.
 - Mrs. Monroe responded that they will try to include the word recovery here, but added that the helpline is for prevention information or treatment referral, not necessarily recovery/recovery support.
 - Ms. Taylor noted that CMHS developed a list of recovery support and recovery community organizations to be made available to the public.
 - **Ms. Torres said that she will work with Linda Kaplan, Marsha Baker, and Michael Ahmadi (who is the Project Director for the Helpline) on this issue and that she will also get the Recovery Support and community organizations list from Paolo Del Vecchio, CMHS.**
- In response to the PSAs, Ms. Cotter stated that people at the State-level are desperate for any information and added that Partners for Recovery created a document about recovery support specialists and coaches that would be useful to distribute currently in the clearance process.
 - **Ms. Torres stated that she would talk to Ms. Taitt to determine if this document could be made available for individuals even if it is not yet finalized.**
- Ms. Ricewasser liked the vase shot in the *Pick Up the Pieces* spot and suggested that they change the tagline to make it more personable, since it currently sounds very organization-like.
 - Ms. Torres said that they will play around with the tagline, but reminded the Partners that timing is a pressing issue.

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- Ms. McNeil asked the team not to forget about the mutual aid programs when talking about the different pathways.
- Ms. Lai wondered why there was still a missing piece in the vase at the end of the *Pick Up the Pieces* spot.
 - Mrs. Monroe explained that this was done on purpose after the Planning Partners made the suggestion at the last meeting that to show that while things are better, not everything is perfect, and that no one is perfect to begin with.
- Ms. Frangules thought the PSAs were good and asked if it was possible to break up the co-occurring sentence into two statements: “Recovery in addiction” and “Recovery from depression,” in order to show that it is possible to have separate conditions.
 - Ms. Torres responded that they would consider this change.
 - Mrs. Monroe added that this issue was addressed in the “*Why Recovery?*” online PSA spot because there was more time to work with on that video.
- Ms. MacMurray asked why the PSA language is limited to only depression when there are other mental health issues out there. Ms. MacMurray suggested just saying “mental health issues.”
 - Ms. Torres explained that depression is the most common mental illness and that it is the biggest issue driving suicide.
 - Mrs. Sheedy also replied that the specific use of depression was chosen at the recommendation of the Partners at the last meeting, who believed that this word would be the most impactful to a general audience.
 - Ms. Ahmed agreed that the word depression does a good job with resonating with the larger audience **although it does not represent the array of mental health conditions impacting the general public.**
- Ms. Glass loved both of the spots because of the diversity and the incorporation of youth, but also added that if they are trying to brand recovery as a path that works, they should consider putting the words “Recovery Works” across the screen.
- Mr. Gonzalez said that he really liked the way the sign language was done in the *Own It* spot.
 - Mrs. Monroe added that the voiceover actors being used for the PSAs are also professionally trained for the hearing impaired.

**III. Recap on 2013 *Recovery Month* Theme and Target Audience Selection –
Ivette Torres & Edelman Team**

Before the group discussed the theme and target audience selection, Ms. Torres reminded the Partners that since they will not be printing materials in 2013, they will need to be cognizant of the changing medium and will need to write shorter, crisper messaging for the web moving forward. Additionally, Ms. Torres urged the group to think about empirical ways to support the argument for recovery and recovery support services. She stated that this data driven support would be crucial to furthering their cause.

Theme Selected: *Join the Voices for Recovery: Together on Pathways to Wellness*

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Ms. Torres recapped the last Planning Partners meeting decision on the 2013 *Recovery Month* theme, which is *Join the Voices for Recovery: Together on Pathways to Wellness*. Ms. Torres explained that this theme demonstrates that there are multiple pathways to recovery that individuals can seek out to appropriately address treatment needs for both themselves and their loved ones.

Brainstorming on research and resource links for targeted audiences

Ms. Torres reviewed the targeted audiences for 2013, as decided by the Planning Partners via a survey, as follows:

- Health Care Providers (including alternative medicine practitioners)
- Young Adults
- Families and Caregivers
- Community Leaders

Partners provided comments on the 2013 theme. Some of those comments are below.

- Ms. Dyak wanted to add local media representatives to the targeted audience list, so that the group is able to have someone to tell their recovery stories. From TV reporters to print journalists, Ms. Dyak said that educating the media and bringing them into the fold could help us gain a lot more steam moving forward.
 - Ms. Torres said that they could accomplish this in the media section of the toolkit and website.
 - Mrs. Monroe added that there is a section on how to talk to the media and how to prepare stories, press releases, media advisories, op-ed sections, etc., in the toolkit.

With these audiences in mind, Ms. Torres asked the Partners to brainstorm on possible empirical research and resource links that could be used to make an argument for the need for recovery services.

Comments:

- Ms. McNeil stated that when people talk about recovery, they automatically think about treatment. She urged people to begin accessing paths other than the treatment system. As an example, Ms. McNeil said that they held a pathways conference where they were able to get some testimonials on various other pathways.
- Ms. Taylor supported this idea and added the need to identify the different recovery supports that people have used to sustain their recovery. She proposed interviewing people in various capacities and fields such as a recovery-friendly employer or housing official, where specific services are being developed to address the needs of the recovery population.
 - **Ms. Torres said that they are taking the Bill of Rights and the principles that SAMHSA has developed and will have someone speak to each of these points.**
 - Mr. Hornberger believed that these principles could then become the group's target audiences.

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- Ms. Cotter told the Partners that SAMHSA has a document on the [Partners for Recovery website](#) called [Pathways to Healing and Recovery: Perspectives from Individuals with Histories of Alcohol and Other Drug Problems](#) that could be used as a resource.
- Mr. Gonzalez suggested they include more voices of recovery stories on young people, their families, and their recovery.
 - Ms. Torres liked this idea and said that they could do in-depth interviews with a whole family to show how entire families are affected. She also said that this would show the different age groups that are impacted by mental and substance use disorders.
- Mr. Hornberger said that in addition to the family, they should also include Kaiser Permanente, include health care information on the health care costs for a person with an addiction disorder, and highlight the residual costs on the people who live with this person.
- Ms. MacMurray announced that HHS has grantees that work with addiction and the child welfare system and have information on the cost of substance use to this system.
- As an aside, Ms. Torres stated that since they are moving towards being solely web-based, more voices could be built right into the kit itself. She urged the Partners to use this format to spread the word about recovery, and fight discrimination. Ms. Torres said that they have not dealt with discrimination much yet, but that this topic needs to be looked at more closely in terms of accessing services like housing and education.
 - Ms. Cotter pointed to the [Partners for Recovery website](#) and noted that they have seven [Know Your Rights](#) brochures that all address discrimination.
 - Ms. Ahmed agreed with Ms. Torres about increasing the talk around combating discrimination and gave an example of a professor who contacted her organization after he experienced employment discrimination due to his existing mental health conditions.
 - Ms. MacMurray stated that we need to educate people by putting more stories out there about the long-term consequences of discriminatory barriers. She said that getting personal stories to highlight these barriers will help to humanize the issue.
 - Mr. Levitt and Ms. McNeil pointed to the recent news story on the Jet Blue pilot and agreed that this type of negative media is hazardous to the work that the group is trying to accomplish. Ms. McNeil noted that the media's language around this story was highly inflammatory and negative and stated that they need to educate journalists about the language they use and the impact that they have on the general public.
- Ms. Leis wondered if they could create an award for journalists in the media who are accurately portraying substance abuse and mental health disorders as an attempt to bring these individuals into the fold.
 - Ms. Dyak explained that the Prism Awards for TV magazine formats includes this award, but also added that individuals need to work on the local and community level to keep the media engaged and aware of these issues during a crisis. For example, Ms. Dyak brought up an example of her organizations work with local

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media surrounding a shooting at a psychiatric clinic at a Pittsburgh hospital earlier this year.

- Mr. Berelowitz added that the Carter Center in Atlanta, GA also has a program that trains journalists and utilizes empirical findings to make an impact.
- Moving back to the discussion on empirical and data-driven work, Mr. Berelowitz asked the Partners if it would be possible to calculate how many people are using each of the different recovery pathways.
- Mr. de Miranda stated that the data for 23 million people in recovery from a substance use disorder comes from a [solid empirical analysis](#) conducted by The Partnership for Drugfree.org OASAS. The mantra of “23 million people in recovery from a substance use disorder” should be repeated within/to SAMHSA, Congress, and among their constituencies.
 - **Ms. Jayne said that she will find out if people will be willing to work on these issues at NIDA.**
- Ms. Taylor stated that NIAAA is funding a research study with Faces & Voices and Oxford House in order to develop recovery measures for substance use and added that CBHSQ will also be adding to these efforts.
- Mr. Levitt asked the Partners if there has been any content analysis done at the local or national level to see how recovery is depicted on television shows.
 - Ms. Torres and Ms. Sheedy both said that they are unaware of any analysis of this type, but that this would be an interesting and useful study.
 - Mr. Levitt stated that SAMHSA and ONDCP worked on a content analysis on the depiction of substance use in music awhile back and said that it would probably be relatively easy to do this type of research on television shows.

IV. Guest Speaker– Mike Buscemi, Lions Club International – Lions Quest Program

Ms. Torres introduced Mr. Mike Buscemi, Senior Advisor to Lions Club International, to the Planning Partners.

Mr. Buscemi thanked Ms. Torres and the Partners for having him and briefly described his background. He stated that he is coming from the prevention field and is a former teacher, drug counselor, drug prevention official in the State of Ohio, and consultant.

As the world’s largest service club organization, Mr. Buscemi explained that Lions Club International does a good job of connecting national initiatives throughout networks large and small, from countries to local communities. Mr. Buscemi also noted that the Lions Club has a committed philanthropic arm and has made a commitment to drug prevention since 1982, because prevention is a critical link in helping young people make better decisions. With the help of the Kellogg Foundation, Lions Club has developed an initiative at the school-level that delivers effective skills to students. Mr. Buscemi stated that Lions Club focuses on three values in their outreach efforts: 1) Effectiveness, 2) Sustainability, and 3) Scale.

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Mr. Buscemi said that we, as a collective whole, are becoming complacent in our work, and drew upon the research that shows that more teen drivers are seeing marijuana as okay as compared to previously. In response to this, Mr. Buscemi explained the need for the messaging “Prevention Works.” He noted that it is wiser to build up children early and often and to teach them skills on things like self-awareness, life skills, and social-emotional learning. At the Lions Club, Mr. Buscemi stated that they have created a training structure that is committed to partnerships, and looks to address issues surrounding alcohol and drug use among teens and young adults. In contrast, Mr. Buscemi noted that they do not have a train-the-trainers program, since this dilutes the system.

In addition to these drug prevention programs, Mr. Buscemi highlighted some other work that the Lions Club is currently involved with, including a partnership with the Clinton Global Fund on social-emotional learning in school-aged children, a pilot program with the United Nations, and work with the Organization of American States within the State Department and the European Union, to name a few.

Mr. Buscemi concluded his remarks by urging the Partners to reach out to their Local Lion Clubs to spread the message of prevention and recovery. Mr. Buscemi explained that there are 45,000 clubs in existence that are available to the Partners and added that each of these clubs is very committed to service, young people, and drug prevention.

- Ms. Torres applauded Mr. Buscemi and Lions Club’s work in the prevention field and asked Mr. Buscemi to invite additional people to their *Recovery Month* meetings to continue this education process and participate in the proceedings.
- Mr. Buscemi added that the Lions Club has established mechanisms whereby individuals can easily distribute materials to a large number of their volunteers.
- **Mr. Gonzalez suggested that as a first step the Partners should attempt to have at least one person from their organizations join their local Lions Club so that they become a member and have the opportunity to have a voice and get involved with the work at this level.**
- **Mr. Buscemi also said that he will suggest to the Lions Club Advisory Group to invite some of the Partners to come to their advisory meetings and talk about the work that they are doing.** Mr. Buscemi believed that this would be a good way to enhance prevention and also initiate discussions towards the treatment and recovery side.
 - Ms. Torres supported this idea and said that there are many capable individuals among the Partners that could fill this role.

V. Update – Claire Ricewasser, Associate Director of Communications, Al-Anon Family Group Headquarters, Inc. & Cathy Khaledi, Executive Director, Nar-Anon Family Groups

Ms. Ricewasser explained that Al-Anon and Nar-Anon have separate, yet common interests surrounding a range of different issues including prevention and public education. Ms.

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Ricewasser told the Partners that while both organizations had been in communication with each other in the past, it was only through ***Recovery Month*** that they were able to come face-to-face and meet on a regular basis. Since Al-Anon is located on the East coast and Nar-Anon is on the West coast, it has not been easy keeping in touch with each another, however, Ms. Ricewasser noted that both organizations now have a much more cooperative relationship in how they work together.

Ms. Khaledi told the Partners that both Al-Anon and Nar-Anon offer literature and materials on recovery in a range of different languages. And, while both organizations offer literature in English, Spanish, Portuguese, Farsi, and Russian, Al-Anon also translates their materials into 34 languages and distributes them in over 135 countries. Ms. Ricewasser added that Spanish-speaking groups are the fastest growing group type in Al-Anon.

Ms. Khaledi continued by explaining the various opportunities that individuals have for reaching out and asking for help. Ms. Khaledi explained that both Al-Anon and Nar-Anon offer open and closed meetings, limited access groups, and electronic meeting options. Currently, Al-Anon has over 23,556 meetings worldwide and Nar-Anon has 1,830 meetings, with over 600 meetings in Iran and over 325 meetings in Brazil. For the online forum meetings, Ms. Khaledi said that while they are just beginning to dip their toes into the online format, they have tried to keep the basic format, structure and guidelines of a face-to-face meeting in these online meetings. Ms. Khaledi added that both Al-Anon and Nar-Anon are gauging these online meetings and are continuing to ensure anonymity. Ms. Ricewasser stated that they have held over 80 electronic meetings in Al-Anon and that these are a great resource for people who are disabled, who lack transportation, or who do not have resources in their community in their first language. Ms. Ricewasser believed that this opportunity has kept the recovery pathway open, whereas otherwise it would not have been possible. As a final point, while the online meetings are a great avenue and opportunity, both Ms. Ricewasser and Ms. Khaledi stressed that they would not replace the value of peer-to-peer, face-to-face support.

Ms. Ricewasser stated that people across the world are in crisis mode and are trying to find someone to talk to about their specific situations. As a result, both organizations have been working together to better train and equip their staff to help individuals who call their helplines. Staff at both organizations are trained to provide consumers with their 1-800 numbers and direct them to their websites. Additionally, staff are being trained to refer consumers to the American Self-Help Clearinghouse for anything ranging from arthritis to multiple sclerosis. According to Ms. Ricewasser, they are also working on providing consumers with a menu of options and letting them make decisions and referrals based on their personal situations.

General Comments:

- Mr. Levitt pointed out that another advantage to the meetings offered by Nar-Anon and Al-Anon is for people who are not in recovery like himself to have the opportunity to attend one of these meetings. Mr. Levitt explained that he has gone to a few of these before and that they have been very centering and impactful. Mr. Levitt stressed the

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value of these types of meeting and strongly encouraged individuals, both in and out of recovery, to attend.

- Ms. MacMurray told the speakers that the Office of National Drug Control Policy is compiling a list of recovery supports for their website and that they would love to add the Al-Anon, Nar-Anon, and Alateen offices to this resource list.
 - Ms. Khaledi agreed to share this information with Ms. MacMurray and believed that this would be an excellent resource.
 - Ms. Torres added that the **Recovery Month** toolkit has resources available as well.
- Ms. Dyak thanked both of the speakers for the work that they are doing at their respective organizations and asked them if they are currently doing work with family services to provide information on different pharmaceutical products that help with treatment.
 - Ms. Ricewasser responded that they track medical referrals, but that this is a very small percentage of what Al-Anon focuses on. Ms. Ricewasser said that she would like to increase the amount of attention on this topic, but that she is not seeing a large growth in medical referrals. She continued by noting that while SBIRT screens for drinking within a primary care setting, she would also like to get screening for the family members during these visits as well.

VI. Recovery Month Subcommittee Reports

Evaluation Subcommittee – Ben Jones, Cori Sheedy

Mr. Jones told the Partners that the Evaluation Subcommittee continues to try to appropriately evaluate the impact of the group's work in order to provide justification for funding resources. Among other data collection points for **Recovery Month**, Mr. Jones described some of the measures the Subcommittee collects, including: data on the community events, proclamations, toolkit, PSAs, *Road to Recovery* series, the website, and the various social media outlets. Additionally, Mr. Jones reminded the Partners of the 2011 event planner case study that involved interviewing nine event planners and two organizations and evaluated the scope of the services provided and how to improve them. Mr. Jones also reminded the Partners about the team's 2011 usability assessment of the website that led to improvements to the website including offering new user types and creating a more user-friendly layout and design.

However, Mr. Jones said that there are many activities that are not being reported that need to be worked on. Mr. Jones stated that while they are in the process of adding **Recovery Month**-related questions to SAMHSA's Office of Communications *Attitudes* survey (currently in the Office of Management and Budget review), he is not sure this is the most effective way to evaluate their true impact.

Furthermore, Mr. Jones pointed to the PSAs as an example the difficulty of typing behavior change to **Recovery Month's** products and resources, e.g., the PSAs are not branded as **National Recovery Month**. As a result, people who watch these videos may not associate it with the **Recovery Month** campaign, but may only associate it with SAMHSA's National Helpline.

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Question: Ms. Moreno-Tuohy asked why they have not reached out about adding questions related to ***Recovery Month*** into the Treatment Center surveys or the National Survey on Drug Use and Health.

- Ms. Torres expressed SAMHSA's concern over the current length of the surveys and replied that they already take more than 15-20 minutes to complete.
- Mr. Jones added that while adding 2-3 questions onto someone else's survey may get the group additional name recognition, he is not sure this method will provide them with the concrete results that they are looking for.

Mr. Jones proposed the following questions as current desired evaluation questions for ***Recovery Month***:

- How many people access treatment and recovery support services as a result of ***National Recovery Month***?
- What impact does ***National Recovery Month*** have on reducing discrimination?

Alex Camacho, SAMHSA/CSAP, spoke briefly to the Partners and offered to provide his expertise with evaluation studies. In order to adequately evaluate their work, Mr. Camacho stated that they must look at the right logic model framework and must first determine what final goal they are trying to achieve with this initiative. According to Mr. Camacho, if the Partners are interested in creating awareness or name recognition for ***Recovery Month***, then it is a health communications issue they are talking about. However, if they are interested in a different end goal, then they need to talk about where they fall within the health communications and social marketing evaluation spectrum.

Mr. Camacho stated that if the group is interested in both a health communications and social marketing approach, they should consider creating a call to action of the more than 23 million people who suffer from substance abuse problems and mental health disorders who are not doing anything to treat their conditions because they do not think they have a problem or are unsure how to address these concerns. Mr. Camacho explained that the PSAs address this problem to some degree by referring people to information and treatment. However, he also stressed the need for more community involvement and outreach of the recovery community into the different sectors of the overall community. By getting the broader community to come together to create a better understanding of what addiction and mental health issues are about, Mr. Camacho believes that they would be able to improve the overall status of the community and reduce the discrimination and stigma around these issues. He stressed the importance of people in recovery championing the idea that they are now productive members of society and that they have improved their own well-being and also the well-being of others.

Mr. Camacho continued by stating that to accurately evaluate the work the group is doing, they need to raise awareness and influence behavioral intention. According to Mr. Camacho, intention and environment equals behavior. He stated that one key to getting people to go to receive recovery services is a facilitating environment that encourages this behavior. Here, the

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PSAs, efforts by providers to encourage access to services, and other important forms of the environment, all influence whether a person actively seeks the help of recovery services. Once these two components (awareness and environment) are established and an individual goes into recovery services, this is when Mr. Camacho believes the evaluation component should come into play.

Mr. Camacho agreed to further discuss these ideas offline with the evaluation committee.

Mr. Jones thanked Mr. Camacho for his insight and **asked the Partners that if they are interested in volunteering to help out with the Evaluation Subcommittee to contact him (president@ncadd-detroit.org)**.

Comments:

- Mr. Gaumont recommended that the Subcommittee contact the collegiate recovery programs for help on this work.

Multimedia Subcommittee – Bill Beard, Cori Sheedy, Amanda Phraner

Mr. Beard discussed the status of the 2012 *Road to Recovery* season. He announced that the 2012 season will run a total of eight programs, six hour-long programs and two 30-minute programs.

Mr. Beard stated that the 2012 Kick-off show, *Join the Voices for Recovery: It's Worth It*, premiered in the beginning of March and was a half-hour program that highlighted the accomplishments of the 2011 **Recovery Month** campaign and looked forward to a successful 2012 **Recovery Month**.

Mr. Beard said that the first full program, *Research to Practice: How Advancements in Science Are Helping People With Mental and Substance Use Disorders*, will premiere April 2 and will be available on the [Recovery Month](#) website. He continued by sharing that the May program will be on partnering with youth and young adults in behavioral health and the June show will focus on working with families to help individuals prevent, treat and maintain recovery from substance use and mental disorders.

In addition to the Spring shows, Mr. Beard told the Partners that they are also preparing for the last three programs of the 2012 season that focus on topics ranging from employment to military families to building communities of recovery. **For these shows, which will premiere between July and September of this year, Mr. Beard invited the Partners to contact him (William.R.Beard.Jr@macrointernational.com) or the Multimedia Subcommittee about any ideas, panelists or case studies that would be of interest to highlight during these broadcasts.**

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Ms. Sheedy and Amanda Phraner presented on the website and social media activities. Ms. Sheedy reviewed the various digital media outlets utilized by *Recovery Month*, including the Website, Facebook, Twitter, YouTube, and blogger engagement.

Ms. Phraner told the Partners that they conducted the first *Recovery Month* Twitter Chat of the year on March 21 with Linda Kaplan, Marsha Baker, and Rashetta Fairnot. Ms. Phraner reported that the chat on recovery support lasted over an hour, involved 35 participants and garnered more than 1.5 million impressions across all the Twitter users who attend. Ms. Phraner also noted that the chat transcript is now available on the [Recovery Month](#) website. There are two more upcoming Twitter chats scheduled. On May 30, the team will facilitate a *BRSS TACS Efforts* chat with guest hosts Cathy Nugent and Paolo del Vecchio. And, during the week of July 2, they will host a chat on *Military Families: Access to Care for Active Duty, National Guard, Reserve, Veterans, Their Families, and Those Close to Them*.

Ms. Phraner told the Partners that they will send out a detailed set of instructions on how to participate in a Twitter chat in the next couple of weeks. Additionally, Ms. Phraner stated that if individuals are unable to attend a chat, they are also accepting questions via email ahead of time if they have a question that they would like answered.

Ms. Phraner announced that the Spanish versions of the e-cards and inspirational quote widget are now available on the website. Ms. Sheedy added that visitors who wish to access the Spanish content need only go to the website and click the “En Español” button at the top right of the homepage.

Furthermore, Ms. Sheedy urged the Partners to upload the *Recovery Month* web banner onto their websites and reminded them that if they need help doing this that they can contact Diane Fraser (Diane_fraser@abtassoc.com) or herself (Cori_Sheedy@abtassoc.com) for assistance. In addition to the web banners, Ms. Sheedy also asked the Partners to post their Community Events to the website and reminded them that the deadline to submit their Community Event Award application is March 30.

Sustainability & Public Relations Subcommittee – Marie Dyak

Ms. Dyak announced that the NACOA and the EIC will be presenting the Ramstad-Kennedy Award on July 30 or August 1 and will be sending out applications shortly.

Ms. Dyak urged the Partners to maintain their recovery presence and do not lose ground on all the great progress they have made so far. Ms. Dyak also stressed the importance of branding even as things are changing all around them. In terms of defining sustainability among the Partners, Ms. Dyak told the Partners to look at the resources that help bring some of them to these planning meetings and reminded them that this may be something that they may not have in 2013. Ms. Dyak said that in the face of these diminishing resources, the Partners need to try their best to stay together and to individually look at what it costs each of them to be here (travel, lodging, time, etc.). **As another next step, she stated that the Subcommittee is also currently looking for sponsors and asked the Partners to bring this sponsorship opportunity to their own board of directors.**

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Additionally, Ms. Dyak suggested that each of the Partners start looking at their budgets now and also told them to check their website banners and notify Ms. Torres when they have been updated. As part of branding their own organizations, co-branding with *Recovery Month* is a vital step in the right direction.

Toolkit and Print Materials Subcommittee

Ms. Torres told the Partners that they will get back to them with information on which materials will be printed this year.

NOTE:

- Printing 10,000 posters
- Printing 10,000 Flyers and slim jims in English
- Printing 5,000 Flyers and slim jims in Spanish

VII. New Business

Ms. Torres also noted that they have been working with a group of young people in recovery and have been facilitating an upcoming meeting for them to conduct some strategic planning. According to Ms. Torres, the group has organized a core advisory committee and has met multiple times over the last two years to discuss topics ranging from youth recovery to ways of finding funding streams for their organization.

Future 2012 Recovery Month Planning Partners Meetings

Ms. Torres reminded the Partners that the next Planning Partners meeting will be a teleconference call on June 7 and that they will email everyone the call-in information closer to the date of the call.

For the September 5 Planning Partners meeting, Ms. Torres was happy to announce that Ray Bullman was able to get the group a room at the Barbara Jordan Conference Center of the Kaiser Family Foundation. **Additionally, Ms. Torres said that they will leave half of this September meeting to discuss sustainability.**

2012 Recovery Month Luncheon

Ms. Moreno-Tuohy notified the group that NAADAC is working on the 2012 luncheon and is currently looking into acquiring event space on the Hill for this event in September. Additionally, Ms. Moreno-Tuohy announced that Representative Tim Ryan of Ohio has committed to co-host the event and that both Oxford House and Talk Therapy TV have volunteered to assist with it as well. **If anyone else is interested in volunteering for the planning committee, Ms. Moreno-Tuohy told the Partners to contact her directly (cmoreno@naadac.org).**

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VIII. 2012 *Recovery Month* Planning Partner Meetings

The remaining 2012 *Recovery Month* Planning Partners Meeting dates are:

- **Thursday, June 7, 2012** – via teleconference
- **Wednesday September 5, 2012** – Barbara Jordan Conference Center of the Kaiser Family Foundation, 1330 G Street, NW, Washington, DC, 20005 (one block west of Metro Center)
- **Thursday, September 6, 2012** – *Recovery Month* National Kick-off Press Conference at the National Press Club, Washington, DC; followed by the 2012 *Recovery Month* Luncheon sponsored by NAADAC et. al. (NAADAC's 35th Anniversary Celebration)

IX. Closing

Ms. Torres thanked all of the Planning Partners for participating in the meeting and for all of their hard work throughout the year.