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

National Recovery Month Planning Partners Meeting

Thursday, March 20, 2014 1:00 p.m. – 3:00 p.m. Via Conference Call

Participants Organization

Robert Ashford Young People in Recovery – Texas

Daphne Baille TASC, Inc.

Sean Campbell Campbell Outreach Group

Mayra Chacón Chicago School of Professional Psychology

Page Chiapella National Institute on Alcohol Abuse and Alcoholism/NIH

Miguel Coll Puerto Rico Addiction Research Foundation

Dona Dmitrovic Optum

Maryanne Frangules Massachusetts Organization for Addiction Recovery (MOAR)

Peter Gaumond Office of National Drug Control Policy (ONDCP)
Vickie Griffiths Jewish Alcoholics, Chemically Dependent Persons and

Significant Others (JACS)

Maria Hampton Oxford House, Inc.

Teresa Johnston Center for Young Adult Addiction and Recovery

Benjamin Jones National Council on Alcoholism and Drug Dependence, Inc.

(NCADD)/Detroit

Lacy Kendrick Burke Youth M.O.V.E. National Victoria Kress SMA Behavioral Healthcare

Laurie Krom Addiction Technology Transfer Center (ATTC) Network

Maria LaFriniere Confederated Tribes of Siletz Indians

Ting Fun May Lai National Asian Pacific American Families Against Substance

Abuse (NAPAFASA)

Honesty Liller McShin Foundation

Henry Lozano LA County Teen Challenge and Urban Ministries Initiative

Nataki MacMurray Office of National Drug Control Policy (ONDCP)
Natalia Martinez-Duncan Community Anti-Drug Coalitions of America (CADCA)

Mimi Martinez McKay Texas Department of State Health Services
Miguel Mitchel Puerto Rico Addiction Research Foundation

Tanya Naranjo NAMI Star Center Kristen Noecker The RASE Project

Chuck Noerenberg National Alliance for Drug Endangered Children

Stephanie Older National Institution on Drug Abuse

Gary Parker The Kansas Consumer Advisory Counsel for Adult Mental

Health

Julia Parnell Minnesota Recovery Connection
Reverend Snow Peabody
Anthony Perez Teen Challenge International USA
Entertainment Industries Council

Devin Reaves Destination Hope

Claire Ricewasser Al-Anon Family Group Headquarters, Inc., World Service

Office

Justin Luke Riley Young People in Recovery Juan Velez Court Fundación Nuestra Mente

Sis Wenger National Association for Children of Alcoholics (NACoA)

SAMHSA Staff

Tracy Farmer SAMHSA

Wilmarie Hernandez SAMHSA/CSAT Gail O'Neil SAMHSA/CSAT Abraham Ruiz SAMHSA/CSAT Ivette Torres SAMHSA/CSAT

Abt/Edelman Staff

Kate Durocher Abt Associates Inc.
Sarah Findley Abt Associates Inc.
Diane Fraser Abt Associates Inc.

Kate McLainEdelmanTracy Major SarriaEdelmanTim TassaEdelmanGrace WahlbrinkEdelman

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

Ivette Torres welcomed everyone to the March *Recovery Month* Planning Partners meeting and reviewed the meeting agenda.

II. Recovery Month 2013 Review – Ivette Torres, SAMHSA/CSAT

Ms. Torres reviewed the final results for 2013. There were 1,230 events, which was 174 fewer events than in 2012. Ms. Torres encouraged the Partners to reach out to their constituents and ask them to post any and all recovery-related events, noting that Partners' memberships and local community contacts can help increase these event numbers for 2014. Ms. Torres encouraged Partners to contact her with additional ideas to increase posted events. She stated that if Partners can continue to show that there is overwhelming observance of this campaign, it will help show that the work is worthwhile and should be sustained. Partners can post events themselves or email event and webinar information to Diane Fraser, Abt Associates, diane_fraser@abtassoc.com.

To further support *Recovery Month* efforts, Ms. Torres is asking SAMHSA grantees to post their events. She will also promote the 2014 toolkit to SAMHSA Project Officers and is considering a webinar to show Project Officers and SAMHSA grantees, how to access the toolkit and post events.

III. Status of 2014 Materials – Abraham Ruiz, SAMHSA/CSAT

2013 Recovery Month Community Events Awards

Abraham Ruiz told the Partners that *Recovery Month* is now accepting applications for 2013 Community Event Awards. He encouraged the Partners to promote the award. Anyone who held and posted events in 2013 is eligible. Interested parties should visit the <u>website</u> to <u>download the application</u> and must *apply by April 18, 2014*. The three award categories are: Rally/Walk/Run Events, Educational Events (including webinars), and Special Celebrations. A panel of judges will review and select the winning events. Winners receive round trip travel to Washington, D.C. (for one person) to attend the *Recovery Month* luncheon in September, where they will be presented the award – a certificate from SAMHSA, and promoted on the *Recovery Month* website, Facebook, and Twitter accounts. Mr. Ruiz will send out information on the Community Event Awards with the Planning Partner minutes.

To further raise awareness of the Community Events Awards, Mr. Ruiz said SAMHSA is considering adding information about the award into the auto-reply email that event planners receive upon submitting their event.

During the event discussion, the Partners discussed a need to indicate whether events are open or private and suggested they be designated differently in search results. Mimi Martinez McKay suggested adding a checkbox on the event form that says, "This event is open to the public." Mr. Ruiz thought this was a good idea, as did the other Partners. This feature will be implemented in the next several weeks.

Sis Wenger reminded The Partners that *Recovery Month* will again have the Ramstad-Kennedy Award and will request submitted applications in the next couple months.

2014 Recovery Month Toolkit & Material Status

Mr. Ruiz informed the Partners of the 2014 toolkit status. SAMHSA received edits from CMHS and has begun incorporating them into the toolkit. When completed, the toolkit will be submitted to the HHS Office of the Assistant Secretary for Public Affairs and to Abt for coding on the website. The goal is to have the toolkit live on the site by April 30; May 12 is the deadline for it to be posted due to contract limitations.

2014 Recovery Month PSA Review of Rough Cuts & Production Status

Mr. Ruiz reported that the 2014 PSAs received final clearance from HHS; closed captioned PSAs will be posted on the website and YouTube channel by the end of the month; and distribution of the PSAs will commence in a few weeks. Several Partners asked that an email be sent out with specific instructions about encouraging local affiliates to air the PSAs, as well as instructions on how to upload or embed the PSAs on their websites. It was agreed that once PSA distribution is completed (mid-May), instructions for following up with local stations will be sent to Partners.

Reverend Snow Peabody offered a suggestion for additional PSA promotion. He recommended that when his organization, Teen Challenge, sends out an email alerting people to a specific event (approximately 200 national events), they will include a link to the PSAs.

2014 Recovery Month Website and Social Marketing Outreach

Mr. Ruiz told the Partners that SAMHSA was able to keep the website running as it currently functions and with the same domain until May 12. SAMHSA is working to extend the date through a modification on another contract. Mr. Ruiz thanked the Partners for their work on keeping the website live, and will continue to provide updates on the status.

Mr. Ruiz stated that the *Recovery Month's* social media activities continue, with daily posts on Facebook and Twitter. He encouraged Partners to send him events or organizations they would like to have promoted. Requests can be sent to Abraham Ruiz (<u>Abraham.ruiz@samhsa.hhs.gov</u>) or Wilmarie Hernandez (wilmarie.hernandez@samhsa.hhs.gov).

IV. Recap on 2015 *Recovery Month* Theme and Target Audience Selection – Ivette Torres, SAMHSA/CSAT

Theme Selected: Join the Voices for Recovery: Visible, Vocal, Valuable

Ms. Torres reminded the Partners of the 2015 *Recovery Month* theme that was selected during the last Planning Partner's Meeting in January: *Join the Voices for Recovery: Visible, Vocal, Valuable.*

Targeted Audiences Brainstorm

Ms. Torres asked the Partners to brainstorm ideas for targeted audiences for the 2015 theme. Discussion on the potential targeted audiences centered on the following audiences:

Family

- O Sis Wenger said that she would love it if Al-Anon could be a target and shown as visible, vocal, and valuable to the entire recovery movement because it is not always shown that way. People who are impacted by family members who are recovering and are speaking up could make a profound impact on those family members of people who need recovery and haven't found it yet. Ms. Wenger clarified that she did not intend to single out one organization, but recommended that Al-Anon be involved in the family target audience planning.
- o Claire Ricewasser said that family members and children of people in recovery are invisible.
- Ms. Wenger agreed and said they continue to be kept invisible even by some of the recovery members in their families and people don't realize how negative it is for growth.
- O Vickie Griffiths agreed and said that families often are not just invisible, but rather dismissed; because they're told they are not a member of recovery. She suggested that *Recovery Month* could do something to help heal that.
- O Victoria Kress said she thinks it's a good idea to focus on families. She works with families and said SMA Behavioral Healthcare held a family education program last year which had the family members and the person in recovery appear on stage to testify together about their recovery.

- Ting Fun May Lai suggested targeting family and children as much as possible, especially those without any affiliation or group. Ms. Lai also suggested child protective services as a target audience.
 - Ms. Torres replied that it that could be a sub-area of the family audience.
- o Robert Ashford commented that for the families, the goal of the messaging is to pull families in and show that families recover together and it is not an individual process. If *Recovery Month* can evoke the feeling that it's an all-inclusive process, it will draw families in.
- O Devin Reaves stated it is important to highlight family members but suggested that it be approached in a broader sense, rather than choosing one specific organization.
- High schools and colleges
 - Teresa Johnston supported the prior comments and said she works in the recovery field with students. She noted the national collegiate recovery movement is growing and thinks the student population would be a great voice to focus on as well. Students in recovery are becoming more visible on student campuses and are growing across the nation in colleges and universities.
 - o Mr. Reaves agreed and said he thinks the voices of young people in recovery are very important.
 - o Mr. Ashford responded there are roughly 110 programs emerging across the country that are making sure young people's voices are heard; a large piece of that movement will be recovery in high schools. He stressed the need to make youth aware of the national/international campaign for recovery and to get them involved at a young age.
 - O Ben Jones added that the recovery communities on college campuses appear to be growing and may not be receiving enough attention either. Mimi Martinez McKay said that she supports what she's been hearing about families and young adults as targeted audiences. They were also a target audience last year.
 - Wilmarie Hernandez suggested changing the wording of young adults to college campuses and high schools.
 - o Ms. Martinez McKay agreed and said that it would allow SAMHSA to use many of the same types of resources.
 - o Ms. Torres asked the Partners from Young People in Recovery if it would be appropriate to link high schools and colleges together.
 - o Both Mr. Ashford and Mr. Reaves confirmed and added that a goal is to have a lot of mutual collaboration and mentoring between universities and high schools with recovery programs. Mr. Reaves added that YPR in Philadelphia is trying to help young people in recovery in high school get into a mentorship program. He said they are working to see how young adults can be another positive adult role model to youth in high school and how to connect them with long lasting relationships.
 - Ms. Johnston agreed with all of the comments above and said her organization is looking to collaborate with the recovery movement on college campuses. She said they are also looking to incorporate recovery education across general college campuses.

O Ms. Wenger agreed and added that when speaking to the theme, "Visible, Vocal, Valuable," something should be noted about students. She suggested weaving in a prevention theme to revitalize the student assistance movement and enhance the outreach.

• Criminal Justice System

- o Nataki MacMurray suggested focusing on judges that deal with the family court.
- Mr. Ashford said the audience should go further than just judges in family court.
 Being vocal and reaching people who affect policy and stigma reduction also includes the addiction professionals, judges, peer recovery coaches, administrators, teachers, and more.
- Ms. Wenger recommended adding the families of those in the criminal justice system as well.
- o Ms. Torres suggested emphasizing the criminal justice re-entry population.
- O Daphne Baille seconded Ms. Torres' suggestions and noted that the conversation should focus on changing beyond re-entry. Professionals need to intervene before people get into the system. She advised targeting the schools and helping them understand that they have a role in this. She added that *Recovery Month* would need to be cautious in how to promote early intervention, but stressed that there needs to be an effort made to intervene as early and at the front of the system.
- Mr. Jones said that this is all very important but reminded Partners that *Recovery Month* is about celebrating recovery and recognizing that recovery is possible. He noted that when talking about intervention, it can sound more like diverting people into recovery programs, which is good, but people coming out of correctional institutions who are trying to work their recovery programs also need support.
- o Ms. Baille agreed and stated that it is possible and beneficial to divert people earlier.
- o Ms. Wenger said it's still talking about recovery, just at a different stage in the process. When looking at a population, people need to not pick one place in the continuum for recovery. The dependency courts are increasingly looking at whole family recovery programs and mandating them because if there is an addicted adult and nothing is done to help the family, then it continues. The dependency courts are beginning to step up and look for solutions.
- O Chuck Noerenberg said National Alliance for Drug Endangered Children does a lot of training for child welfare law and has found, from talking with law enforcement, that they don't see recovery as part of their jobs. These trainings open their minds to see that they are a key part in the journey to recovery. Mr. Noerenberg said they have trained judges, probation officers, and other practitioners and bring recovery into the lesson because that's the ultimate goal. He said it would be very valuable to find a way to include law enforcement in the Toolkit.
- o Ms. Torres said that law enforcement could definitely intervene at an early level. She said the concept of justice system leaders can be a targeted audience, which could incorporate those who come out of the jail system, such as focusing on prevention of first or second time offenders before they go in a training school or

adult facility. Ms. Torres said the targeted audience would need to bring about the idea of dealing with the entire family.

- o Ms. Baille agreed that it's about recognizing different points in the system and therefore it is better to not to focus on one point.
- Recovery Community and Systems:
 - Mr. Ashford said to celebrate recovery and affect public perception, *Recovery Month* needs to invite professionals in recovery and highlight those powerful successful people.
 - Mr. Jones replied that what Mr. Ashford described is similar to a recovery-oriented system of care (ROSC), which is what many are trying to move systems to adopt and understand that recovery can occur at any point. We need to make sure that it's visible and it doesn't get lost.
 - O Peter Gaumond shared that he has been doing a lot of research on employers working with people in recovery, peer recovery programs in workplaces, and noted that it's another face in life of the community. Often a lot of people are in fear of this aspect like with losing their jobs. He asked if *Recovery Month* has done anything in the past before to help put a face on that aspect.
 - o Ms. MacMurray said that the theme is to show that if people are visible and vocal, they can show they're valuable. But if we can show how valuable people in recovery are already, more people will come out as visible and vocal.
 - Ms. Torres said that she believes that all of the Partners are engaged in a particular issue or program that merits everyone's attention and can be considered for inclusion in this exercise. She asked the Partners to put everything aside and focus more on what this theme is about.
 - o Ms. Baille said that the recovery community is in all of these systems at all of these points. She said everyone knows someone in recovery, whether it is a judge, a parent, a young person, or an educator. She suggested that identifying people in recovery in these areas and showing that they are here, visible, vocal, and valuable everywhere, will help to inspire others to do the same.
 - o Mr. Gaumond agreed and recommended emphasizing that people can make a difference by speaking out, in addition to celebrating.
 - o Ms. Baille said studies have been done on how to help change people's attitude towards recovery and results show that it is by personally knowing people in recovery. She suggested encouraging people to tell their stories and create avenues for them to do so. Events could be planned to have stages and platforms for the voices of people in all sectors of the recovery community to use.
 - o Ms. Baille said that the targeted audiences are our fellow people in recovery.
 - Ms. Torres agreed and said they need to place the emphasis on the person in recovery.
- Military and military families:
 - o Mr. Reaves asked Partners for their thoughts on the celebration of other specialized groups, like veterans.
 - o Ms. Ricewasser recommended providing targeted outreach to military families.
 - o Ms. Martinez McKay proposed the military for a target audience.

- o Mr. Gaumond recommended active duty, veterans, and their families.
- o Ms. Wenger said *Recovery Month* should emphasize the positive and promote recovery, while staying away from the use of stigma.
- Other audiences:
 - o Mr. Noerenberg suggested minorities as a target audience.

Ms. Torres then proposed that the following target audiences for 2015 and Partners voted:

- Family Support Systems
 - o The Planning Partners voted yes.
- High Schools/Colleges
 - o The Planning Partners voted yes.
- Justice System Leaders
 - o The Planning Partners voted no.
- Peer Recovery and Mutual Support
 - o The Planning Partners voted yes.

Ms. Torres requested two or three volunteers to work with SAMHSA staff to help finalize the targeted audience language. A teleconference will be held to finalize and present the final language at the June Planning Partners meeting. The following Partners volunteered: Sis Wenger, Robert Ashford, Vicki Griffiths, Daphne Baille, Mimi Martinez McKay, Devin Reaves, Mayra Chacon, and Juan Velez Court.

Ms. Torres thanked the Partners and asked that they begin to think about research, resource links, etc. for the 2015 theme and audiences, and to send them to Mr. Ruiz, Abraham.ruiz@samhsa.hhs.gov.

V. 2014 Status Review of *Road to Recovery* TV and Radio Series – Wilmarie Hernandez, SAMHSA/CSAT

Ms. Hernandez reported that the 2014 *Road to Recovery* series started March 3 with the airing of the 2014 kickoff show. The second program will air on April 4. The dates for future shows are on the website. Most of the 2014 shows have been taped. The only show not completed is the new technologies program, which will be taped during the second half of year. If Partners have panelist suggestions or case studies that they would like to be considered for that program, they can send them to Ms. Hernandez, wilmarie.Hernandez@samhsa.hhs.gov. Partners can also send suggestions for next year's program subjects which will be discussed in June. She thanked the subcommittee for writing themes, reaching out to panelists, and their continuous hard work.

- Ms. Torres said that she made a presentation on the status of *Recovery Month* 2013 2014 to the Administrator under the office leading the Recovery Support Strategic Initiative, and it was well received.
- Ms. Hernandez encouraged Partners to share all the *Road to Recovery* information with their networks, make sure people watch the programs, distribute them, and let SAMHSA know if copies of the programs are needed.
- Ms. Torres reminded the Partners that the *Recovery Month* listserv email provides updates on *Recovery Month*, including upcoming show dates and links to trailers. She

asked the Partners to take the emails, delete the 'to' and 'from' information, and tailor it with their own information to then forward and distribute to everyone in their network.

- One Partner asked how the safe, sober, peer orientated housing was selected.
 - o Ms. Torres said that is the program they're taping now. SAMHSA asked a peer housing organization to be in the program, but they couldn't participate, so SAMHSA is looking at making Oxford House one of the case studies.
- Marie Hampton asked if there was anything she could answer about Oxford House.
 - Ms. Torres said that when the case study is taped, SAMHSA will feature an Oxford House and asked Ms. Hampton to provide suggestions of houses in the DC, Maryland, and Virginia area.
- Mr. Ashford asked about collegiate recovery programs and if there is a plan to tape as show about them in the coming year.
 - o Ms. Hernandez replied that there was a program last year on young people in recovery. There is no specific program about it this year, but Ms. Hernandez recommended that Mr. Ashford suggest his idea for next year's program subjects.

VI. 2014 Recovery Month Subcommittee Reports

Ms. Hernandez requested an updated subcommittee member list from all subcommittees.

Content, Messaging, and Multimedia – Daphne Baille

Ms. Baille said that content, messaging, and multimedia were discussed throughout the meeting. Mr. Ashford and Mr. Reaves asked be added to the subcommittee.

Evaluation Subcommittee – Ben Jones

Mr. Jones informed the Partners that the Evaluation Subcommittee had a conference call and reviewed the logic model presented at previous meetings. The subcommittee has developed a plan that they think will be helpful. External to SAMHSA, the subcommittee wants to create an assessment to distribute to past event planners and tie it back to outcomes they've identified in the logic model. They hope to create the assessment to provide insight on *Recovery Month's* impact, including whether people feel it is helpful and if it's being utilized by people who plan events. The subcommittee hopes to have the assessment by the end of the month. They will submit it to the Planning Partners, their constituents, and those who have signed up on the website to host/post events in the last two years.

Ms. Torres asked that the assessment include an opportunity to gather feedback from participants on how *Recovery Month* resources could be improved for people conducting events.

Public Relations and Marketing - Mimi Martinez McKay and Claire Ricewasser

Ms. Martinez McKay said that a lot more can be done to reach out to mental health organizations, especially state agencies that can reach out to their mental health departments. She suggested that Partners reach out to their Single State Authority (SSA). She asked if SAMHSA is also encouraging SSAs to get involved. Ms. Torres stated that she is going to work through regional directors this year and have them get in contact with their SSA regions.

Ms. Martinez McKay suggested that the 2015 theme use graphics that show people in all aspects of life in recovery – doctors, students, police officers, etc. She suggested a contest to help

design the graphics for *Recovery Month*. Mr. Ruiz stated that as of right now, they don't know if the design of graphics will be covered in a new contract or not, but that Ms. Martinez McKay's suggestion about holding the contest could be an option for the development of graphics. Ms. Torres stated that if the subcommittee wants create a contest, she welcomes their participation and leadership.

Sustainability – Sis Wenger

Sis Wenger reported that at the last meeting the future plans for website were discussed, and Partners rallied to contact SAMHSA to advocate for keeping the website. She was happy to report that the team at SAMHSA has been working to keep the website up this year, with the same URL, and all the current website functionalities. As of now, the website will be up until May 12, and SAMHSA is working to extend that through September. The activities are focused on maintaining the *Recovery Month* URL, www.recoverymonth.gov. If any Partner is advocating with SAMHSA, there are very good arguments as to why we should keep the URL. If Partners want, they could send a list of why it's important to keep it as a separate web destination.

Ms. Wenger stated that the subcommittee is working on the Ramstad-Kennedy award and will copy the Partners on related communications. She stated that in the past there was discussion on how to engage state directors, so the award was created to engage them in *Recovery Month*. She encouraged the Partners to submit their nominations again this year.

VII. New Business and Adjourn

Ms. Torres thanked the Planning Partners for participating in the meeting and for all their hard work throughout the year. She reminded everyone of the remaining 2014 *Recovery Month* Planning Partners Meeting dates:

- Wednesday, June 11, 2014 Teleconference
- Wednesday, September 3, 2014 to be held at SAMHSA
- **Thursday, September 4, 2014** *Recovery Month* National Kick-off Press Conference; followed by the 2014 *Recovery Month* Luncheon (location to-be-determined)

The meeting adjourned at 3:00 P.M.