

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

National Recovery Month Planning Partners Meeting

Wednesday, September 5, 2012

8:30 a.m. – 3:00 p.m.

Kaiser Family Foundation, Barbara Jordan Conference Center
1330 G Street, NW, Washington, DC 20005

Participants

Erica Ahmed
Susan Allwood
Daphne Baille
Cliff Bersamira

Victor Braatz
Adrienne Brown
Deborah Browning
Ray Bullman
Robert Burhannan
William Caltrider
Page Chiapella
Don Coyhis
John de Miranda
Marie Dyak
Maryanne Frangules
Roberta Garrett
Walter Ginter
Jewel Green
Vickie Griffiths

Denise Holden
Steve Hornberger

Sharon Issurdat
Anna Mable Jones
Benjamin Jones

Diana Kamp
Cathy Khaledi
Joan Kub
Ting Fun May Lai

Organization

Mental Health America
American Society of Addiction Medicine (ASAM)
TASC, Inc.
National Association of State Alcohol and Drug Abuse Directors
(NASAADAD)
Recovery Network, Inc.
Alcoholics Anonymous
Pennsylvania Department of Health
National Council on Patient Information and Education (NCPIE)
Pennsylvania Department of Health
Center for Alcohol and Drug Research and Education
National Institute on Alcohol Abuse and Alcoholism (NIAAA)
White Bison
Stepping Stone of San Diego
Entertainment Industries Council, Inc.
Massachusetts Organization for Addiction Recovery (MOAR)
White Bison
National Alliance for Medication Assisted Recovery
National Association of Social Workers (NASW)
Jewish Alcoholics, Chemically Dependent Persons and
Significant Others
Easy Does It, Inc.
The American College of Mental Health Administration: The
College for Behavioral Health Leadership
National Association of Social Workers (NASW)
Oxford House, Inc.
National Council on Alcoholism and Drug Dependence –
Detroit
The Association of Addiction Professionals, NAADAC
Nar-Anon
International Nurses Society on Addiction
National Asian Pacific American Families Against Substance
Abuse (NAPAFASA)

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Robert Lindsey	National Council on Alcoholism and Drug Dependence (NCADD)
John Magnuson	Infinity Signature Solutions
Natalia Martinez Duncan	Community Anti-Drug Coalitions of America (CADCA)
Ann McGeehan	National Association for Children of Alcoholics (NACOA)
Mimi Martinez McKay	Texas Department of State Health Services
Lureen McNeil	New York State Office of Alcoholism and Substance Abuse Services
Cynthia Moreno-Tuohy	The Association of Addiction Professionals, NAADAC
Rob Morrison	National Association of State Alcohol and Drug Abuse Directors (NASADAD)
Clarissa Netter	National Association of Mental Illness
Reverend Snow Peabody	Teen Challenge USA
Claire Ricewasser	Al-Anon Family Group Headquarters, Inc., World Service Office
Ursula Sears	San Mateo County Health Department
Tom Stanitis	National Rural Alcohol and Drug
Paul Stevens	Oxford House
Kurtis Taylor	Recovery North Carolina and Oxford House
Pat Taylor	Faces & Voices of Recovery
Juan Valez Court	National Association of Mental Illness
Becky Vaughn	State Associations of Addiction Services (SAAS)
Eduardo Vega	California Center for Dignity, Social Inclusion and Stigma Elimination
Harvey Weiss	Synergies; National Inhalant Prevention Coalition (NIPC)
Sis Wenger	National Association for Children of Alcoholics (NACOA)
Jim Williams	Association of Recovery Schools
Tiffanie Woods	Office of National Drug Control Policy (ONDCP)
SAMHSA Staff	
Erik Dolgoff	SAMHSA Intern
Tracy Farmer	SAMHSA/CSAP
Rashetta Fairnot	SAMHSA/CSAT
Wilmarie Hernandez	SAMHSA/CSAT
Michele Monroe	SAMHSA/CSAT
Rasheda Parks	SAMHSA/CMHS
Ivette Torres	SAMHSA/CSAT

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Abt/Edelman Staff

Sarah Findley	Abt Associates Inc.
Diane Fraser	Abt Associates Inc.
Lauren-Jei McCarthy	Edelman
Amanda Phraner	Edelman
Tracy Major Sarria	Edelman
Cori Sheedy	Abt Associates Inc.
Tim Tassa	Edelman
Grace Wahlbrink	Edelman

ICF International Staff

Bill Beard	ICF International
Mark Mendez	ICF International

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

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

Planning Partner Updates

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

- Clarissa Netter said that the NAMI Star Center is preparing for the 2012 campaign.
- Juan Valez-Court told the Partners that in addition to being with the NAMI Star Center, he is a consumer of mental health services, a peer specialist, and co-directs mental health support groups. He also has an organization that does motivational speaking around mental health. He shares his experience so others can share theirs.
- Pat Taylor said that Faces and Voices is partnering with the ATTC on their annual essay contest *'In My Own Words,'* for veterans or people in service. Faces and Voices also organized recovery wellness rooms at the Democratic National Convention. This year's national hub event/rally in Detroit, Michigan will have wide screens in several locations, so people all over the world can participate.
- Maryanne Frangules said that MOAR is holding a recovery day in Massachusetts on September 18. They are also sponsoring prescription drug monitoring, and are working closely with the BRSS TACS team to bring recovery support services to the state.
- Harvey Weiss said that the NIPC is holding an event on September 15 at the largest mall in the area, with 15 organizations providing free services, information, and a puppet show

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on healthy choices. They are doing it in partnership with CBO malls, who may want to help participate/sponsor in other communities throughout the nation. NIHPC is going to Mexico City to set up inhalant prevention programs across the nation. They are also meeting to develop new research on inhalants abuse.

- Reverend Snow Peabody said that Teen Challenge USA has 240 facilities in 48 states, and that there are 92 nations with Teen Challenge facilities. They have 100 ***Recovery Month*** events planned across the nation. They have a lot of youth and retirees participating in the Barbara Walker art event. He told the Partners that Teen Challenge has choirs that can go out to communities and perform at their events.
- Ray Bullman told the Partners that the NCPIE is launching an online resource ‘*Recovery Opens Doors*,’ that will be posted at <http://www.recoveryopensdoors.org>, and it includes vignettes from young people in recovery. The online youth guide for using the six portals or doors will launch in September, with a mobile application launching a few weeks later. NCPIE has other materials available on their <http://www.talkaboutrx.org> website.
- Mimi Martinez McKay told Partners that the State of Texas is working to communicate the work they have done on recovery, and there are many challenges to doing it. They are holding the Second Annual Recovery Rally on September 15 at the State Capitol. They are very involved with BRSS TACS and ONDCP.
- Daphne Baille said that TASC Illinois is doing a few events including a local university walk with their addiction studies alumni group. This event is for people in recovery, people who are incarcerated, the community, and families. They hope the events help to break down barriers for people who have criminal offenses.
- John de Miranda said Stepping Stone of San Diego is opening a center in Ramona, which will offer a 10-bedroom recovery facility. They are also starting a new recovery organization, Lifehouse Recovery, and are doing trainings. They are holding an event on September 8, ‘[Strut for Sobriety](#),’ a fashion show.
- Cathy Khaledi told the Partners that NARANON Family Groups increases awareness every year. Their support groups are worldwide, and most of the meetings are holding ***Recovery Month*** events in September, which are listed on their [website](#) as well as <http://www.recoverymonth.gov>.
- Claire Ricewasser said that Al-Anon World Headquarters created a press release for the Al-Anon magazine, which went out to 30,000 individuals, newspapers, etc. The magazine gives their members something to bring out into the community. They are also doing their triennial membership survey, which includes items on physical, emotional, and spiritual wellbeing, and suicide. The survey will go out January 2013.

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- Jim Williams reported that the Association for Recovery Schools is seeking funding to employ a full-time Executive Director. They are working on certification for high schools, working with the YPR Executive Leadership Team, and the collegiate recovery system. Their next conference will be held in California next year.
- Ting Fun May Lai said that NAPAFASA has a new Executive Director, Myron D. Green. Their members are working with NAADAC on a conference to be held on October 15-16 in Waikiki.
- Deborah Browning said that the Pennsylvania Department of Drug and Alcohol Programs is part of events with Pro-Act, a comedy show, and are conducting trainings.
- Robert Burhannan also said that the Pennsylvania Department of Drug and Alcohol Programs is educating the faith community on recovery, with 13 trainings in the state to raise awareness about addiction and recovery. They are also working with the state certification board for peer recovery support specialists.
- Steve Hornberger said that the American College of Mental Health Administration: The College for Behavioral Health Leadership has an emphasis on peer leadership, with a summit next April in Tampa, Florida. They are also working with the county in Maryland on five events.
- Tom Stanitis said that the National Rural Alcohol and Drug Abuse Institute's mission is to bring services to people in need and to pursue aggressively treatment in the recovery community in rural America.
- Cliff Bersamira said that the NASADAD is holding a research conference on September 18-21. One of the themes is about the role of prevention in recovery. Their women's service network and youth service network are working with states to provide quality services and education.
- Paul Stevens told the Partners that Oxford House has an annual world convention in September in Oklahoma, and that they are holding a lot of open houses.
- Kurtis Taylor said that Oxford House in Raleigh, Ohio is partnering with other organizations to start their first annual rally for recovery day in Raleigh on September 22. They asked every Oxford House in North Carolina to do open houses and currently have 150 scheduled for September.
- Tracy Farmer said that SAMHSA/CSAP had over 1500 town halls around the country on underage drinking prevention and the initiative's website is <http://www.stopalcoholabuse.gov>. She said that October is National Substance Abuse Prevention Month, which is a Partnership between SAMHSA and ONDCP.

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- Bob Lindsey told the Partners that the NCADD had 730,000 calls last year looking for help through their affiliates. He also represented the *Recovery Month* Planning Partners by presenting the Ramstad Kennedy Award to Craig Stenning, the SSA from Rhode Island. They have a new *Consumers Guide to Medication Assisted Recovery* on their [website](#), and are launching a new effort, *Prescribe the Truth*, on prescription drugs. The theme for 2013 Alcohol Awareness Month is ‘Help for Today, Hope for Tomorrow.’
- Vicki Griffiths said that Jewish Alcoholics and Chemically Dependent Persons and Significant Others is conducting a clothing event for people in recovery in partnership with Men’s Wearhouse, a Resource Training Center in New York in September, as well as a retreat for sober Hanukah. They have a free birthright trip to Israel for young people in recovery; please contact her to get more information (VGriffiths@jbfc.org).
- Adrienne Brown told the Partners that Alcoholics Anonymous World Services revised their pamphlets on recovery to start conversations about recovery and focus on the armed services incarcerated youth. Their [2011 membership survey data](#) is out now and shows that the data on people of color is low; they need to do extra work to include them. In July 2012, the Big Book was named by the Library of Congress as one of the 80 books that have shaped America.
- Victor Braatz said that Recovery Network is working on accreditation for recovery coaches/peer lifestyle coaches. September 17-23 is National Wellness Week, and they will be doing a Wellbriety celebration in Charlotte, Michigan, a rural county area, with holistic practitioners.
- Roberta Garrett said that White Bison is going into rural areas to provide their Wellbriety trainings and are working to heal wounded spirits in Canada and the United States.
- Susan Allwood said that the ASAM will hold a 2013 medical scientific conference.
- Walter Ginter said that the National Alliance for Medication Assisted Recovery has three ***Recovery Month*** events planned. They also developed a six-minute video on peer recovery support services.
- Ben Jones said that the Detroit NCADD is hosting the national hub event on September 15 in Detroit, Michigan. SAMHSA Administrator Hyde, Dr. Clark, ONDCP Director Gil Kerlikowske, and former U.S. House Representative Patrick Kennedy will be at the event, which includes a walk, rally, entertainment, ball games, free food, and exhibitors. They will have a recovery dance on Friday night, along with a reception.
- Natalia Martinez Duncan told the Partners that CADC of America is involved in the Detroit Recovery Walk, and they are gearing up for [National Medicine Abuse Awareness Month](#) in October.

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- Erica Ahmed from Mental Health America said they have a new CEO, Dr. Wayne Lindstrom. They are holding a conference in Tulsa, Oklahoma focusing on recovering from addiction and mental illness.
- John Magnuson said that Infinity Signature Solutions provides services for public affairs events, new media, etc. They are volunteering in their local community in collaboration with Virginia Planning Partners for a September event to build community and capacity and to survey people on what they want to create in their community for recovery.
- Sis Wenger introduced the new CEO of NAOCA, Ann McGeehan. She said that they continue to focus on their clergy education training project with eight cities holding training events. They are rolling out comprehensive seminary curriculum that is very flexible and available in print or [online](#). They are planning their 30th anniversary in 2013, with a conference in Las Vegas in the spring.
- Page Chiapella told the Partners that the NIAAA has a ‘What is Recovery’ project with a survey, and they need to recruit a more balanced population for the survey. For more information, please contact her: page.chiapella@nih.hhs.gov.
- Eduardo Vega said that the Mental Health Association of San Francisco does policy work, program development geared towards consumer empowerment, as well as suicide prevention. They also currently leading two statewide projects on stigma reduction.
- Marie Dyak said that the EIC will air the PRISM Awards on cable TV on September 16.

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II. Recovery Month 2012- Ivette Torres, SAMHSA/CSAT

Ms. Torres introduced the CSAT's Consumer Affairs staff and new intern Erik Dolgoff. Ms. Torres then welcomed the Partners and reviewed the agenda. She talked about the need to rebuild the subcommittees and recruit new members in this transition year, the 16th year of the **Recovery Month** Planning Partners. She asked the Partners to think about how to assess proactively what needs to happen in the subcommittees to continue the momentum of **Recovery Month** and how to use the successes we already have to expand the reach in their own communities. She also noted the need to explore what options the planning partners could consider to carry out the organizational and administrative aspects of the National Recovery Month observance each year. She suggested devoting part of the days' meeting time to this endeavor.

Ms. Torres discussed the 2013 meetings, and reminded the Partners that there will be two in-person meetings (the January and September meetings), with the March and June meetings to be held via conference calls. The March meeting will include reviewing and discussing the PSA rough cuts, which will be emailed out before the conference call. **She said that they would research technology/web services to meet virtually, such as a webinar and Google groups, etc.**

Ms. Torres announced the postponement of the **Recovery Month** press conference to later in September, and that the actual date would be confirmed later. She said that the **Recovery Month** Luncheon would still occur in the Cannon Building Caucus Room (3rd floor) on Thursday, September 6.

III. Recovery Month 2013 Materials Review – Michele Monroe, SAMHSA/CSAT and Edelman Team

Mrs. Monroe, SAMHSA, introduced the Edelman team, who presented the 2013 materials. Ms. Monroe reminded the Partners that the toolkit will not be printed at all moving forward and the 2013 kit is web only. The posters, flyers, and slim jims will be printed in limited quantity.

2013 Recovery Month Toolkit and Materials “Look”

Kelly Cassella, Edelman, showed the 2013 draft designs, utilizing yellow with the purple for the 2013 theme, *Join the Voices for Recovery: Together on Pathways to Wellness*. The design looks like a map, and has positive recovery words as the ‘stops’ along the path of wellness, similar to a metro map look. She showed the cover, the flyer, the slim jim, and poster designs.

Mrs. Monroe asked the Partners to provide feedback and comments on the design.

Partners' comments focused on suggesting new words to correspond with the “stops” on the pathways. Daphne Baille said that all paths lead to wellness and recovery. She suggested that

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‘wellness’ and ‘recovery’ be removed as stops because they are destinations, not stops. The following words were suggested by the partners:

- Belonging (Steve Hornberger)
- Commitment (Debra Browning)
- Community (Steve Hornberger)
- Connections (Daphne Baille)
- Courage (Unnamed)
- Education (Victor Braatz)
- Family (Steve Hornberger, Sis Wenger)
- Healing (Sis Wenger)
- Health (Unnamed)
- Healthy eating (Erica Ahmed)
- Help (Sis Wenger)
- Hope (Sis Wenger)
- Self-worth (Eduardo Vega)
- Service (Unnamed)
- Spirituality, Faith (Ben Jones)
- Support (Daphne Baille)

Regarding the website, Mrs. Monroe told the Partners that some of the content currently existing on the <http://www.recoverymonth.gov> website will be moved to the SAMHSA website in mid-Spring. However, because there is so much content on the website, not all of the content will be able to be moved. SAMHSA is exploring other options for hosting the content, including Faces & Voices of Recovery. **If other partners are interested in hosting content from <http://www.recoverymonth.gov>, please contact Mrs. Monroe.**

2013 Recovery Month PSA Story Boards Presentation and Dialogue

Ms. Monroe told the Partners that the team will be conducting the focus groups in Washington, D.C., Columbus, Ohio and Denver, Colorado for the 2013 PSAs. She introduced Tracy Major

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Sarria, Edelman, who presented the 2013 PSA storyboards. Ms. Sarria reminded the Partners that three PSAs will be tested, but only two will be produced, based on the ratings of the focus group participants. The three PSA storyboards presented to the Partners were, in order:

1. Straight Lines
2. Stepping Stones
3. Rock Climbing

The Partners provided comments on the storyboards.

General feedback provided by Partners for all of the PSAs included:

- Define the audience - it needs to be clearer that the PSAs are intended for everyone (i.e., people in recovery, families of people in recovery, and consumers) (Mimi Martinez McKay)
- Refine the message - the message/call-to action-needs to be more clearly defined
- Incorporate mental and substance use disorders earlier in the PSA frames
- Include the word “call” on the phone number visual
- Consider adding back in “for you or someone you know” into informational tagline

Straight Lines

General Feedback:

- Include the family. Have a child’s hand or a younger hand drawing the line next to the adult hand (or being guided by an adult hand) to show the importance of family support (Sis Wenger)
- Draw lines alongside one another to show the recovery support system; having the lines drawn by only one person implies that recovery is an individual effort (Sis Wenger)
- Erase a line or have break in one line being drawn (which could represent relapse) (Juan Valez Court)
- Include a solid, straight line
- Make starting dots imperfect
- Include a person with a disability

Slide 10

- Make sure the round dot in the middle isn’t perfect; have the lines extended past the ends of the image frame to represent the continuation of recovery

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- Show adolescents/younger generation; replace 20 year old with a 16-18 year old (Lureen McNeil, Mimi Martinez McKay)
- Include more community (i.e., people) in the frame (Steve Hornberger)
- Show the cast from behind, perhaps walking away from the drawing into the horizon, to show that recovery is a beginning and not an end (Tom Stanitis)
- Add someone who has physical challenges (Adrienne Brown)

Stepping Stones

General Feedback:

- Label stones with words and show the words they are laying (i.e., support, strength, courage) - have the words in Spanish as well (Sharon Issurdat)
- Show that the path to recovery is complex process and that the person has to engage in the path (Tom Stanitis)
- Highlight the “community” aspect of recovery; perhaps even use the phrase “recovery is a gift to the community” in the PSA (Victor Braatz)
- Show a family laying the stones (Sis Wenger)
- Update the path to more clearly reflect where it’s going (Mimi Martinez McKay)
- Currently the PSA is showing stone pavers, not stepping stones. Use stepping stones. (John de Miranda)

Slide 5

- Use “support system” instead of “community, family, others” (Deborah Browning)
- Revise the language so that it is not just family; sometimes family isn’t supportive to recovery, but rather detrimental (Daphne Baille, Becky Vaughn, Vicki Griffiths, Ting Fun Mai Lai, Walter Ginter, Marie Dyak, Deborah Browning, and John de Miranda). Change it to read as one of the following lines:
 - “Laying a strong foundation with the support of others”
 - “Laying a strong foundation with the support of family, friends and the community”
 - “Often with support of community”

Rock Climbing

General Feedback:

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- Rock climbing may not resonate with all audiences; possibly show something more universally applicable such as riding a bike (Daphne Baille, Juan Valez Court, and Sis Wenger)

Slide 1

- Instead of focusing on the equipment, have the first frame portray a person looking up at the mountain, contemplating the challenge ahead (Steve Hornberger)

Slide 2

- Update the voiceover to read: “Your path to recovery from a mental health or substance use disorder isn’t like mine...”

Slides 4 & 5

- Show climbers scaling the wall parallel and straight up and down to emphasize that in recovery you’re not always going to be moving up; there will be times when you’re just moving laterally

Slide 6

- Emphasize that it is a woman’s hand (Tom Stanitis)
- Have the rope going up and down (instead of diagonal) to portray an upwards climb (Tom Stanitis)

Slide 12

- Change voiceover to read as one of the following lines:
 - “Reach out until you find one”
 - “Reach out and don’t give up”

Based on the Partners’ feedback, the team will revise the PSAs for the October focus group testing.

2013 Suggested Resources and References for *Recovery Month* Materials Development

Ms. Torres asked the Partners to volunteer for providing resources and references for inclusion into the 2013 *Recovery Month* toolkit. She informed the Partners that other experts in the field from SAMHSA and Abt Associates would be providing input into the development of resources

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and references for the toolkit. Ms. Torres also asked for volunteers for reviewing the 2013 toolkit.

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IV. Recovery Month Subcommittee Reports

Ms. Torres told the Partners to think about what the activities and needs each subcommittee requires to move forward, institutionalize activities, partner with organizations, and continue the **Recovery Month** activities in their organizations and communities. She then asked the Partners to volunteer for the subcommittees. Ms. Torres asked the Partners to think about how and what they can do to keep the continuation of proclamations from state officials, governors, and local officials. Sustainability is about how **Recovery Month** can run independently. After the subcommittee chairs reported on the current status of their activities, a discussion ensued on revising the subcommittees to serve **Recovery Month** efficiently.

Sustainability/Public Relations – Sis Wenger

Ms. Wenger stated that maximizing public relations and reframing the tools that are already in existence need to be priorities. She stated that we need to work from the grassroots up in order to think about what people do and do not do in regards to **Recovery Month**. The subcommittee really has to look at how **Recovery Month** helps to energize the local level. How do we help those that we influence at the local level institutionalize **Recovery Month**? How do we influence the armies in the communities? She requested for Partners to join the committee to help develop the minimal requirements so that the group can be sustained and keep the forward momentum. She said that the subcommittee needs to figure out where the resources will come from.

Partners volunteering for this committee included: Pat Taylor, Bob Lindsey, Tom Stanitis, Clarissa Netter, Roberta Garrett, Vicki Griffiths, Paul Stevens, and Anna Mable Jones.

Evaluation – Ben Jones

Mr. Jones said that they need a researcher to volunteer to be on the committee. He told the Partners that **Recovery Month** is good at tracking outputs, activities, events, etc., but they need to be able to measure more than outputs. They need to see if the activities of **Recovery Month** have changed behavior and if they had impact on behavior. Mr. Jones said that they need to evaluate without any funding, which is a challenge. The subcommittee decided to do a logic model, but it is not that easy to do for this campaign. He said that the subcommittee is working on the logic model and Alex Camacho, SAMHSA/CSAP, is willing to review and provide feedback. He stated that they are looking for more committee members and asked if anyone would like to volunteer.

Multimedia – Mark Mendez, Cori Sheedy, and Rashetta Fairnot

Mark Mendez, ICF, presented on the 2013 *Road to Recovery* programs, including a program focused on young people. He asked that if Partners had experts or organizations that would be appropriate for the programs to please contact him.

Cori Sheedy, Abt Associates, presented on the **Recovery Month** website and digital activities. She reported that the events and proclamations are lower this year than last year through August. Ms.

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Sheedy told the Partners that new topic areas were launched on the website, including the [2012 Toolkit in Spanish](#), new user type pages for [youth and young adults in recovery](#), and for the [Spanish community](#). She told the Partners that a new Facebook pledge was launched ‘[2 for me, 2 for you.](#)’ The team also put links to the [Toolkit on Facebook](#) to help drive more traffic to the Toolkit. She encouraged the Partners to share the social media tools such as [Facebook](#), [Twitter](#) and [YouTube](#).

Rashetta Fairnot, SAMHSA, reported that the team was conducting research on [Meetup.com](#) to do outreach on hosting or attending a **Recovery Month** event. She also said that the [Facebook](#), [Twitter](#) and [YouTube](#) pages would be updated with the 2013 look. Ms. Fairnot said that **Recovery Month** is joining a Twitter Chat with ONDCP, scheduled for some time in September.

Toolkit and Print Materials – Daphne Baille

Ms. Baille said that the toolkit subcommittee’s job is to review segments of the toolkit and print materials’ content, and provide feedback on it prior to finalizing. She asked that if anyone had resources and references on prevention, treatment and recovery to send them to the group.

Ms. Baille asked if anyone would want to join the committee to review the toolkit and Mimi Martinez McKay said that she would like to join.

Discussion on Subcommittee Structure

The Planning Partners discussed the current subcommittee structure and provided suggestions to improve on the structure and responsibilities of the subcommittees. After discussion, it was agreed that the new subcommittees are (with chairs/co-chairs):

1. Sustainability – Sis Wenger and Marie Dyak
2. Evaluation – Ben Jones and Eduardo Vega
3. Public Relations and Marketing – Mimi Martinez McKay and Claire Ricewasser
4. Content, Messaging, and Multimedia – Daphne Baille and Jim Williams, with Mark Mendez as task leader for the *Road to Recovery* subcommittee

Ms. Torres will communicate with the chairs of the subcommittees and assign one of her staff to assist in convening the meetings. If any of the Partners would like to sit on the subcommittees, please let the chairs know. Additionally, the chairs should recruit their members on their own, and begin meeting as early as next week.

V. Selection of Recovery Month Planning Partners Meeting Dates for 2013

Ms. Torres reminded the Partners about the meeting dates that they selected previously:

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- January 31, 2013 – in-person meeting
- March 21, 2013 – via conference call
- June 6, 2013 – via conference call
- September 3, 2013 – in-person meeting
- September 4, 2013 - the ***Recovery Month*** luncheon will be hosted by the National Association of Children of Alcoholics and the Entertainment Industries Council. Please note that people will have to travel on Labor Day to get to DC in time for the meeting. Because the dates fall between Labor Day and Rosh Hashanah, it was suggested that there could be a brunch directly before the press conference, instead of a luncheon, which might allow people to travel home earlier in the day.

VI. New Business and Adjournment

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