jointhevoicesforrecovery

Build a Stronger, Healthier Community

National Alcohol & Drug Addiction Recovery Month
september2006

Final Report 2006: Overview

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov

Overview of the Celebration

The U.S. Department of Health and Human Services' Substance Abuse and Mental Health Services Administration (SAMHSA), through its Center for Substance Abuse Treatment (CSAT), sponsors ***National Alcohol and Drug Addiction Recovery Month (Recovery Month)*** each September. ***Recovery Month*** events and activities have as main goal to inspire the government, business, and society to work in a collective effort to enhance the access to alcohol and drug treatment programs for all Americans. Another emphasis is celebrating the people and families in recovery and the many people who have helped them on their path of recovery by offering support. ***Recovery Month*** encompasses public and private sector organizations and individuals who sponsor or participate in events and activities that promote the successes of treatment programs in communities across the country, ultimately underscoring the message that treatment is effective and recovery is possible.

Recovery Month is a national observance designated to educate Americans about the scope of the public health problem of substance use disorders while recognizing the benefits of treatment and recovery. It is also a time when people in recovery celebrate their sobriety and help to dispel the stigma associated with addiction, treatment, and recovery. According to the 2004 National Survey on Drug Use and Health:

- An estimated 22.5 million people aged 12 or older in 2004 needed treatment for an illicit drug or alcohol use problem, meaning they had used an illicit drug at least once during the past month.
- Among youth aged 12 to 17, an estimated 8.8 percent (2.2 million) were classified with substance dependence or abuse.
- An estimated 7.9 percent of Americans aged 12 or older (19.1 million) were current users of illicit drugs, meaning they had used an illicit drug during the month prior to being interviewed.

Recovery Month 2006 particularly recognized the collective effort that goes into achieving recovery from substance use disorders. From affected families who offer acceptance and encouragement, but have to cope with the substance use disorder of someone close, to labor organizations who are interested in providing treatment options and understanding, to adolescents and college students, who work on understanding and overcoming stigma and discrimination, meaningful recovery often involves a group of caring individuals who support the recovery of both the person experiencing a substance use disorder and the person's family members, who also are affected.

To raise awareness about the ***Recovery Month*** campaign each year, SAMHSA and more than 100 public and private sector organizations that serve as ***Recovery Month*** Planning Partners guide the creation and distribution of comprehensive, user-friendly planning toolkits and other materials to a wide selection of organizations planning to hold ***Recovery Month*** events in September. The planning partners range from national and local organizations and agencies in the health care, criminal justice, education, business, and government sectors.

The toolkits contain template media materials and a variety of audience-specific fact sheets and resources that can help organizations plan their September activities. The planning toolkit also provides examples of events that recipients can hold, including community rallies, legislative forums, and other events to promote treatment effectiveness to the media and key constituency groups. Each year, a new theme is selected for the ***Recovery Month*** observance, and the toolkit, supporting materials, and events promote this theme. In 2006, the theme was ***"Join the Voices for Recovery: Build a Stronger, Healthier Community."***

During ***Recovery Month***, the activities throughout the country are numerous and vary according to the resources and level of effort put forth by the national and local sponsors. SAMHSA hosts both a national kick-off media event in Washington, D.C., and multiple community events in selected localities across the country. Activities taking place at the local level include community forums at which experts and legislators host a dialogue about local addiction treatment issues; health and information fairs sponsored by concerned community organizations; and other creative community-based events, such as walks and runs. Many communities focus their efforts on the placement of special news features about people in recovery and the promotion of radio and television coverage about addiction treatment-related issues.

Each year, SAMHSA also hosts an interactive ***Recovery Month*** Web site where materials can be accessed electronically or hard copies ordered. In addition, news and articles are posted, and events held throughout the country are listed by locality. Individuals can also participate in ***Recovery Month*** by viewing Webcasts, Podcasts, and posting their individual stories of recovery, and participating in "Ask the Expert" forums on the ***Recovery Month*** Web site.

To complement local media efforts, SAMHSA produces and/or redistributes television and radio public service announcements (PSAs) in both English and Spanish that highlight the effectiveness of treatment and encourage individuals with substance use disorders and/or their loved ones to call SAMHSA's 24-hour, toll-free National Helpline, **1-800-662-HELP**.

Recovery Month 2006 was a reported success, showcased in the awards that it has received for various elements of the campaign. From the ***Recovery Month*** Public Service Announcements

(PSAs), to the quality and content of the ***www.recoverymonth.gov*** Web site, these awards give distinction to the ***Recovery Month*** efforts, as well as to all the individuals and organizations around the country that have contributed to the success of the 2006 campaign. To date, the campaign received seven national and international awards, including one award for the PSAs and six awards for the Web site. These awards are the 2006 Omni Interactive Award, the 2006 Aesculapius Award of Excellence, the 2006 Inkwell Award, the 2006 Freddie Award (2005 PSAs), the APEX Award of Excellence, the 2006 NAGC Gold Screen Award of Excellence (2005 Web site), and the 2006 Communicator Award of Distinction.

The following report details the results of the 2006 campaign and the impact it has had on raising community awareness about substance use disorders, treatment, and recovery.

2006 Outcomes for the 17th Annual *National Alcohol and Drug Addiction Recovery Month*

Join the Voices for Recovery: Build a Stronger, Healthier Community."

September 2006 marked the 17th observance of ***Recovery Month*** and was the most successful ***Recovery Month*** to date. Along with having more events held this year than any other year, the attendance was also better than ever before. Online activity also increased as well as the viewer and listener impressions of the ***Recovery Month*** PSAs. The celebration focused on building a stronger and healthier community and celebrating people and families in recovery from substance use disorders who have overcome stigma, discrimination and other barriers to treatment and recovery support services.

The 2006 theme, ***"Join the Voices for Recovery: Build a Stronger, Healthier Community"*** encouraged every member of the community to join in the effort of helping the people and families going through recovery from substance use disorders to overcome stigma, discrimination, and other barriers to treatment and recovery support services. The effort also educated the public that addiction is a chronic, but treatable, disease and a public health problem that affects everyone. Of particular importance to a wide range of public and private organizations in the substance use disorders treatment field is the ***Access to Recovery*** initiative launched by President Bush to help those in need secure the best treatment options available to meet their specific needs.

This year's ***Recovery Month*** materials highlighted three areas that communities can continue to improve:

- Assessing the level of stigma and discrimination that continues to present a barrier for people with substance use disorders who wish to access treatment and working toward educating people to overcome it.
- Helping people with substance use disorders gain access to treatment and ongoing recovery support services and promoting measures that can make treatment more affordable, equitable, and available.
- Sharing the knowledge about the effectiveness of treatment for substance use disorders. People who successfully go through treatment programs return to their families and become productive workers and members of the society.

Outreach Materials and Initiatives

Recovery Month Toolkit

The ***Recovery Month*** toolkit, developed by SAMHSA and its Planning Partners, is designed for local community-based organizations to use as a resource for developing and planning ***Recovery Month*** events in 2006. To meet the high demand for ***Recovery Month*** materials, SAMHSA printed 75,000 toolkits for distribution to various public and private organizations, coalitions, and agencies from a variety of disciplines, including the health care, education, business, criminal justice, and government sectors, among others.

The 2006 ***Recovery Month*** planning toolkit was a valuable resource to help organizations and government entities plan events that educate the public on substance use disorders and addiction-related issues. It contained a variety of materials that organizations could duplicate directly or tailor to create customized materials and programs for their communities. As in previous years, the toolkit was divided into three sections:

- **Media Outreach**
- **Targeted Outreach**
- **Resources**

Following is a more detailed description of each of these sections of the 2006 planning toolkit.

Media Outreach

The Media Outreach section offered suggestions on the types of events that community-based organizations could hold to celebrate ***Recovery Month***, and was specifically designed to help organizations with little media relations experience. This section was packed with tips on how to plan and execute successful events that have a strong impact on the community and attract local media attention. This section of the toolkit included sample media materials such as a sample press release, media advisory, and op-ed, and instructions on how organizations could tailor the sample materials or write their own for distribution to media outlets. Many of the provided materials can be used by organizations long after ***Recovery Month*** to continue successful community and media relations efforts.

Also included in the Media Outreach section of the toolkit were two sample proclamations for national, state, and local officials to use in declaring September as ***Recovery Month*** in their jurisdictions. Instructions on how to secure an official's interest in ***Recovery Month*** and in issuing a ***Recovery Month*** proclamation were also included. Publicizing the proclamation is also of essence, and instructions for ways to publicize a proclamation to maximize its effectiveness are part of this section.

Live-read radio public service announcements were also included in the kit, and organizations were encouraged to distribute them to local radio stations to give listeners basic information about ***Recovery Month*** along with a national toll-free or local number to learn more about treatment services. The Media Outreach section also provided instructions on how to develop a media list to most effectively target local media with ***Recovery Month*** messages.

Logos and letterhead templates were part of the ***Recovery Month*** kit materials to help event organizers in distributing their outreach materials. These items allowed event organizers across the country to brand their materials as part of the national ***Recovery Month*** initiative.

Targeted Outreach

The Targeted Outreach section is the most in-depth portion of the planning toolkit and it contains a wide variety of information used to educate the event organizers and attendees of the events about ***Recovery Month***, its purpose, the nature of substance use disorders and the effectiveness of treatment. This section of the toolkit contained seven fact sheets that communicated the key themes of the entire ***Recovery Month*** initiative, such as the effectiveness of treatment, the importance of community involvement to help people in recovery, and the value of recovery, as well as useful information for specific audiences, such as adolescents, college students, affected families, labor organizations, military and veterans, and clergy and faith-based groups. Many of the targeted outreach fact sheets can be used by organizations and community leaders year-round for educational outreach long after ***Recovery Month*** has ended. These handouts can help organizations continue successful community and media relations efforts as well as secure support for community treatment options.

The fact sheets also featured general background information, such as a list of the most commonly misused substances, accompanied by updated statistics indicating the number of Americans who misuse them. The toolkit also contained audience-specific fact sheets with information relevant to key audiences that can be used by event organizers to target these specific audiences through their events and activities. The audience-specific fact sheets featured a list of steps each audience could take to make a difference in the lives of people suffering from substance use disorders.

The 2006 toolkit also featured vignettes as part of the Targeted Outreach pieces. These are personal stories of recovery told by the people who have experienced it and live it every day, along with the people who support them. Their unique stories were meant to be shared with others in need of treatment or others who are on their way to recovery as an inspiration and to relay the positive way recovery allows people to reclaim their lives.

Resources

The Resources section of the 2006 planning toolkit provided a comprehensive set of resources to help event organizers plan and execute ***Recovery Month*** activities. It also provided added value by listing treatment organizations and other resources for the general public to contact to learn more about substance use disorders and how to get help. This section is particularly useful long after ***Recovery Month*** by providing materials for organizations and individuals to continue successful community and media relations efforts and to seek treatment.

A new addition to this section of the kit was an informational piece on building a coalition or a community team for ***Recovery Month***. This piece offered information on increasing the visibility and credibility of the ***Recovery Month*** efforts and building relationships with organizations and individuals within the community in order to create alliances that would address issues such as substance use prevention, treatment, and recovery support. A list of organizations to consider was included, as well as examples from previous years.

A list of Planning Partners participating in the ***Recovery Month*** celebration was included to provide event organizers with the opportunity to contact other organizations to coordinate efforts.

To provide resources for individuals seeking addiction treatment and other information about substance use disorders, the 2006 toolkit included a Single-State Agency list for local support, with contact information, as well as a comprehensive resource brochure complete with descriptions of hundreds of organizations. Listings of additional resources in the brochure were organized by category to facilitate finding a particular organization, and listings were cross-referenced under multiple categories.

Also included was a Customer Satisfaction Form for event organizers to evaluate the success of their ***Recovery Month*** events and the usefulness of the provided materials. This was an excellent way to evaluate the strengths and weaknesses of the planning toolkit and to make adjustments accordingly.

The following materials were included in the 2006 toolkit:

Section/Topic

Signed Support Letters

HHS Secretary Michael O. Leavitt

SAMHSA Administrator Charles G. Curie and CSAT Director Dr. H. Westley Clark

Web Promotional Flyer

Media Outreach Materials

Media Tips:

Promotional Event Ideas

Speaking Effectively with the Media About ***Recovery Month***

Writing and Distributing a Media Advisory – and Sample

Writing and Distributing a Press Release – and Sample

Sample Op-Ed

Sample Proclamations

Radio Public Service Announcements (live-read announcer scripts)

Letterhead

Logo Sheet

Targeted Outreach

Overview: Building a Stronger, Healthier Community

Commonly Misused Substances

Join the Voices for Recovery

Adolescents and College Students: Helping Students, Educators, and Administrators Understand Substance Use Disorders and Overcome Stigma and Discrimination

Affected Families: Helping Families and Children Cope With the Substance Use Disorder of Someone Close

Labor Organizations: A Guide for Unions to Help Deal With Substance Use Disorders

Military and Veterans: Substance Use and Co-Occurring Disorders Among Military and Veterans

Clergy and Faith-Based Groups: A Guide for Religious and Spiritual Leaders to Help People With Substance Use Disorders

Resources

Building Your ***Recovery Month*** Coalition or Community Team

Planning Partners List

Customer Satisfaction Form

Single-State Agency Directory

Additional Resources Brochure

Supplemental Printed Materials

SAMHSA also designed and produced color 35" x 50" commemorative ***Recovery Month*** posters, ***Recovery Month*** bookmarks, 8.5" x 11" announcement flyers, and 3 ¾" x 9" teaser brochures used in mailings and conference exhibits prior to release of the printed kits. SAMHSA also distributed 30,000 giveaways (bracelets). Seventy-five thousand Web flyers were also produced and distributed with the toolkits to increase awareness of ***Recovery Month*** activities and the availability of materials.

Below is a partial distribution list for the *Recovery Month* 2006 toolkits and supplemental materials:

Adult Children of Alcoholics

Alabama Council on Substance Abuse – NCADD

Alaska Division of Behavioral Health

Alexandria CSB

American Bar Association

American Association for Marriage and Family Therapy

American Society of Addiction Medicine

Asian American Family Service Houston

Association of Persons Affected by Addiction

Behavioral Health Services/United for Recovery

Californians for a Drug-Free Youth

California Association for Addiction Recovery Services

Catholic Charities

Center for the Application of Substance Abuse Technologies

Chicanos Por La Causa Community Contracts

Coalition of Drug Free Hawaii, Honolulu

Colorado Latino Behavioral Health Network

Community Anti-drug Coalitions of America

Connecticut Community for Addiction Recovery

Congressional Offices

CRC Health Group

CSAT Advisory Council

CSAT Reserve

Delaware Department of Health and Human Services

DM ARM

Elks Drug Prevention Program

Faces and Voice of Recovery

Hamilton-Madison House

Idaho Bureau of Mental Health and Substance Abuse

Idaho Supportive Housing and Innovative Partnerships

Illinois Department of Health, Division of Alcoholism and Mental Health

Indiana, Drug-Free Marion County

Iowa Department of Public Health

IQ Solutions, SAMHSA Helpline Calls

Join Together

Kentucky Division of Mental Health

Massachusetts Organization for Addiction Recovery

Mexico International Meeting

Minnesota Center for Hmong Studies, Concordia University

Minnesota Drug Courts and State Contacts

Missouri Office of State Courts Administrator, Division of Juvenile and Adult Court Programs

National Asian Pacific Families Against Substance Abuse

National Association of Governors

National Association for Children of Alcoholics

National Association on Alcohol Drugs and Disability

National Association of Methadone Advocates

National Association of Social Workers

National Association of County Behavioral Health and Developmental Disability Directors

National Association of State Alcohol and Drug Abuse Directors

National Council on Alcoholism and Drug Dependence Detroit

National Council of State Legislatures

National Council on Alcoholism and Drug Dependence

National League of Cities

NCADD pf the Central Mississippi Area

New Jersey, Mercer County Hispanic

New York Association of Alcoholism and Substance Abuse Providers

Northern Ohio Recovery Association

Pennsylvania, Bucks County Council on Alcoholism and Drug Dependence

Pennsylvania Department of Health

RecoveryRides

SAMHAS Advisory Council

SAMHSA Grantees

Single State Agency

South Carolina, Heart Spring

State Associations of Addiction Services

Synergy Enterprises Community Contacts

Synergies, National Inhalant Prevention Coalition

Teen Challenge, Arizona

Teen Challenge International, California

Tennessee, Buffalo Valley Incorporated

The Association for Addiction Professionals (NAADAC)

Treatment Alternatives for Safer Communities

U.S Conference of Mayors

U.S. Drug Enforcement Administration

Utah Alcoholism Foundation

Virginia Department of Mental Health, Mental Retardation and Substance Abuse Services

Virginia Office of Substance Abuse Services

Waianae Women in Recovery, Honolulu

Wesley Center, North Dakota

West Virginia Substance Abuse Coalition/HMS Technologies

White Bison

Recovery Month 2006 Kick-Off Event

The ***Recovery Month*** 2006 celebration began with a major press event on September 7, 2006, at the National Press Building Holeman Lounge, on 14th and F Streets, Washington D.C. The press event highlighted the release of SAMHSA's 2005 *National Survey on Drug Use and Health: National Findings*, which surveyed 68,308 Americans to determine the latest statistics on substance use. Speakers at the press conference included:

- John Walters, Director, White House Office of National Drug Control Policy Assistant Surgeon General Eric Broderick, D.D.S, M.P.H., Acting Deputy Administrator of SAMHSA
- H. Westley Clark, M.D., J.D., M.P.H., Director, SAMHSA Center for Substance Abuse Treatment
- Tonya Wheeler, person in recovery from methamphetamine abuse
- Ashley Hadeed, person in recovery from prescription drug abuse

The National Survey on Drug Use and Health provides a comprehensive and accurate snapshot of substance use trends for the past year. The annual survey, formerly called the "Household Survey," is the largest of its kind, and provides annual estimates of the prevalence of illicit drug, pharmaceutical, alcohol, and tobacco use in the United States, while monitoring trends over time. Some of the more encouraging highlights of the 2005 survey discussed at the press conference included:

- There was a 9.9 percent decline in illicit drug use among American youth between the ages of 12 and 17 in 2005.
- Marijuana use declined to 6.8 percent among young adults between the ages of 18 and 25 in 2005. However, marijuana continues to be the most commonly used illicit drug.
- Drinking among teens has also declined in 2005, with 16.5 percent of youth ages 12-17 reporting current alcohol use and 9.9 percent reporting binge drinking compared to 17.6 and 11.1 percent respectively in 2004.

Despite this progress, the press conference emphasized that there is more work to be done. The following statistics show that drug and alcohol use is still a very serious public health problem in the United States.

- For young adults, ages 18-25, the picture is mixed. While there were no significant changes in overall past month use of any illicit drugs in this age group between 2002-2005, cocaine use increased from 2.0 in 2002 to 2.6 percent in 2005.
- Past-month nonmedical use of prescription drugs among young adults increased from 5.4 percent in 2002 to 6.3 percent in 2005, due largely to an increase in the nonmedical use of narcotic pain relievers.

- Although the number of past month users has remained steady since 2002, the number of methamphetamine users who were dependent on or abused some illicit drug did rise significantly during this period, from 164,000 in 2002 to 257,000 in 2005

Media Outreach

The ***Recovery Month*** 2006 kick-off press conference received media attention from major television and newspaper outlets.

In attendance were: Kevin Freking of Associated Press, CNN Television, Quiana Burns of ABC News, Donna Leinwand of *USA Today*, Emily Haile of Capital News Service, Moises Mendoza of *Los Angeles Times*, Susan Landers of *AM News*, Russell Murdac of *The Nation's Health*, Todd Zwillich of *WebMD*. Other media outreach included:

- American Medical News, Capital News Service, ABC News, *Alcoholism and Drug Abuse Weekly*, CADCA's Coalitions Online, and Bloomberg News were provided copies of the news release announcing the release of the 2005 National Survey on Drug Use and Health and ***Recovery Month*** Observance.

- CNN Radio in Atlanta interviewed SAMHSA's Mark Weber about the release of the 2005 National Survey on Drug Use and Health and ***Recovery Month*** Observance.

- Bianca Castillo of WIOD News Radio in South Florida interviewed SAMHSA's Mark Weber about the release of the 2005 National Survey on Drug Use and Health.

- Mark Puente of the *Cleveland Plain Dealer* requested data on substance abuse treatment and recidivism. His local county jail is eliminating their 12-step program to reduce costs. He was referred to samhsa.gov to the TIP 44, "Substance Abuse Treatment for Adults in the Criminal Justice System."

- Josh Montez of the radio show, Family New and Focus, received an embargoed copy of the National Survey on Drug Use and Health release for use in his article on adult usage of illegal drugs.

Print coverage for national and local events was monitored nationwide for ***Recovery Month*** in national and local newspapers, magazines, and on the Internet. To date, 519 press clippings have been collected, with coverage in publications with a collective circulation of more than 74,889,532.

In tandem with the 2006 ***Recovery Month*** kick-off press conference, the Al-Anon Family Group Headquarters, Inc. held a celebration lunch. This lunch was held on September 7, 2006 in Washington, D.C. The program included opening remarks and greetings, as well as recovery stories from two guests. Speakers at the lunch included:

- Judy P, Chairperson Board of Trustees, Al-Anon Family Group Headquarters, Inc.

- Dr. Bertha K. Madras, Deputy Director, Office of National Drug Control Policy
- Dr. Westley Clark, Director, Center for Substance Abuse Treatment, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services
- Recovery stories by:
    - Bob S – Director of Communications, Al-Anon Family Group Headquarters, Inc.
    - Judy P - Chairperson Board of Trustees, Al-Anon Family Group Headquarters, Inc.

SAMHSA-Sponsored Community Forums/Events

SAMHSA sponsored a total of 59 community forums/events that reached a total of 64,590 people throughout the nation in 2006. As in past years, forums/events included an emphasis on multicultural populations.

The SAMHSA-sponsored community forums/events began and/or continued a community discussion on substance use disorder recovery and established a community environment supporting treatment programs that help individuals reclaim their lives. SAMHSA helped highlight three major areas for improvement: improving the assessment and referral of people in need to treatment services; providing greater access to personalized treatment programs; and continuing to increase the availability of treatment services. Community events addressed local community issues and defined specific objectives and action steps to broaden support and access for individuals in recovery, their families, and friends.

Cities that hosted official SAMHSA-sponsored ***Recovery Month*** 2006 community forums or other events included:

- Alexandria, VA
- Arvada, CO
- Belmar, NJ
- Bismarck, VT
- Boca Raton, FL
- Boise, ID
- Burbank, CA
- Cape Cod, MA
- Cascade County, MT
- Charles Town, WV
- Chattanooga, TN
- Columbia, SC
- Davie, FL
- Des Moines, IA
- Dover, DE
- Duluth, MN
- Estero, FL
- Fargo, ND
- Florence, SC
- Fort Lauderdale, FL
- Fort Myers, FL
- Garden City, NY
- Great Falls, MT
- Harrisburg, PA
- Hartford, CT
- Hato Rey, Puerto Rico
- Hollywood, FL

- Houston, TX
- Inverness, FL
- Jackson, MS
- Jersey City, NJ
- Juneau, AK
- Lakeville, MN
- Los Cerritos, CA
- Maili Beach Park, HI
- Manchester, NH
- Martinsburg, WV
- Minneapolis, MN
- Mora, MN
- Naples, FL
- Nashville, TN
- Nenana, AK
- Newport Beach, CA
- Olathe, CT
- Olgilvie, MN
- Philadelphia, PA
- Port Charlotte, FL
- Richmond, VA
- Rock Hill, SC
- Rockville, MD
- Salt Lake City, UT
- Santa Ana, CA
- Shepards Town, WV
- Springfield, IL
- Torrance, CA
- Tucson, AZ
- Washington, D.C.
- Wisconsin

Working closely with partners in major cities across the country, SAMHSA sponsored 21 community forums/events where individuals in recovery, experts, and legislators discussed local addiction treatment issues. The combined estimated attendance for all 21 events was 24,615, a 100 percent increase over 2005 attendance figures. These events were extremely successful and included a variety of activities such as: recovery walks; festivals; freedom rallies; information and entertainment forums; health fairs; and art forums.

SAMHSA also sponsored 22 minority focused events that reached 10,635 people. Some of these events included: Recovery Celebratory Rally/Barbeque, Rally/Church Service, Teen Challenge Celebratory Rally/Church Service, “Hands Across the State”, and “Stories from the Heart” Traveling Exhibit.

For the second year in a row, SAMHSA sponsored state-wide recovery rides in California, Ohio, and New England, that reached 330 people. Highlights of these events included family festivals, live entertainment and speeches by local public officials.

Locally Sponsored Community Events

As of October 2006, 49 states, the District of Columbia, and Puerto Rico held 665 events in 388 cities, an increase of 30.9 percent over 2005 ***Recovery Month*** events, reaching almost 4 million (3,876,828) people—this includes the SAMHSA-sponsored local community events.

As part of the official ***Recovery Month*** Web site at ***www.recoverymonth.gov***, community organizers were encouraged to list their local events and activities in order to promote these local community events and inspire more participation. These events are recognized on the events list page, which was configured as a map of the United States, so viewers could click directly on a state or select it from a drop-down menu to view the events that took place in each state, nationwide.

Recovery Month 2006 Proclamations

President George W. Bush issued a proclamation celebrating September 2006 as ***National Alcohol and Drug Addiction Recovery Month***. In addition, another 138 proclamations were issued throughout the country: 18 by governors and state legislators; 86 by mayors and county and city council members. There were also 24 proclamations from Native American tribes and affiliated centers issued to celebrate Native American Wellbriety Month. The remaining 10 proclamations were issued by various other organizations. Following is a copy of the Presidential proclamation and a list of other proclamations issued for ***Recovery Month*** 2006.

The White House
PRESIDENT GEORGE W. BUSH

National Alcohol and Drug Addiction Recovery Month, 2006

A Proclamation by the President of the United States of America

Alcohol and drug abuse disrupts families, threatens the safety of our neighborhoods, and ruins the lives of countless men, women, and youth. During National Alcohol and Drug Addiction Recovery Month, we recognize the damaging effects of substance abuse and renew our support for individuals battling to overcome addiction. The theme for 2006, "Join the Voices for Recovery: Build a Stronger, Healthier Community," urges all Americans to help prevent alcohol and drug abuse and to promote treatment and recovery options.

While drug use among youth is down since 2001, we must continue our efforts to help our next generation avoid substance abuse. This work begins with understanding that youth are less likely to engage in risky behaviors when they are connected to strong families and communities. To assist our children in learning to make healthy choices, the Helping America's Youth initiative, led by First Lady Laura Bush, is encouraging local partnerships that empower families, schools, and communities to help our young people reach their full potential.

In order to effectively battle alcohol and drug addiction, we must ensure that Americans in need can readily access services and programs. Over the past 3 years, my Administration has provided nearly $300 million for the Access to Recovery program so that individuals who desire treatment have the ability to seek the form of treatment most suitable for their needs, including assistance from faith-based and community providers. My fiscal year 2007 budget proposes to build upon the success of this initiative by providing $98 million to further expand individual choice.

My Administration is also committed to protecting our citizens and our young people from the scourge of methamphetamine. This substance is highly addictive and is a continuing and devastating threat in too many communities across our Nation. While the number of teens who have ever tried this deadly drug has decreased since 2001, we remain focused on keeping methamphetamine from reaching more Americans. Through the Access to Recovery program, $25 million will be targeted in fiscal year 2007 to help individuals recover from methamphetamine abuse. Additionally, earlier this year I signed into law the USA PATRIOT Improvement and Reauthorization Act of 2005, which increases penalties for smuggling and selling methamphetamine and introduces commonsense safeguards to make many of the ingredients used in manufacturing it harder to obtain and easier to track.

These efforts are helping in the fight against substance abuse in America, yet government action is not the only answer. We are making progress because there are millions of our fellow citizens answering the universal call to love a neighbor. To find out how to join the armies of compassion and be a part of building a stronger, healthier community, interested volunteers should visit recoverymonth.gov and usafreedomcorps.gov. By working together, we can make a difference in the life of someone in need and help fulfill the promise of a more hopeful tomorrow for generations to come.

NOW, THEREFORE, I, GEORGE W. BUSH, President of the United States of America, by virtue of the authority vested in me by the Constitution and laws of the United States, do hereby proclaim September 2006 as National Alcohol and Drug Addiction Recovery Month. I call upon the people of the United States to observe this month with appropriate programs and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-fifth day of August, in the year of our Lord two thousand six, and of the Independence of the United States of America the two hundred and thirty-first.

GEORGE W. BUSH

Recovery Month 2006 Proclamations Issued

Alabama
Town of Dutton

Alaska
City of Anderson
City of Ketchikan
City of Nenana
Nenana Native Council
Denali Borough
State of Alaska

Arizona
White Earth Tribal Council
Native American Directions Association
Yavapai White Bison

California
City of Cerritos
City of Cypress
City of Fairfield
City of La Puenta
City of Laguna Niguel
City of Laguna Hills
City of Lompoc
City of Malibu
City of Mission Viejo
City of Palm Springs
City of Placentia
City of Redlands
City of Rohnert Park
City of Sunnyvale
City of Waterford
City of West Covina
Indian Health Center
The Fresno Native American Health Center Inc.

Colorado
City of Englewood

Connecticut
City of Bridgeport
City of Darien
City of Greenwich
City of New Canaan
City of Norwalk
City of Stamford

Florida
City of Delray Beach
City of Hialeah
City of Margate
City of Ormond Beach
City of Panama City
City of Tamarac
County of Holmes

Georgia
County of Liberty
City of Hinesville
State of Georgia

Hawaii
State of Hawaii

Idaho
Kamiah White Bison
Nez Perce Tribe
Nez Perce Tribe Resolution
South Idaho Correctional Institution

Illinois
City of O'Fallon
City of Palatine
Village of Skokie

Indiana
City of Franklin
City of Indianapolis

Iowa
City of Ames
Story County Board of Supervisors

Kansas
County of Sedgwick
Haskell Indian Nations University

Kentucky
City of Fort Thomas
County of Harlan

Maine
State of Maine

Maryland
Queen Anne's County

Massachusetts
City of Springfield
Commonwealth of Massachusetts
Massachusetts State Senate

Michigan
City of Livonia
City of Troy
County of Muskegon

Minnesota
City of Brainerd
City of Pine City
City of Moorhead
Red Lake Nation Coalition
State of Minnesota
The White Earth – Chemical Dependency Program

Mississippi
City of Grenada

Missouri
State of Missouri

Montana
Fort Belknap College
New Day Ranch

Nebraska
Omaha National Community Response Team

Nevada
City of Fallon
Join Together Northern Nevada
State of Nevada

New Hampshire
State of New Hampshire

New Jersey
Borough of Oradell
City of Union City
State of New Jersey
Township of Pennsauken

New Mexico
Albuquerque Indian Center
Returning to Balance

New York
City of New York
State of New York

North Carolina
City of Durham
City of Greenville
City of Mount Olive
City of Wilmington
County of Durham
Division of Mental Health, Development Disabilities and Substance Abuse
Town of Tarboro

North Dakota
City of Fargo
Daughters of the Earth
Fargo Board of Education
Native American Christina Ministry of Fargo/Moorhead
Ray of Hope Drop-In Center Staff
State of North Dakota
Sweet Medicine

Ohio
City of Brooke Park
City of Elyria
City of Lorain
City of North Olmsted
City of Upper Arlington
County of Lorain
Native American Ohio Indian Center
North American Indian Cultural Center
South East Ohio Leonard Peltier Support Group
State of Ohio

Oklahoma
Talking Leaves Job Corp

Oregon
City Portland
City Tigard
Clastop-Nehalem Confederated Tribes

Pennsylvania
The Lenape Nation of Indians
Wernersville State Hospital

South Carolina
State of South Carolina

Texas
Asian American Family Services “Stories from the Heart”

City of Garland
City of Houston
City of Lewisville
City of Watagua
Harris County

Utah
State of Utah

Virginia
County of Arlington

Washington
Clallam County Commissioners
North Bend
State of Washington

Wisconsin
State of Wisconsin
The College of the Menominee Nation

Wyoming
City of Cheyenne
Shoshone & Arapaho Tribal Substance Abuse Court Team

Interactive Web-Based Activities and Information

In 2006, SAMHSA hosted an updated ***Recovery Month*** interactive Web site, ***www.recoverymonth.gov***, making information on ***Recovery Month*** accessible to local communities and the general public either online or through downloadable files. Visitors had access to numerous helpful activities.

The 2006 Web site included materials that could be ordered online, such as the virtual ***Recovery Month*** toolkit and an electronic flyer made available for organizations hosting events. Also posted were SAMHSA press releases, additional resources and publications, proclamations, and the English and Spanish versions of all television and radio ***Recovery Month*** PSAs produced from 2002 to 2006.

Visitors could post their ***Recovery Month*** events by locality using an interactive events counter. In 2006, 665 events were posted, reflecting an increase of 30.9 percent. Many of the events were highlighted with event photos.

The 2006 ***Recovery Month*** Web site won several awards for its quality and content, such as the Bronze Omni Intermedia Award, the Aesculapius Award of Excellence, the Silver Inkwell Award, the APEX Award of Excellence, and the 2006 Communicator Award of Distinction.

The Bronze Omni Intermedia Award recognizes outstanding media productions that engage, empower and enlighten their audiences. The Omni is awarded to Web sites that exemplify the highest standards of quality.

The Aesculapius Award of Excellence is given out to exceptional Web sites for communicating health information to the public.

The 2006 ***Recovery Month*** Web site also won the Silver Inkwell Award of Merit. The Silver Inkwell Award of Merit recognizes outstanding achievements in 85 categories, including print, electronic, visual, interactive and video communications, graphics design, writing, new technologies, radio, television and communications planning, and campaigns, to name a few. The 2006 ***Recovery Month*** Web site received a 2006 Silver Inkwell Award of Merit in the category of government and military communications.

The APEX Award of Excellence is an annual competition for writers, editors, publications staff and business or nonprofit communicators. The focus of the award is excellence in graphic design, editorial content and the success of the entry in achieving overall communications effectiveness

and excellence. The ***Recovery Month*** Web site received this distinction for the quality of its design and content.

The ***Recovery Month*** Web site has also won the 2006 Communicators Award of Distinction, which is an international competition that recognizes outstanding work in the communications field. Entries are judged by industry professionals who look for talent that exceeds a high standard of excellence and provides a benchmark for the industry. This award is only given to projects that exceed industry standards.

The 2005 ***Recovery Month*** Web site has also been awarded the 2006 NAGC Gold Screen Award of Excellence. This award underscores the high standards of professionalism in public service, with a focus on government agencies or individuals who have significant achievements in their field.

Webcasts

SAMHSA developed the *Road to Recovery* Webcasts series in a talk and magazine show format, with a host and four guests. Eight out of the nine were aired on the first Wednesday of the month, beginning in January and running through September. The 9 monthly Webcasts logged 7,905 views and 3,114 trailer views. (These figures indicate the number of times a viewer accessed the Web page, but do not necessarily reflect the number of times the supporting graphics/files were viewed.) In addition, more than 318 distinct public education government cable channels in 295 cable systems throughout the country aired the *Road to Recovery* series, reaching more than 15.5 million cable households, representing an estimated earned media value of $4 million.

Since 2004, there has been a 250% growth in channels. Additionally in 2004, the *Road to Recovery* series was being cablecast in 33 states, and in 2006 it was cablecast in all 50 states. Archive copies of the Webcasts were made available on the Web immediately following the aired program and VHS video cassette tapes or DVDs could be ordered via the ***Recovery Month*** Web site.

- *The 2006 Road to Recovery* (1/11/06)
- *Recovery and the Military: Treating Veterans and Their Families* (2/1/06)
- *Addiction and the Family: Healing and Recovery* (3/1/06)
- *Youth and College Drinking: Breaking the Patterns* (4/5/06)
- *Helping the Labor Movement Embrace the Recovery Movement* (5/3/06)
- *Faith and Recovery: the Healing Role of Faith-Based Organizations* (6/7/06)
- *Addiction and the Justice System: Decipher the Maze* (7/5/06)
- *The Addiction Treatment Workforce: Where We Are, Why We're Here, and Where We Need to Be* (8/2/06)
- *At The Crossroads: Examining the Intersection of Care for Persons with Mental and Substance Use Conditions* (9/6/06)

For the first time, in 2006 the Web site also included ***Recovery Month*** Video Podcasting. Video podcasting is an alternative format for previewing trailers of the monthly Webcasts. The trailers were available as video podcasts and usually last for about 60 seconds. Viewing these trailers provided viewers with a brief overview of the upcoming Webcast of the month. The viewers signed up as subscribers in order to gain access to these video podcasts, which were either

downloaded automatically to the viewers podcasting software, or available for them to download on demand. There were 3,114 trailer views between January and December 2006.

The Web site enabled visitors to distribute news about ***Recovery Month***. A special feature on the site was the Road to Recovery listserv, where people could sign up to receive periodic e-mail updates on activities and resources featuring ***Recovery Month***.

Additional features on the Web site for 2006 include: a video podcasting system, a credit card process to order videos/DVDs of Webcasts; an additional resource area specific to each Webcast topic; welcome video clips from SAMHSA Administrator Charles G. Curie and CSAT Director Dr. H. Westley Clark; an HTML version of the Road to Recovery listserv message; and promotional PowerPoint presentations provided in four different viewing options to help promote ***Recovery Month*** and educate people that recovery is possible.

The entire ***Recovery Month*** site experienced tremendous growth over the past two years, especially during the month of September. In September 2006, there were 140,818 unique visitors to the site. In 2006, there were a total of 981,717 unique visitors to the site throughout the year, compared to 605,956 total unique visitors in 2005, a 62 percent increase.

In September 2006 there were 250,199 visits to the site, and in 2006 there was a total of 1, 846,868 visits to the entire ***Recovery Month*** Web site.

From January through December 2006, the official ***Recovery Month*** Web site received more than 15.8 million hits (15,827,985 an indicator of Web server traffic) and the site logged in 981,717 “unique visitors” (an indicator of new visitors). Total unique visitors in 2006 increased 62 percent compared to 2005.

This significant growth indicates a consistent, loyal, and continuously growing audience.

Recovery Month Web Site Hits Compared to Previous Years

Month	2006 Hits	2005 Hits	2004 Hits	2003 Hits	2002 Hits	2001 Hits
Prior to June	5,093,854	4,461,986	2,415,654	2,533,370	633,187	114,413
June	1,245,649	939,386	533,355	683,796	228,496	127,852
July	1,422,865	1,018,337	693,215	767,676	284,609	629,657
August	2,696,227	1,734,017	1,169,034	1,231,059	375,530	212,043
September	2,064,226	2,076,098	1,140,801	1,157,533	452,433	176,016
October	1,397,778	1,136,990	764,454	614,676	243,100	85,975
November	1,022,629	752,606	878,528	474,020	240,932	57,167
December	885,081	552,988	715,477	337,088	150,957	55,373
Total	15,827,985	12,672,408	8,310,518	7,799,218	2,609,244	1,458,496

"Ask the Expert"

During the weeks following a Webcast's debut via the ***Recovery Month*** Web site, viewers had an opportunity to send in topic-related questions to get expert advice from SAMHSA-approved experts. SAMHSA developed eight "Ask the Expert" forums that ran from February through September. The "Ask the Expert" feature delivered an average of four for questions each forum.

Public Service Announcements (PSAs)

For ***Recovery Month*** 2006, SAMHSA produced two new radio and television public service announcements in English and Spanish. The 2006 PSAs were developed to inform the public about the effectiveness of treatment for substance use disorders, the nature of addiction and the recovery process, and the tremendous need to increase treatment service capacity across the country.

One of the 2006 PSAs, "New Morning," is a positive portrayal of a mother in recovery, starting her day and reflecting on the joy of regaining her life after overcoming the disease of addiction. Treatment has helped her get her life back. She can now reestablish relationships with her family and her community.

The second PSA, "Labyrinth," captures the confusion, isolation and lack of direction for those battling an alcohol or drug addiction. However, through treatment, recovery is possible. With the support and direction from family and the community, people find their pathway from drugs and alcohol – their direction home.

The broadcast PSAs put an everyday face on addiction and recovery, and offered SAMHSA's 24-hour, toll-free National Helpline, 1-800-662-HELP, as a call to action if viewers, or someone they know, is in need of treatment. All PSAs were produced in English and Spanish in 15-second and 30-second lengths.

In collaboration with SAMHSA, the National Association of Broadcasters launched a brochure for local broadcasters to address alcohol and drug addiction in their communities. The brochure, *Join the Voices for Recovery*, contained programming ideas and script public service announcements (PSAs) to assist stations in raising awareness about the benefits of alcohol and drug addiction treatment. Downloadable radio PSAs were available for stations on the NAB Public Service Web site. Television PSAs continued to be made available to stations via the NAB monthly PSA satellite feed and through free dubs.

SAMHSA distributed and pitched the TV PSAs to 1,004 stations and networks, including 85 Spanish stations nationwide. The radio PSAs were distributed to 3,348 stations, including 186 Spanish stations nationwide. The PSAs were also distributed to airlines' in-flight entertainment departments.

In 2006, SAMHSA also created open-ended spots for customization. These open-ended spots allowed local television stations and community groups to personalize the PSAs with their logo,

slogan, or telephone number at the end of the PSA. These spots were available via SAMHSA's National Clearinghouse for Alcohol and Drug Information (NCADI).

In addition to the 2006 public service announcements, SAMHSA continued to track previous years' spots throughout 2006. These spots – "Treat Me", "Artist", "Boat", "Tony", "Crosswalk", "Psyched Up", "Runner", and "Subtitles" – were all produced in English and Spanish and continue to make an enormous impact on people in recovery and those who have helped them on their path to recovery.

In 2006, the 2005 ***Recovery Month*** PSAs, "Treat Me" and "Artist" won a renowned FREDDIE award. For the past 32 years, the FREDDIE awards have showcased brilliance in the health productions realm and have been a reflection of the advances in consumer and professional health education and technology programming.

Television PSAs

The 2006 television spots, "New Morning" and "Labyrinth," were distributed to 1,089 TV stations and networks, including 80 Spanish stations nationwide. From July through December 2006, the PSAs aired 14,320 times (equaling 102.97 broadcast hours) through 234 outlets reaching 112 markets, at an estimated earned media value of $1,544,983 and 178,641,935 in viewer impressions.

Since 2002 through December 2006, the 16 spots released in previous years continued to air, producing an estimated earned media value of $14,129,430 and 1,303,355,195 in viewer impressions.

In total, the overall estimated earned media value for all television PSAs released from 2002 through 2006 is $15,674,413 with a collective viewership of 1,481,997,130.

Radio PSAs

The 2006 radio spots, "New Morning" and "A Way Out," were produced in English and Spanish in 20-second and 30-second lengths and were distributed to nearly 3,534 radio stations nationwide. From July through December the radio spots were broadcast 40,791 times (equaling 315.83 broadcast hours) through 217 outlets reaching 188 cities in 49 states, resulting in an estimated earned media value of $ 2,156,179 and 233,530,520 in listener impressions.

From 2002 through December 2006, 16 additional spots from previous ***Recovery Month*** efforts continued to air, producing an estimated earned media value of $7,662,176 and 770,050,169 in listener impressions.

In total, the overall estimated earned media value for all radio PSAs released from 2002 through 2006 is $9,818,355 with a collective listenership of 1,003,580,689.

Conclusion

The figures and events outlined in this report showcase the countless individuals who worked hard in their communities and made a tremendous commitment to public support for ***Recovery Month***. The ***Recovery Month*** 2006 celebration was the most successful effort to date in raising public awareness about substance use disorders, treatment, and recovery. The ***Recovery Month*** events reached almost 4 million people and the television and radio public service announcements reached more than 178 million viewers and 233 million listeners, respectively.

It takes continued effort and outreach to educate the public about the benefits of addiction treatment, and a conscious decision to actively work to reduce the stigma and eliminate the barriers that persist with addiction and recovery. SAMHSA is proud of its contribution to this goal through the ongoing success of ***Recovery Month.***

All materials for the 2006 campaign and past observances can be viewed by visiting ***www.recoverymonth.gov***. To order materials, contact SAMHSA's National Clearinghouse for Alcohol and Drug Information at 1-800-662-HELP (4357), TDD 1-800-487-4889.