

# National Recovery Month

Prevention Works • Treatment is Effective • People Recover

SEPTEMBER 2011

JOIN THE VOICES FOR RECOVERY

## RECOVERY BENEFITS EVERYONE

**WHAT:** 22<sup>nd</sup> Annual *National Recovery Month (Recovery Month)*

This year's *Recovery Month* theme, "*Join the Voices for Recovery: Recovery Benefits Everyone*" highlights the physical, emotional, economic, and social benefits that health reform can bring to individuals, families, and communities. *Recovery Month* will:

- Inform individuals about the Affordable Care Act and the Mental Health Parity and Addictions Equity Act (MHPAEA) and how these two laws increase access to health care and equitable services for the treatment of substance use and mental disorders
- Spread the message that behavioral health is an essential part of health, that prevention works, treatment is effective, and people can and do recover from substance use and mental disorders
- Raise awareness about how treatment and recovery support services for substance use and mental disorders improve people's overall health and well-being
- Celebrate people in long-term recovery and recognize the dedication of treatment providers
- Educate policymakers, health care providers, employers, and the general public that all Americans have the opportunity to access provisions within the Affordable Care Act, aimed to improve physical and emotional health

**WHEN:** September 2011

**WHERE:** Local communities throughout the country and on the web at <http://www.recoverymonth.gov>, and *Recovery Month's* social networking pages, Facebook, accessible at <http://www.facebook.com/RecoveryMonth>, YouTube, accessible at <http://www.youtube.com/user/RecoveryMonth>, and Twitter, accessible at <http://twitter.com/RecoveryMonth>

**HOW:** Celebrate *Recovery Month* by hosting an event in your community or online. Visit <http://www.recoverymonth.gov> or call **1-800-662-HELP (4357)** or 1-800-487-4889 (TDD) to receive more information, or order a planning toolkit and other useful materials. Submit your event on the *Recovery Month* website to showcase your event details, photos, and videos.



Substance Abuse and Mental Health Services Administration  
**SAMHSA**  
[www.samhsa.gov](http://www.samhsa.gov) • 1-877-SAMHSA-7 (1-877-726-4727)

## THE RECOVERY MONTH PLANNING TOOLKIT, WITH EXPANDED PIECES AVAILABLE ONLINE AT [HTTP://WWW.RECOVERYMONTH.GOV](http://www.recoverymonth.gov), PROVIDES:

- Ideas on how people can support their communities through **Recovery Month** events
- Media outreach tips and tools, available exclusively online, which offer guidance for garnering media coverage.
- A top-level fact sheet about health reform and how it will increase access to treatment and recovery support services for substance use and mental disorders
- A social media specific document that details how to use online tools to spread the **Recovery Month** message
- Abbreviated printed materials and detailed versions available to download
- Listings of online tools and useful resources

## 2010 RECOVERY MONTH OBSERVANCE SUCCESSES INCLUDE:

- **176** proclamations issued: A Presidential proclamation issued on **August 31, 2010** and **175** gubernatorial, mayoral, Native American Nation, and organizational proclamations issued
- **1,072** SAMHSA-sponsored and local events reaching **3,888,160** individuals throughout the country
- More than **177,550,588 million** viewers and **83,581,365 million** listeners reached via SAMHSA-produced television and radio public service announcements, respectively
- Approximately **26,804** average monthly calls to the Substance Abuse and Mental Health Services Administration's (SAMHSA) National Helpline and more than **24,366,353** hits logged on <http://www.recoverymonth.gov> between January and December 2010
- SAMHSA's **Road to Recovery** Television Series aired on **523** cable channels, available to an estimated **23.6 million** cable households, representing an estimated **\$15.5 million** in earned media value
- SAMHSA's **Road to Recovery** Radio Series aired on **52** radio stations, available to an estimated **4.9 million** listeners, representing an estimated **\$2.2 million** in earned media value

**CELEBRATE RECOVERY MONTH AND SUPPORT YOUR COMMUNITY** by linking to the **Recovery Month** website; joining **Recovery Month** on Facebook at <http://www.facebook.com/RecoveryMonth>; viewing **Recovery Month** videos on YouTube at <http://www.youtube.com/user/RecoveryMonth>; following **Recovery Month** on Twitter at <http://twitter.com/RecoveryMonth>; placing the **Recovery Month** widget on your website available at <http://www.recoverymonth.gov/Community-Events/Events-Widget.aspx>; ordering a planning toolkit, and by embracing the theme: **“Join the Voices for Recovery: Recovery Benefits Everyone.”**

**FOR MATERIALS AND INFORMATION** on substance use and mental disorder prevention, treatment, and recovery or for referral to services 24 hours a day, call:

**SAMHSA's National Helpline**  
800-662-HELP (4357) (Toll-Free)  
800-487-4889 (TDD) (Toll-Free)

Or visit <http://www.samhsa.gov/treatment>: SAMHSA's "Find Substance Abuse and Mental Health Treatment" website

For more information on **Recovery Month**, contact:  
**SAMHSA's Center for Substance Abuse Treatment (CSAT)**  
240-276-2750

<http://www.samhsa.gov>

<http://www.recoverymonth.gov> (official **Recovery Month** website)

**Substance Abuse and Mental Health Services Administration (SAMHSA)**  
877-SAMHSA-7 (877-726-4727) (Toll-Free)  
800-487-4889 (TDD) (Toll-Free)  
<http://www.samhsa.gov>

(SMA) 11-4651